

100 YEARS OF TRANSFORMING YOUR COMPASSION INTO COMMUNITY CHANGE

The Story of United Way of Greater Greensboro's First 100 Years

100

YEARS

1922 - 2022

United
Way



United Way
of Greater Greensboro



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Challenge: Can you find these circular photos throughout the publication? Visit United Way's office to see these photos installed on an interactive historic timeline.

ACKNOWLEDGMENTS

Thanks to the support of countless volunteers, investors, and United Way staff, much of United Way's local history has been captured in newspaper clippings, meeting minutes, and various materials that were collected and passed down for 100 years. Most of these materials are now preserved in the University of North Carolina at Greensboro's history archive. Full listing of citations, see page 46.

United Way of Greater Greensboro leadership would like to offer a special acknowledgment and thank you to previous board chairs, campaign chairs, presidents, and executive directors who collectively and successfully led United Way and its relationship with the greater Greensboro community for a century (See pages 43-45 for listings). United Way would also like to thank staff at the Greensboro Public Library for helping to identify family descendants tied to these former leaders.

Additional gratitude is extended to the co-authors of this publication, Shari Merten, Master's Student of University of North Carolina at Greensboro/Museum Studies and Michael Cottingham, Chief Marketing Officer, United Way of Greater Greensboro.

Utmost gratitude is also extended to Dr. Johnnetta Cole for audibly narrating a Podcast version of this publication which is available in collaboration with the Greensboro History Museum at www.UnitedWayGSO.org/History.

FOREWARD: AN EVOLVING MODEL OF COMMUNITY IMPACT

To understand the history of United Way of Greater Greensboro, it is important to start with a brief history of United Way Worldwide.

In 1887, a caring woman, a priest, two ministers, and a rabbi in Denver, Colorado decided to work together to make their community a better place. Together they created The Charity Organization Society to collect funds for local organizations and help coordinate services. That year, they raised a monumental \$21,700 to help 10 health and welfare agencies serve local citizens.

Rooted in this collaborative spirit, organizations began to be established in communities around the nation and over the years have been known as Community Chest, United Fund, and other names before becoming United Way.

Today the United Way name and brand is known in over 1,800 communities in 41 countries and has grown to become the largest privately funded non-profit organization in the world, helping millions of children, families, and adults in the process.

From the beginning, the heart of United Way has beat with the help of generous investors, community advocates and volunteers. Many United Ways still use the three-word call to action: “GIVE, ADVOCATE, VOLUNTEER” in their outreach efforts.

Over the years, United Way has raised most of its monetary support through an annual community campaign fundraising model. The bulk of this annual funding has come from what are referred to as “corporate campaigns” which allow employees to make donations to their local United Way directly through their paycheck. In addition to corporate campaigns, there are also substantial individual investor-focused efforts that raise funds annually. These two main funding streams, combined with additional sources of revenue, allow United Ways to issue annual grants to local nonprofits in their communities.

Many United Ways today, including United Way of Greater Greensboro, have evolved their models of community impact over the years so that they are not simply raising money to pass through to organizations. Rather, with the help of volunteers, businesses, and local governments these impact-focused United Ways have shifted to tackle specific community needs and have rallied their communities and investors around meeting these needs with measurable results.

INTRODUCTION:

Not many businesses or organizations make it for 100 years.

Only those that have provided a consistent, valued, and continually needed service get to hang their hats on being around for a century.

Over the past 100 years, humanity has discovered DNA and learned to sequence genomes. We've landed on the moon and glimpsed images of faraway galaxies. Gone from dial up to social media, and from the Model T to Tesla.

And while we as a human race have accomplished so much over the past century, one could argue that the greatest accomplishment is the culmination of the often-unseen small acts of kindness that have worked together to sustain us all.

As Amelia Earhart once said, "A single act of kindness throws out roots in all directions, and the roots spring up and make new trees."

It is what we do for one another that binds together the pages of our history.

Such is the story of United Way of Greater Greensboro's first 100 years.

Since its inception, United Way has been a shining example of what it means to be a local organization focused on improving lives and creating a thriving community.

And while leadership and community needs have changed over the years, its mission to help the people of greater Greensboro has remained the same.

TELLING A STORY OF TRUTH:

On the following pages, readers will discover many facts tied to United Way of Greater Greensboro's 100-year-old story.

Over the decades, United Way's impact has grown and because of technology, the ability to capture and report this impact has grown along with it. As such, some decades are presented with more context and content than others.

Additionally, United Way believes in order to accurately portray its history, the organization must not shy away from reporting how its work fits into Greensboro's story of racial segregation and ultimately the community's modern movement to promote equity.

While careful considerations were taken and extensive research was conducted to compile the contents of this publication, the authors and United Way leadership invite the public to offer corrections that can be made in real time to the digital version of this publication available at www.UnitedWayGSO.org/History.



**United Way
of Greater Greensboro**

THE 1920s:

In 1922, what is now known as United Way of Greater Greensboro was founded under the name Community Chest.

Greensboro, like many cities at the time, was experiencing a postwar boom from World War I. The city was growing rapidly and would soon become the third-largest city in the state of North Carolina – a ranking it has maintained ever since.

And with large populations come great community needs and even greater community leaders to solve them.

In a thriving economy, heir to the famous Vicks VapoRub fortune, Henry Smith Richardson, noticed a problem: Greensboro nonprofits were doing great work individually, but they were all asking for support at different times of the year, and there seemed to be no coordination for making a collective impact.



Henry Smith Richardson

With a desire to bring the community together, he established the Community Chest with the help of a few friends: Emmanuel Sternberger, a founder of Revolution Cotton Mill Corporation, served as Vice President of the Chest. James Drewry Wilkins was named executive secretary and general chairman, C.W. Roberts the recording secretary, J.W. Simpson, filled the position of treasurer, and A.B. Joyner was tapped to chair the Chest's first campaign.



Community Chest's first location

The Community Chest was housed in Greensboro's old post office building downtown. It had widespread support from community members and was successful from the beginning.

On March 1, 1922, the Chest kicked off its first fundraising campaign. Volunteers from across the community and within corporations agreed to canvas the city, sometimes going door-to-door, to solicit donations that would be used to support local nonprofits.

| Community Budget | |
|--|-----------------|
| Board of Public Welfare | \$ 7,000 |
| North Carolina Children's Home Society | 7,000 |
| District Nurse and Relief Association | 8,000 |
| Greensboro Camp and Playground Association | 2,000 |
| Boy Scouts | 2,000 |
| Red Cross | 4,000 |
| YMCA | 8,000 |
| Y. W. C. A. (including the Teachers Guild) | 18,000 |
| Salvation Army | 8,000 |
| Home Food Printing Plant | 10,000 |
| Allowance for Salaries in Subscriptions Lists and for Community Expenses | 4,000 |
| TOTAL | \$85,000 |

The Community Chest Idea Is Endorsed By the Best Minds Who Have Seriously Studied the Question—Because—

—The money needed for intensive effort is raised in ONE campaign instead of in eight or nine.

—With the financial leaders removed for their own lines of the business organizations can devote their WHOLE attention to the work.

—With a central organization, identical co-ordination of effort is brought about, with an unifying and mobilized lay staff.

—The application of business efficiency brings about economies and thereby produces greater results for the money expended.

Citywide Canvass March 1, 2 and 3
To Raise the Budget of \$85,000 as Set Forth Above

Put Yours Into
The Community Chest
"A COMMUNITY CHEST—A COMMUNITY BLESS"

The first campaign ad

In its first year, thanks to generous volunteer efforts, the Chest raised \$68,000 in three days, which is equivalent to almost one million dollars today. Those funds were distributed to nine local organizations: Board of Public Welfare, NC Children's Home Society, District Nurse and Relief Association, Greensboro Camp and Playground Association, Boy Scouts, Red Cross, YMCA, YWCA, and Salvation Army.

A large reason for the Chest's early success was that people believed it was best to combine efforts to create the largest impact, and some of those efforts were racially inclusive for the time.

In 1927, the Chest's president wrote a letter to Rev. R. T. Weatherby of St. Matthew Methodist Episcopal church asking his assistance in helping reach the African American community. Shortly after this request, a "Negro Division" was added to Community Chest with Rev. R.T. Weatherby as general chairman.

Many well-known African American community leaders volunteered for the Chest in the 1920s like Dr. George Simkins, whose legacy would inspire his son to lead the desegregation of healthcare, and Waldo C. Falkener, who would go on to serve as the state's co-chairman of the Civil Rights Platform under John F. Kennedy.

Still, the Chest and local community had a long way to go in an era of racial segregation. While the Chest welcomed and encouraged African Americans to advocate for and uplift local black citizens, community-wide funding and support for programs that served black men, women, and children was not equal to programming that supported the white population.

In fact, according to a 1928 balance sheet, while the Chest had allotted 11 agencies an average of \$6,400 each, the "Inter-Racial Committee" only received \$250. However, in the decades to come, the Chest would begin promoting and funding key initiatives that would begin a long process to better address disparities.

