

United Way of the Greater Triangle's Mission:

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

WHY UNITED WAY:

- United Way is an established and respected nonprofit with a global presence
 - United Way is the largest privately funded nonprofit in the world, impacting up to 50 million people each year in nearly 1,200 communities across more than 40 countries and territories worldwide.
 - United Way of the Greater Triangle (UWGT) is one of the strongest, most impactful, and innovative United Ways in our worldwide network.
- You're joining a vast and respected community of donors
 - UWGT has more than 15K individual donors who give an average of less than \$500 per year
 - UWGT also has more than 200 local corporate partners that contribute time, talent, and volunteer hours to further our mission.
 - Our impact is also backed by some of the biggest philanthropists in the world including MacKenzie Scott and Peter Buffett.
 - Before receiving funds from MacKenzie Scott, United Way of the Greater Triangle was evaluated by Bridgespan Group out of a pool of 6,000 potential organizations. We were eventually funded alongside 340 of those.
 - United Way of the Greater Triangle is also the only United Way in the world, to date, to receive funding from Peter Buffett's NoVo Foundation.
- We invest millions each year in the areas with the most need
 - In 2021, UWGT put \$7.31M back out into communities and impacted people in the Triangle over 1.4M times.
 - UWGT increased its investments by 43.7% since 2020.
 - UWGT also increased awards to BIPOC-led organizations by 64%.
 - We invest in nearly 100 nonprofits, collaboratives, and community leaders making the biggest impact in four counties (Wake, Durham, Orange, *and* Johnston)
 - Funding decisions are made following a rigorous and equitable Request for Proposals (RFP) process, conducted every two years, that includes a community-led evaluation of applications and also allows for community-generated impact metrics, professional development opportunities for mid-level nonprofit leaders of color and women, and survey for applicant feedback.
 - The next RFP will launch in January 2023. If you'd like to volunteer to read and score applications as part of the next process, please let us know!
- We firmly believe that you can't be anti-poverty without being anti-racist
 - For more than 130 years, United Ways across the country have served those crushed under the weight of impoverished environments. Yet the issues have not

gone away; they have gotten worse and that's especially true for Black and brown communities.

- That's why we're creating and employing tactics that empower individuals and families most oppressed by the conditions of poverty and prepare the broader community for their inevitable success.
- You can give to all your favorite nonprofits through one donation
 - You can give directly to UWGT to support our work, and with our designated giving option, you can also give directly to the organizations you love.
 - 100% of your donation will go to your nonprofit of choice.
 - There is no administration fee for designated giving (minimum of \$25 per year to any nonprofit outside of United Way).

OUR PILLARS & FOCUS AREAS:

- [Cradle to Career](#) – supporting children from birth, through their education, and into the workforce.
 - Investing in nonprofits like Boys & Girls Clubs of Wake County, StepUp Ministry, and more.
- [Equity in Leadership](#) - empowering communities, amplifying the voices of underrepresented community leaders, and preparing the broader community for their success through initiatives like [10 to Watch](#), [Neighborhood Impact](#), and the [Anti-Racism Community Fund](#).
- [Healthy Families](#) – increasing access to stable housing, mental health services, and healthy food.
 - Investing in nonprofits like Triangle Family Services, Inter-Faith Food Shuttle, and Habitat for Humanity (in Wake, Durham, and Orange Counties)

For the full list of 2022-2023 funded nonprofit partners, please visit www.unitedwaytriangle.org.

OUR INVESTMENTS ARE DRIVEN BY EQUITY AND JUSTICE:

