

A CLEAR IMPACT

United Way
OF GREATER CHARLOTTE

2022-2023

As another year draws to a close, it's time to reflect on what United Way and our nonprofit partners have achieved towards our collective mission to end poverty and improve economic mobility. This year, we invested more than \$16M across four counties, including grants to 132 neighborhood and grassroots organizations. Our partners are tackling issues related to housing, education, health, mental health and early childhood education so that every child and family has the opportunity to succeed. 2023 marked the first year of a major expansion of United Neighborhoods, which focuses investment in some of our most disinvested neighborhoods.

United Way is effective because we use a collective and collaborative approach that matches local priorities to nonprofits that can address those needs. It is a unique approach because it centers the communities we serve, and those who live in them, in the process. We each know best what we need in our lives and what our neighborhoods need to thrive. United Way is a conduit, a connector, and we marshal resources to create efficiency and impact in the nonprofit sector.

In 2023, United Way also launched the implementation of A Home For All, our community's ambitious effort to address homelessness and housing affordability. This effort is perhaps a once-in-a-generation opportunity for Charlotte-Mecklenburg to aggressively tackle these issues before they intractably impact our beloved hometown. The plan can work because it focuses on three things: preventing homelessness, reimagining how we support people on the path to housing stability, and producing more affordable housing - of all types. Success will require a long-term commitment, both in will and resources. United Way is honored to lead this work and we hope you will join us on the journey.

I am so thankful to our nonprofit partners, our donors, our volunteers and our team. The nonprofit sector continues to face significant challenges related to inflation, staffing shortages, and increased demand. Supporting United Way helps relieve a financial burden for every grant recipient and allows them to focus on their missions. We are proud to stand with them in their work and hope you will be proud of what you have helped us achieve together.

Sincerely,



Laura Yates Clark, President & CEO
United Way of Greater Charlotte

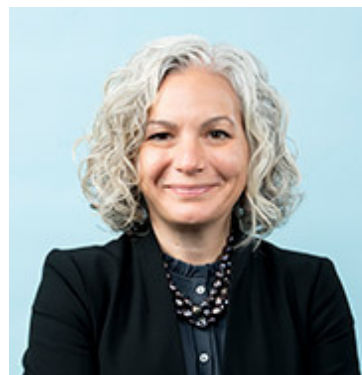


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Special Thank You to Our Top 11 Corporate Partners for Investing & Believing in Our Work



UNITED WAY OF GREATER CHARLOTTE

uses collective giving to advance economic mobility
and racial equity, primarily through neighborhood-
based, grassroots and responsive solutions.

THE NEW WAY

United Way is a **TRUSTED LEADER** in Greater Charlotte

United Way focuses on collaboration among our partners to address community-specific challenges with an emphasis on education, health and financial stability in our region.

United Way awards millions in grants each year to nonprofit agencies through initiatives that build stronger neighborhoods, advance racial equity and economic mobility, and provide a safety net for those who need it most across the Charlotte region.



SOLVES

the most complex problems
in the community



CONVENES

community leaders for
collaborative success



RAISES

funds to make strategic
community investments



ADVOCATES

for impact that creates
lasting change

REGIONAL INVESTMENT: COUNTIES WE SERVE

We're working to create lasting change by focusing on our own backyards. United Way launched impact strategies tailored to each part of our region to address economic mobility. Serving Anson, Cabarrus, Mecklenburg and Union counties, our actions align with the strategies identified by residents of those communities.



ANSON

Housing stability, food security, childhood literacy and mentoring programs.

CABARRUS

Mental health and wellness.

MECKLENBURG

Homelessness prevention, economic mobility and racial equity.

UNION

Housing stability, food security, health care, childhood literacy and mentoring for individuals with intellectual and developmental disabilities.

MENTAL HEALTH COLLABORATIVE

In Cabarrus County, through a collaboration between mental health professionals and community organizations, we are working to reduce stigma around mental health, equip individuals with the skills needed for crisis preparation and provide mental wellness resources to community members.

SOLUTIONS THAT WORK

We believe that real change happens when you amplify residents' ideas with funding, training and resources so that every vision transforms into an impact we can all see and feel. By empowering and working with residents, we've broken systemic barriers and built trust within communities.

UNITE CHARLOTTE

Provides unrestricted funding to grassroots organizations founded and led by people of color.

FUNDS 55 GRASSROOTS
NONPROFITS EACH YEAR
25 First Year **20** Second Year **10** Third Year

Each organization receives capacity-building training and leadership development opportunities to acquire the tools and skills they need to be sustainable and impactful in the community.

UNITED NEIGHBORHOODS

Changes the odds of disinvested geographies by supporting resident-driven revitalization efforts.

SERVES MORE THAN 50
NEIGHBORHOODS ACROSS
13 GEOGRAPHIES

Transformation and revitalization efforts to improve economic mobility begin with residents and a coalition of community stakeholders identifying their community's needs.

A HOME FOR ALL A bold vision to address housing instability and homelessness.

A Home For All is a long-term, community-wide effort, developed from extensive research, data analysis, surveys and interviews with hundreds of stakeholders. The A Home For All initiative goes beyond individual programs to create a community where homelessness is rare, brief and nonrecurring and every person has access to permanent, affordable housing and the resources to sustain it.



