

# UNITED IS THE WAY TO CHAMPION CHANGE | BLACK-LED SOCIAL CHANGE

## The issue

United Way believes in creating a community where everyone has an opportunity to thrive. However, poverty disproportionately impacts Black families in our region, and many systems that families depend on are inequitable. Research shows Black institutions and Black-led ideas receive less investment by major funders.

## A solution

Black-led Social Change focuses on bringing greater diversity of solutions and thought leadership to the philanthropic community. This approach provides a better understanding of the unique strengths, opportunities and challenges in our region, and it guides our efforts to reduce disparities by race and place.



## Black Empowerment Works grantee sees the value of United Way

“Small businesses don’t have access to resources such as these, they simply can’t afford them,” said Steven Easley, owner of the Easley Blessed foundation, which received a \$25,000 grant to provide multimedia education that helps people and nonprofits voice their stories. Easley’s Foundation will provide multimedia training in software, photography, videography, content creation and more, with goals of building career pathways and producing more content created by Black people.

“When United Way steps in and fills that gap, that is generational change, because these are the seeds of something that will grow this community. When you invest in me, the return is so much greater because I am here, my kids go to school here, my wife goes to work here – I am invested in this community. You are helping me to do more.”