



IMPACT BOOK OF 2021



United Way
of the Greater Triangle



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Dear United Way Donors and Friends,

We're on the precipice of great change in the Triangle. It's true that we're now nearly two years into a pandemic that has affected our communities in ways that no one could anticipate. But despite the many challenges that our communities have faced, we've also witnessed so much good. That couldn't have happened without you.

As CEO of United Way of the Greater Triangle, I've seen firsthand how our nonprofits have stepped up to support our most vulnerable neighbors throughout the COVID-19 pandemic. From coordinating meal services to ensure that no child went hungry while out of the classroom to providing the financial support that kept families in their homes while out of work, nonprofits went above and beyond the call of duty. And they were able to do so because of heroes like you.

Here's what you made possible last year:

You Helped Us Respond:

Thanks to donors like you, we distributed more than \$7.15M to nonprofits working overtime to support our most vulnerable neighbors with education and workforce development resources, affordable housing, adequate and nutritious food, health and mental healthcare services, and more. These donations helped to support Triangle residents 1,945,487 times!

You Helped Communities Stabilize:

With your continued support, we committed to distributing \$5.75M into the Triangle from 2021 to 2022. This total represents a 43.7% year-over-year increase in funding grants as well as a 64% increase in grants awarded to BIPOC-led organizations.

You're Helping The Triangle Recover:

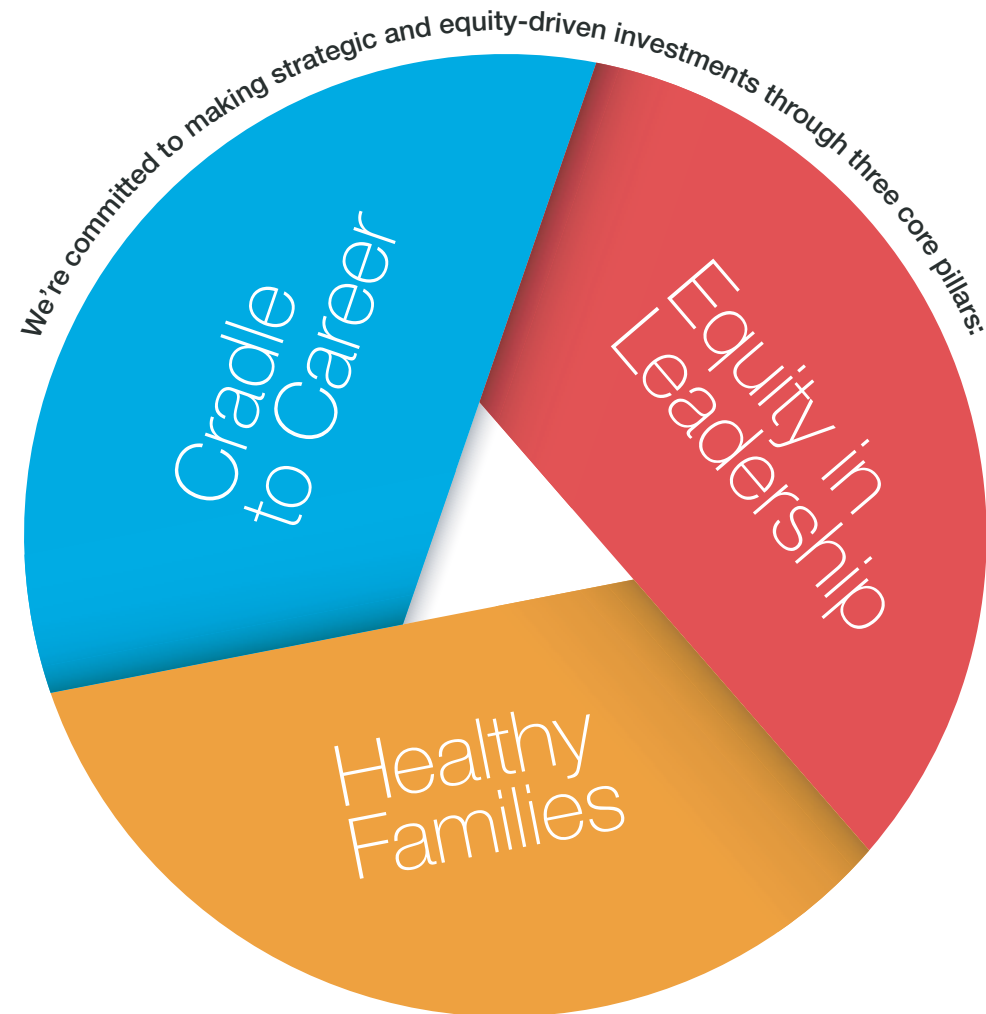
United Way partnered with Band Together to raise additional funds through a live music event at Red Hat Amphitheater. The proceeds will be distributed to nearly 100 local nonprofits working diligently to support the Triangle now and beyond the COVID-19 pandemic.

Our mission is to eradicate poverty and increase social mobility through the power of partnerships. We know this is a lofty goal and that it's going to require a united effort to get there but with your support, we know it's possible.

In the coming pages, you will find heartwarming stories and powerful data that highlight the impact you made possible. Thank you for supporting the Triangle through another challenging but inspiring year. We are stronger, **United.**

Sincerely,

Eric Guckian, President and CEO



Cradle to Career

Invests in programs that support individuals' educational journeys from early learning programs to college and workforce development.

