

# United Way of Etowah County



# 2017 Community Report

**UNITED WE FIGHT.  
UNITED WE WIN.**

**LIVE UNITED**

## MISSION

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

## 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.

## 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.

## 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 Director  
 Angie Johnson, Help Me Grow Coordinator  
 Patty Mayo, I & R Specialist  
 Linda Hale, I & R Specialist  
 Cynthia Williams, Receptionist (funded by Senior Aide Program)  
*Community report design & layout by Laura Catoe*

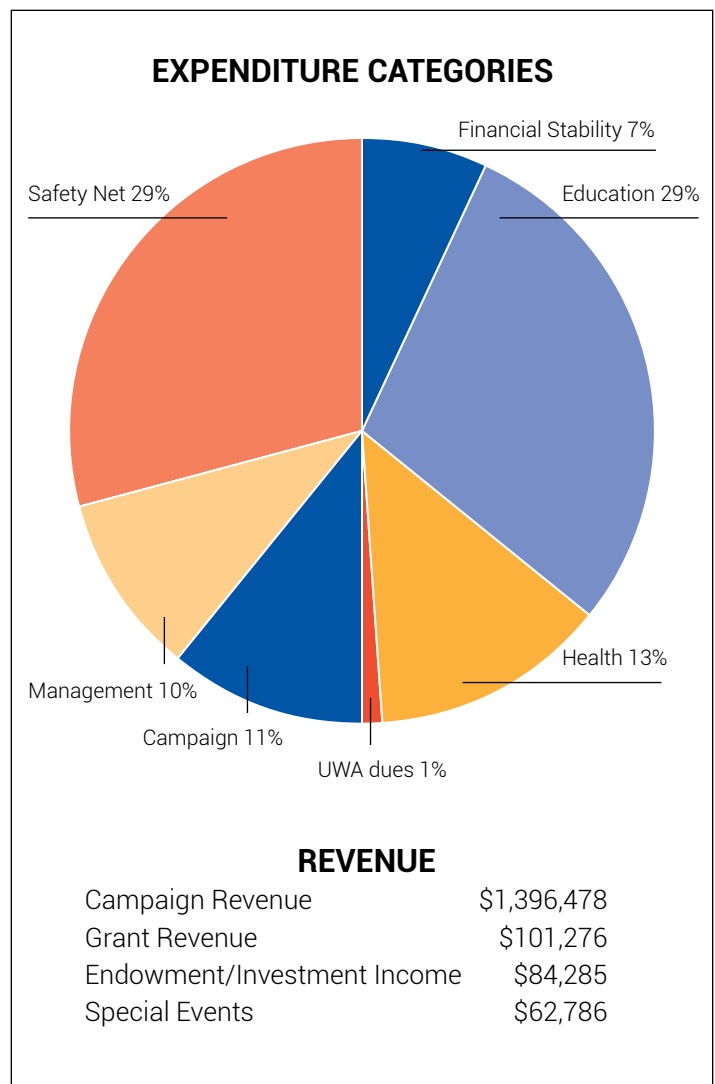
# UNITED WAY OF ETOWAH COUNTY 2017 Balance Sheet

### ASSETS

|  |                    |
|--|--------------------|
| Cash   | \$370,355          |
| Endowment                                    | 1,010,372          |
| Young Leaders Society Fund                   | 4,699              |
| Disaster Relief Fund                         | 34,420             |
| Campaign Pledges Due (Net of uncollectibles) | 1,077,020          |
| Net Building, Furniture and Equipment        | 433,481            |
| <b>TOTAL ASSETS</b>                          | <b>\$2,930,347</b> |

### LIABILITIES, DEFERRED REVENUE AND NET ASSETS

|   |                    |
|---|--------------------|
| Agency Allocations                        | \$811,053          |
| Note Payable-EXBA                         | 300,000            |
| Community Impact Fund                     | 10,179             |
| Designations Payable                      | 2,511              |
| Net Assets                                | 1,806,604          |
| <b>TOTAL LIABILITIES &amp; NET ASSETS</b> | <b>\$2,930,347</b> |



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
- Lloyd Cuskaden** Goodyear Tire and Rubber USW Local 12
- Jackie Edmondson** Gadsden State Community College
- Shane Ellison** City of Gadsden
- Corey Ewing** Gadsden Regional Medical Center
- Bob Guyton** Southern Data Automation
- Mary Hager** Advanced Imaging of Alabama
- 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 Schools
- Chris Robinson** Blackstone Pub & Eatery
- Lance Smith** Turnbach, Warren, Rice, Lloyd, Frederick & Smith, PC
- Lisa Thacker** Retired
- Tim Wofford** Quality of Life Health Services

With every action we take, our goal is to make life better for Etowah County families.



