

# United Way of Greater Greensboro Family Success Center



Breaking the Cycle of Poverty



**CASE MANAGERS WORK  
CLOSELY WITH FAMILIES  
TO HELP THEM PLAN A  
ROADMAP TO REACH  
FUTURE GOALS.**

Phillips Foundation was the lead donor to United Way's first Family Success Center, a pilot initiative that has helped more than 300 low-income families overcome barriers to financial stability by providing a proximate "one-stop shop" for supportive services and resources. The Family Success Center

model focuses on whole-family engagement, seeking improved outcomes for both parents and children over many years of partnership. Case managers work closely with families to help them plan a road map to achieve goals, stay on track toward financial stability, and connect with resources.

### WHY WE BECAME INVOLVED

Twenty percent of adults and more than 25 percent of children in Greater Greensboro live in poverty, which is 31 percent higher than the national average. The Family Success Center's innovative, holistic approach to breaking the cycle of poverty aligned with best practices utilized by the Annie E. Casey Foundation's Center for Working Families, United Way Worldwide and the Local Initiatives Support Corporation (LISC). The pilot initiative has since catalyzed additional funding and engaged 30 community partner agencies to scale up this initiative.

### WHAT WE SUPPORTED

Our \$750,000 grant established program design and opened the flagship location in Greensboro's lowest-income ZIP code. The Family Success Center implements an Integrated Service Delivery (ISD) model to meet the complex needs of families experiencing poverty and the Two-Generation (2-Gen) approach to focus on both the needs of parents and their children. Combining these evidence-based practices has brought together multiple provider partners in one location to offer a comprehensive set of services including education, childcare, workforce preparation, income support, coaching for employment

retention and career advancement, health and wellness, financial education, life coaching, and asset building.

### WHAT WAS ACCOMPLISHED AND WHAT COMES NEXT

The pilot Family Success Center exceeded initial projections, serving more than 308 families (623 individuals) to date. In contrast to a comparison group, participating families demonstrated higher rates of growth on 26 of 29 indicators of self-sufficiency and stability. Results include 117 adults achieving employment, 33 earning a high school equivalency diploma, 366 completing job readiness training, and parents collectively opening 173 child savings accounts.

With 57,000 people experiencing poverty in Greensboro, United Way seeks to scale the efficacy of its successful Family Success Center pilot to meet broader need. To that end, it has launched a second site and engaged with MDC to implement the firm's "More to Most" strategy, which will serve the needs of low-income families across all the most affected ZIP codes of Greensboro. United Way also plans to launch a Family Success Network online portal, which will serve as the digital platform of integrated solutions for low-income households seeking to move toward financial independence.



**117**  
ACHIEVED  
EMPLOYMENT



**33**  
EARNED A HIGH SCHOOL  
EQUIVALENCY DIPLOMA



**173**  
CHILD SAVINGS  
ACCOUNTS OPENED