

BASIC NEEDS

LIVE UNITED

ONE OF FOUR FOCUS AREAS WITH PROVEN OUTCOMES



BASIC
NEEDS



HEALTH AND
WELLNESS



EDUCATIONAL
SUCCESS



FINANCIAL
STABILITY

United Way of Greater Greensboro is leading a local movement to END poverty. That's why we've created a community-wide network of strategic partners that provides a path to financial stability at any stage of life. Adults are becoming financially stable now, and children have the proper foundations to be successful in the future.

People and families must have basic needs met to become successful.

We want to help prevent and alleviate hunger and malnutrition and make sure people are safely housed or sheltered.

We also want to make sure people's personal safety is taken care of and that services and resources that help break the cycle of poverty are readily available.

These are just a few outcomes that are working to END poverty.

100%

People are demonstrating they have taken steps toward self-sufficiency.

91%

People who have taken steps to prevent a recurrence of danger.

95%

People who received access to needed information and resources.

87%

People who followed up and utilized offered information and resources.

POVERTY FACT: The fair market rent in the Greensboro/High Point area for a two-bedroom apartment is \$741/month. In North Carolina a person earning minimum wage (\$7.25/hour) must work 90 hours a week in order to afford a two-bedroom rental home at HUD's Fair Market Rent.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



United Way
of Greater Greensboro

HOME IS WHERE THE HEART IS

“WE ARE SO GRATEFUL FOR BEING ABLE TO STAY IN OUR HOME.” - JAMES WRAY



(L-R) Betty and James Wray. Photo by Vanderveen Photographers

James & Betty Wray will soon celebrate 60 years of marriage and many of those years have been filled making memories inside the home they built together.

“Betty and I worked hard to build our house decades ago. We’re very proud of it. I couldn’t imagine living anywhere else,” says James.

But when Betty began fainting and James began suffering back issues, their children worried about their parents’ ability to take care of themselves at home. Their children stop in to help around the house as much as they can, but Betty is still unable to stand for long periods of time to prepare meals, and James is unable to assist.

For many older adults in similar situations assisted living facilities become the only option. And for some families, assisted living creates a financial burden that’s hard to overcome.

This is exactly why United Way partners with Meals on Wheels. This program delivers nutritious meals to homebound seniors, helps keep people in their homes and reduces long-term financial strain. The meals are keeping James and Betty healthy and strong, but that’s not all the program is providing.

“We look forward to the food, but we look forward to seeing the volunteers and staff who bring the meals even more,” says Betty. “We really do enjoy the conversations and laughs.”

James says, “We needed help and thanks to United Way, we’re getting it. We are so grateful for being able to stay in our home.”

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



EDUCATIONAL SUCCESS

LIVE UNITED®

ONE OF FOUR FOCUS AREAS WITH PROVEN OUTCOMES



BASIC
NEEDS



HEALTH AND
WELLNESS



EDUCATIONAL
SUCCESS



FINANCIAL
STABILITY

United Way of Greater Greensboro is leading a local movement to END poverty. That's why we've created a community-wide network of strategic partners that provides a path to financial stability at any stage of life. Adults are becoming financially stable now, and children have the proper foundations to be successful in the future.

Educational success is foundational to building a future of self-sufficiency.

We want to help children start kindergarten prepared to learn and we want to support their continued academic and school success.

We also want to make sure people have access to, and are prepared for college or other post-secondary training.

These are just a few outcomes that are working to END poverty.

85%

Parents increased time engaging with their children through activities like reading.

86%

Children and youth achieved on-time grade promotions.

85%

Children and youth improved their character, life skills, and social development.

100%

Youth applying and being accepted to post-secondary programs.

POVERTY FACT: Children of low-income families know 50% fewer words at age 3 than their peers from high-income families. As a result, they can be 1 1/2 years behind those peers in their development by the time they start kindergarten, and it's hard to catch up.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



United Way
of Greater Greensboro

TEACHERS LOVE RAISING A READER

**"I KNOW THAT STORY... MY MOMMY READ IT AT HOME!"
- RAISING A READER (RAR) 4-YEAR-OLD STUDENT**



Sonja Eley-Ghee, Pre-K Teacher, reading with students . Photo by Vanderveen Photographers

"This program makes reading to my child REALLY easy. I am a mother of 3 children who also works full-time and it is rather challenging to take everyone to the library to check out books. With my child bringing books home weekly, it is very convenient for me to easily access books to read for my children." - RAR Pre-K Parent

"Parents are continuing to comment on how lucky we are to have the RAR program and how much their children are enjoying the books. We've noticed our monthly reading log entries have greatly increased since we started sending home the red bookbags! What a wonderful boost your program has been! Thanks to all who are working to support this program. It's great to know you've truly made a difference!" - Pre-K Teacher, Guilford County Schools

"My son is so much more interested in reading books since he has n in preschool. He loves to read and listen to me read and look at the pictures in the books. It really lets him use his imagination." - RAR Parent NC Pre-K Classroom

"A student came in excited about a book he had been reading from his bag. He asked if I would read it to the class, which I did and then told the children that each week they could take turns and choose a book from one of their bags. My students can't wait for storytime each day." - RAR Pre-K Teacher, Guilford County Schools

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



FINANCIAL STABILITY

LIVE UNITED[®]

ONE OF FOUR FOCUS AREAS WITH PROVEN OUTCOMES



BASIC
NEEDS



HEALTH AND
WELLNESS



EDUCATIONAL
SUCCESS



FINANCIAL
STABILITY

United Way of Greater Greensboro is leading a local movement to END poverty. That's why we've created a community-wide network of strategic partners that provides a path to financial stability at any stage of life. Adults are becoming financially stable now, and children have the proper foundations to be successful in the future.