# RESULTS



"I hope you're inspired by what you helped accomplish in 2017 and I hope you're energized for the year ahead. It's going to be a busy one."

**Jackie Edmondson, 2017 Campaign Chair**

GADSDEN STATE COMMUNITY COLLEGE

United Way campaign raised:

# \$1,396,478

## 260

Leadership givers

## 175

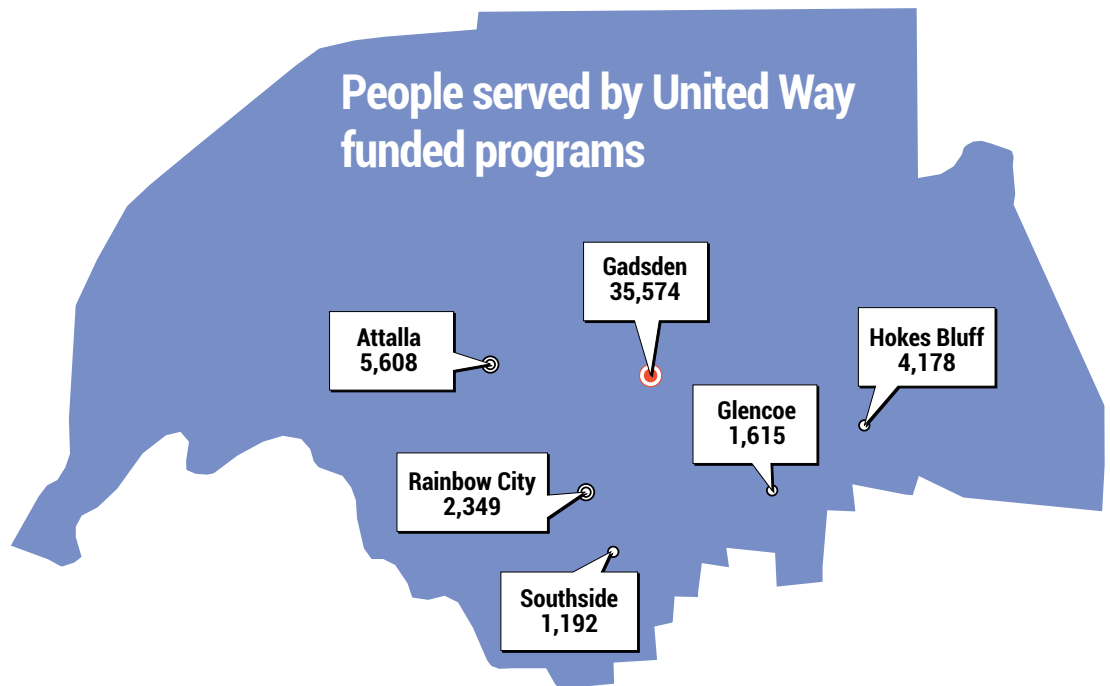
Workplace campaigns

## 258

Corporate partners

## 28

Programs and services funded



UNITED WAY OF ETOWAH COUNTY

# 2017 Campaign Cabinet

**CAMPAIGN CHAIRPERSON**

**Jackie Edmondson**

Gadsden State Community College

**PACESETTER CHAIR**

**Tena King**

King's Olive Oil Co.

