

# 2021/22 BOOK OF IMPACT

## ***Our Community Investments and Impact***

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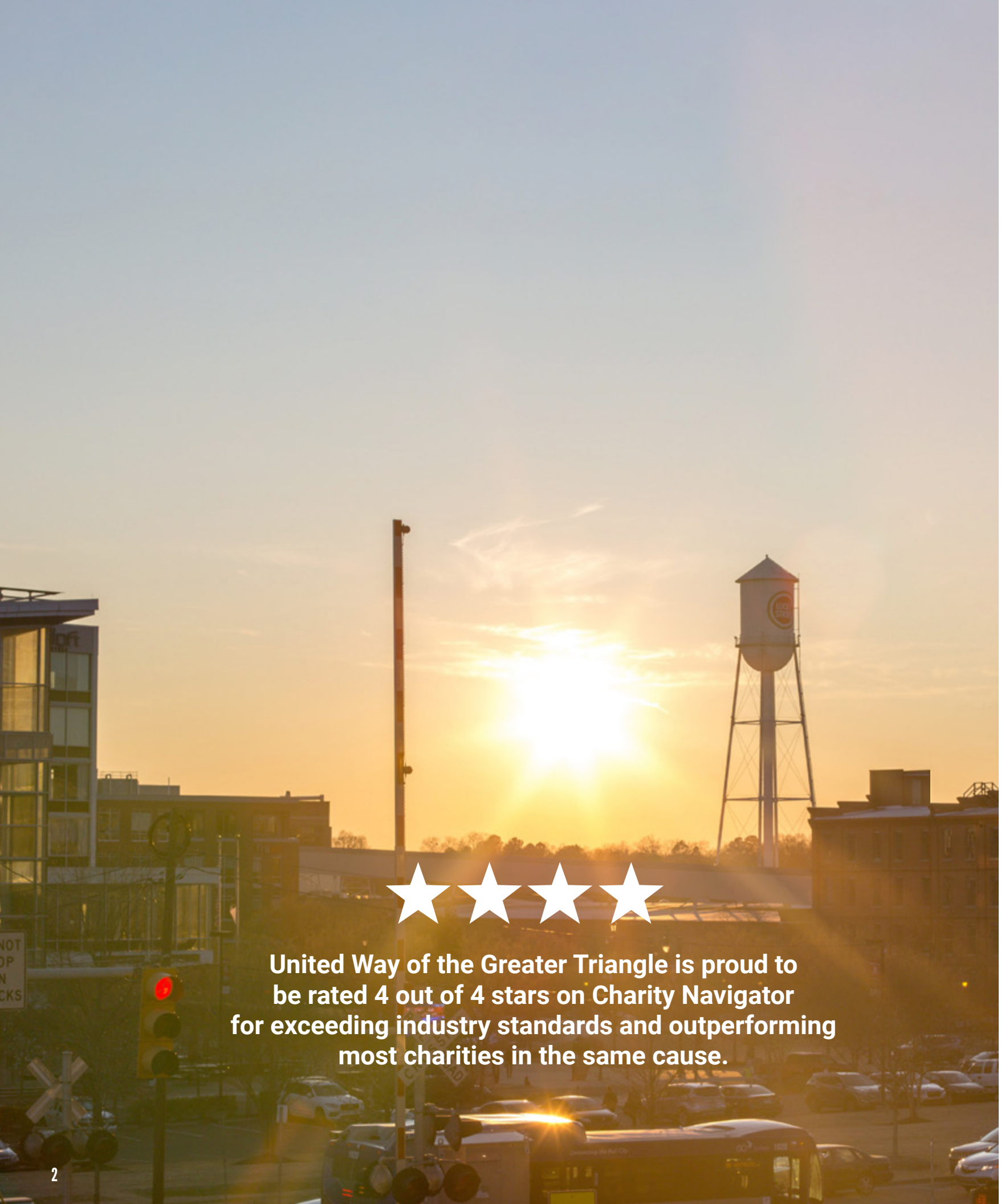
## ***A Solid Foundation for the Future***

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United Way  
of the Greater Triangle





United Way of the Greater Triangle is proud to be rated 4 out of 4 stars on Charity Navigator for exceeding industry standards and outperforming most charities in the same cause.



Dear United Way of the Greater Triangle partners,

This year marks the fifth year that I've had the honor of leading United Way of the Greater Triangle in pursuit of its mission to eradicate poverty and increase social mobility through the power of partnerships. We've accomplished so much in that time, and I'm grateful for this opportunity to reflect with you.

We are a far stronger United Way than we were five years ago. Through intentional time and focus, we've taken great strides to shape a more equitable nonprofit community and those efforts have greatly increased our impact across the Triangle. **This impact includes a 43.7% increase in funding to local nonprofits and a 64% increase in support of nonprofits with leaders of color just last year.** That impact also looks like longer-term funding of nearly 100 nonprofit partners that provide critical support to our neighbors and form a network that is changing systems so that we all can thrive.

During this time, we've begun the process of transforming into an anti-racist organization (and for good reason). It's one thing for our United Way to address the immediate needs of our most vulnerable neighbors – including food, mental health, affordable homes, and more – and it's another to address the systems that continue to keep them in poverty year-over-year. Because the data shows us that race, gender, or both are determining factors in whether someone will suffer more than others, we knew we needed to do more to empower the individuals, families, and organizations most oppressed.

These changes have led to our most innovative work yet, and I'm proud of how it's being recognized by internationally influential philanthropists and local government alike. For example, in recent years **MacKenzie Scott partnered with Bridgespan Group to vet 6,490 nonprofits nationally, and United Way of the Greater Triangle was one of 384 chosen to receive funding. Peter Buffett's organization, the NoVo Foundation, selected our United Way as one of only two in the country to receive financial support.** And they're not the only ones. **Live Well Wake, a local community-led initiative, partnered with our team this year to build and facilitate a grant process to equitably distribute more than \$1 million to five organizations addressing systemic barriers that increase risks of COVID-19 in communities of color.**

It's with these unprecedented gifts and the trust of the Triangle community that we're able to deploy initiatives to create equitable and sustainable change in our communities.

All of this is made possible thanks to *you*. Your belief in our mission is what drives us to be greater and do better. Every time you give to support our mission, **you're joining a network of more than 15,000 caring, compassionate friends, supporters, and partners** who drive our vision to eliminate poverty in the Triangle. Together, we have the power to uplift our entire community.

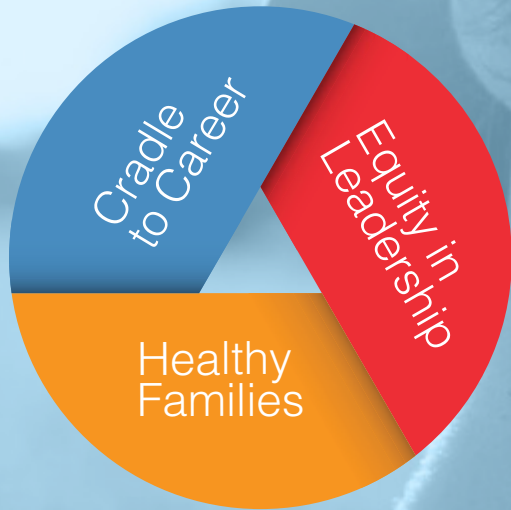
There is so much to tell you about what we have accomplished with your support over the last year – from launching our second cohort of **10 to Watch** leaders to **raising \$1M for COVID-19 recovery in partnership with Band Together** – and I hope the stories in this report will take you on a journey that makes you feel proud to be a part of this work. I sure do.

