

United Way of the Greater Triangle's Mission:

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

COVID-19 AND THE TRIANGLE COMMUNITY:

United Way's mission has been directly affected over the last year. Because while COVID-19 didn't create poverty, it did make it worse.

Communities already struggling were hit harder. But thanks to your support last year, they now have even more opportunities to rise.

United, we will stabilize and recover following the COVID-19 pandemic.

By supporting United Way's mission to eradicate poverty and increase social mobility, you're helping to provide the immediate and long-term solutions that families and individuals need to create futures that are stronger, healthier, and more resilient.

OUR PILLARS:

- 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 preparing the Triangle for the inevitable success of marginalized communities

For more information about these pillars and the critical role they play in eradicating poverty and increasing social mobility now and beyond the COVID-19 pandemic, 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 EmPOWERment Inc., 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 Together, Habitat For Humanity (Wake, Durham, and Orange Counties), and more.

For the full list of 2021-2022 funded nonprofit partners, please visit www.unitedwaytriangle.org.

WHY UNITED WAY:

- We know how to find the nonprofits making the biggest impact
 - Funding decisions are made following a rigorous and equitable 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 nonprofit leaders of color and women, and survey for applicant feedback.
 - UWGT supports 91 nonprofits and collaboratives in four counties (Wake, Durham, Orange, *and* Johnston)
- Your donation helps people locally
 - Your hard-earned dollars are supporting nonprofits in your own backyard.
 - Your donation supports immediate solutions to challenges — including those presented during unprecedented situations like the COVID-19 pandemic — as well as long-term solutions designed to help communities overcome systemic injustices.
- 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.
 - There is 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.
 - This year, we're giving \$5.075M to 91 nonprofit partners and collaboratives.
 - That's a 43.7% increase over last year in dollars going into the community
 - With this year's grants, we're also increasing awards to BIPOC-led organizations by 64%.
- You're joining a wide-spread community of donors
 - UWGT has more than 250 active workplace campaigns with 12K+ individual donors

OUR INVESTMENTS ARE DRIVEN BY EQUITY AND JUSTICE:

- All of United Way's decisions are driven by equity and justice.
- 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.
 - This year, United Way also added two new grant opportunities to support its equity and anti-racism community strategies:
 - ARC-Celerator (Anti-Racism Accelerator) - seeks the most impactful, anti-racist programs in the Triangle. This opportunity was available to provide additional funds for organizations that won grants within United Way's Cradle to Career and Healthy Families pillars
 - Anti-Racist Capacity Building - created to focus on improvement that ensures nonprofit organizational practices, policies, and culture are not perpetuating systemic racism. Through these grants, United Way is helping to build the capacities for organizations to operate and serve through an anti-racist lens in the following domains: strategic planning, staff development, board development and governance, evaluation, technology, communications, fundraising, and program delivery.

10 TO WATCH:

- 10 to Watch is the program currently driving our Equity in Leadership pillar.
 - Two-year initiative that invests \$50,000 each in 10 local nonprofit executive leaders who are Black, Latinx, and/or Woman.
 - Provides access to leadership development opportunities.
 - Provides access to new platforms and audiences.
 - Current 10 to Watch leaders include: Dr. Ronda Taylor Bullock, Jenice Ramirez, Geraud Staton, and more.
- To learn more, visit <https://www.unitedwaytriangle.org/10-to-watch/>

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 (PRE-COVID):

- Poverty
 - 164,406 live in poverty
 - Nearly 15% are children
- Food Insecurity
 - 91,760 people don't have enough food to eat every day.
 - 27.3% are children
- Affordable Housing
 - 152,831 of Triangle-area households spend 30% or more of their monthly family budget on housing.
 - That's unaffordable, unsustainable, and puts families dangerously close to being homeless.
 - 1,473 people experience homelessness on any given night.
- Education
 - 55% of NC college students graduate with debt
 - 7% of NC teens ages 16-19 are not attending school and not working

TRIANGLE COMMUNITY CHALLENGES (DURING-COVID):

- **A statewide study of COVID-19 impacts conducted by United Ways of North Carolina found:**
 - Effects on parents:
 - Female heads of households were more likely than male heads of households to report being highly impacted by COVID-19.
 - Among families with children not paying for child care before the pandemic, 58% paid after it started.
 - When asked to cite their primary concerns in the weeks/months following the close of the survey on August 31, 2020...
 - 8% cited their kids' summer camps
 - 10% cited child care
 - 43% cited "my children"
 - 35% of parents surveyed lost their job or hours of work
 - 36% reported that they started working from home with their kids
 - 58% of parents who paid zero in child care costs pre-pandemic reported having to start paying after March 18, 2020.
 - Only 26% of households surveyed were able to continue paying for child care
 - Effects on minority households:
 - Minority households were more likely to borrow money (friends/family or other loans), use food banks, food stamps, or seek help from nonprofit organizations.
 - Black and Hispanic respondents were significantly more likely to purchase a computer or internet capacity.
 - Not only were households at lower income levels more likely to buy technology, but they were also more likely to buy more expensive items.
- **Other statewide reports found:**
 - Unemployment statistics:
 - Statewide unemployment rate in February 2020 was 3.6%
 - Across the state, unemployment is still 2.6% higher than pre-COVID
 - At its highest, unemployment was 9.2% higher during COVID than pre-COVID (May 2020)
 - Triangle unemployment rates:
 - At the peak of unemployment during COVID (May 2020), 98,768 people in the Triangle were unemployed:
 - Wake: 64,095
 - Durham: 18,045
 - Orange: 6,516
 - Johnston: 10,112
 - In December 2020, the unemployment rate had fallen by 51.4% in the Triangle (47,927 people still unemployed)
 - Wake: 29,950

- Durham: 9,274
- Orange: 3,506
- Johnston: 5,197

UNITED WAY AND COVID-19:

- 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 were suddenly facing rising risks of homelessness, hunger, and more.
- United Way of the Greater Triangle deployed a three-part COVID-19 community response. The three parts are: Respond, Stabilize, Recover
- Respond: We launched the Rapid Response Fund on March 16, 2020 in direct response to COVID-19. It has since raised and distributed more than \$1.4M back to Triangle nonprofits working overtime to meet community needs created by this pandemic.
 - 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 have and will go back out into the community.
 - Here's the impact of those grants:
 - 508,739 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.
 - 4,108 people were provided emergency rental assistance and emergency housing services to prevent displacement and ensure a safe, affordable place to stay.
 - 23,214 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.
 - 37,512 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.
- Stabilize: Through a 43.7% increase in annual giving to Triangle nonprofits, United Way is providing the financial support that nonprofits need to stabilize following a year of increased demand for services by a community traumatized by the pandemic.

- Recover: United Way is partnering with Band Together this year to raise \$2M through a live, in-person concert at Red Hat Amphitheater on Oct. 23, 2021.
 - Profits from the event will go to nonprofits working overtime to support Triangle residents now and beyond the COVID-19 pandemic. Funds will be distributed to United Way's 2021-2022 nonprofit partners as well as Band Together's local nonprofit recipients from the past 20 years.

SHARE THE LOVE:

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 - Twitter: @UWTriangle
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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 seeking 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