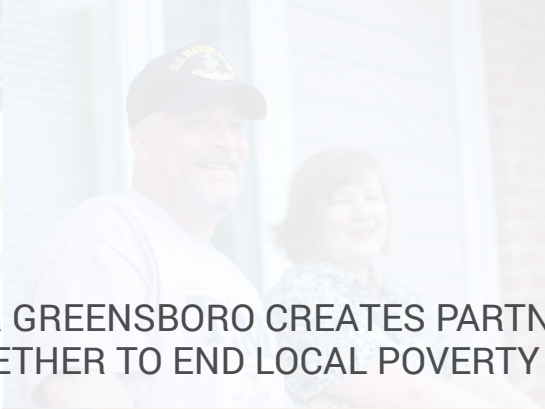
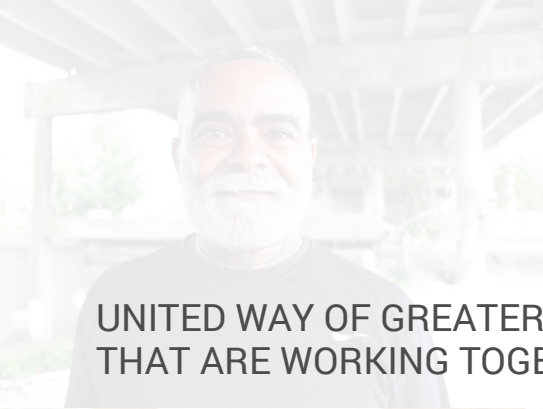


# LIVE UNITED<sup>®</sup>

YOU ARE A LIGHT. YOU ARE THE LIGHT. NEVER LET ANYONE – ANY PERSON OR ANY FORCE – DAMPEN, DIM OR DIMINISH YOUR LIGHT.

- John Lewis



UNITED WAY OF GREATER GREENSBORO CREATES PARTNERSHIPS THAT ARE WORKING TOGETHER TO END LOCAL POVERTY



# BOARD OF DIRECTORS

## And executive leadership

### BOARD OFFICERS

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Benjamin Zuraw

### MISSION

To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro.

# A YEAR IN REVIEW



**KIMBERLY GATLING**

2019 Chair, Board of Directors

*Speak up for those who cannot  
speak for themselves.* - Proverbs 31:8

*Not all of us can do great things, but we can  
do small things with great love.* - Mother Teresa



**MICHELLE GETTERS-CLARK**

President and CEO

# YOUR IMPACT

## Outcomes and success stories

United Way created 30 partnerships that supported 59 holistic programs and initiatives. Below are just a few outcomes you made possible in 2019-20. Some people receive multiple services.



### More than 30,000 people received basic needs support

- 3,000+ adults and families received housing and shelter.
- Over 13,000 adults and families were protected from physically dangerous situations.



jobs

### Over 3,000 people took steps toward financial stability and independence

- Over 1,800 adults improved their job readinesses and/or landed a new job.
- 500+ adults became more financially secure through effective budgeting and/or legal help.



### Nearly 3,000 youth achieved educational success

- Close to 300 children received supports that prepared them to excel in kindergarten.
- Over 1,800 students improved their skills, social development and school attendance.



### More than 20,000 people received support to lead a healthy lifestyle

- 600+ parents received prenatal and preventative care for infants and children.
- Over 14,000 people overcame barriers, decreased risks, and accessed needed services.

**56,000+** PEOPLE HELPED

**25,951** VOLUNTEER HOURS

**\$10.6m** RAISED IN 2019-20



*"Three Generations of Hope" - Harriet, Ashley and Zendaya are building brighter futures thanks to United Way's Family Success Center. Photo: United Way staff*

# A FAMILY'S HOPE RENEWED

**“We reached out to our Family Success Center coach and he was a Godsend when we needed it the most.” - Harriet Coffey**

With a desire to build better futures, Harriet Coffey and her daughter, Ashley, joined one of United Way of Greater Greensboro's Family Success Centers. These Centers take a generational approach to ending poverty by offering children and adults free bundled services in one location.

The mother and daughter duo were paired with a caring coach who helped them develop personal goals. They quickly began attending career, money management, computer, and education classes. Ashley's own daughter, Zendaya, was also enrolled in an on-site education program and three generations of the Coffey family began thriving.

