



2023 IMPACT REPORT

BRIDGING OUR COMMUNITY

100
YEARS 1923-2023



United Way of Forsyth County



Mission

United Way of Forsyth County brings the community and its resources together to solve problems that no one organization can address alone.

Vision for Equity

United Way of Forsyth County recognizes structural racism and other forms of oppression have contributed to persistent disparities which United Way seeks to dismantle. We strive to engage community members, especially those whose voices have traditionally been marginalized. We work with residents and public and private partners to co-create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create more equitable communities.

Major Programs and Initiatives

- Creating equitable communities
- Improving economic mobility
- Ensuring childhood and student success





Shortly after joining United Way of Forsyth County in October 2022, I engaged in an extensive listening tour with key stakeholders across the county. Initially anticipated to be brief, the tour extended for several months due to the wealth of insights shared by our community members. Their voices underscored the necessity for significant changes within our organization to effectively address the evolving needs of Forsyth County.

Today marks a new chapter for United Way of Forsyth County. While we remain committed to our annual fundraising campaign, our focus is shifting towards becoming a collaborative force, a convener, and a catalyst for Winston-Salem and Forsyth County.

The disparities observed during my listening tour, especially across different zip codes, highlighted profound inequities. Witnessing pockets of poverty, overlooked residents who do not speak English as a first language, and various other challenges throughout Forsyth County has motivated us to redefine our role.

Moving forward, we will intensify collaborations with businesses and nonprofit organizations to tackle community needs. This includes enhancing affordable housing, ensuring access to food and utilities, and leveraging education for economic mobility. Our goal is not just ensuring survival but enabling everyone to thrive.

United Way aspires to be a catalyst for positive changes in Forsyth County. We envision our organization playing a pivotal role in igniting transformative initiatives that uplift our community. By fostering partnerships, driving dialogue, and engaging with passionate individuals, we aim to create lasting positive impacts that resonate throughout Forsyth County.

In the late summer of 2023, we initiated the Bridging 52 community event, an essential step towards fostering unity. United Way aims to be a transparent convener, addressing various issues by bringing together diverse perspectives to chart the course forward for our community.

I express my deep gratitude for your interest in and support of United Way of Forsyth County. If you have any questions or comments, please feel free to share them.

Thank you.

A handwritten signature in black ink that reads "Antonia Monk Richburg".

Antonia Monk Richburg, Ph.D.



What an amazing organization and what an amazing year!

During our last year, we had so many accomplishments and so much work was put into making our community a better place. In addition to celebrating our 100th anniversary, we held our inaugural Sneaker Ball, bridged our community through Bridging 52, and helped thousands of families and individuals in need.

Additionally, we said goodbye to our CEO, Cindy Gordineer. For more than 11 years, Cindy served United Way of Forsyth County and our community.

With Cindy's departure, our Board of Directors embarked on a nationwide search for an exceptional leader to take our United Way to new heights. After an exhaustive search, we welcomed our new visionary leader, Dr. Antonia Monk Richburg.

Dr. Richburg brings a wealth of knowledge, energy, and transparency. Within weeks of arriving, she began a listening tour inside our community to understand how to solve community problems with (not for) individuals, organizations, and neighborhoods. This listening tour provided both Dr. Richburg and our Board with insights into our United Way.

Dr. Richburg has challenged our Board and our United Way staff to become a **collaborator**, **convenor**, and **catalyst** for our community. As a Board, we are engaging in a strategic planning effort to determine the strategic direction needed for our organization.

Throughout this transition, our helpful staff has been steadfast. They have supported us as Board Members, they have ensured our partnerships continue, and they have continued to raise money from our valued donors.

As Board Members, we are excited about our United Way's leadership, direction, and possibilities. We invite you, our community, to join us as we embark on our next 100 years.

A handwritten signature in black ink that reads "Trisha Coleman". The signature is fluid and cursive.

Trisha M. Coleman
Board Chair

100TH ANNIVERSARY YEAR IN REVIEW

COMMUNITY IMPACT

More than 38,000
individuals in Forsyth County are
served by United Way and its partners.