In order to overcome poverty, adults and families must be financially stable.

We want individuals to reduce expenses, increase income, manage debt and save for emergencies.

We also want to make sure people are equipped with the knowledge, skills and opportunities to find and maintain family-sustaining employment.

These are just a few outcomes that are working to END poverty.

81%

Improved job readiness and life skills for workplace success.

68%

Landed a job and remained employed for at least 12 months.

81%

Improved their credit, established emergency savings and followed a budget.

79%

Families and adults increased their overall annual income.

POVERTY FACT: Individuals and families with inadequate income have difficulties in meeting basic costs, including struggling to pay for food, accommodation, clothing, education, health care, utilities, transport, recreation and trying to balance competing demands. They typically need help from government, charity and/or family and friends to make ends meet.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting

United Way
United Way
of Greater Greensboro

A LITTLE CONFIDENCE GOES A LONG WAY

“THANKS TO UNITED WAY’S SUPPORT, I WAS ABLE TO GAIN CONFIDENCE AND FINANCIAL STABILITY” - SHA’LAY



Sha'Lay

Sha'Lay desperately needed a job. She sent her applications to dozens of places but nothing came through. She wanted independence and to provide for herself but was denied the opportunity to do either. The more she applied to places and got rejected, the more discouraged she became.

Sha'Lay's job search was frustrating mostly because she was never taught how to prepare for interviews, write cover letters, or the navigate the hiring process overall. "I was not as confident and didn't really know how interviews and how your resume is supposed to work."

Sha'Lay's situation is not uncommon. In fact, many people entering the workforce feel that they lack important job skills.

After months of unemployment, Sha'Lay was referred to Women's Resource Center of Greensboro, one of many local programs that are working hand-in-hand with United Way to end poverty. This program helps women learn skill sets necessary for success.

While there, Sha'Lay was able to improve her resume and participate in mock job interviews that tested and improved her ability to present herself in a professional and confident way.

Thanks to what she learned, Sha'Lay landed a job. "Thanks to United Way's support, I was able to gain confidence and financial stability," she says.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



HEALTH AND WELLNESS

LIVE UNITED

ONE OF FOUR FOCUS AREAS WITH PROVEN OUTCOMES



BASIC
NEEDS



HEALTH AND
WELLNESS



EDUCATIONAL
SUCCESS



FINANCIAL
STABILITY

United Way of Greater Greensboro is leading a local movement to END poverty. That's why we've created a community-wide network of strategic partners that provides a path to financial stability at any stage of life. Adults are becoming financially stable now, and children have the proper foundations to be successful in the future.

People and families must be healthy and well to become successful.

We want to help parents/caregivers utilize early intervention services that support the family and promote growth and development.

We also want to help people overcome barriers, decrease risks, and have access to necessary healthcare services.

These are just a few outcomes that are working to END poverty.

89%

Infants demonstrated normal birth trajectory: full term birth and/or healthy birth weight.

93%

People demonstrated the ability to properly manage their disease and/or condition.

98%

Individuals were connected to a primary care provider.

94%

People received coordination or access to care supports.

POVERTY FACT: The uninsured are prone to utilize high cost emergency room services if they are not connected to a primary health care provider. Health-related costs are the leading cause of personal bankruptcy.

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting



United Way
of Greater Greensboro

WES' STORY

**"I WAS GIVEN A SECOND CHANCE AT LIFE,
AND I WANT TO MAKE THE BEST OF IT." - WES**



Wes

"The first thought was that I was going to die. The second was that my family was going to be disappointed."

These are the words of Wes, a former alcoholic who is currently living with HIV. After years of alcohol abuse, he was left with no job and felt completely isolated. "I got out of bed only to get more liquor," he reflects later.

Wes was then diagnosed as positive for HIV. With no job and little savings, he was overwhelmed by the hefty cost of the medication that he needed to survive.

Fortunately, Wes found Triad Health Project, one of many local programs working hand-in-hand with United Way to end poverty. Wes began managing his HIV levels through maintaining regular access to doctors. He was also able to find assistance with paying medical bills.

His immune system got stronger. Because his HIV level stayed low, he decided to quit alcohol once and for all. "It just didn't make sense to be relatively healthy from the HIV standpoint and to be drunk everyday," he says.

Today, Wes is sober and continues to live with HIV. He dedicates his transformation to United Way and the alcohol and drugs services he was able to receive.

"I was given a second chance at life, and I want to make the best of it."

END POVERTY.

GIVE • ADVOCATE • VOLUNTEER
Local impact for 97 years and counting