NEGRO LEADERS PLAN COMMUNITY CHEST AID

**Rev. R. T. Weatherly Made
Chief, Captains Are Named
For Divisions.**

GOAL PLACED AT \$3,000

The executive committee in charge of the negro participation in the community chest of Greensboro had a very fruitful meeting last night at the A. and T. college when Rev. R. T. Weatherly was named the head of the campaign effort and captains were appointed to head the various divisions.

Another meeting will be held next Thursday evening when final details for the campaign will be made and further announcements as to canvassing personnel will be made.

An important decision of last night's was that setting the goal of negro contributions this year at \$3,000.

The captains who will work under direction of the campaign leader are: W. N. Nelson for the business men, B. D. Jones for the colleges, W. B. Windsor for the public school teachers, M. C. Falkener for the house wives, Walter H. Hyatt and wife for the lodges and professional men, Rev. J. J. Scarlette and wife for the ministers and the public school teachers, G. A. Bridges for the mechanics, Watson Law for the railroad employes, C. H. Beaumont for the county teachers and Haywood E. Webb for the farmers.

*Negro Division
announcement*

THE 1930s:

In the early 1930s, Greensboro, like every city in the United States, felt the effects of the Great Depression. Thousands in the community lost their jobs and homes.

Only a few companies like Cone Mills were able to keep running and pay employees with cash and script that could be spent in company stores.

Despite the hardships, Greensboro's Community Chest continued to receive support to help those in need. Many divisions within the Chest ran fundraising events through churches to aid the unemployed, and the Chest began using radio ads to encourage support.

Greensboro slowly began recovery from the depression and before the decade's end, Community Chest would experience major milestones that once again marked the Chest as an inclusive community-building organization.



L. Cone & Schiffman

In 1932, Rev. R. T. Weatherby was instrumental in helping the Chest play a lead role in supporting the establishment of the city's first African American YMCA branch which was named for Jesse Moorland, a black member of the National Council YMCA.

Thanks to Rev. R. T. Weatherby's successful appeal, Community Chest provided funds to rent a large room and to provide a \$1,000 annual salary for a part-time director.

The branch operated successfully, and by the end of the decade, thanks to collaborative efforts of prominent Black community leaders, a major donation from Ceasar Cone, J. Spencer Love, and Community Chest fundraising efforts, the branch moved into a building, and became known as Hayes-Taylor YMCA.

Also in 1932, Laura Weill Cone, known in the community as Mrs. Julius Cone, became the organization's first female board chair, building upon the Cone family's legacy of support.

Four years prior, Cone family members Mrs. Clarence Cone and Mr. Bernard Cone served as volunteers helping raise financial support.

Laura's husband, Julius was a brother of Herman and Ceasar Cone, who founded Cone Mills. Herman's son, Herman Cone, Jr. would go on to chair the board of Community Chest in 1938 and 1939. In his last year of service, Herman Jr. wrote:

"We have an intangible asset here in our town that few cities in the county possess. We call it the 'Greensboro Spirit'. This asset has not only contributed towards making Greensboro a good town in which to do business, but also a good town in which to live. This Greensboro spirit was not created through mere accident but was brought into being years ago and has been maintained throughout the years by the public-spirited actions of our citizens. They responded to every call, in good years and bad years, and we feel that the interest that our citizens take in public affairs and their generous support of our public institutions are really the backbone of what we call the Greensboro Spirit. We know that our town would not be worth living in if it were not for the various charitable and character-building agencies that are operating to help our underprivileged citizens both young and old. I have enjoyed serving the Chest the past year. It was not a burden but a pleasure, brought about by the loyal and wholehearted cooperation of everyone connected to the Chest organization."



Herman Cone Jr.



1930s ad depicting The Chest as the community's keystone for a better future

In addition to offering decades of financial and volunteer support that continues to this day, a Cone family member has chaired or vice-chaired United Way's board seven times, spanning multiple family generations. Herman Cone Jr.'s brother, Alan Cone also served on the board from 1987 to 1991.

In 1939, the Chest hired its first female executive director, Dr. Ruth Y. Schiffman, a position she held for 16 years – one of the longest standing tenures of any Community Chest leader. Her leadership would prove to be extraordinary in the coming years.

THE 1940s:

On the heels of moving into the City's Civic and Cultural Center, located at Summit Avenue and Lindsay Street (today's Greensboro History Museum) Community Chest entered the 1940s with great optimism. However, on December 7, 1941, the U.S. was attacked by Japan at Pearl Harbor and officially entered World War II.

Throughout its history, United Way has been looked to in times of great need as a leading organization equipped to mobilize the caring power of local citizens.

Such was the case when U.S. President Franklin D. Roosevelt urged citizens to support war efforts. In 1942, Community Chests across the nation, including Greensboro, added war agencies into its fund-raising campaigns and adopted the name "Community and War Chest".



War Chest logo

In a radio address to the nation, President Roosevelt referred to national Community and War Chest efforts as the "voluntary mobilization of the forces of human kindness and decency."



War Chest campaign ad

During World War II, patriotism and advertising blossomed as Greensboro's Community and War Chest began releasing powerful, heartfelt messages urging people to give more to help with the war effort while also supporting the growing needs of the local community.

Although the war had many devastating consequences, ultimately, World War II and the years that followed were a time of growth for Greensboro's Community Chest.

Women held more positions of power within the organization. Dr. Ruth Y. Schiffman continued to hold the position of executive director during war time.

Thanks to Dr. Ruth Y. Schiffman's leadership, Greensboro's Community and War Chest was a national leader. In 1941 the Chest had set a goal of raising around \$91,000, but by 1943 the organization had increased its goal to \$204,000, knowing citizens were eager to support the cause.

Dr. Schiffman was so successful, she was named chairman of the Southeastern Regional Conference of the National Council of Community Chests and Councils of Social Agencies.



McLaughlin

In 1944, Dean John C. McLaughlin, a sociology professor from Agriculture and Technical College of North Carolina (today's North Carolina A&T State University), was head of the Chest's Negro Division.

McLaughlin, a World War I veteran who helped create a United Service Organization (USO) to provide entertainment for African American soldiers serving in World War II, was a strong advocate for raising Chest support.

In 1945, he was elected to join four white citizens as an executive of the Greensboro committee on Veterans Affairs and was later inducted into the North Carolina A&T State University Agriculture Hall of Fame.

The Community and War Chest would eventually change its name back to the original name of Greensboro Community Chest at the conclusion of the war.

In 1946, the Susan B. Dudley YWCA was established, making it the first YWCA available to African American women in the community and one of the few public spaces exclusively for African American women in Greensboro.

While the Chest supported the Dudley YWCA, it received significantly less funding in campaigns than other YWCAs.

To help the Chest and other organizations better respond to community needs, Dr. Schiffman led efforts to conduct Greensboro's first annual human services study. The "Social Breakdown Study" was launched with a survey in 1941 that gathered data from families which suffered



Dr. Schiffman (right) welcomes national representatives to a workshop highlighting a local social breakdown study.

“some type of social disorganization such as adult crime, divorce, juvenile delinquency, or illegitimacy.”

In 1947, Dr. Schiffman’s study surveyed 3,422 families. Of those surveyed, 76 had contributed to social disorganization for six consecutive years, and over 1,400 families had shown up in the study at least twice.

The study, which tracked things like child neglect, mental disease, and mental deficiency, began to highlight patterns of social concern and inequities.

In June 1947, the Greensboro News reported that Dr. Schiffman was invited to present

her findings at a national workshop on social breakdown studies.

The article referenced the workshop as the “first of its nature to be held on a national scale” and stated, “the pioneer work of Dr. Schiffman, her staff and a small group of students and professors at Woman’s College (today’s University of North Carolina at Greensboro)” produced the most complete “record of a city’s moral structure to be found in this country.”



Social study article highlighted disparities

THE 1950s:

The 1950s were a time of significant change in America. World War II had ended and the nation was experiencing another post-war boom. Many families began moving into suburban areas and Greensboro extended its city limits, adding more than 30 square miles.

Another war was brewing too, but this time the enemy was more elusive as the United States sought to destroy the ideology of Communism during the Cold War. On June 15, 1950, North Korea invaded South Korea. By July, American troops entered The Korean War on South Korea's behalf to fight against the Communist regime.

Based on the success of Community and War Chest efforts in the 1940s, the US government once again looked to local Community Chests for funding. Since Greensboro's Community Chest efforts had been especially successful during WWII, it was asked to provide about \$18,000 in 1952, which was more than most communities were asked to contribute.



Holderness

The Chest's campaign advertising increased and clever slogans like "Your Finest Hour is the Hour you Give" gained the community's attention. There was also a reunited sense of the need for one funding campaign to accommodate many organizations.

While under the board leadership of Howard Holderness, President of Jefferson Standard Life Insurance Company (a legacy company of Lincoln Financial Services), and campaign chair Benjamin Cone, the organization's 1953 fundraising campaign had a record 31,918 contributors who donated \$283,291.

In 1955, T. Spencer Meyer started as the new executive director, and led the adoption of a new Red Feather campaign symbol – a symbol Meyer himself created while previously serving as the public relations director of Boston's Community Chest.

Local citizens who supported the Chest were given a red feather to pin to their coats or insert into their hats as a symbol of support. The Red Feather campaign would go on to be extremely successful, and the symbol was eventually adopted by many Chests across the country.

