



PLACE MATTERS: The CiVIC Neighborhoods

① WHY PLACE MATTERS

The opportunity for a good life begins in our families, schools, and jobs. And it begins in our neighborhoods.

At United Way of Forsyth County we believe that place, or where we live, matters. Whatever country, state, city, or neighborhood we live in, each area presents us with a set of unique opportunities and challenges in our lives.

Winston-Salem and Forsyth County have made tremendous progress over the years, but many people who live here face increasingly complex and interconnected challenges – challenges that are more prevalent in some of our neighborhoods. These complex issues require comprehensive solutions.

In many instances, statistics show that young people's futures are determined by the ZIP codes they grow up in, rather than their potential, no matter how hard they or their parents work.¹

② A NEW STRATEGY

To help ensure sustainable change, United Way has launched Place Matters – an innovative, asset-based strategy to focus investments on interconnected solutions within a specific area of Winston-Salem.

Place Matters makes sense because:

- Our entire community is better off when all its neighborhoods are healthy and thriving.
- A comprehensive, integrated approach is needed to address our community's complex challenges.
- It is resident-led and inspired – we are doing “with” rather than “for.”
- It is asset-based – we are building upon the gifts, skills, and talents of residents to strengthen neighborhoods.
- We are able to convene community stakeholders – residents, nonprofit organizations, the faith-based community, and business and education leaders – in an inclusive approach focused on sustainable change in the key areas of Education, Financial Stability, Health, and Basic Needs.

③ THE CiVIC NEIGHBORHOODS

Named by the Resident Impact Council, CiVIC = Community Voices Impacting the Community. CiVIC represents the residents of 13 neighborhoods in northeast Winston-Salem coming together to make the place they live stronger.

With a population in the immediate area of 5,300 and the surrounding areas of another 5,000, the CiVIC area has a population large enough to allow substantial impact, yet small enough to build meaningful relationships between residents and service providers.

TODAY IN OUR COMMUNITY

In Winston-Salem, poverty has increased by 70% over the last decade



1 in 3 children and 1 in 5 of all residents live in poverty.



Winston-Salem ranks 7th out of the 100 largest metro areas for having the largest increase over the last decade in the number of poor people living in neighborhoods of concentrated poverty.

4 ENGAGING THE CIVIC NEIGHBORHOODS

Through our key partnership with Neighbors for Better Neighborhoods, we are engaging residents in a number of ways to ensure that our investments align with the priorities of those who live in and experience their neighborhoods every day. We have:

- Held multiple engagement events with residents to build relationships and learn more about the challenges and assets in the neighborhoods.
- Analyzed community data and conducted resident surveys to assess existing community assets, learn about residents and incorporate their experiences, and ideas into funding priorities.
- Convened the Resident Impact Council (comprised solely of residents of the CiVIC neighborhoods) and held regular meetings with this core team to identify priority funding areas.



5 CIVIC GUIDING PRIORITIES

These Guiding Priorities were developed by the Resident Impact Council using community data and their own experiences and expertise. They were used to request proposed work in the CiVIC area from organizations throughout Forsyth County, and to ensure that work aligned with the goals of the entire CiVIC community.

Unemployment and Underemployment

- Job placement
- Skill development
- School success

Multigenerational Support

- Seniors
- Teens and young adults
- Children

Healthy Living

- Access to fresh and healthy food
- Increase physical activity levels
- Preventative healthcare

Housing Stock and Vacant Lots

- Improve existing housing stock
- Increase utilization and repurpose of vacant lots

6 CREATING LASTING CHANGE

In 2016, United Way of Forsyth County will invest \$2.8 Million in programs focused on strengthening the CiVIC neighborhoods. These are innovative, collaborative initiatives that engage existing community assets, especially the residents themselves, to further enhance these neighborhoods and the lives of those who live there.

We know change will not happen overnight. United Way is committed to Place Matters and the CiVIC neighborhoods for the long-term.

For more information or to get involved, contact:
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