



# 100 YEARS UNITED FOR OUR FUTURE

**100**  
YEARS 1923-2023

**United Way**



United Way of Forsyth County



**“Our campaign represents the power of unity, where each contribution, no matter how big or small, joins together to create a profound impact on the lives of those struggling to thrive.**

The revenue generated from our Annual Campaign has had a transformative impact on the community by supporting vital programs and initiatives that address education, health, and financial stability. Through our collaborative efforts, we have provided essential resources to individuals and families in need, empowering them to lead healthier, more stable lives.

By fostering a spirit of unity and collective giving, our local United Way has played a crucial role in creating a stronger, more resilient community for all its residents.”

Antonia Monk Richburg, PhD  
President and CEO

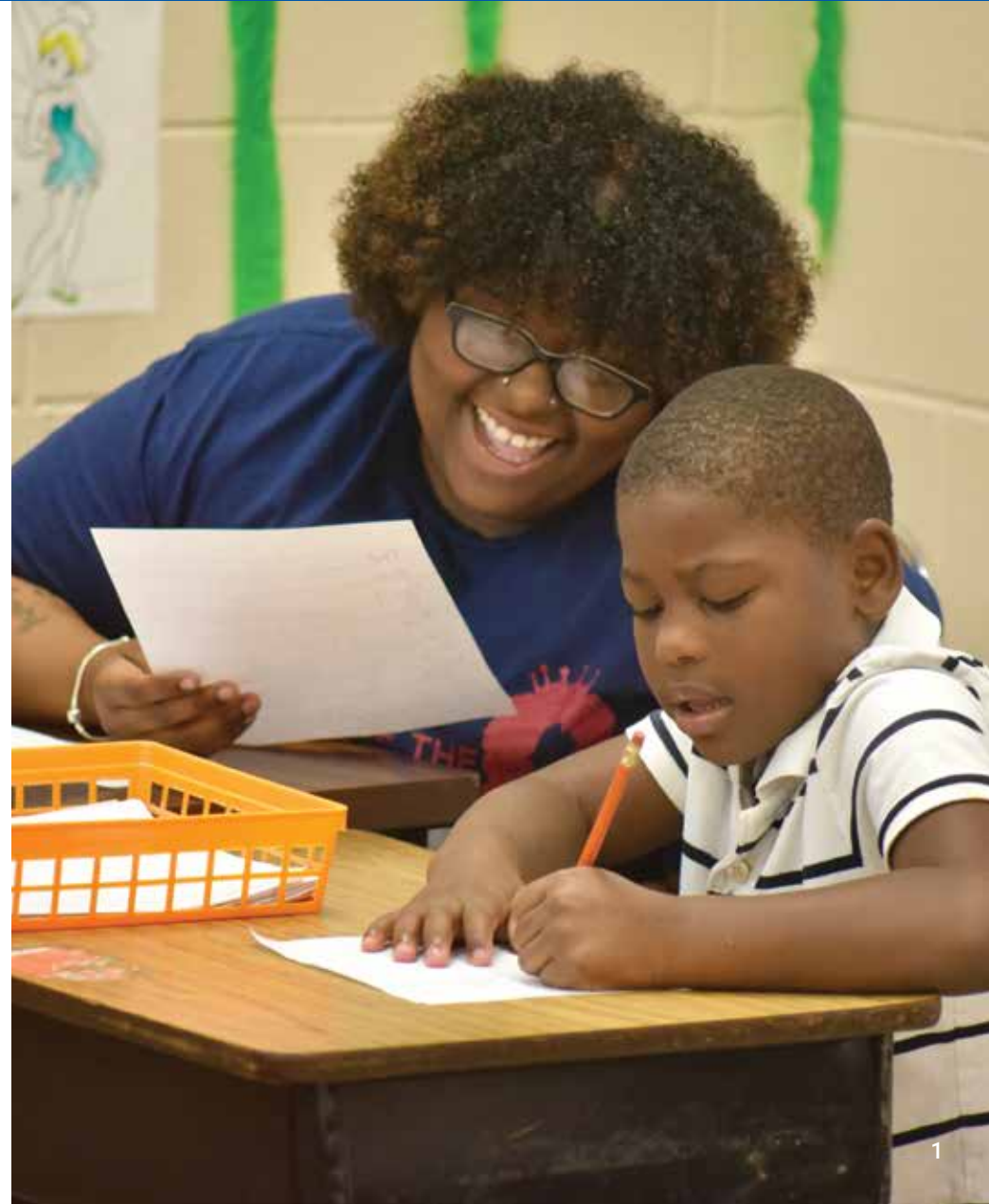
# WHO WE ARE

## 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.

# INVESTMENT STRATEGY

# OUR INITIATIVES

## 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.



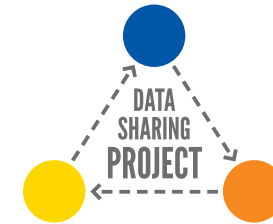
## HOUSING MATTERS

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.

# IMPACT GROUPS

## EMERGING 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.

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

## WOMEN UNITED

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.

## 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.

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

## 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@uwforsyth.org](mailto:info@uwforsyth.org) or (336) 721-9337*



## OUR INVESTMENTS

Our investments are made up of the following revenue sources.



**40+**  
local  
**partners**  
and  
**initiatives**

making an  
**impact**

because  
of our  
**investments**



# 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.





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

**Give Online**

by scanning the QR code below



# MAKE YOUR IMPACT

## **GIVE.**

Your dollars make a huge impact.  
Visit [UWFCDonate.org](https://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.





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