Thanks to newfound skills, Harriet landed a job, and Ashley successfully earned a GED and began pursuing her own career. However, the Coffey family was dealt a heartbreaking blow when Harriet's youngest daughter unexpectedly died from complications related to diabetes.

According to Harriet, the emotional struggle caused tremendous stress and the once-thriving family began losing hope. “We were devastated. It was hard to stay motivated,” said Harriet.

Amidst the struggle, the COVID-19 pandemic forced Harriet to overcome yet another hurdle. Due to safety precautions, she was forced to begin working remotely, but the motel room they were living in lacked Internet access. Determined not to lose her job, Harriet set up a temporary work desk at a friend's home and called her Family Success Center coach for advice.

“We reached out to our Family Success Center coach and he was a Godsend when we needed it the most,” said Harriet. The coach advocated on the family's behalf and linked them with partners that provided assistance. Harriet was quickly approved to lease an apartment with Internet access and was able to maintain her job.

With renewed hope, Ashley now plans to honor her sister's memory by one day becoming an endocrinologist to help people who are struggling with diabetes. “It's nice to have people who will actually listen to you and encourage you. So many people don't have access to the things they need, but thanks to United Way, our family has access and hope,” said Ashley.



*"Aha!" - Parents and students had to discover new ways to learn during the pandemic. Photo: Guilford County Schools*



# VIRTUAL REALITY

**“Schools could not have done this alone and thanks to United Way’s leadership, and generosity of many donors, our community quickly came together to make sure children had the tools necessary for learning to continue.” - Winston McGregor**

When the COVID-19 pandemic began, City of Greensboro officials reached out to United Way of Greater Greensboro to lead collaborative response efforts and the Greensboro Virus Relief Taskforce was quickly formed.

The Taskforce, co-chaired by City and United Way leadership included representatives from across the community. Thanks to collaborative efforts, the group raised and granted over \$2.5 million to over 100 local nonprofits helping thousands of individuals and families.

One of the largest populations impacted were students and families who had to transition to online learning at home. Many families scrambled to find laptops and learning devices that would support their new virtual realities.

“A crisis like this calls us to think outside of the box to make sure no one is forgotten and that’s exactly what the Taskforce came together to do,” said Winston McGregor, executive director at Guilford Education Alliance (GEA).

GEA was one of the first local nonprofits to receive assistance. The Taskforce granted \$100,000 to its Laptop Project providing 1,300 laptops to families and students throughout Guilford County Schools.

Whether it’s addressing the root causes of poverty, or responding to a disaster, for 98 years, United Way of Greater Greensboro has humbly pulled people together to solve the community’s greatest needs.

“Schools could not have done this alone and thanks to United Way’s leadership, and generosity of many donors, our community quickly came together to make sure children had the tools necessary for learning to continue.”



*"An Iconic Moment" - After Kevin' Greene's photo went viral, he happily offered its use to United Way. Photo: Kevin Greene, Alpha Shots Photography*

# BLACK AND WHITE

**I think it's more important than ever to be a part of my community, to spread positivity and love to people that need to be uplifted during these times. - Kevin Greene**

The City of Greensboro is no stranger to iconic moments. When four NC A&T State University students sat down at a lunch counter in 1960, they sparked the Civil Rights Movement. And when Kevin Greene recently snapped a black and white photo of a black man and white girl holding hands, the City was at the center of another iconic moment.

The photo was taken during a peaceful protest seeking racial equity and justice. It became a symbol of hope and quickly went viral. Kevin's photo was featured in social media feeds and news outlets around the world. Thanks to Kevin's desire to help his community, the iconic photo is also featured in United Way of Greater Greensboro's latest awareness video, *We are UNITED*.

In response to the renewed racial equity and justice movement, United Way held a series of virtual discussions and conducted a survey to identify ways the community can work together. In its ongoing efforts to end local poverty, United Way is committed to addressing racial inequities that have long contributed to generational poverty.

When Kevin learned of these efforts, he offered the iconic photo to United Way to use in its outreach efforts. "I think it's more important than ever to be a part of my community, to spread positivity and love to people that need to be uplifted during these times. I am honored to share my work with United Way to help spread this message," said Kevin.

Taking photos isn't the only way Kevin makes an impact in the community. He's worked as an elementary school music teacher, United States Marine Musician, and is currently the band director at Northwest Guilford Middle & High Schools.

