VISION:
A Greenville County where all people have access to the opportunities to achieve their full potential.

MISSION:
We mobilize people and resources to improve lives, strengthen the community, and advance equity for the benefit of all.
In 2020, United Way of Greenville County has invested OVER $13 MILLION into our partner agencies and direct service, strategic programming focused in education, financial stability and vibrant and equitable community initiatives.

Over the course of United Way’s nearly 100-year history in Greenville County, it’s safe to say few years, if any, were quite like 2020. Yet, in spite of it all, we stand more strongly united with our community than ever before.

The arrival of COVID-19 compounded existing challenges and dramatically raised the level of need in Greenville County. People who never imagined they would need assistance are now reaching out to United Way for help covering rent and utilities, or a box of food to feed their families.

Through the uncertainty of quarantines, business shutdowns and school closures, one thing remained constant: This community’s incredible generosity and willingness to step up and help each other. Together, we raised nearly $5 million to directly respond to the crisis in Greenville County.

In the midst of it all, United Way completed a significant evolution of our work, one that will help us better meet the unique challenges we face, and help us realize our vision of a Greenville County where all people have access to the opportunities to achieve their full potential. As result, our strategic shift to improving economic mobility for individuals and families in Greenville County provides a clear focus on education, financial stability and vibrant and equitable community initiatives.

In 2020 we are proud to have invested more than $13 million in Greenville County through grants, direct services, COVID relief, and strategic programs that serve our community every day.

As we move forward into 2021, we continue to respond to the immediate needs of our neighbors, while laying the foundation for a recovery that leaves no member of our community behind.

Join us in looking back on all we accomplished together in 2020 as we renew our commitment to build a Greenville County where all people have access to the opportunities to achieve their full potential.

In partnership,

Meghan Barp
President & CEO

*Numbers updated from previous communications to reflect close of year actuals.*
While employment may be essential to lifting an individual above the poverty line, education is the primary and most consistent driver of sustained upward mobility. The average salary for adults who drop out of school ranges between $20,000 and $25,000 compared to $38,150 for high school graduates and $67,760 for graduates with a four-year degree.

United Way is investing donor dollars in programs and initiatives working to improve educational outcomes in our community, including programming focused on early learning, childcare, afterschool programs, tutoring, and post-high school skills and training.

Donor support of United Way’s School Tools program provided supplies, backpacks and WIFI hotspots to thousands of students.

EDUCATION IS ONE OF THE MOST POWERFUL ANTIPOVERTY TOOLS.

OUR INVESTMENTS

A Child’s Haven
Alianza Hispana/Hispanic Alliance
BellXcel
Bridges to a Brighter Future at Furman University
City of Greenville Parks & Recreation
Communities in Schools of Greenville
The Family Effect
Fostering Great Ideas
Friends of Momentum Bike Clubs
Fountain Inn Kid Enrichment Center
Greenville Chamber Foundation
LaunchGVL
Greenville County Schools Career and Technology Education and Lifelong Learning
Greenville County First Steps
Greenville Tech Foundation African American Male Scholars Initiative
Julie Valentine Center
By the time students in Greenville County reach eighth grade, more than half are failing to meet the state standards for math and English – a key predictor of graduation rates. The numbers are even more dramatic for students in our highest need schools, where the effects of poverty make it difficult to stay on track to graduation.

OnTrack Greenville powered by United Way is a community of support for students, their families and our schools designed to address these early indicators. We collaborate with proven nonprofit partners and engaged educators, mentors, volunteers and the community members to clear away barriers that prevent students from achieving success their full potential in school. Through our wide network of community partnerships such as Prisma Health, BellXcel, Communities in Schools, and Greenville County Schools, we tailor assistance and resources to individual students, meeting their unique needs inside and outside of the classroom.

In its fifth year, OnTrack Greenville now reaches more than 4,000 students at four middle schools and two high schools with plans of expansion on the horizon.

In 2020, United Way received a $2.5 million grant from the U.S. Department of Education that will continue to support students on their path to graduation and post-high school success.

