



UNITED FOR OUR FUTURE



United Way of Forsyth County



WHO WE ARE

Mission

United Way of Forsyth County brings the community and its resources together to solve problems that no one organization can address alone.

Vision for Equity

United Way of Forsyth County recognizes structural racism and other forms of oppression have contributed to persistent disparities which United Way seeks to dismantle. We strive to engage community members, especially those whose voices have traditionally been marginalized. We work with residents and public and private partners to co-create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create more equitable communities.

WHAT YOUR DOLLARS DO

No matter the size, your donation has a meaningful impact on the lives of residents right here in Forsyth County.



1 person
who is experiencing homelessness receives a night of shelter.



6 people
who don't have health insurance receive an appointment with a doctor or dentist.



4 children
struggling with math or reading receive an hour of tutoring from a certified teacher.



1 community
garden is started to provide local residents with fresh food.



1 family
experiencing an emergency can stay in their home for a month.

WITH YOUR SUPPORT

The United Way of Forsyth County

Is working to create a thriving community by investing in **NEIGHBORHOODS** and **HOUSEHOLDS**

WITH A SPECIFIC FOCUS ON

Creating Equitable Communities

Improving Economic Mobility

Ensuring Childhood and Student Success

BECAUSE



Growing up in neighborhoods just five miles apart can mean an average household income of either \$17,000 or \$45,000.



Forsyth County ranked 3rd worst out of 2,478 counties across the country in helping poor children climb the income ladder.



Only 39% of students in Forsyth County are reading on a 3rd-grade reading level.

WITH YOUR HELP WE WILL



Improve economic mobility and secure jobs for 1,000 individuals through skills retraining by 2025.



Advance 2,500 households to a point of self-sufficiency by 2025.



Increase 3rd-grade reading proficiency from 39% to 90% by closing the educational equity gap by 2025, resulting in a 90% graduation rate.

OUR IMPACT

COMMUNITY-WIDE

United Way's Community-Wide Investment Strategy funds programs working collaboratively to create thriving households across Forsyth County by improving economic mobility and increasing childhood and student success.

PLACE MATTERS

Place Matters is an innovative, asset-based strategy to focus investments on interconnected solutions in 13 neighborhoods within Winston-Salem. With Neighbors for Better Neighborhoods, our key partner, 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 priority areas of Housing, Education, Healthy Living, and Employment.



OUR INITIATIVES

HOUSING MATTERS

Housing Matters provides support to the Winston-Salem/Forsyth County Continuum of Care in implementing its vision to “end chronic homelessness and improve the system of care for all people experiencing a housing crisis.” As a part of this work, the Housing Matters team leads the implementation of the Continuum of Care’s Community Intake Center, which is a process by which people experiencing homelessness are matched to housing programs based on their needs and vulnerability.

THE PARTNERSHIP FOR PROSPERITY

The Partnership for Prosperity grew out of the Winston-Salem Poverty Thought Force, which was a group convened by Mayor Allen Joines. In February 2017, the Thought Force issued a report that included 56 recommendations to alleviate poverty. The recommendations included creating The Partnership for Prosperity to coordinate the fight against poverty, raise public awareness, and advocate for policy changes on a local and state level. The Partnership for Prosperity works to ensure people living in low resource neighborhoods are aware of the local organizations that can help them break down barriers and ensure they have access to the resources available to them.

THE DATA SHARING PROJECT

The Data-Sharing Project’s secure web platform provides a way for partners to access and track student and program data. This platform is a valuable tool for partner agencies, through which staff can view and access live, student-level, school system data about children enrolled in their programs. Staff assist partner agencies with understanding data and answering key questions rigorously, distilling insights into actionable continuous improvement plans with key performance indicators and attainable goals. We envision a data-driven community that invests in rigorous ongoing improvement support. Over time, such investments ensure that K-12 education-based services are high-quality, that a clear return is made on investments, and that resources are used efficiently and effectively to improve outcomes for children and youth. The Data Sharing Project (DSP) provides critical evaluation and continuous improvement support to education-based programs in Forsyth County, and provides a streamlined, secure tool for community agencies and schools to work with student data. The DSP is a major community benefit; making it possible for our partners to receive high-quality evaluation services that many would otherwise not have access to.

AFFINITY GROUPS

EMERGING LEADERS UNITED (FORMERLY YOUNG LEADERS UNITED)

Emerging Leaders United is engaging tomorrow's philanthropic leaders through volunteerism and charitable giving today. ELU harnesses the energy of emerging professionals who want to impact lives and create a better community for all.

Members will invest **\$250** annually and will have the opportunity to create a better community for all through hands-on volunteer events, leadership development, and networking opportunities.

AFRICAN AMERICAN LEADERSHIP SOCIETY

The African American Leadership Society is comprised of philanthropic advocates for equity in our community. The mission is to positively impact people of color through philanthropy, advocacy, and empowered leadership.

Members will invest **\$500** annually and be connected to volunteer opportunities, engagement events, and advocacy work that help support the mission of United Way.

WOMEN UNITED (FORMERLY WOMEN'S LEADERSHIP COUNCIL)

Women United is dedicated to transforming our community by raising awareness and addressing Forsyth County's most pressing needs through women-empowered philanthropy.

Women United is a community of caring women who contribute their passions, ideas, and unique strengths to support the mission of United Way. Members receive exclusive leadership development, social networking, and volunteer opportunities.

Membership begins at **\$1,000** annually. New members can join with a gift of \$500 and incrementally increase by \$100 annually while enjoying membership benefits right away. 40% of your total contribution is invested in funded programs that empower women and educate children.

