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Foundation Support Allows United Way to Provide Additional Funding

WINSTON-SALEM, NC (JAN. 16, 2025)—United Way of Forsyth County is proud to announce a transformative infusion of funding from three of the region’s leading philanthropic organizations: the Kate B. Reynolds Charitable Trust, the Winston-Salem Foundation and the Z. Smith Reynolds Foundation. Together, their generous funding totaling \$700,000 will strengthen United Way’s ability to support its funded partners working in the critical areas of economic mobility, safety nets and basic needs.

In response to an unexpected shortfall in the 2023–2024 annual campaign, United Way of Forsyth County acted swiftly to seek additional funding to minimize the impact on funded partners and the vital services they provide. The funding from the three foundations ensures that resources will continue to reach organizations delivering essential services to Forsyth County residents, addressing challenges such as housing instability and economic disparities.

“We could not let the campaign shortfall diminish the critical work happening in our community,” said Dr. Antonia Monk Richburg, President and CEO of United Way of Forsyth County. “We proactively sought additional dollars to help as many funded partners as possible, and we are profoundly grateful to the Kate B. Reynolds Charitable Trust, the Winston-Salem Foundation and the Z. Smith Reynolds Foundation for stepping up during this critical time.

“This is not just a response to immediate needs,” Richburg added. “It’s a reinforcement of the safety nets and support systems that help our neighbors thrive. Every dollar we raise—and every additional dollar we secure—is carefully leveraged and strategically allocated to maximize impact.”

United Way of Forsyth County amplifies the power of community contributions by combining them with grants, corporate support and government partnerships. This approach ensures that limited resources are used effectively to address the county’s most pressing challenges.

“When donors contribute to United Way, their dollars are multiplied,” Richburg emphasized. “Through collaboration and rigorous evaluation, we ensure every dollar is used wisely and strategically, driving sustainable change. These additional funds from the foundations are a testament to the trust they place in United Way as a steward of community resources and a champion for impactful, equitable solutions.”

Dr. Richburg also underscored the importance of continued community engagement and support as United Way moves forward.

“Our current annual campaign, launched in September, focuses on finding solutions for Forsyth County’s most pressing issues,” she said. “While we are optimistic about the future, we know that our ability to meet the needs of our community depends on the continued support of donors and partners. Every contribution—large or small—matters and helps us deliver meaningful, measurable outcomes.”

Now is the time for the community to come together and make a difference. United Way of Forsyth County invites individuals, families, and businesses to join the effort by giving today. Your gift will directly support critical services and programs that change lives. To make a donation, visit forsythunitedway.org. Every dollar counts, and together, we can create lasting impact.

As United Way of Forsyth County advances its mission, the organization remains steadfast in its commitment to transparency, accountability, and collaboration. The additional support from these foundations ensures that funded partners across Forsyth County can continue their work, creating a more equitable and prosperous community for all.

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About the United Way of Forsyth County

Convener. Collaborator. Catalyst: The United Way of Forsyth County brings the community and its resources together to solve problems that no one organization can address alone. Its vision is to create a world-class community where no one lives in poverty, and everyone holds the power to access the opportunities and resources needed to thrive.

For more information about United Way of Forsyth County, please visit uwforsyth.org.