

UNITED WAY PLACE MATTERS INITIATIVE WINS WHITNEY M. YOUNG AWARD

On Saturday, October 21 the Winston-Salem Urban League hosted the 2017 Whitney M. Young Gala. The event recognized business and community pioneers in the Triad community and launched the Winston-Salem Urban League's (WSUL) Advisory Board.

The 2017 Whitney M. Young Award was awarded to United Way Forsyth County's Place Matters Program.

The Program focuses on 13 neighborhoods in northeast Winston-Salem to impact Education, Financial Stability, Health and Basic Needs. In 2016, United Way of Forsyth County invested \$2.7 Million in 22 programs focused on strengthening the Place Matters neighborhoods. These are innovative, collaborative initiatives that engage existing community assets, especially the residents themselves, to further enhance these neighborhoods and the lives of those who live there.



THERE'S A NAME BEHIND EVERY DOLLAR RAISED IN OUR COMMUNITY. MEET BRANDON.

Brandon and his mother were living at the Salvation Army Homeless Shelter. Brandon was battling extreme behavioral issues while his mother struggled with her own mental health. They both needed a breadth of services to restore their family to a place of stability.

Your donation is the key that opened doors for Brandon and his family. Housing was obtained through United Way's Ten Year Plan Rapid Housing; mental health services for Brandon's mother were scheduled, and finally day treatment services began for Brandon at Amos Cottage.

Once the family's basic needs were met, Brandon's mom could focus her attention on supporting Brandon—learning more positive behavioral strategies to redirect her son's behavior. Brandon is now thriving in school and sees success in his future—success that you helped to make possible.



YEAR END CHARITABLE GIFTS TO UNITED WAY OF FORSYTH COUNTY

Reduce your tax liability with a year end charitable gift. Make a gift by December 31st.

Did you know that current legislation permits those taxpayers age 70½ or older to make donations of up to \$100,000 directly to charitable organizations from their IRA? The distribution to a charity counts as part of your Required Minimum Distribution (RMD), and thus produces a tax savings by reducing your taxable income. To discuss strategies, contact **Cathy Coles, Executive Director of United Way Foundation** by email at Cathy.Coles@uwforsyth.org or by phone at 336.723.3601.

YEAR END WAYS TO GIVE: WWW.UNITEDWAYPLANNEDGIVING.ORG/WAYS-TO-GIVE/

AS OF DECEMBER 15TH, WE HAVE REACHED 55% OF OUR CAMPAIGN GOAL OF \$15.5 MILLION. DONATE NOW TO JOIN THE FIGHT!

55% RAISED

GOAL: \$15.5 MILLION

**BECOME A HAND RAISER.
A GAME CHANGER. A DREAM MAKER.
JOIN THE FIGHT. LIVE UNITED.**