Equity in Leadership

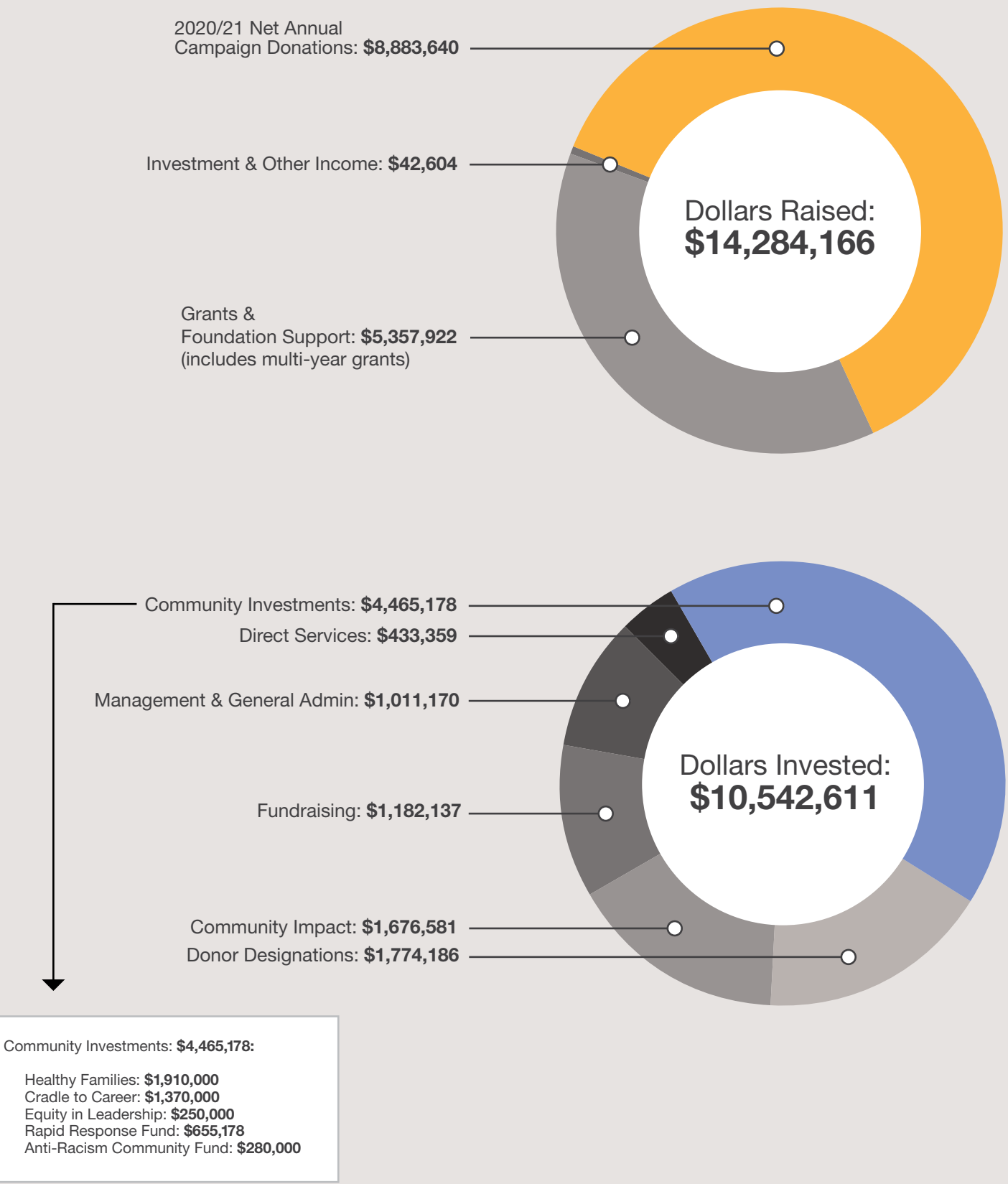
Empowers communities, amplifies the voices of under-represented nonprofit leaders in the Triangle, and prepares the broader community for their success through anti-racism capacity building and equity focused initiatives.

Healthy Families

Supports families needing help with critical needs including healthy food, affordable housing, improved health, and general safety.



Last year, United Way funding helped: 33,078 children and adults move beyond traumatic stress through treatment and improved environments.



For 133 years, United Ways across the country have served those crushed under the weight of impoverished environments. That service has looked, felt, and sounded like charity: direct social services in response to existing, immediate needs. Yet the issues have not gone away; they have gotten worse and that’s especially true for Black and Brown communities.

The next 133 years demand more.

In early 2021, United Way of the Greater Triangle conducted a strategic and community-driven **Request for Proposals (RFP)** process that showed the Triangle that we’re not just up to the challenge to act, we’re committed to funding the most impactful nonprofit partners to create the greatest change.

Here are the results:

\$5.075M

Allocated for 2021/2022

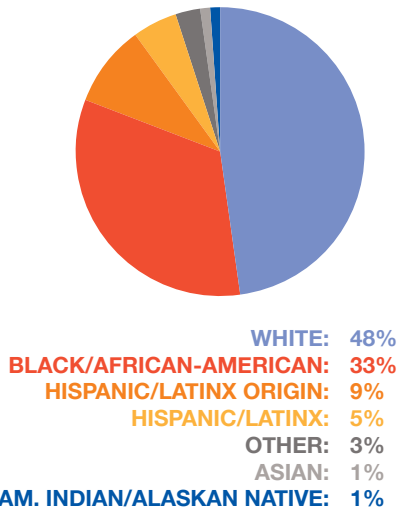


Application Period:
1/25/2021 - 3/1/2021



284
Total Applications
(up 137% from 2018)

Applicant Nonprofit Leadership by Race:



\$11.2M
Total Requests
(up 8.4% from 2018)



124
Single-Agency Applications

\$83K
Average Request



18
Collaborative Applications



313
Application Reviewers
from the Community

Demographics of Funded Organizations:

Leadership	# of Awards	% of Demographic	Total Investment	% of Total Investment	Avg. Investment
Black Male	9	11.54 %	\$ 635,000	14.43%	\$ 70,556
Black Female	13	16.67%	\$ 720,000	16.36%	\$ 55,385
Latinx Female	5	6.41%	\$ 185,000	4.20%	\$ 37,000
White Male	20	25.64%	\$ 1,035,000	23.52%	\$ 51,750
White Female	28	35.90%	\$ 1,675,000	38.07%	\$ 59,821
White Did not answer	1	1.28%	\$ 25,000	0.57%	\$ 25,000
Indigenous Female	1	1.28%	\$ 100,000	2.27%	\$ 100,000
Arabic Female	1	1.28%	\$ 25,000	0.57%	\$ 25,000
Total	78		\$ 4,400,000		\$ 56,410
Male	29	37.18%	\$ 1,670,000	37.95%	\$ 57,586
Female	48	61.54%	\$ 2,705,000	61.48%	\$ 56,354
Did not answer	1	1.28%	\$ 25,000	0.57%	\$ 25,000
Black	22	28.21%	\$ 1,355,000	30.80%	\$ 61,591
Latinx	5	6.41%	\$ 185,000	4.20%	\$ 37,000
White	49	62.82%	\$ 2,735,000	62.16%	\$ 55,816
Other	2	2.56%	\$ 125,000	2.84%	\$ 62,500



Allocations by Pillar:

- Healthy Families: \$2.42M
- Cradle to Career: \$1.98M
 - ARC-Celerator: \$255,000
- Equity in Leadership: \$420,000
 - 10 to Watch: \$250,000
 - Anti-Racist Capacity Building: \$170,000

