

**United
Way**



UNITED WAY OF ETOWAH COUNTY

2019 ANNUAL REPORT



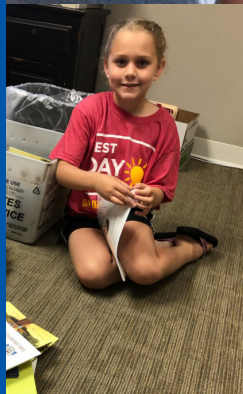
THIS IS A STORY OF GAME-CHANGERS AND HAND-RAISERS.



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 OF ETOWAH COUNTY 2019 Board of Directors

STAFF

Joanne Hightower
Executive Director

Christi Mayo
Resource Development & Marketing Director

Emily Sims
Success by 6 Program Director

Ruth Moffatt
2-1-1/First Call for Help Program Director

Linda Hale
I & R Specialist

Community report design & layout by Laura Catoe

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Mat Alexander First Baptist Church of Gadsden

Bo Arthur Alfa Insurance

Lesli Bishop Family Savings Credit Union

Keith Blackwell Gadsden City Schools

Bob Blount Cambridge Services LLC

Tripp Collins Back Forty Beer

Jackie Edmondson Gadsden State Community College

Corey Ewing Gadsden Regional Medical Center

Bob Guyton Southern Data Automation, Inc.

J. D. Henderson Merrill Lynch

Steve Hildebrant Alabama Power Company

Mike Hilton City of Gadsden

Jennifer Jackson Clinical Urology Associates

Tena King King's Olive Oil

Martha Lavender Gadsden State Community College

Jack Mitchell Goodyear Tire & Rubber & USW Local 12L

Sabrina Morgan-Graves Riverview Regional Medical Center

Kevin Phillips Exchange Bank

Glen Porter The Gadsden Times

John Reed Gadsden City Schools

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

In the last year, we've achieved significant milestones that have provided our volunteers with a purpose, our advocates a voice, and our donors an opportunity to see how their gifts are making a difference in our community. The funding you have helped us raise has served thousands of individuals and families through various programs, initiatives, and events. And even with this incredible work, we are still up against some harsh realities, like more than 17.9% of people in Etowah County are living in or are one step away from poverty.

We have demonstrated that we can, and will, rise to the occasion – but our journey is far from over, and it begs the question: What does the future of our community look like and how will United Way play a significant role in its success?

Our answer is simple: United Way is strategic and inclusive. Long-term relationships with community-based organizations, corporate partners, local and state agencies, and individuals put us in a connecting role that is strategic. This role is reinforced with investments that drive long-term results. Results that are consistently monitored to insure progress is being made. United Way is inclusive in that individuals from very diverse backgrounds work together to accelerate progress on community issues such as affordable housing, transportation, health services, and workforce readiness.

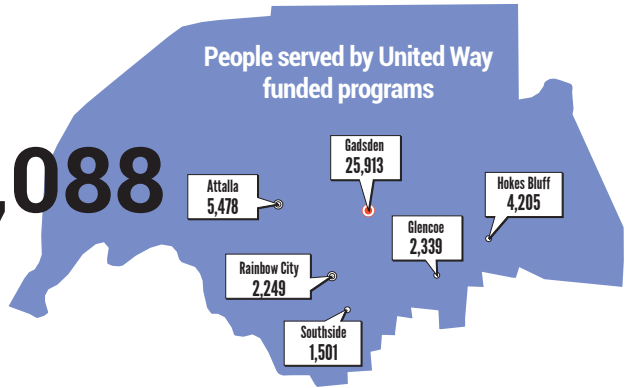


By continuing the conversations and sharing the hope for our future, we are arming you – our dedicated community partners, advocates, and donors – with the knowledge you need to keep fighting for the education, financial stability, health, and basic needs for every person in Etowah County, with us.

