

UNITED WAY OF ETOWAH COUNTY

2018 ANNUAL REPORT



This is more than an annual report

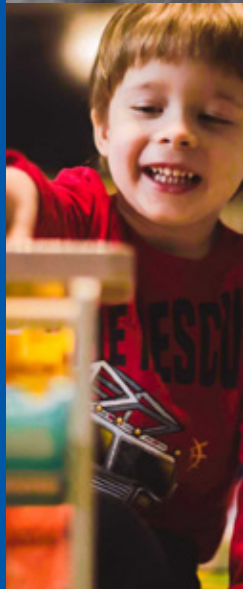
IT'S A STORY ABOUT THE FUTURE



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 and senior citizens can maintain their independence. We recognize a community of diverse people with a shared vision of caring for one another.

OUR CREDO
United Way fights for the health, education and financial stability of every person in Etowah County. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises. We are more than fundraisers. We are hand-raisers. Game-changers. When we Live United, we take on challenges and tackle problems in our community. Problems others shy away from. We hope this community report will show just a few of the ways our game-changers have changed the world for the better.





**United
Way**



TM

STAFF

Joanne Hightower, Executive Director
 Donna Rodgers, Finance Manager
 Pat Presley, Executive Assistant
 Christi Mayo, Resource Development and Marketing Director
 Emily Sims, Success by 6 Program Director
 Ruth Moffatt, 2-1-1/First Call for Help Program Director
 Devone Maness, Help Me Grow Coordinator
 Patty Mayo, I & R Specialist
 Linda Hale, I & R Specialist
 Kathy Roark, Receptionist (funded by Senior Aide Program)

Community report design & layout by Laura Catoe

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www.uwoec.org
 @UWOEC on Facebook, Instagram & Twitter

UNITED WAY OF ETOWAH COUNTY

2018 Board of Directors

Mat Alexander First Baptist Church of Gadsden

Bo Arthur Alfa Insurance

Lesli Bishop Family Savings Credit Union

Bob Blount Cambridge Services LLC

Michael Causey Life Insurance Company of Alabama

Jackie Edmondson Gadsden State Community College

Shane Ellison City of Gadsden

Corey Ewing Gadsden Regional Medical Center

Bob Guyton Southern Data

Mary Hager Community Advocate

Steve Hildebrant Alabama Power Company

Brittney Hill Back Forty Beer

Jennifer Jackson Regions Bank

Kelly Kemp Kemp Agency

Tena King King's Olive Oil

Martha Lavender Gadsden State Community College

Nanda Patel Holiday Inn Express & Suites

Kevin Phillips Exchange Bank

Glen Porter The Gadsden Times

John Reed Gadsden City High School

Chris Robinson Blackstone Pub & Eatery

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

Tim Wofford Quality of Life Health Services

RESULTS



"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in."

I hope you will continue to give, advocate and volunteer with United Way of Etowah County as we work to make our community the best place to live and work."

Tena King, 2018 Campaign Chair
KINGS OLIVE OIL

UNITED WAY CAMPAIGN RAISED:

\$1,332,168

248

Leadership givers

189

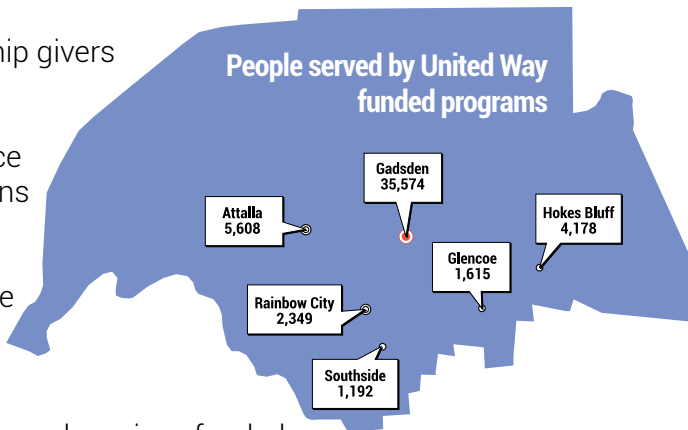
Workplace campaigns

78

Corporate partners

28

Programs and services funded



LIGHTS, CAMERA, CAMPAIGN!