Org. Name	Healthy Families	Cradle to Career	Equity in Leadership	ARC-Celerator	Anti-Racist Capacity Building
Alliance Medical Ministry	●				
AMIkids Infinity Wake County	●				
APT/JCI		●			
Be Connected Durham & Beyond			●		YES
Big Brothers Big Sisters of the Triangle, Inc.	●				
Book Harvest		●		YES	
Boomerang Youth, Inc.	●			YES	
Boys & Girls Clubs		●		YES	
CASA	●				
Catholic Charities of the Diocese of Raleigh	●				
Center for Child & Family Health	●				
Child Care Services Association	●				
Club Nova Community, Inc.	●				
Community Empowerment Fund (CEF)	●		●	YES	YES
Compass Center	●		●		YES
DataWorks NC			●		YES
Diaper Bank of North Carolina	●				
Dress for Success Triangle		●			
Durham Children's Initiative (DCI) Collaborative		●			
Durham Collaborative to End Family Homelessness (DCEFH)	●				
Durham Literacy Center		●	●		YES
Durham Public Schools Foundation		●		YES	
Durham's Early Learning Two-Generation Alliance (DELTA)	●				
El Futuro	●				
Emily K		●			
EmPOWERment, Inc., Career Explorer Program		●			
Equity Before Birth			●		YES
Families Together	●			YES	
Grow Your World			●		YES
Habitat for Humanity of Durham, NC	●				
Habitat for Humanity of Orange County	●				
Habitat for Humanity of Wake County	●				
Hope Renovations	●				
Housing for New Hope	●				
Intel-I-Gents Mentoring Program		●			
Inter-Faith Food Shuttle	●				
Interact	●		●		YES
Interfaith Council for Social Services	●				
ISLA		●			
JLH Community Action	●				
Kramden Institute		●			
LatinxED		●			
Lucy Daniels Center		●	●		YES
MAAME, Inc.	●			YES	
Made In Durham	●				

Org. Name	Healthy Families	Cradle to Career	Equity in Leadership	ARC-Celerator	Anti-Racist Capacity Building
Marbles Kids Museum		●			
MDT	●				
Mentor NC		●			
My Kid's Club serving Johnston County		●			
Oak City Cares, Inc.	●				
Orange Congregations In Mission	●				
Partnership for Children of Johnston County		●			
Passage Home	●			YES	
Prevent Blindness NC		●			
RAFI-USA	●			YES	
Read and Feed		●			
Red Cross	●				
Refugee Community Partnership	●			YES	
Reintegration Support Network (RSN)			●		YES
SEEDS	●			YES	
SouthLight Healthcare	●				
Special Olympics NC	●				
StandUp-SpeakOut of North Carolina	●				
StepUp Durham		●		YES	
StepUp Ministry		●		YES	
Student U		●	●		YES
Students to Scholars		●			
Sustaining The Family Table		●			
TABLE, Inc.	●				
Tammy Lynn Center	●				
The Daniel Center for Math and Science		●		YES	
TheGifted Arts		●			
The Green Chair Project	●				
The Hope Center at Pullen, Inc.		●	●		YES
Transitions LifeCare Comprehensive Care Program	●				
Triangle Bikeworks		●		YES	
Triangle Land Conservancy			●		YES
TROSA (Triangle Residential Options for Substance Abusers, Inc.)	●				
Urban Ministries of Wake County	●				
Village of Wisdom		●		YES	
Wade Edwards Foundation & Learning Lab - The WELL		●			
WAKE Up and Read		●			
World Relief		●			
YMCA of the Triangle Area		●		YES	



Learn more about Anti-Racist Capacity Building and ARC-Celerator funding on pages 18-19



Last fiscal year, United Way of the Greater Triangle launched its Rapid Response Fund in direct response to the COVID-19 pandemic. Designed to support critical resources for local individuals and families, this fund provided emergency financial assistance for nonprofit organizations offering critical resources including food, hygiene supplies, childcare, housing support, connectivity for low-income families, and more during area-wide times of crisis.

HERE ARE THE IMPACTS YOU’VE MADE POSSIBLE SINCE THEN:

\$1,406,193
DISTRIBUTED

1,100+
INDIVIDUAL DONATIONS

508,739

HEALTHY & NUTRITIOUS MEALS HAVE BEEN PROVIDED TO THE MOST VULNERABLE POPULATIONS IN THE GREATER TRIANGLE

4,108

PEOPLE HAVE BEEN PROVIDED EMERGENCY RENTAL ASSISTANCE & EMERGENCY HOUSING ASSISTANCE

23,214

CHILDREN HAVE BEEN PROVIDED THE RESOURCES NECESSARY TO SUPPORT THEIR EDUCATION NEEDS WHILE OUT OF SCHOOL

37,512

ADULTS & CHILDREN RECEIVED NECESSARY MEDICATIONS, PRODUCTS, & SERVICES TO ADDRESS MENTAL & PHYSICAL HEALTH NEEDS



SPECIAL THANKS TO THESE RAPID RESPONSE FUND CORPORATE & FOUNDATION DONORS:



Persevering During The Pandemic: Tiffany's Story

Tiffany learned how to be strong by watching her mom.

"My mom got diagnosed with cancer when I was in the sixth grade and I basically took care of her. She had divorced my dad not even two years before that and I just watched her be a single mom to three kids. Not complaining. Not asking for help. Not doing anything to show us that she was struggling. The strength that she had, I absorbed that. And in the midst of [her treatment] she went back to school. She got her criminal justice degree."



Tiffany is now following in her mom's footsteps and also going back to school. She's already a certified nursing assistant in the Duke healthcare system but she's also attending Durham Tech with the goal of becoming a registered nurse.

The journey to Durham Tech hasn't been easy. Until recently, Tiffany had been commuting sixty miles round trip from Roxboro to cut down on expenses. On top of that, she had just undergone a series of medical procedures, one of which led to continued medical complications that persisted throughout her first semester. And just as she began to recover, Tiffany made the choice to take primary custody of her niece's son while also facing a pay cut at work.

Then the pandemic hit. With new safety precautions in place, she went from being on campus four days a week to being home with three kids, alternating between teaching her children — one of whom is developmentally delayed and briefly lost in-person therapy visits — and being a student herself. And when she wasn't doing that, she was actually working in the hospital.

Fortunately, Tiffany didn't have to face the pandemic alone. Through the Durham Technical Community College Foundation, her college provides services to students who had been negatively impacted by life circumstances (like the COVID-19 pandemic), including a year-round food pantry that saw a large increase in the demand for its services since the pandemic hit.

In fact, the school used a Rapid Response Fund grant from United Way of the Greater Triangle to support the food pantry while also providing other essential goods and services so that students like Tiffany didn't miss a beat.

"They went above and beyond to help me finish up the semester and get prepared for the summer semester to start."

Since Tiffany works on the weekend, she found herself unable to make it to the diaper bank that is offered every Friday. Durham Tech sent someone in her place every week to get diapers and deliver them to her as part of the food pantry program. Even when Tiffany's dad was diagnosed with cancer and it became difficult for her to make it into Durham at all, the school continued to make sure she had access to services.



"Even on days that I couldn't get a ride to Durham Tech, they sent me gift cards so I could go get groceries and food items. They were a better resource to me than my own job."

Tiffany is now able to make the time that's needed to excel. Each week, she spends time on Facebook studying biology or chemistry with her classmates while still juggling the duties of motherhood. When asked what gives her the strength to keep going, Tiffany has a simple answer, her mom.

"She just pushed through. She showed me that with compassion you can be the best that you can be."