As an educator, Kevin believes United Way's efforts to end poverty are important because there are children living without access to quality housing, food, supplies, and the daily necessities to be successful in school and life.

"These are challenges that children should not have to face, but is all too common in our community. Through my work as a photographer and educator, I hope to lend a helping hand in this ongoing battle against poverty."



*"Leading the Way" - As Triad Regional President, Cantey Alexander is eager to help Truist Financial make a positive difference. Photo: Truist Financial*

# A UNITED IMPACT

**“Our dedication to helping local communities build better futures is unwavering, and we’re proud to partner with United Way to truly make a difference” - Cantey Alexander**

When the COVID-19 pandemic emerged, Truist swiftly responded, introducing Truist Cares, a cooperative effort between Truist, the Truist Foundation and the Truist Charitable Fund to provide \$50 million in grants to nonprofits helping communities during the crisis.

United Way of Greater Greensboro received a \$120,000 Truist Cares grant for its collaborative response efforts through the Greensboro Virus Relief Fund.

When people across the nation began working together to address racial equity and justice, Truist partnered with United Way Worldwide and launched a national awareness campaign that delivers a powerful message of unity and encourages communities to LIVE UNITED.

“Our dedication to helping local communities build better futures is unwavering, and we’re proud to partner with United Way to truly make a difference,” said Cantey Alexander, Truist Triad Regional President.

Truist is committed to empowering families to become financially stable, which is why Truist Foundation continued its efforts by supporting United Way’s innovative Family Success Centers with a \$32,000 grant.

Prior to the merger of BB&T and SunTrust to become Truist, employees from both companies had a long history of generously supporting United Way and consistently volunteering throughout the community. According to Cantey, Truist is looking forward to strengthening its partnership with United Way and supporting its efforts to end poverty in the area.

“As a bank, we invest resources to help improve people’s lives. It’s nice to know that when we support United Way, our investments are lifting area children and families out of poverty. The greater Greensboro community is a great place to live and offers tremendous potential to its residents. Thanks to United Way, that potential exists for everyone.”

# CONE LOLLAPALOOZA

AUG. 18, 2019 - CONE HEALTH  
EMPLOYEE CAMPAIGN KICKOFF  
PHOTOS BY UNITED WAY STAFF



# TRUNK-OR-TREAT

OCT. 27, 2019 - UNITED WAY  
SAFE ENVIRONMENT FOR OVER 4,000 KIDS AND FAMILIES  
PHOTOS BY UNITED WAY STAFF



# TOCQUEVILLE SOCIETY

NOV. 14, 2019 - KELLY & HOYLE HOME  
ANNUAL TOCQUEVILLE CELEBRATION  
PHOTOS BY VANDERVEEN PHOTOGRAPHERS



# 100 MALES MENTORING

JAN. 16, 2020 - GSO COLISEUM  
CITY MANAGER COLLABORATION KICKOFF  
TO INCREASE MENTOR RELATIONSHIPS  
PHOTOS BY UNITED WAY STAFF



# GAME NIGHT

FEB. 3, 2020 - UNITED WAY FAMILY SUCCESS CENTER  
YOUNG LEADERS VOLUNTEER GAME NIGHT  
PHOTOS BY UNITED WAY STAFF



# ALT SPRING BREAK

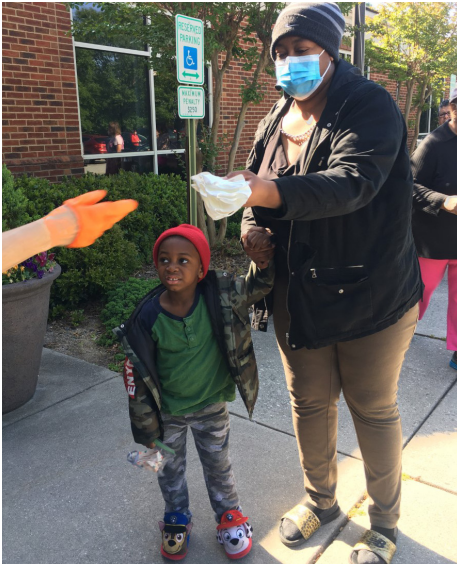
MAR. 2-6, 2020 - MULTIPLE CITY LOCATIONS  
COLLEGE STUDENTS VOLUNTEERED AND HAD BEHIND  
THE SCENES ACCESS TO LOCAL BUSINESSES  
PHOTOS BY UNITED WAY STAFF