- All of United Way's decisions are driven by equity and justice.
- Equity is intentionally supporting segments of the community in a way that supports their specific strengths and acknowledges their unique barriers.
- Equity is the process that leads to justice.
 - Justice is the collective responsibility to ensure that civil and human rights are preserved and protected for individuals regardless of race, ethnicity, and gender.
 - Justice is the outcome we're aiming for.
 - Justice is achieved when negative outcomes for people are no longer distinguishable by, correlated to, or predicted by race, ethnicity, or gender.
 - These factors largely determine poverty and social mobility outcomes
- We seek to understand how different races and genders experience the impacts of poverty
 - Data shows us that race, gender, or both are always the determining factors in whether someone will suffer more than others.
- We're investing in local nonprofits and leaders across all pillars based on this data
 - We believe in representative leadership and its ability to get communities to the best solutions for their specific needs.
 - Our work targets individuals suffering the most.
 - You can trust us to invest in nonprofits making bold and effective choices that'll change communities for the best.
 - We're committed to that at every level.
- Our goal is to change behaviors and structures ingrained through centuries of systemic oppression.
 - We're pursuing partnerships and making investment decisions that promote equity and justice.
 - We're prioritizing organizations led by people of color and/or women.
 - We'll continue supporting our nonprofit and for-profit partners in developing their own equity-driven strategies.

10 TO WATCH:

- 10 to Watch is the inaugural program in United Way's Equity in Leadership pillar.
 - Two-year initiative that invests \$50,000 each in 10 local nonprofit executive leaders who are Black, Latinx, and/or Woman *and* lead an organization with an annual budget less than \$1M.
 - Provides access to leadership development opportunities.
 - Provides access to new platforms and audiences.
 - Current 10 to Watch leaders include: Dr. Ronda Taylor Bullock, Jenice Ramirez, Geraud Staton, and more.

To learn more, visit <https://www.unitedwaytriangle.org/10-to-watch/>

NEIGHBORHOOD IMPACT:

- Neighborhood Impact is United Way's newest initiative, putting trust in neighborhood leaders to define and decide on the best ideas to support their community's opportunities and solutions to its challenges.
- The initiative kicked off in early 2022 with an investment of more than \$100K in 9 community organizers whose work impacts the Triangle. [Learn more about these leaders here.](#)
- Neighborhood Impact uses its People, Place, and Proximity models to guide how United Way invests funds in leaders, specific geographies, and impact areas. The models also guide how we innovate existing systems of investment, community engagement, and storytelling.

To learn more, visit <https://unitedwaytriangle.org/neighborhood-impact/>

North Carolina (NC) 2-1-1:

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

TRIANGLE COMMUNITY CHALLENGES:

- Want more about the challenges facing our neighbors in the Triangle who are experiencing poverty? Here's more information:
 - [Triangle challenges](#)
 - [Durham County challenges](#)
 - [Johnston County challenges](#)
 - [Orange County challenges](#)
 - [Wake County challenges](#)

SHARE THE LOVE:

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 - Twitter: @UWTriangle
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More Information:

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

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

- **Healthy Families:** Mental Health, Food Insecurity, and Affordable Housing
 - Generational poverty can only be eradicated when everyone has access to the holistic supports needed to be stable, healthy, and productive.
 - United Way strives to serve across the continuum of needs in the Triangle. Our investments work to stabilize programs offering immediate and long-term transformational services while also addressing the root causes of broken systems.
 - Within our Healthy Families pillar, we're seeking a balance of single organization and collaborative partnerships that are able to meet basic needs and address the root causes of broken systems.
 - Our priorities in this pillar include:
 - Safe and affordable housing
 - Mental Health: violence, trauma and addiction
 - Adequate and nutritious food with an emphasis on prescription foods for those with diabetes or other dietary restrictions

- **Equity in Leadership:** empowering communities, amplifying the voices of underrepresented community leaders, and preparing the broader community for their success
 - Communities in need are best served by the leaders that represent them and their challenges. United Way is committing to creating pathways for these communities that lead to improved resources and give them access to decision-making tables.

- Through our Equity in Leadership pillar, we're intentionally investing in building the leadership capacity building of these communities, providing the resources needed for them to successfully carry out their missions, and prepare the broader Triangle nonprofit environment for their continued success.
- Our priorities in this pillar include:
 - Continue to facilitate access to premier leadership capacity trainings, for people of color currently in Executive Director roles and for future executives in our region's nonprofit sector.
 - Replicate and expand learnings and best practices from successful navigator/advocate models to build solutions from within communities.
 - Assess organizational equity through an equity report card and provide resources to build structures that measure progress towards addressing internal biases and equitable policies and systems.
 - Measure and track outcomes in Cradle to Career and Healthy Families over time to find correlations between equity practices and increased impact