UNITED WAY
OF ETOWAH COUNTY

2018 Campaign Cabinet

CAMPAIGN CHAIRPERSON
PACESETTER
PACESETTER CHAIR/LE RECRUITER
GOVERNMENT EMPLOYEES DIVISION
GOVERNMENT EMPLOYEES DIVISION
RESIDENTIAL DIVISION
LEADERSHIP GIVING
INDUSTRIAL DIVISION
COMMERCIAL DIVISION
EDUCATION DIVISION
FINANCIAL DIVISION
RETAIL DIVISION
RETAIL DIVISION
NON-PROFIT DIVISION
PROFESSIONALS DIVISION
HEALTH INSTITUTIONS DIVISION
HEALTH INSTITUTIONS DIVISION
HEALTH PROFESSIONALS DIVISION

Tena King
Bob Guyton
Lesli Bishop
Derrick Griffey
Haley Tucker
Kathy Russell
Wilbur Masters
Jason Hendon
Cheri Mills
Susan Andrew
Sarah Kathryn Haller
Lanae Dobbins
Donna Patterson
Quez Williams
Davis Vamer
Corey Ewing
Susan Moore
Jamie Armstrong

King's Olive Oil Co.
Southern Data Automation
Family Savings Credit Union
Gadsden State Community College
Knowles & Sullivan
Retired
Regions Bank
Spire
Comcast
Gadsden City Schools
Exchange Bank
ERA King Realty
Retired
Boys & Girls Club
Shelnutt & Varner Law Firm
Gadsden Regional Medical Center
Riverview Regional Medical Center
Gadsden Regional Medical Center



2018 Loaned Executives



- Hannah Banks** First Federal Mortgage
- Elizabeth Barnett** Pathway Financial
- Tiffany Boley** Boley Event Planning Services
- Peter Cabrer** River Bank
- Tripp Collins** Back Forty Beer
- Dana Davis** Gadsden State Comm College
- Melissa Davis** Gadsden State Comm College
- Tara Fulford** Advanced Imaging
- Morgan Guyton** Community Advocate
- Roschelle Harp** Riverview Regional Medical Center
- Monica Johnson** Lyons HR
- Jessica Millican** Humane Society
Pet Rescue & Adoption Center
- Jennifer Price** Exchange Bank
- Lisa Sims** Amedisys Hospice

Loaned Executive
of the Year:
Jennifer Price

2018 Allocation Panels

Education

Chairperson: Jeanne Mabeus, Interstate Batteries
Chairperson: Kelly Kemp, The Kemp Agency
Bo A. Arthur, Alfa Insurance
Meinrad Tabengwa, City of Gadsden
Craig Scott, City of Gadsden, Gadsden Public Library
Dave Hyatt, Gadsden State Community College
Brittany Cobb, Gadsden Steam Plant
Allison Casey, Keystone Foods
Misty Kerr, Alabama Power
Mat Alexander, First Baptist Church of Gadsden
Barbara Roberts, State of Alabama



Financial Stability

Chairperson: Mary Hager, Community Advocate
Melissa Davis, Gadsden State Community College
Mary Gomillion, State of Alabama, Public Health
Richard Dean, Retired
Sophia Griffin-West, Cadence Bank
Danny Jackson, BBVA Compass
Jay Hedgspeth, First Federal Mortgage

Health

Chairperson: Beverly Hilderbrand, Retired
Chairperson: Laura Elliott, Girl Scouts of North Central Alabama
Jeff Allen, River Bank & Trust
Wayne Cornutt, Gadsden Regional Medical Center
Pat Motley, Alabama Head Injury Foundation
Rose Marie Allenstein, Allenstein & Allenstein LLC
Christi Robinson, Alabama Teachers Credit Union
Kyle Oden, River Bank & Trust
John Reed, Gadsden City Schools
Morgan Lavender, Modern Woodmen Financial
Vicki Lister, Healthcare Realty
Leslie Worthington, Gadsden State Community College
Teresa Rhea, Gadsden State Community College
Lloyd Cuskaden, USW Local 12L
Susan Bailey, Exchange Bank
Jason Hendon, SPIRE Alabama



Safety Net

Chairperson: Cindy Hill Brown, Southern Cardiovascular Associates
Chairperson: James Elliott, Jr., Retired
Sabrina Bevis, Alabama Teachers Credit Union
Jessica Loyd, Gadsden Regional Medical Center
J.D. Henderson, Merrill-Lynch
Brittney Hill, Back Forty Beer
Richard Dobbs, Gadsden State Community College
Monica Johnson, Lyons HR
Patti Lee, BBVA Compass
Pam Burgess, Alabama Teachers Credit Union
Jessica Slaten, Gadsden State Community College
James Sledge, Retired
Alicia Guyton, Merrill-Lynch
Brandy Hyatt, Gadsden State Community College
Brent Poole, Regions Bank



EDUCATION

United Ability provided services to **120 children** in Etowah County.



