

WHERE WE LIVE MATTERS.

The opportunity for a good life begins in our families, schools, and jobs. And it begins in our neighborhoods. The entire community is better off when all its neighborhoods are healthy and thriving.

Place Matters offers solutions to complex challenges that we all face. Geographically, it covers thirteen neighborhoods and the surrounding area in northeast Winston Salem. Residents named these neighborhoods CiVIC—Community Voices Impacting the Community. The effort brings community members together to make the place we live stronger and ensure that every resident thrives.



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 to further enhance the neighborhoods, offer services and opportunities that will improve the lives of residents, and connect resources.

PLACE MATTERS.

CHOOSE HOW YOU LIVE UNITED.

- ✓ **GIVE**—Your dollars make a huge impact.
- ✓ **VOLUNTEER**—You can make a difference in someone’s life.
- ✓ **GET INFORMED**—Learn about community issues and challenges and the impact your investment makes through United Way.
- ✓ **GET INVOLVED**—Join Women’s Leadership Council, Young Leaders United or your workplace group to lend your expertise and network with others.
- ✓ **STAY CONNECTED**—Follow us on Facebook, Twitter, and YouTube for updates on building a better community.
- ✓ **SHARE**—Tell your family, friends and coworkers about community issues and what’s being done to solve them.



United Way of Forsyth County

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REDISCOVER THE WHY BEHIND THE WAY AT
WWW.FORSYTHUNITEDWAY.ORG

DON'T GIVE JUST BECAUSE IT'S THE RIGHT THING TO DO.



GIVE BECAUSE LASTING RESULTS SPEAK LOUDER THAN WORDS.



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THE WHY BEHIND THE WAY

Our community is ever changing. That's why the United Way is changing too. With our donors and partners, we're providing interconnected solutions that go beyond meeting people's basic needs to address the root causes of our most pressing social issues. We're learning from the past and creating sustainable results for the future. We're breaking the cycle of cause and effect—providing a way out and up to help individuals live their best lives.

So, give because we're determined to make this place we live and work a place where every resident thrives. **That's the why behind the way.**

WHY IS THIS WORK IMPORTANT?

In Forsyth County, poverty has increased by almost **60%** in 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 national metro areas for having the largest increase over the last decade in the number of people living in neighborhoods of concentrated poverty.**

United Way of Forsyth County is a catalyst for strengthening our community by identifying and addressing its most significant needs through alignment of resources and strategic partnerships to achieve measurable, lasting results.



EDUCATION

Since 2007, the **high school graduation rate** in Forsyth County has increased every year, rising from **70.7% to 85.4%** in 2015. That percentage increase translates to **2,509 more graduates** in Forsyth County, who on average will earn **\$400,000 more** in a lifetime than a student who drops out. Those potential earnings translate to a \$1.004 billion dollar impact on our community. Best of all, each graduate is equipped for a brighter future.



HEALTH

Since 2008, over **4,000 patients** with immediate or chronic medical conditions have received more than **56,000 prescriptions** in medication assistance provided through multiple United Way partners. Ninety-six percent of those patients reported better health outcomes and more than 80% had fewer emergency room visits. Millions of dollars worth of life-saving and life-improving medications are reaching people in need every year to improve their health and quality of life.



FINANCIAL STABILITY

In 2016, the **Volunteer Income Tax Assistance (VITA)** program assisted over 3,700 households in the preparation of their taxes, securing over \$4.2 million in refunds, and saved paid preparer fees. Because of the VITA program, families in Forsyth County received over **\$1.6 million** through the **Earned Income Tax Credit**. EITC is the number one Federal program that lifts families out of poverty each year and makes a real difference in their lives.



BASIC NEEDS

In 2015, the City of Winston-Salem and Forsyth County met the challenge of **ending veteran homelessness**. Homeless veterans will still appear in our community, but through the **Ten-Year Plan to End Chronic Homelessness**, which is funded and staffed by United Way, we now have the resources to house veterans as they come to our attention. We've also made significant progress toward the goal of ending chronic homelessness.