**PACESETTER VICE-CHAIR**

**Bo Arthur**

Alfa Insurance

**LEADERSHIP GIVING**

**Danny Jackson**

BBVA Compass

**Jennifer Jackson**

Regions Bank

**COMMERCIAL DIVISION**

**Jay Hedgspeth**

First Federal Mortgage

**EDUCATION DIVISION**

**Dr. Martha Lavender**

Gadsden State Community College

**FINANCIAL DIVISION**

**Sarah Kathryn Haller**

Exchange Bank

**GOVERNMENT EMPLOYEES DIVISION**

**Derrick Griffey**

Gadsden State Community College

**HEALTH INSTITUTIONS DIVISION**

**Wardrick Griffin**

Gadsden Regional Medical Center

**HEALTH PROFESSIONALS DIVISION**

**Jamie Armstrong**

Gadsden Regional Medical Center

**INDUSTRIAL DIVISION**

**Lesli Bishop**

Family Savings Credit Union

**NON-PROFIT DIVISION**

**Jenifer Grace**

Council on Aging

**PROFESSIONALS DIVISION**

**Lance Smith**

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

**RESIDENTIAL**

**Kathy Russell**

Retired Teacher

**RETAIL DIVISION**

**Lanae Dobbins**

ERA King Realty

**Total  
donors:  
6,009**

## ROCK THE CAMPAIGN!



UNITED WAY OF ETOWAH COUNTY

# 2017 Loaned Executives

**Whitney Alexander** Venture Marketing Group

**Peter Cabrer** River Bank and Trust

**Randy Brock** Riverview Regional Medical Center

**Elizabeth Barnett** Pathway Financial Resources

**Tripp Collins** Back Forty Beer Company

**Lee Cox** Exchange Bank

**Katie Darden** Coosa Valley Health Care

**Melissa Davis** Gadsden State Community College

**Doug Gregerson** Cash Saver

**Monica Johnson** Lyons HR

**Abbey Ponder** Coosa Insurance

**Haley Tucker** Knowles & Sullivan, LLC



## Loaned Executive of the Year. Lee Cox

Congratulations to the 2017 Loaned Executive of the Year, Lee Cox. Exchange Bank graciously loaned Lee to United Way for the campaign. He is the most experienced LE who has now volunteered for 9 years!

This year he reached 116% of his fundraising goal and worked on 10 accounts. We are truly grateful for his dedication and service to United Way of Etowah County.

Loaned Executives  
raised **\$409,089**  
– 30% of the total  
campaign



# 2017 Allocation Panels

## Education

- CHAIRPERSON Jeanne Mabeus** Interstate Batteries
- CHAIRPERSON Kelly Kemp** The Kemp Agency
- Craig Scott** City of Gadsden, Gadsden Public Library
- Mike Lorick** Goodyear Tire and Rubber USW Local 12
- Brittany Cobb** Gadsden Steam Plant
- Dee Lorick** Goodyear Tire and Rubber USW Local 12
- Teresa Rhea** Gadsden State Community College
- Misty Kerr** Alabama Power Company
- Jessica Ponder** Northwestern Mutual
- Barbara Roberts** State of Alabama

## Financial Stability

- CHAIRPERSON Mary Hager** Advanced Imaging of Alabama
- Monica Johnson** Lyons HR
- Richard Dean** Retired
- John D. Duvall** Crothall Healthcare
- Danny Jackson** BBVA Compass

## Health

- CHAIRPERSON Beverly Hilderbrand** Retired
- CHAIRPERSON Melissa Davis** Gadsden State Community College
- Anne Mitchell** Community Advocate
- Laura Elliott** Girl Scouts of North Central Alabama
- Paula Wilson** Community Advocate
- Rose Marie Allenstein** Allenstein & Allenstein LLC
- Kyle Oden** River Bank & Trust
- Jennifer Boozer** Integrity Accounting Solutions
- Morgan Lavender** Modern Woodmen Financial
- Vicki Lister** Healthcare Realty
- Theresa Scott** Doughty Towers
- Susan Bailey** Exchange Bank
- Jason Hendon** Spire Alabama

## Safety Net

- CHAIRPERSON Cindy Hill** Southern Cardiovascular Associates
- CHAIRPERSON Rev. James E. Elliott, Jr.** Retired
- Janekia Mitchell** Gadsden State Community College
- Sabrina Bevis** Alabama Teachers Credit Union
- Jessica Loyd** Gadsden Regional Medical Center
- J.D. Henderson** Merrill Lynch
- Brittney Hill** Back Forty Beer
- Allison Casey** Keystone Foods
- Cheri Mills** Comcast Cable
- Patti Lee** BBVA Compass
- Pam Burgess** Alabama Teachers Credit Union
- Jessica Slaten** Gadsden State Community College
- James Sledge** Retired
- Alicia Guyton** Merrill Lynch
- Mary Wood** Downtown Gadsden Inc.
- Brent Poole** Regions Bank



# EDUCATION

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

EMERSON AND DRE'SON CHAMPAGNE HAVE LOVED reading from an early age... since the day their very first book from Dolly Parton's Imagination Library arrived.

Emerson and Dre'son remember the excitement of receiving their books in the mail, flipping through the brightly colored pages and enjoying time alone with mom and dad, reading and laughing together as a family. This excitement of reading soon grew into something that could not be contained within their home.

Dre'son began excelling in reading at school and Emerson began falling asleep with books in her bed, making up her own stories to go along with the pictures.

Several years have gone, but one thing remained... Dre'son's passion for books. His mom and dad contribute this passion to the very first seed planted in their son's young hands, the books that arrived at his home via "The Imagination Library," sparking his interest and igniting his excitement to read more and more.

Emerson's love of her Imagination Library books sparked an idea to share these books with other children. Her library recently received its charter number and is the first chartered "My Little Free Library" in Etowah County. Thank you to the Success By 6 program and the Girlfriend Gala for creating lifelong readers and children who are excited to share their love for learning.