We fight for the **success** of **every child** in Etowah County.

Baby Gracie was born by emergency C-section and needed heart surgery at one month. Her mother was told she was dependent on breathing and feeding machines and would require more surgeries. She was also told her chances for survival was low. Gracie spent 11 months in the hospital.

Once home, Gracie required assistance learning to sit, crawl, hold a bottle or toy. The United Ability Hand in Hand service coordinator was able to coordinate Gracie's needs with a care team of physical and occupational therapists. The team worked with Gracie and her family to develop necessary skills in the home setting. Soon,

she was able to sit up and began working on crawling and pulling up to stand. At 18 months, she was able to stand and open her Easter basket using her hands. She began working with a Speech therapist on communication which included signing and making words. They all cheered when she walked at her second birthday. She had her trach capped and was able to say words and make fun sounds while playing. She is also working on lifting her feet for steps, feeding herself and being able to tell her big brother, "my turn!" United Ability Hand in Hand will soon connect the family with the Etowah County schools so she can continue to progress through early intervention at age 3.

FINANCIAL STABILITY

1,052 people received services through the financial stability program and 237 worked on a financial plan.

We fight for a **solid financial future** for our **entire community.**

Marketta is a mother who found herself and her family struggling financially during Christmas time. After learning about the program, she reached out to the Family Success Center. Marketta informed the Emma, her financial coach, that she had trouble managing her daily bills. She also explained that she was hurt because her children would not receive gifts for Christmas due to her financial instability. After proper financial coaching, Marketta's coach was able to help her take a closer look into her spending habits. Once they were able to determine her spending habits together, they created a realistic budget

to use in her future finances. The pair worked together to ensure Marketta continued on the right track toward financial freedom. Family Success Center made a way for Marketta to not only take care of her bills, but she had money left over to take care of Christmas.

Marketta sent her coach this message: *"How can I explain how much it means to me that I not only could buy my kids the gifts they wanted but have a full pantry, bills paid, and money in savings for the FIRST time ever. This is going to be the best and least stressful Christmas we've ever had."*

HEALTH



MANNA provided **34,598 meals** to **275** elderly, homebound and disabled individuals in the Etowah County area.

We fight for the mental, physical, and **emotional health** of our citizens.

In September 2018, we received a call from a MANNA volunteer. She had gone to the home of a meal recipient and there was no response to her knock at the door or phone call. It was unlike this client not to be waiting at the door. Our office staff placed a call to his emergency contact expressing concern for the individual. They went immediately to the client's home to find that he was lying in the floor unconscious. Emergency personnel were notified and the individual was taken to the hospital.

On follow up, we found out that this gentleman had suffered a seizure and had

been lying in the floor for over 14 hours. If it had not been for our dedicated volunteer, there may have been a different outcome.

While the mission is to meet the nutritional needs of those who are unable to provide an adequate meal for themselves, the program does much more. Daily checks by a MANNA volunteer allow monitoring for problems such as falls or health emergencies and foster relationships and social interactions that are typically needed by homebound individuals. MANNA is important to help seniors stay in their home as long as possible, retaining independence.

SAFETY NET

Etowah Baptist Missions Center served **4,527** individuals last year

We fight for **individuals** during crisis and respond to **basic needs**.

Many people who struggle financially or live paycheck to paycheck are one crisis away from a financial catastrophe. Well, that is exactly what happened to a single mother and her three young boys in our community. She experienced a difficult pregnancy with her third child which resulted in the loss of her job. She had food stamps and received help from her church but with no other income; she could not pay for her utilities. Her power was turned off and she felt hopeless.

She was referred to the Etowah Baptist Missions Center.

