

United Way of Etowah County



#Why I Give
Because
I am blessed
and because
I can.

2016 Community Report

OUR MISSION

United Way is improving lives by mobilizing the caring power of our community.

OUR VISION

We see a safe community with strong families working together, successful children moving toward becoming productive citizens, and a community where the disabled are reaching their potential & senior citizens can maintain their independence. We recognize a community of diverse people with a shared vision of caring for one another.

OUR VALUES

- Respect
- Integrity
- Service
- Accountability
- Stewardship

OUR STAFF

- Joanne Hightower**, Executive Director
Donna Rodgers, Finance Manager
Pat Presley, Executive Assistant
Jessica Brown, Resource Development & Marketing Director
Emily Sims, Success By 6 Program Director
Ruth Moffatt, 2-1-1/First Call for Help Program Director
Christi Mayo, Help Me Grow Regional Coordinator
Carla Hill, I & R Specialist*
Patty Mayo, I & R Specialist*
Linda Hale, Receptionist**

*Part-time employees
 **Part-time employees funded by East Alabama Area on Aging

FINANCIAL REPORT

BALANCE SHEET

YEAR ENDED DECEMBER 31, 2016

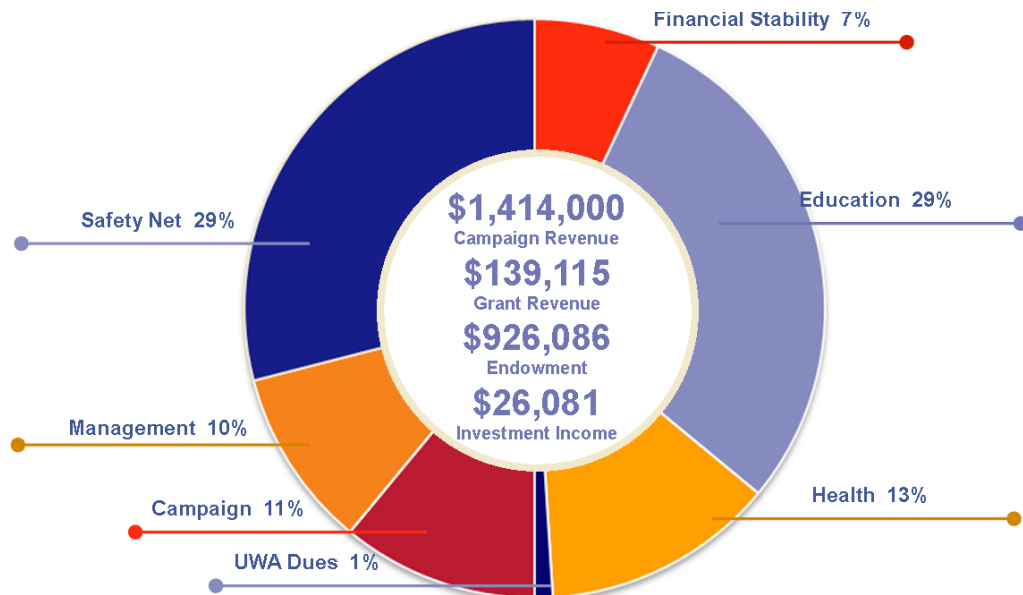
ASSETS

Cash	\$295,789
Endowment	926,086
Young Leaders Society Fund	6,781
Disaster Relief Fund	34,420
Campaign Pledges Due (Net of uncollectibles)	1,161,370
Net Building, Furniture and Equipment	252,752
Other Receivables	20,440
Pre-Paid Dues	1,272
TOTAL ASSETS	\$2,698,910

LIABILITIES, DEFERRED REVENUE & NET ASSETS

Agency Allocations	\$811,104
Community Impact Fund	15,975
Designations Payable	2,171
Net Assets	1,869,660
TOTAL LIABILITIES & NET ASSETS	\$2,698,910

EXPENDITURE CATEGORIES



Board of Directors



“I would like to thank everyone for their hard work and financial support this year. Let’s make next year even better for our community!”

Bob Guyton, President
Southern Data Automation

Kendall Hamilton, Secretary
Devan Lowe

Lisa Thacker, VP of Finance & Treasurer
Community Advocate

Kevin Phillips, Past President
Exchange Bank

Shane Ellison, Campaign Chair
City of Gadsden

Jackie Edmondson, Campaign Vice Chair
Gadsden State Community College

Tena King, Campaign Vice Chair
King’s Olive Oil

Lance Smith, VP of Governance
Turnbach, Warren, Rice, Lloyd, Frederick &
Smith, PC

Ron Reaves, VP of Communications
Community Advocate

Bo Arthur, VP of Community Building
Alfa Insurance

Mat Alexander, VP of Planning
First Baptist Church of Gadsden

Nanda Patel, VP of Development
Holiday Inn Express & Suites

Lesli Bishop, Family Savings Credit Union
Michael Causey, Life Insurance Company of Alabama
Mary Hager, Advanced Imaging
Steve Hildebrant, Alabama Power Company
Brittney Hill, Back Forty Beer
Kelly Kemp, The Kemp Agency
Dr. Martha Lavender, Gadsden State Community College

Wilbur Masters, Regions Bank
Bryan McCauley, Riverview Regional Medical Center
Tony Reddick, Gadsden City Schools
Chris Robinson, Blackstone Pub & Eatery
Tony Townsend, USW Local 12L
Jody Willoughby, District Attorney’s Office
Tim Wofford, Quality of Life Health Services



Results



"I am tremendously proud of what United Way has achieved. And, as much as we celebrate our accomplishments, we know that success is a team sport. It is about celebrating the great things we can achieve when we work together."