The Champagne Family

### Partner Agencies in Education

Big Brothers Big Sisters of NE Alabama  
Boy 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

### Facts on Success By 6

- Our local Success By 6 provides over **1,500 books** per month to children in Etowah County through the Dolly Parton Imagination Library.
- Kindergarten Here I Come prepares **400 children** to transition to Kindergarten
- **1,600 school readiness calendars** are distributed to preschool children
- A partnership with the Children's Policy Council results in health screenings for **217 children**
- A partnership with the Alabama Public Television provided training to **152 childcare workers**



# FINANCIAL STABILITY

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

COLTON WAS BORN WITH EPILEPSY AND BRAIN DAMAGE, so he faced multiple challenges. He was blessed with a winning personality and family that wanted the best for him. His mother encouraged him to be involved in everything he could and challenge himself.

He attended Camp ASCCA which provides therapeutic recreation for children and adults with physical and intellectual disabilities from ages 6 to 21. His attendance was made possible with sponsorships from Easter Seals.

While in school, Colton also received services from Darden Rehabilitation Center in assessment, evaluation and job training. After his high school graduation, Colton's Job Developer Dawn helped him find a job at Red Lobster.

He has been employed there Monday – Friday since August of 2013. He is a valued employee and member of the Red Lobster team.



### **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*

Darden Rehabilitation served **345 adults** and students with disabilities through evaluation, training and employment opportunities.

# HEALTH

## *We fight for the mental, physical, and emotional health of our citizens at every age.*

“Mothers of special needs children often spend time concentrating on their limitations. Through the Easter Seals of Etowah County and Camp ASCCA, I learned that my teen boys have none. It was truly a life changing experience for them and for me as a parent. Not only did I trust them to have a whole new experience doing adventurous things with their peers, but I was able to take a week to recharge my own batteries. There is nothing quite like it and I am forever grateful.”

**Emma Y. Hazlewood, M.S., CFLE**  
Financial Stability Coach  
Parent Educator: H.O.M.E. Program



### **Partner Agencies in Health**

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

Easter Seals provided medical assistance, medicine and camp scholarships to **76 individuals** with disabilities.

# SAFETY NET

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

"I had the opportunity to give back to an organization that helped me several years ago. We painted bedrooms at the Thirteenth Place today, which is a children's home that my sister and I stayed at during a difficult time for my family. The bedroom I painted was actually the same bedroom that my sister and I slept in during that time. It was very meaningful for me to be able to give back in some way and it reminded me of how far I've come."

"We painted at Thirteenth Place and got to meet the girls that live there. It was great getting to see what a day in the life of these girls is like. I am so thankful we have this agency for children needing a safe place to live."

– Day of Action volunteers



### **Partner Agencies in Safety Net**

American Red Cross  
James M. Barrie Center  
DHR – Family & Children's Placement Services  
Etowah Baptist Missions Center  
Etowah Community Food Bank  
The Salvation Army  
Thirteenth Place

Thirteenth Place  
provided shelter to  
**51 teens**

# Tom McKenzie was honored in 2017 with the first TOM MCKENZIE COMMUNITY IMPACT AWARD



Hightower also took the occasion to honor former United Way President Tom McKenzie with the first Tom McKenzie Community Impact Award.

"If you could see the list of things he's done, it would be a whole lot easier to list the things he hasn't been president of," joked Hightower, before firing off McKenzie's lengthy résumé: the Kiwanis Club, the Boy Scouts, the Red Cross, the YMCA, the Quarterback Club, Capstone Engineering and several more.

"At St. James (Catholic Church) you've been in charge of everything — except I don't think you've been the priest," said Hightower, earning laughs from the audience.

McKenzie said he hadn't expected to receive an award, or to see six of his and wife Charlotte's eight adult children having a mini-family reunion at the theater. He joked that if he had known about the award, he'd have worn a tie.

McKenzie said that he believed he was preaching to the choir, but still offered a reminder about the importance of community service.

"People in the community need to remember, you've got to give something back," said McKenzie. "It's so important, because everybody can't do that. If you've got the opportunity, you need to do it."

