

NEWS RELEASE

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United Way Announces Continued Investment in Equity and Neighborhood Work

2023 grant cycle opens in August; Letter of Interest and information sessions begin in May

CHARLOTTE (May 3, 2022) – As part of its continued shift towards equity and neighborhood work, United Way of Central Carolinas has announced its investment process for Unite Charlotte and United Neighborhoods – two initiatives that represent the agency’s community impact strategy for strengthening neighborhoods, boosting economic mobility and advancing racial equity.

While these two initiatives focus specifically on the needs of Mecklenburg County, United Way is tailoring a separate investment strategy to address critical community priorities across its footprint in Anson, Cabarrus and Union Counties.

Established in 2016, Unite Charlotte addresses the inequities within philanthropy by intentionally funding Black- and Brown-led grassroots organizations in Mecklenburg County that increase racial equity and economic mobility. Unite Charlotte supports deeply rooted grassroots organizations and builds their capacity to provide seamless programs and services to those in need.

With community-driven priorities and resident-led grant-making, United Neighborhoods provides holistic wrap-around services aimed at addressing the health and well-being of residents and building strong and vibrant neighborhoods. United Neighborhoods launched in 2018 with investments in Grier Heights and Renaissance West, and expanded to Lakeview in 2022. With the 2023 grant cycle, United Way will bring United Neighborhoods to neighborhoods in and adjacent to the City of Charlotte’s Corridors of Opportunity, and in disinvested communities in Lake Norman.

“When Charlotte-Mecklenburg ranked 50 out of 50 for economic mobility in 2014, our leaders knew we had to reassess the systems in place to better serve our community,” said Kathryn Firmin-Sellers, chief impact officer at United Way of Central Carolinas. “Through strategic investments and alignment on identified priorities across the private and public sectors, United Way is bringing new partners to the table and funding innovative solutions to long-standing challenges through grassroots and neighborhood-based organizations.”

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United Way is opening its 2023 grant cycle for Unite Charlotte and United Neighborhoods in May and June, respectively. Both grant processes will begin with a Letter of Interest (LOI). Agencies that submit a Letter of Interest will be informed if they advance in the application process. For agencies serving Anson, Cabarrus and Union Counties, United Way will release a separate investment strategy tailored to address local priorities. All information regarding grants opportunities can be found by visiting uwcentralcarolinas.org/grants.

2023 Unite Charlotte Grants

United Way will launch its 2023 Unite Charlotte application process on May 16, 2022. The first step in the application process is the Letter of Interest (LOI). This cycle will make one-year grant awards of \$25,000 to 25 organizations with budgets under \$250,000. Funding will be prioritized for Black- and Brown-led organizations with a demonstrated commitment to serving historically marginalized groups.

Agencies interested in receiving funding through Unite Charlotte are encouraged to attend the upcoming information session about the 2023 Unite Charlotte funding priorities and process on May 11 at 12:00 p.m. Registration is required for the session.

Learn more about Unite Charlotte by visiting <https://uwcentralcarolinas.org/unite-charlotte/>.

2023 United Neighborhoods Grants

United Way will launch its 2023 United Neighborhoods application process on June 27, 2022. The first step in the application process is the Letter of Interest (LOI).

The application process will prioritize organizations with (1) a demonstrated commitment to serving families based in the following geographies: Renaissance West; Grier Heights; Lakeview; Beatties Ford Road/Rozzelles Ferry Road; Albemarle Road/Central Avenue; Freedom Drive/Wilkinson Boulevard; Sugar Creek Road/I-85; N. Tryon/Graham Street; West Boulevard; West Davidson (Davidson); Smithville (Cornelius); Pottstown and Huntington Green (Huntersville), and (2) respond to the service priorities identified by residents of those geographies.

Learn more about United Neighborhoods by visiting <https://uwcentralcarolinas.org/united-neighborhoods/>.

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About United Way of Central Carolinas

United Way fights for the education, health and financial stability of every person in our region, improving lives by mobilizing the caring power of local communities in Mecklenburg, Cabarrus, Union and Anson counties. For more information, please visit uwcentralcarolinas.org.

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