

UNITED WAY OF ETOWAH COUNTY



# 2022 ANNUAL REPORT

We win when we LIVE UNITED

## 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.



## STAFF

**Jana Pickette** Executive Director  
**Robyn Phillips** Resource Development & Marketing Director  
**Donna Rodgers** Campaign & Finance  
**Molli LeMay** Student Success Director  
**Joshua Battles** 211 Director  
**Linda Hale** Office Manager

## CONTACT

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P.O. Box 1175

Phone 256-547-2581 | Fax 256-546-4360

[www.uwoec.org](http://www.uwoec.org)

@UWOEC on Facebook, Instagram, Twitter & LinkedIn

# 2022 Board of Directors



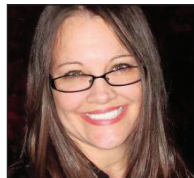
**Tripp Collins, President**  
Back Forty Beer Company



**Lesli Bishop, Past President**  
Family Savings Credit Union



**Bob Guyton**  
**VP of Development**  
Southern Data Automation



**Christi Robinson**  
**VP of Governance**  
Etowah Chamber



**Kevin Phillips**  
**Treasurer, VP of Finance**  
Exchange Bank



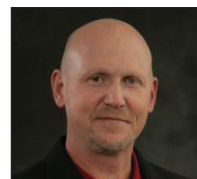
**Bob Blount**  
**Secretary**  
Cambridge Services, LLC



**Tony Smith**  
**Campaign Chair**  
Alabama Power Company



**Dr. Sabrina Morgan-Graves**  
**Pacesetter Campaign Chair**  
Riverview Regional Med. Ctr.



**Keith Blackwell**  
Gadsden City Board of Ed.



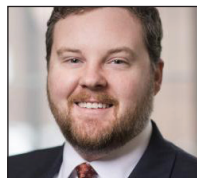
**Randy Cline**  
Absolute Respiratory Care



**Ty Dillon**  
The People Place Church



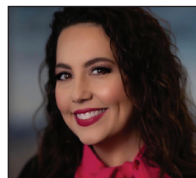
**Yvonne George**  
Quality of Life Health Services



**J.D. Henderson**  
Merrill Lynch



**Jennifer Jackson**  
Clinical Urology



**Courtney Linam**  
Team One Hyundai



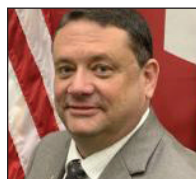
**Kendall Lowe Hamilton**  
Devan Lowe  
Cadillac Buick GMC Lincoln



**Corey McWhorter**  
Regions Bank



**John Moore**  
City of Gadsden



**Mike Powell**  
Etowah Co. Sheriff's Dept.



**John Reed**  
Gadsden City Schools

**W**e find ourselves, once again, in a time of change for Etowah County. As change tends to happen, we face the good, the bad, and the strange. As my career has taken me to many places and into different professional and volunteer roles, United Way has been a constant in my life wherever I have called home. I got involved with United Way because I believe that whatever challenges the future holds, the only way to meet them is as a community.

Our agencies provide vital services so every person in Etowah County can reach their full potential. Our partners teach essential skills: parenting classes, driver's ed for people with disabilities, literacy, personal finance, and much more. We help people heal from violence and personal disaster. And should one of us fall on hard times, we ensure basic needs are met while finding a way forward together.

And this is what it will take. To survive and to thrive, we must work with each other, each bringing in their individual talents to accomplish our collective goals.

As a board member and now Board President of United Way of Etowah County, I see the problems this community faces. And I see how our partners support us in overcoming them. I see the disabled person struggling to get a driver's license, and I see the pride and trust in their own capacity when they drove themselves to their new job for the first time. I feel the transformation of teenagers who talk excitedly about their ideas and leadership projects when merely a few months back they did not dare to have goals. I hear the gratitude of homebound seniors when they find nourishment and companionship through our agency partner's efforts. And I see you, our supporters and volunteers, rising to every occasion, tackling every obstacle we encounter on our journey to a happier, healthier Etowah county.

Looking at all the expertise, hard work, and kindness put to action daily for the betterment of all, I cannot help but feel optimistic about the future. Because whatever happens, as long as we are moving forward together, we will be moving up. United, we live. United, we win.