Tena King, President, United Way of Etowah County
OWNER, KINGS OLIVE OIL

UNITED WAY'S
CAMPAIGN RAISED:

\$1,300,088



THANK YOU

TO OUR 2019-2020 CAMPAIGN SPONSORS:

HONDA
Honda Manufacturing of Alabama

Publix®

CADENCE
BANK

**BARFIELD
MURPHY
SHANK &
SMITH LLC**
CERTIFIED PUBLIC ACCOUNTANTS

**Holiday Inn
Express
& Suites**

ACVA
Advanced Cardiovascular Associates

**"YOUR FUTURE IS WHAT YOU MAKE IT,
SO MAKE IT A GOOD ONE."**

— EMMETT "DOC" BROWN, *BACK TO THE FUTURE*



UNITED WAY OF ETOWAH COUNTY

2019 Campaign Cabinet

CABINET MEMBER

Bob Guyton
Lesli Bishop
Tripp Collins
Haley Tucker
Marie Akin
Melissa Davis
Jason Hendon
Cheri Mills
Susan Andrew
Sarah Kathryn Haller
Lisa Harris
Valerie Shannon
Davis Varner
Dr. Sabrina Morgan Graves
Corey Ewing

DIVISION

Chair
Pacesetter
Pacesetter
Government
Residential
Industrial
Industrial
Commercial
Education
Financial
Retail
Non-Profit
Professionals
Health Professionals
Health Institutions

Southern Data Automation
Family Savings Credit Union
Back Forty Beer
Knowles & Sullivan
Retired
Gadsden State Community College
Spire
Comcast
Gadsden City Schools
Exchange Bank
Clokey Realty
Big Brothers Big Sisters of Northeast Alabama
Shelnutt & Varner Law Firm
Riverview Regional Medical Center
Gadsden Regional Medical Center

Image courtesy
theNerdPatrol

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UNITED WAY OF ETOWAH COUNTY 2019 Loaned Executives



- | | |
|--------------------------|-----------------------------------|
| Elizabeth Barnett | Pathway Financial Resources |
| Peter Cabrer | River Bank & Trust |
| Dana Davis | Gadsden State Community College |
| Tara Fulford | Advanced Imaging |
| Trudie Guffey | Gadsden State Community College |
| Roschelle Gardner | Riverview Regional Medical Center |
| Monica Johnson | Lyons HR |
| Shelby Kilcoyne | Metro Bank |
| Jazmin Lopez | Jazmin Lopez Agency |
| Dawn Lucy | Edward Jones |
| Jessica Millican | Humane Society and Pet Rescue |
| Jennifer Hampton | Exchange Bank |
| Gina Tice | Gadsden State Community College |
| Sachin Sinha | Modern Woodman |



**Loaned Executive of the Year:
Dana Davis**

BACK TO THE FUTURE



2019 Allocation Panels

Education

Chairperson: Kelly Kemp, Kemp Insurance
Chairperson: J. D. Henderson, Merrill Lynch
Mike Hilton, City of Gadsden
Matt Neighbors, Alabama Power Company
Meinrad Tabengwa, City of Gadsden
Keith Blackwell, Gadsden City Board of Education
Dave Hyatt, Gadsden State Community College
Justin Wilson, Boatner & Pugh
Brittany Cobb, Gadsden Steam Plant
Allison Casey, Gadsden Regional Medical Center
Misty Kerr, Alabama Power Company
Mat Alexander, First Baptist Church of Gadsden
Barbara Roberts, State of Alabama
Erin Woods, First Choice Personnel



Financial Stability

Chairperson: Mary Hager, Community Advocate
Melissa Davis, Gadsden State Community College
Ashleigh Dean, Family Savings Credit Union
Richard Dean, Retired
Sophia Griffin-West, Cadence Bank
Danny Jackson, BBVA Compass
Jay Hedgspeth, Wells Fargo Advisors