The team at Etowah Baptist Missions Center was able to help get her utility bill caught up and the power turned on, provide food and clothing for the family, and provide needed items for the baby. They then assisted her with clothing to go on an interview that landed her a new job. With the assistance of a volunteer financial counselor, she is now working on budgeting to take back control of her life and provide for her entire family.

LEADERSHIP SOCIETY



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

Devan & Hilda Lowe

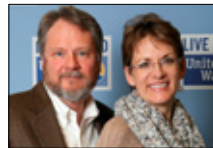
Builders Society – \$5,000-9,999



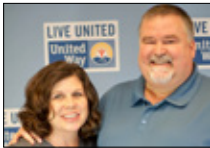
Jeff Cedarholm



Lloyd Cuskaden



Bob & Alicia Guyton



Scott & Teresa Hindsman



Julia Nolen Knox



Bill & Marian Stone

Gold Feather Society – \$3,500-4,999

*Pat & Collier Cropp
Dr. & Mrs. Elias Ghafary
Bill & Helene Haller III
Dr. Bill & Mandy Hartzog*

*Dr. & Mrs. Gordon L. Miles
Dr. Frank & Susie Orr
Wayne & Karen Owen*

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

*Dr. & Mrs. Eddie Ash
Jim & Sabrina Bevis
Dr. Thomas R. Corley
Wayne & Lana Cornutt
Tim & Jana Davis
Bob & Rhonda DeHaven
Dr. Teresa Drummond-Rieger
& Mr. Farrell Rieger
Jackie & Todd Edmondson
Corey & Yetta Ewing
John & Connie Floyd
Dr. R. Steve & Lynne Frederick
Dr. Ken Hager
Dr. William N. Haller, Jr.*

*Kendall & Mark Hamilton
George & Joanne Hightower
Steve & Nancy Hildebrant
Wayne & Paula Hollar
Tracy L. Huffman
Danny & Jennifer Jackson
Billy & Kelly Kemp
Jason & Christie Knowles
Johnny & Cheri Mills
M. Kay Moore
Heather & Blake New
Dr. Ghanshyam & Nanda Patel
Glen & Devora Porter
Mr. & Mrs. Ricky Ray*

*Donald & Joy Rhea
Rebecca W. Rhodes
Chris & Christi Robinson
G. Michael & Susan Shehi
Chris & Dana Snyder
Drs. Edgar & Delores Victoria
Dr. Merle & Christa Wade
Dr. & Mrs. Lewis P. Walker III
Ronnie & Lynn Watkins*

Two members wish to remain anonymous
*Names italicized are self-identified
Loyal Contributors giving 10+ years*