Over the last five years, OnTrack Greenville has helped thousands of students increase attendance, reduce behavior referrals and improve course performance. From 2015-19, OnTrack Greenville Schools exceeded their academic goals with 37% more students testing proficiently in math and 25% more in ELA.
And unfortunately, studies list our community as one of the 10 hardest places to move out of poverty.

United Way recognizes the significance of financial health as a predictor of financial mobility and stability. We’re fighting to address these issues through strategic investment in programs including workforce development and job training, gaining and building assets (promoting savings and investment), and stable housing, and financial assistance.

**OUR INVESTMENTS**

Able South Carolina  
Alston Wilkes Society  
Center for Community Services  
CommunityWorks  
Goodwill Industries of Upstate/Midlands  
Greenville County Human Relations Commission  
Greenville County Schools Career and Technology Education and Lifelong Learning  
Greenville Literacy Association  
Greer Relief & Resources Agency
Opened in late 2020, the Opportunity Center is a one-stop, holistic community approach to improve financial stability and economic mobility options for people in Greenville County. Powered by United Way, this new resource provides financial counseling and coaching, access to affordable loans, matched savings programs for asset building, income supports, and free income tax filing through United Way’s Volunteer Income Tax Assistance (VITA) program.

Improving access to trusted banking services is an important step in the journey to financial stability and TD Bank is proud to unite with fellow banking institutions in our support of this effort through the Opportunity Center and United Way.

DAVID LOMINACK
South Carolina Market President for TD Bank and United Way Board Member

Habitat for Humanity of Greenville County
Homes of Hope
Jasmine Road
Mill Community Ministries
Slater Marietta Health and Human Services

Soteria World Outreach Ministries
Sunbelt Human Advancement Resources (SHARE)
United Ministries
Upstate Fatherhood Coalition
Our most vulnerable neighbors must have their basic needs met, community stakeholders must work collaboratively, and policy and advocacy efforts must be centered around significant systemic change to help move individuals and families out of poverty. Programs include basic needs services: food, shelter, health.

All communities should be safe, thriving, and equitable. Residents must feel valued and empowered.

Our Investments

Behavioral Health Coalition
Compass of Carolina
Greenville Housing Fund
Greenville County Disabilities and Special Needs Board
Greenville Free Medical Clinic
Greenville Homeless Alliance
Greenville Partnership for Philanthropy
Institute for Child Success
Loaves and Fishes
Meals on Wheels of Greenville
Mental Health America of Greenville County
Meyer Center for Special Children

Race Equity and Economic Mobility Commissioner Nika White and other REEM members are focused on criminal justice, education, health and wellness, income and wealth, and communitywide learning.
Our national community was tested again in May with the murder of George Floyd, re-igniting the undeniable need for systemic change in support of equitable and diverse communities in our country. Cities coast-to-coast came face-to-face with racism in their own communities by educating and re-educating themselves on historical oppressions that continue to affect lives every day.

Launched in partnership with Urban League of the Upstate and the Greenville Chamber of Commerce in September, the Greenville Racial Equity and Economic Mobility Commission grew from ongoing community conversations to identify and address systemic racial barriers in Greenville County by understanding the data revealing stark disparities. The group, which is comprised of a diverse roster of more than 30 community leaders, plans to collaboratively develop systems-level strategies, partnering with community institutions to implement significant change in the areas of racial inequities, social justice, income and wealth, and other key gaps identified as focus areas of the Black community.

“

We know solving systemic racism and addressing the accompanying economic mobility gaps — a problem more than 400 years in the making — won’t be achieved in four meetings, four months, or even four years. Yet, the size of the challenge will not lead to paralysis and inaction. We are dedicated to laying the groundwork for real, lasting change in our community.