Health

Chairperson: Beverly Hilderbrand, Retired
Chairperson: Wayne Cornutt, Gadsden Regional Medical Center
Jeff Allen, River Bank & Trust
Laura Elliott, Girl Scouts of North Central Alabama
Pat Motley, Alabama Head Injury Foundation
Greg Bailey, The Gadsden Times
Kyle Oden, River Bank & Trust
Christi Robinson, Alabama Teachers Credit Union
Morgan Lavender, Modern Woodmen Financial
Teresa Rhea, Gadsden State Community College
Vicki Lister, Healthcare Realty
Leslie Worthington, Gadsden State Community College
Rose Marie Allenstein, Allenstein & Allenstein, LLC



Safety Net

Chairperson: Cindy Hill Brown, Southern Cardiovascular Associates
Chairperson: James Elliott, Jr., Retired
Sabrina Bevis, Alabama Teachers Credit Union
Brent Poole, Regions Bank
Jessica Loyd, Gadsden Regional Medical Center
Brandy Hyatt, Gadsden State Community College
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 Slaton, Gadsden State Community College
James Sledge, Retired
Michelle Leder, Keystone Foods



EDUCATION

The Boys & Girls Club served **1,795** clients last year; holds a **0%** teen pregnancy rate among members & **100%** of members were promoted to the next grade level



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

Taurus Wilson has been with the Boys & Girls Club since he was a little boy. He is now a grown 18 year old, ready to take on college. Taurus' mother, Towanna, was raised as a Club child at the "old" club in East Gadsden. She always knew she wanted her children to grow up with the same benefits of the Boys & Girls Club that she did.

Taurus is the epitome of what the Club can achieve when it's at its best. He was a state finalist for the Youth of the Year Award this year, and he is slated to be very competitive again in 2020. He plays for the

"Magic" boys basketball team and can often be found sweeping, helping the younger students get settled for dinner, or cracking a joke with one of the Senior Aide employees. While his servant's heart has blossomed under the roof of the Club, his will to achieve has become even more resolute. Throughout the past semester, Taurus has worked tirelessly in the Club's ACT prep program to raise his score. That hard work has paid off with his score jumping three points in early December. We are blessed to call the Wilson family one of our own and Taurus is the fruit of that cherished relationship.

FINANCIAL STABILITY



15% of Etowah County citizens have some form of disability.

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

David Bright was referred to Darden because he was experiencing substance abuse issues, walked with a cane, was a heavy smoker, overweight and needed assistance finding competitive employment. He started working in Darden's Work Adjustment Program. During this time, he quit smoking, dropped about 40 pounds, and no longer needs a cane to walk. He had a very pleasing disposition and great work ethic, striving for perfection at whatever job he was given. He has been in prison and lost all of his IDs. His job developer, Dana

Johnson, helped him obtain his driver's license, birth certificate, and social security card. She also assisted David with setting up a bank account and was able to place him to work at Anthony's Automotive doing auto detail work. He had done this type of work before. His VR Counselor helped pay for work shoes and clothes. After working for a month, David received a raise. Dana said that she doesn't think she has ever worked with an individual who was so excited about going to work. He is proud to have a job and continues to do a good job every day.

HEALTH



In 2019, the Etowah Free Community Clinic served 305 patients.

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

The Etowah Free Community Clinic provides medical care for uninsured patients in Etowah County. They also provide non-narcotic prescription medications free of charge through the Prescription Resource Network, diabetic education, cardiovascular care and financial assistance for diagnostic testing. All services are completed by volunteer physicians, nurses and medical students.

The team at the Free Clinic has been serving a 51 year old male for 2 1/2 years. He was a drug addict with elevated blood pressure, GERD, and Neuropathy. With help from medications prescribed, he now has all three conditions under control and with counseling from our psychological counselor, he is now drug free. He now has a full time job and will be getting his own insurance soon.

SAFETY NET

In 2019, the Barrie Center conducted 291 specialized forensic interviews of children with allegations of sexual and/or severe physical abuse or children who witnessed violent crimes.



