



United Way of Forsyth County

2024 IMPACT REPORT

BRIDGING OUR COMMUNITY



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.

Equity Statement

United Way of Forsyth County recognizes that current and historical forms of oppression (racism, sexism, ageism, poverty, etc.) contribute to persistent disparities that the United Way seeks to counter. As an organization supported and directed by a diverse population, we strive to engage community members, especially those whose voices have traditionally been marginalized. We work with community members, public partners, and private organizations to co-create positive solutions that ensure everyone has the resources, support, opportunities, networks, and connections needed to thrive. We commit to leveraging all our assets (convening, strategic investments, awareness, building, advocacy, and other assets) to create more equitable communities.





Dear Friends, Partners, and Neighbors,

United Way of Forsyth County believes in the power of connection. As we reflect on the past year, we recognize the challenges our community has faced—but we also see the resilience, determination, and unwavering spirit that drive us forward. Today, we stand at a pivotal moment, reintroducing United Way not just as a funder, but as a **convener, collaborator**, and **catalyst** for meaningful change.



This year, we embrace the theme of Building Bridges—bridges that connect people to opportunity, organizations to shared solutions, and resources to the communities that need them most. We are

strengthening partnerships, deepening our impact, and finding new ways to address the root causes of poverty, inequity, and economic instability.

One of the most pressing challenges in our community is the persistent barriers preventing families from moving out of poverty. United Way is taking the lead in addressing these barriers head-on. We are working with partners across sectors to ensure that families have access to quality education, stable housing, good jobs, and the support systems they need to build a better future. We are tackling systemic challenges while also responding to immediate needs—because we know that real change happens when we invest in both today and tomorrow.

Despite the hurdles we have encountered, we are moving forward with renewed energy, resilience, and commitment. We are building stronger relationships with our nonprofit partners, listening to the voices of those we serve, and working across sectors to create sustainable, transformative solutions.

United Way has always been about more than just fundraising. We bring the community together to solve problems that no one organization can tackle alone. Together, we can break down barriers, open doors, and ensure that every person in Forsyth County has the opportunity to thrive.

As we share this year's Impact Report, we invite you to join us on this journey. Whether you are a donor, a volunteer, a partner, or someone whose life has been touched by our work—you are an essential part of this bridge we are building.

With gratitude and determination,

Antonia Monk Richburg, PhD
President & CEO
United Way of Forsyth County

David P. Barksdale
Board Chair
United Way of Forsyth County

United Way FY2024 Board Members

- Elms Allen
- Alvin Armstead
- David Barksdale, *Board Chair*
- Jason Bragg
- Goldie Byrd
- Christa Burger
- Trisha Coleman
- Kimberly Fritz Tanner
- Michele Gillespie
- Dawn Grubbs
- James Harner
- Denise Hartsfield
- Jacob Horvat
- Victor Isler
- Bobby Kimbrough, Jr.
- William Lewis, Sr.
- Cheryl Lindsay
- Martha Logemann, *Treasurer*
- Tricia McManus
- Antonia Monk Richburg,
President & CEO
- Valerie Mras
- Pamela Oliver
- Robert Quick
- Oscar Santos
- Elizabeth Skinner
- Janet Spriggs
- Letitia Wall, *Secretary*
- Wilson Weaver, II

WHO WE ARE

COMMITTED TO OUR COMMUNITY

We have been a driving force for positive change in this community for more than 100 years.

COMMITTED TO CHANGING LIVES

We identify and address community needs through strategic partnerships that focus on:

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

WE ARE A CONVENER. COLLABORATOR. CATALYST.

CONVENER: We bring together individuals and organizations in our community to identify and address the most pressing issues facing our residents.

COLLABORATOR: Working together, we collaborate to help solve the significant challenges facing residents in Winston-Salem and Forsyth County.