THE HONORABLE MERL CODE, REEM CO-CHAIR

New Horizon Family Health Services  
New Mind Health and Care  
NonProfit Alliance  
Project Host  

Root & Rebound  
Safe Harbor  
Senior Action  
Step By Step Ministry Hope Project  

Taylors Free Medical Clinic  
The Salvation Army  
United Housing Connections  
Unity Health on Main  

2020 REPORT TO THE COMMUNITY: VIBRANT & EQUITABLE COMMUNITIES | 9
Since the launch of our COVID-19 Community Relief Fund in March, hundreds of individual donors, foundations and corporate partners have combined with our public CARES Act Funding to contribute nearly $5 million to help our neighbors. These dollars have been deployed to meet Greenville County’s most immediate relief and recovery needs, including additional support to local food pantries, emergency housing initiatives, and utility assistance through the Keep the Lights On fund. None of this would have been possible without the support of our caring community.

This is a challenging time for our community, and as a club, we want to be a part of the solution. Supporting the United Way of Greenville County and its COVID-19 Relief Fund is a tremendous opportunity for our club to aid our community’s emergence from this crisis.

CHRIS LEWIS
Greenville Triumph President
In the middle of responding to the biggest pandemic in 100 years, United Way found new and innovative ways to carry on its mission.
The volunteer spirit of Greenville County fuels so much of what we are able to accomplish each year. Despite the unique obstacles created by the pandemic, United Way volunteers masked up and donated their time to make a difference for others. Whether it was packing and delivery food boxes for families in need or participating in our virtual Hands On Greenville week of services, thousands of volunteers stepped up to change lives and create a stronger community for all of us.

United Way staff joined community volunteers to serve at food distribution sites across the county.
2020 REPORT TO THE COMMUNITY: VOLUNTEERISM

TOTAL VOLUNTEER OPPORTUNITIES: 114
TOTAL VOLUNTEERS: 3,710
VOLUNTEER HOURS: 7,135
VOLUNTEER MONETARY IMPACT: $176,136.15
ESTIMATED VALUE IN-KIND DONATIONS: $55,308.30
JASON RICHARDS  
Chair  
NAI Earle Furman, LLC

TAMI MCKNEW  
Treasurer  
Fox Rothschild, LLP

SEAN DOGAN  
Immediate Past Chair  
Long Branch Baptist Church

CALVIN CALHOUN III  
Vice Chair  
Truist Bank

DEBORAH LONG  
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Bon Secours St. Francis

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Community Volunteer

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Furman University

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Samsung

TAMI HUDSON  
Randstad

JOHN HUMPHRIES  
WYFF 4

MIKE KELLY  
Master Power Transmission

KIM MAZUR  
Community Volunteer

ADAM MURPHY  
Michelin North America

DEBBIE NELSON  
DNA Creative Communication

CARLOS PHILLIPS  
Greenville Chamber

ANN ROBINSON  
Bank of America

DR. W. BURKE ROYSTER  
Greenville County Schools

DR. SARIA SACCOCIO  
Prisma Health Upstate

DR. BILL SCHMIDT  
Retired – Prisma Health Upstate

MINOR SHAW  
Micco, LLC

SUSAN SHI  
Community Volunteer

KATY PUGH SMITH  
Piedmont Health and Greenville Partners for Philanthropy

CARL SOBOCINSKI  
Table 301

JOHN TRIPOLI  
Northwestern Mutual

WENDY WALDEN  
Greenville Technical College

DICK WILKERSON  
Retired – Michelin North America

RYAN WOOD  
UBS
In a year unlike any other, while individuals and organizations struggled mightily due to circumstances beyond their control, I’m pleased to say that United Way of Greenville County thrived in an environment in which its leadership was critically needed by the community. The creation of the COVID-19 Community Relief Fund helped direct millions of dollars to individuals and organizations that needed it most. And in a year in which tensions were as high as ever before, United Way’s proactive stance on addressing racial issues and its involvement in starting and running the Greenville Racial Equity and Economic Mobility Commission helped put our community at the forefront of tackling these challenges. Additionally, the reimagining of United Way’s funding model has ensured that the organization will be relevant and impactful for decades to come. 2020 was a challenging year for all, but the United Way of Greenville County, its staff, and its volunteers rose to the occasion in a way that should make all of us proud.

JASON RICHARDS
Global Business Director at NAI Earle Furman, LLC and United Way 2020 Board Chair