Shane Ellison, Campaign Chair
City of Gadsden



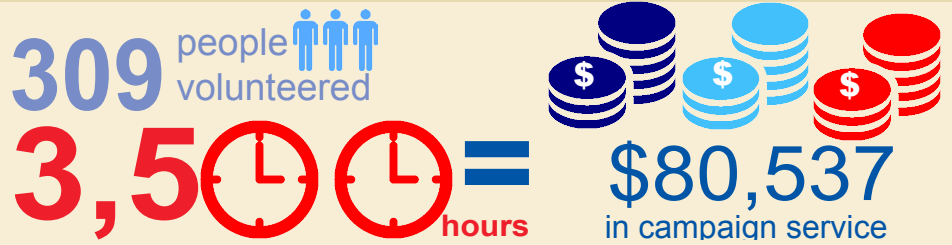
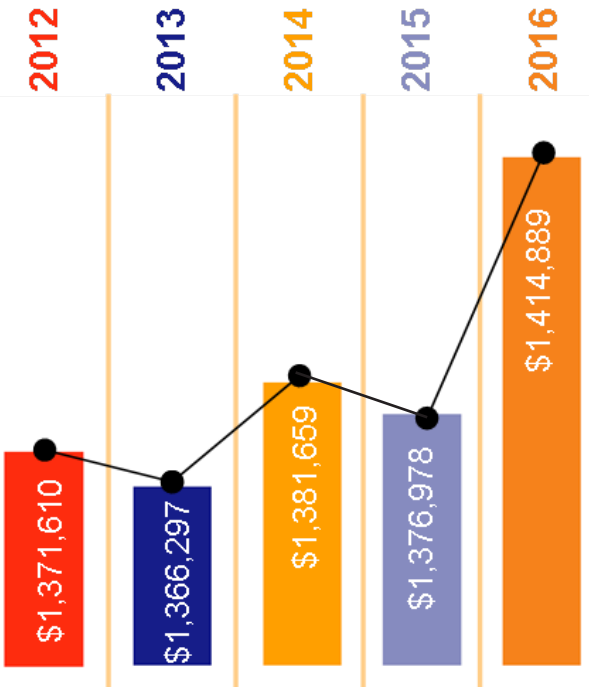
\$903K
invested

28
programs
& services

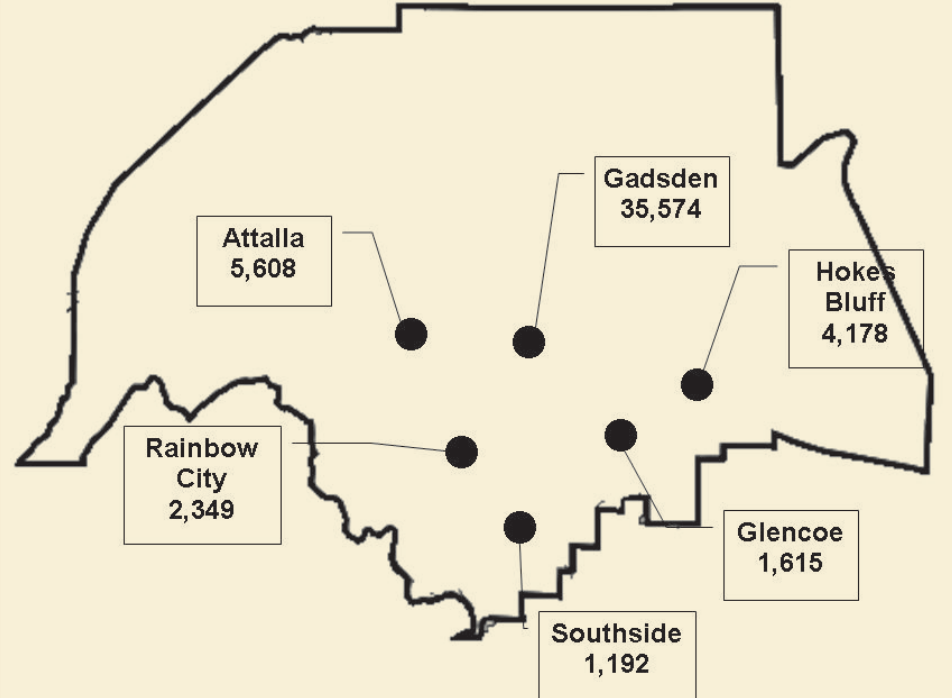
+2% United Way Campaign raised
\$1,414,889

