

Guilford Success Network

Q&A / Talking Points

NOTE: Should you receive inquiries from the media, direct them to Michael Cottingham, Vice President, Marketing and Communications, at 336-378-6617 or michael.cottingham@unitedwaygso.org.

Statements of fact

- United Way launched an 18-month pilot project on June 28, 2022, known as the Guilford Success Network.
- Initially, the Network will launch with 8 core partners serving the Greensboro area and will expand county-wide over time.

What is the Guilford Success Network?

- Guilford Success Network is a county-wide, mobile friendly network that connects people to services and coordinators who help them identify, track, and achieve their personal goals of becoming financially stable.

How will someone access the Network?

- Network Partners will learn to identify people who may benefit from joining the Network and people who wish to join will be connected to a coordinator.
- After the pilot phase, people will be able to access the Network through an online portal.

What will the Network offer people?

- People who access the network will be connected to services and supports that are focused on three areas:
 - Work, Health & Income Supports – to stabilize people's basic needs
 - Education & Career Advancement – to help people learn skills and land jobs
 - Financial Education & Coaching – to help people build upon their success.

Is there an even easier way to understand and explain what the Network does?

- The Network connects services to make it easier for people to get what they need.
- The Network makes it easier for service partners to identify and address the full needs of the people they serve.
- The operation of the network can be summed up in its three-word tagline: CONNECT, SUPPORT, THRIVE.

What does CONNECT, SUPPORT, THRIVE mean to people seeking services?

- People will CONNECT to a Network that offers multiple services.
- People will receive SUPPORT from a Network coordinator and service providers that work together for their benefit.
- People will THRIVE by defining and achieving their personal goals.

What does CONNECT, SUPPORT, THRIVE mean to Network partners?

- Partners will CONNECT with a county-wide network.
- Partners will receive SUPPORT from Network coordinators who will be there to assist program and client needs.
- Partners will THRIVE because the Network will improve service referrals, delivery, and outcomes.

Why did United Way develop the Network?

- Since 2014, United Way of Greater Greensboro's single focus has been to reduce the number of people living in generational poverty.
- The Network is one of United Way's strategies to achieve that goal.
- United Way's research, including listening sessions with economically vulnerable residents, shows supports and services are not well coordinated, are underutilized, and there are too many barriers to access.
- Lack of coordination and underuse are structural problems that require systemic and adaptive approaches – the Network seeks to connect service silos.

How was the Network developed?

- The Network was developed based on community feedback listening sessions and workgroups comprised of residents with lived experience, nonprofit staff, and local government representatives.

Why does United Way believe the Network will be successful?

- The Network is rooted in a service delivery approach that is often referred to as an Integrated Service Delivery (ISD) model.
- ISD models connect people to multiple support services through sequencing and bundling so that people who need help can access what they need, when they need it.
- Research shows ISD strategies empower families to achieve better social, economic, and health outcomes.

Is the Network similar to United Way's Family Success Centers?

- Yes - United Way has created a successful ISD model known as Family Success Centers
- Both the Family Success Centers and the Network meet people where they are in life and allow them to pick and choose the supports and services that will best help them achieve their goals of financial stability.
- While Family Success Centers bundle services in one location and offer a structured schedule of classes, people can access services within the Network at multiple locations with broader schedule options.
- The Network also offers services and supports that are tracked thorough technology-enabled collaboration across the county that both service partners and recipients can access.
- To date, FSCs have been working in a closed "mini-network" of their own, with centralized services in a limited geographic area; while the Network has been designed to work in a broader, decentralized, county-wide network.

- The two initiatives will be working more closely together during the Network pilot to learn from each other - and from experience - to determine the best relationship between them to meet the community's needs.
- Practically speaking, for now there is one main difference: FSCs bring services together in one location and members have the opportunity to build relationships with their peers – other people like themselves who are working on goals like theirs.

Who is participating in the Network pilot?

- GuilfordWorks
- Housing Consultants Group
- Triad Goodwill
- Nehemiah Community Enrichment Center
- The Servant Center
- Welfare Reform Liaison Project
- Guilford Community Care Network
- The Forge Greensboro.

Will the Network connect to 2-1-1 and NCCARE360?

- UWGG continues to support 2-1-1 locally as a free, confidential telephone and online information and referral system.
- Network partners will update their agency information in 2-1-1.
- UWGG and the Foundation for Health Leadership and Innovation are exploring collaboration between NCCARE360 and the Network.

How will the Network track and report outcomes?

- United Way and Network partners are committed to tracking outcomes and providing annual updates.
- Data will be captured during intake at all partner locations and will be stored within the Network's virtual platform.
- Network Coordinators will update data at re-assessment points (3-month, 6-month, and 12 month-periods) as members work toward achieving their goals.
- During the pilot, the Network will measure household progress towards self-sufficiency. Metrics include:
 - Income
 - Educational Attainment
 - Housing
 - Safety of Environment
 - Health Condition
 - Health Access
 - Employment
 - Work History
 - Money Management
 - Benefits