In service,

Eric Guckian, President and CEO



We're committed to making strategic and equity-driven investments through three core pillars:



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.

# \$7.31M

## INTO THE COMMUNITY

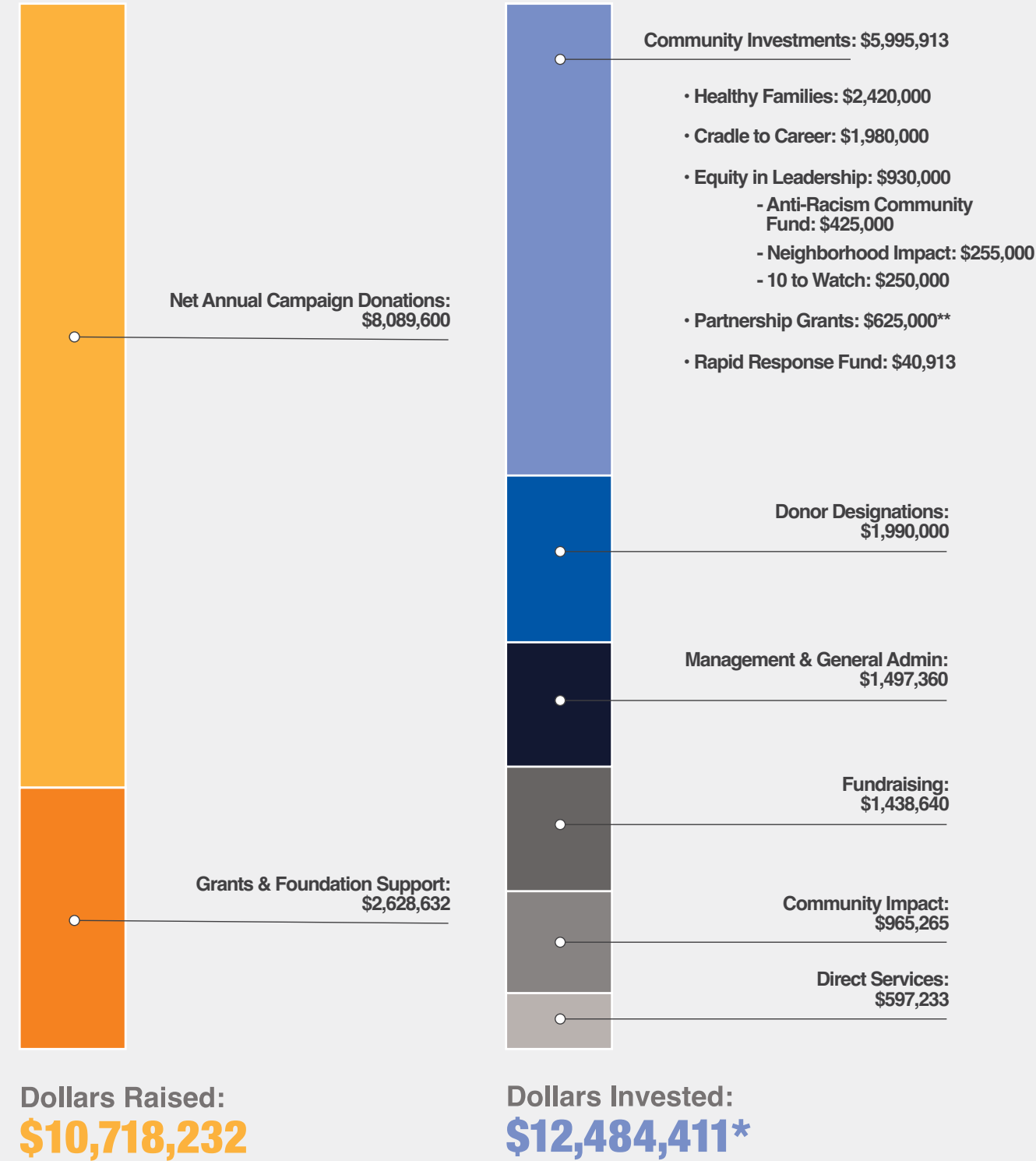
(Community Impact Fund + Donor Designations)

Your generosity helped United Way nonprofit partners turn your dollars into local impact, and helped residents more than

# 1.4 MILLION TIMES

<div>FOOD</div> <div>1,330,035</div> <div>Food insecure people received adequate, nutritious meals</div>	<div>WORKFORCE</div> <div>4,992</div> <div>Adults found, maintained, or grew in livable wage jobs because they have increased skills and reduced barriers</div>	<div>HOUSING</div> <div>16,815</div> <div>Families found homes that are safe and affordable</div>
<div>LITERACY</div> <div>41,606</div> <div>Children and adults now have the reading skills to be successful in the classroom or to be more competitive in the job market</div>	<div>MENTAL HEALTH</div> <div>23,999</div> <div>Children and adults, through treatment and improved environments, moved beyond traumatic stress</div>	<div>COLLEGE / CAREER READINESS</div> <div>5,119</div> <div>Young people now have the education &amp; credentials for college or a career.</div>
<div>SUPPORT FOR STUDENT NEEDS</div> <div>15,410</div> <div>Young people now have the support and tools to manage emotions, make positive decisions and succeed in school</div>	<div>KINDERGARTEN READINESS</div> <div>20,407</div> <div>Children entered kindergarten ready to learn and succeed</div>	<div>PARENTAL ENGAGEMENT</div> <div>26,736</div> <div>Parents now have the skills to positively support the learning and development of their children</div>





\* In 2020, philanthropist MacKenzie Scott donated \$5M to support United Way of the Greater Triangle's mission with the expectation that the funds must be spent within three years. Those funds were reported as revenue in that fiscal year. This gift presents an incredible opportunity to invest more in the Triangle community, get more creative with our approaches, and make a bigger impact than ever before. The dollars invested in FY22 include one-third of MacKenzie Scott's gift, which was reserved from the total for this purpose by United Way's Board of Directors. If you have any questions, please email Dave Mills, United Way of the Greater Triangle's Chief Financial Officer, at [dmills@unitedwaytriangle.org](mailto:dmills@unitedwaytriangle.org).

\*\* In FY22, United Way of the Greater Triangle was contracted by several local and national entities — including Live Well Wake, Siemer Institute, and the Walton Family Foundation — to build and facilitate grant processes that integrate equity and impact to support local nonprofits.







## Coastal Credit Union Takes Giving Back Seriously

Coastal Credit Union opened its doors 55 years ago as a not-for-profit, member-owned financial cooperative. Its founders were committed to providing members with the financial services they need, delivered by attentive professionals who are part of the community fabric – and they have. With nearly \$5 billion in assets held by more than 316,000 members, they’ve established themselves as a competitive institution committed to serving North Carolina residents.