Still, such prosperities of the 1950s were unevenly shared and black communities across the nation continued to struggle against systems of inequity. The vast majority of local community organizations, businesses, and neighborhoods were segregated by race.

However, some Chest partners like the YWCAs and Girl Scouts were pursuing more interracial collaboration during this time. For this, the two organizations received open criticism from groups devoted to maintaining segregation.

Since the Chest provided funding for both organizations, it too received criticism. In fact, when some people in the community discovered that an integrated group of youth with cerebral palsy swam together in a YWCA pool, many asked the Chest to cut its support to the organization.



Local Red Feather campaign poster

The Chest worried such criticism would damage its community funding. According to an interview with Betsy Taylor, who was president of the central YWCA open to whites from 1949 to 1952, the Chest warned the YWCA that they were alienating some in the community and threatened to pull funds if the YWCA continued to practice interracial activities so openly. Although the Chest continued to support and fund both YWCAs, it would not be until the 1960s that the Chest would actively and openly fight against racist ideologies in Greensboro.



*Hand-drawn
United Fund logo*

In 1956, the Chest would follow national Community Chest trends and changed its name to the United Fund of Greater Greensboro.

Benjamin Cone served as the first Board Chair under the new name. In his first year, leveraging a new name and the Red Feather campaign, he helped raise \$684,373 to support 27 agencies.

With financial support from the Cone family, at the end of the decade United Fund moved into the Caesar Cone Memorial Community Building at 1301 North Elm Street.

THE 1960s:

In the 1960s, Greensboro would take center stage in continuing the fight for racial equity.

On February 1, 1960, four North Carolina A&T University freshmen, Joseph McNeil, Franklin McCain, Ezell Blair Jr. and David Richmond, sat down at a “whites-only” counter and started a national sit-in movement, which would serve as a key turning point in America’s Civil Rights Movement. As a result, Woolworth’s lunch counter was successfully desegregated five months later and with time, other businesses in Greensboro followed suit.

Miles H. Wolff, United Fund’s Board Chair, and executive editor of the Greensboro Daily News began coverage of the sit-in movement on February 2. The newspaper published photographs and stories that quickly helped spread information and inspired courageous people in other communities to stage their own sit-ins.

David Atwood began as United Fund’s new President in 1962. Atwood would go on to serve in his leadership role for 22 years, retiring in 1984 as the organization’s longest standing president/executive director.

In 1963, Atwood supported The United Community Funds and Councils of America’s stance of non-discrimination which publicly stated, “services of the United Funds are rendered without discrimination or segregation because of race, creed, color, or national identity.”



Atwood

During his “War on Poverty” State of the Union Address in 1964, U.S. President Lyndon B. Johnson outlined a need for the country to reduce poverty, end racial discrimination, and attend to the health needs of the elderly. President Johnson’s War on Poverty led to the creation of social programs many Americans rely on to this day, including Medicare.

Locally, with growing community support, United Fund focused heavily on combating issues of poverty and took steps to ensure community programs were providing equitable access to all Greensboro residents.



The Bryans

In 1967, philanthropists Kathleen and Joseph M. Bryan partnered with United Fund to establish the Kathleen and Joseph M. Bryan Community Enrichment and Venture Grant program. The program was created to promote the improvement of human services through the support of innovative programs.

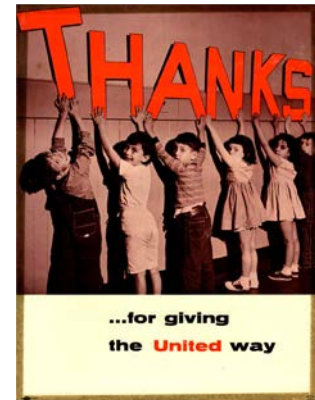
Joseph M. Bryan was a well-known executive leader with Jefferson Standard Life Insurance Company, who went on to chair the board of Pilot Life Insurance Company.

In addition, Bryan served as president of a company that owned radio and TV stations, and he was one of the original six members of the North Carolina Business Hall of Fame. He and his wife Kathleen were longtime supporters of United Way, and the legacy of their grant program continues to this day.

In 1968, United Fund noticed a problem. Youth in often-overlooked areas of Greensboro were not able to participate in many summer programs offered by their community partners.

United Fund leadership decided to use \$25,000 from organizational reserves to expand these programs. This move marked the first time United Way took steps to broaden its impact beyond raising and distributing money to the same community partners and programs year over year. As a result, over 1,000 children from disadvantaged neighborhoods participated in eight different summer programs.

The 60s would wrap up with an organizational merger and name change. For around 30 years, most Community Chest and United Fund organizations had created and relied upon independent “community councils” to help manage volunteers and partnership operations, and to research social and welfare needs.



Thank you ad

By the end of the 60s, most United Funds realized there was an overlap in work dismantled their councils or combined the two. Locally in 1968, United Fund merged with the Greensboro Community Council and became known as United Community Services. In 1969, the annual campaign grew to \$1,364,833, supporting 33 agencies.

THE 1970s:

In the 1970s, United Community Services began redefining and strengthening its leadership role in Greensboro.

In 1972, board chair Victor Nussbaum Jr., founder of the food delivery company Southern Foods, who went on to serve as Mayor from 1987-93, wrote to the board:

"The UCS Board of Directors, its Divisions, Departments, and Committees, should be more truly representative – that is, all sections of the community should be included – the poor, minorities, women, workers, and consumers. The UCS Board needs to continue its self-examination to more adequately understand itself, its emerging role of leader/spokesman, and to develop new procedures to fulfill its accepted role. UCS must be flexible enough in structure to respond to community problems, consider them, and suggest answers... to be followed, if necessary, with the creation of action groups to implement the recommendations made."



Nussbaum

United Community Services President David Atwood and the board of directors would take those words to heart, and the organization began to strongly advocate for representation from all sections of the community on its board and other departments. It also became more community-minded and action-oriented.



Shirley and Chief Justice Henry Fry

Community leader Shirley Fry began volunteering with the Kathleen and Joseph M. Bryan Community Enrichment and Venture Grant committee in the early '70s and was at the table during many grant application reviews. Fry, who had led the merger of two local segregated YWCAs and went on to serve as the newly formed organization's first president, envisioned a more inclusive community.

Fry chaired the Kathleen and Joseph M. Bryan Community Enrichment Committee in 1974 and has continued her support

of United Way over the years. She served as a board member in the late 90s, before becoming United Way's first female African American board chair in 2003. She, along with her husband, Chief Justice Henry Frye, have also been honored with United Way of Greater Greensboro's Gwendolyn and Dr. Alvin V. Blount Jr. Lifetime Achievement Award.

During the '70s, with the support of Shirley Frye, Kathleen and Joseph M. Bryan Community Enrichment and Venture Grant volunteers took steps to help support and establish dozens of new community initiatives including: a mobile meals delivery program, a bus system for elderly and citizens with disabilities, a community-wide volunteering program, leadership development for Greensboro Public School teachers, after-school tutoring programs for local youth, and a summer program that provided free lunch to 1,200 to 2,300 youth per day

In 1974, following national trends, United Community Services would change its name to its current name, United Way of Greater Greensboro.

Also in 1974, United Way continued to build upon its community and inclusive-minded focus by weighing in on the City of Greensboro's efforts to establish new City Policies. In a letter issued to the Advisory Task Force on City Policies, James Scherer, United Way Associate Director, urged city leadership that public policy should be *"interrelated so that all programs and services geared to respond to human need be not only complimentary but also inclusive of all human need."* He went on to write that new policies should clearly indicate the city's responsibility in the areas of health and social services, and:



New name and logo

"Full cooperation of business, industry, government, voluntary and public agencies is required in attacking problems of inadequate housing, unemployment, transportation deficiencies, environmental pollution, educational conflicts, and an inadequate social delivery system. Through its own policy statements, the City of Greensboro needs to emphasize that it firmly endorses all efforts not only to involve the group listed above but to involve the poor and minority groups in community supported programs for their benefit."

By the end of the 70s, United Way of Greater Greensboro was consistently raising over \$1.9 million during its community campaign and supported over 30 partner agencies on an annual basis.

THE 1980s:

The 1980s represented a decade full of self-assessment, strategic approaches, and tremendous growth for United Way of Greater Greensboro.

Despite Mrs. Julius Cone chairing the board in 1932, there had not been a woman appointed to chair a fundraising campaign until Cynthia Doyle took the reins for the first time in 1980.

Doyle was extremely successful, and she continued to play a key role in shaping the organization's strategic future as well as the future of local philanthropy.

In 1982, Doyle chaired the board and a year later, while attending an out-of-state conference, she learned about new organizations that were being formed in cities across the country known as "community foundations".



Doyle during a 2005 Community Foundation Interview

Doyle, who had tremendous respect for then United Way president, Dave Atwood, approached him with an idea. As she later explained in an oral history interview with the University of North Carolina at Greensboro:

"I came home and went to see the head of United Way. I had been [chair] of the board of United Way... and the president and I were good friends.