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

Statistically, 1 in every 10 children will be sexually assaulted before the age of 18. The Barrie Center has specialized training in conducting the forensic interviews and trauma focused therapy. The overall mission is to provide a child friendly environment to allow children to share their trauma history in a way that mitigates the overall experience of having to tell their experiences to multiple people involved. The Barrie Center works collaboratively with the District Attorney's office, DHR, law enforcement, our local judicial officials, medical providers, school system and other non-profit agencies to collaboratively provide for the investigation and intervention in child abuse cases.

They have recently added a four legged member to the staff. Kuzco is a Canine Companions for Independence Facility Dog who is trained to comfort

abuse victims during forensic interviews, therapy and court proceedings. The center received Kuzco in November and he works each day with children and families at the center.

The Barrie Center also provides trauma focused therapy to child victims, the non offending caretaker and families as well as community education related to child abuse intervention and mandatory reporting requirements.

During 2019, The Barrie Center staff provided forensic interviews for three teenagers. A trauma therapist began to see all three individually as well as the non-offending caregiver. Staff had the opportunity to be with them in the judicial proceedings to provide support as the offender was sentenced. They gave impact statements to the judge and were commended for their bravery for coming forward and disclosing such horrendous abuse.

LEADERSHIP SOCIETY



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

Devan & Hilda Lowe

1 Member wishes to remain anonymous

Builders Society – \$5,000-9,999



Jeff Cedarholm



Lloyd Cuskaden



Bob & Alicia Guyton



Kendall & Mark Hamilton



Scott & Teresa Hindsman



Randy & Sherry Kline



Julia Nolen Knox



Rebecca W. Rhodes

1 Member wishes to remain anonymous

Gold Feather Society – \$3,500-4,999

Dr. & Mrs. Elias Ghafary
 Dr. Ken Hager
 Bill & Helene Haller III
 Dr. Bill & Mandy Hartzog

Dr. & Mrs. Gordon L. Miles
 Frank & Susie Orr
 Wayne & Karen Owen
 Dr. Merle & Christa Wade

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

Dr. & Mrs. Eddie Ash
 Jeff & Barbara Bellew
 Jim & Sabrina Bevis
 Jeff & Cindy Hill Brown
 Dr. Thomas R. Corley
 Wayne & Lana Cornutt
 Tim & Jana Davis
 Dr. Teresa Drummond-Rieger & Mr. Farrell Rieger
 Corey & Yetta Ewing
 John & Connie Floyd
 Dr. R. Steve & Lynne Frederick
 Dr. Sabrina Morgan & Coach James Graves
 Greg & Marcy Gregerson

Dr. William N. Haller, Jr.
 Mike & Cynthia Harris
 George & Joanne Hightower
 Steve & Nancy Hildebrant
 Monte & Elisa Hill
 Wes & Amy Hodge
 Wayne & Paula Hollar
 Tracy L. Huffman
 Danny & Jennifer Jackson
 Joseph & Tammy Jackson
 Patrick & Suzy Jouben
 Billy & Kelly Kemp
 Mr. & Mrs. Tim Lavender
 Wilbur & Deborah Masters

Scott & Christi Mayo
 Ashley McVicar
 Johnny & Cheri Mills
 M. Kay Moore
 Heather & Blake New
 Dr. Ghanshyam & Nanda Patel
 Glen & Devora Porter
 Allen Ray
 Mr. & Mrs. Ricky Ray
 Donald & Joy Rhea
 Chris & Christi Robinson
 G. Michael & Susan Shehi
 Chris & Dana Snyder
 Ronnie & Lynne Watkins