Rapid Response Fund Unites Two Nonprofits For Greater Impact

Mariela, a single mom of two young girls in Johnston County, left her job and started her own cleaning business right before the COVID-19 pandemic began, and it was going well. She had a consistent clientele and was still able to spend time with her daughters. But after the pandemic hit, her clients became reluctant to have people in their homes, and Mariela was suddenly unable to work.

Mariela's story was tragically common mid-pandemic. In fact, a survey conducted by Partnership for Children of Johnson County, a United Way-funded nonprofit partner, showed that in the past year 69% of respondents had to make the choice between buying diapers or buying something else for their family.

That's why Partnership for Children of Johnson County made it their mission to provide a variety of new services to residents. Thanks to several grants from United Way's Rapid Response Funds, they were able to distribute diapers, groceries, and other essential

supplies to Mariela and countless other residents in need. "A lot of people don't realize that if you're on food stamps, you can't buy cleaning supplies with those funds or you can't buy toothpaste or toothbrushes," explained Karen Mills, Partnership For Children's Program Director.

The Rapid Response Fund also gave Partnership for Children the opportunity to establish a new relationship with Wake Forest's Tri-Area Ministry Food Pantry (TAMFP), a community food pantry with an extensive history of addressing food insecurity around the Triangle. TAMFP typically provides over 800 families each month with groceries, including non-perishables as well as fresh fruit, vegetables, dairy, meat and bread.

"During COVID, the number of families we serve has jumped by about 50%. We've been seeing more like 1,200 families per month," said Michael Burger, Board Chairman.

Partnership for Children and TAMFP ultimately decided the most effective way of addressing food insecurity in Johnston County was through grocery distribution. TAMFP, also with support from United Way's Rapid Response Fund, provided groceries while Partnership for Children provided outreach and volunteers.

The partnership between the two organizations is what made their food distribution initiative a success. Despite TAMFP's extensive experience fighting food insecurity, they did not have a strong relationship with an organization in Johnston County to help with location and promotion.

"We didn't know where the pockets of food insecurity were in Johnston County so [Partnership for Children] helped us to find a good spot that's centrally located and help us to bring food to distribute that matches the population," explained Burger.

To date, Partnership for Children and TAMFP have served more than 165 families facing food insecurity through their partnership.



As the Johnston County community continues to navigate the COVID-19 crisis, Karen Mills understands what has made their work in Johnston County so successful. "Our biggest success, other than supporting families and child care centers when they urgently need it, is the collaborative work of all the agencies in Johnston County and the Triangle to be able to partner together because none of us can do it all. It takes all of us."



Aiming to turn nationwide conversation around systemic racism into local action, United Way of the Greater Triangle launched its Anti-Racism Community Fund in late 2020.

The Anti-Racism Community Fund provides resources to develop Triangle-wide community leadership and organizing capacity while also investing in organizations with experience dismantling institutional racism in the housing, food, health, workforce, or education sectors.

Thanks to support from sponsors and a live, virtual telethon executed in partnership with Band Together and WRAL, more than \$200,000 has been raised to support the Anti-Racism Community Fund's goals.



We have a saying at United Way of the Greater Triangle: **“you can’t be anti-poverty without being anti-racist.”** That’s why we used the Anti-Racism Community Fund as an opportunity to create two new grants in spring 2021 that are designed to impact both areas at the same time.

ARC-CELERATOR GRANTS

Reserved as an additional funding opportunity available to Cradle to Career and Healthy Family grantees during United Way’s spring 2021 request for proposals process, the ARC-Celerator grant provided unrestricted dollars as a reward for impactful, anti-racist work already happening in the Triangle. Applications were scored and evaluated by local anti-racist and equity practitioners, with winning award amounts ranging from \$5,000 to \$25,000 in additional funds.

In their own words, here’s how two nonprofits intend to use these funds:

RAFI-USA (Rural Advancement Foundation International-USA):

With a goal of challenging the root causes of unjust food systems and supporting and advocating for economically, racially, and ecologically just farm communities,

RAFI-USA is uniquely positioned to create programs that support local farmers and food insecure families at the same time. Their Double Bucks nutrition incentive program — offered at six Triangle-based farmers markets — does just that by matching purchases made by SNAP, WIC, and Public 8 Housing clients dollar-for-dollar with no cap.

But while the program has been highly successful in past years, the increased need for food created by the COVID-19 pandemic meant it was becoming unsustainable without extra funding. Thanks to both ARC-Celerator and Healthy Families grants, RAFI-USA will be able to continue the program through 2021 and impact an estimated 855 individuals.

Book Harvest:

The team at Book Harvest believes that every child is born brilliant and with vast potential just waiting to be unlocked. But while potential is

universal, opportunity is not and that’s why they’re working alongside parents — primarily Hispanic and Black families — to provide easy access to the literacy tools and resources that ensure that their children have an abundance of health, success, and opportunity.

And at the root of their strategy is the knowledge that far too many of the families they work with are innocent victims of systemic racism, embedded inequities, and stark disparities in everything from enrollment in early childhood programs to rates of kindergarten readiness (and more) that diverge, unacceptably, by race and family income. Thanks to both ARC-Celerator and Cradle to Career grants from United Way, Book Harvest intends to impact more than 1,700 parents and children in Durham County by providing access to books and literacy support that will positively support the literacy development of children, help children enter kindergarten ready to succeed, and help both adult and children grow in their literacy skills.

SPECIAL THANKS TO THESE ARC FUND CORPORATE & FOUNDATION DONORS:



FIRST BANK



ANTI-RACIST CAPACITY BUILDING GRANTS

Recognizing that not everyone is as far along on their anti-racism journeys as others, United Way also sought to fund nonprofits looking to ensure that their own practices, policies, and culture are not perpetuating systemic racism. The Anti-Racist Capacity Building grant was created to help 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.

Here’s how two nonprofits intend to use these funds:

Equity Before Birth:

For a nonprofit organization founded in just 2020, Equity Before Birth has already made a big impact in their

mission to save the lives of Black birthing people and their infants in the Triangle. And when national statistics show that Black women are 3-4 times more likely to die from preventable, pregnancy-related events than others, Equity Before Birth knows there’s no room for error in their work.

They also know that an organization serving Black families must never cause harm by valuing practices rooted in white supremacy. That’s why they’re using their Anti-Racist Capacity Building grant to create and maintain effective anti-racist policies, data collection procedures, and engagement strategies as they increase their capacity to serve families in a greater way.

Triangle Land Conservancy:

Through their Good Ground Initiative, Triangle Land Conservancy aims to permanently conserve the Triangle’s prime farmland while

providing farmers of color with access to affordable land within the region. To achieve that, the nonprofit organization has already hired consultants to gather the expertise and advice of community members, land seekers, and land justice advocates. But now they’re challenged with finding the staff time to turn that valuable information into action.

With support from an Anti-Racist Capacity Building grant, Triangle Land Conservancy intends to fund staff time needed to create a clearly articulated and equitably executed land acquisition and distribution program that can be replicated at land trusts state- and country-wide.