Red Feather Society – \$1,000-1,999

<i>Linda Abel</i>	Dr. Sabrina Morgan-	Michael Ledsinger	Dr. Braden Richmond
Jay & Kim Adair	Graves & Coach	Vivian Lee	<i>Donna & Doug Rodgers</i>
Jimmy & Jane Anglea	James Graves	<i>James & Kimberly</i>	<i>Shannon & Michelle Ross</i>
<i>Kim Arledge</i>	<i>Ryan Gray & Kimberly</i>	<i>Lemons</i>	<i>Daniel Rutledge</i>
Lonnie Bagley, Jr.	<i>Gunter</i>	<i>Mike & Dee Lorick</i>	<i>Gale & Gary Sanders</i>
Susan & Bruce Bailey	<i>Greg & Marcy</i>	Bruce Lott	Drs. Shan Tien & Max
<i>Bruce Baker</i>	<i>Gregerson</i>	<i>M. Lynn Lowe</i>	Sanders
Hannah R. Banks	<i>Derrick Griffey</i>	<i>Jennifer Lowman</i>	Gregory E. Scruggs
<i>Elizabeth Barnett</i>	Dr. Larry Grimes	<i>Keith & Karen Lyles</i>	Martha Seahorn
Jeff Bellew	Danny & Donna Guest	<i>Willie & Charlotte Maise</i>	<i>Mike & Beth Self</i>
Tiffany Belyeu	Jeremy Handley	Mary Markham	Ralph Self
<i>Rick & Lesli Bishop</i>	<i>Mark Harper</i>	<i>Jeff & Catherine Martin</i>	Dr. Ashvini & Manjari
Bob & Tricia Blount	<i>James Leon Harris, Jr.</i>	<i>Wilbur & Deborah</i>	Sengar
<i>Brian C. & Lisa Bowen</i>	Lisa Harris	<i>Masters</i>	Jeff & Emily Sims
Jay Bowman	<i>Mike & Cynthia Harris</i>	Scott & Christi Mayo	<i>Karl & Karen Sizemore</i>
John & Danyell Boyd	<i>Larry & Patricia Hart</i>	<i>John McFarland</i>	<i>Dr. & Mrs. W. Webb Sledge</i>
Chris & Jana Bradford	<i>Dwayne & Michelle</i>	<i>Chris McGinnis</i>	Heath & Rebecca Smith
<i>Jeff & Cindy Brown</i>	<i>Hawkins</i>	<i>Dr. Bryan & Candace</i>	Lance & Julie Smith
<i>Cason & Jessica Brown</i>	<i>Dr. G. Bruce Head III</i>	<i>McGwier</i>	Scott Smith
<i>David & Pam Burgess</i>	<i>Jay & Claire</i>	<i>Patrick McLeod</i>	Wallace Sneed
<i>Dr. Skip Campbell</i>	<i>Hedgspeth</i>	Chad & Erica	Dr. Billie & Mr. Brian Snell
<i>Mark & Allison Casey</i>	Savannah Helms	McMichael	<i>Caryn & Bo Stark</i>
<i>Greg & Pam Cash</i>	<i>Richard Henderson</i>	<i>Rob & Lisa McNeely</i>	<i>Hugh & Gigi Stump</i>
<i>Mr. & Mrs. Michael Causey</i>	Joshua Hester	<i>Dr. Lew & Anne</i>	<i>Ron & Teresa Summerall</i>
Brenda Joyce	<i>Mr. & Mrs. John R. Hicks</i>	<i>Mitchell</i>	Dr. Peter & Mary Szeto
Christmas	George & Brittany	David & Ruth Moffatt	Meinrad Tabengwa
Eric Clark	Hightower III	Susan Moore	Thomas Taylor
<i>Jeremy & Kimberly Cole</i>	Mark Hill	Erica N. Morgan	Djeunou Tchamba
Mike & Jerolyn Cothran	<i>Monte & Elisa Hill</i>	Ryan Neal	<i>Lisa and Don Thacker</i>
<i>Charles & Renee</i>	Tracie P. Hill	<i>Iva & Dale Nelson</i>	Steve Trawick
<i>Culverhouse</i>	<i>David & Faye Hindsman</i>	<i>Donna & Jerry Nicholson</i>	<i>Sam & Jenny Tunstall</i>
Amanda Faye Currie	<i>Todd & Traci Hindsman</i>	<i>Mike & Kris O'Brien</i>	<i>Dr. Allison Vann</i>
<i>C.W. Daugeette III</i>	<i>Wes & Amy Hodge</i>	<i>Lesa Osborn</i>	<i>Dr. John & Karen Vanore</i>
John Day	Taylor Holland	Lucas Osborn	<i>Mark & Tracey Webb</i>
<i>Richard Dean</i>	<i>Melissa Holmes</i>	Phil & Becky Owen	Kyle Weber
<i>Glenn & Brenda Dennis</i>	Dave & Brandy Hyatt	Amber Paine	William Willard
<i>Richard Dobbs</i>	Jermichael Jackson	<i>Dinesh & Kumud</i>	Scott Williamson
<i>Walter Duke</i>	Joseph & Tammy	<i>Parmar</i>	<i>Dave & Paula Wilson</i>
Robert & Dawn	Jackson	<i>Wesley & Jennifer</i>	Michael & Emily Wilson
Dunaway	Darryl V. Jones	<i>Patterson</i>	Mary E. Wood
<i>David & Lisa Ellis</i>	Thomas L. Jones	<i>Harriet & Ira Phillips, Jr.</i>	Steven R. Wright
<i>Shane & Katie Ellison</i>	Patrick & Suzy Jouben	<i>Kevin & Kristy Phillips</i>	Linus Yelk
<i>Greg & Michele England</i>	<i>John David & Angela Kay</i>	<i>Michael T. Polk</i>	Dr. Claire Yother
Scott & Kayla Feazell	Tena King	Jeffrey Powell	<i>Rachel Young</i>
Lee & Bobbie Freeman	<i>Jane & Keith Kirk</i>	<i>Rocky & Pat Presley</i>	
Bryan & Ami French	<i>Dr. & Mrs. Gary Kwan</i>	Dr. Darryl & Heidi Prime	
Michael & Mary Gabriel	John Langlois	<i>Jim Prucnal</i>	
Keisha Gibson	Burt & Morgan	<i>Allen Ray</i>	
<i>Kevin & Jenifer Grace</i>	Lavender	<i>Danny Ray</i>	
<i>& Family</i>	Mr. & Mrs. Tim Lavender	<i>Mrs. Jeannie Ray</i>	