**TONY SMITH**  
President, United Way of Etowah County  
ALABAMA POWER COMPANY

**“To survive and to thrive, we must work with each other, each bringing in their individual talents to accomplish our collective goals.”**

# 2022 Campaign Cabinet



**CAMPAIGN CHAIR**

Tony Smith

Alabama Power Company

**PACESETTER**

Dr. Sabrina Morgan-Graves

Riverview Regional Medical Center

**COMMERCIAL**

Courtney Linam

Team One Hyundai

**EDUCATION**

Katie Holland

Principal at Eura Brown Elementary

**FINANCIAL**

Sarah-Kathryn Haller

Exchange Bank of Alabama

**GOVERNMENT**

Dr. Farrah Hayes

Gadsden State Community College

**GOVERNMENT**

Dana Snyder

Mayor, City of Southside

**HEALTH INSTITUTIONS**

Jamie Armstrong

Gadsden Regional Medical Center

**HEALTH INSTITUTIONS**

Randy Cline

Absolute Respiratory Care

**HEALTH PROFESSIONALS**

Dr. Sabrina Morgan-Graves

Riverview Regional Medical Center

**HEALTH PROFESSIONALS**

Yvonne George

Quality of Life Health Services

**INDUSTRIAL**

John Reed

Gadsden City Schools

**LEADERSHIP**

Morgan Lavender

Modern Woodmen of America

**NON-PROFIT**

Ty Dillon

Pastor, The People Place Church

**NON-PROFIT**

Emma Clapp

Family Success Center

**PROFESSIONAL**

Haley Tucker Bailey

Knowles & Sullivan

**PROFESSIONAL**

Bob Blount

Cambridge Services

**RESIDENTIAL/RETIREE**

Dr. Martha Lavender

Retired

**RESIDENTIAL/RETIREE**

Dr. Jean Pugliese

Retired

**RETAIL**

Syndee Isbell

The Stone Market





# 2022 Loaned Executives

**Jana Bradford**  
**Ashleigh Barkley**  
**Lisa Brown**  
**Peter Cabrer**  
**Daniel Cooner**  
**Dana Davis**  
**Trudie Guffey**  
**Megan Huizinga**  
**Kristi Kent**  
**Will Mackey**  
**Katie Maples**  
**Amanda Martinez**  
**Jessica Millican**  
**Destin Mince**  
**Leah Patterson**  
**Christy Turner**  
**Collene Wester**  
**Felicia Williams**  
**Eric Wright**  
**Tiffany Works**

Volunteer  
 Family Savings Credit Union  
 Family Success Center  
 River Bank & Trust  
 Regions Bank  
 Gadsden State Community College  
 Gadsden State Community College  
 Knowles & Sullivan  
 Modern Woodmen of America  
 Gadsden Regional Medical Center  
 Impact Realty  
 John S. Jones Elementary  
 University of Alabama Gadsden Center  
 Frios Gourmet Pops  
 Trilogy  
 The Charlsie House  
 Alabama Teachers Credit Union  
 Rodan + Fields  
 Etowah County Extension Office  
 Gadsden Regional Medical Center



**Loaned Executive  
 of the Year:**  
**Daniel Cooner**

# United Way of Etowah County | 2022 Allocation Panels

## Education

**Chairperson:** Justin Wilson, Boatner & Pugh  
Adrienne Reed, Gadsden Career Center  
Dana Davis, Gadsden State Community College  
Ross Morgan, Alabama Power Company  
Susan Bailey, Exchange Bank

## Financial Stability

**Chairperson:** Sophia Griffin-West, Cadence Bank  
Ashleigh Barkley, Family Savings Credit Union  
Erin Patterson, City of Gadsden  
Lesli Stephens, Gadsden Etowah Chamber  
Susan Bailey, Exchange Bank

## Health

**Chairperson:** Jason Hendon, Spire Alabama  
Alicia Guyton, Merrill Lynch  
Greg Bailey, The Gadsden Times  
Misty Badgett, River Bank & Trust  
Susan Bailey, Exchange Bank  
Will Mackey, Gadsden Regional Medical Center

## Safety Net

**Chairperson:** James Sledge, Retired  
Daniel Cooner, Regions Bank  
Jessica Slaten, Gadsden State Community College  
Pam Burgess, Alabama Teachers Credit Union  
Susan Bailey, Exchange Bank  
Wayne Cornutt, Retired