CATALYST: By strategically investing resources in the community, we are a catalyst for lasting change by addressing the systemic problems that face our most vulnerable citizens. Our goal is simple—to create a stronger, more resilient, equitable community where every individual in Forsyth County has the opportunity and ability to thrive.

How We Work:

1. We receive corporate and individual donations.
2. By leveraging those donations, additional funding is received through grants and other sources.
3. Community agencies apply to United Way for funding to support their programs.
4. Impact Councils made up of community volunteers review the applications and make funding recommendations to United Way's board of directors.
5. United Way invests in our community by providing funding support to more than 75+ local programs and initiatives that work collaboratively to create thriving households in Winston-Salem and Forsyth County.

WHY YOUR SUPPORT MATTERS

UNITED FOR A STRONGER FORSYTH COUNTY

Too many families face poverty, housing instability, and barriers to education and economic opportunity. Real change requires collaboration, strategic investment, and long-term solutions. United Way unites nonprofits, businesses, and local leaders to create stronger, more equitable communities where everyone can thrive.



DRIVING COLLECTIVE IMPACT

With 1 in 7 residents living in poverty, no single organization can solve these challenges alone. United Way fosters partnerships that drive lasting change.

EXPANDING ECONOMIC OPPORTUNITY

Only 32% of minority residents hold a post-secondary degree, limiting career prospects. United Way invests in college access, workforce training, and career pathways to build financial independence.

SUPPORTING CHILDREN'S SUCCESS

More than half of third graders struggle to read at grade level, and 1 in 5 children face food insecurity. United Way supports literacy programs, meal access, and family stability to ensure every child has the resources to thrive.

ADVOCATING FOR SYSTEMIC CHANGE

Housing instability affects 1 in 4 renters, blocking economic mobility. United Way invests in partnerships and policies that expand access to affordable housing, quality education, and job opportunities.

MAXIMIZING IMPACT

United Way funds 75+ local programs, ensuring every dollar creates meaningful, long-term change. By leveraging partnerships and community insights, we turn contributions into solutions that break the cycle of poverty.

WHAT DOES THE UNITED WAY OF FORSYTH COUNTY DO?

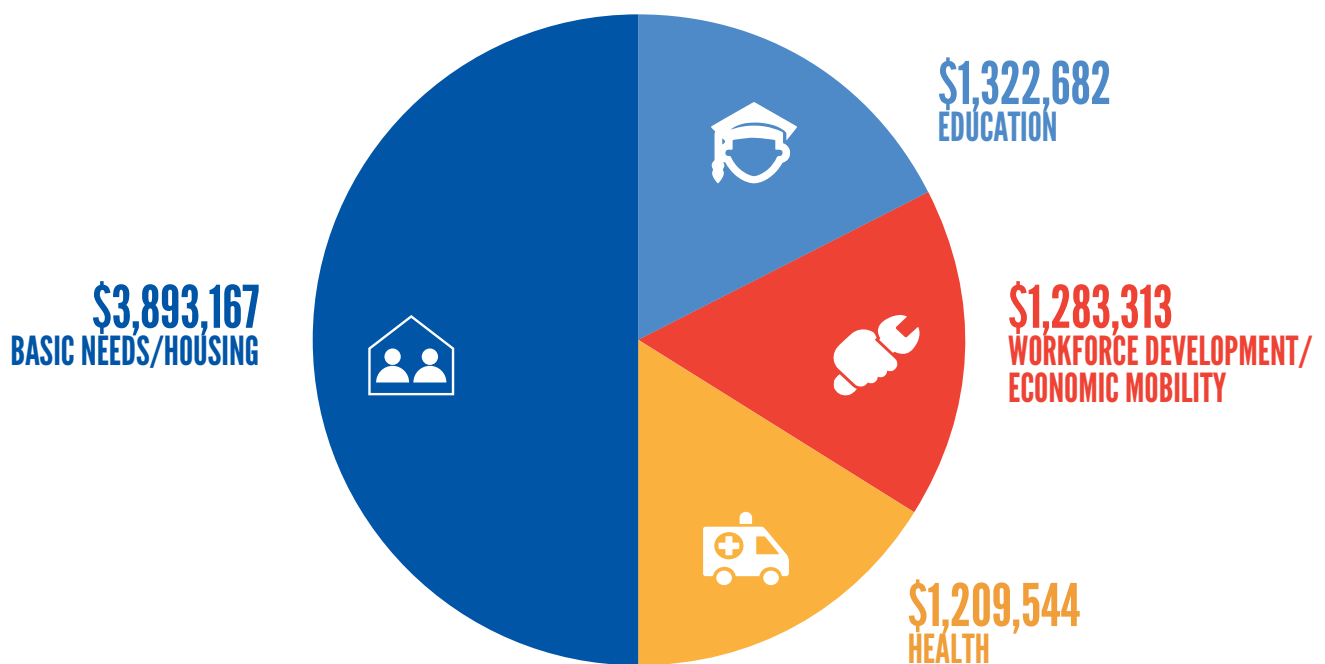
The United Way of Forsyth County identifies and addresses community needs through strategic partnerships, focusing on equitable communities, economic mobility, and student success. Partnering with 40+ local nonprofits, we invested a total of \$7.75 million in 75+ programs and initiatives to create a community without poverty where everyone can access opportunities to thrive.