But that wasn’t enough.

In 2011, Coastal committed to taking its definition of service to the next level and established the Coastal Credit Union Foundation, which has since provided more than \$3 million in community grants to nonprofit organizations, with a focus on the 16-county market of central North Carolina.

And that still wasn’t enough.

According to Creighton Blackwell, Coastal Credit Union’s Chief Community and Public Affairs Officer, their team is now putting a heavy emphasis on how they can use their influence to create a more equitable community for nonprofits and the people they serve.

“We’re constantly looking at how we can adapt to whatever the needs of the community are,” he shared. “We do take some pride right now in saying that we’re not going to sit back any longer and not act when we see those in need. We have the courage to not say, ‘well let’s wait and see what the others do first.’”

Acting, for Coastal Credit Union Foundation, is rooted in equity and access. To date, those changes

have included simplifying their grantmaking process so that smaller nonprofits – specifically those without the capacities or staff available to well-funded organizations – can get equitable access to funds. The company is also tapping into their own internal expertise to help nonprofits provide additional educational opportunities that support an individual’s pathway out of poverty.

That’s why Creighton says he’s so excited to partner with United Way of the Greater Triangle.

**“United Way is another one of those partners who is really pioneering this ability to see this systemic connection and wanting to do something about that. Equity is a driving force that connects those dots. It’s not just checking a box and feeling good about sending some checks, taking pictures, and patting ourselves on the back. This is about how we break the systemic chains that have historically forced these nonprofits to work so hard, while still limiting their impact and responsibility, when the people they’re serving need more. That’s real impact.”**

*- Creighton Blackwell,  
Chief Community & Public  
Affairs Officer, Coastal Credit Union*

Coastal Credit Union and its employees have believed in United Way’s mission to eradicate poverty and increase social mobility through the power of partnerships for far longer than 11 years. In recent years, the company has invested nearly \$400,000 to support United Way’s initiatives, including making the first

corporate investment to support its 10 to Watch program, supporting the Rapid Response Fund at the beginning of the COVID-19 pandemic, and more. Most recently, Coastal Credit Union Foundation has committed to being a leading sponsor of Band Together’s 2022 Mighty Giveback concert, which will support 11 of United Way’s nonprofit partners focused on housing accessibility in the Triangle.

And of course, there’s more. Over the past 25 years, Coastal employees have given more than \$1,646,670 through United Way’s giving platform.

Their success, in part, can be chalked up to how employees live into the company’s values which include “be heroic” and “share generously.” The rest comes down to how Coastal makes giving back an easy and modern process. Steps they’ve taken to achieve that include investing in Salesforce Philanthropy Cloud – which allows employees to align their interests with nonprofit stories and volunteer opportunities from one platform – and providing opportunities for employees to engage directly with nonprofits in the community.

“I’ve never worked in an organization that did not want to help its community; they just simply didn’t know how. [United Way] has given us a very easy, quick way to point out how they can,” Creighton explains. “It’s easy to show employees how they can make an impact. You made it easy for people who want to.”

Companies like Coastal Credit Union made that possible and you can too. To learn more and get involved, visit [www.unitedwaytriangle.org](http://www.unitedwaytriangle.org).





# Serving Communities, Changing Lives

The COVID-19 pandemic has permanently changed how American citizens live, work, and operate. From rebuking the daily commute into the office to rethinking mass indoor celebrations, the last three years have forced individuals to reprioritize their lives based on what they value and what will protect everyone's futures. That trend extends to employers.

Recent research from the *London School of Economics* found that "employees who have discovered their purpose are 49% more likely to report intrinsic motivation, 33% more likely to express higher job satisfaction, and 25% more likely to go the extra mile." By deepening their commitment to corporate social responsibility strategies, companies are finding that they can support employees through this transition process by creating opportunities for employees to authentically engage with the communities in which they already live and work.

United Way of the Greater Triangle's corporate partners are leading by example and with United Way's support, they're creating community engagement strategies to shift employee mindsets from "how does this affect me?" to "how can I do more for my community?"



According to a 2022 survey from [Gartner.com](https://www.gartner.com) that looked at how the pandemic changed employees' feelings about work and life, 56% agreed that the experience made them want to contribute more to society. Companies like EY are listening to these value shifts and making commitments that will have long-term impacts.

Through EY Ripples, EY's corporate responsibility program, this global professional services firm is building an employee engagement strategy that focuses on mentorship, bridging the digital divide, and sustainability, with the ambitious goal of positively impacting 1 billion lives in communities by 2030. United Way is the vehicle to help them get there.



According to [McKinsey's latest American Opportunity Survey](https://www.mckinsey.com), 58% of respondents reported having the option to work from home for all or part of the week. That's equivalent to 92 million people from a cross section of jobs and employment types.

The data is clear: employees are enjoying hybrid work options, and if companies want to keep employees engaged in community, they must adapt too. Syngenta knows this well. Virtual engagement has been core to their community engagement strategy since May 2020. From book and diaper drives to volunteering with United Way funded partners including Inter-Faith Food Shuttle, Diaper Bank of North Carolina, and Book Harvest, Syngenta is utilizing United Way's community expertise to safely engage employees with local nonprofits. Most recently, this agriculture innovation company has committed to supporting Habitat for Humanity of Durham and Orange Counties through five months of volunteer projects.



As a multinational technology company, Lenovo is well aware of the role that their team plays in creating an ethical digital future. They know to achieve that future means ensuring that all voices are heard, that's why they've committed to driving ambitious goals and targets around diversity and inclusion in all its forms (among other objectives). In 2022, Lenovo leveraged its relationship with United Way to teach employees how to be advocates for racial equity in their own lives.

Together, the two companies planned and hosted a panel conversation to coincide with Lenovo's Juneteenth celebration. The panel featured local leaders including Demetrius Edwards, Senior Community Relations Analyst for the City of Raleigh as well as Dr. Randy Williams, Vice President & Associate Provost for Inclusive Excellence at Elon University. The conversation was designed to recognize actionable outcomes that individuals can take in their own lives to be racial equity advocates.



PNC isn't content to just talk about diversity, equity and inclusion. It's doing something about it through its ongoing commitment to challenge systemic racism and support the economic empowerment of Black individuals and low- and moderate-income communities. In 2022, PNC Bank was the title sponsor of United Way's annual 21-Day Racial Equity Challenge, which delivered one month of in-depth racial equity education – including such topics as economic growth and empowerment – to more than 800 individuals throughout the Triangle.

Also notable in 2022 was the PNC Foundation's launch of the PNC North Carolina HBCU Initiative, which entailed the distribution of \$2 million in grant funding over a three-year period to five N.C. HBCUs (Historically Black Colleges and Universities) to advance Black entrepreneurship in North Carolina.