PROGRAM SUCCESSES

**Pathways to
economic mobility**

Socioeconomic well-being

Student success

**Housing and neighborhood
revitalization**

UNITED WAY OF FORSYTH COUNTY INITIATIVES IMPACTED

Place Matters
4,900 individuals

Partnership for Prosperity
1,975 individuals

Housing Matters
1,444 unhoused

Data Sharing Project
14,000 students

Ride United
11,171 pounds of food

VOLUNTEER ENGAGEMENT

**2,078 volunteers
mobilized for**

United Way Day of Action,
United Way Day of Caring,
Martin Luther King, Jr. Day of Service,
and other opportunities

TOTAL FUNDS RAISED

\$6.7 million
from individuals
and organizations

\$4.6 million
from grants

THANK YOU TO OUR DONORS



FORSYTH COUNTY AT A GLANCE

60,000+
experiencing poverty

1 in 4 children
living in poverty

1,400+
experiencing
homelessness

16%
experiencing
food insecurity

44% of renters
spend more than 30%
of their income on housing

For every \$1 invested
in United Way's fundraising
and administrative costs,
United Way creates \$10.17
of impact in the community.

For every \$1 invested
by donors in the annual campaign,
United Way leverages
an additional \$0.76
to invest in the community.

WHY GIVE TO UNITED WAY

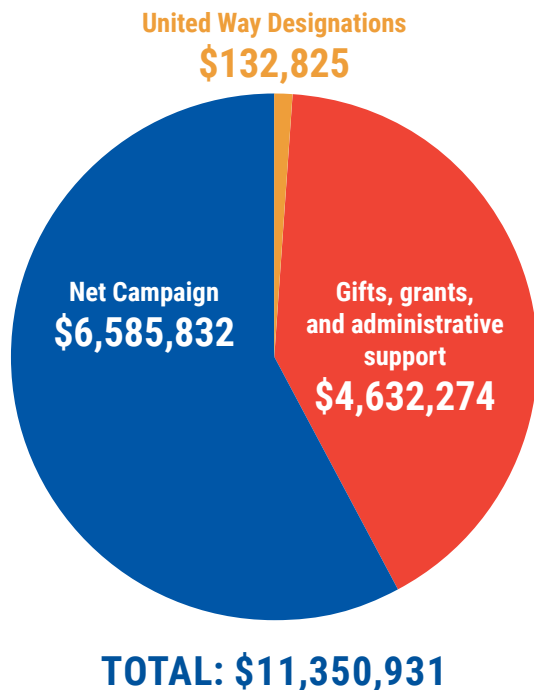
Supporting United Way is a direct investment in the well-being of our community, helping us to solve problems that no organization can address alone. You're joining a collective effort to tackle pressing issues and provide crucial resources to individuals and families in need. Whether it's supporting after-school programs, providing emergency assistance, or promoting health initiatives, every dollar you give makes a meaningful impact. Together, we can create lasting change and build a brighter future for everyone in Forsyth County.