PEOPLE
Re-imagine how we support households on the path to housing stability



PREVENTION
Invest in strategies to keep people housed



PRODUCTION
Grow production of shelter and all forms of affordable housing

In May 2022, Mecklenburg County named United Way of Greater Charlotte as the lead nonprofit for the initiative. United Way is working alongside the City of Charlotte, Mecklenburg County, nonprofits, and community stakeholders, including those with lived expertise, to advance the initiative. Implementation will focus on People, Prevention and Production.

**a home
for all**
POWERED BY UNITED WAY

In 2023, United Way invested

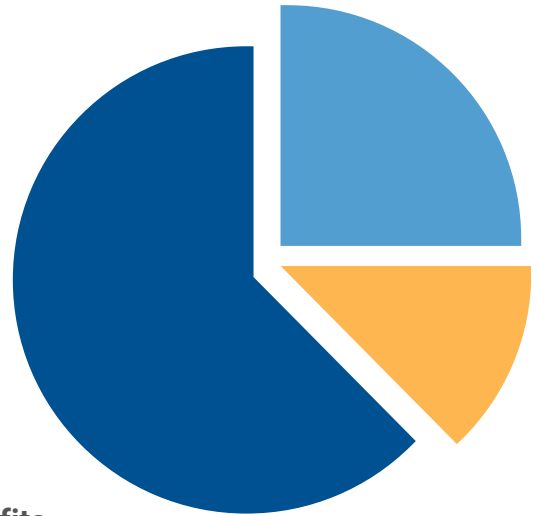
\$16 MILLION

into the community...

\$9M Grants supporting **132** Nonprofits
Impacting **50+** Neighborhoods

\$5M Providing housing and services for
people experiencing homelessness

\$2M Community investments and
donor-directed funding for nonprofits



76% of funded nonprofits are led by people of color **52%** of funded nonprofits are place-based

GRANTS PROCESS BY THE NUMBERS

5 Funding Streams

132 Agencies Funded

95 Volunteers

50 Residents Included

\$9M Dollars in Grants

Investments Across the Social Determinants of Health (SDOH)

[by agency's primary focus area]

Education Access & Quality **42%**
Early childhood education, school readiness, mentoring, etc.

Economic Stability **30%**
Job readiness, housing, emergency assistance, etc.

Health Access & Quality **21%**
Screenings, medical care, mental health, etc.

Advocacy **5%**
Upholding rights across SDOH

Other **2%**
Community cohesion, arts, etc.

...but our partnerships with nonprofits
aren't just about funding.

NONPROFIT MANAGEMENT TRAINING

United Way pays for agency executives of first-year Unite Charlotte grantees to earn a Nonprofit Management certificate from Duke University's Center for Continuing Studies. This year, this opportunity was extended to a cohort of United Neighborhoods agencies as well. The Duke program offers a curriculum tailored to each new funding cohort's needs to help them understand the business of nonprofit management.



I didn't know anything about nonprofit management and the Duke Nonprofit Management Program helped expand my knowledge. United Way is so awesome to put us in that class. They equipped us with the tools that we needed so we can continue to grow.

-Juliana Lozano, Founder & Executive Director of Despierta

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

The curriculum includes classes on Board Development and Governance, Financial Management, Financial Reporting, Community Engagement and Collaboration, Planning and Evaluation and Employment Law for Nonprofits.

OTHER CAPACITY BUILDING EFFORTS

As agencies advance into the Second and Third Year of the Unite Charlotte program, they receive funding and support for **executive coaching**. This investment in leadership allows the agencies to better execute on their mission and goals, driving stronger outcomes and impact.

For year three, we decided that we wanted to focus on really looking towards the future. And so we used our funds from United Way that we were given for professional development and coaching to work with a coach to develop our strategic planning. And through that we were able to develop our three-year strategic plan, look more deeply into the budget that we wanted to grow into.

-Stefania Arteaga, Co-Founder & Co-Director of Carolina Migrant Network



United Way also partners with **Apparo** to place both Unite Charlotte and United Neighborhoods grantees in Apparo's Tech Foundations for Nonprofits program, which gives them access to free and affordable nonprofit technology, education to help streamline processes, training and solutions they need to more effectively achieve their missions.

THANK YOU

TO OUR DONORS & VOLUNTEERS

Without you, we would not be able to do this work in the community. Your generosity continues to create ripples of good across greater Charlotte, increasing the impact of our partner organizations. This year, whether you volunteered your time, sponsored an event or made an individual or corporate gift, you helped United Way transform lives and build stronger communities in the Charlotte region.



2,785

VOLUNTEERS

Includes volunteers from Board, Policy-making, United Way Campaigns, Fundraising, Community Impact work, Direct Services and Days of Service

17,840

INDIVIDUAL DONORS

CORPORATE PARTNERSHIPS 430

Each hosting a Workplace Campaign



128

TOCQUEVILLE SOCIETY MEMBERS

SPONSORSHIPS 61

Includes Hi.Tech Shootout sponsorships along with other corporate sponsorships

COMMUNITY PARTNERS

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

LOOKING BACK ON





AN IMPACTFUL YEAR

United Way

OF GREATER CHARLOTTE

United Way of Greater Charlotte

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