



**THE  
NEW  
WAY**

**United Way**  
OF GREATER CHARLOTTE

**BOLDLY INVESTING IN WHAT IF  
COURAGEOUSLY SPEAKING THE TRUTH  
SHINING THE LIGHT ON CORE ISSUES  
BRAVELY TRYING NEW PATHS  
MOVING TOGETHER WITH HOPE**

**FUELED BY A SHARED PASSION FOR  
THE GREATER GOOD IN GREATER CHARLOTTE**

**THIS IS THE **NEW** UNITED WAY**





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# THE NEW WAY FOR GREATER CHARLOTTE

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We take complex problems such as economic mobility and racial inequality and find bold, fresh solutions. With empathetic determination, we bridge people and purpose into a united force.

To do so, we follow these paths:

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## THE CLEAR WAY

We do everything with transparency, authenticity, hope and courage.

## THE OPEN WAY

Collaborations are key to understanding our communities and their complexities.

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## THE BOLD WAY

We're not afraid to stand up, speak out and create fresh solutions where no one else will.

## THE IMPACTFUL WAY

Data and dedicated focus drive real, sustainable change in Charlotte.

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# SOLUTIONS THAT WORK

The new United Way takes our foundational elements and puts them in action, hand in hand with place-based, grassroots nonprofits, to create uniquely impactful programs.

Put simply, we give good ideas a chance.

We believe that real change happens when you amplify those ideas with infrastructure, funding, training and resources so that every vision equals an impact we can all see and feel. Within our community legacy, we've broken systemic barriers and backed these kinds of opportunities.

Using our four cornerstones, our approach represents the new United Way of Greater Charlotte.

## UNITED NEIGHBORHOODS

We work to change the odds for individuals and families living in our region's most disinvested neighborhoods.

### CLEAR

We focus on historically disinvested neighborhoods in the Greater Charlotte area.

### BOLD

Rather than coming from the outside in, we meet you in your place of need by working with community-led partners in each neighborhood.

### OPEN

From financial stability and affordable housing to school preparation and literacy skills, we bring together the right people and resources to achieve real economic mobility.

### IMPACTFUL

Change happens at the neighborhood level. We're committed to tracking the numbers behind every unique person and story.

## UNITE CHARLOTTE

We invest in and work together with new and emerging grassroots organizations to advance racial equity and economic mobility.

### CLEAR

We focus on nonprofits led by people of color.

### BOLD

We're willing to take risks where others aren't on emerging nonprofits that show fresh, tangible solutions.

### OPEN

Our network provides real knowledge and resources — from IT training to funding to nonprofit management 101 — so that everyone has a fighting chance. If we're not the right people, we'll find them.

### IMPACTFUL

Every grassroots investment creates change in Charlotte. Analyzing data holds us accountable.

## A HOME FOR ALL

Our newest initiative goes beyond individual programs to strengthen the systems that support those experiencing homelessness and housing instability with a goal of ending homelessness.

### CLEAR

We focus on affordable housing and homelessness in Greater Charlotte with an actionable, phased strategy.

### BOLD

Addressing homelessness, affordable housing and the continuum of services we all need to thrive is a first for Mecklenburg County.

### OPEN

We work with all stakeholders — public, private, nonprofit and those who have experienced homelessness and housing instability — to hold us all accountable for staying true to our shared vision of ending homelessness and ensuring that everyone has access to affordable housing and the resources to sustain that housing.

### IMPACTFUL

We will track and report on progress to reduce the number of people experiencing homelessness and increase the number of people accessing affordable housing.



