



## United Way of the Greater Triangle

### **United Way of the Greater Triangle's Mission:**

To eradicate poverty and increase social mobility through the power of partnerships.

### **OUR PILLARS & FOCUS AREAS:**

- Cradle to Career– supporting children from birth to and through the workforce.
- Healthy Families – increasing access to stable housing, mental health services, and healthy food.
- Equity in Leadership - amplifying under-represented nonprofit leaders and empowering communities for success.

For more information about these pillars and the critical role they play in eradicating poverty and increasing social mobility, see page 5 below.

### **OUR FOCUS AREAS:**

- Education
  - Investing in nonprofits like Boys & Girls Clubs of Wake County, My Kid's Club (JoCo), Student U, and more
- Workforce Development
  - Investing in nonprofits like Helius Foundation, StepUp Ministry (Raleigh), and more
- Mental Health
  - Investing in nonprofits like Center for Child and Family Health, El Futuro, Triangle Family Services, TROSA, and more
- Food Insecurity
  - Investing in nonprofits like Inter-Faith Food Shuttle, Meals on Wheels of Wake County, Urban Ministries of Wake County, and more
- Housing
  - Investing in nonprofits like CASA, Families Moving Forward, Oak City Cares, and more

### **WHY UNITED WAY:**

- We know how to find the nonprofits making the biggest impact.
  - Funding decisions are made following a rigorous Request for Proposals process, conducted every two years, that includes a community-led evaluation of applications

and also allows for community-generated impact metrics, professional development opportunities for mid-level leaders of color and women, and survey for applicant feedback.

- UWGT supports 85+ nonprofits in four counties (Wake, Durham, Orange, *and* Johnston).
- Your donation helps people locally.
  - Your hard-earned dollars are supporting nonprofits in your own backyard.
- Give to your favorite nonprofits through one donation.
  - With our designated giving option, you can also give directly to the organizations you love.
  - 100% of your donation will go to your nonprofit of choice.
    - No administration fee for designated giving
- We invest millions each year in the areas where it's needed most.
  - The areas we invest in have been determined by the nonprofits directly serving residents in need.
  - We gave \$3.53M last year to 85 our nonprofit partners.
  - We put a total of \$6.6M onto the streets through designated and undesignated donations.
  - This represents an 18% increase in investments.
- You're joining a wide-spread community of donors.
  - UWGT has 300+ active workplace campaigns with 12K+ individual donors.

#### **OUR INVESTMENTS ARE DRIVEN BY EQUITY:**

- All of United Way's decisions are driven by equity.
- Equity is intentionally supporting segments of the community in a way that supports their specific strengths and acknowledges their unique barriers.
- Equity is the process that leads to justice.
  - Justice is the collective responsibility to ensure that civil and human rights are preserved and protected for individuals regardless of race, ethnicity, and gender.
  - Justice is the outcome we're aiming for.
  - Justice is achieved when negative outcomes for people are no longer distinguishable by, correlated to, or predicted by race, ethnicity, or gender.
    - These factors largely determine poverty and social mobility outcomes.
- Data shows us that race, gender, or both are always the determining factors in whether someone will suffer more than others.
  - We specifically seek disaggregated data that juxtaposes race and gender statistics within our focus areas.
- We're investing in local nonprofits and leaders across all pillars based on this data.
  - We believe in representative leadership and its ability to get communities to the best solutions for their specific needs.
  - Our work targets individuals suffering the most.
  - You're trusting us to invest in nonprofits making bold and effective choices that'll change communities for the best.
  - We're committed to that at every level.

- Our goal is to change behaviors and structures ingrained through centuries of systemic oppression.
  - We're pursuing partnerships and making investment decisions that promote equity and justice.
  - We're prioritizing organizations led by people of color and/or women.
  - We'll continue supporting our nonprofit and for-profit partners in developing their own equity-driven strategies.
- 10 to Watch is a specific program within United Way's broader equity strategy.

### **10 TO WATCH:**

- 10 to Watch is the program currently driving our Equity in Leadership pillar.
  - Three-year initiative that invests \$50,000 each in 10 local nonprofit executive leaders who are women and/or people of color.
  - Provides access to leadership development opportunities.
  - Provides access to new platforms and audiences.
  - Current 10 to Watch leaders include: Maggie Kane (A Place At The Table), Jamaica Gilmer (The Beautiful Project), and Dr. Will Jackson (Village of Wisdom).
- To learn more, visit [www.unitedwaytriangle.org/10ToWatch](http://www.unitedwaytriangle.org/10ToWatch)

### **North Carolina (NC) 2-1-1:**

- NC 2-1-1 is an information and referral service hotline provided by United Way of North Carolina.
  - It's supported by United Way of the Greater Triangle, other North Carolina-based United Ways, and public and private partners across the state.
  - It connects vulnerable populations to community resources statewide.
    - Providing emergency support and stop gap solutions when people need it most
    - Supports social mobility

### **TRIANGLE COMMUNITY CHALLENGES:**

- Poverty
  - 164,406 live in poverty.
  - 15.4% are children
- Food Insecurity
  - 191,760 people don't have enough food to eat every day.
  - 27.3% are children
- Affordable Housing
  - 152,831 of Triangle households spend 30% or more of their monthly family budget on housing.
    - This is unaffordable, unsustainable, and puts families dangerously close to being homeless.

- 1,473 people experience homelessness on any given night.
- Education
  - See county stats docs for education data by region.