To learn more about United Way’s Anti-Racism Community Fund or to donate, visit www.unitedwaytriangle.org/arc.



Last year,
United Way funding
helped support
Triangle residents
1,945,487 times.

Deborah Reclaimed Her Life Thanks To Triangle Nonprofits

"People don't realize how close they are to having a different experience in their golden years than they anticipated."

Deborah knows this better than most.

She was at work one day when she suddenly passed out and had to be airlifted from her home base in

who are unable to use the fixed route system (some or all of the time) due to a disability in accordance with the Americans with Disabilities Act (ADA)."

She then used the EZ Rider Service to knock on the door of Community Empowerment Fund, a United Way-funded nonprofit partner.

By definition, Community Empowerment Fund (CEF) is a nonprofit organization in Durham and Orange Counties whose mission is to cultivate opportunities, assets, and communities that sustain transitions out of homelessness and poverty. In practice, their team achieves this by providing person-centered support, financial education, and asset building tools to individuals experiencing homelessness or housing insecurity.

CEF showed Deborah how to get approved for food stamps, how to get her Medicaid switched into her name, and how to acquire proof of residency. They helped her find a place to live that she could afford in Chapel Hill and while it was a tiny bedroom that took almost her whole disability check, it gave her the stability she needed to keep going.

"I don't know where I'd be without the Community Empowerment Fund. I had no bed; I had no money for one. They got me a bed, a table to eat on, and a couple of chairs. Then they asked if I needed something to put my clothes in and they brought me those items," Deborah explains. "I was really excited to get into a place. They helped me unload everything and then said they had one more item for me."

The driver who helped to deliver the furniture pulled out a rose before leaving to show Deborah that the

"world isn't all bad and things are going to get better."

Deborah stayed in that tiny bedroom for almost a year before she was approved for affordable housing for seniors.

Deborah moved into her new home in June 2019 and she felt ready to take charge of her life again. But first, she needed access to a computer so she could manage her doctor's appointments, bank accounts, and various meetings.

Community Empowerment Fund was able to refer her to Kramden Institute, another United Way-funded partner, whose mission is to provide technology tools and training to bridge the digital divide. They were able to give her a laptop that Deborah says has already been a "real blessing."

"I had someone hack into my bank account and I was able to see it in real-time to get the money back. I've been able to stay on top of checking my bank account and my medical stuff. It's made a world of difference," she said. "I've been able to do what I have to do during the pandemic so I haven't had to expose myself."

From contacting her sister through email and reconnecting on Facebook with friends from home, people who didn't know where she went or what happened to her, Deborah feels ready to conquer her future.

"I went from a busy person who volunteered, helped my mom and my ministry, to bed-ridden. I'm able to get out now but one activity does me in for one day. I'm really trying to recreate myself and be able to do something to give back."



Johnston County to the hospital at UNC-Chapel Hill over 70 miles away. At that point, she didn't yet know that she would spend three weeks at the hospital and another year in medical rehab. She didn't know she would lose her house, job, car, dog, two-thirds of her blood, and most of her liver function. She just knew that she was fighting to survive.

And after more than a year, she had. Deborah was ready to leave the medical rehab facility and pick up her normal life but doing so wasn't as simple as walking out the door. Her only income at that point was a \$30 monthly disability check and that wasn't nearly enough to survive on.

Deborah doesn't give up easily. She didn't have a car but she signed up for the Town of Chapel Hill's EZ Rider Service, which "transports individuals

Triangle Bikeworks Uses Cycling To Move Area Youth Toward Positive Futures

In 2010, Itza Salazar was starting the 10th grade at East Chapel Hill High School when a teacher delivered a red envelope to her desk inviting her to a meeting that promised to teach students about physical and mental health through long-distance cycling adventures.

Up to that point, Itza’s experience with riding bicycles was limited to neighborhood jaunts with her siblings. But not one to turn down what she calls a “once in a lifetime opportunity,” she signed up.

Triangle Bikeworks was founded by Kevin Hicks and his then wife with the intention of helping students of color obtain personal achievement and learn environmental stewardship through bicycle education tours and volunteer service trips. Kevin was (and still is) a full-time Network Traffic Analyst at IBM but after moving his family from Atlanta to Chapel Hill, he began to notice something unsettling. After only a week in their new schools, every one of his bi-racial kids asked the same thing: “why do our teachers think we’re stupid?”

That was not an environment that Kevin felt his kids deserved to learn in. After an initial effort to create systemic change within the Chapel Hill-Carrboro School District to better support Black and Brown students — and being subsequently told that “the school district doesn’t turn on a dime” — they switched their efforts to supporting students directly.

Kevin says they chose cycling as the medium for approaching the kids because he believes “bikes are your first introduction to freedom.”

Itza says it was so much more: “[At that time,] the predominant demographic for cycling was 60-year-old white men. They wanted to break the barrier and change the face of cycling by bringing in young people of color.”

That dream created the red envelope that Itza received in high school and that first introductory meeting led to her first weekend cycling trip totaling 60 miles.

“It was the hardest thing I’d ever done but I did it. I couldn’t sit on my bike after I was done because it was so painful,” she said. “But that trip inspired me and my fellow teammates to know we could do that and more.”



The team then set their sights on a much bigger trip: an 1,800 mile, 30-day trip from Alabama to Niagara Falls, NY following the path of the underground railroad.

“We wanted to get on a bike and retrace someone else’s journey and on the way we also realized there was unknown history we’d never learned about that small towns are holding onto.”

These bike trips were more to Itza than an opportunity to learn. They were the ticket to a freedom she’d never before experienced — exactly as Kevin had predicted.

10 years and 10 tours after that first weekend trip, Itza is committed to introducing other students of color to that joyous independence and as the organization’s full time Program Manager.

Under Itza’s guidance, Triangle Bikeworks has also gotten intentional about building mental health and mindfulness practices into the curriculum. That includes checking in with the students during their pre-ride huddles with a question like “have you been keeping up with the news and how are you feeling about everything?” as well as independent breathing exercises that give students a time to stop and focus on what they’re hearing externally and experiencing internally.

Triangle Bikeworks’ programs are inherently social, with up to 30 students participating in each group. The onset of COVID-19 has forced Kevin and Itza to revisit their plans but it’s also given them the chance to pick up projects that will both socialize students, including a virtual book club and one-on-one instruction, and make their lives easier after the pandemic is over, like fixing up a fleet of bikes so they’re road ready before the next tour.

Ultimately, Itza’s goal is to create the same environment for every incoming student that Kevin created for her: one that gives her the confidence to conquer every hill (literally or figuratively).

“What we do is amazing,” she explains. “Triangle Bikeworks gave me the ability to say I’m ok with failure or not being afraid of it.”



Last year, United Way funding helped 21,249 young people access the support and tools to manage their emotions, make positive decisions and succeed in school.

