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
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:

**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.

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

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

VISIT UNITEDWAYGREATERCLT.ORG/PARTNERSHIPS
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:

- **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.
- **8 million** dollars in community investment in 2023.

The Impactful Way
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
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