

## Greensboro Housing Authority Receives Spirit of North Carolina Award

Greensboro, NC – Presented for campaign excellence, Greensboro Housing Authority (GHA) was awarded the 2012 Spirit of North Carolina Award by the United Way of North Carolina (UWNC). GHA was among 43 statewide recipients who gathered at the UWNC’s annual meeting on February 15, 2013, to be recognized by the organization in Pinehurst, NC. The Spirit of North Carolina Awards for Campaign Excellence are sponsored annually by the United Way of North Carolina. The awards program provides statewide recognition for exceptional commitment and support to communities through local United Way involvement. These competitive awards are presented to honor corporate and not-for-profit organizations that demonstrate excellence in their United Way campaigns. The Spirit Award recognizes an organization’s overall commitment to United Way and the generous support of management and employees who express their dedication to the community through a partnership with United Way.



*GHA’s United Way Committee receives Spirit of NC Award (front row, l to r) CEO Tina Akers Brown, United Way Co-Chair Denita Banks, Arnetta Gardner; (second row) Tiffany Dunlap, Nicole Jordan, Delton Pettress, Mary Beth Myers, and Sheree Orr. Co-chair Tammy Dowdee and committee members Dianne Warren, Michell Brown, Neisha Dawson and Todd Dickson were unable to attend the event.*

GHA raised \$27,200 in total contributions for the United Way in 2012, increasing our overall giving by nearly six percent, individual employee’s average contribution by over five percent and increasing the number of leadership givers, those donating \$1,000 or more, by 25 percent. The 2012 campaign was coordinated by GHA’s United Way Committee and included:

- A United Way kick-off luncheon with a plea to staff to make a pledge
- Letters to our retirees and contractors inviting the groups to become part of the GHA Team in supporting United Way of Greater Greensboro
- A raffle that included gas cards and free car washes as prizes
- “Guess the Candy”, in which a jar full of “Halloween” candy was placed on display at our Kick-Off Event and staff was given the opportunity to guess the number of pieces of candy with the closest guesser awarded the jar.
- Catering for a training held in one of our facilities. GHA’s United Way Committee came in early each day and prepared a continental breakfast, lunch and afternoon snack for a three-day training, earning \$1,275 from their efforts.
- “Jeans for United Way” in which GHA staff was given the opportunity to purchase a

“pass” that gave them the opportunity to break away from their normal business attire and wear jeans to work during December.