"I said, 'What do you know about a community foundation?' And he said, 'They're great.' I said, 'Well do they interfere with the mission and the goals and the financial situation of the United Way?' And he said, 'Well, as a matter of fact, communities that have both have a far more vibrant philanthropic community than those communities that don't.'" And I said, "I'd like to look into that." And that was the beginning of the Community Foundation."

Atwood went on to become the first president of the newly formed Community Foundation of Greater Greensboro. Rooted in this initial collaboration, United Way has enjoyed an effective partnership with the foundation ever since.

In the '80s, many communities across the nation experienced job growth, the stock market was booming, and a competitive spirit to achieve success was highlighted in the movie, Wall Street, which amplified a depiction of the times when one of its main characters proclaimed, "Greed is good."

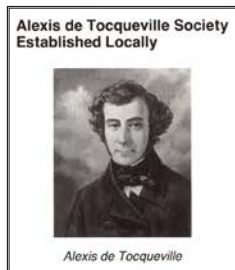
However, as was the case in many times of economic prosperity, positive gains were not equally shared. In 1985, board chair Arthur Bluethenthal, a successful businessman who was known for his philanthropic volunteer leadership and support across the community, wrote in United Way's annual report:

"Today, the competitive spirit in our society seems to prevail over a shared sense of common purpose. The United Way is feeling that competitiveness. No longer is it easy to agree upon which agencies and services should be part of the community campaign. What one group considers necessary for the social good may be anathema to another group. In such a society, when particular interests take precedence over true need, United Way becomes more essential than ever before. Our system of distributing funds based on community need is not only sound, but absolutely essential."



Bluethenthal

To address this need, United Way leadership looked to the organization's Strategic Planning Committee, which represented a cross-section of the community, including past United Way presidents and board members. In 1986, the committee's chair, Cynthia Doyle unveiled a plan to engage new investors and launch goals to fund programs serving underrepresented groups.



*Annual Report
Snippet*

That same year, the board locally launched a new United Way of America program known as the Alexis de Tocqueville Society.

The society was named after a young Frenchman, Alexis de Tocqueville, who admired the spirit of America's voluntary sector during his travels. United Ways across the world including United Way of Greater Greensboro continue to recognize Tocqueville Societies, whose members invest \$10,000 or more annually.

Also in 1986, United Way experienced a few long overdue firsts on its journey to becoming more inclusive.

Dr. William C. Parker, Jr., Ed.D, became the first African American to chair a campaign. Under his leadership the campaign surpassed its goal, raising \$5.5 million which supported 38 agencies. That year, he personally spoke at over 100 employee rallies to promote the campaign. Dr. Parker Jr., who had volunteered many years before to his appointment as campaign chair, went on to become the first African American to be elected chairman of the board in 1988.



Parker, Jr.

As board chair, Dr. Parker Jr. built upon his strategic planning expertise and created a new organizational division dedicated to implementing a five-year strategic plan. Speaking to its critical importance, Dr. Parker Jr. said the plan would *“reduce the gap between ever-increasing unmet needs and available health and human care services,”* and would help *“United Way volunteers move beyond their traditional fundraising role toward strengthening United Way’s function as a community problem solver.”*

As a result, United Way supported educational resources and leadership programs for minorities and continued to provide scholarships for youth to attend United Day Care, which later became Guilford Child Development.

United Way also provided scholarships to NCCJ’s Anytown, a teen social justice program that promotes respect, understanding, and inclusivity. Additionally, scholarships were provided to local youth attending summer nutrition and recreation programs offered by the Guilford Native American Association.

During the 1980s, communities across America began dealing with a new deadly epidemic – AIDS. Triad Health Project became a local expert, often providing insights and support to the Department of Public Health and Cone AIDS Team.

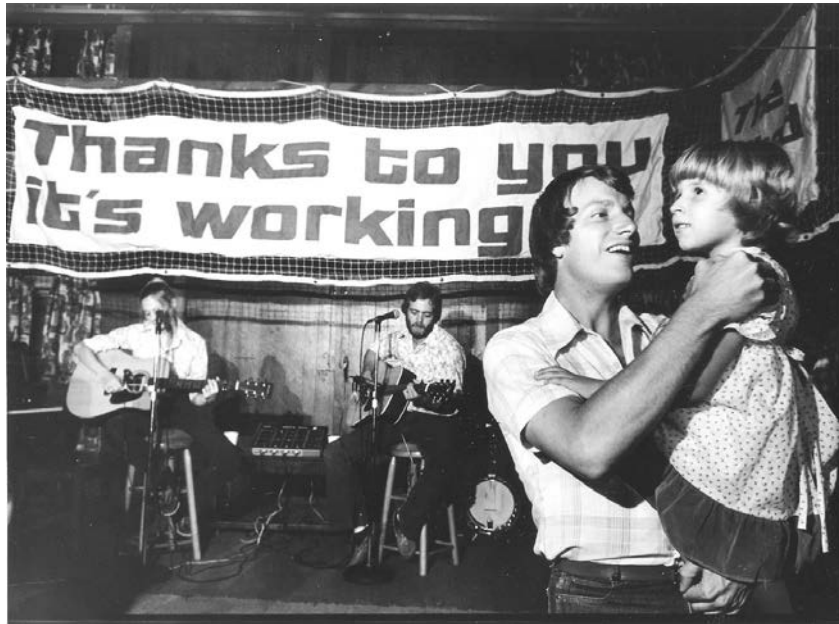
In 1988, Triad Health Project wrote United Way saying, “Other agencies both private and public come to us for help in assessing problems and finding solutions. Now, however, as the AIDS epidemic grows in magnitude, we are in need of increased funding. We are continually pressed to help more people and agencies. Under these circumstances, we cannot possibly continue to

deliver high quality services to our persons with AIDS, and act as an interagency liaison if we only have volunteers.”

As a result of the petition, United Way provided funding to help Triad Health Project hire its first permanent part-time employee who could better support the needs of the community.

Thanks to visionary and strategic leadership during the ‘80s, United Way began raising more money and partnering with more community agencies.

In 1989, annual campaign chair David Nisbet increased community support over the previous year by nearly 17%, helping raise \$7,810,000 to support 39 agencies. The increase in donations represented the largest percentage growth in a campaign year-over-year since 1944.



During a campaign kick-off in 1980 at Kepley's Barn, Kristi Leigh Cooper, 6, was called to the stage by guest Tom Sullivan, a regular on "Good Morning America". Sullivan, a golfer and entertainer, like Kristi, is blind. (Photo and description according to GSO News & Record).

100 YEARS OF I

During the Great Depression, the organization breaks gender norms and elects Laura Wall Cone (left) president of the board. Seven years later in 1939, Dr. Ruth V. Schiffman (right) is hired as the first female executive director, a position she held for 16 years.

The organization changes its name to United Fund and moves into the Caesar Cone Memorial Community Services Building. The move is made possible thanks to long-standing support from the Cone family, who are known for their significant business and philanthropic impact.

The organization changes its name to United Way of Greater Greensboro and continues to help establish new community programs that provide mobile meals, a bus system for people in need, after-school tutoring and community-wide volunteering.



United Way of Greater Greensboro

Since its inception in 1922, United Way of Greater Greensboro has been a shining example of what it means to be a local organization focused on improving lives and creating a thriving community.

Thanks to local support and leadership, United Way has adapted and responded to community needs for over a century. While leadership and community needs have changed over the last 100 years, its mission to help the people of greater Greensboro has remained the same.

This story depicts individuals who have helped, and events that have shaped United Way's past and future.

Use your phone to
SCAN THE QR CODE
and learn more about
United Way of Greater
Greensboro's history:



Please see United Way's "100 Years of Transforming Your Community Into Community Change" publication for full permissions and citations of images on display.

1922



1941



1967



1986

1932



1956



1974



THE BEGINNING

Henry Smith Richardson, heir to the famous Vick's VapoRub fortune, forms the Community Chest, which would later become United Way of Greater Greensboro. The Community Chest combines multiple nonprofit fundraising campaigns into one annual drive to deliver the greatest community impact.

The U.S. enters World War II and Community Chests across the nation adopt the name "Community and War Chest," to support both community agencies and war efforts. During the war, Greensboro's response and generosity was recognized as a national leader among other communities.

With support from Kathleen and Joseph M. Bryan, the organization establishes the Community Enrichment and Venture Grant Program. These grants are used to ensure equitable access to human services and develop innovative programs to solve community needs.

Dr. William C. Parker Jr. becomes the first African American to chair an annual campaign. Two years later in 1988, he is elected as the first African American Chairman of the Board. In both leadership roles, Dr. Parker Jr. surpassed campaign goals.



Challenge: Can you find these circular photos throughout the publication? Visit United Way's office at 1500 Yancey or follow United Way's social media feed, where you can post your own photos to show that you are part of our future. The tir

LOCAL IMPACT

In 1992, thanks to a gift from Kay and Sidney J. Stern, United Way builds a new headquarters at 1500 Yanceyville Street. Remaining true to United Way's purpose, the location is selected to connect East Greensboro with the majority of the community.

The Honorable Bevin McEwen-Hunter establishes the nation's first-ever Women's Tocqueville Society in Greensboro with 40 other women each contributing \$10,000 or more annually. Within a few years, United Way organizations replicate this female-led movement around the world.