+19% Leadership Givers
267

FIVE-YEAR CAMPAIGN PERFORMANCE



NUMBER OF PEOPLE SERVED BY UNITED WAY FUNDED PROGRAMS



Campaign Cabinet

Bob Guyton, Leadership Giving Chair
Southern Data Automation

Jackie Edmondson, Pacesetter Chair
Gadsden State Community College

Tena King, Pacesetter Co-Chair
& Retail Chair
King's Olive Oil

Jay Hedgspeth, Commercial Chair
First Federal Mortgage

Felicia Simpson, Education Chair
Gadsden City Schools

Sarah Kathryn Haller, Financial Chair
River Bank & Trust

Derrick Griffey, Government Chair
Gadsden State Community College

Wardrick Griffin, Health Professionals Chair
Gadsden Regional Medical Center

Kayla Feazell, Health Institutions Chair
HealthSouth Rehabilitation Hospital of
Gadsden

Jenifer Grace, Non-Profit Chair
Council on Aging

Bob Blount, Professionals Chair
Cambridge Services

Kathy Russell, Residential Chair
Community Advocate

Section Chairs

Sydney Gunter, Real Estate
Advantage Properties

Bo Arthur, Insurance Agent
Alfa Insurance

Lance Smith, Attorney
Turnbach, Warren, Rice, Lloyd, Frederick
& Smith PC



Loaned Executives

Whitney Alexander
Community Advocate

Jamie Armstrong
Gadsden Regional Medical Center

Jennifer Bishop
HealthSouth Rehabilitation Hospital of
Gadsden

Whitney Carter
The Chamber, Gadsden/Etowah County

Willette Chambliss
Alabama Power Company

Tripp Collins
Back Forty Beer

Lee Cox
Exchange Bank

Katie Darden
Coosa Valley Health & Rehabilitation

Melissa Davis
Gadsden State Community College

Doug Gregerson
Cash Saver

Monica Johnson
The Gadsden Times

Christi Mayo
Enrestoration, Inc.

Kyle Oden
Peoples Bank of Alabama

Donna Patterson
King's Olive Oil

Eddie Pyrdum
Goodyear Tire & Rubber
Company

Blake Seay
ERA King Realty

Haley Tucker
Knowles & Sullivan, LLC

Liz Wood
Community Advocate



“My favorite part of being an LE was learning about the people and organizations. Our community should be proud of the work our local United Way agency does to advance the common good.”

Whitney Carter



Allocation Panels

EDUCATION

Kelly Kemp, Chairperson
The Kemp Agency
Jeanne Mabeus, Chairperson
Interstate Batteries
Brynn Crain
Office of the District Attorney
Brittany Cobb
Gadsden Steam Plant
Lisa Dobbins
Physicians Who Care
Misty Kerr
Alabama Power Company
Dee Lorick
Goodyear Tire & Rubber Company
Mike Lorick
Goodyear Tire & Rubber Company
Wesley Mayhall
UPS
Jessica Ponder
Northwestern Mutual Financial
Barbara Roberts
State of Alabama
Jonathan Roland
Prince Metal Stamping USA
Teresa Rhea
Gadsden State Community College
Craig Scott
City of Gadsden
Tony Townsend
USW Local 12L

FINANCIAL STABILITY

Mary Hager, Chairperson
Advanced Imaging
Kenneth Casey
Community Advocate
Richard Dean
Community Advocate
John D. Duvall
Crothall Healthcare at GRMC
Danny Jackson
BBVA Compass
Monica Johnson
The Gadsden Times
Jennifer Lowman
AT&T

HEALTH

Chris Daniel, Chairperson
Exchange Bank
Beverly Hilderbrand, Chairperson
Gadsden State Community College
Rose Marie Allenstein
Allenstein & Allenstein LLC
Jennifer Boozer
Integrity Accounting Solutions, LLC
Melissa Davis
Gadsden State Community College
Laura Elliott
Girl Scouts of North Central Alabama
Tara Fulford
Advanced Imaging
Morgan Lavender
Modern Woodmen of America
Vicki Lister
Healthcare Realty
Patricia Littleton
Community Advocate
John Minton
Community Advocate
Susan Minton
Community Advocate
Anne Mitchell
Community Advocate
Theresa Scott
Daugette Towers
Jessica Slaten
Gadsden State Community College
Tony Smith
Alabama Power Company
Paula Wilson
Community Advocate



Chris Daniel
Exchange Bank

“I feel fortunate to live in a community where so many people come together to help United Way achieve its mission of ensuring a stronger and better future for all of Etowah County. I love serving on Allocations because it is fun and informative. Being on Allocations helps me understand the entire United Way process; from fundraising, allocating the funds and seeing the results from the partner agencies.”

FINANCIAL STABILITY

James E. Elliott, Jr., Chairperson
Community Advocate
Cindy Hill, Chairperson
Southern Cardiovascular Associates
Sabrina Bevis
Alabama Teachers Credit Union
Tami Brooks
Community Advocate
Pam Burgess
Alabama Teachers Credit Union
Allison Casey
Keystone Foods
Alicia Guyton
Merrill Lynch
J. D. Henderson
Merrill Lynch
Brittney Hill
Back Forty Beer
Tracie Hill
Gadsden Steam Plant
Patti Lee
BBVA Compass
Jessica Loyd
Gadsden Regional Medical Center
Cheri Mills
Comcast Cable
Janekia Mitchell
Gadsden State Community College
James Sledge
Community Advocate
Mary Wood
Downtown Gadsden Inc.