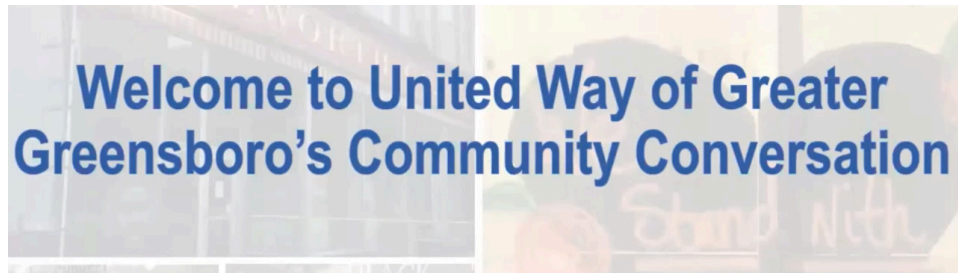
# MASK GIVEAWAYS

APR. 29 & MAY 6 - UNITED WAY  
DISTRIBUTED 9,000 FACE COVERINGS IN  
RESPONSE TO CORONAVIRUS  
PHOTOS BY UNITED WAY STAFF



# RACIAL EQUITY

JUN. - AUG. 2020 - ZOOM MEETINGS  
SERIES OF FOUR VIRTUAL COMMUNITY CONVERSATIONS ATTENDED  
BY HUNDREDS TO SUPPORT COLLABORATIVE SYSTEMIC CHANGES



**RACISM**  
leads to

**ECONOMIC DISPARITIES**  
manifesting as

LOW WAGES • FOOD DESERTS • HOUSING SHORTAGE •  
EMPLOYMENT BARRIERS • TECHNOLOGY SHORTAGE •  
MASS INCARCERATION • LIMITED HEALTHCARE •  
DECLINING EDUCATION INVESTMENTS • POLICING •  
INEQUITY IN FINANCIAL SERVICES • POVERTY •

# THANK YOU

## To our generous 2019 Tocqueville Society members

United Way's Alexis de Tocqueville Society  
Members are visionary leaders who  
influence sustainable impact and forge  
new partnerships that create results.

2019 Tocqueville Society Chairs  
Jane and Chris Trevey

### ORDER D'INDEPENDENCE

\$250,000 - \$499,999

In Memory of Joseph M. Bryan, Sr.

### LA SOCIETE NATIONALE

\$100,000 - \$249,999

In Memory of Herman Weaver

In Memory of Sally and Alan Cone

Jeri D'Lugin

### ORDRE D'EGALITE

\$50,000 - \$74,999

Joseph M. Bryan Jr.

Glaser Family

Kathryn S.\* and Robert E. Long, Jr.

Susan\* and Mackey McDonald

### ORDRE DE LIBERTE

\$25,000 - \$49,999

Barbara Cone\*

Candace\* and Roger Cummings

The Honorable Aldona Z. Wos\*

and Mr. Louis DeJoy

Kathy Manning\* and

Randall Kaplan

Dean and Tracy Priddy

Eric and Susan\* Wiseman

Ann\* and Ben Zuraw

### MEMBRE DE CLASSIQUE

\$15,000 - \$24,999

Anonymous

Jill and Vincent Alventosa

Clem and Hayes Clement

Sue W. Cole\*

Mae Douglas\*

John and Kerrie Ellison

Scott Kaplan

Kathleen Kelly and

George Hoyle

Gustav and Mary\* Magrinat

Judy and Dan McGinn

Madeline Mills\*

Allison and Bill Morrisette

Karla D. Munden\*

Jane\* and Royce\*\* Reynolds

Roy H. and Natalie C. Roberts

Family Foundation

Joy Shavitz\*

Linda\* and Tom Sloan

Nancy\* and David Stonecipher

Mrs. Sidney J. Stern (Kay)\*

Katherine\* and Mike Weaver

Sue White\*

### MEMBRE DE LA SOCIETE

\$10,000 - \$14,999

Anonymous

Anonymous

Terry Akin and Barbara Steslow

Lindsey and Frank Auman

In Memory of Erin Beebe

Marilyn\*\* and Neil Belenky

Becca and Jon Bell

Margaret and Bill Benjamin

Heather and Ty Bilderback

Mary Gay Brady\*

Nancy and Frank Brenner

Drs. Dora and Bruce Brodie

Gail Buchanan

Lisa and Willie Bullock

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The Drost Family

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Family Foundation

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In Memory of Mr. Joseph S. Koury