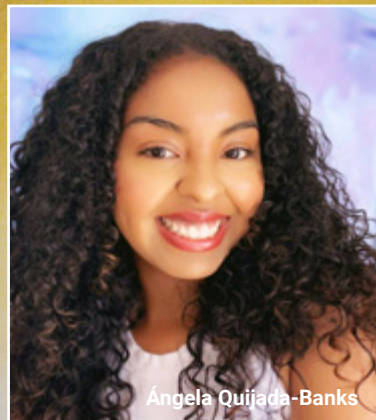


Org. Name	Healthy Families	Cradle to Career	Equity in Leadership	ARC-Celerator	Anti-Racist Capacity Building	10 to Watch
Alliance Medical Ministry	●					
American Red Cross	●					
AMIkids Infinity Wake County	●					
Adolescent Parenting Transitions		●				
Be Connected Durham & Beyond			●		YES	
Big Brothers Big Sisters of the Triangle, Inc.	●					
Book Harvest		●		YES		
Boomerang Youth, Inc.	●			YES		YES
Boys & Girls Clubs		●				
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's Early Learning Two-Generation Alliance (DELTA)	●					
Durham Literacy Center		●	●		YES	
Durham Public Schools Foundation		●		YES		
El Futuro	●					
Emily K Center		●				
EMPOWERment, Inc.		●				
Engineering World Health			●			YES
Equity Before Birth			●		YES	YES
Evolve Mentoring			●			YES
Families Together	●			YES		
Family Justice Center	●					
Grow Your World			●		YES	
Habitat for Humanity of Durham, NC	●					
Habitat for Humanity of Orange County	●					
Habitat for Humanity of Wake County	●					
Helius Foundation			●			YES
Helping Each Adolescent Reach Their Spark (H.E.A.R.T.S.)			●			YES
Hope Renovations	●		●			YES
Housing for New Hope	●					
Inter-Faith Food Shuttle	●					
Interact			●		YES	
Interfaith Council for Social Services	●					
ISLA		●	●			YES
Johnston-Lee-Harnett Community Action	●					

Org. Name	Healthy Families	Cradle to Career	Equity in Leadership	ARC-Celerator	Anti-Racist Capacity Building	10 to Watch
Kramden Institute		●				
LatinxED		●				
Lucy Daniels Center		●	●		YES	
MAAME, Inc.	●			YES		
Made In Durham		●				
Marbles Kids Museum		●				
Multi-Disciplinary Team (MDT)	●					
Mentor NC		●				
My Kid's Club		●				
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		●				
Refugee Community Partnership	●			YES		
Reintegration Support Network (RSN)			●		YES	
SEEDS	●			YES		
SouthLight Healthcare	●					
Special Olympics North Carolina	●					
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	●		●		YES	
Ties For Guys Men's Ministry		●				
Transitions LifeCare	●					
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		●				
we are (working to extend anti-racism education)			●			YES
World Relief Durham		●				
YMCA of the Triangle Area		●		YES		



# More Than A Writer



Ángela Quijada-Banks

## Meet An Advocate For Generations Of Foster Youth

**Meet Ángela Quijada-Banks.** She is an award-winning author, wife, certified holistic health coach, and founder of her own company. She's a California resident but has North Carolina roots and just last year Wake County Human Services and the Hope Center at Pullen – a United Way-funded partner – invited her to fly across the country to teach Wake County foster teens how to successfully navigate the foster care system and take charge of their own healing processes.

Her story matters to these teens because at one point, Ángela was also a young person with big dreams in Wake County's foster care system. Those big dreams have turned into a passion for advocacy and led her to publish a book called *The Black Foster Youth Handbook*, which features 50+ lessons that she gleaned from her own experience between the ages of 16 and 19.

The book is broken into four parts, into what Ángela calls the R-E-A-L (Root, Envision, Ascension, and Liberation) success model. She says that the book's focus is on helping foster youth take practical steps to holistically heal from their experiences as well as to help supportive adults reflect on themselves, so that they can best support youth in care.

Ángela knows personally what liberation feels like because she worked hard to liberate herself from her own foster care experience. Now she wants to guarantee that no future foster youth will have the same challenges.

It was after Ángela tried to report an unsafe incident in her foster care placement to a case manager that she received an email explaining that she was being immediately removed from the home. She had just 7 days to find a new place on her own.

"I didn't really have people to advocate for me when navigating a placement in foster care where I didn't feel safe," she said.

At the time that Ángela was in foster care in North Carolina, all youth would "age out" of the foster care system at age 18. Some youth, like Ángela, qualified for foster care placements after the age of 18 but many did not. As a result, many foster youth were thrust into self-sufficiency before they were ready to carry that burden.

To cope with her depression and navigate her new financial and emotional obligations, Ángela began to chronologically log her experiences so that she wouldn't forget anything she'd overcome. Those experiences include when she took a job canvassing for voter registrations in Phoenix, AZ, her travels to Houston, Okinawa, and Los Angeles, and eventually when she became engaged to her now husband in 2018. That exercise is what inspired her to start her book. During that process, she leaned on the storytelling experience she gained during a summer internship program with Hope Center at Pullen years prior.

"When I first got connected [with Hope Center at Pullen], I was just opening up from being mute between the ages of 15 and 16. We collaborated with the *Raleigh Review*, and there was a whole segment with other youth who were writing about their experiences, not just in foster care but in life. We had a huge launch event, and it was the first time I had ever shared what I wrote out loud with other people. I talked about my experience in poverty," she shared. "It was a beautiful experience to be able to share, through art, the pain I was carrying. It was the first time I internalized that what I shared can make a difference."

Ángela's success extends far beyond her writing. Through an organization called SAYSO, Ángela and her peers advocated for the NC legislature to expand the law so that all 18-year-olds in foster care would qualify for services until they turn 21. In 2017 that legislation was passed, benefiting all foster teens coming behind her.

"When the NC Legislature extended foster care to age 21, they not only provided valuable time for youth to build the skills needed to live independently, they also decided to keep the door to services open. Many youth are tired of being in foster care and when they turn 18, they decide to go their own way. They underestimate how hard adulting is and they overestimate how prepared they are to be on their own," explained Meredith Yuckman, Executive Director of The Hope Center at Pullen. "Thanks to the efforts of advocates like Ángela, if a foster teen decides to walk away, they now have the option to walk back in and receive the support and guidance that all young people need to reach a safe and stable adulthood."

To date, *The Black Foster Youth Handbook* has sold more than 10,000 copies worldwide. Ángela's work has been recognized with a 1st place Firebird Book Award, and she was also nominated for the 52nd annual NAACP Image Awards in the Outstanding Literary Work category, alongside President Barack Obama.





Every community has unsung heroes. These leaders might not look, talk, and lead in ways you've come to expect, but they have the expertise and relationships needed to help communities solve today's problems while simultaneously creating tomorrow's solutions. These changemakers are redefining what leadership looks like in the Triangle, and United Way is walking alongside them.

United Way of the Greater Triangle's 10 to Watch initiative, which was originally launched in 2018, celebrates these next level leaders by investing \$500,000 over two years in 10 leaders working hard to represent our neighbors in need.

But the program is about more than money. It's designed to address 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. Last year, we proudly introduced our second-ever cohort of 10 to Watch leaders – all of them already successful in their own rights – and together, we've watched them fly.