Mary Wood
Downtown
Gadsden Inc.

“I love this community and want to see it grow and improve. I am proud to serve on Allocations with 55 other volunteers who care about our community. I know what I donate to United Way goes to fund local agencies and programs because I see the work the agencies do. We are fortunate to have agencies that collaborate to address the critical needs in our community.”

EDUCATION



A good education is essential for the future success of our children. Helping them achieve their potential prepares them for life and produces independent, successful adults.

THE GOAL

Create better opportunities for our children to reach their full potential, while providing them with the social support to succeed.

THE NEED

Almost half the children in Etowah County cannot read on grade level and 24% of students do not graduate high school.

THE FOCUS

- Increase the number of children entering kindergarten ready to learn.
- Increase the number of children reading at grade level.
- Youth remain in school and graduate on time.

THE RESULTS

Last year, 6,867 children in Etowah County directly benefited from United Way-funded programs in the Education area.



Jalen came to the Boys & Girls Club as a shy, middle-school student. He did not get along with many of our other students. Jalen was reluctant to participate in any other program offerings. Through the help of volunteer, Judge David Kimberley, we were able to include tennis in our program offerings as part of the Triple Play program. Jalen quickly fell in love with the sport. His confidence has improved tremendously. He interacts with other students. He participates in other programs and activities and has received positive reports from school.

PARTNER AGENCIES IN EDUCATION

- Big Brothers Big Sisters of Northeast Alabama
- Boy Scouts, Greater Alabama Council
- Boys & Girls Club of Gadsden/Etowah County
- 4-H Clubs of Etowah County
- Girl Scouts of North Central Alabama
- United Ability (Hand-in-Hand)
- United Way's Success By 6



100% of children who attended Boys & Girls club graduated high school according to statistics



95 children who participated in Kinder Camp were more equipped to start kindergarten



18,000 books are provided to children birth to five through Dolly Parton's Imagination Library



Youth engaged in 4-H are two times more likely to excel in school. 2,870 students participated in 4-H Clubs of Etowah County

FINANCIAL STABILITY



A quality education leads to a stable job that creates enough income to support a family through retirement. Every family needs enough income to pay for the necessities and provide a stable home.

THE GOAL

Help people build a solid financial future so our entire community can flourish.

THE NEED

28% of children in Etowah County live in poverty and 23% of low-income families have less than \$300 in a checking or savings account.

THE FOCUS

- Low-income individuals and families will maximize their income in order to meet daily expenses.
- Low-income individuals and families have mainstream accounts for savings and enough money saved for emergencies.
- Low-income individuals and families will have better financial behavior and break the cycle of poverty.

THE RESULTS

Last year, 3,100 clients in Etowah County directly benefited from United Way-funded programs in the Financial Stability area.



Alex had failed several classes due to her attendance. The Gadsden City School’s United Way Rep talked to Alex about her attendance and learned her absences were due to taking care of her daughter during the day while Alex’s dad worked third shift and was unable to care for the child. The Rep helped Alex enroll in a Second Chance program which allowed her to shift from a traditional classroom setting to a virtual classroom setting. Alex was able to recover several of her classes she had failed. Her attendance increased and she was able to graduate with her classmates.

*Names and images have been changed for confidentiality

PARTNER AGENCIES IN FINANCIAL STABILITY

Darden Rehabilitation Center
Family Success Center
Gadsden Community Education Program

****Retired & Senior Volunteer Program (RSVP)**

****Funded through Community Impact Grants**



Gadsden Community Education worked with 13 students who recovered credits allowing them to move up and graduate with their class.



823 clients were served by the Financial Coach at the Family Success Center



139 clients received job training at Darden Rehabilitation Center

HEALTH



Health is important to us all and factors into every aspect of our lives. Adults and children who are in good mental and physical health are productive at work and school, and are more likely to give back to their community.

THE GOAL

Create a vibrant and thriving community by promoting physical, social and emotional health for infants, children, adults and seniors.

THE NEED

Over 20,000 residents are uninsured, 14% of Etowah County adults have diabetes and there are 145 teen pregnancies each year.

THE FOCUS

- Increase the number of youth and adults who are healthy and avoid risky behaviors.

THE RESULTS

Last year, 8,867 residents in Etowah County directly benefited from United Way-funded programs in the Health area.



Vicki was diagnosed with breast cancer at the age of 61. She lived alone and was on disability. Soon after starting her treatment she became very ill and Etowah County Home Health Services was brought in to monitor her condition. The Home Health social worker soon realized Vicki was unable to provide for herself. The social worker began collaborating with several partner agencies to meet Vicki's basic needs. MANNA provides her a hot meal five days a week. The Council on Aging assisted her with nutritional supplements and the Etowah Baptist Missions Center provided her with food. This collaboration allowed Vicki to remain in her home safely and improve her quality of life.