# EDUCATION



## Katrina Graben

CEO, BIG BROTHERS BIG SISTERS OF NORTHEAST ALABAMA

Big Brothers Big Sisters of Northeast Alabama's STEAM/Mental Wellness, one-to-one mentoring programs are personalized. We provide resources for student-led projects to apply new skills, such as: problem solving, healthy communication, and goal setting. Our program goals are to support relationship building to positively impact the wellbeing of the mentee and their families. Our trauma informed specialists meet weekly with guardians, teachers, or counselors for a comprehensive mentoring approach. Our students share with authentic audiences

which encourages positive interactions with peers, families, schools and communities. Our 2022 Impact Report indicates improvement in depression/anxiety, school connectedness, trusting relationships, school performance, and behavior of our Littles. High School Bigs improved in areas of school engagement, self-motivation, life purpose, and school performance. At Big Brothers Big Sisters we live our vision of **"All youth achieve their full potential."**



# FINANCIAL STABILITY



## Lynn Curry

EXECUTIVE DIRECTOR, DARDEN REHABILITATION FOUNDATION

**D**arden Rehabilitation Foundation (DRF), founded in 1957, is a Community Rehabilitation Program. The Alabama Department of Rehabilitation Services contracts with DRF to provide Community Employment Services to people who have a mental, physical, and/or addiction disability in the counties of Cherokee, Dekalb, Etowah, Marshall, and St. Clair.

Darden Rehabilitation Foundation provides the following Community Employment Services:

- Vocational Evaluation
- Job Preparation
- Job Development
- Employment Retention
- On the Job Evaluation (OJE)
- Supported Employment
- Driver Education
- Forklift Training
- Job Exploration Training (JET)
- Pre-Employment Transition Services (Pre-ETS)

# HEALTH



## Kristen Hollis

EXECUTIVE DIRECTOR, MENTAL HEALTH AMERICA OF ETOWAH COUNTY

**K**risten Hollis, social worker and Executive Director of Mental Health America of Etowah County, cannot wait to develop new ideas within the agency. "I am a lifelong resident of Etowah County and am looking forward to serving the community in which I live," Hollis says. Founded in 1909 by Clifford W. Beers, Mental Health America (MHA) is the nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and promoting the overall mental health of all. During his stays in public and private institutions, Beers witnessed and was subjected to horrible abuse. From these experiences, Beers set into motion a reform movement that took shape and is known

today as Mental Health America. MHA's programs and initiatives fulfill its mission of promoting mental health and preventing mental illness through advocacy, education, research and services. MHA's national office and its 200+ affiliates and associates around the country work every day to protect the rights and dignity of individuals with lived experience and ensure that peers and their voices are integrated into all areas of the organization. Mental Health America of Etowah is committed to bringing education and initiatives to Etowah County and surrounding communities. We are looking forward to new classes and programs that will be launching in 2023.

# SAFETY NET



## Marie Johnson

EXECUTIVE DIRECTOR, ETOWAH COMMUNITY FOOD BANK

In April 2022, Marie became the Executive Director of the Etowah Community Food Bank. Her love for this community and being very aware of the level of food insufficiency in this county, she wanted to do as much as she possibly could to help. The Food Bank serves clients from birth to the elderly in our area and provides the food to make healthy meals for individuals and families. The distributing partner agencies are Etowah Baptist Mission Center, Catholic

Center of Concern, The Salvation Army and The Charlise House. The Food Bank purchases food from the Community Food Bank of Central Alabama and from local grocers. During 2022, the Food Bank along with the community had two different food drives. The Letter Carrier Food Drive had 12,000 pounds of food donated and the School Competition Food Drive had 20,000 cans/food items donated. If you need to contact the Food Bank, please email [etowahfoodbank@gmail.com](mailto:etowahfoodbank@gmail.com).



\$10,000+

# ALEXIS DE TOCQUEVILLE SOCIETY



Randy & Sherry Cline



Bob & Alicia Guyton



George Hightower  
*In memory of Joanne Hightower*

## United Way **BUILDERS** SOCIETY

\$5,000-9,999



Walter Duke



Dr. & Mrs. Elias Ghafary



Dr. Sabrina Morgan-Graves  
& Coach James Graves



Kendall & Mark Hamilton



Scott & Teresa Hindsman



Cherry L. Martin



Dr. Ghanshyam &  
Nanda Patel



Rebecca W. Rhodes

1 Member wishes to remain anonymous

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

John & Connie Floyd  
Dr. & Mrs. Gordon L. Miles  
Frank & Susie Orr

Wayne & Karen Owen  
G. Michael & Susan Shehi  
Dr. Merle & Christa Wade

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

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

Dr. & Mrs. Eddie Ash  
 Susan & Bruce Bailey  
 Jim & Sabrina Bevis  
 Jeff & Cindy Hill Brown  
 Dr. Thomas R. Corley  
 Jackie & Todd Edmondson  
 Dr. R. Steve & Lynne Frederick  
 Audrey Green  
 Michael Grieco  
 Dr. Ken Hager  
 Bill & Helene Haller III  
 Dr. William N. Haller, Jr.