Here's how they've succeeded over the last year:

#### SHE WAS NAMED A CNN HERO

Nora Spencer spent the first 15 years of her career in HR and recruiting for Fortune 50 companies, but it was her first house that changed her life. The house was a fixer-upper, and it was during the renovation process that it became obvious that Nora's dreams didn't match her budget. So she started buying tools and trying to learn things on her own. When she would hire contractors for bigger projects, she would follow them around and ask questions. That's when a lightbulb went off: Nora had never met a woman in the construction trade and that was a gap she could support.

Enter Hope Renovations, a nonprofit organization founded by Nora in

Nora El-Khoury Spencer



2017 to empower women to pursue living-wage jobs in the construction trades. They also provide repairs and renovations that enable older adults to stay in their homes as they age. Since July 2020 alone, more than 50 women and non-binary individuals have completed her program. Two-thirds of the graduates have gone to work in jobs in the industry, with most of them continuing their trades education as they seek their next career step.

Nora and her team of 13 women and non-binary folks (three of whom, including Nora, are licensed general contractors) aren't just changing an industry, they're changing lives. That kind of success is bound to get noticed. This year, Nora was named a CNN Hero for her dedication to helping women build new lives through construction careers. She was also named the National Association of Home Builders' Young Professional of the Year and honored with the Distinguished Alumni Award from UNC School of Social Work.

"We're providing hope to the people that we serve," Nora said in her interview with CNN. "We're helping them renovate their lives."

Another recent appearance was during the "Drew-Gooder" segment on the Drew Barrymore Show.

#### HER HARD WORK WON THE ANNUAL NORTH CAROLINA PEACE PRIZE

Tameka Brown, a former North Carolina public school teacher, founded Helping Each Adolescent Reach Their Spark (H.E.A.R.T.S.) to support pregnant teens after seeing firsthand how her own students were forced to drop out of school because

Tameka Brown



Dr. Ronda Taylor Bullock



support systems weren't available to help them navigate and overcome their new challenges.

10 years later, this Durham-based nonprofit was awarded the 2022 N.C. Peace Corps Association's annual North Carolina Peace Prize for its dedication to educating and equipping adolescent parents with the tools needed to become independent and self-sufficient.

"It was a simple decision for us to award them and to help amplify the work that they do," said Thomas Phillips, President of the association, in an interview with News & Observer. "It's encouraging to see that our neighbors and our friends who are around us are engaged. They're not waiting on somebody to come along and solve a problem. They're actually out there doing it."

#### SHE PUBLICLY FIGHTS FOR ANTI-RACISM EDUCATION

Dr. Ronda Taylor Bullock tells people that the first time she experienced racism she was 5 years old. A classmate was having a birthday party and invited everyone but her. The reason? Because the classmate's father said Black people weren't allowed in their home.

Years later and Ronda is now the Co-Founder and Executive Director of **we are** (working to extend anti-racist education, Inc), where her team's

mission is to collaborate with children, families, and educators to dismantle systemic racism in schools and beyond.

That mission was put to the test in early 2022 by people in power in North Carolina who were resistant to a **we are** grant that would help teachers in a Wake County school make classrooms more safe and secure for students of color. Ronda knows the impacts of racism on young people and with public support from **we are's** staff, board, and community, she has refused to back down, even in the wake of a public disinformation campaign launched to discredit her work.

Since this started, **we are** has brought their story and expertise to local and national platforms including WUNC, WRAL, and ABC News while rallying the support of 200+ North Carolina-based individuals and organizations in their fight against white supremacy. By publicly standing strong in the face of the racist ideologies her organization is fighting to overcome, Ronda is paving the way for future generations to be just as fearless.

To learn more about 10 to Watch and meet all of the leaders in the second cohort, visit United Way's website at [www.unitedwaytriangle.org](http://www.unitedwaytriangle.org).





# No Road Shall Forever Divide



## Durham's Hayti Residents Fight to Regain What Was Lost to the Durham Freeway

If national news coverage is to be believed, Durham, NC is thriving. The city's population increased 24% in the past decade, and a 2022 WalletHub report ranked Durham as the #10 "Best Run City in America." Durham is so well run that big tech companies like Google and Meta have announced plans to bring headquarters to the region.

But the local data tells a different story, one in which 14% of people are experiencing poverty and, of those, 37% are Black. The real people behind this data didn't get into this position on accident. For some, it was through the systematic redevelopment of predominately Black neighborhoods beginning in the 1950s.

Durham's Hayti community was one of those neighborhoods, and now they're fighting back. With United Way's support, they hope to reclaim 20 acres of formerly Black-owned land once seized for construction of the Durham Freeway.

What you're about to read is a story of Black resilience, community autonomy, and a bold attempt to shift power back into the hands of the people best positioned to define their own success. This is the story of Hayti Reborn.



### *past*

We must go way back into America's history to tell this story right.

On April 26, 1865, the last surrender of a major Confederate army in the American Civil War happened on Bennett Place, a former farm and homestead located just west of today's Duke Regional Hospital. That surrender created a domino effect that eventually freed nearly 900 enslaved people from the nearby Stagville Plantation and launched Durham as the epicenter of the global tobacco industry. Tobacco companies created local factories that needed workers, and through strategic support from the famous Duke family, they paved the way for local Black leaders to build a section of Durham into an enterprising community known for its entrepreneurship, self-sufficiency, landholdings, and ownership that was unprecedented in America up to that point.

That community became known as Hayti.

"What they built in this part of Durham became mythical for its success, creating more wealth per capita and upward mobility for Blacks than perhaps any other place in the United States," explained Dr. Henry McKoy, Director Emeritus of the Hayti Reborn movement in an essay published in The Assembly this year. "Durham became the leading geography for

Black socioeconomic success for decades."

That success was self-made. Impressive for its growth, it was still an entirely Black community coming of age during the Jim Crow-era of segregation. The autonomy was built from necessity.

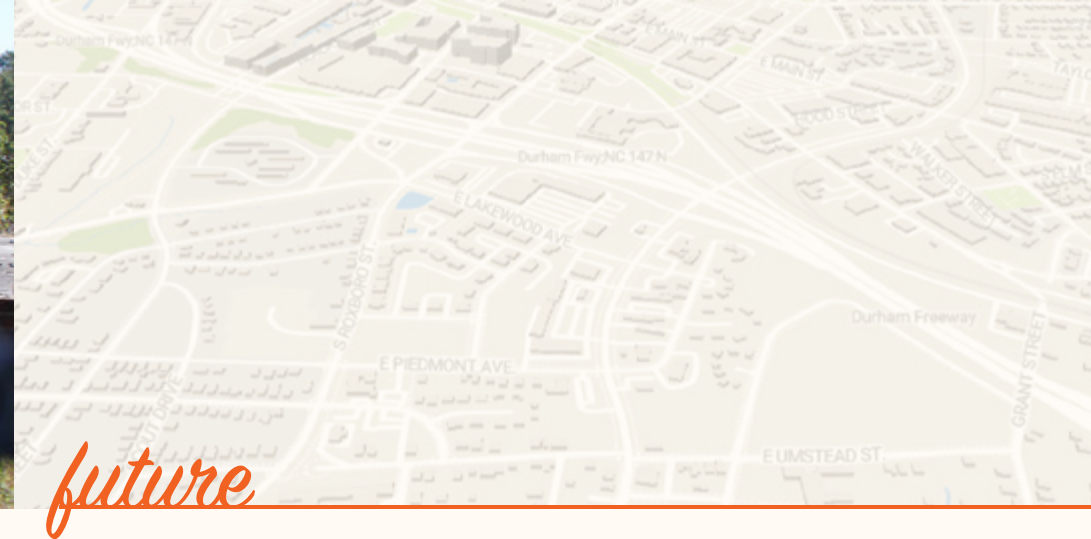
"We had our own stores, built and owned by African American entrepreneurs. Everything we needed we had access to on a couple of straight blocks," said Dr. Faye Calhoun, a current Hayti resident describing what it was like growing up in a neighborhood very similar to Hayti. "It didn't matter if your parents or family had been to college or not, everyone in the community raised you."