*Names and images have been changed for confidentiality

PARTNER AGENCIES IN HEALTH

- Council on Aging
- Easter Seals-Etowah County
- Etowah County Home Health Services
- Etowah Free Community Clinic/PRN
- MANNA
- Mental Health America of Etowah County
- Northeast Alabama Kidney Association
- Snellgrove Civitan Center
- YMCA of the Coosa Valley
- **Alabama Head Injury Foundation

**Funded through Community Impact Grants



\$810,000 worth of free medication was provided to low-income citizens



\$29,603 worth of medication and transportation was provided to low-income dialysis patients



85% of families who received Early Intervention services reported higher quality of life



225 visits provided mentoring to young teen parents through the H.O.M.E. program

SAFETY NET



Safety Net agencies help during times of crisis.

THE GOAL

Respond to the basic needs of the community.

THE NEED

2-1-1/First Call for Help receives over 10,000 phone calls asking for assistance with housing, utilities and food.

THE FOCUS

- Individuals and families receive temporary assistance to meet basic needs and help in time of crisis.

THE RESULTS

Last year, 31,682 residents in Etowah County directly benefited from United Way-funded programs in Safety Net.



Alyssa was a lovely and creative 12 year-old who came to the James M. Barrie Center for a forensic interview. During her interview, Alyssa disclosed that her mother’s boyfriend had sexually abused her. She felt guilty for “telling on” the man and blamed herself for the changes that occurred in her family after she disclosed her story. The Barrie Center was able to offer counseling sessions to Alyssa. Over time, she began to understand that the abuse was not her fault and is now able to identify her feelings and work through them. The offender is currently awaiting trial.

*Names and images have been changed for confidentiality

PARTNER AGENCIES IN SAFETY NET

- American Red Cross
- James M. Barrie Center for Children
- Etowah Baptist Missions Center
- Etowah Community Food Bank
- Family & Children Placement Services
- The Salvation Army
- Thirteenth Place
- 2-1-1/First Call for Help

**2nd Chance, Inc.

**Funded through Community Impact Grants



40,000 pounds of food was distributed to four local shelters



Emergency assistance was provided to 144 families who lost everything to house fires



41,267 nights of shelter were provided to homeless families

LEADERSHIP SOCIETY

Alexis de Tocqueville Society Members-\$10,000+



Devan & Hilda Lowe

Builders Society Members-\$5,000-9,999



*Greg & Marcy
Gregerson*



*Bob & Alicia
Guyton*



*Scott & Teresa
Hindsman*



Julia Nolen Knox



*Tommy & Mary
Stonebraker*



27%
of campaign dollars
come from Leader-
ship Giving

Gold Feather Society-\$3,500-4,999

Collier Cropp
Bill & Helene Haller
Dr. Bill & Suzy Haller

Dr. Bill & Mandy Hartzog
Frank & Susie Orr

Silver Feather Society-\$2,000-3,499

Dr. & Mrs. Eddie Ash
Jim & Sabrina Bevis
Mark & Beth Brink
Cason & Jessica Brown*
Robert & Marsha Christ
Wayne & Lana Cornutt
Tim & Jana Davis
Bob & Rhonda DeHaven
Dr. Teresa Drummond-Rieger
& Mr. Farrell Rieger
Jackie & Todd Edmondson*
Scott & Kayla Fezell
Dr. R. Steve & Lynne Frederick

Bobbie & Lee Freeman
Dr. & Mrs. Elias Ghafary
Dr. Ken & Mary Hager
Keith & Cheryl Hamilton
Kendall & Mark Hamilton
George & Joanne Hightower
Wayne & Paula Hollar
Tracy L. Huffman
Danny & Jennifer Jackson*
Billy & Kelly Kemp
Jason & Christie Knowles
James & Kim Lemons
Mike & Dee Lorick

Heather & Blake New*
Wayne & Karen Owen
Dr. Ghanshyam & Nanda Patel
Wesley & Jennifer Patterson
Glen & Devora Porter
Donald & Joy Rhea
Judy Rubel
G. Michael & Susan Shehi
Marian & Bill Stone
Lisa & Don Thacker
Dr. Merle & Christa Wade
Dr. & Mrs. Lewis P. Walker III
Ronnie & Lynn Watkins
Two members wish to remain anonymous

Red Feather Society-\$1,000-1,999

Linda Abel
Jay & Kim Adair
Kim Arledge
Jeremy & Rene Arnold
Lonnie Bagley, Jr.
Bruce Baker
Elizabeth Barnett
Jeff Bellew
Stephen Bergfield
Scott Bicknell
Martin & Jennifer Bishop*
Lesli Bishop
Bob & Tricia Blount
Brian C. Bowen
Jay Bowman
John Boyd
Carver Boynton*
Alysa Bridgeland
Mike & Jackie Brown
Pam Burgess
Dr. Skip Campbell
Chris & Whitney Carter*
Mark & Allison Casey
Greg & Pam Cash
Mr. & Mrs. Michael Causey*
Eric Clark
Andrew Clements
Johnny Brian Cohron
Jeremy & Kimberly Cole
Dr. Thomas R. Corley
Alan & Jeannie Cosby
Mike & Jerolyn Cothran
Charles & Renee Culverhouse
Chris & Shari Daniel
C.W. Daugette III
John Day
Richard Dean
Richard Dobbs
Monica Dowdy
Walter Duke
Wayne & Sandra East
Greg & Michele England
Sheriff Todd Entrekin
Wayne & Scarlett Farley
Connie & John Floyd
Kathy Hill Ford
John Freeman
David Fuller
Michael & Mary Gabriel
Shane & Ashley Gilchrist
Dr. Brooke Gorham
Kevin & Jenifer Grace & Family