Monte J. & Elisa Hill Family Foundation  
 Todd & Traci Hindsman  
 Wes & Amy Hodge  
 Wayne & Paula Hollar  
 Danny & Jennifer Jackson  
 Billy & Kelly Kemp  
 Tena King  
 Tim & Martha Lavender  
 M. Kay Moore  
 Allen Ray  
 Mr. & Mrs. Ricky Ray  
 Donald & Joy Rhea

Dr. Teresa Drummond-Rieger & Mr. Farrell Rieger  
 Chris & Christi Robinson  
 Ray & Barbara Smith  
 Caryn & Bo Stark  
 Joe & Rachel Taylor  
 Dr. & Mrs. Lewis Walker III  
 Ronnie & Lynne Watkins  
 Spencer Williams  
 1 Member wishes to remain anonymous

## Red Feather Society – \$1,000-1,999

Kim Arledge  
 Will & Haley Bailey  
 Gary Batchelor  
 Tiffany Belyeu  
 Rick & Lesli Bishop  
 Marge Blaurock  
 Bob & Tricia Blount  
 Jay Bowman  
 Dalton Boyd  
 John & Danyell Boyd  
 Tabitha & Jason Bozeman  
 Cason & Jessica Brown  
 Billa Burger  
 David & Pam Burgess  
 Ryan Burk  
 Tammy M. Campbell  
 Connor Carroll  
 Tammy & Mark Cassidy  
 Mr. & Mrs. Michael Causey  
 Gina Chambers  
 Emma & Bart Clapp  
 Laura Condra  
 Wayne & Lana Cornutt  
 Charles & Renee Culverhouse  
 William Thomas Dawson Family Foundation  
 C.W. Daugette III  
 Dana Davis  
 Jason Day  
 Richard Dean  
 Bob & Rhonda DeHaven  
 Dr. Jazma Dobbins  
 Justin Drawdy  
 Robert & Dawn Dunaway  
 Debbie & Paul Edmondson  
 David & Lisa Ellis  
 Shane & Katie Ellison  
 Destiny Estes  
 Donna Farner  
 Dr. Cesar Fernandez  
 Charlie Gardner  
 Cliff Goolsby

The Grace Family  
 Haley Gray  
 Greg Gregerson  
 Derrick Griffey  
 Mary Gurley  
 Sarah Kathryn & Mark Haller  
 Lisa Harris  
 Larry & Patricia Hart  
 Jay & Claire Hedgspeth  
 Jason Hendon  
 Mr. & Mrs. John R. Hicks  
 George & Brittany Hightower III  
 Drs. Mark & Cynthia Hill  
 Cassandra Johnson  
 John David & Angela Kay  
 Christie & Jason Knowles  
 Teresa Kuechle  
 Dr. & Mrs. Gary Kwan  
 John Langlois  
 Burt & Morgan Lavender  
 Representative Craig & Angela Lipscomb  
 Darin & Kim Long  
 Hilda Lowe  
 Jennifer Lowman  
 Willie & Charlotte Maise  
 Steven Malone  
 Katie & Chad Maples  
 Jeff & Catherine Martin  
 Steverino Martin  
 Wilbur & Deborah Masters  
 Chris McGinnis  
 Chad & Erica McMichael  
 Stephanie Megois  
 Dr. Lew & Anne Mitchell  
 Susan Moore  
 Dr. Kathy Murphy  
 Dr. Sudhan Nagarajan  
 Jeffrey Napper  
 Iva Nelson  
 Michael L. Nelson  
 Donna & Jerry Nicholson  
 Nina Nix