\$4 MILLION CAMPAIGN FUNDS

\$3.75 MILLION GRANTS



\$7.75 MILLION INVESTED IN THE COMMUNITY AS FOLLOWS



2,201
VOLUNTEERS MOBILIZED

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

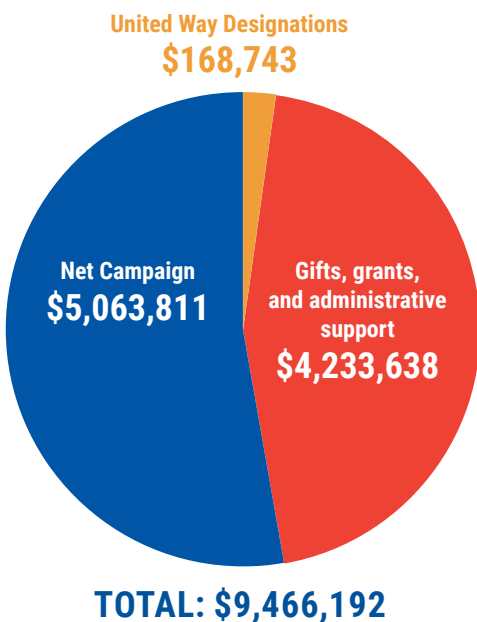
MORE THAN
36,220
INDIVIDUALS

in Forsyth County served by
United Way and its partners.