23 members wish to remain anonymous
Names italicized are self-identified Loyal Contributors giving 10+ years

AWARDS

Gold Awards-Employee Gifts of \$125+ per capita

Alabama Power Company
Alabama Teachers Credit Union
Alabama Technology Network
AT&T
Barfield, Murphy, Shank & Smith LLC
BBVA Compass Bank
Blue Cross Blue Shield of Alabama
Cadence Bank
Comcast Cablevision
Council on Aging
Devan Lowe Cadillac Buick GMC Lincoln
Dixie Welding Company
Exchange Bank Of Alabama
Family Savings Credit Union
Family Success Center
First Federal Mortgage
Gadsden Commercial Development Authority
Gadsden Steam Plant
Goodyear Tire & Rubber Company
Greater Gadsden Housing Authority
James Barrie Center for Children
Kia of Gadsden
Leach & Company
Life Insurance Company of Alabama
Merrill Lynch
Modern Woodmen of America
Northwestern Mutual of Alabama
People's Independent Bank
Peoples Bank of Alabama
Publix
Regions Bank
River Bank & Trust
RSVP of Etowah County
Southern Cardiovascular Associates
Southern Data Automation
The Chamber
The Gadsden Times
United Way Of Etowah County

Silver Awards-Employee Gifts of \$75-\$124 per capita

Advanced Imaging
Alabama Easter Seals
Back Forty Beer
Darden Rehabilitation Center
Department of Human Resources
Etowah Chemical Company
Gadsden State Community College
Gregerson's
Max Packaging, Inc.
MDA Professional Group
Mental Health America
The Salvation Army
Spire Alabama

Bronze Awards-Employee Gifts of \$50-\$74 per capita

Alabama Department of Labor
City of Gadsden
Dowdy's Office Equipment & Supply
Etowah Community Food Bank

Etowah County Circuit Clerk's Office
Gadsden City Schools
Gadsden Surgery Center
Honda Manufacturing of Alabama
Metro Bank
Thompson Tractor Company
United Parcel Service

Merit Awards-Employee Gifts of \$25-49 per capita

A-1 Insulating & Exterminating Co.
Alabama Medicaid
Alabama Department of Revenue
Attalla City Schools
B & C Tire Company
Big Brothers Big Sisters of NE Alabama
Boys & Girls Club of Gadsden/Etowah County
Broadcast Media — WKXX FM
Buffalo Rock-Pepsi
Cash Saver
Cintas Corporation
City of Southside
Encompass Health Rehabilitation Hospital
Etowah County Revenue Department
Etowah County Schools
Gadsden Regional Medical Center
Gadsden Tool
Head Start Child Development Center
Holiday Inn Express & Suites
Keystone Foods Corporation
Koch Foods of Gadsden
Riverview Regional Medical Center
Snellgrove Civitan Center
Tameron Gadsden
Hyundai of Gadsden
Vocational Rehabilitation Services
Water Works & Sewer Board
YMCA of the Coosa Valley

Achievement Awards - 20% Increase

Etowah County Engineering Department
Etowah County Health Department
Etowah County Sheriff's Department

Recognition Awards

Alabama Department of Forensic Sciences
Alley's Carpets
Cherry Creek Village
Clokey Realty
Department of Veterans Affairs
Eugenias Advisory Group
Ford, Howard & Cornett
Insurance Solutions Group
Meadowood Retirement Village
Midtown Pharmacy
Regency Pointe
Shelnutt & Varner
The Messenger Newspaper



WE ARE WHAT IT MEANS TO LIVE UNITED



PARTNER AGENCIES IN

EDUCATION

Big Brothers Big Sisters
 Boys Scouts, Greater Alabama Council
 Boys and Girls Club of Gadsden/Etowah County
 4-H Clubs of Etowah County
 Girl Scouts of North Central Alabama
 United Ability Hand-in-Hand Program
 United Way's Success by 6