George T. O'Brien  
 Lesa Osborn  
 Dr. Ferdinand Osugi  
 Phil & Becky Owen  
 Dinesh & Kumud Parmar  
 Dr. Harshad Patel  
 Mike & Kim Perkins  
 Harriet & Ira Phillips, Jr.  
 Kevin & Kristy Phillips  
 Jana & Bennon Pickette  
 Michael T. Polk  
 Greg & Wendy Price  
 Lora & Tim Ramsey  
 Danny Ray  
 Mrs. Jeannie Ray  
 Jerry Reyling  
 Bubba & Marcie Riddle  
 Torosunto Robinson  
 Kimberly Rosser  
 Wayne Rowe  
 Jonathan Schadow  
 Keith Shelton  
 Bonderia Shepard  
 Dr. Hemant Sinha  
 Dr. & Mrs. W. Webb Sledge  
 Hatton Smith  
 Lance & Julie Smith  
 Tony Smith  
 Darryl Storer  
 Hugh & Gigi Stump  
 Ron & Teresa Summerall  
 Mark Thompson  
 Dr. Stacy Towles-Moore  
 Dr. V. & Phani Tummala  
 Andy & Allison Vann  
 Dr. John & Karen Vanore  
 Dr. Danny & Patti Wilborn  
 Mr. Bill Willard & Dr. Jean Pugliese  
 Glen & Felicia Williams  
 Michael & Emily Wilson

16 members wish to remain anonymous

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

# 2022 AWARDS

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

Alabama Head Injury Foundation  
Alabama Power Company  
Alabama Teachers Credit Union  
Alabama Technology Network  
American Red Cross  
Anesthesia Associates  
AT&T  
Back Forty Beer Company  
Blue Cross Blue Shield of Alabama  
BMSS  
Cadence Bank  
Cambridge Services  
Council on Aging  
Darden Rehabilitation Center  
Department of Human Resources  
Devan Lowe Cadillac Buick GMC  
Lincoln  
ERA King Real Estate  
Etowah Chemical Company  
Etowah Community Food Bank  
Etowah County Courthouse  
Security  
Etowah County Personnel  
Department  
Exchange Bank Of Alabama  
Family Savings Credit Union  
Family Success Center  
Gadsden Pelvic Rehab  
Girl Scouts of North Central Alabama  
Greater Gadsden Housing Authority  
Impact Realty  
James Barrie Center for Children  
Leach & Company, Inc.  
Life Insurance Company of  
Alabama  
Merrill Lynch  
Modern Woodmen of America  
People's Independent Bank  
Peoples Bank of Alabama  
Publix  
Regions Bank  
RSVP  
River Bank & Trust  
Southern Data Automation  
Spire Alabama  
The Chamber  
United Parcel Service  
United Way Of Etowah County

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

Big Brothers Big Sisters of  
NE Alabama  
Etowah County Commission  
Employees  
Etowah County Rural  
Transportation

First Baptist Church of Gadsden  
First Federal Mortgage  
Gadsden State Community College  
Mental Health America  
Metro Bank  
PNC Bank  
Second Chance  
Venture Marketing Group

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

Alabama Department of Labor  
Alabama Department of Revenue  
City of Rainbow City  
City of Southside  
Dowdy's Office Equipment & Supply  
Etowah Community Free Clinic  
Etowah County Circuit Clerk's Office  
Gadsden City Schools  
Gregerson's  
MANNA  
Max Packaging, Inc.  
MDA Professional Group  
Team One Toyota of Gadsden  
The Salvation Army  
University of Alabama - Gadsden  
Center  
Vocational Rehabilitation Service

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

Advanced Imaging  
Attalla City Schools  
Boys & Girls Club of Gadsden/  
Etowah County  
Broadcast Media - WKXX FM  
City of Gadsden  
Etowah County Engineering  
Department  
Etowah County Extension Service  
Etowah County Revenue  
Department  
Etowah County Sheriff's  
Department  
Etowah County Schools  
Gadsden Tool  
Gadsden Water Works & Sewer  
Board  
Industrial Development Authority  
Riverview Regional Medical Center  
Tameron Honda

## Recognition Awards

Accounting Complete  
Alaco Discount Pharmacy -  
Glencoe  
Altrusa International of Gadsden  
Anderson's Shoes & Boots