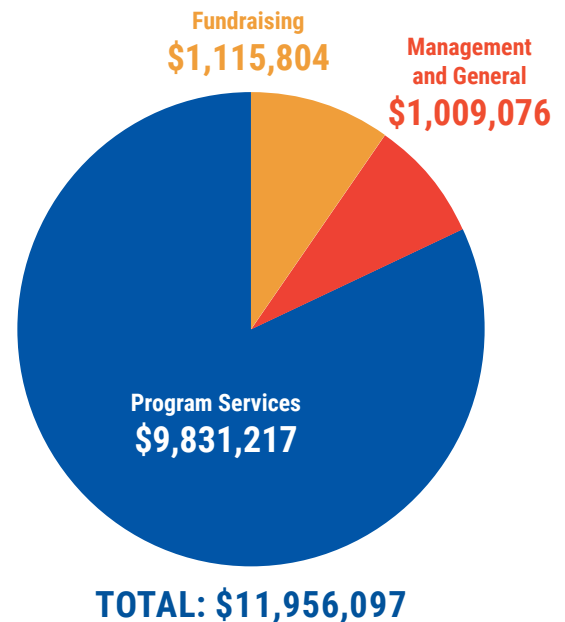
FINANCIALS

	2024	2023
ASSETS		
Cash and cash equivalents	\$ 517,972	\$ 526,603
Promises to give, net	3,396,230	3,913,578
Contribution receivable from split-interest agreement, net	431,500	461,000
Other receivables	374,427	377,038
Investments	4,068,924	4,445,483
Beneficial interests in assets held by others	1,150,782	1,047,449
Operating lease right-of-use assets	302,306	-
Property and equipment, net	3,509	6,182
Other assets	8,489	24,354
TOTAL ASSETS	\$ 10,254,139	\$ 10,801,687
LIABILITIES AND NET ASSETS		
Liabilities		
Designations to agencies and other United Ways	\$ 1,659,956	\$ 1,493,371
Accrued expenses and other liabilities	848,711	1,187,207
Operating lease liabilities	306,960	-
Line of credit	1,300,000	-
Total Liabilities	4,115,627	\$ 2,680,578
Net Assets		
Without donor restrictions	3,642,280	5,698,725
With donor restrictions	2,496,232	2,422,384
Total Net Assets	6,138,512	8,121,109
TOTAL LIABILITIES AND NET ASSETS	\$ 10,254,139	\$ 10,801,687

SUPPORT AND REVENUE



EXPENSES



COMMUNITY INVESTMENT

United Way of Forsyth County is committed to creating lasting change by investing in impactful programs and partnerships. Our funding is primarily focused on two key strategies: Community-Wide Investments and Place Matters, alongside grants that support internal initiatives driving sustainable progress.



ECONOMIC MOBILITY:

Pathways to Financial Security and Homeownership

Owning a home can feel out of reach, but United Way's support of Experiment in Self-Reliance's Individual Development Account Program helps first-time buyers gain financial stability.

In FY23–24, 4,159 individuals benefited from financial literacy, job support, and homeownership counseling.

Ms. M. learned to budget and save through IDA's training, moving closer to homeownership.

Last year, 143 people received counseling, and 53 achieved their dream of buying a home. United Way remains committed to financial security for all.

Economic Mobility Funded Partners

The CAREs Project
Experiment in Self-Reliance
Financial Pathways of the
Piedmont
Goodwill Industries of
Northwest North Carolina
The Parenting Path
YMCA

BASIC NEEDS: Strengthening Forsyth County's Safety Net

Every resident deserves access to essentials—shelter, food, healthcare, and crisis support. In FY23–24, more than 12,000 Forsyth County residents received assistance for domestic violence, food insecurity, and emergency relief.

Ms. G., a single mother of five, lost her home in a fire. With help from the Family Support Network, she secured housing, food, and school supplies. Now employed, she supports other parents facing similar struggles.

United Way and its partners are strengthening the safety net to build a more resilient community.



Basic Needs Funded Partners

American Red Cross
Amos Cottage
Bowman Gray Child Guidance
Cancer Services
The Centers for Exceptional Children
Children's Law Center
City with Dwellings
Family Services
Fellowship Homes
Financial Pathways of the Piedmont
Insight Human Services
Legal Aid
Mental Health Association
The Parenting Path
The Salvation Army
Springwell Networks
YWCA

STUDENT & YOUTH SUCCESS: Expanding Educational Opportunities

Educational disparities limit too many students in Forsyth County. United Way invests in early literacy, after-school programs, and mentoring to close these gaps. In FY23–24, more than 1,600 students benefited.

Myles, a shy third grader struggling in school, gained confidence through the YWCA Best Choice Center's after-school program. Now, he thrives academically.

By investing in education, United Way ensures every child has the tools to succeed.

Student & Youth Success Funded Partners

Action 4 Equity
Big Brothers Big Sisters
The Data Sharing Project
The Salvation Army
Winston-Salem State University
Winston-Salem Urban League
YMCA
YWCA

PLACE MATTERS: INVESTING IN NEIGHBORHOODS, EMPOWERING RESIDENTS

United Way of Forsyth County's Place Matters initiative transforms neighborhoods by investing in education, housing, jobs, and health—ensuring residents lead the change.