Easter Seals-Etowah County
 Etowah Free Community Clinic
 MANNA
 Mental Health of America of Etowah County
 Northeast Alabama Kidney Association
 Snellgrove Civitan Center
 YMCA of the Coosa Valley

FINANCIAL STABILITY

Beautiful Rainbow**
 Darden Rehabilitation Center
 Family Success Center
 Gadsden Community Education Program
 Retired & Senior Volunteer Program (RSVP)**

SAFETY NET

2-1-1 First Call for Help
 2nd Chance, Inc.**
 American Red Cross
 James M. Barrie Center
 DHR-Family & Children's Placement Services
 Etowah Baptist Missions Center
 Etowah Community Food Bank
 The Salvation Army

HEALTH

Alabama Head Injury Foundation**
 Council on Aging

**Funded through Community Impact Grants

TOP FIVE:



HONDA



Publix.



UNITED WAY OF ETOWAH COUNTY

2018 Top 25 Companies

Goodyear Tire & Rubber Company & USW Local 12L	\$275,368.92
Honda Manufacturing of Alabama	\$71,272.00
Gadsden Regional Medical Center	\$70,527.18
Publix	\$56,000.00
Alabama Power Company & IBEW Local 391	\$48,388.00
City of Gadsden	\$43,735.32
Etowah County Schools	\$38,885.28
Riverview Regional Medical Center	\$37,169.00
Gadsden City Schools	\$36,738.56
Gadsden State Community College	\$36,186.78
Family Savings Credit Union	\$29,904.08
Exchange Bank Of Alabama	\$29,900.00
Keystone Foods Corporation	\$22,381.68
Life Insurance Company of Alabama	\$18,196.12
Devan Lowe Cadillac Buick GMC Lincoln	\$17,619.52
Regions Bank	\$17,213.70
Alabama Teachers Credit Union	\$16,825.36
Alabama State Employees	\$16,440.76
Koch Foods of Gadsden	\$15,499.30
AT&T and CWA Local 3904	\$12,195.00
Comcast Cablevision	\$11,331.00
Gadsden Steam Plant and IBEW Local 391	\$11,117.00
Blue Cross-Blue Shield of Alabama	\$15,183.00
Greater Gadsden Housing Authority	\$10,101.16
Max Packaging, Inc.	\$9,389.84

These 25 companies and/or employee/
union groups pledged more than

\$967,450

which is 73% of total pledges
to the 2018 Campaign

DAY OF ACTION



\$78,638
Value to
Community

3,185
Volunteer hours

628
Volunteers

75 Projects

55 Companies

41 Agencies

21 Event years

THIS IS WHAT AWESOME VOLUNTEERS LOOK LIKE



INITIATIVES



- More than **25,600** Referrals to Community Resources
- More than **10,000** Requests for help
- More than **4,830** Connections to Housing And Utilities
- More than **3,000** Services, Records and Programs in 2-1-1 Database
- More than **2,800** Connections to food Assistance
- More than **1,962** Connections related to the 2018 tornadoes



United Way SUCCESS BY 6™

- **Dolly Parton Imagination Library** book program for children birth to 5 years serves 1,450 children with 17,400 books.
- **Kinder Camp** prepares rural children to enter school and served 97 children.
- **School readiness** calendars were distributed to 1,600 children.
- **Helping Our Moms Excel (HOME)** made 350 home visits to young mothers.





how young professionals engage - etowah

The Chamber and United Way of Etowah County are partnering to help get Etowah young professionals engaged and connected!

Monthly Meet Ups

Networking, Development, Philanthropy

Who?

Young professionals in Etowah County ages

18-35

How to join:

- Be an Everyday Hero with United Way join for free!
- Join hype! for \$25/year through The Chamber.

THE CHAMBER



hype@etowahchamber.org | 256.543.3472

HYPE is a network of passionate, young professionals creating lasting impact and advancing community solutions. Members leverage the power of United Way and The Chamber to connect, serve and grow through professional and personal development, educational opportunities, volunteerism and networking.



