

United Way
of Etowah County

**SAVE THE
DATE!**

**Campaign
Kickoff
August 25**

RSVP—
256-547-2581
Pay \$10 at the door.



**Does your co-
worker, employer,
church congrega-
tion, and doctor's
office know about
2-1-1?**

**The staff at 2-1-1 /
First Call for Help
is ready to present
a short, 15- minute
presentation. To
arrange for a pres-
entation please
contact Susan
Carter at
256-546-4357.**

Meet the Staff
Joanne Hightower
Executive Director

Donna Rodgers
Finance Manager

Pat Presley
Executive Assistant

Jessica Brown
Marketing and
Resource Director

Susan Carter
211/ First Call for Help
Program Director

Emily Sims
Success By 6
Program Director

HOW WE LIVE UNITED

July 2011

Day of Action Kicks Off Pacesetter Campaign

It was a hot, Alabama summer day—
nothing new for our Day of Action volun-
teers!

500 volunteers
100 jobs completed
2400 volunteer hours

A huge **thank you** goes out to all who
participated!

Pacesetter companies:

- Alabama Power Company
- Family Savings Federal Credit Union
- Gadsden City Schools
- Gadsden Regional Medical Center
- Gadsden State Community College
- Goodyear Tire & Rubber Co/USW Local 12L

- HealthSouth Rehabilitation Hospital
- Hindsman, Hall & Storey PC
- Life Insurance Company of Alabama
- Riverview Regional Medical Center
- UPS

Catherine Martin, Pacesetter Chairper-
son, stated the Pacesetter companies are
a select group of employers and employ-
ees who have the ability to show our com-
munity what a successful campaign can
do for those who use United Way
services.

The results of the Pacesetter will be given
at United Way's Campaign Kickoff at
Gadsden Convention Hall, Thursday,
August 25. Everyone is invited. Please
call **256-547-2581** to make a reservation.
Lunch will be \$10, you may pay at the
door.

Bring a friend!

United Way Responds in a Time of Crisis

- Providing reliable **funding** to **partner agencies** that do the important work of meeting basic needs such as *food, clothing, and shelter* (**American Red Cross/The Salvation Army**);
- Providing a **2-1-1 helpline** to connect more people to the services they need;
- Providing volunteers and volunteer organization through Etowah County Volunteer Organizations Active in Disaster (ECVOAD);
- Managing and organizing donations (water, food, toiletries, baby items, cleaning supplies, etc) for Etowah County residents and supporting Calhoun, St. Clair, Marshall, Cherokee and other Counties with supplies as needed;
- Convening partners: (e.g. Honda, donated 3 vans for delivering donations to affected families, the Governor's Emergency Relief Fund, etc);
- Partnering with FEMA for Casework;
- Participating in and hosting the **Long Term Recovery Committee** for Etowah County – this is often a 2 year process.

LIVE UNITED™



Jon started out at Boys & Girls Club as a sixth grader and continued to attend the club until 8th or 9th grade.

In his own words, Jon tells us, “I was honored to be asked to join the board of the Boys and Girls Club. It really helped me put in a lot of passion into being a board member... helping me make the decision to join the board because I was a club kid. I know what it’s like - day to day - for the kids that are there. That’s’ the main reason why I wanted to be involved – helping these kids stay off the street and become successful.”

“My name is Jon Behrens and that’s how I Live United.”

A community of connected individuals, all people, united and working together for the benefit of all, is at the heart of what United Way represents. United Way recognizes that we are all part of something greater, and that a tear anywhere weakens to entire social fabric of our community.

We all have a stake in creating a healthy, prosperous community.

We invite you to join us. You can give, you can advocate, and you can volunteer. That’s’ what it means to Live United.

United Way Volunteers

Campaign Cabinet

Campaign Chairperson	Christie Knowles
Pacesetter Chair	Catherine Martin
Pacesetter Vice-Chair	Valerie Richardson
Leadership Giving Chair	Todd Hindsman
Commercial Division	Mark Hamilton
Education Division	Pam Clough
Financial Division	Jeff Allen
Government Employees Division	Haley Brown
Health Institutions Division	Rhonda DeHaven
Health Professionals	Dr. G & Nanda Patel
Industrial Division	Kevin Phillips
Non-Profit Division	Brent McCoy
Professionals Division	Wesley Patterson
Residential	Joy Ballenger
Retail Division	Lesla Osborn

Loaned Executives

Jason Battles	Regions Bank
Lesli Bishop	Family Savings Federal
Susan Williams Brown	Gadsden State Community
Lee Cox	Exchange Bank
Heidi Darbo	YMCA of the Coosa Valley
Michele England	Gadsden Regional Medical
Derrick Griffey	Gadsden State Community College
Dwayne Hawkins	Goodyear Tire & Rubber Company
Jay Hedgspeth	Keystone Bank
Steve Marlowe	Alabama Power Company
Bret Pettus	Superior Bank
David Stalcup	Riverview Regional
Sophie West	Superior Bank



New Success By 6 Program Director

United Way is pleased to welcome its newest team member—**Emily Sims**. Emily comes to United Way from Big Brothers/Big Sisters of Northeast Alabama. She is a 2009 graduate of Auburn University with a degree in Human Development/Family Studies. She is married to Jeff Sims who works at Wells Fargo Bank in Gadsden.



Help us “Be Green.” Send your e-mail address to Pat Presley at United Way and, help us save trees! ppresley@uwoec.org



Memorials and Honorariums

A gift to United Way of Etowah County in memory of a loved one or in honor of an accomplishment is a very personal and loving tribute.

When you send an honorarium, we will promptly send an appropriate acknowledgement to the

bereaved family or to the person you wish to honor. The acknowledgement will not include the amount of your gift. We also acknowledge your gift to inform you that we have completed your request.

Your thoughtful memorial or

honorarium gift also helps carry on the work of improving lives and community conditions far down the road.

Please remember United Way of Etowah County in your will or estate plans, and tell us when you do so we can thank you!

Mission Statement:

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

United Way of Etowah County

605 South 4th Street

P.O. Box 1175

Gadsden, Alabama 35902

TEL: 256-547-2581

FAX: 256-546-4360

WEBSITE: www.unitedwayec.com

Give. Advocate. Volunteer.

LIVE UNITED



United Way
of Etowah County

CHANGE SERVICE REQUESTED

GADSDEN, AL 35902

P.O. BOX 1175

UNITED WAY OF ETOWAH COUNTY