Apple-A-Day  
Bankston Motor Homes  
Beans & Greens  
Belk  
Black Eyed Susans  
Blackstone Pub & Eatery  
Bone Realty  
Buffalo Rock-Pepsi  
Choice Fabricators  
City of Glencoe  
Claudette's Peppermint Pony  
Crown Beauty Supply  
Dean Sausage Company  
El Tapatio II  
Etowah County Health Center  
Etowah County Maintenance  
Department  
Etowah County Road Department  
Ferguson Florist  
First United Methodist Church  
Frio's Gourmet Pops  
Gadsden Massage Studio  
Gadsden Variety Cafe  
Hebrews Coffee Shop  
Hereford Scrap Metal  
Hokes Bluff Drug Shoppe  
Hokes Bluff Hardware & Building  
Supply  
Jared's Tactical & Firearms  
Jefferson's (Gadsden)  
K & K Financial Group  
K & R Landscapes  
Kim's Heavenly Cafe & Market  
King's Olive Oil  
Las Brisas  
Little Bridge Marina  
Martin's Family Clothing  
Mater's Pizza, Inc.  
McDonald's  
Mommy & Me  
Performance Chiropractic  
Red Roof Inn  
Rodan + Fields  
Kay Smith School of Performing Arts  
Southern House of Flowers  
Southside Family Pharmacy  
Super 8 Motel  
Taming of the Ewe  
Tara's Inc.  
The Alabama Gift Company  
The Bridal Garden  
The UPS Store - Rainbow City  
Treasured Kids Childcare  
Union Jack Café  
Wells Fargo Advisors  
YMCA

**“THE GREATNESS OF A COMMUNITY IS MOST ACCURATELY MEASURED BY THE COMPASSIONATE ACTIONS OF ITS MEMBERS.”**

**CORETTA SCOTT KING**



**PARTNER AGENCIES IN**

**EDUCATION**

4-H Clubs of Etowah County  
 Big Brothers Big Sisters of Northeast Alabama  
 Boys Scouts, Greater Alabama Council  
 Boys & Girls Club of Gadsden/Etowah County  
 Girl Scouts of North Central Alabama  
 Man Up Gadsden\*  
 United Ability Hand-in-Hand\*  
 United Way Student Success

**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  
 Community Thanksgiving –Gadsden\* –  
 Glencoe\* –North AL\*

Etowah Free Community Clinic  
 MANNA  
 Mental Health America of Etowah County  
 Northeast Alabama Kidney Association\*  
 Snellgrove Civitan Center  
 The Charlise House\*  
 Windy Van Hooten Teaching Garden\*  
 YMCA of the Coosa Valley

**SAFETY NET**

2-1-1 First Call for Help  
 2nd Chance  
 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 2022 TOP 25 COMPANIES

Gadsden Regional Medical Center  
Honda Manufacturing of Alabama  
Alabama Power Company & IBEW Local 391  
Etowah County Schools  
Family Savings Credit Union  
Gadsden City Schools  
Blue Cross Blue Shield of Alabama  
Exchange Bank Of Alabama  
Riverview Regional Medical Center  
Merrill Lynch  
Publix  
Gadsden State Community College  
Alabama Teachers Credit Union  
City of Gadsden Employees  
Regions Bank  
Alabama State Employees  
Spire Alabama  
Life Insurance Company of Alabama  
Devan Lowe Cadillac Buick GMC Lincoln  
River Bank & Trust  
Etowah County Courthouse Employees  
Koch Foods of Gadsden  
AT&T & CWA Local #3904  
Greater Gadsden Housing Authority  
United Parcel Service & Teamsters Local #61

These 25 companies and/or union groups pledged

# \$658,017

which is 64% of total pledges to the  
2022-2023 Campaign!





# DAY OF ACTION

600+ Volunteers. 57 Projects. 35 Agencies.



25 YEARS!





# 2·1·1

**Get Connected. Get Help.™**

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

**2·1·1** 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](https://www.211.org) for more information.**

**6,942**  
referrals for services made:

**3,069**  
calls about housing and utility assistance

**526**  
people served in relation to COVID-19

**478**  
calls for food assistance

**216**  
people needing assistance for homeless services



## United Way SUCCESS BY 6™

**K**inder Camp came back in 2022 and was a huge success. Kinder Camp is a mock first day of school for kindergarteners and their parents. In 2022, we served four elementary schools: Highland, Duck Springs, West End and Glencoe. In total, we served 450 students and 650 parents. Kinder Camp allows us the opportunity to give the kids a head start to their first school year by meeting the teachers, touring the school, practicing car lines and lunch lines. We also get the opportunity to sit the parents down in one room and go over some rules for the school and also share resources in the community to allow them the best opportunity for success.