*Four 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>	Keisha Gibson	John McFarland	Jeff & Emily Sims
Jay & Kim Adair	<i>The Grace Family</i>	Chris McGinnis	Karl & Karen Sizemore
Jorge Alvarez	Ryan Gray & Kimberly	Dr. Bryan & Candace	Dr. & Mrs. W. Webb
Jimmy & Jane Anglea	Gunter	McGwier	Sledge
Kim Arledge	Derrick Griffey	Patrick McLeod	Heath & Rebecca
Lonnie Bagley, Jr.	Dr. Larry Grimes	Chad & Erica	Smith
Susan & Bruce Bailey	Danny & Donna Guest	McMichael	Lance & Julie Smith
Bruce Baker	Mark Harper	Rob & Lisa McNeely	Scott Smith
Elizabeth Barnett	James Leon Harris, Jr.	Dr. Lew & Anne Mitchell	Dr. Billie & Mr. Brian
Tiffany Belyeu	Lisa Harris	David & Ruth Moffatt	Snell
Rick & Lesli Bishop	Larry & Patricia Hart	Susan Moore	Caryn & Bo Stark
Bob & Tricia Blount	Dwayne & Michelle	Daniel Nance	Hugh & Gigi Stump
Erica Bolden	Hawkins	Dr. Virenjan Narayan	Ron & Teresa
Brian C. & Lisa Bowen	Dr. G. Bruce Head III	Matt Neighbors	Summerall
Jay Bowman	Jay & Claire Hedgspeth	Iva & Dale Nelson	Dr. Peter & Mary Szeto
John & Danyell Boyd	Savannah Helms	Donna & Jerry	Meinrad Tabengwa
Tabitha & Jason	Richard Henderson	Nicholson	Thomas Taylor
Bozeman	Joshua Hester	Nina Nix	Lisa and Don Thacker
Chris & Jana Bradford	George & Brittany	Lesa Osborn	Mark Thompson
Cason & Jessica Brown	Hightower III	Lucas Osborn	Steve Trawick
David & Pam Burgess	Blake Kirtus Hill	Phil & Becky Owen	Brandon Tuck
Mark & Allison Casey	Mark Hill	Amber Paine	Sam & Jenny Tunstall
Greg & Pam Cash	Tracie P. Hill	Dinesh & Kumud	Gina Turner
Mr. & Mrs. Michael	David & Faye	Parmar	Dr. Allison Vann
Causey	Hindsman	Dr. B. J. Patel	Dr. John & Karen
Brenda Joyce	Todd & Traci Hindsman	Wesley & Jennifer	Vanore
Christmas	Taylor Holland	Patterson	Dr. & Mrs. Lewis Walker III
Jeremy & Kimberly Cole	Dave & Brandy Hyatt	Harriet & Ira Phillips, Jr.	Christa Watford
Mike & Jerolyn Cothran	Jermichael Jackson	Kevin & Kristy Phillips	Penny Watts
Charles & Renee	Darryl V. Jones	Michael T. Polk	Mark & Tracey Webb
Culverhouse	John David & Angela	Jeffrey Powell	Dr. Danny & Patti
Amanda Faye Currie	Kay	Dr. Darryl & Heidi Prime	Wilborn
C.W. Daugeette III	Tena King	Dr. & Mrs. Thomas	William Willard
Richard Dean	Teresa Kuechle	Pugliese	Scott Williamson
Bob & Rhonda DeHaven	Dr. & Mrs. Gary Kwan	Lora & Tim Ramsey	Michael & Emily Wilson
Glenn & Brenda Dennis	John Langlois	Danny Ray	Mary E. Wood
Richard Dobbs	Burt & Morgan	Mrs. Jeannie Ray	Steven R. Wright
Walter Duke	Lavender	Dr. Braden Richmond	Linus Yelk
Robert & Dawn	Michael Ledsinger	Shannon & Michelle	Rachel Young
Dunaway	James & Kimberly	Ross	
Jackie & Todd	Lemons	Daniel Rutledge	*29 members wish to
Edmondson	Darin & Kim Long	Drs. Shan Tien & Max	remain anonymous*
David & Lisa Ellis	Bruce Lott	Sanders	
Shane & Katie Ellison	Jennifer Lowman	Dr. Pierre & Kiki Scalise	<i>Names italicized are</i>
Greg & Michele England	Keith & Karen Lyles	Gregory E. Scruggs	<i>self-identified Loyal</i>
Scott & Kayla Feazell	Willie & Charlotte Maise	Martha & David	<i>Contributors giving 10+</i>
Bryan & Ami French	Jeff & Catherine Martin	Seahorn	<i>years</i>
Michael & Mary Gabriel	Scott, Nikki, Ryler,	Mike & Beth Self	
Charlie & Rochelle	Hallie & Raeyann	Dr. Ashvini & Manjari	
Gardner	McClain	Sengar	