FY23–24 IMPACT:

Education: Expanded summer and after-school programs with partners like LEAD Girls, YMCA, and Freedom Schools.

Housing: Strengthened stability through home repairs, affordable housing, and advocacy, building 17 homes in historically disinvested areas.

Employment: Boosted job training and small business support with WinstonNet and the Urban League.

Health: Increased food access, disease prevention, and mental health resources with Cancer Services and New Communion.

More than funding, Place Matters empowers communities to shape their future, creating lasting, resident-driven solutions.

Place Matters Funded Partners

Action 4 Equity

Cancer Services

Community Care Center

Grace Presbyterian Church

Habitat for Humanity of
Forsyth County

LEAD Girls

Neighbors for Better
Neighborhoods

New Communion

Smart Start of Forsyth County

The Salvation Army

T.U.R.N.

WinstonNet

Winston-Salem Forsyth
County Schools

Winston-Salem State University
School of Health Sciences

Winston-Salem Urban League

YMCA

YWCA



UNITED WAY LED INITIATIVES



DRIVING CHANGE: \$3.75M IN IMPACT INVESTMENTS

Beyond funding external programs, United Way secures additional investments to power four key initiatives: Community-Level Programs, such as Ride United & Last Mile Delivery, Partnership for Prosperity, Strategic Housing, and Mission United. By collaborating with residents, organizations, and policymakers, we're breaking barriers and expanding opportunities—impacting more than 17,000 individuals.

PARTNERSHIP FOR PROSPERITY: A MODEL FOR ECONOMIC JUSTICE

Launched from the Mayor's Poverty Thought Force, Partnership for Prosperity (P4P) is revitalizing Castle Heights and Salem Gardens by empowering residents, expanding resources, and removing economic barriers. With 300+ households impacted, P4P proves that when communities lead, real change follows. Through investment and advocacy, United Way is building a Forsyth County where everyone can thrive.

AWARD WINNERS



PAUL FULTON LEADERSHIP AWARD

The Paul Fulton Leadership Award was established in 1987 and is presented annually by the Tocqueville Society to an outstanding volunteer who has demonstrated untiring commitment, visionary leadership, resourcefulness and creativity in meeting the needs of our community.

This year, the Paul Fulton Leadership Award was given to Lydia Vaughn for her outstanding dedication to servant leadership and community impact over nearly five decades of selfless service in Forsyth County, where she consistently stepped up to support and uplift others. Her contributions span a wide range of initiatives, including her leadership with United Way, launching the Women of Tocqueville, and spearheading efforts for community support programs like the Christmas Clearing House and Angel Tree. She has also played a crucial role in revitalizing school organizations, leading major fundraising campaigns, and ensuring vital resources for those experiencing homelessness.

Beyond her extensive volunteerism, Vaughn's impact is deeply rooted in her compassion, generosity, and ability to bring people together. Her leadership has created lasting positive change in multiple sectors, making her a truly deserving recipient of this prestigious honor.

2025 SPIRIT OF NORTH CAROLINA AWARD WINNERS

The Spirit of North Carolina Awards offer United Ways across the state a meaningful opportunity to recognize and celebrate organizations and individuals who truly embody the spirit of their communities. Honoring these changemakers at both the local and state levels among their peers not only elevates their impact but also strengthens the purpose and credibility of their work in driving meaningful change.

Sustainability Through Engagement Award

HanesBrands Inc.

Intentional Inclusion Award

Piedmont Federal Bank

Community Resiliency – Disaster Relief & Recovery Award

Forsyth County Sheriff's Office

Community Ambassador Award

Cheryl Lindsay

Campaigns of Impact and Best Practice Awards

Triumph Group

UNITED WAY FY2024 ORGANIZATIONAL INVESTORS

Thank You

We are thrilled to extend our deepest gratitude to these organizations, their passionate employees, visionary leaders, and generous donors. Their unwavering support fuels opportunity, drives impact, and inspires a brighter future!

