

Unite Charlotte **SUPPORTS & EMPOWERS** grassroots organizations in Greater Charlotte.

The Unite Charlotte program supports 55 local grassroots organizations founded and currently led by people of color by providing unrestricted funding and capacity-building training.

Since Unite Charlotte's launch in 2016, dozens of grassroots organizations advancing racial equity and addressing economic mobility have received grant funding, capacity-building training and leadership development opportunities in an effort to support their mission and work, increase their impact and grow a more diverse and inclusive pipeline of nonprofit leaders in Charlotte.

United Way's funding, technical assistance and guidance help to stabilize and grow nonprofits, preparing them to secure additional public and private funding. The Unite Charlotte grants help ensure these grassroots nonprofits have the tools they need to be sustainable and will fill a meaningful gap in the continuum of services for the community.



With United Way investing in the organization, it feels like now we can cross the threshold, we can actually apply for larger amounts of funding. And people know that United Way holds weight in the nonprofit community. So when applying for funding, it's like 'well, United Way believes in you, so we should too'.

-Leanna Calvin, Founder and Executive Director of Exposure Project, Inc.





55 GRASSROOTS each
NONPROFITS year

25 20 10

First Year Grantees Second Year Grantees Third Year Grantees

With unrestricted funding, these nonprofit organizations are able to build capacity, hire needed staff and invest in essential infrastructure and technology, ensuring their ability to deliver impactful services in the community.

CAPACITY BUILDING & LEADERSHIP DEVELOPMENT

YEAR

1

For first-year grantees, United Way pays for agency executives to earn a certificate in nonprofit management from Duke University's Center for Continuing Studies. The Duke program offers a curriculum tailored to each new funding cohort's needs to help them understand the business of nonprofit management.

By taking the time to invest in our knowledge, we develop new skills, and then ultimately our organizations will be better off. Without worrying about how much time it's taking, look at the Duke program as an investment for your future and the sustainability of your organization.

-Juanita Pipkin, President of Barre Belle

YEAR

2
&
3

In the second and third year, grantees receive a larger annual grant award as well as executive coaching support. This investment in leadership allows the agencies to better execute on their mission and goals, driving stronger outcomes and impact.