and Mrs. Linda T. Koury

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Beth Tisdale\*

Eileen King Watson\* in memory

of Joseph and Dorothea King

Mr. Charles L. Weill, Jr.\*\*

Julia E. (Judy) White\*

\*Tocqueville Women's  
Leadership

\*\*Deceased

## MILLION DOLLAR ROUNDTABLE

This generous group has contributed \$1 million over a lifetime. We extend our heartfelt gratitude to each member for their significant contributions to our community.

### \$1,000,000 AND ABOVE

Anonymous

In Memory of Joseph M. Bryan, Sr.

Joseph M. Bryan, Jr.

Joann G. and David Grimes

Bonnie McElveen-Hunter and Bynum\*\* Hunter

Tobee W.\*\* and Leonard\*\* Kaplan

Mr.\*\*and Mrs. Sidney J. Stern, Jr.

## ENDOWED TOCQUEVILLE GIFTS

These forward thinking donors endowed their Tocqueville giving in perpetuity to make an impact in our community for generations to come.

Joseph M. Bryan Sr.\*\*

Barbara and Herman\*\* Cone

Neil and Marilyn\*\* Belenky

Tobee W.\*\* and Leonard\*\* Kaplan

Ann and Ben Zuraw

\*\*Deceased



# THANK YOU

## To our 2019 Leadership Circle donors



LEADERSHIP CIRCLE

2019 Leadership Campaign Chairs  
Libby and Rick Ramsey  
Susan and Bill Veazey

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Kurt Lauenstein and  
Sherry Dickstein  
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Rebekah Driggers and  
David Driggers  
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Marc Isaacson  
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Harcros Chemicals  
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Associates, Inc.  
Shamrock Corporation  
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| Philoptochos Society of GSO  | James and Deborah Hooper      | Bonnie B. Kristoff          | Mr. William McNeil           |
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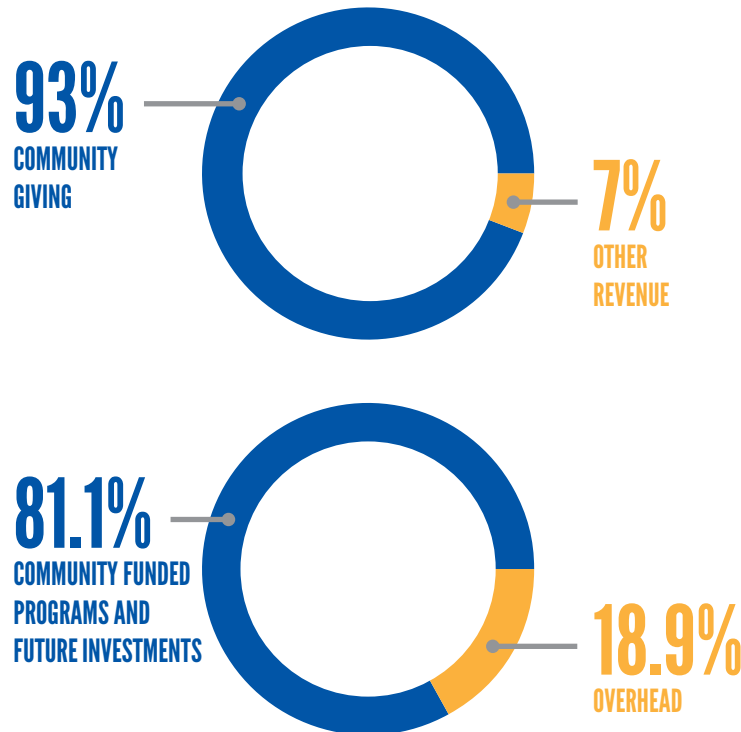
# FINANCIAL

Strength 2019 - 2020

Figures below are unaudited as of publication. Copies of our most recent 990 and audited financial statements are available online at [UnitedWayGSO.org](http://UnitedWayGSO.org) or at our office during working hours.