MEET THE TEN TO WATCH

THE FUTURE OF TRIANGLE NONPROFIT LEADERSHIP

Every community has unsung heroes. The people in the background, working every waking hour and giving everything they have so that their neighbors can build themselves a stronger future.

At United Way of the Greater Triangle, we're celebrating the unheard solution seekers and investing in the leaders working hard to represent our neighbors in need. We're addressing racial, gender, and resource disparities in leadership by empowering local communities, amplifying

the voices of nonprofit leaders of color and women, and preparing the broader community for these leaders' continued success.

Originally launched in 2018, United Way's 10 to Watch initiative invests in nonprofit leaders who are shifting the narrative and going all in to change their communities for the better.

Learn more at unitedwaytriangle.org/10toWatch



ANNIE SCHMIDT

Annie brings her passion for mental health to her role as Executive Director for **NAMI Wake County**. Her background includes collaborating with community organizations to provide wrap-around services in Title 1 schools and program planning and evaluation for child welfare programs at the Confederated Tribes of Grand Ronde.



JENICE RAMIREZ

Jenice is the Executive Director of **ISLA NC**, where she focuses on bilingualism, multiculturalism, and leadership within the Latinx community. Jenice has more than 10 years of experience in education and has made it her mission to be a part of changing the status quo for the Spanish-speaking population by pushing for language access and opportunities for her community.



NORA EL-KHOURI
SPENCER

Nora is the Founder and CEO of **Hope Renovations**, which trains and empowers underemployed women in construction trades. Prior to founding the organization, Nora spent the first 15 years of her career in HR and recruiting at Fortune 50 companies.



TAMEKA BROWN

Tameka is the Founder of **H.E.A.R.T.S.** (Helping Each Adolescent Reach Their Spark), a nonprofit committed to equipping adolescent parents with the tools needed to become independent and self-sufficient. Tameka had several years of experience in the education space before founding the organization, but says her first-hand experience watching close friends and classmates face parenthood during high school is what drives her today.



TOLULOPE OMOKAIYE

Tolulope is the Founder and CEO of **EVOLVE Mentoring**, which she founded in 2011 while obtaining her Master's in Business Administration from Meredith College. Tolulope has been recognized by the community for her work including being honored as a 2018 NCCU 40 Under 40 honoree and a Triangle Business Journal 40 Under 40 winner. She was also featured as the News & Observer's Tarheel of the Week in 2017.



GERAUD STATON

Geraud is the Founder and Executive Director of **Helius Foundation**, which believes in creating a North Carolina where everyone has the capability to support themselves and their families with dignity. Prior to founding Helius, Geraud was the Executive Director of Bull City Forward and served in the US Air Force during Operation: Desert Storm.



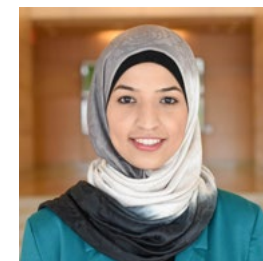
JOY SPENCER

Joy is the Executive Director of **Equity Before Birth**, a nonprofit founded in 2020 with the mission to save the lives of Black birthing people and their infants and improve health outcomes by increasing access to critical services and support. In addition to her professional titles, Joy also calls herself a proud mother and lifelong advocate committed to achieving equity and authentic community engagement.



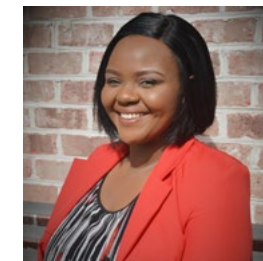
RONDA TAYLOR
BULLOCK

Ronda is the co-founder and executive director of **we are** (working to extend anti-racism education). She has a doctorate from UNC Chapel Hill in the Policy, Leadership, and School Improvement Program and her research interests include critical race theory, whiteness studies, white children's racial identity construction, and anti-racism.



TOJAN B. RAHHAL

Tojan is the President and Chief Executive Officer for **Engineering World Health**. Her background experience includes serving as Assistant Dean for Inclusive Excellence and Strategic Initiatives at the University of Missouri's College of Engineering and as an adjunct assistant professor of biomedical engineering at the University of Missouri.



TOVA HAIRSTON

Tova joined **Boomerang Youth** as Executive Director in 2021. Prior to that she served as Executive Director of the Coastal Women's Shelter in New Bern, NC where she managed five agency and service locations, led a staff and volunteer team of more than 75 people, and designed and implemented trauma-informed program strategies for survivors of violence.

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How Duke Energy Fosters A Culture Of Giving

Amy Strecker came to North Carolina to be a high school English teacher in Warren County through Teach for America. That experience, she says, forever changed her worldview.

Amy is now the Director of Foundation Strategy for Duke Energy Foundation and United Way of the Greater Triangle's Board Chair. It has been 14 years since her days teaching in rural North Carolina and her career has advanced far beyond the classroom, taking root in the streets and homes that Duke Energy serves.

Today, Amy is responsible for leading Duke Energy Foundation's grantmaking strategy but she says that every time she makes a decision about where dollars should be invested in communities, she thinks about her former students.

"I think students from disadvantaged backgrounds get lumped together but there was no shortage of brilliance and aptitude, only resources and opportunity," she shares. "When there's a program or opportunity for Duke Energy Foundation to support, I'm always thinking about how my students in Warren County would access the work. The practicality of philanthropy is something I think about all the time in the context of my Teach for America experience."

Amy's philanthropic focus is not unique to Duke Energy's culture. In fact, "caring" is so integral to the company's philosophy that it's embedded in the company values: "We look out for each other. We strive to make the environment and communities around us better places to live."

That deep level of caring is exactly how Duke Energy has earned its place

as United Way of the Greater Triangle's #1 workplace employee giving campaign for 6 years in a row and has donated nearly \$19.5M since 1999 to support the organization's mission to eradicate poverty and increase social mobility through the power of partnerships.

While the company does incentivize employees to give by offering a dollar-for-dollar match up to \$2,500, they also incentivize employees to give back through volunteerism and nonprofit board engagement. That's because they know that community engagement isn't just about cash, it's also about being present and showing up.

"We're the largest United Way workplace giving campaign in the Triangle, but from employee donations across the company, only 28% are designated to United Ways. That's how generous our employees are, not just to the United Way, but to causes across our communities," Amy shares. "I think that speaks to the caliber of our people. My colleagues and I are deeply invested in our communities. We want to be good neighbors and partners."

Outside of its workplace employee giving contributions, Duke Energy has also been one of the biggest supporters of some of United Way's most impactful and recent initiatives including the Rapid Response Fund, Durham One Fund, and the 21-Day Racial Equity Challenge. To date, the company has contributed \$130,000 to support those important emergency response and equity-focused programs.

Amy says she's proud of the fact that Duke Energy is quick to action. "When there's a new opportunity or a new

need, particularly as United Way has pivoted to being really responsive to crises in community, Duke Energy has been a quick partner to say 'yes we're there with you.'"

