

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 TRUTHS:

### THE CLEAR WAY

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

### THE BOLD WAY

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

### THE OPEN WAY

Collaborations are key to understanding our communities and their complexities.

### THE IMPACTFUL WAY

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

## 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.



## TOGETHER IN COLLABORATION

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.**

## EVERY INVESTMENT GIVES NEW GROWTH:

# 16 MILLION

DOLLARS IN COMMUNITY INVESTMENT IN 2023

# 86



NEIGHBORHOODS SERVED ACROSS  
THE GREATER CHARLOTTE AREA

# 52%

OF NONPROFITS  
FUNDED ARE  
PLACE-BASED

# 76%

OF NONPROFITS  
FUNDED ARE LED BY  
PEOPLE OF COLOR

# ONE HUNDRED AND THIRTY-TWO

NONPROFITS FUNDED AS OF 2023

# 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.



## UNITED NEIGHBORHOODS

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

### SUPPORT IN ACTION

In the first 6 months of 2022, **Rebuilding Together for Greater Charlotte** has helped ensure that **Lakeview** residents have access to safe and quality housing. The agency served all 17 residents who applied for projects working to ensure safe and quality housing - projects included but were not limited to replacing dilapidated roofs, installing all new HVAC systems and ducting, and rewiring houses.

## UNITE CHARLOTTE

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

### SUPPORT IN ACTION

One of the core components of our **Unite Charlotte Initiative** is offering the **Duke Nonprofit Certificate Program**, a six-week intensive track which aims to strengthen the capacity of our Unite Charlotte Year 1 grassroots agencies in areas essential for nonprofit health and functioning.

After program completion, participants indicated a significant increase in confidence across each area: board management and governance, community engagement and collaboration, financial management, employment law for nonprofits, planning and evaluation, and succession planning.

## 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.

### SUPPORT IN ACTION

In 2022, Mecklenburg County and Charlotte Mecklenburg Housing and Homelessness Strategy Initiative (CMHHS) announced United Way as the local nonprofit lead agency for the A Home For All initiative.

United Way is focusing on affordable housing and homelessness in Greater Charlotte with an actionable, phased strategy, working with all stakeholders — public, private, nonprofit and those who have experienced homelessness and housing instability — to stay accountable to a shared vision of ending homelessness and ensuring that everyone has access to affordable housing and the resources to sustain that housing.