

UNITED WAY OF GREENVILLE COUNTY

2024 Advocacy Agenda





TWO TRUTHS, NO LIE

- Poverty is persistent in Greenville County.
- We can't let it win – because everyone deserves a shot at a better life.

To flip the script and win for our community, United Way of Greenville County must inspire and activate donors to increase access and reduce barriers to higher earnings for low-income earning members of the community.

WHERE WE PLAY

Our strategy to reduce barriers to higher earnings starts with increasing access in four critical areas:

-  Housing
-  Childcare
-  Education
-  Transportation

SYSTEMS CHANGE TOOLBOX

The transformative change we seek requires working with all of the tools of systems change:

- Investing Resources
- Relationships
- Policy
- Power Dynamics
- Practices
- Mental Models

OUR PLAN TO WIN



TELL STORIES THAT CHANGE NARRATIVES AND INSPIRE

Knowing is only half the battle. To unite the community behind real solutions, we tell stories that reframe common narratives about the causes of poverty and how to solve it.



FIGHT FOR POLICIES THAT HELP, NOT HURT

It takes more than money to win for our community. We advocate at all levels of government for policies that help us beat back poverty.



Our Policy & Advocacy Framework defines criteria for issue selection and prioritization, as well as guidance for evaluating the level of engagement and risk for each issue. We have three tiers of involvement in public policy:

TIER 1 – LEAD
<ul style="list-style-type: none"> • Provide or prepare data-informed testimony • Convene partners and stakeholders • Direct engagement with policy makers
TIER 2 – ENGAGE
<ul style="list-style-type: none"> • Advocate when directed by leading organization • Participate in hearings or meetings • Share data and stories to shift mental models • Lend capacity building support to leading organization
TIER 3 – SUPPORT
<ul style="list-style-type: none"> • Sign on letters • Status updates • Share media messaging

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WHERE WE PLAY	ADVOCACY ISSUES	TIER/LEVEL OF INVOLVEMENT
Childcare	<ul style="list-style-type: none"> • Increase supply of, access to, and affordability of high-quality childcare 	LEAD
Housing	<ul style="list-style-type: none"> • Secure Eviction Right to Counsel • Secure affordable housing funds in City and County budgets 	ENGAGE
Higher Earnings	<ul style="list-style-type: none"> • Promote fair lending practices 	ENGAGE
Transportation	<ul style="list-style-type: none"> • Increase transit-oriented development 	SUPPORT
Post-Secondary Education	<ul style="list-style-type: none"> • Secure state funding of dual enrollment, technical education scholarships, and apprenticeships 	SUPPORT