

For Immediate Release
August 25, 2015

Media Contact: Marissa Pierre
o) 336.553.1706 / c) 336.287.0370
mpierre@rfcommunications.com

**PHILLIPS FOUNDATION GRANTS \$750,000
TO ADDRESS SYSTEMIC FAMILY POVERTY**

Funds to extend the reach of United Way of Greater Greensboro's Family Success Center

GREENSBORO, N.C. (August 25, 2015) – Phillips Foundation today announced a \$750,000 grant to United Way of Greater Greensboro's Family Success Centers to help low-income families break the generational cycle of poverty and overcome barriers to financial stability and independence. The grant will more than double the number of families served through the Family Success Centers.

The Family Success Center pilot program, housed at Guilford Child Development, currently serves 41 families in the 27406 zip code, with a plan to serve a total of 100 families by June 2016. Phillips Foundation's contribution will allow United Way to launch three more centers in other low-income zip codes over the next 36-48 months.

In 2015, approximately 20 percent of Greensboro residents live in poverty. The Family Success Center is a collaborative initiative led by United Way of Greater Greensboro and 17 current partner community organizations to address this community issue. The program assists families who live at or below the federal poverty line by offering resources such as job training, educational development and financial literacy in a one-stop location. The families involved meet with case managers who help them develop and implement personalized plans for financial security and sustainable success.

"Phillips Foundation is happy to get behind United Way's streamlined focus and family wellness approach to eliminating poverty in Greensboro," said Elizabeth Carlock Phillips, executive director of the Phillips Foundation. "This pilot program's method is targeted, cohesive, collaborative, and outcome-driven. We look forward to this initiative affecting positive change throughout our community."

"Phillips Foundation's grant provides critical funding for implementing this life-changing program and reaching more families in need," said Michelle Gethers-Clark, president and CEO of United Way of Greater Greensboro. "The donation will extend and strengthen the resources available to participants to better prepare them for financial independence. We plan to leverage the success of this pilot program by identifying best practices and expanding the model to additional Greensboro communities."

-more-



The full list of Family Success Center partnering organizations includes:

Big Brothers Big Sisters of the Central Piedmont
Center for New North Carolinians - UNCG
Children's Home Society
Family Service of the Piedmont
Goodwill Industries of Central North Carolina
Guilford Child Development
Greensboro Housing Authority
Guilford Technical Community College
PNC Bank
Reading Connections
The Salvation Army of Greensboro
Senior Resources of Guilford
StepUp Greensboro
Triad Adult and Pediatric Medicine
United Way of Greater Greensboro
Women's Resource Center
YMCA Greensboro
YWCA of Greensboro

About Phillips Foundation

In 2005, local business leader Kermit Phillips created the Kermit G. Phillips II Charitable Trust to provide funding to non-profit causes as elected by the Phillips family. The trust's endowment recently gained the majority of its funding and now operates as the Phillips Foundation. The current board is regionally focused on the Greensboro community with five target areas: housing and homelessness; economic development; arts and culture; child and family services; and education and learning enrichment. For more information, visit PhillipsFoundationNC.org. *Phillips Foundation currently does not accept unsolicited grant applications.*

About United Way of Greater Greensboro

United Way of Greater Greensboro makes investments in our community to serve those in need so that all individuals and families can succeed. United Way is a worldwide network in 41 countries and territories, including more than 1,200 local organizations in the U.S. United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done. To give, advocate and volunteer, visit www.UnitedWayGSO.org.

###