— Excerpt from *The Gadsden Times*

## LEADERSHIP SOCIETY

### Alexis de Tocqueville Society Members — \$10,000+



*Devan & Hilda Lowe*

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



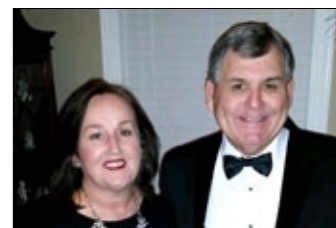
Bob & Alicia Guyton



*Scott & Teresa Hindsman*



Julia Nolen Knox



*Tommy & Mary Stonebraker*



*Bill & Marian Stone*

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

Patricia & Collier Cropp

*Bill & Helene Haller*

*Dr. Bill & Mandy Hartzog*

Frank & Susie Orr

Wayne & Karen Owen

*Names italicized are self-identified Loyal Contributors — giving 10+ years*

---

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

Dr. & Mrs. Eddie Ash  
Jim & Sabrina Bevis  
Mark & Beth Brink  
Cason & Jessica Brown  
Dr. Thomas R. Corley  
Wayne & Lana Cornutt  
Tim & Jana Davis  
Bob & Rhonda DeHaven  
Dr. Teresa Drummond-Rieger  
& Mr. Farrell Rieger  
Jackie & Todd Edmondson  
Cory & Yetta Ewing  
Dr. R. Steve & Lynne Frederick  
Bobbie & Lee Freeman

Dr. & Mrs. Elias Ghafary  
Dr. Ken & Mary Hager  
Dr. Bill & Suzy Haller  
Patrick Hallowell  
Kendall & Mark Hamilton  
George & Joanne Hightower  
Steve & Nancy Hildebrant  
Wayne & Paula Hollar  
Tracy L. Huffman  
Danny & Jennifer Jackson  
Billy & Kelly Kemp  
Jason & Christie Knowles  
Ashley M. McVicar  
Johnny & Cheri Mills

Heather & Blake New  
Dr. Ghanshyam & Nanda Patel  
Glen & Devora Porter  
Mr. & Mrs. Ricky Ray  
Donald & Joy Rhea  
Chris & Christi Robinson  
G. Michael & Susan Shehi  
Lisa & Don Thacker  
Drs. Edgar & Delores Victoria  
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  
Jimmy & Jane Angela  
Kim Arledge  
Lonnie Bagley, Jr.  
Susan Bailey  
Bruce Baker  
Elizabeth Barnett  
Jeff Bellew  
Scott Bicknell  
Lesli Bishop  
Martin & Jennifer Bishop  
Bob & Tricia Blount  
Brian C. Bowen  
Jay Bowman  
John & Danyell Boyd  
Chris & Jana Bradford  
Pam Burgess  
Dr. Skip Campbell  
Chris & Whitney Carter  
Mark & Allison Casey  
Greg & Pam Cash  
Mr. & Mrs. Michael Causey  
Eric Clark  
Jeremy & Kimberly Cole  
Mike & Jerolyn Cothran  
Charles & Renee Culverhouse  
Lloyd Cuskaden  
C.W. Daugeette III  
John Day  
Richard Dean  
Carey B. Dempsey  
Craig Denney  
Richard Dobbs  
Tyler Dobbs  
Walter Duke  
David & Lisa Ellis  
Shane Ellison  
Greg & Michele England  
Sheriff Todd Entrekin  
Wayne & Scarlett Farley  
Scott & Kayla Feazell  
Connie & John Floyd  
Bryan & Ami French  
Michael & Mary Gabriel  
Adam J. Garcia  
Dr. Brooke Gorham  
Kevin & Jenifer Grace & Family  
Dr. Sabrina Morgan Graves  
& Coach James Graves

David & Dawn Gregerson  
Greg & Marcy Gregerson  
Derrick Griffey  
Wardrick & April Griffin  
Dr. Larry Grimes  
Kandice Gupta  
Danny & Donna Guest  
Shannon Hagood  
William Allen & Marquita Hall  
Rusty & Content Hamilton  
Elizabeth Haney  
Mark Harper  
Mike & Cynthia Harris  
Larry & Patricia Hart  
Dwayne & Michelle Hawkins  
Dr. G. Bruce Head III  
Jay & Claire Hedgspeth  
Richard Henderson  
Joshua Hester  
Mr. & Mrs. John R. Hicks  
George & Brittany Hightower III  
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  
Dave & Brandy Hyatt  
Joseph & Tammy Jackson  
Enrique Johnson  
Darryl V. Jones  
Thomas L. Jones  
Patrick & Suzy Jouben  
John David & Angela Kay  
Steve & Nancy Keck  
Ragan & Misty Kerr  
Tena King  
Jane & Keith Kirk  
Dr. & Mrs. Gary Kwan  
Mr. & Mrs. Tim Lavender  
Michael Ledsinger  
James & Kimberly Lemons  
Mike & Dee Lorick  
Bruce Lott  
M. Lynn Lowe  
Jennifer Lowman