Ultimately, Duke Energy employees are so invested in supporting the Triangle because the Triangle is home for them. They are the neighbors that you live next to; they're the people that shop with you at the grocery store; and they're the lineworkers that help keep your power on.



That position means that Duke Energy employees also get an inside view of the ways that families live (not always in a home), sleep (not always in a bed), and eat (not always enough nutritious food).

"We care about the opportunities available to all the customers that we serve. We care that our workforce and giving reflect the communities we serve," Amy shares. "When families are struggling, we hear from our customers. We think about giving as a way of mitigating and reducing the burdens our customers face."



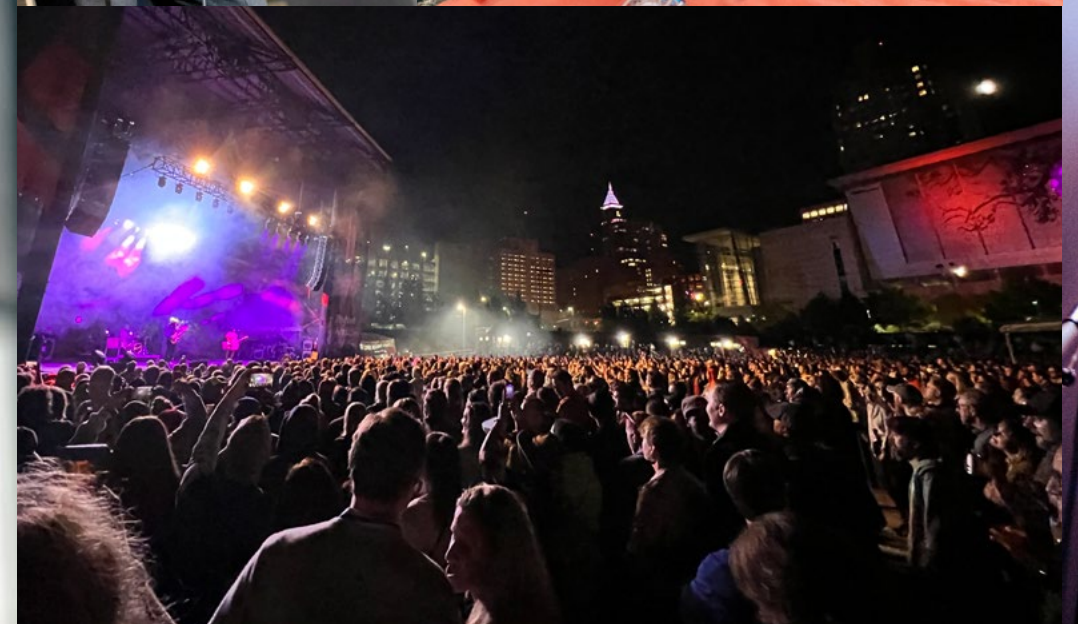
For more than 20 years, Band Together has connected the community to nonprofits through the power of live music. This year, the organization partnered with United Way of the Greater Triangle on its first live concert since 2019 to benefit nonprofits working overtime to support Triangle recovery and stabilization now and beyond the COVID-19 pandemic

The sold-out concert — which officially happened on October 23, 2021 and featured Khruangbin, Lee Fields & The Expressions, and Big Daddy Kane — raised more than \$1.1M. Proceeds were distributed to all of United Way's nonprofit partners as well as Band Together's local nonprofit recipients from the past 20 years.



Special thanks to the 6000+ attendees, and to the corporate and private donors who made this event possible. A full donor list is available at:

www.bandtogethernc.org/sponsors





Investing in Lived Experience to Build Power and Create Change

In 2021, United Way launched its Neighborhood Impact work with the goal of empowering local leaders to define what is right and wrong in their communities and decide on the solutions. Angel Brown, Manager of Neighborhood Impact, has been tasked with leading that strategy.

Here's what this journey means, in her own words:

In my childhood, I grew up close to many people, places, and things. I was in close relationship to my father, a single parent who emigrated from Jamaica. He cooked dinner for me and my brother every night, and never missed any of our sporting events. I was close to walking trails that wove in and around my neighborhood. I frequently ran these trails in the early mornings or walked our dog on them after dinner. I always



knew there was value placed on where I lived based on my proximity to parks, well-resourced schools, and manicured community spaces. In southeast Texas, what we could not walk to, we drove to. Often when we

drove, I passed areas along the highway that did not look like my neighborhood at all.

There were whole sections separated by chain-link fences. Tall grass and weeds had overtaken fields where children used to play. Buildings abandoned and torn-down so long ago that the front porch steps now led to nowhere. Yet sometimes

I would spy a front porch where two people were sitting, still having a conversation. As we passed these places on our drives, I would ask myself: how did things get like this and how do I fix it?

I did not grow up proximate, close, or neighboring many communities

devastated by housing, highway, or state-level policies. I never knew what the conversations on those front porches were about. I did not know the history behind the divestment of what I saw. I am learning that the minimal knowledge of people external to a community should not be the indicator of the inherent value within a community. These communities, neighborhoods, and the individuals inside, are there and have been for generations, contributing to our society. Many of these communities in Durham, Wake, Orange, and Johnston County hold a depth of historical richness. They were firsts and lasts of accomplishments, beginnings and endings of days, and examples of inspiration for many. But they no longer reflect the flourishing of what once was, or what could be. So we ask ourselves: how did things get like this and how do I fix it?

I often think back to my childhood in Southeast Texas and driving along the highway. If I had gotten out of my car

and asked those two people I saw on their front porch what is right and what is wrong with their neighborhood, they could tell me. Just like I would be able to tell them if they asked me the same question about the neighborhood I grew up in. When people live in communities for generations, they see things that people who are not from those communities (even the ones with good intentions) do not see. However, the conversation does not go like this:

What is right and good in your community?

What is wrong and troubling in your community?

What do you think is the solution?

Okay, let's do that.

I have volunteered with non-profits and given money to foundations who have seen these communities and neighborhoods and swooped in to try

to "fix" them. And while basic needs have been met in the short-term, most decision-makers and funders trying to "help" these communities did not grow up in these neighborhoods. Many times, we (people outside the community) have gone into neighborhoods, conducted studies with external measurements of success, created definitions of issues (without acknowledgment of assets), and offered expert solutions out of our perspective; however, we have been short-sighted. People with lived experiences in these communities are the experts to the solutions. As Kerwin Pittman, founder and executive director of RREPS (Recidivism Reduction Educational Program Services), says, "the people closest to the pain, need to be closest to the power."

If we have not trusted the local community leaders in the past, what does it look like to empower them now? If we have not asked people on the ground what is right and wrong,

how can we use our platforms to hear their definitions now? If we have not valued and funded people with lived experience, how can we invest in their expert solutions now?

The time to pivot is now.