Dr. Sabrina Morgan &
Coach James Graves
Gregory Gray
Dawn & David Gregerson
Derrick Griffey
Dr. Larry Grimes
Danny & Donna Guest
Kandice Gupta
Rusty & Content Hamilton
Elisabeth Hardin
Stace & Charlotte Hardin
Leslie Harp
Mark Harper
Mike & Cynthia Harris
Larry & Patricia Hart
Dr. G. Bruce Head III
Jay & Claire Hedgspeth
Steven Hernandez Family
Joshua Hester
Jim & Jane Hicks
Mr. & Mrs. John R. Hicks
George Hightower III
Steve & Nancy Hildebrand
Cindy Hill
Mark Hill
Monte & Elisa Hill
Tracie P. Hill
David & Faye Hindsman
Todd & Traci Hindsman
Clay Hix
Wes & Amy Hodge
Melissa Holmes
Christy Hormel
Ted & Marie Johnson
Margie Jordan
John David & Angela Kay
Steve & Nancy Keck
Ragan & Misty Kerr*
Tena King
Mr. & Mrs. Roger Kirby
Jane & Keith Kirk
Mr. & Mrs. Tim Lavender
Eric Allen Ledbetter
Michael Ledsinger
Bruce Lott
M. Lynn Lowe
Keith & Karen Lyles
Willie & Charlotte Maise
Steven & Delsia Malone
Mark Manning
Mary Markham
Jeff & Catherine Martin*
Victoria & Kevin Martin

Wilbur & Deborah Masters
Bryan McCauley
Dr. & Mrs. Michael McEwen
John McFarland
Dr. & Mrs. Bryan McGwier
Harry McLendon
Patrick McLeod
Chad & Erica McMichael
Rob & Lisa McNeely
Dr. & Mrs. Gordon L. Miles
Andrew & Alana Miller
Cheri Mills
Emily & Roger Mills
David & Ruth Moffatt
M. Kay Moore
Susan Moore
Ryan Neal
Iva & Dale Nelson
Donna & Jerry Nicholson
Jerred Nunnally
Mike & Kris O'Brien
Josh O'Donnell
David Oliver
Lucas Osborn
Dr. & Mrs. Robert Ostendorf
Mr. Hubert Owen
Phil & Becky Owen
Pamela Parker
Dinesh & Kumud Parmar
Harriet & Ira Phillips, Jr.
Kevin & Kristy Phillips
Evelyn Pierson
Jeff & Cathea Poland
Michael Todd Polk
Brent Poole
Steve Portuese
Jeffrey Powell
Taylor Powers
Rocky & Pat Presley
Dr. & Mrs. Darryl Prime
Jim Prucnal
Donna & Tim Pruiitt
Edward & Dawn Pyrdum
Ryan Rabl Family
Allen Ray
Danny Ray
Mrs. Jeannie Ray
Mr. & Mrs. Ricky Ray
Rebecca W. Rhodes
David Richardson
Dr. Braden Richmond
Sydney Robershaw
Chris & Christi Robinson*

Donna & Doug Rodgers
Adam & Kim Rosser
Gale & Gary Sanders
Drs. Shan Tin & Max Sanders
Gregory E. Scruggs
Mike & Beth Self
Dr. Ashvini & Manjari Sengar
Rhonda Shaw
George M. Shehi, Jr.
Jeff & Emily Sims
Hemant Sinha
Karl & Karen Sizemore
Dr. & Mrs. W. Webb Sledge
Carey B. Smith
Heath & Rebecca Smith
Lance & Julie Smith
Ray & Barbara Smith
Dana & Chris Snyder
Karen Stanley
Iva Jo Stewart
Tom & Kristy Strother
Hugh & Gigi Stump
Ron & Teresa Summerall
Judy Swafford
Dr. & Mrs. Peter Szeto
Meinrad Tabengwa
Thomas Taylor
Djeunou Tchamba
Kendall, Josh, Matthew & Kennan Tidmore
Chris & Christina Tobias
Steve Trawick
Dale Tucker
Dr. Jyothi & Mr. Veukat Tummala
Sam & Jenny Tunstall
Dr. John & Karen Vanore
Linda Barrett Vaughan
Drs. Edgar & Delores Victoria
Daron Walker
Crista Watford
Mark & Tracey Webb
Kyle Weber
James & Johnna White
William Willard
Dave & Paula Wilson
Dr. Glen Wilson
Michael & Emily Wilson*
Scott Wood
Bradley Wright
Steven R. Wright

Ten members wish to remain anonymous

Names that are italicized have self-identified as a Loyal Contributor, giving 10 or more years.

*Members of the United Way Young Leaders Society.

