

HOW WE LIVE UNITED

SEPTEMBER 2010

Dates to Remember:

November 4

Campaign Victory
at Convention Hall,
12:00 p.m.

Call Pat Presley at
(256) 547-2581 for
a reservation

November 25

CommUnity
Thanksgiving
Celebration at
Gadsden Conven-
tion Hall

Meals served
10:30 am—2:00 pm

Free delivery and
transportation.

Dial 2-1-1 to
Volunteer.

Meet the Staff

Joanne Hightower
Executive Director

Donna Rodgers
Finance Manager

Pat Presley
Executive Assistant

Jessica Brown
Marketing &
Resource Director

Susan Carter
211/First Call for Help
Program Director

Alaina Young
Success By 6
Program Director

“Opening Day” Kicks Off Campaign

It was a baseball-themed opening day for United Way of Etowah County. The large crowd cheered and clapped as 18 people dressed in white pants, black T-shirts and baseball caps came through a small door to high-five mascot Swoop and take their places at the front table. Representatives announced August 26



that, through the Pacesetter campaign, the organization already has raised \$648,547 — almost half of this year’s fundraising goal. “We are excited because in the economy we’re in, for this community to come back and sustain funding for these 26 agencies — it’s phenomenal,” said Joanne Hightower, executive director of United Way of Etowah County. United Way supports 26 local programs and agencies throughout the county that focus on education, financial stability, health and safety. With the donations and pledges raised in the campaign many people lives will be touched. In 2009, citizens in Etowah County were helped over 71,000 times. This year’s campaign theme is “How I LIVE UNITED.” Campaign Chair Todd Hindsman said there are needs

throughout the county. “We have an opportunity to get involved with those lives of our friends and neighbors,” he said.

The Pacesetter campaign begins approximately two months before the full fundraising campaign starts. Through contributions from the organization’s 15 Pacesetter agencies, United Way is well on its way to reaching its \$1,308,000 goal. Pacesetter Chair Christie Knowles announced the breakdown of the contributions: Alabama Power Company, \$56,074; Gadsden City Schools, \$36,700; Gadsden State Community College, \$44,898; HealthSouth Rehabilitation, \$20,982; Hindsman, Hall and Storey, \$13,463; Life of Alabama Insurance, \$12,726; MountainView Hospital, \$5,576; Riverview Regional Medical Center, \$73,810; UPS, \$16,586; Family Savings Federal Credit Union, \$20,054; United Way Board members, \$28,149; Leadership Givers, \$108,069. Goodyear Tire & Rubber Co. led the way to a successful Pacesetter Campaign with \$228,605. Fundraising will continue through the upcoming months, culminating November 4 with the “World Series” event at Gadsden Convention Hall.

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Meet our “All Star” Volunteers



United Way Division Chairpersons with
“Coach” Todd Hindsman (standing right)

Bottom Row, Left to Right:

Rhonda DeHaven; Nanda Patel; Pam Clough;
Faye Hindsman; Catherine Martin; Haley Burford;
Lesla Osborn; Christie Knowles; Joy Ballenger.

Standing, Left to Right:

Dr. G. Patel; Todd Edmondson; Mark Hamilton;
David Hindsman; Jason Knowles; Jeff Allen;
LeRoy Falcon; Kevin Phillips; and “Coach” Todd
Hindsman.



Success By 6 hosted an Alabama Public Television (APT)

training for all people who work with young children. Tiffany Armstrong with APT led the training, "Fun with Manners." APT provided the 18 daycare workers with materials to take back to their daycare centers. The next APT Training will be April 19, 2011.

My name is Tara and this is how I LIVE UNITED.

Although I may not be able to live on my own financially, I can still do other things on my own because of Snellgrove Civitan Center. At Snellgrove, I can meet other adults like me. I enjoy the teachers and all of the different activities like bowling and music. We also go swimming at the YMCA several days a week. This opportunity has allowed me to be a part of the National Special Olympics swim team. This past July I traveled to Lincoln, Nebraska to compete in the Special Olympics National Swimming competition. I won two silver medals and one bronze. Those medals were added to the over 25 gold medals, and many more silver and bronze medals I already have. Without Snellgrove I would have nothing to do.



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 at 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 in your will or estate plans, and tell us when you do so we can thank you!



Did you Know...
Calls to 2-1-1, for information and referral to health and human services have increased 65% in the last year?

HAVE YOU BEEN GIVING TO UNITED WAY 10 YEARS OR MORE?

If so YOU are a **Loyal Contributor.**

Please let us know by contacting Pat Presley at

patpresley@bellsouth.net

United Way of Etowah County

P.O. Box 1175

Gadsden, Alabama 35902

Phone: 256-547-2581

Mission Statement

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

Give. Advocate. Volunteer.

LIVE UNITED



United Way of Etowah County

Visit our website at www.unitedwayec.com