### In 2022...

**Dolly Parton Imagination Library** book program for children birth to 5 years served 1,206 children with 5,612 graduates.

2,250 **Freebie Reads Program** were given to pediatric offices

350 **Raising Readers** books given to Headstart

200 **Support Smiles** books given out at Dentist offices

1,200 **School Readiness** calendars were given out

Over 500 books given out at **Community Event**



# 2022 Annual Meeting



**1** The **Rising Star Award** was presented to The City of Rainbow City Mayor Joe Taylor. This award is given to a company who goes above and beyond in the campaign and the community. This year's recipient allowed rallies for every department including hosting late evening rallies to ensure everyone was included during campaign. They increased their giving by 370%.

**2** The **Excellence in Service Award** went to two businesses this year: Small Business – Kings Olive Oil and Mid-Size Business –The Chamber of Gadsden/ Etowah County. Excellence in Service is one of our highest campaign honors and goes to a company that runs a consistent model campaign. Both of these recipients served as volunteers at United Way and our partner agencies throughout the year. They have served on the Board, Allocations Committee and various other roles in the campaign. They are sponsors of the Girlfriend Gala, Golf Tournament, KinderCamp and Day of Action.

**3** The **Volunteer of the Year** is Jessica Brown. This award is presented to a person who has served in multiple volunteer roles throughout year. This year's recipient is a huge volunteer across many

areas in Etowah County. This recipient is the epitome of what it means to live philanthropic! She has served for Day of Action, Campaign, Girlfriend Gala, Allocations. She has been a tremendous resource to the staff at United Way and is always ready and willing to serve wherever needed.

**5** The **Tom McKenzie Community Impact award** went to Wilbur "Bubba" Masters. This award recognizes individuals who have made outstanding contributions not only to United Way but also to the community. This year's recipient has served on numerous boards and is extremely active in the successful work of area nonprofits, this recipient is a well-respected business leader, husband, friend, philanthropist and just a well-rounded great person.

**6** The **Joanne Hightower Loyal Contributor Award** goes to Mr. & Mrs. Darden Bourne. His daughter Beth Bourne received the award on their behalf. This award honors the former Executive Director, Joanne Hightower. This is the second year for this award and has been given to the individual(s) that is a loyal contributor to the United Way campaign for the greatest number of years. This year's recipient has been giving to United Way for 54 years. *FANTASTIC!*

## 2022 IMPACT AT A GLANCE

### Education



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

**OUTCOMES:** 14,472 books provided to 1,206 children through the Dolly Parton Imagination Library; 1,248 girls and adult volunteers participated in the Girl Scout program; 1,071 girls sponsored to participate as a Girl Scout; 200 Girl Scouts were taught the importance of mental health; 189 youths served through Big Brothers Big Sisters, 122 youths were matched with adults and high school students, 16 schools were served (3,164 volunteer mentoring hours); 61 children and 12 educators were provided education and support with access to resources, which resulted in 3,058 units of service provided; 1,249 4th and 5th graders from 15 schools are learning STEM and agricultural.

### Financial Stability



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

**OUTCOMES:** 108 consumers received training at Darden Rehabilitation Center; 1,579 people received the services of the Financial Stability Coach and 5,611 people received educational sessions; 96% reported having improved confidence; 66% reported reduction of debt, improvement of credit score; 107 credits will be recovered by 101 students.

### Health



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

**OUTCOMES:** 9,837 seniors were provided information and referrals on senior services; 4,759 clients received Medicare assistance which saved them \$104,680. 4,233 clients served through the Be Active Program, 905 clients served by Fraud Fighters; 26,207 meals were served to 257 clients; 2,361 lives have been impacted through 3 programs at the YMCA. 528 clients received health and dental services; 193 clients received classes in Stress and Anger Management, Domestic Violence awareness and parenting.

### Safety Net

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

**OUTCOMES:** 301 child victims were given forensic interviews (68% involved allegations of sexual abuse and 32% involved allegations of physical abuse); 7,778 clients were served with food (25,284 meals and 651 bags of food given out); 128 children received basic needs after being removed from the house; 5,088 shelter nights provided / 11,143 meals served; 85 families (includes 242 individuals) were assisted with utility and mortgage bills; 140 individuals received \$41,396 in emergency financial assistance; 3,069 connections made to housing and utility needs, 3,873 connections to food assistance, homeless services and Covid-19 assistance.