Keith & Karen Lyles  
Willie & Charlotte Maise  
James Mallory  
Mary Markham  
Jeff & Catherine Martin  
Victoria Martin  
Wilbur & Deborah Masters  
Scott & Christi Mayo  
Cory McCarty  
John McFarland  
Dr. & Mrs. Bryan McGwier  
Patrick McLeod  
Chad & Erica McMichael  
Rob & Lisa McNeely  
Dr. & Mrs. Gordon L. Miles  
Dr. Lew & Anne Mitchell  
David & Ruth Moffatt  
M. Kay Moore  
Susan Moore  
Erica N. Morgan  
Dr. Robert S. Myers  
Ryan Neal  
Iva & Dale Nelson  
Donna & Jerry Nicholson  
Mike & Kris O'Brien  
Lucas Osborn  
Dr. & Mrs. Robert Ostendorf  
Mr. Hubert Owen  
Phil & Becky Owen  
Nancy Alldridge & Blake Parker  
Dinesh & Kumud Parmar  
Wesley & Jennifer Patterson  
Harriet & Ira Phillips, Jr.  
Kevin & Kristy Phillips  
Evelyn Pierson  
Michael T. Polk  
Tim & Wendy Polumbo  
Jeffrey Powell  
Taylor Powers  
Rocky & Pat Presley  
Dr. & Mrs. Darryl Prime  
Jim Prucnal  
Allen Ray  
Danny Ray  
Mrs. Jeannie Ray  
Ron & Janis Reaves  
Andrew & Kelly Richardson  
Donna & Doug Rodgers  
Tracy Roos  
Judy Rubel

Daniel Rutledge  
Gale & Gary Sanders  
Drs. Shan Tin & Max Sanders  
Gregory E. Scroggs  
Martha Seahorn  
Ralph Self  
Dr. Ashvini & Manjari Sengar  
Bo & Lindsey Shirley  
Jeff & Emily Sims  
Karl & Karen Sizemore  
Dr. & Mrs. W. Webb Sledge  
Heath & Rebecca Smith  
Lance & Julie Smith  
Mike Smith  
Ray & Barbara Smith  
Scott Smith  
Wallace Snead  
Caryn & Bo Stark  
Tom & Kristy Strother  
Hugh & Gigi Stump  
Ron & Teresa Summerall  
Judy Swafford  
Dr. & Mrs. Peter Szeto  
Meinrad Tabengwa  
Thomas Taylor  
Djeunou Tchamba  
The Tidmore Family  
Steve Trawick  
Sam & Jenny Tunstall  
Gina Turner  
Dr. John & Karen Vanore  
Daron Walker  
Mark & Tracey Webb  
Kyle Weber  
James & Johnna White  
Danny & Patti Wilborn  
William Willard  
Scott Williamson  
Dave & Paula Wilson  
Dr. Glen Wilson  
Michael & Emily Wilson  
Bradley Wright  
Steven R. Wright  
Jann Yates  
Linus Yelk  
Rachel Young  
**\*15 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  
Back Forty Beer  
Barfield, Murphy, Shank & Smith LLC  
BBVA Compass Bank  
Blue Cross Blue Shield of Alabama  
Cadence Bank  
Cambridge Services LLC  
Comcast Cablevision  
Coosa Insurance  
Council on Aging  
Devan Lowe Cadillac Buick GMC Lincoln  
Dixie Welding  
Etowah County Courthouse Security  
Etowah County Tourism Board  
Exchange Bank  
Family Savings Credit Union  
Family Success Center  
First Federal Mortgage  
Gadsden Commercial Development Authority  
Gadsden Orthopedic Associates  
Gadsden Steam Plant  
Girl Scouts of North Central Alabama  
Goodyear Tire & Rubber Company  
Greater Gadsden Housing Authority  
James Barrie Center for Children  
Jemison Metals  
Leach & Company, Inc.  
Life Insurance Company of Alabama  
MDA Professional Group  
Merrill Lynch  
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  
University of Alabama

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

Advanced Imaging of Alabama  
Alabama Easter Seals  
Darden Rehabilitation Center  
Department of Human Resources  
Etowah Chemical Company  
Gadsden State Community College  
Gregerson's  
HealthSouth Rehabilitation Hospital  
Max Packaging, Inc.  
Mental Health America of Etowah County  
Modern Woodmen of America  
ProHealth Home Health & Hospice  
Spire Alabama  
The Salvation Army  
United Parcel Service  
Wells Fargo

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

A-1 Insulating & Exterminating Co.  
Broadcast Media - WKXX FM  
Cash Saver  
Chrysler, Dodge, Jeep, Ram of Gadsden  
City of Gadsden  
Etowah Community Food Bank  
Etowah County Circuit Clerk's Office  
Etowah County District Attorney's Office  
Etowah County Revenue Department  
Gadsden Budweiser Distribution Company  
Gadsden City Schools  
Honda Manufacturing of Alabama  
Metro Bank