This is the work of Neighborhood Impact at United Way; empowering neighborhood leaders to define what is right and wrong in their communities and decide on the solutions.

Instead of asking myself, let me ask you: how did things get like this and how would you fix it? In all my degrees and accomplishments, I was not taught to look at lived experience as an indicator of expertise. But as a life-long student, I am learning to ask new questions. By relying on the skills, talent, and creativity of neighborhood leaders and community organizations to define and decide on the solutions for local problems, we can build power, create change, and make significant, neighborhood impact.

Meet The Community Organizers Defining Solutions For Triangle Residents:

Neighborhood Impact was created for the purpose of funding local leaders most proximate to community challenges and creating opportunities to support the solutions that they have defined and decided are most-needed. Meet 9 community organizers participating in a cohort-advisory process, facilitated by Terrance Ruth, PhD, that invests in their capacity to strengthen their communities by designing new solutions to address and reduce systemic injustice.



A



B



C

A. Felicia Arriaga PhD
Criminal justice reform advocate

B. Kamal Bell
Youth and food justice advocate

C. Melissa Florer-Bixler
Pastor and author

D. Yasmin Fozard
Youth and environmental justice advocate



D



E



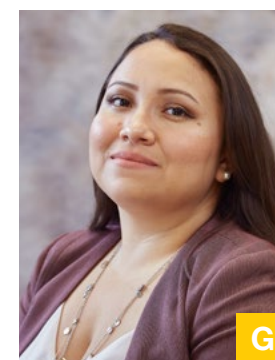
F

E. Troy Johnson
Youth and education justice advocate

F. Byron Laws
Voting rights advocate

G. María Mayorga
Immigrant rights advocate

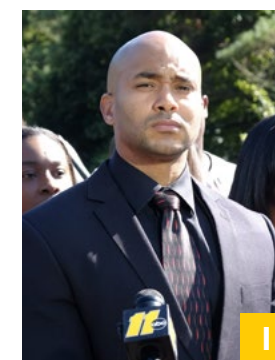
H. Sonia Padial
Mental health advocate



G



H



I

I. Kerwin Pittman
Criminal justice reform advocate



Q+A

"What are the problems and issues of concern in your community?"

"I think a lack of investment in grassroots leaders and young adults... Grassroots leaders who day in and day out, no matter what time of day or day of the week, are working on the ground with the community answering their late-night calls. That's who we need to invest in."

- María Mayorga

What solution(s) do you propose?

"We need more investment in redemption opportunities: education, training, economic opportunities. We specialize in recidivism reduction. It's important to me that the same community that I helped destroy, I now have the opportunity to help rebuild by investing in the people of the community."

- Kerwin Pittman

How does your lived experience give you the expertise to define issues and decide on solutions?

"I grew up in a low-income community, as child number 10. My mom worked as a domestic. My brother was a drug addict. I was an at-risk youth. I didn't read until I was 12. I was troubled. I ran away all the time. That's my life and that's their lives. My messages to the young people I am with: I totally understand why you do certain things you do. You just have to make a decision to do certain things or not do certain things. Hopefully you will make good decisions, the good way. Go from there [and] laugh if you can."

- Yasmin Fozard

What areas could strengthen with additional investments?

"When I graduated in 1998, you either went to school or the military. Now there are more options out there. We are making our youth more aware of those... options for the kids, such as certifications, or trade skills. That's a step in the right direction. Community College certifications have become a new form of educational achievement. Options breed hope, both personally and in the lives of the young people and families that we support. College is not for everyone, but education is!"

- Troy Johnson

What does being part of United Way's Neighborhood Impact Community Leader Campaign mean for your project?

"This Neighborhood Impact work is doing what is needed but what rarely happens. It is a meeting of profit and people. A lot of money is coming to the city. How do you connect those who control money to the people who need it and to ways that are impactful in a positive way? That's what you all are doing here with us."

- Byron Laws

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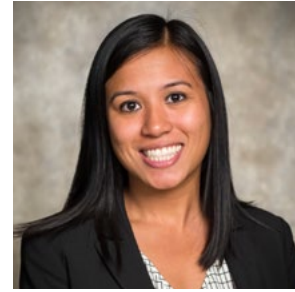
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Nonprofit Representative
EmPOWERment Inc.



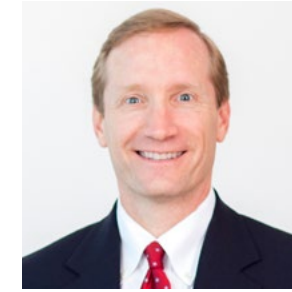
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Truist Bank



Autrice Campbell-Long
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Byron Kirkland
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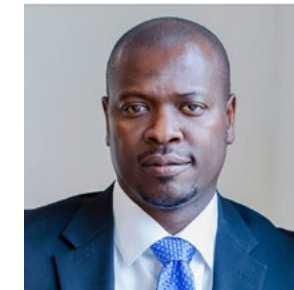
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Joan Nelson
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IBM



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Jess George
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Google Fiber



Jim Gibson
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RTI



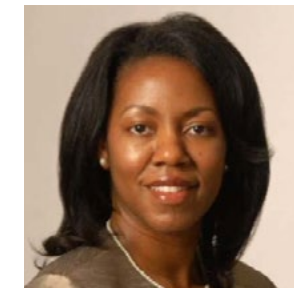
Michael Goodman
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Capitol Broadcasting Company



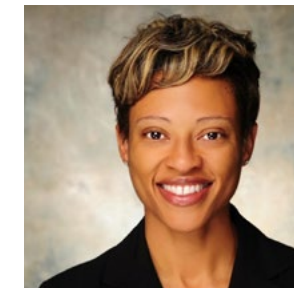
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Credo



Amy Strecker
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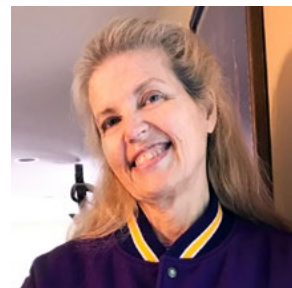
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Crystal Wilson
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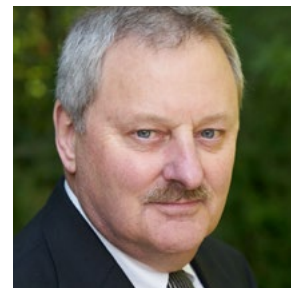
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Philanthropy Cabinet
Deloitte



Anne Howard
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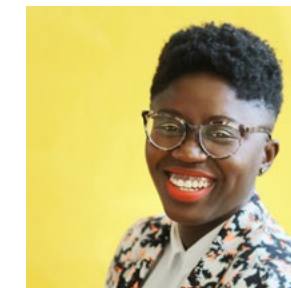
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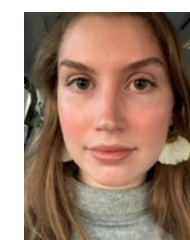
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