AWARDS

Gold Awards-employee gifts of \$125+ per capita

- Advanced Imaging
- Alabama Gas Corporation
- Alabama Power Company
- Alabama Teachers Credit Union
- Alabama Technology Network
- AT&T
- Back Forty Beer
- BBVA Compass Bank
- Blue Cross Blue Shield of Alabama
- Cadence Bank
- Cambridge Services
- CBL Properties
- Comcast Cablevision
- Coosa Insurance
- Council on Aging
- Devan Lowe Cadillac Buick GMC Lincoln
- Dixie Welding
- Downtown Gadsden, Inc
- Etowah County Tourism Board
- Exchange Bank
- Family Savings Credit Union
- Family Success Center
- First Federal Mortgage
- Gadsden Commercial Development Authority
- Gadsden Orthopedics
- Gadsden Steam Plant
- Goodyear Tire & Rubber Company
- Greater Gadsden Housing Authority
- Gregerson's
- Hindsman, P.C.
- James M. Barrie Center for Children
- Jay Mid-South
- Leach & Company, Inc.
- Life Insurance Company of Alabama
- Merrill Lynch
- Metro Bank
- Northwestern Mutual of Alabama
- People's Independent Bank
- Peoples Bank of Alabama
- ProHealth Home Health & Hospice
- Publix Supermarkets
- Raymond James Financial Services
- Regions Bank
- River Bank & Trust
- Southern Cardiovascular Associates
- Southern Data Automation
- The Chamber
- The Gadsden Times
- United Parcel Service
- United Way of Etowah County
- University of Alabama

Silver Awards-employee gifts of \$75-124 per capita

- Boys & Girls Club of Gadsden/Etowah County
- Broadcast Media-WKXX FM
- Darden Rehabilitation Center
- Department of Human Resources
- Etowah Chemical Company
- Etowah County Courthouse Security
- Gadsden State Community College
- HealthSouth Rehabilitation Hospital
- Jemison Metals
- Kia of Gadsden
- MDA Professional Group
- Mental Health America of Etowah County
- RSVP of Etowah County
- The Salvation Army
- Wells Fargo



**Karen
Hill**

Alagasco
Employee Company
Coordinator



Your gift of \$104 helps a low-income senior maintain a healthy life through exercise classes given at Campbell Court

“At Alagasco we give to United Way because we want to help strengthen our community and see lives touched by all of the agencies involved. We all live and work in the communities we serve, and we want to help those in the community thrive. By investing time and resources in the areas of education, community development, health and human services and disaster relief, Alagasco can help address the challenges our communities face.”

AWARDS

Bronze Awards-employee gifts of \$50-74 per capita

- A-1 Insulating & Exterminating Co.
- Big Brothers Big Sisters of Northeast Alabama
- Cash Saver
- City of Gadsden
- District Attorney's Office
- Etowah Community Food Bank
- Etowah County Animal Control
- Etowah County Personnel Department
- Gadsden Budweiser Distribution Company
- Gadsden City Schools
- Girl Scouts of North Central Alabama
- H.M. Freeman Motors
- Holiday Inn Express & Suites
- Honda Manufacturing of Alabama
- Hyundai of Gadsden
- Koch Foods of Gadsden
- MANNA
- Max Packaging, Inc.
- Modern Woodmen of America
- Water Works & Sewer Board

Merit Awards-employee gifts of \$25-49 per capita

- Alabama Department of Revenue
- Alabama Medicaid Agency
- Attalla City Schools
- B & C Tire Company
- Belk
- Buffalo Rock-Pepsi
- Chevrolet of Gadsden
- Choice Fabricators
- City of Southside
- Coosa Valley Health Care & Rehab
- Etowah County Circuit Clerk's Office
- Etowah County Schools
- Etowah County Sheriff's Department
- Gadsden Regional Medical Center
- Gadsden Tool
- Keystone Foods Corporation
- Riverview Regional Medical Center
- Tameron Honda
- YMCA of the Coosa Valley

Achievement Awards-20% increase

- CED Mental Health Center
- Advantage Properties
- Prince Metal Stamping USA (NARMCO)
- Inteva Products

Recognition Awards

- American Insurance Company
- Anderson's Shoes & Boots
- Center Stage Promotions
- Cherry Creek Village
- CVS-Rainbow City
- Enrestoration
- Etowah County Probate Office
- Farmers Insurance-Phillip Fikes
- Greater Gadsden Homebuilders Association
- Haller Real Estate Advisors
- Hannah Closet/Quick Nails
- Jimmy John's
- Jireh's Boutique
- Knockerball of Gadsden
- Little Caesars Pizza
- McDonald's (RC Restaurants)
- Medical Uniforms
- NEALCO
- Regency Pointe
- Shoe Sanctuary
- SIP, Inc. of Delaware
- The Alabama Gift Company
- The Bridge
- The Glass Onion
- The Stone Market
- Tu'Kanoo's



Phillip
Fikes
Farmers
Insurance

“ I give because it's the right thing to do. You can always make a difference in someone else's life, all you have to do is care and give! ”

TOP 25 COMPANIES

These 25 companies and/or employee/union groups pledged more than \$997,648 which is 71% of total pledges to the 2016 Campaign.