# THE CLEAR WAY

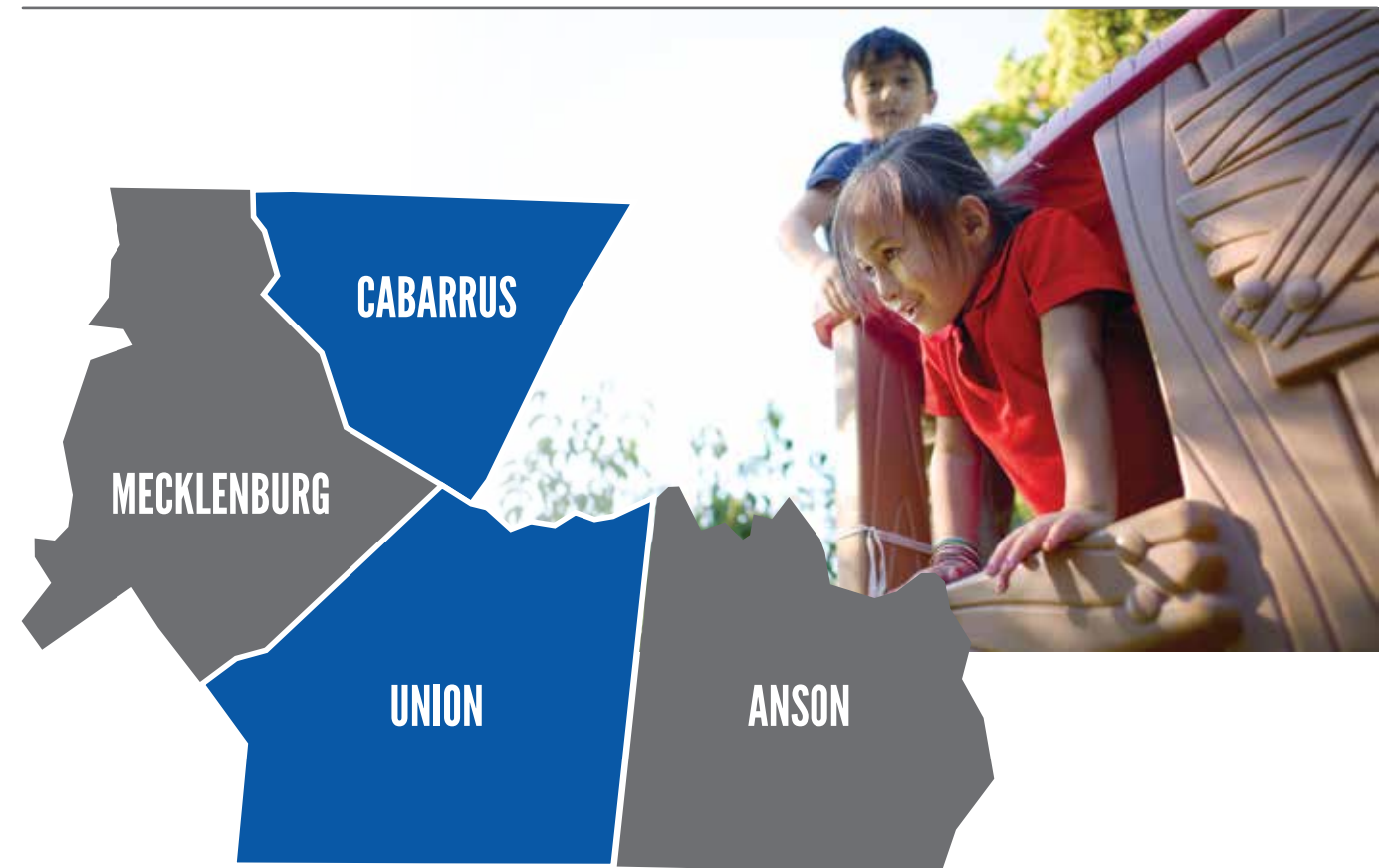
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## STAYING FOCUSED WHERE IT COUNTS

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We're working to create lasting change by focusing on our own backyards. We serve our families, friends and neighbors throughout four counties in the Charlotte region. Rather than casting wide nets, we work as a focused, collaborative team developing tailored solutions for each part of our region to address economic mobility.

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# WE REPLACE COMPLACENCY WITH ACTION

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Real change needs big thinking, big ideas and fresh solutions. At United Way of Greater Charlotte, we believe in determination, commitment and holding others accountable to better our Charlotte communities.

Be a part of the Charlotte shift with us. With every volunteer, donation and advocate, our impact gets stronger.

Share the hope and give the gift of new ideas and new opportunities by volunteering, donating or advocating.

VISIT [UNITEDWAYGREATERCLT.ORG/GET-INVOLVED](https://www.unitedwaygreaterclt.org/get-involved)

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THE  
BOLD  
WAY





# THE OPEN WAY



We identify the greatest need, from neighborhoods to families to emerging causes, and then collaborate with our network of partners to provide impactful solutions. Amplifying the voices of those who live in our communities is the only way to generate actionable, transparent and sustainable change.