Inspired by community input, United Way focuses its strategic efforts on breaking the cycle of poverty. One year later, the organization launches its first Family Success Center to help households move out of poverty. The center goes on to receive national recognition.

THE FUTURE

National philanthropist MeekMistie Scott recognizes United Way's strategy to end local poverty and donates \$10 million. The gift is the largest in organizational history. United Way deepens its commitment to ending poverty and launches a new bold goal to help 3,000 households leave poverty by 2030.

See What We're Currently Up To & Become Part of the Story



1993



2003



2018



1992



Based on community feedback, United Way launches the In Touch Referral Service hotline helping people access human services 24/7. In its first year, the hotline connects 10,000 people to services. At the turn of the century, the hotline became known regionally as 2-1-1.

1998



Dr. Johnette B. Cole establishes United Way's local African American Leadership group comprised of individuals who contribute \$1,000 or more annually and commit to addressing minority needs. One year later, Dr. Cole becomes the first African American to chair United Way of America's board of directors.

2014



A tornado impacts East Greensboro and United Way partners with city and community leaders to create a task force which raises and distributes more than \$600,000 in relief. Two years later, United Way utilizes the same partnerships to raise and distribute \$2.6 million in county-wide relief during the COVID-19 Pandemic.

2020

March 1, 2022
Centennial Celebration
& Timelines Dedication



Take a photo with our timeline. Post it to your favorite social media platform. See it pop on our feed by using #GSOfuture & tag @UnitedWayGSO

In your post answer one of the following questions:

- How has United Way impacted you?
- What do you hope United Way accomplishes in the future?

Yanceyville Street, to see these photos installed on an interactive historic timeline. It features a live screen that displays the timeline is located in organization's Tobee Wynne Kaplan Community Innovation Center.

THE 1990s:



Belenky

United Way continued to earn increasing community support through the 1990s, thanks in many ways to Neil Belenky, who started the decade as the organization's new president, a position he maintained for 18 years.

Belenky continued to emphasize strategic planning, collaborating with corporations, communicating impact, and growing and recognizing volunteer efforts.

In his first year, Belenky started a new award program for corporate communicators and created United Way's first Alexis de Tocqueville Society Award, which was given to Joseph M. Bryan, who established United Way's Kathleen and Joseph M. Bryan Community Enrichment and Venture Grant program in 1967.

In his first year, he grew the campaign by nearly \$1 million, which allowed United Way to support 123 programs and services, helping well over 100,000 people.

Also, in his first year 400 volunteers served on panels reviewing partner program funding applications, and 44 corporate volunteers, referred to as "loaned executives", helped communicate United Way messaging across the community.

In the 90s, United Way was tapped to convene leaders monthly and formed a think tank which became known as the Frank Forum. It was named after successful businessman Stanley Frank, who chaired United Way's board in 1970 and was known throughout the community as being dedicated to helping people of all backgrounds succeed.

The Frank Forum existed to allow people to address and collaboratively resolve important issues and disputes, and members could openly speak their minds because minutes were never recorded. Members throughout the 90s included the Chair of the county board of commissioners, county manager, chair and director of the airport authority, Greensboro mayor, city manager, chair of the school board and superintendent, and heads of most major civic groups.



*Stern (L) & Nesbit (R)
tour building during
construction*

In the 90s, United Way's role was clearly defined and respected as a community convener and bridge builder. In 1992, thanks to a major gift from United Way board member, Kay and Sidney Stern, United Way built a new headquarters on Yanceyville Street, where it remains to this day.

David Nesbit, incoming Board Chair, led the site selection effort and oversaw construction. Remaining true to United Way's purpose, the Yanceyville site was selected specifically as a bridge to connect underserved East Greensboro with the rest of the city. The interior space was designed to accommodate community use continuing United Way's tradition of being a community convener.

The '90s also came with a few challenges United Way had to overcome, including high inflation, a stock market reversal, and a national scandal.

In 1992, a United Way of America corruption scandal rocked United Ways throughout the country eroding donor trust and contributions after the national president was found guilty of embezzlement.

While most United Ways remained members of United Way of America, United Way of Greater Greensboro withdrew its membership for three years to demonstrate to investors and the community that the organization could be trusted to place local interests above national ones.

The Community rewarded United Way for its decision, and over that period remained one of a few United Ways to experience financial growth.

However, the scandal accelerated the dissolution of United Way's traditional workplace campaign structure, as corporations across the nation began opening their doors to alternative philanthropic organizations.

Considering this trend, and after listening to community feedback, United Way began taking steps that shifted the organization away from simply providing agencies unrestricted funding and into funding programs that could produce and report measurable outcomes.



*Stern unveils a building
dedication plaque, which
is still in place today.*

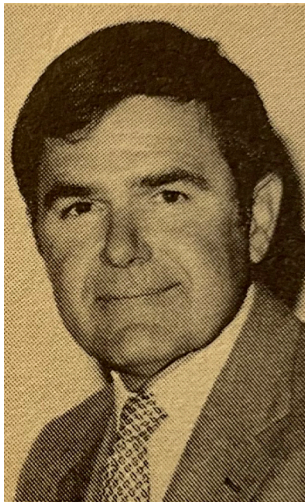


In Touch logo

In 1993, also as a result of community feedback, United Way launched the "In Touch Referral Service" hotline to help people access human services 24/7. In its first year, the service helped over 10,000 callers and was operating with the support of 40 trained volunteers.

In 1996, United Way was selected to lead the Olympic Torch Relay through Greensboro as it made its way to The Atlanta Olympic Game's opening. Carole Bruce and Jim Melvin chaired the planning committee.

Bruce (eventually Simms), who chaired United Way's board the previous year, was a community-minded lawyer, and active board member of many organizations. Melvin had served as United Fund's executive director in 1968, Greensboro's Mayor for 10 years, and was asked by Joseph Bryan himself to serve as president of the Joseph M. Bryan Foundation, a role he continues to this day.



Melvin



Bruce (Simms)

The two chairs were no stranger to engaging the community, and a broad cross-section of citizens were given an opportunity to carry and pass the Olympic torch as it made its way through the city.

Also in 1996, Melvin worked with United Way to launch the Joseph M. Bryan Human Services Grant. Funded by the Joseph M. Bryan Foundation, this grant program was started to provide significant funding for a limited number of high-impact projects that met the needs of greater Greensboro citizens.

United Way still receives an annual gift from the foundation which is now utilized to support the organization's overall mission.



Torch

In 1998, Bonnie McElveen-Hunter, former U.S. Ambassador to Finland, and Founder and CEO of Pace Communications, noticed many local women were volunteering and supporting philanthropic causes in significant ways, but were not being recognized or seen as the impactful force they were.

To encourage and recognize women's philanthropy in Greensboro, McElveen-Hunter created and chaired United Way of Greater Greensboro's first ever Women's Tocqueville Society with 22 initial members, each donating \$10,000 or more annually.

It didn't take long before United Way of America took note of Greensboro's success and helped additional United Ways replicate Women's Tocqueville Societies across the nation. McElveen-Hunter was honored with United Way's National Alexis de Tocqueville Society Award a few years later.

By the end of the decade, local United Way leadership and Tocqueville investments grew to represent 38% of United Way's total annual giving.



McElveen-Hunter



Party like it's 1999... Staff and leaders celebrate hitting goal

In 1999, more than 3,000 people volunteered with United Way, and 1,065 organizations conducted workplace campaigns, with 194 of them being first-time participants. This growth in volunteer and donor participation helped the campaign reach a record high of over \$14,000,000, which supported 40 community partners.

THE 2000s:

At the turn of the twenty-first century, United Way of Greater Greensboro began defining its future as one where United Way would have a more personal relationship with every investor.

United Way began promoting a more concise goal-focused agenda for community change, and investors had the opportunity to align their individual interests with specific United Way initiatives.

The organization revamped its databases to identify and serve supporters more quickly and launched a new website that accepted online donations. The website also allowed users to answer poll questions and share their views on community issues.

United Way's 2000 annual report stated, "The Internet will make it possible for United Way to develop relationships with more individuals who are not part of an employee campaign but who care about our community."

United Way's 21st Century efforts were recognized by United Way of America. It was selected as one of four pilot sites to receive technical assistance in supporting local efforts of becoming a Community Impact United Way.

Under the new model, United Way would identify and select local issues and focus fundraising efforts on those issues specifically.

In 2000, United Way launched six goals under a new Building Strong Community umbrella that included: Preparing Children to Succeed, Facilitating Self-Sufficient Employment and Positive Lives, Promoting Community Leadership and Safe Neighborhoods, Enabling Older Adults to Live with Dignity, Optimizing Community and Individual Health, and Meeting Urgent Needs.



2000 Annual Report cover displays Building Strong Community logo in upper right



NC 2-1-1 launch poster

That same year, based on the successful operation of its local 24/7 In-Touch Referral Service, United Way of Greater Greensboro was asked to lead regional roll out efforts of a new statewide human services referral hotline, known as 2-1-1. Two years later, in collaboration United Way of North Carolina and other local United Ways, 2-1-1 was launched in the greater Triad region.

