

Brooks Pierce Receives Spirit of North Carolina Award

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The Greensboro office of Brooks Pierce has been presented with the United Way of North Carolina's Spirit of North Carolina Award for Campaign/Engagement Growth. The award honors companies for their increased support of the United Way during challenging times.

"Giving back to the community is a key focus of Brooks Pierce, and the United Way is certainly one of many avenues we have for doing that," said Reid Phillips, the firm's managing partner. "We are honored that they have selected us for this award and hope our contributions to the United Way can have an impact in serving the residents of Greensboro."

Despite the COVID-19 pandemic, Brooks Pierce's 2020 United Way campaign showed increased participation and giving. Close to 80% of the firm's Greensboro-based staff and attorneys contributed, and 50 people gave more than in 2019.

"United Way is uniquely positioned to do tremendous good in combatting the root causes of generational poverty in our community," said Daniel Adams, partner at Brooks Pierce and chair of the firm's 2020 United Way campaign. "That mission took on heightened importance during the COVID-19 pandemic, and we at Brooks Pierce were proud to support United Way's efforts, particularly as we have been fortunate compared to so many others who are hurting during this time."