## NONPROFIT PARTNERS

A Brighter Day Ministries	Charlotte Bilingual Preschool	Father's Against Violence and Repeat-Offenders	Men of Destiny	Step Up to Leadership
A Giving Heart Project	Charlotte Center for Legal Advocacy	Feed My Lambs, Inc.	Mental Health America of Central Carolinas	Stiletto Boss University
A Sign of the Times of the Carolinas	Charlotte Speech and Hearing Center, Inc.	Firm Foundations Youth and Family Outreach	Money Magnets Club	Team Trublue
Ada Jenkins Center	Charlotte Works	Florence Crittenton Services	National Black Child Development Institute – Charlotte	The Academy of Goal Achievers
Alliance Center for Education	Child Care Resources Inc.	For The Struggle	National Coalition of 100 Black Women	The Arc of Union/ Cabarrus, Inc.
Alluvium	Children of the World Learning Center	Freedom Communities	New Covenant Community Development Center	The Arts Empowerment Project
Amity Medical Group	Clanton Park Neighborhood Association	Freedom School Partners	North End Community Coalition (NECC)	The Bulb
Another Chance House of Refuge	Communities In Schools of Charlotte-Mecklenburg	GardHouse Limited	Our Daily Bread Foundation	The Caraway Foundation
Anson County Homes of Hope	Community Health Services of Union County, Inc.	Girl Scouts, Hornets' Nest Council	ourBridge	The FACTS Initiative
Anson County Partnership for Children	Connecting the Gap	Habitat for Humanity of the Charlotte Region	POP's Passion	The Frankie Mae Foundation
Applesauce Group	Council on Aging in Union County	Hack & Hustle Social Entrepreneurship Academy	Pottstown Heritage Group	The Helps Education Fund, Inc.
Augustine Literacy Project	CrossRoads Corporation	Healing Vine Harbor	Project 658 (DBA: Hope Community Clinic)	The Hope Youth Network (DBA: Rise n Grind)
Barre Belle	Culinary Connections	HealthQuest of Union County, Inc.	ProjectiGive, Inc.	The Males Place
Beatties Ford Road Vocational Trade & Family Counseling Center	Despierta	Historic Hoskins Coalition	Psychology For All	The S.T.U.D.I.O.
Beds for Kids	Digi-Bridge	Historic West End Partners	QC Family Tree	Turning Point, Inc.
Beta Nu Lambda Foundation	DreamKey Partners	HOLLA! Community Development Corporation	Que-OS	UMBA Bright Stars, Inc.
Big Brothers Big Sisters of Central Carolinas	East Charlotte Coalition of Neighborhoods (ECCON)	Innovate Tech Charlotte	RAO Community Health	Union County Community Shelter DBA Community Shelter of Union County
Black Social Capital Initiative	El Puente Hispano	Jennings O'Neil Career Academy	Rebuilding Together of Greater Charlotte	Union County Crisis Assistance Ministry, Inc.
Block Love Charlotte	Elizabeth House Foundation	Jessie's World	Refugee Support Services of the Carolinas, Inc.	Union Diversified Industries, Inc.
Books With Color	EmpowHERment	Jumping Dreams DD	Renaissance West Community Initiative	Union-Anson County Habitat for Humanity, Inc.
Camino Community Development Corporation	Esther's Heart for Transformation Ministry	Just Do It Movement, Inc.	S.T.A.R.S. Math & English Academy	Urban Institute for Strengthening Families
Care Ring, Inc.	Exodus Foundation.org	Lakeview Neighborhood Alliance	Salvation Army – Charlotte Area Command	West Boulevard Neighborhood Coalition (WBNC)
Carolina Migrant Network	Exposure Project Incorporated	Legal Aid of North Carolina, Inc.	She Built This City	West Side CLT
Caterpillar Ministries	Faith Memorial Community Outreach Center	Let's Talk About It – The Autism Center	Smithville COMMUNITY Coalition	Youth Development Initiatives
Center 360	Families Forward Charlotte	Life Project		YWCA Central Carolinas Coalition
Center for Community Transitions	Family Mankind	Loaves & Fishes/ Friendship Trays, Inc.		
Champions of Change				
Change University				

Learn more about our network of communities that helps achieve our goals.

VISIT [UNITEDWAYGREATERCLT.ORG/PARTNERSHIPS](https://www.unitedwaygreaterclt.org/partnerships)



# THE IMPACTFUL WAY

## Impact started us.

We've been deeply rooted in the Greater Charlotte area, blazing bold bridges from our first community immersion to every partner along the way who helps reverse economic disparity.

Dedication to tangible change moves us forward, linking us in a common language of courage and optimism toward a better Greater Charlotte. Every investment gives new growth:

# EIGHT MILLION

DOLLARS IN COMMUNITY  
INVESTMENT IN 2023

# 52%

OF NONPROFITS FUNDED  
ARE PLACE-BASED

# One hundred and thirty-two

NONPROFITS FUNDED AS OF 2023



86 NEIGHBORHOODS SERVED ACROSS  
THE GREATER CHARLOTTE AREA

# 76%

OF NONPROFITS FUNDED ARE LED  
BY PEOPLE OF COLOR

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# TOGETHER IN COLLABORATION

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At United Way of Greater Charlotte, we turn ideas into impact. We can promise that your involvement — whether by donation, time or advocacy — creates change we can all see and feel. Join us on a new journey forward, the new United Way.

**GIVE. ADVOCATE. VOLUNTEER.**



## GET INVOLVED

[unitedwaygreaterclt.org](https://unitedwaygreaterclt.org)  
704.372.7170

## CONNECT

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OF GREATER CHARLOTTE

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