Adele Knits, Inc.	Collins Aerospace	General Dynamics
Adobe, Inc.	Comerica	Genuine Parts Company
Alex Brown a Division of Raymond James	CommScope, Inc.	Goodwill Industries of Northwest NC, Inc
Allegacy Federal Credit Union	Community Care Center for Forsyth County, Inc.	Graphic Packaging
Allman, Spry, Davis, Leggett & Crumpler P.A.	Constangy, Brooks & Smith, LLC	Gray, Callison & Jones CPA
Allstate Insurance	Corning Optical Communications	Greater NC Area CFC
Amarr/Entrematic	Costco	Greater Winston-Salem, Inc.
American Airlines, Inc.	Crosby Scholars- Winston-Salem	Hanes Dye and Finishing Company
American Express	Cross Company	Hanesbrands Inc.
American National Bank & Trust Company	Customers Bank	Harris Teeter #37
American Red Cross, Northwest North Carolina Chapter	Davis Polk	HDR, Inc.
Amgen Foundation	Delta Dental	Health Fitness
Aon Hewitt	Dillard's	Hershey
Arbor Investment Advisors	Duke Energy	Holden & Mickey, Inc.
AT&T	Elevance Health	Honda of America
Atrium Health Wake Forest Baptist	Eli Lilly and Company	Housing Authority of the City of Winston-Salem
Bank of America Corporation	Enterprise Mobility	Humana
Belk of Hanes Mall	Essential Utilities	IBM Corporation
Bell, Davis & Pitt, P.A.	Excalibur Enterprises, Inc.	Image Wizards
Berkshire Hathaway Home Services Carolinas Realty	Experiment In Self-Reliance, Inc.	Ingredion Incorporated
Bernard Robinson & Company	Family Services-W-S	Inmar Intelligence
Big Brothers Big Sisters-W-S	Federal Express	Insight Human Services, Inc.
Black & Veatch	Fellowship Home-W-S	ITG Brands
Blanco Tackabery & Matamoros, P.A.	Fifth Third Bank	ITW Texwipe
Blue Rhino Corporation	Financial Pathways of the Piedmont	JCPenney
BlueCross BlueShield of NC	First Bank	John Deere, Kernersville
BMO Harris	First Christian Church	Kaplan Early Learning Company
Border States Electric	First Citizens Bank & Trust	Kate B. Reynolds Charitable Trust
Butler & Burke, LLP	First Horizon Bank	Kilpatrick Townsend, LLP
Cancer Services, Inc.	First National Bank	LabCorp
Cannon & Company, LLP	FIS Global	LEAD Girls of NC
Carswell Distributing Company	Five Points Capital	Legal Aid of North Carolina, Inc.
Caterpillar- Progress Rail	Flow Automotive Companies	Lenovo
Children's Law Center of Central NC- Winston-Salem, NC	Ford Retirees	Leonard Ryden Burr Real Estate
CHS Medical Center Kernersville	Forensic Engineering Incorporated	Lincoln Financial Group
City National Bank	Forsyth Country Day School	Logemann & Company
City of Winston-Salem	Forsyth County Employees	Lowes Foods
Clarios	Forsyth Technical Community College	Magnolia Partners
Cognizant	Forvis Mazars, LLP	Mast General Store
	Frank L. Blum Construction	Mechanics and Farmers Bank
	Freese and Nichols	