AWARDS

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

Advanced Imaging
Alabama Head Injury Foundation
Alabama Power Company
Alabama Teachers Credit Union
Alabama Technology Network
BBVA Compass Bank
Blue Cross Blue Shield of Alabama
BMSS
Cadence Bank
CDG Engineering
Comcast Cablevision
Council on Aging
Devan Lowe Cadillac Buick GMC Lincoln
Dixie Welding Company
Etowah Community Free Clinic
Etowah County Commission
Exchange Bank Of Alabama
Family Savings Credit Union
Family Success Center
First Federal Mortgage
Gadsden Commercial Development Authority
Gadsden State Community College
Gadsden Steam Plant
Goodyear Tire & Rubber Company
Greater Gadsden Housing Authority
James Barrie Center for Children
Edward Jones Investments
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
Second Chance
Southern Data Automation
Spire Alabama
The Chamber
The Gadsden Times
United Way Of Etowah County

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

Alabama Department of Human Resources
Alabama Department of Labor
Alabama Easter Seals
AT&T
Back Forty Beer
Big Brothers Big Sisters of NE Alabama
Darden Rehabilitation Center
Etowah Chemical Company
Etowah County Courthouse Security
Etowah County Personnel Department
First Baptist Church of Gadsden
Mental Health America of Etowah County
Metro Bank
RSVP
Southern Cardiovascular Associates
United Parcel Service

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

Alabama Department of Revenue
Boys & Girls Club of Gadsden/Etowah County
City of Gadsden
Dowdy's Office Equipment & Supply
Etowah County Circuit Clerk's Office
Etowah County District Attorney's Office
Gadsden City Schools
Holiday Inn Express & Suites
Honda Manufacturing of Alabama
Max Packaging, Inc.
The Salvation Army

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

Alabama Department of Rehabilitation Services
Alabama Medicaid
Attalla City Schools
Broadcast Media - WKXX FM
City of Southside
Etowah County Schools
Etowah County Revenue Department
Gadsden Budweiser Distr. Co.
Gadsden Regional Medical Center
Gadsden Tool
Gadsden Water Works & Sewer Board
Gregerson's
Keystone Foods Corporation
Koch Foods of Gadsden
MDA Professional Group
Riverview Regional Medical Center
Wells Fargo

Achievement Awards - 20% Increase

Administrative Office of Courts
Choice Fabricators
Coosa Valley Health Care & Rehabilitation

Recognition Awards

Absolute Respiratory Care
Alabama Department of Conservation
Caiston Elle
Digestive Disease Specialists
Elwood Staffing
KTH Leesburg
Mater's Pizza
MiCasita's Southside
The Orthopedic Center
Northeast Orthopedica
State Farm Insurance - Bob Haller
WinSouth Credit Union



WE ARE WHAT IT MEANS TO LIVE UNITED



PARTNER AGENCIES IN

EDUCATION

Big Brothers Big Sisters of Northeast Alabama
 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

FINANCIAL STABILITY

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

HEALTH

Alabama Head Injury Foundation**
 Council on Aging

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

SAFETY NET

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

**Funded through Community Impact Grants

TOP FIVE:



UNITED WAY OF ETOWAH COUNTY

2019 Top 25 Companies

Goodyear Tire & Rubber Company & USW Local 12L	\$208,099
Gadsden Regional Medical Center	\$79,630
Honda Manufacturing of Alabama	\$68,180
Publix	\$56,753
Alabama Power Company & IBEW Local 391	\$48,939
Etowah County Schools	\$47,960
Gadsden City Schools	\$45,160
City of Gadsden	\$44,784
Gadsden State Community College	\$38,078
Riverview Regional Medical Center	\$36,547
Family Savings Credit Union	\$33,420
Exchange Bank Of Alabama	\$31,657
Life Insurance Company of Alabama	\$18,959
Regions Bank	\$18,326
Koch Foods of Gadsden	\$18,158
Alabama Teachers Credit Union	\$17,769
Comcast Cablevision	\$17,503
Merrill Lynch	\$17,023
Alabama State Employees	\$16,856
Keystone Foods Corporation	\$16,176
Blue Cross-Blue Shield of Alabama	\$15,316
Devan Lowe Cadillac Buick GMC Lincoln	\$11,048
Greater Gadsden Housing Authority	\$10,969
United Parcel Service & Teamsters Local 612	\$10,840
Gadsden Steam Plant	\$10,539

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

\$938,689

which is 72% of total pledges
to the 2019 Campaign

DAY OF ACTION

\$80,740

Value to the
Community

625

Volunteers

106

Projects

75

Companies

45

Schools & Agencies

22

Event years



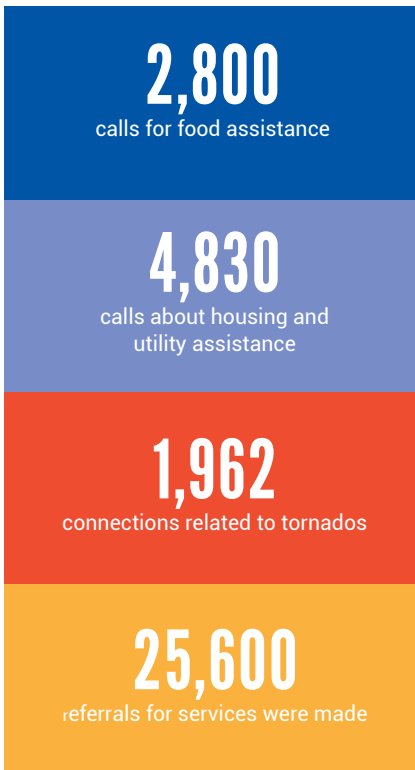
BEST. DAY. EVER.



Get Connected. Get Help.™

COMPLETELY CONFIDENTIAL • FREE • ACCESSIBLE 24/7 • 180 LANGUAGES

Our 211 First Call for Help program took over 10,000 requests for help including:



211 Connects Alabama

211 specialists can connect you with a wide range of resources and services. Contact us today to get expert, caring help with food, health care, housing and utilities payment assistance, employment services, veteran services, childcare, crisis and emergency counseling, disaster assistance, and more.

Call 211 for immediate assistance or visit 211.org for more information.

United Way

SUCCESS **B**Y **6**TM



The **HOME (Helping Our Mothers Excel) Program** teaches classes in the community:

- Shaken Baby-dangers and effects of shaking a baby
- Parenting techniques
- Child development
- Brain Train
- Makes 350 home visits to young mothers

Dolly Parton Imagination Library book program for children birth to 5 years serves 1,500 children with 17,400 book each year.

Kinder Camp helped prepare 97 children to enter school.

School Readiness calendars were given to 1,600 children.

152 child care workers received training through Alabama Public Television.

217 children received health screenings through Children's Policy Council.

2019 ANNUAL MEETING



The **Tom McKenzie Community Impact Award** was presented to Ray Smith. He has been a loyal supporter of United Way and a leadership giver since 1975. He has served as campaign chair and President. At River Bank & Trust, Ray ensures that his team gives back to the community and serves in many areas: loaned executives, allocations, board of directors and Day of Action.

Ray is Past Chair of the Chamber of Commerce of Gadsden/Etowah County, Past President of the Gadsden/Etowah Industrial Development Board, was a founding member of the committee to erect the Spirit of Citizenship monument and is Past President of the Gadsden Quarterback Club. He serves his church at First United Methodist.

He attended Gadsden State Community College and the Banking School of the South.



