

Live United. Give United.



OUR MISSION

Focusing on education, health, financial stability and basic needs, we work to address our community's economic mobility challenges. Our two-generation approach supports the entire family by intentionally focusing on the needs of both parent and child. In funding more than 100 nonprofit partners, United Way is advancing their mission by providing:

LEADERSHIP

With over 85 years' experience, we are experts in the causes we fight for. We respond and solve complex problems, lead conversations on social issues, and leverage community voices to work together in creating change.

EFFICIENCY

By funding local nonprofits and pooling our resources, we empower them to focus on fulfilling their mission and providing services directly and quickly to the people who need them most. Unrestricted operating grants allow for flexibility in using funds wherever the greatest needs exist.

ACCOUNTABILITY

We vet our partner agencies through an extensive community-based evaluation process, requiring them to track outcomes every year so our donors know that their gifts will be used wisely and efficiently.

2019 IMPACT

We drive lasting impact by investing in agencies and programs through our annual Impact Grants, as well as neighborhood revitalization initiatives like United Neighborhoods and grassroots capacity-building programs like Unite Charlotte.



COMMUNITY INVESTMENT

\$17.7M



PEOPLE SERVED

191,000



NONPROFITS FUNDED

100



UNITED WAY OF CENTRAL CAROLINAS
ALEXIS DE TOCQUEVILLE
SOCIETY

United Way's Alexis de Tocqueville Society recognizes a select group of change-makers with an unsurpassed dedication to achieving lasting results in our community. ADT Society is comprised of civic and business leaders whose vision for the Charlotte community is matched only by their generosity.

2020-2021

WE ARE PLEASED TO OFFER YOU THE FOLLOWING BENEFITS TO MATCH YOUR EXCEPTIONAL LEVEL OF GIVING:

- A dedicated relationship manager from United Way's Resource Development team to answer questions and support your giving experience
- Invitations to private events including interactive CEO updates, educational opportunities and family-centered activities
- Quarterly IMPACT newsletter, exclusively for ADT members
- Recognition in United Way communications including giving rosters, IMPACT newsletter and at events
- Opportunity to become an ADT Ambassador

DEEPEN YOUR ENGAGEMENT BY BECOMING AN ADT AMBASSADOR

ADT Ambassadors serve as connectors and volunteer fundraisers through recruiting and engaging new members of ADT Society. ADT Ambassadors are valuable assets to the growth and sustainability of United Way's philanthropic impact. This is a powerful way to learn more about the community we serve and deepen your involvement.

LEAD THE CONVERSATION!



The goal of Talk United is to raise major gifts and increase ADT Society membership to support United Way priorities. Talk United gatherings provide an opportunity for meaningful dialogue and connections around a specific topic related to United Way's mission of increasing economic mobility. The format is a single-thread conversation during which 12-14 guests have a chance to share, learn and discuss a plan of action to strengthen our community. Hosted by ADT Ambassadors and moderated by United Way's senior leaders, topics range from education, health, financial stability and basic needs and whenever possible, facilitated through a racial and social equity lens.

LEARN MORE ABOUT BECOMING AN ADT AMBASSADOR OR HOSTING A TALK UNITED EVENT

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