TOCQUEVILLE LEADERSHIP SOCIETY

The Tocqueville Leadership Society is a group of extraordinary community leaders and philanthropists who demonstrate their commitment to making Forsyth County a better place to live, work, and raise a family.

Membership begins at **\$10,000** annually. New members may participate in the **Andy Brown Step-Up Match**, a program that allows donors the option to increase their gift over a three-year period, while enjoying the benefits of Tocqueville Society immediately.

Three-Year Investment Plan

Year 1: \$5,000

Year 2: \$7,500

Year 3: \$10,000

We welcome membership in more than one affinity group. A donation of \$1,000 or more is recognized as Leadership Circle and will grant entry to: African American Leadership Society, Emerging Leaders, and Women United.

For more information contact us at: info@uwforyth.org or (336) 721-9337

MAKE YOUR IMPACT

GIVE.

Your dollars make a huge impact.
Visit UWFCDonate.org for easy online giving.

VOLUNTEER.

You can make a difference in someone's life.

GET INFORMED.

Learn about community issues, challenges,
and how your investment makes an impact.

GET INVOLVED.

Join Emerging Leaders United, African American Leadership Society,
Women United, or the Tocqueville Leadership Society
to lend your expertise and network with others.

STAY CONNECTED.

Follow us on Facebook, Twitter, Instagram, and YouTube for
updates on our initiatives and how you are helping to build
a better community for everyone.

SHARE.

Tell your family, friends, and coworkers about community
issues and how we are working together to solve them.





OUR INVESTMENTS

Our investments are made up of the following revenue sources.



Campaign



Grants



Major Gifts

40+

local partner agencies supported

60+

programs funded

140,000+

people served in our community

REVENUE STRATEGIES – BEYOND WORKPLACE CAMPAIGNS

SMALL BUSINESS CIRCLE

Join our network of Small Business Circle members by investing in our community.

Benefits for members include social media shoutouts, digital badge, window cling, and logo placement on United Way of Forsyth County's website and print materials.

Annual membership begins at \$500 with a step up option at \$250.

CONSTRUCTION CARES

We are leveraging the time, talent, and treasure of our construction and contract industry to engage, connect, and invest in our community.

Companies will participate in a Day of Caring to strengthen employee engagement through volunteerism.

Maximize your impact by involving business partners and making a corporate contribution.

LIVE UNITED. GIVE UNITED.

Any retail organization can make an impact through our LIVE UNITED. GIVE UNITED. point of sale campaign.

You can choose a round-up or a small donation option to allow your customers to make a difference.

Our staff is here to support you 100% of the way by providing a toolkit and employee education.

FAITH AND PHILANTHROPY

Get your church or faith-based organization involved in transforming our community through volunteerism and fundraising.

We can provide your congregation with volunteer opportunities and information about why supporting United Way of Forsyth County is important, and how every individual has the power to make a difference.





DRIVING FORWARD TOGETHER CAR GIVEAWAY

One lucky donor will win a brand new car from any one of the participating dealerships, valued up to \$25,000. Anyone who makes an undesignated gift of \$100 or more to United Way of Forsyth County's 2022-23 Annual Campaign between July 1, 2022 and April 29, 2023 will be entered into the giveaway.

**Please note a gift to Tocqueville Leadership Society, Women United, African American Leadership Society, or Emerging Leaders United is considered undesignated.*

Visit forsythunitedway.org for complete rules and terms of agreement.

THANK YOU TO OUR SPONSORING DEALERSHIPS

Bob King Hyundai	Kernersville Chrysler Dodge Jeep Ram
Bob King Kia	Modern Chevrolet
Bob King Mazda	Modern Infiniti of Winston-Salem
Bob Neill Mercedes	Modern Nissan
Crossroads Ford of Kernersville	Modern Toyota
Flow BMW-Mini	NorthPoint Chrysler Dodge FIAT Jeep Ram
Flow Chevrolet-Buick-GMC-Cadillac	Parks Buick GMC, Kernersville
Flow Honda	Parks Chevrolet, Kernersville
Flow Lexus	Parkway Ford
Flow VW-Audi-Subaru	Volvo of Winston-Salem



BECOME PART OF THE UNITED WAY'S LEADERSHIP CIRCLE WITH A GIFT OF \$1,000 OR MORE.



PLEDGE CARD

United Way of Forsyth County

Name/Company Name _____

Address _____

City, State, Zip _____

Company Contact _____

Signature _____

Phone _____

Email _____

United Way respects your privacy. We never release or sell donor information.

Financial information about this organization and a copy of its license are available from the Charitable Solicitation Licensing Section at 888-830-4989. The license is not an endorsement by the State.

Payment Options:

You can also visit UWFCDonate.org to donate by credit or debit card. Thank you!

TOTAL GIFT \$ _____

- I accept the terms of agreement and would like to be entered in to United Way's Driving Forward Together Car Giveaway.
- Cash or Check Enclosed (Please make checks out to United Way of Forsyth County)
- Stock (Please call 336-723-3601 for assistance)
- Bill Me (Home address required—minimum \$25)
 - Annually Quarterly Monthly
- Credit or Debit Card (We accept Visa, MasterCard, Discover, and American Express)

Card # _____

EXP. DATE (MM/YY) CVV CODE BILLING START DATE (MM/YY)

Please specify: One-Time Payment Quarterly Monthly

Please Cut and Mail to
301 North Main Street, Suite 1700
Winston-Salem, NC 27101



or Give Online
by scanning the QR code below



22BK01



United Way of Forsyth County

301 North Main Street, Suite 1700
Winston-Salem, NC 27101
336-723-3601
forsythunitedway.org



@uwforsyth



United Way of Forsyth County



@UWForsyth



uwforsyth



United Way of Forsyth County