**\$10,600,000**

**TOTAL  
REVENUE**



United Way of Greater Greensboro does not assess membership dues or a fee for fundraising, administration and management expenses to Combined Federal Campaign federation members. United Way of Greater Greensboro as a Combined Federal Campaign federation honors all designations made to each member organization by distributing a proportionate share of receipts based on donor designations to each member. An uncollectible shrinkage percentage based on an average of the prior three year's uncollectible rate is charged on all pledges.

# COMMUNITY

Investments 2020 - 2021

United Way of Greater Greensboro's strategic investment model for ending poverty supports local programs that work together to have a holistic longterm impact on children, adults and families.

## STRATEGIC PARTNERS



One Step Further, Inc.



## HELPING OTHERS LEAD A HEALTHY LIFESTYLE

TOTAL: \$1,374,326

Adult Day & Caregiver Support Svcs.

Aging Gracefully in Place Program

Community Nutrition & Support Prog.

Youth Counseling

Dental Care Access Program

Family Factor Program

Foster Care to Permanency

Healthy Moms Health Babies

Healthy Start

HIV Prevention and Care

Immigrant Health Access Project

Infant Toddler Program

Integrated Behavioral Health

Peer Supportive Services

Primary Healthcare for the Uninsured

Sickle Cell Services

Teen Parent Mentor Program

Wise Guys Continuum



## HELPING OTHERS ACHIEVE EDUCATION SUCCESS

TOTAL: \$946,150

21st Century Learning Center at Jackson Middle School

Big Brothers, Big Sisters

Boys & Girls Club/Project Learn

Camp Weaver

Dropout Prevention

Extended Learning Opportunity

Family Literacy

Foster Grandparents Program

Guilford Teen Court

Hayes Taylor Afterschool Program

Hayes Taylor Summer Day Camp

Junior/Senior Life Skills

Structured Day

Success At School Afterschool

## HELPING OTHERS REACH FINANCIAL STABILITY & GAIN EMPLOYMENT

TOTAL: \$657,519

Adult Literacy

Adult Secondary Education

Community Offender Resource Program

Consumer Credit Counseling Services

Employment & Financial Stability

HIRE (collaborative)

Homeowner Services

Senior Law Project

Supported Employment

Women to Work

## HELPING OTHERS ACCESS FOOD AND OTHER BASIC RESOURCES

TOTAL: \$843,337

Children's Advocacy Center

Clara House Domestic Violence Shelter

Domestic Unit

Family Emergency Shelter

Home Repair Program

Housing Services

Integrated Services for Seniors

Nutritional Support Services

Shelter to Success (Center of Hope)

Victim Advocacy Services

Women's Economic Success

## INTEGRATED SERVICE DELIVERY AND INNOVATION

TOTAL CURRENT & FUTURE INVESTMENTS: \$548,205

Family Success Centers

Integrated Service Network



# COMMUNITY

United Way of Greater Greensboro invests in initiatives that further our impact on children, adults and families.

## Initiatives & contracts 2020 - 2021

### INITIATIVES AND CONTRACT PARTNERS



### UNITED WAY OF GREATER GREENSBORO INITIATIVES TOTAL: \$1,342,760

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2-1-1: United Way of North Carolina

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Best Summer Ever Summer Camp

---

Guilford Child Development

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Mentoring Matters

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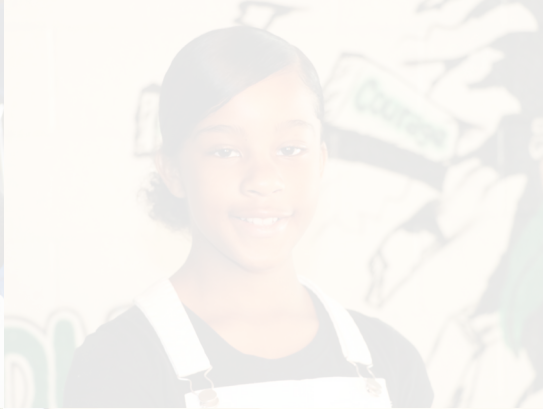
Partners Ending Homelessness

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The Volunteer Center of the Triad

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Thriving at Three



UNITED WAY OF GREATER GREENSBORO CREATES PARTNERSHIPS THAT ARE WORKING TOGETHER TO END LOCAL POVERTY





United Way of Greater Greensboro

1500 Yanceyville Street  
Greensboro, NC 27405

**End poverty.**

**Greater Greensboro**