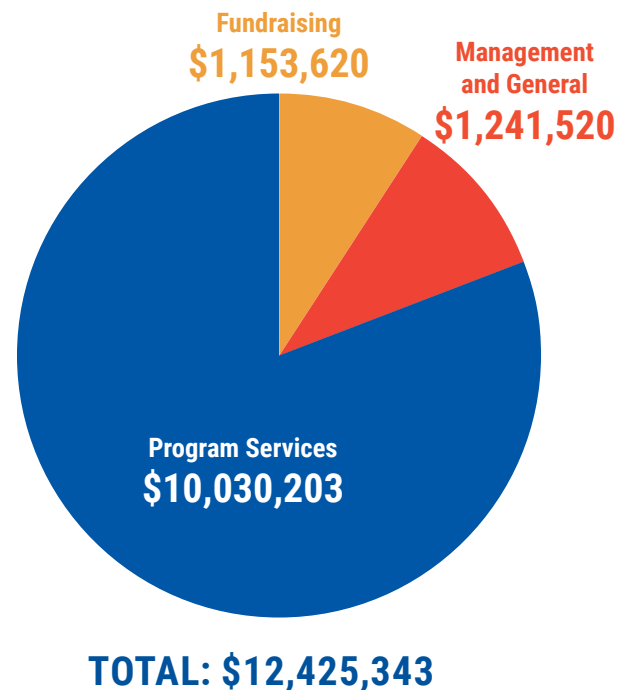
FINANCIALS

	2023	2022
ASSETS		
Cash and cash equivalents	\$ 526,603	\$ 1,787,706
Promises to give, net	3,913,578	4,535,084
Contribution receivable from split-interest agreement, net	461,000	653,000
Other receivables	377,038	544,318
Investments	4,445,483	3,714,792
Beneficial interests in assets held by others	1,047,449	1,044,848
Property and equipment, net	6,182	10,911
Other assets	24,354	19,899
TOTAL ASSETS	\$ 10,801,687	\$ 12,310,558
LIABILITIES AND NET ASSETS		
Liabilities		
Designations to agencies and other United Ways	\$ 1,493,371	\$ 1,737,971
Accrued expenses and other liabilities	1,187,207	1,322,089
Line of credit	-	500,000
Total Liabilities	\$ 2,680,578	\$ 3,560,060
Net Assets		
Without donor restrictions	5,698,725	6,161,160
With donor restrictions	2,422,384	2,589,338
Total Net Assets	8,121,109	8,750,498
TOTAL LIABILITIES AND NET ASSETS	\$ 10,801,687	\$ 12,310,558

SUPPORT AND REVENUE



EXPENSES



UNITED WAY FY2023 ORGANIZATIONAL VOLUNTEERS

The following organizations have dedicated their valuable time and efforts to United Way, contributing hundreds of volunteer hours to support local organizations in various ways such as building capacity, reading to children, and enhancing infrastructure.

Our heartfelt gratitude goes to the volunteers and leaders from these organizations for their investment in our community through the volunteer initiatives of United Way.

Amazon	Modern Automotive Network
Army National Guard	NC State Auditor's Office
Bank of America	Novant Health
Bellwether Enterprise	Parks Buick GMC Kernersville
Berkshire Hathaway HomeServices Carolinas Realty	Parsec Financial
Bethesda Center for the Homeless	Partners Health Management
The Budd Group	Pepsico
Butterflies' Touch	Piedmont Federal Savings Bank
The Center of Creativity	Pinnacle Bank
City of Winston-Salem	Pinnacle Financial Partners
Collins Aerospace	Plasticity School of Learning
Community Care Center	Publix
Cone Health	Qorvo
EAGLES of Grace Inc.	Reynolds
Financial Pathways of the Piedmont	Ronald McDonald House Charities of the Piedmont Triad
Flow Automotive	The Salvation Army
Forsyth County Government	Samaritan Ministries
Forsyth Technical Community College	Shepherd's Center of Greater Winston-Salem
Galilee Missionary Baptist Church	Springwell Network Inc.
Grace Presbyterian Church	Triumph Integrated Systems
greeNest	Truist
Guilford College	UMAR
Hanesbrands Inc.	United Way of Forsyth County
Inmar Intelligence	Veterans Services of the Carolinas
ITW – Texwipe	Wake Forest University
John Deere, Kernersville	Walking in Hope
JRams	Wells Fargo
Kennon Heating & Air	Winston-Salem/Forsyth County Schools
LEAD Girls of NC	Winston-Salem State University
Love Out Loud	Winston-Salem Rescue Mission
Mental Health Association	Womble Bond Dickinson LLP

UNITED WAY FY2023 PARTNER AGENCIES

United Way expresses its gratitude to our remarkable Partner Agencies, having invested more than \$4 million in these impactful organizations. In reciprocation, these entities actively engage with families and individuals, creating transformative changes that positively influence our community.

Action4Equity
Alexander Youth Network
American Red Cross
Amos Cottage
Big Brothers Big Sisters
Bowman Gray Child Guidance
Cancer Services
CARes Project
Catholic Charities
Children's Law Center
The Centers for Exceptional Children
City with Dwellings
Community Care Center
The Enrichment Center
Experiment in Self-Reliance
Family Services
Fellowship Home
Financial Pathways of the Piedmont
Goodwill Industries of NWNC

Grace Presbyterian Church
Habitat for Humanity of Forsyth County
Imprints Cares
Insight Human Services
LEAD Girls of NC
Legal Aid
Mental Health Association of Forsyth County
New Communion
The Parenting Path
The Salvation Army
Springwell Network
TURN
WinstonNet
Winston-Salem State University
Winston-Salem Urban League
Winston-Salem/Forsyth County Schools
YMCA
YWCA



UNITED WAY FY2023 ORGANIZATIONAL INVESTORS

The following organizations contribute millions of dollars to United Way of Forsyth County, furnishing essential financial resources that enable widespread community transformation. Through the collaborative, convening, and catalytic efforts of United Way, these funds pave the way for meaningful change.