That all changed in 1958 when so-called urban renewal efforts directed a portion of Highway 147 (the Durham Freeway) to pass through the heart of Hayti. The construction process claimed 200 acres of Black-owned land, displaced an estimated 4,000 Black families, and destroyed more than 500 Black-owned businesses including grocery stores, restaurants, barbershops, dentist offices, and more. The community was promised seven total redevelopment projects to replace their loss and provide a new infrastructure. 64 years later and nearly all of those promises are left unfulfilled.





Fayette Place, visible from the Durham Freeway, sits empty today.



## present

Hayti still exists today, but it's now home to the poorest zip codes in Durham and the highest rates of violent crimes, according to Dr. McKoy. But where there's desolation and fatigue, there's also hope – some of which is being placed in a 20-acre piece of land.

That land was once home to Fayette Place, a former public housing complex developed by the Durham Housing Authority in 1967 as replacement for the Black-owned residences that were removed during construction of the Durham Freeway. The site was eventually abandoned due to health hazards and the buildings torn down. The remaining land has sat empty for more than 20 years. Now the community wants to reclaim it, but they'll have to go through Durham Housing Authority first.

Why? The City of Durham made a promise to the Hayti community when it razed Fayette Place in the early 2000s. Should the land be redeveloped, they contractually agreed that the community would get equitable input over how the land will be used. In 2021, Durham Housing Authority reneged on that promise when it issued a Request for Proposals for development of the land without thoroughly and equitably engaging the community.

Hayti Reborn, a revitalization project designed by long-standing neighborhood residents, is the community's response to these injustices; it's how they intend to take ownership over the land removed from their power. This project dreams of redeveloping areas in and around Fayetteville Street Corridor to position community needs at the core of its plans and prioritize community growth without displacing residents. Durham Housing Authority rejected the Fayette Place portion of Hayti Reborn's project proposal in 2022.



From left to right:  
Hilda Smith, Mary Speight,  
Melvin Speight, Dr. Faye  
Calhoun, Anita Scott Neville

But the fight isn't over because the community has support – part of which comes from United Way of the Greater Triangle. United Way launched its Neighborhood Impact initiative in 2021 for the purpose of investing in community leaders and with the goal of amplifying lived experience as expertise, shifting decision-making power back to residents, and creating more autonomous communities. Through its Place model, which invests in groups of neighborhood residents to uplift specific regions, United Way is partnering with Hayti elders to fund outcomes that will contribute to rebuilding this once thriving community. The elders have made this property (and the community autonomy it stands for) their primary focus.

## future

So what does the future hold for Fayette Place's 20 acres and the residents that still call Hayti home? Will Durham Housing Authority reverse course and uphold the historical agreement in which they promised to thoroughly and meaningfully engage long-standing residents of Hayti before developing land? Will the City of Durham finally listen to the residents who are demanding accountability? The end of this story hasn't been written. But when the dust settles, one thing will still be important to these generations of Hayti residents: community autonomy.

The elders have focused their efforts on reclaiming community autonomy through ownership of Fayette Place's 20-acre property, but it didn't start out that way. Neighborhood Impact is about looking to residents to define what is right and wrong in their communities and decide on solutions. The elder residents tasked with allocating the community funds provided by United Way originally wanted to focus on developing a pipeline for workforce development to create community autonomy. But when Durham Housing Authority announced plans for development of Fayette Place, they urgently shifted their focus to match. United Way is still there to champion that decision.

Make no mistake: this story is not a fight against Durham Housing Authority. This story is about the fight to re-gain their community autonomy. Fighting to have their lived experience be seen as expertise. Fighting to define what is right and

wrong in Hayti. Fighting to decide on solutions. Fighting for agency and autonomy of land that's use and function will lift generations after the construction of the Durham Freeway had torn their community down. This story is about the fight for neighborhood impact.

"Back then, when our community was being destroyed, United Way and other public service agencies were around, but nowhere to be found," reflects Anita Scott Neville, Chair of the Hayti Community Action Council and daughter of a former Pettigrew Street business owner. "Now having an organization like United Way support the efforts of the Hayti community, autonomous power can be more than a hope...it can be reality."

The developers chosen by Durham Housing Authority for the Fayette Place site are not the only ones hoping to redevelop areas of Hayti. Companies like Sterling Bay and the Acram Group, which just purchased Heritage Square (a mostly vacant shopping center at the cross-section of NC-147 and Fayetteville Street), have already begun a series of equitable community engagement conversations with Hayti residents.

However this story ends, one thing is clear: Hayti residents will continue to fight for changes that will eradicate poverty in their community, preserve its history and culture, and increase the social mobility for generations to come. United Way will be there to empower their autonomy, no matter what they define and decide.





# I'll Take Care of You

## A Solid Foundation for the Future

John and Marion almost didn't get married.

The couple are childhood sweethearts and grew up in a community where neighbors opened their basements to host local kids and their record hops.

They did what they were supposed to do in that era. They graduated from high school, after which John joined the Navy. They planned to get married after his service was over – but that almost didn't happen.

While in the service, John was diagnosed with thyroid cancer, and it was spreading. He received radiation and was medically discharged but doctors couldn't predict whether he'd live longer than another year. "I told that to my future wife. I said 'I don't think we should get married because in a year from now I could be sick or dead,'" he remembered. "And she said to me, 'It doesn't matter... I'll take care of you.'"



57 years later and John is glad that she did. The life they've built together has spanned three states, two adopted children, and two more life-threatening illnesses. Marion was diagnosed with dementia five years ago and now John is the one taking care of her.

John takes his caretaker role seriously and plans to be that support for Marion as long as possible. That goal is what eventually led him to Habitat for Humanity of Orange County, NC (Orange Habitat), a United Way funded nonprofit partner.

"When my wife got ill, I started to seriously think that for me to be able to take care of her and keep her at home for as long as possible, I needed to find a handicapped apartment."