The Gadsden Runners Club received the **Rising Star Award** for raising \$10,000 for United Way through their "City of Champions" Half Marathon and 5K run. They partnered with Gadsden Regional Medical Center and Back Forty Beer to promote and publicize United Way in the community.



Honda Manufacturing of Alabama made a tremendous gift to United Way with the donation of a 2016 Honda pilot. HMA is a loyal supporter to United Way throughout this area. The van will be used for tours and training of volunteers of United Way of Etowah County.



The **Excellence in Service Award** was presented to Keystone Foods. They are loyal contributors of over \$98,000 in the last 5 years. They participate in Day of Action, serve on the Allocation Committee, and are one of the Success by 6 Girlfriend Gala sponsors. They also participated in or sponsored events for 10 partner agencies through bake sales, golf tournaments, t-shirt sales, school supply and toy drives, blood drives, clean up days, awards days and events.

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

IMPACT AT A GLANCE



Education

\$210,000 INVESTED (29%)

GOAL: *Create better opportunities for our children to reach their full potential*

OUTCOMES: 100% of children who attended Boys & Girls Club Power Hour made the Honor Roll. 18,000 books are provided to children birth to five through the Dolly Parton Imagination Library. 5,175 children participated in 4-H Clubs of Etowah County programming.



Financial Stability

\$110,000 INVESTED (6.5%)

GOAL: *Help people build a solid financial future so our entire community can flourish*

OUTCOMES: 823 clients received financial coaching at Family Success Center. 241 individuals received job training at Darden Rehabilitation. 13 students recovered credits allowing them to move up and graduate with their class.



Health

\$194,000 INVESTED (13.6%)

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

OUTCOMES: \$810,000 worth of medication was provided to low income citizens. 225 visits were provided to teen parents through the HOME program. 149 individuals received meals from MANNA.



Safety Net

\$222,000 INVESTED (29.6%)

GOAL: *Respond to the basic needs of the community*

OUTCOMES: 40,000 pounds of food was distributed to 4 local programs. 140 families received emergency assistance after disaster/fire. 1,267 nights of shelter were provided to homeless families.



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

OF ETOWAH COUNTY

**United
Way**



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.



UNITED WAY OF ETOWAH COUNTY
2019 Balance Sheet

ASSETS

Cash	\$355,399
Endowment	953,847
H.Y.P.E.	3,967
Disaster Relief Fund	17,555
Campaign Pledges Due (Net of uncollectibles)	750,858
Net Building, Furniture and Equipment	440,584

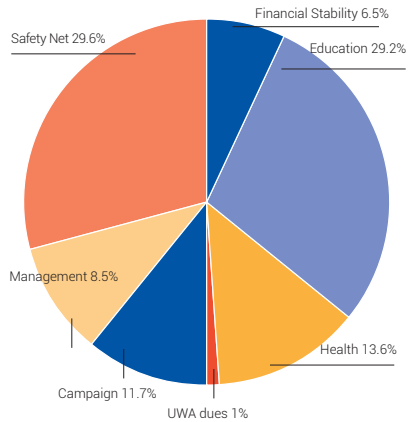
TOTAL ASSETS \$2,522,210

LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$618,777
Note Payable-EXBA	119,562
Community Impact Fund	8,374
Designations Payable	282
Net Assets	1,775,215

TOTAL LIABILITIES & NET ASSETS \$2,522,210

EXPENDITURE CATEGORIES



REVENUE

Campaign Revenue	\$1,300,088
Grant Revenue	\$123,720
Investment Income	\$1,916
Special Events	\$68,149
Other Revenue	\$10,499

CHANGE DOESN'T HAPPEN ALONE.



Help us to get the word out.

Please share how **YOU** plan to join the fight and transform your community with United Way of Etowah County.

Be sure to include **#UnitedWayofEtowahCounty**

 facebook.com/UWOEC

 instagram.com/UWOEC

 twitter.com/UWOEC



**THANK
YOU**



YOU ARE THE GAME-CHANGERS AND HAND-RAISERS.