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

Alabama Department of Revenue  
Alabama Medicaid  
Attalla City Schools  
Boys & Girls Club of Gadsden/Etowah County  
Buffalo Rock-Pepsi  
Choice Fabricators  
Etowah County Schools  
Gadsden Regional Medical Center  
Gadsden Tool  
Holiday Inn Express & Suites  
Keystone Foods Corporation  
Kia of Gadsden  
Koch Foods of Gadsden  
Quality of Life Health Services  
Riverview Regional Medical Center  
Water Works & Sewer Board  
YMCA of the Coosa Valley

## Achievement Awards - 20% Increase

City of Attalla  
City of Rainbow City  
Etowah County Health Department  
Gadsden Surgery Center

## Recognition Awards – New Givers

Alabama Department of Childhood Development  
Cintas Corporation  
Excel Institute  
Lyons HR  
Mater's Pizza  
Nissan of Gadsden  
The Taming of the Ewe

# THE GAME-CHANGERS



# THE HAND-RAISERS



# 2017 Top 25 Companies

TOP FIVE:



**GOODYEAR** UNITED STEELWORKERS **USW**  
**\$298,426**



**HONDA**  
**\$65,275**



**Publix**  **GADSDEN REGIONAL**  
**\$55,358** **medical center**  
**\$63,762**



**Alabama**  
**Power**  
**\$51,695**

|  |                  |
|--|------------------|
| <b>Goodyear Tire &amp; Rubber Company &amp; USW Local 12</b> | <b>\$298,426</b> |
| <b>Honda Manufacturing of Alabama</b>                        | <b>\$65,275</b>  |
| <b>Gadsden Regional Medical Center</b>                       | <b>\$63,762</b>  |
| <b>Publix</b>  | <b>\$55,358</b>  |
| <b>Alabama Power Company &amp; IBEW Local 391</b>            | <b>\$51,695</b>  |
| <b>City of Gadsden</b>                                       | <b>\$41,877</b>  |
| <b>Gadsden City Schools</b>                                  | <b>\$38,656</b>  |
| <b>Riverview Regional Medical Center</b>                     | <b>\$37,518</b>  |
| <b>Etowah County Schools</b>                                 | <b>\$36,376</b>  |
| <b>Gadsden State Community College</b>                       | <b>\$33,851</b>  |
| <b>Exchange Bank Of Alabama</b>                              | <b>\$28,712</b>  |
| <b>Family Savings Credit Union</b>                           | <b>\$27,893</b>  |
| <b>Regions Bank</b>  | <b>\$18,989</b>  |
| <b>Alabama Teachers Credit Union</b>                         | <b>\$17,785</b>  |
| <b>Devan Lowe Cadillac Buick GMC Lincoln</b>                 | <b>\$17,512</b>  |
| <b>Keystone Foods Corporation</b>                            | <b>\$17,319</b>  |
| <b>Life Insurance Company of Alabama</b>                     | <b>\$17,191</b>  |
| <b>Koch Foods of Gadsden</b>                                 | <b>\$16,734</b>  |
| <b>HealthSouth Rehabilitation Hospital</b>                   | <b>\$16,149</b>  |
| <b>Alabama State Employees</b>                               | <b>\$15,170</b>  |
| <b>Blue Cross Blue Shield of Alabama</b>                     | <b>\$15,067</b>  |
| <b>AT&amp;T and CWA Local 3904</b>                           | <b>\$14,342</b>  |
| <b>Gadsden Orthopedics</b>                                   | <b>\$12,915</b>  |
| <b>Gadsden Steam Plant</b>                                   | <b>\$11,469</b>  |
| <b>United Parcel Service &amp; Teamsters Local 612</b>       | <b>\$11,387</b>  |

**These 25  
 companies and/or  
 employee/union  
 groups pledged  
 more than  
 \$981,424  
 which is  
 70% of total  
 pledges to the  
 2017 Campaign**



# DAY OF ACTION



**2,020**

Volunteer hours

**525**

Volunteers

**79**

Projects

**41**

Schools/Agencies



# INITIATIVES



Kinder Camp started in 2014 at West End Elementary school with a vision to help better prepare rural county children who are starting to Kindergarten. Since 2014, this program has grown to three elementary schools, Duck Springs, Ivalee and West End Elementary and has served 285 children by helping them practice school routines and ease first day jitters. This program was able to grow and expand with the help of the Alabama Power Elevate Grant as well as with the help of community partners like Exchange Bank, Regions Bank, and Modern Woodmen- Morgan Lavender.

# 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.

United Way's **Young Leader's Society** is an affinity group made up of young leaders age 21-45 who are committed to creating real, lasting changes in Etowah County. YLS members meet quarterly for networking.