On September 11, 2001, the world came to a standstill when terrorists hijacked four airplanes, flying two of them into the World Trade Center, one into the Pentagon, and crashing one into a field in Shanksville, Pennsylvania. Nearly 3,000 people were killed and thousands more injured or left with life-long illnesses.

In response to the attacks, United Way of New York City created a September 11th Fund that accepted donations from other United Ways and donors from across the world. The fund, which raised hundreds of millions of dollars, was used to support the needs of individuals, families and communities impacted by the attacks in multiple ways. Locally, United Way of Greater Greensboro led community response efforts which helped raise \$459,000 for the September 11th Fund.

In 2002, Dr. Johnnetta B. Cole, then president of Bennett College, joined United Way of Greater Greensboro's board of directors. Cole, who previously served as president of Spelman College, is the only person in history who has led both of the only two remaining black colleges for women.

A few years prior to joining the local board, Dr. Cole was honored by United Way of America with the Alexis de Tocqueville Award for Community Service.



Dr. Cole

So, it came as no surprise while serving locally in 2003, Dr. Cole continued to make historic impact when she collaborated with fellow Tocqueville Society member, Bonnie McElveen-Hunter, and United Way of America to create one of the most successful women's philanthropic efforts of its kind – Women's Leadership Council.

Currently referred to as Women United, a now global force of over 70,000 women is dedicated to creating a world of opportunity for everyone. These caring community leaders are focused on empowering and inspiring women to lead community change, and membership is comprised of women who contribute \$1,000 or more to their local United Way.



African American Leadership and Women United have hosted many annual speaker series, featuring well known speakers such as Maya Angelou, Spike Lee, Liz Murray, Misty Copeland, and Stephanie Land

Also in 2003, Dr. Cole founded United Way of Greater Greensboro's African American Leadership group. This caring group of individuals contribute \$1,000 or more annually and focuses on identifying and addressing issues facing minority communities.

Dr. Cole went on to become the first African American chair of the board of United Way of America in 2004 and remained active as a member of Women United locally for several years. She would go on to chair the Women United Global Leadership Council and be honored with United Way's national Women in Philanthropy Award in 2014.

Continuing the growing impact of women-led leadership, in 2004, the local Women's Tocqueville Society helped create a new initiative aimed at helping young children prepare for and succeed in school, called Thriving at 3.

Thriving at 3 launched with a simple premise: "Children who are healthy physically and emotionally by age three are more likely to be successful in school and in life."

Over the years, this program has helped thousands of local families by promoting the benefits of early learning with a focus on healthy child development and early literacy.

An economic downturn hit Greensboro hard around the mid 2000s. Major Greensboro corporations filed for



Thriving at 3 leverages the national program, Raising a Reader

bankruptcy, were sold, or left the area. The community lost major textile companies like Burlington Industries, Cone Mills, and Guilford Mills. A corporate decision to break AT&T in to three separate divisions resulted 3,000 lost jobs with AT&T.

In response to the crisis, Jim Melvin, director of the Joseph M. Bryan Foundation turned to United Way to convene community leaders to accelerate worker retraining. The result of that effort was the creation of a Rapid Retraining program at Guilford County Community College that was able to assist displaced workers.

In 2004, United Way also collaborated with community organizations and leaders to conduct a community-wide needs assessment intended to help organizations identify and respond to growing community needs. The study, *Focusing on What Matters*, incorporated feedback from over 1,000 caring citizens and leaders. *Focusing on What Matters* helped United Way strategically narrow its work into three focus areas: Growing Successful Kids, Helping People Help Themselves, and Caring for Everyone's Health.

Again in 2005, when hurricane Katrina devastated the Gulf Coast, the community turned to United Way to oversee the relocation of over 800 Katrina victims arriving in Greensboro. Shirley Frye, longstanding United Way volunteer and immediate past board chair, led a citizen committee to raise funds and oversaw the execution of an emergency delivery system coordinated by United Way staff leadership.

As a result, United Way led the creation of Operation Greensboro Cares which raised nearly \$200,000 to help 800 evacuees. The response plan was so successful, United Way became part of Guilford County's overall Emergency Preparedness plan.

One year later in 2006, the community turned to United Way to lead a county-wide effort to develop a strategy to address chronic homelessness. United Way's President, Neil Belenky, joined Carole Bruce (eventually Simms), a successful attorney known for helping people establish charitable foundations, Ed Kitchen, a former Greensboro city manager, and leaders from United Way of Greater High Point to develop a county-wide plan.



Kitchen

Together the group worked with the U.S. Department of Housing and Urban Development and created a plan that replaced a “shelter first” system in favor of a “housing first” treatment model. This approach placed emphasis on providing permanent housing that included support services and, thanks to state and federal funding, paved the way for the development of a 10-year plan to end homelessness. Rooted in this plan, United Way created a new county-wide initiative, Partners Ending Homelessness. This initiative has been extremely successful in reducing homelessness and is still collaborating with organizations across the county today.



Barsuhn (L), local Olympian, Joey Cheek (C) and Community Foundation President Walker Sanders (R) speak at a 2008 Operation Greensboro Cares update event

Following the Retirement of Neil Belenky in 2008, Keith Barsuhn became United Way of Greater Greensboro’s next President. In a Triad Business Journal article published in May 2008, Barsuhn referenced the key to United Way’s success would be continuing to “take time to work with other community stakeholders and work on what is best for the community and come away a unified community plan.”

It didn’t take long for Barshun to have the opportunity to implement that approach. In 2009, United Way was asked to help lead *Voices. Choices: Greensboro’s Human Services Study*. This six-month study leveraged input from 1,746 community members and resulted in identifying four priority areas to help Greensboro and Guilford County recover from the lingering impacts of a national recession that began in 2007. Those areas were: Financial stability for individuals and families, Access to comprehensive healthcare services, Successful school experiences for every child, and Nurturing children and youth for positive development.

United Way staff also made the decision launch a new affinity group known as Young Leaders in the 2008-09 campaign. An evolution of an existing group known as Emerging Leaders, which was comprised of young supporters who gave \$1,000 annually, Young Leaders opened the doors to those who gave \$120 annually and were 40 and under.

By the end of the decade, United Way began a new strategic planning process to further build the organization into a community impact leader. Within a few years, United Way would take steps to increase its focus on issues, strategies, and actions that would create sustainable change and could be better tied to reportable outcomes.



Former Young Leader Chair Samantha Ashy in volunteer action

THE 2010s:

United Way of Greater Greensboro's African American Leadership started the decade off by leading efforts to create and launch two high-impact United Way initiatives.

The first, an annual backpack nutrition program, launched in the summer of 2010. Now known as MeaningFULL Meals, this summer food drive continues to successfully gather thousands of pounds of food that is distributed to kids while they are out of school during the summer break.



MeaningFULL Meals logo - the program continues annually and has distributes 1,000s of pounds of food



Bill Sutton mentored Dominique Alexander from elementary to college

That same year, African American Leadership also leveraged community feedback to identify primary issues affecting African Americans in the greater Greensboro area. The group identified one central theme related to youth and in 2011 launched the community-wide African American Male Initiative. This mentoring program, which is still helping youth today, pairs adult mentors with youth at Wiley Elementary, Jackson Middle, and Smith High Schools.

In 2012, the Greensboro Chamber of Commerce released a study indicating around 1,800 area jobs had gone unfilled the previous year due to a lack of unqualified talent.

Based on these findings, United Way continued its longstanding collaboration work Community Foundation of Greater Greensboro to make it easier for people to transition from education-to-career.

The two organizations formed a task force named Greensboro Works and developed a shared vision for the economic success of the community.

Greensboro Works recommended that leaders throughout Guilford County to work in partnership to address three community concerns: Workforce training, Postsecondary degree completion, and Family economic success.

In 2012, Michelle Gethers-Clark, a former vice president for American Express, an active member of African American Leadership, and a member of United Way of Greater Greensboro's board, was asked to serve as interim President and CEO after Keith Barsuhn resigned.

It didn't take long for Gethers-Clark to develop an even deeper appreciation for United Way's work, and board president Sue Cole noticed.



Gethers-Clark



Cole

Cole, a successful banking leader in the community since the early '70s known for her heart and strategic approaches, personally asked Gethers-Clark to apply for the role permanently. In June 2013, Gethers-Clark was hired as President and CEO, making her the first African-American woman to hold the position.

At the time, local poverty rates were moving in the wrong direction and Greensboro was nationally ranked as a city experiencing high food insecurity.

In 2014, after a year of community input that included targeted conversations with faith-based organizations, nonprofit partners, youth, investors, and people living in poverty or experiencing homelessness, United Way once again sharpened its community impact focus and adopted Breaking the Cycle of Poverty as its main goal.

In 2015, after researching best practices to reduce poverty, United Way created and established the Family Success Center, a place-based integrated services delivery model that helps entire households move out of poverty. The center was opened at Guilford Child Development with 18 initial service partners, and the ribbon cutting ceremony was attended by many community leaders including City of Greensboro Mayor, Nancy Vaughan.