\$268,657



\$77,416

HONDA

Honda Manufacturing of Alabama, LLC

\$69,670

Publix

\$60,954



\$50,030

Riverview Regional Medical Center	\$46,842
City of Gadsden	\$41,763
Etowah County Schools	\$39,216
Gadsden City Schools	\$36,690
Gadsden State Community College	\$36,308
Koch Foods	\$34,245
Exchange Bank	\$27,880
Family Savings Credit Union	\$26,333
HealthSouth Rehabilitation Hospital	\$22,617
Regions Bank	\$19,268
Devan Lowe Cadillac Buick GMC Lincoln	\$18,054
Keystone Foods Corporation	\$16,709
Life Insurance Company of Alabama	\$16,026
Blue Cross Blue Shield of Alabama	\$14,852
United Parcel Service	\$13,792
Alabama State Employees	\$13,521
Comcast Cablevision	\$12,115
Etowah County Courthouse	\$12,094
AT&T	\$11,429
Gadsden Orthopedics	\$11,159



DAY OF ACTION

United Way of Etowah County has been bringing volunteers, companies, organizations and resources together to improve our community since 1998. Hundreds of volunteers have given their time, talents, resources and passions to transform the quality of life for people of Etowah County during Day of Action.

Last year, United Way's Day of Action volunteers worked on projects that included yard work, painting, cleaning, reading to children at local daycares and helping those in need. Their service amounts to significant savings to our participating organizations in operational costs.

35

Non-Profits & Schools

67

Companies

114

Acts of kindness

568

Volunteers

2,272

Volunteer Hours

\$51,120

Value of Service



INITIATIVES

Success By 6



1,515 books were distributed through the Freebie Reads Program.



Prepared 400 four year-olds for Kindergarten through Kindergarten, Here I Come! program.



Partnered with Children's Policy Council for health screenings. Screened 128 kids.



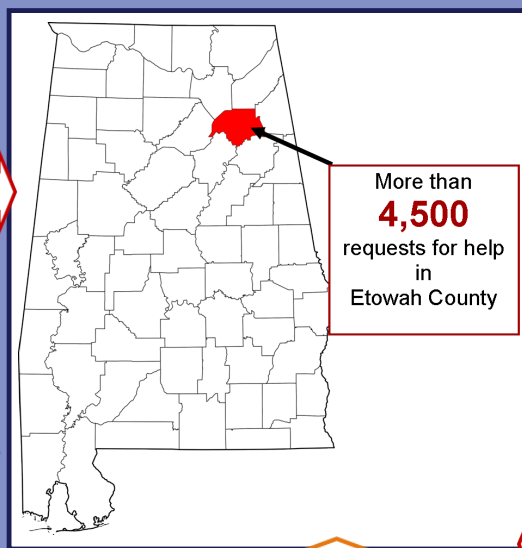
Partnered with Alabama Public Television and provided training to 160 daycare workers.



Distributed 1,600 school readiness calendars to pre-schools and kindergarten classes.

2-1-1/First Call for Help

1,100
Connections to food assistance



1,855
Connections to housing and utilities

34
Children and families were connected to resources through Help Me Grow Alabama

267
Connections related to physical or mental health

More than **7,000** referrals to community resources

YOUNG LEADERS SOCIETY



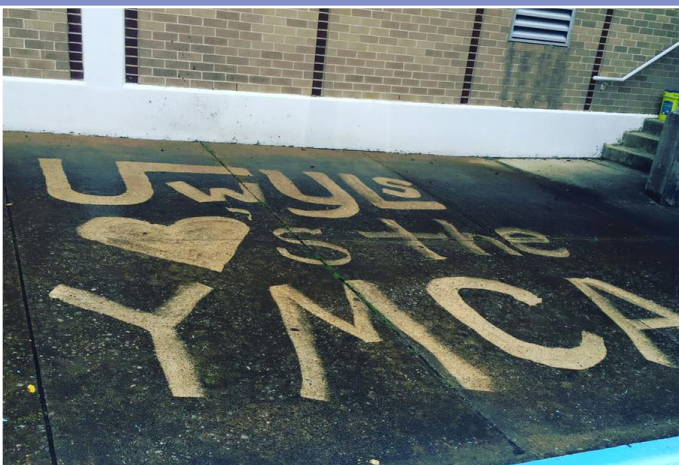
United Way's Young Leaders Society (YLS) is an affinity group made up of young leaders (ages 21-45) who are committed to creating real, lasting changes in Etowah County. YLS members meet quarterly for networking, leadership development and volunteer opportunities. Last year YLS partnered with Maraella Winery, LST and Modern Woodmen of America to offer three \$1,000 scholarships to graduating seniors. YLS also partnered with Alabama Power Company to provide a \$750 scholarship to a student pursuing a technical degree. YLS members adopted the YMCA for their community service project. they provided office supplies, attended fundraisers as well as completed all of the YMCA's Day of Action projects.



37
YLS
members



\$20,844
United Way
contributions
20
Leadership
Givers



1,017
Volunteer hours

THANK YOU FOR CREATING OPPORTUNITIES AND IMPROVING LIVES

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