At that time, John and Marion were living in an apartment complex for senior citizens in Hillsborough but after living there for 8 years and on a fixed income, the increase in market rents meant that they were getting priced out of a home that was supposed to be affordable. At the same time, Orange Habitat was breaking ground on Crescent Magnolia, the first Habitat for Humanity community in the nation being built strictly to improve affordable home ownership for residents 55 years and older. He didn't yet know that this new community would change his life.

John was introduced to Crescent Magnolia through a flyer passed around his church. He went down to Orange Habitat's office the following week, picked up an application, and brought it back the same day, along with all the necessary documents.

"That's how serious I was. If I could get one of those homes, I knew that I could have a nice, safe, and handicap accessible home, that I could keep my wife home and bring in the services that she needs," he explained.

It took 18 more months and at least 275 volunteer hours for John and Marion to complete their homebuyer requirements and finally move into their new home. This home hasn't just provided the financial safety and security that gives them the freedom to age in place, it's also handicap accessible and has features like zero-clearance thresholds. These key features allow Marion to use a walker independently and to receive in-home nursing care as she needs it.

Three years later, John can confidently say that it has changed their lives.

"My wife and I are the end result of why people should care about Habitat. We can live here the rest of our lives and not have to worry about getting displaced," he said. "We have a community here. All our wonderful neighbors, we all keep an eye out for each other. That is what Habitat created. We're so thankful."



Crescent Magnolia, under construction.





# Rock-N-Recover

## *Last year,*

United Way of the Greater Triangle and **Band Together** embarked on a journey to raise as much as possible to support COVID-19 recovery in the Triangle.

Thanks to your fast action and generous support, we raised over \$1.1M that was quickly distributed as an additional \$9,134 to 90+ nonprofit organizations to support COVID-19 recovery efforts in the Triangle.

Here's what a few of them did with these extra funds:

**The Boys & Girls Club** launched a program in 2014 called Academic Intervention Program (AIM), with the goal of ensuring that barriers are removed so that participants ultimately build the confidence and abilities needed to graduate to the next grade level. In 2020, this

program became critical for students navigating the challenges of the COVID-19 virtual learning year. The funds received from Band Together helped to bolster the program, which provided students with increased contact with teachers and program staff, 1-on-1 daily support for students who otherwise would not have been able to complete assignments, and school supply pick up and drop off for families with transportation barriers.

By December 2021, over 250,000 North Carolinians had fallen behind on rent since the beginning of the COVID-19 pandemic. **CASA** used the additional funds provided through United Way's partnership with Band Together to subsidize one month of affordable housing for 33 households, ensuring that these individuals and families were able to remain stably housed during unpredictable times.

**Grow Your World**, a small nonprofit, was able to increase their capacity by using the funds provided through United Way's partnership with Band Together to hire a new staff person. This freed up time that the Co-Founder and Executive Director then used to co-create a county-wide virtual tutoring program for 5th-12th graders alongside a coalition of other Orange County youth-serving nonprofits.

**Inter-Faith Food Shuttle** used these additional funds provided by United Way and Band Together to distribute nutritious meals to COVID-19 patients experiencing homelessness who had been discharged from WakeMed into local hotels. As of December 2021, the organization had supplied individuals with over 500 bags containing five meals and snacks.

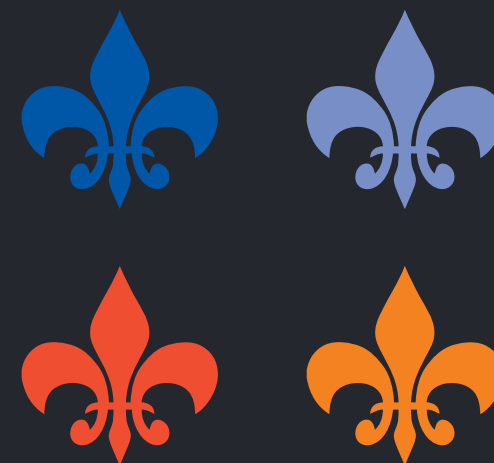
## Big Plans for 2022:

United Way and Band Together, along with support from **Coastal Credit Union Foundation**, partnered again for the third year and brought the Mighty Giveback benefit concert to the Triangle in October 2022. The concert featured Turnpike Troubadours as the headlining act, and all profits raised from this event supported 11 Triangle nonprofits focused on increasing access to affordable housing so that the Triangle can be a home for everyone. To date, the two organizations have raised more than \$2.1 million since 2020 to support anti-racist initiatives and COVID-19 recovery locally. To learn more, visit [www.bandtogethernc.org](http://www.bandtogethernc.org).





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Lawrence Somers  
Bettie Sousa  
Karen and Dewayne Southern  
Kami Spangenberg  
Marie Spear  
Gregory Spencer  
Matthew Spicher  
John Sprink  
Krystle Stainback  
Shelly and Brian Stark  
Marshall Stein  
Camille Stell  
Miranda Stephens  
Miguelina Stevens Hernandez  
Jennifer Stevens  
Michael Stevens  
Tracy Stevenson  
Ima Jean Stewart  
Kelley Stewart  
Michael Stierhoff  
William Stimac  
Mary Ann and Ralph Ottaviano  
Ransom Stokes  
Phillip Strach  
Amy Strecker  
Jill and Jon Strickland  
Phillip Strickland  
Jonathon Striley  
Ellen Stutts  
Carolyn and Kevin Suddaby  
Peter Sudhakar  
William Sullivan  
Betty and Steven Suttle  
Billy Sutton  
Mariko Suzuki  
Marvin Swartz  
Ruth Swinarski  
Sylvia Tan  
John Taylor  
Melinda Taylor  
Wanda Taylor  
James Team Jr.  
Michael Teel  
John Temple  
Jill Tenace  
James Tessier  
Adam Tharp  
Jeffrey Tholen  
Amy Thomas  
Mary Beth and Dennis Thomas  
Richard Thomas  
Nathan Thompson  
Sarah Thompson  
Zachary Thurmes  
Elizabeth Tibaduiza  
Matthew Tiedemann  
Michael Timmes  
Brian Toothman  
Benjamin Torgesen  
Orlando Torres  
Scott Townsend  
Soberina Troutman-Traywick  
James Trudeau  
Alice Turner  
Lori Tyler  
Michael Upfield  
Gretchen Van Vliet  
Kristen Vann  
Lesley Vaughan  
Taylor Vaughan  
Stephanie Vaughn