Family Success Centers are now nationally-known

The Family Success Center model bundles services in one location and removes barriers by

offering supports like childcare and transportation assistance. At the time of its opening, the center was the first place in Guilford County where a parent could access GED completion classes, and free educationally focused childcare and in the same location.



Family Success Center ribbon cuttings with Mayor Nancy Vaughan and leaders

The model also brings together partners across nonprofit, business, and government sectors. Together, these partners offer services that focus on access to public supports, education and career development, financial skills, health and wellness, and basic needs. Every Family Success Center member is also paired with a caring staff member who provides long-term support and coaching.

Family Success Center quickly began producing positive outcomes and just a few years later United Way Worldwide invited Gethers-Clark to present information about the

project at United Way's Worldwide Community Leadership and Impact Conference to inspire other United Ways.

Shortly thereafter United Way opened a second Family Success Center at the Salvation Army Center of Hope. Within a few years, both Family Success Centers had served over 500 households, representing more than 750 adults and 940 children. The model has proven so effective that United Way of Greater Greensboro has helped other United Ways implement similar models.

In late 2016, Frank McCain, former Vice President of Community Impact & Investment and Michael Cottingham, Chief Marketing Officer, United Way of Greater Greensboro immersed themselves into a social experiment to gain a better understanding of what people in need of food and shelter face on a daily basis.

McCain, the son of local civil rights pioneer, Franklin McCain Sr., who was one of the four A&T State University students who sparked the sit-in movement in 1960, originated the idea in hopes it would help United Way better serve the community.



McCain and Cottingham

McCain and Cottingham issued a report of their experiences, *The GSO Unseen*, and leveraged their experiences to enhance the work of their departments. Nancy McLaughlin, a reporter for Greensboro News and Record wrote an award-winning story about the project. Her article, *Living Among Greensboro's Unseen* earned her a North Carolina Associated Press Thomas Wolfe Award for outstanding writing.



Leonard (L) and Tobee (R) Kaplan

In 2017, thanks to an endowed gift from the estate of Tobee and Leonard Kaplan, United Way's offices were renovated, and the organization established its onsite Tobee Wynne Kaplan Community Innovation Center.

The center, which includes computers and meeting spaces, is open to the community for visits and use. (It is also where United Way's historic 100-year timeline is installed)

On April 15, 2018, neighborhoods in East Greensboro were torn apart by an EF-2 tornado, leaving residents in shock and in need of long-term emergency assistance. As part of its disaster response plan, Greensboro City leadership reached out to United Way to establish the GSO Tornado Relief Fund and to help create a task force to oversee emergency grant applications and funding. In collaboration with city and Community Foundation of Greater Greensboro leadership. More than \$800,000 was raised and distributed to support relief efforts.



United Way & Community Foundation partner on large scale disaster responses



Album cover - Art by Ashley Vanore

In 2019, to continue raising awareness around its efforts of ending poverty, United Way partnered with a local organization called The Culture Pushers to produce a music album. The Artists United to End Poverty benefit album was released with much fanfare and includes over 50 songs and artists who donated their music for the project. The album's title track, "Die 4 Love" features dozens of artists singing together in a collaborative "We are the World" style. The album was made available for purchase on iTunes and Amazon.

The album helped United Way reach new audiences with a message and formed new collaborative relationships with the local arts community.

THE YEAR 2020:

In the chronicles of modern history, the year 2020 will forever be recognized as a year that challenged people and institutions around the world to fight a pandemic and systemic racism.

In March of 2020, amid the growing COVID-19 pandemic that was shutting down businesses and forcing people to stay home while others battled sickness in overwhelmed hospitals, city leadership once again looked to United Way of Greater Greensboro to support a community relief response.

United Way partnered with the City of Greensboro and Community Foundation of Greater Greensboro to form the Greensboro Virus Relief Fund and Virus Relief Task Force.

Together, over the next 10 months, these organizations raised \$2.6 million in county-wide relief and task force volunteers reviewed hundreds of grant funding applications, allocating 100% of relief funds to help local children, adults, families, and businesses. One of the first grants awarded helped purchase 1,300 laptops that were distributed to Guilford County School students so that they could continue learning remotely.



United Way gave out over 9,000 masks in one week in partnership with the city



Youth at local Floyd vigil set up at Intl. Civil Rights Museum

On May 25, 2020, the world was once again rocked by racial injustice with the murder of George Floyd, and a renewed Civil Rights movement was born.

In response, United Way held a series of virtual town halls. The town halls brought leaders and community members together to identify local issues related to race, equity, justice, and economic mobility.

Key findings from these meetings were shared with organization and corporate leaders to spark systemic changes. Internally, United Way committed to being more equitable by updating its bylaws, policies, and procedures, and hiring practices.

A section of UWGG's updated diversity, equity and inclusion statement reads, "We are resolved, in all that we do, to respect, appreciate, value and not discriminate against the following but not limited to race, religion, skin color, gender, nationality, language differences, sexual orientation, gender identity, gender expression, age, socioeconomic status, work and behavioral styles, parental status, differing perspectives, lived experiences, as well as physical, mental and developmental abilities."

Specifically, the amendment ensures United Way of Greater Greensboro: Creates and publicly posts a diversity, equity, and inclusion statement, recruits volunteers and staff that reflect the diversity of the community it serves, provides annual racial equity training to board members and staff, and incorporates racial equity criteria when making community investment decisions. United Way also launched a community-wide email and video-based 21-Day Equity Challenge that sent participants daily emails with thought-provoking content that included local and national resources that explored topics like structural racism, segregation, privilege, gender, and LGBTQ rights.

In addition to COVID-19 relief efforts, working remotely, and responding to the renewed Civil Rights movement, United Way also continued its strategic efforts to end local poverty. In its annual 2019-20 campaign, United Way raised a \$10.6 million which supported 31 strategic partnerships and initiatives that offered 61 programs.

While 2020 was filled with plenty of challenges, United Way's ability to respond and its proven efforts to end poverty would be nationally recognized in a historic way by the end of the year. On December 16, 2020, United Way announced it had received a \$10 million gift from MacKenzie Scott, a renowned philanthropist and novelist. The gift is the largest received in United Way of Greater Greensboro's history. United Way's gift was among over \$4 billion Scott gifted to 384 nonprofits across the nation. Scott announced she and a team of advisors researched thousands of nonprofits before selecting those receiving gifts.



Scott

According to Scott, her team "took a data-driven approach to identifying organizations with strong leadership teams and results, with special attention to those operating in communities facing high projected food insecurity, high measures of racial inequity, high local poverty rates, and low access to philanthropic capital. Because our research is data-driven and rigorous, our giving process can be human and soft."

With continued community support and Scott's gift, United Way's 2020-21 Campaign raised a record \$20,600,000.

THE YEAR 2021:

United Way of Greater Greensboro wrapped up the previous decade with lots of attention and recognition for its proven strategic approaches that were working to end poverty. This organizational recognition also highlighted President and CEO, Michelle Gethers-Clark, which led to her being selected as the Chief Diversity Officer and Head of Corporate Responsibility for Visa, Inc. in March 2021.

With the help of a board-led committee that conducted a national search, Khari Garvin was named the next President and CEO and started his duties on July 26, 2021.

Garvin, whose career in anti-poverty programs began with the US Department of Health and Human Services' Head Start program, brought with him more than 20 years of national, state, and local experience designing and leading systems to serve children and families in low-income communities.

Garvin quickly put his experience into practice by leveraging information that had been gathered from over 2,000 diverse community stakeholders the year before, to propel the organization into the future.

Two months into his role, Garvin announced a new community-inspired and developed Bold Goal aimed at taking United Way of Greater Greensboro's efforts of ending poverty to the next level:

As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.



Garvin announcing a new Bold Goal at the organization's 99th campaign kickoff.

THE FUTURE:

On March 1, 2022, over 100 people gathered at United Way's office to celebrate the organization's centennial anniversary.

During the celebration, Nancy Vaughan, Greensboro City Mayor, announced an official City Proclamation recognizing United Way of Greater Greensboro's history of impact and declared March 1, as LIVE UNITED Day in the City of Greensboro.



A portion of the crowd celebrating United Way's Centennial

In addition, the United Way unveiled an interactive centennial timeline in the organization's Tobee Wynne Kaplan Community Innovation Center.



Community leaders planting a White Oak

In partnership with Greensboro Beautiful and Greensboro Housing Authority, leaders also planted a centennial white oak tree at United Way - the first of 100 trees to be planted throughout the year.

As we forge our next 100 years, we invite you to take an individual or group photo with this publication, or in front of our office timeline and see it pop up on our social media feed. Post your photo on Instagram, Facebook, or Twitter with the hashtag #GSOfuture and tag @UnitedWayGSO.

In your post respond to at least one of the following questions:
How has United Way impacted you?
What do you hope United Way accomplishes in the future?