Derrick Griffey was awarded the Young Philanthropist Award from YLS President Heather New.



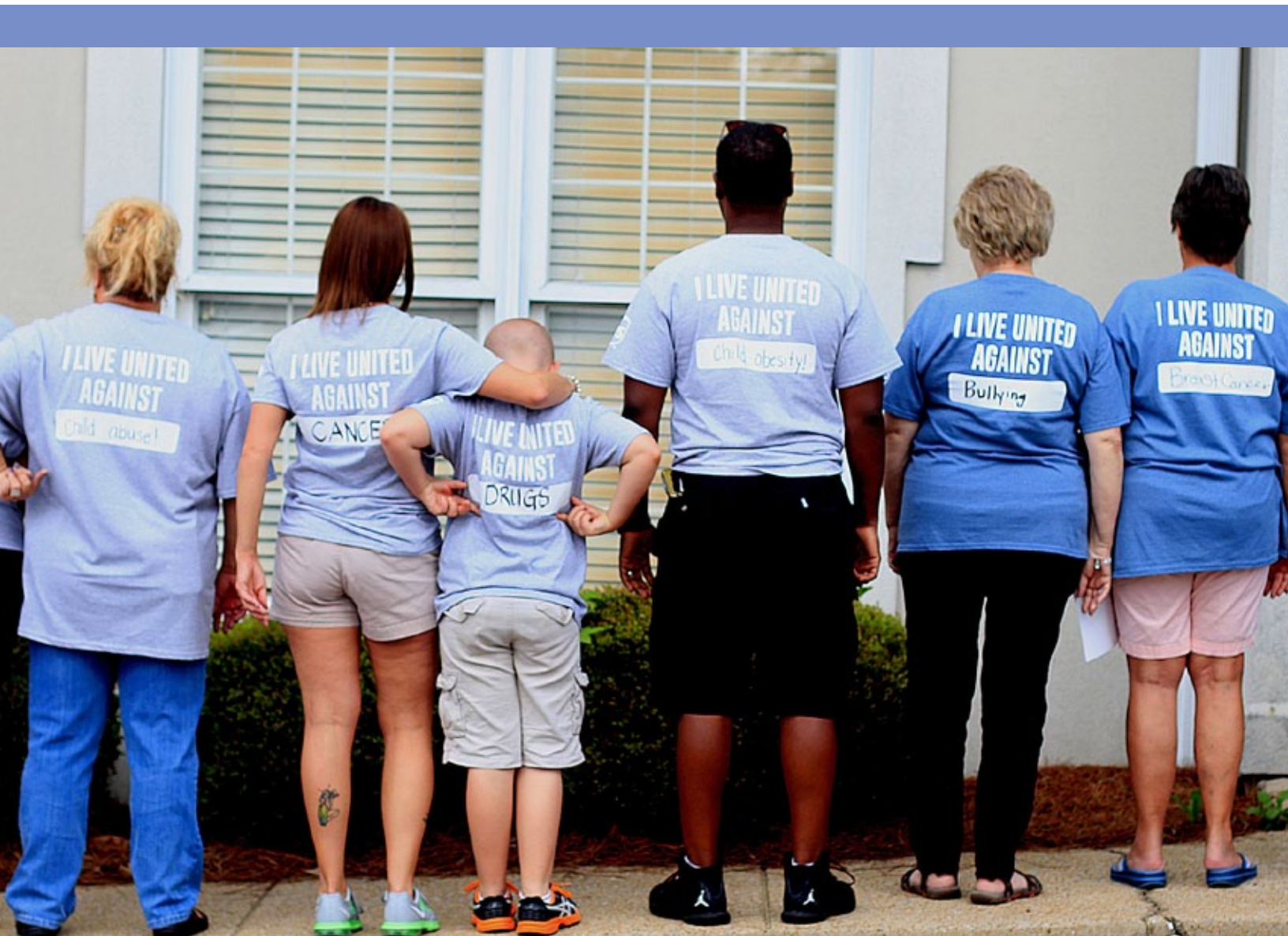
YLS partnered with Alabama Power Company, Learning Systems Technology, Maraella Winery and Modern Woodmen of America to award 4 scholarships to Gadsden State Community College. Caleb Wofford and Eli Dunn received the technology scholarships and Sydney Ball and Nadia Katbi received the general studies scholarships.



YLS members participated in the Day of Action

# THANK YOU

FOR CREATING OPPORTUNITIES & IMPROVING LIVES



**United Way of Etowah County** 235 S. College St., Gadsden, AL 35901 | P.O. Box 1175  
256.547.2581 | Fax 256.546.4360 | [www.uwoec.org](http://www.uwoec.org)