# New Executive Director

I grew up on the rural edges of an area defined by coal and steel and industry, a place saturated by the echoes of its former status as the motor of Europe. On the way to school, I would pass by abandoned industrial buildings: places where metals used to be forged and quarters where coal miners cleaned their clothes, an old grain mill, and an aluminum plant still operating in parts of its massive structure with a reduced workforce.



**Jana Pickette**

*Executive Director, United Way of Etowah County*

A strange form of nostalgia took a hold of me wandering through the ruins of my home's former claim to glory, a constant reminder of a perhaps idealized past that seem to fade with each passing year, a past I had never experienced other than through the stories of my elders.

Growing up, I saw entire counties fail. Without industry, the cities stomped out of the ground to serve its needs turned

into ghost towns, with surrounding areas following after a few short years of barely holding on.

I saw what it takes for a community to thrive.

Luck, to get it out of the way, plays its role. We cannot control the disasters and fortunes life throws at us, of course. We can, however, greatly increase our odds of luck finding its way here by stubbornly refusing to give up hope. And stubbornness, I learned, is something my culture of origin and chosen home of Etowah County have in common.

Location and infrastructure help. Being close to an interstate, a river, one of the biggest airports in the world, the two largest metropolitan areas in Alabama, and boasting beautiful mountains and waterfalls works in our favor.

But the most important factor is also fortunately the one we have the most control over: Us. I moved to Etowah County because I believe that we have everything we need to thrive right here. Now, as the new Executive Director of the United Way Etowah County, meeting all of you and experiencing first hand the wealth of creativity, kindness, hard work and resilience we have in our county convinced me more than ever that gambling on us has never felt like a safer bet.

Think about all your skills, ideas and smarts. Think about all the people you know and all they can do. Read through this Annual Report and get a glimpse of all the solutions people like you found to the challenges our community faces. Imagine what we could achieve together. Working united, it's not a question of if we achieve our goals, it's merely a matter of how and when.

Industries come and go, and times change. What remains is our community. A community that has lived in these parts for centuries. A community that has weathered many storms. But this is not about our past. This is about our future.

Luck takes patience. Location we got. The rest is up to us. So let's bet on Etowah.

**United, we will win.**

# 2022 Balance Sheet

**ASSETS**

Cash	\$526,509
Endowment	805,138
H.Y.P.E.	3,967
Disaster Relief Fund	66,291
Campaign Pledges Due (Net of uncollectibles)	581,885
Net Building, Furniture and Equipment	392,967

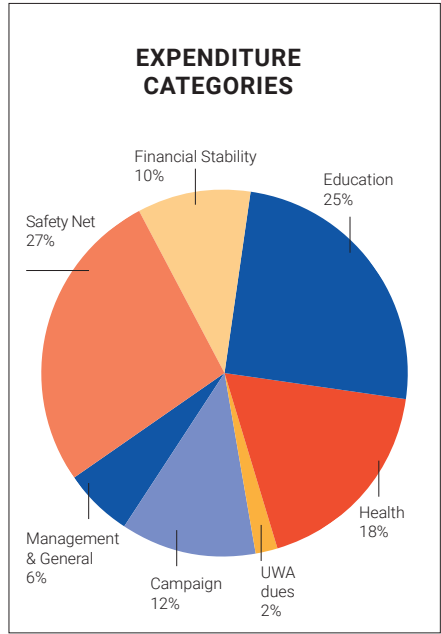
**TOTAL ASSETS \$2,376,757**

**LIABILITIES, DEFERRED REVENUE AND NET ASSETS**

Agency Allocations	\$576,977
Community Impact Fund	850
Accounts Payable	8,363
Designations Payable	677
Net Assets	1,789,890

**TOTAL LIABILITIES & NET ASSETS \$2,376,757**

*Subject to Annual Audit*



## 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](https://www.facebook.com/UWOEC)

 [Instagram.com/UWOEC](https://www.instagram.com/UWOEC)

 [Twitter.com/UWOEC](https://www.twitter.com/UWOEC)

 [LinkedIn.com/company/UWOEC](https://www.linkedin.com/company/UWOEC)

UNITED WAY OF ETOWAH COUNTY



THANK YOU!



THIS IS HOW WE LIVE UNITED