2018 TOM MCKENZIE COMMUNITY IMPACT AWARD RECIPIENT:

Setting the Standard for Community Service

KAY MOORE



Criteria for the Tom McKenzie Community Impact Award: A Loyal Contributor with emphasis of 25+ years giving and service to United Way and the Community

KAY MOORE was selected as the recipient of the Tom McKenzie Community Impact Award winner at the 2018 United Way of Etowah County Annual Meeting. She currently serves as the Director of Downtown Gadsden, Inc. Her selection was based on the impact she makes in the Etowah County area in so many ways.

She holds a BS degree in Financial Planning and Counseling from the University of Alabama. She served on the board for the Gadsden Lions Club, the Cultural Arts Foundation and Riverview Regional Medical Center.

She was awarded the Jack Davis Professional Achievement Award by the University of Alabama's College of Human Environmental Sciences, the Friend of Small Business Award by The Chamber, and the 2018 Woman of Distinction from the Girl Scouts of North Central Alabama.

Kay is also very involved in her church, First Baptist Church of Gadsden. She has headed up the television ministry for over 10 years. She has served in Leadership roles on the Finance Committee and as Treasurer.

Kay has been a Loyal Contributor to United Way for 49 years and has been a Leadership Giver for over 20 years.

COMMUNITY IMPACT GRANTS



Beautiful Rainbow Catering (pictured above) receives a community impact grant to provide training in food preparation and production, organic gardening, and employment opportunities for adults and students with significant cognitive disabilities.

Alabama Head Injury Foundation improves the lives of survivors of traumatic brain injuries through awareness, prevention and services.

2nd Chance, Inc. received a grant to provide domestic violence services such as shelter, transitional housing, counseling, legal services and support to our community.

RSVP (Retired & Senior Volunteer Program) uses grant income to provide income tax preparation assistance to low income seniors.

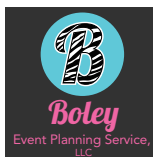


Kids who are ready for kindergarten are more likely to stay on track and in school.

Third grade is the critical year when students stop learning to read and start reading to learn.

That's why third grade reading scores are so important. And teens that finish high school are more likely to stay out of trouble, add to our local economy, and pursue higher education, laying the foundation for a stronger, healthier Etowah County.

Bottom line: Kids are our best investment for the future, creating long-lasting change for generations to come.



COMMUNITY IMPACT



When Keith retired from his job of many years, he felt a desire to share his knowledge and to give back to others. He had heard of the Big Brothers Big Sisters program and thought it might be a good fit. He completed the application and was matched with a young man named John. John had struggled in school; particularly in Math and was very shy. Keith and John hit it off almost immediately. As their relationship progressed, Keith had the opportunity to visit John at

school, at home and he also spent plenty of time chatting with him over the phone. He kept up with his assignments and tests and encouraged him to do his very best. They have taken field trips and spent time talking about his future career path and colleges. As a result of this relationship, John's grades have improved. He joined ROTC and has excelled. He is excited about starting college in the Fall. Both men agree that this relationship has been successful and their friendship will continue for many years.



UNITED WAY OF ETOWAH COUNTY 2018 Balance Sheet

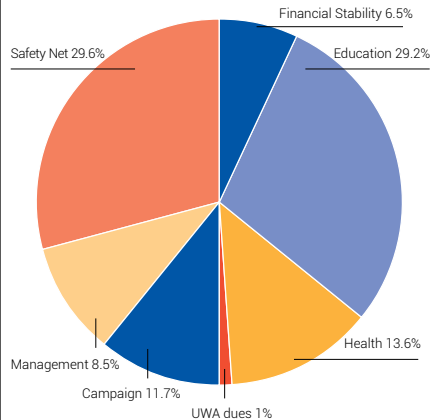
ASSETS

Cash	\$231,544
Endowment	883,436
H.Y.P.E.	3,716
Disaster Relief Fund	26,482
Campaign Pledges Due (Net of uncollectibles)	900,211
Net Building, Furniture and Equipment	424,2141
TOTAL ASSETS	\$2,469,603

LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$729,188
Note Payable-EXBA	164,338
Community Impact Fund	13,374
Designations Payable	2,702
Net Assets	1,560,001
TOTAL LIABILITIES & NET ASSETS	\$2,469,603

EXPENDITURE CATEGORIES



REVENUE

Campaign revenue	\$1,332,168
Grant revenue	\$109,602
Investment income	\$1,387
Special events	\$68,555
Other revenue	\$11,518



For creating opportunities and improving lives

THANK YOU

United Way of Etowah County

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