**RECENT IMPACT OF YOUR DONATIONS TO THE COMMUNITY IMPACT FUND:**

Thanks to your donation, here's the impact that United Way was able to make in the Triangle community last year:

- 112,907 children and adults now have the reading skills to be successful in the classroom or more competitive in the job market.
- 45,972 food-insecure people received adequate and nutritious meals.
- 32,253 children and adults were able to move beyond traumatic stress and towards healing through treatment and improved environments.
- 13,756 parents now have the skills to positively support the learning and development of their children.
- 12,210 families found homes that are safe and affordable.
- 5,679 young people now have the education and credentials for their next stage of life, whether it be college or career.
- 5,571 young people now have the support and tools to manage their emotions, make positive decisions, and succeed in school.
- 4,917 adults found, maintained, or grew in livable wage jobs because they increased their skills and reduced their barriers.
- 3,709 children entered kindergarten ready to learn and succeed.

**UNITED WAY AND COVID-19 (as of 8/21):**

- Since this global health pandemic reached the Greater Triangle region, more than 200,000 hourly workers have lost their jobs and more than 1.6 million residents have filed for unemployment statewide.
  - Individuals already struggling to make ends meet are now facing rising risks of homelessness, hunger, and more.
- 47% of children in our region depend on public schools for at least one meal per day.
  - With schools closed, families experiencing poverty are now absorbing these additional and unexpected costs in addition to finding new childcare and homeschooling solutions.
- We launched the Rapid Response Fund on March 16, 2020 in direct response to COVID-19.
- The Fund supports Wake, Durham, Orange, and Johnston County residents needing access to food, childcare, and rental assistance during the global pandemic.
- Funds collected specifically support Greater Triangle-area nonprofit organizations providing that emergency support.
- 100% of the funds collected will go back out into the community.
- The Fund has distributed over \$1.2M to date. Here's the impact of those grants:
  - 456,970 healthy and nutritious meals were provided to the most vulnerable populations in the Greater Triangle. With schools closing and income reduced as a result of wide-

spread layoffs, access to food has emerged as the most urgent immediate need for families, according to Rapid Response Fund applications for funding.

- 3,997 people were provided emergency rental assistance and emergency housing services to prevent displacement and ensure a safe, affordable place to stay.
- 18,625 children were provided the resources necessary to support their education needs while out of school. In home book deliveries, providing computers, and online tutoring are some of the ways that United Way's Rapid Response Fund recipients are adjusting to meet the needs of the community. (Wanted to clarify that the recipients aren't just "our partners" since we typically use that term to identify our year-round funded partners.)
- 37,504 adults received the necessary medications, products, and services to address pre-existing health conditions and ensure their physical and mental health during isolation and contact restrictions.

### **SHARE THE LOVE:**

- Facebook.com/UWTriangle
- Twitter: @UWTriangle
- Instagram: @UWTriangle

### **More Information:**

Poverty is a complicated subject and there's no one-size-fits-all solution. But with more understanding of the complex challenges our neighbors face on the rise to social mobility, you can better understand the role that United Way plays.

- Education and Workforce Development
  - Education is critical to improving social mobility. When young people from vulnerable families fall off their educational track, they often don't recover. These impacts last well into adulthood. United Way is investing in nonprofits providing access to educational success and empowering heads of households to achieve their goals.
  - Within the Cradle to Career pillar, we're focusing our resources on educational and career development at key transition points in the journey for young people and adults.
  - Our priorities in this pillar include:
    - Early childhood development that supports kindergarten readiness
    - Literacy
    - Educational enhancement activities including social emotional learning
    - College and career readiness
    - Career preparation and development including certifications
    - Employment placement including apprenticeships and internships

- Mental Health, Food Insecurity, and Affordable Housing
  - Generational poverty can only be eradicated when everyone has access to the holistic supports needed to be stable, healthy, and productive.
  - United Way strives to serve across the continuum of needs in the Triangle. Our investments work to stabilize programs offering immediate and long-term transformational services while also addressing the root causes of broken systems.
  - Within our Healthy Families pillar, we're seek a balance of single organization and collaborative partnerships that are able to meet basic needs and address the root causes of broken systems.
  - Our priorities in this pillar include:
    - Safe and affordable housing
    - Mental Health: violence, trauma and addiction
    - Adequate and nutritious food with an emphasis on prescription foods for those with diabetes or other dietary restrictions
  
- Equity in Leadership - amplifying under-represented nonprofit leaders and empowering communities for success.
  - Communities in need are best served by the leaders that represent them and their challenges. United Way is committing to creating pathways for these communities that lead to improved resources and give them access to decision-making tables.
  - In the Equity in Leadership pillar, we're intentionally investing in building the leadership capacity building of these communities, providing the resources needed for them to successfully carry out their missions, and prepare the broader Triangle nonprofit environment for their continued success.
  - Our priorities in this pillar include:
    - Continue to facilitate access to premier leadership capacity trainings, for people of color currently in Executive Director roles and for future executives in our region's nonprofit sector.
    - Replicate and expand learnings and best practices from successful navigator/advocate models to build solutions from within communities.
    - Assess organizational equity through an equity report card and provide resources to build structures that measure progress towards addressing internal biases and equitable policies and systems.
    - Measure and track outcomes in Cradle to Career and Healthy Families over time to find correlations between equity practices and increased impact.