



# 2025 PARTNER IMPACT

*Powering free community programs for Greensboro.*



Arts & Culture • Environmental Education • Health & Wellness • Social Gatherings • Youth Programming

**150,000+**

Annual  
Trail Counts

**3,800+**

Program  
Participants

**100%**

Participant  
Satisfaction

**160+**

Community  
Partners

## COMMUNITY IMPACT

### Participant Experience

- 96% would recommend to others
- 88% positive impact on mental and social well-being
- 84% made a new friend or community connection
- 92% increased sense of pride for Greensboro

### Audience Reach

- 17,000+ social media followers
- 3,000+ email subscribers
- 52% email open rate
- 45,000+ annual website visits

## SIGNATURE EVENTS

- Wheels on the Greenway** ~600+ attendees (May)
- Run & Block Party** ~1,000+ attendees (September)
- Community Picnic** ~200+ attendees (October)



*"This made me fall in love with Greensboro all over again."*

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**Community Access. Measurable  
Impact. Lasting Connection.**