We extend our heartfelt thanks to the dedicated employees, leaders, and donors within these organizations for their generous support.

Employee and Corporate Investments of:

\$1,000,000+

Hanesbrands Inc.
Truist

\$500,000+

Reynolds

\$250,000+

Atrium Wake Forest Baptist Health
Inmar Intelligence
John Deere, Kernersville

\$100,000+

Allegacy Federal Credit Union
City of Winston-Salem
Pepsico
Wake Forest University
Wells Fargo Company
Winston-Salem/Forsyth County Schools
Womble Bond Dickinson LLP

\$50,000+

Alex Brown a Division of Raymond James
ITW Texwipe
Kilpatrick Townsend LLP
Modern Automotive Network
Novant Health
Quality Oil Company
Twin City Warehouses, Inc.

\$25,000+

Adele Knits, Inc.
Carswell Distributing Company
Corning Optical Communications
Costco
Five Points Capital
Frank L. Blum Construction
Harris Teeter
Lowe's Foods
Publix
United Way of Forsyth County

\$10,000+

Bank of America
Berkshire Hathaway HomeServices Carolinas Realty
Blanco Tackabery & Matamoros, P.A.
The Budd Group
Caterpillar
The Chapman Company
Cognizant
Duke Energy
Enterprise Rent-a-Car
Federal Express
Flow Automotive
Forsyth County Employees
Forsyth Technical Community College
ITG Brands
JDL Castle Corporation
Leonard Ryden Burr Real Estate
Mercedes-Benz of Winston-Salem
The Orr Group

Parkway Ford
Piedmont Federal Savings Bank
Pittsburgh National Corporate Bank
Princess House, Inc.
Stephens, Inc.
Trellis Supportive Care
Truiant Federal Credit Union
Wells Law
Winston-Salem Transit Authority
YWCA

\$5,000+

AT&T
Bell, Davis & Pitt, P.A.
Butler & Burke LLP
Cancer Services
Ernst & Young LLP
First Citizens Bank & Trust
First Horizon
Goodwill Industries of NWNC
Gray, Callison & Company
IBM Corporation
Logemann & Company
Nelson Mullins Riley & Scarborough LLP
Pine Hall Brick Company
Republic Mortgage Insurance Company
Smith-Phillips Lumber & Building Supply
Town of Kernersville
Triumph Integrated Systems
Walter Robbs Architects PA, a Michael Graves Company

\$2,500+

Amarr/Entrematic
American Express
BlueCross Blue Shield of NC
CIBC Bank USA
The Centers for Exceptional Children
Collins Aerospace
Constangy, Brooks, & Smith, LLC
Crosby Scholars
Financial Pathways of the Piedmont
First National Bank
Forensic Engineering Incorporated
Galilee Missionary Baptist Church
Hanes Dye and Finishing Company
Imprints Cares
Insight Human Services, Inc.
Junction 311 Endurance Sports

Kaplan Early Learning Company
Kate B. Reynolds Charitable Trust
Mast General Store
Nationwide Insurance
The Parenting Path
Pinnacle Financial Partners
Salem Investment Counselors
The Salvation Army
Shields, Inc.
Southern Fasteners & Supply, Inc
Springwell Network
TE Connectivity
Triad Municipal ABC Board
Vulcan Materials Company
WXII 12 News

\$1,000+

Alight Solutions
Aqua America
Arbor Investment Advisors
Bernard Robinson & Company, LLP
Cannon & Company, LLP
CHS Medical Center Kernersville
City National Bank
Clarios
Comerica
Eli Lilly and Company
Excalibur Enterprises, Inc.
Experiment in Self-Reliance
Family Services
Forsyth Country Day School
Grace Presbyterian Church USA
Holden & Mickey, Inc.
Ingredion Incorporated
Legal Aid
Mental Health Association of Forsyth County
Northwestern Mutual Financial Network
OneAmerica
O'Reilly Auto Parts
Paychex Inc
Perkinson Law
Pleasants Properties
Ronald McDonald House Charities of the Piedmont Triad
Ryan's Restaurant
Salem Electric Company
Smart Start of Forsyth County
STAR Foundation Space Tech Research Foundation
Steelcase