Jennifer Venable  
Vinaya Verghese  
Eric Veulens  
Cindy Vogler  
Daniel VonDielingen  
Robert Wade  
William Wagner  
Michael Wallace  
Kyle Walsh  
Peggy Wang  
Jennifer Ward  
Terry and Kevin Ward  
Lauren Warren  
Charles Washburn  
Roy Watson Jr.  
Michael Wayts  
Randy Weaver  
Sandra and Samuel Webb  
Timothy Weinzapfel  
Joseph Wellborn  
Richard Wessel  
Andrew Wessling  
Jeff West  
Joseph Whaley  
Sara Wheelless  
Josh White  
Richard White III  
Stacie White  
Stephen White  
Susan Wilkat  
Christine Wilkerson  
Amos Williams  
Clastrola Williams  
Durward Williams  
Jared Williams  
Kyrian Williams  
Michelle Williams  
Percy Williams  
Rebecca and Seth Williams  
Rodney Williams  
William Williams  
Marjorie Williamson  
Vernon Willis  
Michael Willoughby  
Lesley Wilson  
Michael Wilson  
Robert Wilson  
Steven Wilson  
Meagan Windley  
David Windsor  
Janna and Greg Winkler  
Robert Wirth  
William Wofford  
Corbin Wood  
Tracey Woods  
John Woollen  
Bryce Woolley  
Jonathan Yilmaz  
Marjorie Sack-York and Jason York  
Richard Zaorski  
Gary Zarkin  
Thomas Zdebiak  
Jingwen Zhang  
Laura Marx  
Rachel Zinn  
William Zule  
Aaron Zynczak

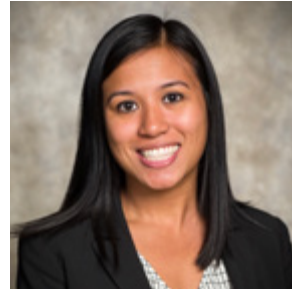




**Delores Bailey**  
Executive Committee,  
Nonprofit Representative  
*EmPOWERment Inc.*



**Scott Byers**  
Philanthropy Cabinet  
*Majestic Kitchens and  
Bath Creations*



**Gayle Cabrera**  
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*Truist Bank*



**Autrice Campbell-Long**  
Secretary  
*Community Leader*



**Byron Kirkland**  
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*Smith Anderson*



**Dwight Morris**  
Community Investment Committee,  
Nonprofit Representative  
*Partnership for Children  
of Johnston County*



**Peter Morris**  
Community Investment Committee,  
Nonprofit Representative  
*Urban Ministries of Wake County*



**Joan Nelson**  
Governance &  
Nominating Committee  
*IBM*



**Heidi Chan**  
Philanthropy Cabinet  
*AmeriHealth Caritas  
North Carolina*



**Mike DePaolis**  
Philanthropy Cabinet  
*Weatherby Healthcare*



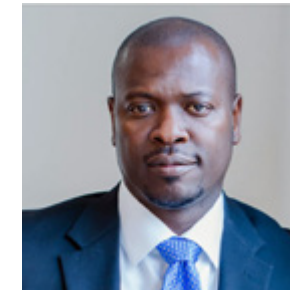
**Clayton Dorn**  
Philanthropy Cabinet  
*UPS*



**David Ellis**  
Governance & Nominating  
Committee  
*Wake County Government*



**Rahul Pagidipati**  
Community Investment Committee  
Co-Chair  
*Ayon Capital*



**Ron Pringle**  
Philanthropy Cabinet,  
Nonprofit Representative  
*Inter-Faith Food Shuttle*



**David Reese**  
Governance &  
Nominating Committee  
*Foundation Health Leadership  
and Innovation*



**Linda Shropshire Eudy**  
Executive Committee,  
Vice Chair  
*Community Leader*



**Tony Fassino**  
Philanthropy Cabinet  
*Caterpillar*



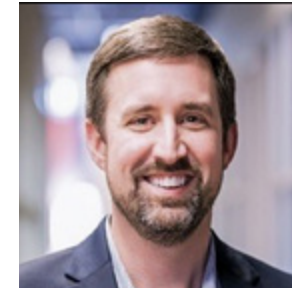
**Jess George**  
Governance & Nominating  
Committee Chair  
*Google Fiber*



**Michael Goodman**  
Philanthropy Cabinet  
*Capitol Broadcasting Company*



**Philip Graham**  
*RTI International*



**Evan Sitton**  
Community Investment Committee  
*Pacific Western Bank*



**Dr. Stelfanie Williams**  
Community Investment Committee  
*Duke University*



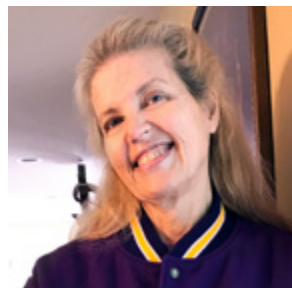
**Crystal Wilson**  
Philanthropy Cabinet  
*Nationwide*



**Greg Winkler**  
Executive Committee,  
Past Chair  
*Pinnacle Financial Partners*



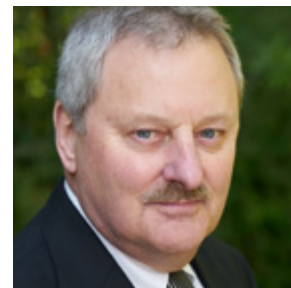
**David Haines**  
Finance & Audit  
Committee Chair  
*Deloitte*



**Anne Howard**  
Philanthropy Cabinet  
*Truist Bank*



**Jay Irby**  
Philanthropy Cabinet Chair  
*First Citizens Bank*



**Roger Kemble**  
Community Investment  
Committee  
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*TRIANGLE BUSINESS*  
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**"40 UNDER 40"**

## OUR STAFF / RECOGNITION



**Ashley Ahlers**  
Director,  
Justice Philanthropy



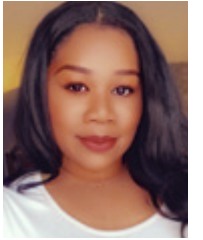
**Nick Allen**  
Chief Programs Officer



**Angel Brown**  
Manager,  
Neighborhood Impact



**Danette Chadwick**  
Director,  
Corporate Philanthropy



**Allyson Cobb**  
Director,  
Community Engagement



**Nicole Coscolluela**  
Associate,  
Community Impact



**Devin Desjarlais**  
Director,  
Marketing & Storytelling



**Keith Erb**  
Sr. Manager,  
Tech/Ops



**Eric Guckian**  
President & CEO



**Chris Herndon**  
Chief Operations Officer



**Jeff Howell**  
Director,  
Community Investment



**Joe Lavender**  
Sr. Manager,  
Creative Services



**David Mills**  
Chief Financial Officer



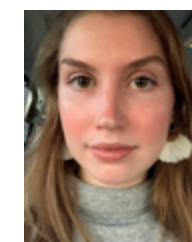
**Addie Moody**  
Director,  
Foundation & Individual  
Philanthropy



**Mary Ann Ottaviano**  
Manager,  
Corporate Campaigns



**Derinda Rodriguez**  
Manager,  
Ops/Finance



**Meg Sink**  
Manager,  
Corporate Campaigns



**Emilie Smith**  
Chief of Staff



**Nathan Snowden**  
Manager,  
Corporate Campaigns



**Olivia Sonnefeld Gooding**  
Manager,  
Grants & Foundations



**Priya Sreenivasan**  
Manager,  
Financial Data



**Carolyn Wiley**  
Manager,  
Tech/Ops, EPledge



**UNITED WAY OF THE GREATER TRIANGLE RANKS  
4 OUT OF 4 STARS ON CHARITY NAVIGATOR**



# **OUR MISSION: TO ERADICATE POVERTY & INCREASE SOCIAL MOBILITY THROUGH THE POWER OF PARTNERSHIPS**



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