Mental Health Association in
Forsyth County, Inc.
Mercedes-Benz of Winston-Salem
Michael Graves
Nationwide Insurance
Neighbors for Better Neighborhoods
Nelson Mullins Riley & Scarborough, LLP
New York Life Insurance
Novant Health
Old Salem Museums & Gardens
O'Reilly Auto Parts
Parkway Ford
Parrish Tire Company
Paychex Inc
Pepsico
Perkinson Law
Piedmont Federal Bank
Pine Hall Brick Company
Pinnacle Financial Partners
Pittsburgh National Corporate Bank
Pleasants Properties
Princess House, Inc.
Principal Financial Group
Publix
Quality Oil Company
RATP DEV USA-WSTA
Remedy Consulting, LLC
Reynolds American Inc.
Robert Half
Robert W. Baird & Co.
Ronald McDonald House-W-S
Ryan's Restaurant

Salem Electric Company
Salem Investment Counselors
Salem Senior Housing, Inc.
Second Harvest Food Bank of
Northwest NC
Shields, Inc.
Smith-Phillips Lumber & Building Supply
Splunk Inc.
Springwell Network
St. Paul's Episcopal Church
State Employees Credit Union
Steelcase
Stephens, Inc.
Superior Manufacturing Company
Synchrony
T. W. Garner Food Company
Target
TCW
TD Bank Group
TE Connectivity
The Budd Group
The Cares Project, Inc.
The Centers for Exceptional Children
The Orr Group
The Parenting PATH
The Salvation Army
T-Mobile
Total Quality Logistics
Town of Kernersville
Travelers
Trellis Supportive Care
Triad Guaranty Insurance Corporation

Triad Municipal ABC Board
Trinity Glen
Triumph Group
Truist
Truliant Federal Credit Union
Twin City Warehouses, Inc.
United Healthcare
United Metropolitan Missionary
Baptist Church
United Way of Forsyth County
US Bank
Village Tavern - Hanes Mall Blvd
Vizient
Vulcan Materials Company
Wabtec
Wake Forest Healthcare Ventures
Wells Fargo Company
Wells Law
Wildfire, LLC
WillHouse Global
WinstonNet
Winston-Salem Foundation
Winston-Salem State University
Womble Bond Dickinson, LLP
W-S Forsyth County Schools
WXII 12 News
YMCA of Northwest NC
YWCA-W-S
Zions Bank



2024 EVENTS



LIVE UNITED BREAKFAST AND LUNCHEON

February 6, 2024

Highlighting our Commitment to Equity and the Power of Collaboration.

United Way showcased the impact of collaboration in co-creating positive solutions at two sold-out events, attended by dedicated community partners and volunteers. During two engaging sessions, Michelle Miller, co-host of “CBS Saturday Morning,” shared profound insights into identity and belonging, as depicted in her book, *A Daughter’s Search for Identity through Loss and Love*. This event also marked the kickoff of our annual 21-Day Equity Challenge, reinforcing our commitment to fostering equity and meaningful change.

SNEAKER BALL

June 15, 2024

Our Premier Fundraising Gala: Sneakers, Style & Impact!

Over 200 guests stepped out in style—rocking formal wear with their most creative sneakers for a night of fun, philanthropy, and impact! Our exclusive gala brought together corporate partners, major donors, and community members for an unforgettable evening. With exciting live and silent auctions and generous sponsorships, we raised vital funds to support education, income, and health initiatives in Forsyth County. A huge thank you to everyone who made this night a success, proving that when we come together, we can create real change!



MOONLIGHT MADNESS

September 13, 2024

Moonlight Madness 5K: A Night of Fun, Fitness & Community

The 14th annual Moonlight Madness 5K lit up Bailey Park as nearly 900 runners and walkers came together for an unforgettable evening of energy, excitement, and community spirit! This highly anticipated event not only brought families, friends, and even our Mayor to the heart of Winston-Salem but also served as the official kickoff to our annual campaign. With food trucks, a DJ, and lawn games, there was fun for everyone—whether you ran, walked, or just came to enjoy the celebration! From the fun run to the 5K, participants of all ages embraced the challenge, proving that wellness and community go hand in hand.



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



United Way of Forsyth County

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