



## UNITE CHARLOTTE

PROVIDES FUNDING AND CAPACITY-BUILDING PROGRAMS TO LOCAL GRASSROOTS ORGANIZATIONS ADVANCING RACIAL EQUITY AND ADDRESSING ECONOMIC MOBILITY. THROUGH THIS INITIATIVE, UNITED WAY OF CENTRAL CAROLINAS SUPPORTS DOZENS OF SMALL AND GRASSROOTS ORGANIZATIONS – THE MAJORITY FOUNDED AND LED BY PEOPLE OF COLOR.

Unite Charlotte was founded in 2016 following civil unrest sparked by the killing of Keith Lamont Scott, an unarmed Black man, by Charlotte police. Its purpose is to address the structural racism that exists within the nonprofit sector and in the broader community. Through this initiative, dozens of small organizations working outside the spotlight to support and empower disinvested communities have received millions of dollars in grants ranging from \$25,000 to \$60,000, as well as thousands of hours of capacity-building training.

United Way funding, technical assistance and guidance help to stabilize and grow nonprofits, preparing them to secure additional public and private funding. We also work to strengthen the leadership capabilities within Unite Charlotte organizations in order to grow a more diverse and inclusive pipeline of leaders for Charlotte's nonprofit sector.

## UNITE CHARLOTTE MODEL

Organizations receiving Unite Charlotte funding are focused on racial equity and economic mobility. As part of the application process, they identify the needs within their community and outline their plans to meet those needs.

United Way of Central Carolinas provides numerous opportunities for Unite Charlotte organizations to engage with our work and helps ensure that newly formed nonprofits fill a meaningful gap in the continuum of services for the community.

## CAPACITY BUILDING

Organizations that are successful in competing for a Unite Charlotte grant receive both operating funds and funding to participate in capacity-building training through United Way of Central Carolinas. In the first year, the executive director or other designated individual from funded agencies participates in an opportunity to earn a certificate in nonprofit management from Duke University's Center for Continuing Studies.



The Duke training helped us to craft a strategy that will support us in establishing our identity, planning for growth, improving sustainability, and assessing and communicating our impact.

– Attendee, Duke Nonprofit Management Certificate Program

## LEADERSHIP DEVELOPMENT

Previously funded Unite Charlotte grantees can compete for continued funding as a Unite Charlotte second-year grant applicant. If approved, these organizations receive a larger operating grant of up to \$40,000, as well as funding to engage in an executive leadership development program. Grantees are required to track quantitative and qualitative data to demonstrate the impact of their programs. United Way of Central Carolinas provides technical assistance to help grantees develop program evaluation plans, as needed. A third year of Unite Charlotte funding – with operating grants up to \$60,000 and continued support for leadership development – is available on a competitive basis for organizations that have successfully completed the first two years of the program.

Funding leadership development is a critical component of the program model. Many funders assess organizations' executive leadership before issuing a grant. They understand their grant is an investment in the leader's capacity to execute on the programmatic goals identified in the program proposal.



## UNITE CHARLOTTE: PROGRESS IN MOTION

### FOR THE STRUGGLE

- Expanded its senior feeding program and launched a critical home repair program.
- Hired a marketing director, who significantly improved the agency's marketing and social media presence.

### NATIONAL BLACK CHILD DEVELOPMENT INSTITUTE - CHARLOTTE

- Engaged 1,500 new families from 11 Title 1 schools in East Charlotte in using a home-based child literacy program.
- Advanced 14 kindergarten and pre-K classes through the Raising A Reader book-sharing program, serving a total of 190 children.
- Distributed more than 10,500 culturally relevant books directly to children and families.

### ASPIRE COMMUNITY CAPITAL

- Served 55 business owners (54 minority-owned, 35 women-owned) by providing entrepreneurial training, coaching and access to capital.
- Supported 25 of the businesses who operate in low- to moderate income census tracts.

### LAKEVIEW NEIGHBORHOOD ALLIANCE

- Provided computer literacy and financial literacy classes to residents.
- Recruited and retained resident participants and peer mentors who engaged in regular meetings throughout the year to work toward individual development goals.