Target
Triad Guaranty Insurance Corporation
Union Baptist Church
United Healthcare
United Parcel Service
Village Tavern – Reynolda Village
Wildfire, LLC
WillHouse Global
Winston-Salem Foundation
YMCA

Up to \$1,000

Action4Equity
Allman, Spry, Davis, Leggett & Crumpler P.A.
Allstate Insurance
AmazonSmile Foundation
American National Bank & Trust Company
American Red Cross
Amgen Foundation
Anthem
Aon Hewitt
Arch Capital Group
Big Brothers Big Sisters
Black & Veatch
Blue Rhino Corporation
BMO Harris
Border States Electric
Boston-Thurmond United
Calloway Johnson Moore & West PA
Capture Public Relations & Marketing
CarMax
CARes Project
Children’s Law Center
CIBC World Markets
CommScope, Inc.
Community Care Center
Crisis Control Ministry
Dillard’s
The Enrichment Center
Fellowship Home
Fifth Third Bank
First Bank
Forsyth Woman, Inc.
FORVIS
Freese and Nichols
GE Financial Services
General Dynamics
Genuine Parts Company

Global Payment Services
Graphic Packaging
Greater Winston-Salem, Inc.
HDR, Inc.
Health Fitness
Hershey
Hodge
JCPenney
LabCorp
Learfield
Magnolia Partners
ManpowerGroup
Mass Mutual
Mechanics & Farmers Bank
Neighbors for Better Neighborhoods
New Communion: Mobile Food Pantry of First
Christian Church
New York Life Insurance
Parrish Tire
Piedmont Triad Regional Council
Principal Financial Group
Salem Senior Housing, Inc.
Second Harvest Food Bank of Northwest NC
Synchrony
Taste of the Triad
TCW
TD Bank Group
TIAA-CREF Financial Services
Total Quality Logistics
Trinity Glen
United Metropolitan Missionary Baptist Church
Whiting Turner Contracting Company
Whole Man Ministries

UNITED WAY FY2023 BOARD MEMBERS

The following individuals invested their time, talent, and treasure into United Way of Forsyth County as Board Members.

We are grateful for their continued support and stewardship.

Elms Allen
Joseph Baker
David Barksdale
Jason Bragg
Goldie Byrd
Trisha Coleman – Board Chair
John Elliott
Michele Gillespie
Andy Hagler
Denise Hartsfield
Jennifer Grant-Heaton – Secretary
Jacob Horvat
Victor Isler
Jane Kane
Bobby Kimbrough, Jr.
William Lewis, Sr.
Cheryl Lindsay
Martha Logemann – Treasurer
Kim Mann
Tricia McManus
Antonia Monk Richburg – President & CEO
Pamela Oliver
Robert Quick
Oscar Santos
Elizabeth Skinner
Janet Spriggs
Coleman Team
Patrice Toney
Claire Tuttle
Brent Waddell
Letitia Wall
Wilson Weaver, II





BECOME PART OF UNITED WAY WITH A GIFT TODAY.

Give Online

by scanning the QR code below



GIVE.

Your dollars make a huge impact.
Visit UWFCDonate.org for easy online giving.

GET INFORMED.

Learn about community issues, challenges, and discover how your investment makes an impact.

GET INVOLVED.

Join Emerging Leaders United, African American Leadership Society, Women United, or the Tocqueville Leadership Society to lend your expertise and network with others.

STAY CONNECTED.

Follow us on Facebook, Instagram, and YouTube for updates on our initiatives and how you are helping to build a better community for everyone.

SHARE.

Tell family, friends, and coworkers about community issues and how United Way is working as a collaborator to solve them.

VOLUNTEER.

You can make a difference in someone's life.
Volunteer online by scanning QR code.



Join us in giving back to our community!
Visit forsythunitedway.org or scan the QR code
to support our vision to be a

CONVENER.
COLLABORATOR.
CATALYST.

Give Today



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