100 YEARS OF EXECUTIVE DIRECTORS / PRESIDENT AND CEOs:

1922 – 1924: J. D. Wilkins
1924 – 1927: Victor Woodward
1927 – 1934: NO DIRECTOR
1934 – 1935: C.W. Phillips
1936 – 1938: D.E. Proctor
1938 – 1955: Dr. Ruth Y. Schiffman
1955 – 1962: T. Spencer Meyer
1962 – 1984: David Atwood
1984 – 1989: Daniel Duanne
1990 – 2008: Neil Belenky
2008 – 2013: Keith Barshun
2013 – 2021: Michelle Gethers-Clark
2021 – current: Khari Garvin

A HISTORY OF GENEROUS COMMUNITY INVESTMENT:

TOTALS REPRESENT 99 YEARS AS 100TH CAMPAIGN OCCURRED POST PUBLICATION



A LEGACY OF LEADERSHIP - BOARD & CAMPAIGN CHAIRS:

Board chair is listed first, followed by campaign chair(s).

1922
H. Smith Richardson
A.B. Joyner

1923
R.G. Vaughn
A.B. Joyner

1924
R.G. Vaughn
A.W. Fetter

1925
Claude Kiser
A.W. Fetter

1926
Claude Kiser
G.L. Stansbury

1927
Charles A. Hines
S.O. Lindeman

1928
Charles A. Hines
J.A. Kellenberger

1929
E.A. Ranson
R.R. King, Jr.

1930
E.B. Jeffress
George P. Geoghegan, Jr.

1931
Paul C. Lindley
E.C. McLean

1932
Mrs. Julius W. Cone
J.T. Martin

1933
Fred C. Odell
Paul W. Schenck

1934
P.A. Hayes
Julian Price

1935
Dr. W.C. Jackson
C.W. Phillips

1936
W.M. York
Dr. W.C. Jackson

1937
J.T. Martin
Andrew Joyner, Jr.

1938
Herman Cone
C.W. Phillips

1939
Herman Cone
A.P. Mulligan

1940
Karl K. Garrett
W.A. Bloodworth

1941
W.H. Holderness
Ford Little

1942
Ford D. Little
Major L.P. McLendon
W.H. Andrews

1943
E.F. Lucas
Major L.P. McLendon
George E. Perrin

1944
E.F. Lucas
George E. Perrin*
John K. Voehringer, Jr.

1945
P.T. Hines
W.H. Holderness
R.A. McPhetters

1946
W.H. Sullivan, Jr.
Oscar W. Burnett

1947
W.H. Sullivan, Jr.
George E. Eichhorn

1948
George E. Perrin
Edwin W. Pearce

1949
George E. Perrin
W.H. Sullivan, Sr.

1950
Huger S. King
Charles F. Myers, Jr.

1951
Robert H. Frazier
A.H. Parker

1952
Allen E. Strand
O.L. Fryman

1953
Howard Holderness
Benjamin Cone

1954
Benjamin Cone
E.D. Broadhurst, Jr.

1955
L.I. Swindell
Fred C. Hitchcock

1956
James W. Poole
Parks D. Hunter

1957
Benjamin Cone
Mose Kiser, Sr.

1958
D. Edward Hudgins
Carson Bain

1959
Patrick N. Calhoun
James R. Perrin

1960
Miles H. Wolff
Guy B. Phillips, Jr.
& Clifton W. Ragsdale

1961
J.C. Cowan, Jr.
William J. Burton

1962
W.H. Holderness
Michaux H. Crocker

1963
Bland Worley
Orton A. Boren

1964
Thomas I. Storrs
William A. Gourley

1965
Ceasar Cone
Thomas Ruffin, Jr.

1966
G.F. Devin, Jr.
Ralph P. Edwards

1967
N.P. Hayes, Sr.
E.S. "Jim" Melvin

1968
Louis C. Stephens, Jr.
Mose Kiser, Jr.

1969
Ralph P. Edwards
Victor M. Nussbaum, Jr.

1970
Stanley Frank
W.L. Carter, Jr.

| | | | |
|--|--|---|--|
| 1971 Carson Bain W.C. Boren, III | 1984 Charles P. Younce William H. Black, III | 1996 John L. Bakane Barrett S. Whitcomb | 2010 John M. Cross, Jr. Michael F. Bumpass |
| 1972 Victor M. Nussbaum, Jr. George E. Norman, Jr. | 1985 Arthur Bluethenthal Michael B. Fleming | 1997 Priscilla P. Taylor Sylvester Daughtry, Jr. | 2011 Sue Cole Linda Brady |
| 1973 W.L. Carter, Jr. John T. Warmath, Jr. | 1986 William H. Black, III W.C. Parker, Jr., Ed.D. | 1998 Barrett S. Whitcomb Newell E. Holt | 2012 Sue Cole Harold L. Martin, Sr. |
| 1974 George E. Norman, Jr. Robert W. Newsom, Jr. | 1987 Michael B. Fleming James S. Belk | 1999 Barrett S. Whitcomb Dr. Alexander W. Spears, III | 2013 Judy Schanel Pete T. Callahan |
| 1975 John T. Warmath, Jr. Charles M. Reid | 1988 W.C. Parker, Jr., Ed.D. Paul G. Martin | 2000 Dr. Alexander W. Spears, III Dr. Charles E. McQueary | 2014 Judy Schanel Jason Bohrer |
| 1976 William L. Opdyke Peter B. Bush | 1989 James S. Belk David M. Nisbet | 2001 J. Lee Lloyd M.S. "Brick" Brown | 2015 Aaron Strasser Jason Bohrer |
| 1977 Charles M. Reid Albert S. Lineberry, Sr. | 1990 Paul G. Martin D. Hayes Clement | 2002 Dr. Charles E. McQueary Dr. Patricia A. Sullivan | 2016 Jason Bohrer Gregg Strader |
| 1978 Peter B. Bush Thomas M. Hinds | 1991 David M. Nisbet D. Gary Thompson | 2003 Shirley T. Frye Terry Stone | 2017 Gregg Strader Chuck Burns |
| 1979 Albert S. Lineberry, Sr. Donald B. Lowe | 1992 D. Hayes Clement Paul L. Leonard | 2004 Shirley T. Frye Donald Cameron | 2018 Gregg Strader Chuck Burns |
| 1980 Albert S. Lineberry, Sr. Cynthia E. Doyle | 1993 D. Gary Thompson Paul L. Leonard Carole W. Bruce | 2005 Randall R. Kaplan Meg Sternberg | 2019 Kimberly Gatling Bill Morrisette |
| 1981 Donald B. Lowe John G.B. Ellison, Jr. | 1994 Paul L. Leonard John L. Bakane | 2006 Randall R. Kaplan William V. Nutt | 2020 Kimberly Gatling Bill Morrisette |
| 1982 Cynthia E. Doyle Charles P. Younce | 1995 Carole W. Bruce David H. Maner Anthony R. Hilton | 2007 William V. Nutt Dale Hall | 2021 Brian Pierce Scott Baker |
| 1983 John G.B. Ellison, Jr. Arthur Bluethenthal | | 2008 Charles H. Flynt, Jr. Ed Kitchen | 2022 Davida Martin Scott Baker |
| | | 2009 Charles H. Flynt, Jr. Tim Rice | |

PRIMARY & SECONDARY CITATIONS:

Collections:

United Way of Greater Greensboro Records, MSS 0463. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

Oral Testimonies:

Oral history interview with John and Betsy Taylor by William Chafe. Greensboro, N.C.: The University of North Carolina at Greensboro. University Libraries. 1973-07-07. Greensboro, N.C. Transcript, Text. <http://libcdm1.uncg.edu/cdm/ref/collection/CivilRights/id/780>

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Timeline Display Image Citations:

First image: 1-Item Portrait of H. Smith Richardson: Henry Smith Richardson Papers, # 04283, Southern Historical Collection, Louis Round Wilson Special Collections Library, University of North Carolina at Chapel Hill.

1-Item Community Chest Ad: United Way of Greater Greensboro Records, MSS 0463. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

Second image: 2-Item Portrait of Laura Weil Cone: Photograph Collection, PUA104.9. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

2-Item Portait of Dr. Ruth Y. Schiffman: United Way of Greater Greensboro Records, MSS 0463. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

Third–Ninth image (exception of Fifth) 3, 4, 6, 7, 8, 9-Items: United Way of Greater Greensboro Records, MSS 0463. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

Fifth image: 5-Item Picture of the Bryans: Joseph M. Bryan Archives, MSS 0106. Martha Blakeney Hodges Special Collections and University Archives, University Libraries, The University of North Carolina at Greensboro.

Tenth image : 10-Item Photo of Honorable Bonnie McElveen-Hunter.

Eleventh image: 11-Item Photo of Dr. Johnnetta B. Cole: Personal Collection of Dr. Cole used with her permissions

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13-Item Photo Tornado Impact: Photograph by News & Record Staff , ©News & Record, All Rights Reserved.

Fourteenth image: 14- Item Photo of Mackenzie Scott: by Taylor Hill/2018 Vanity Fair Oscar Party Hosted by Radhika Jones - Arrivals / via Getty Images.



100 YEARS OF TRANSFORMING YOUR COMPASSION INTO COMMUNITY CHANGE

The Story of United Way of Greater Greensboro's First 100 Years

Challenge: Can you find these circular photos throughout the publication? Visit United Way's office to see these photos installed on an interactive historic timeline.

100

YEARS

1922 - 2022



United Way
of Greater Greensboro