

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

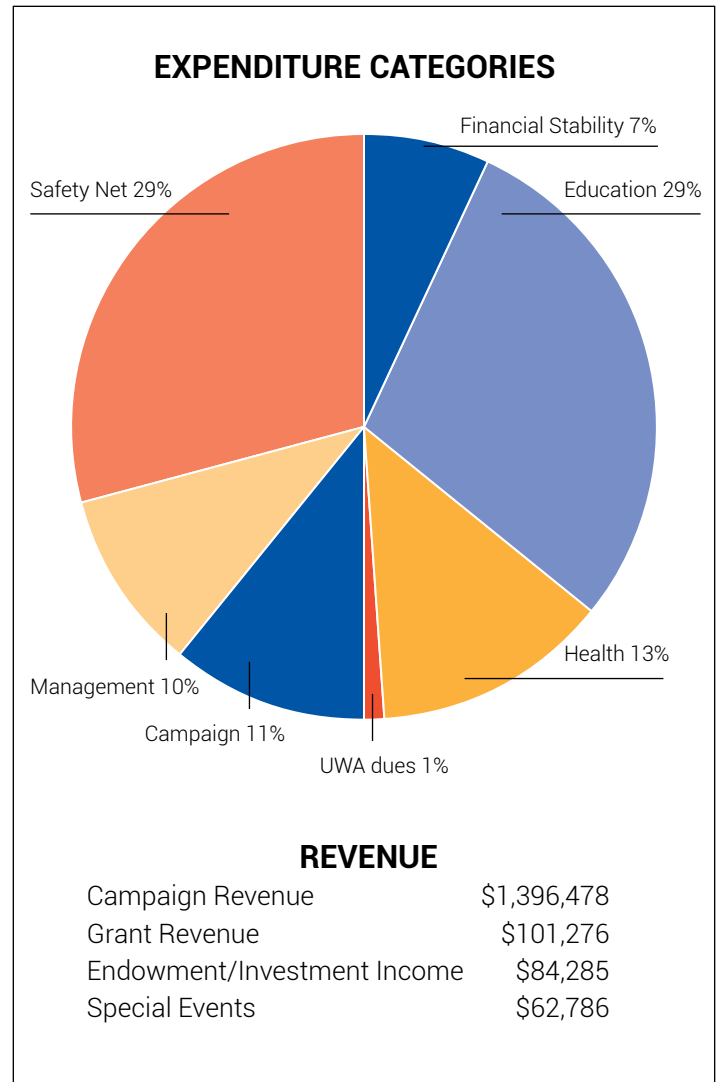
Cash	\$370,355
Endowment	1,010,372
Young Leaders Society Fund	4,699
Disaster Relief Fund	34,420
Campaign Pledges Due (Net of uncollectibles)	1,077,020
Net Building, Furniture and Equipment	433,481

TOTAL ASSETS \$2,930,347

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

TOTAL LIABILITIES & NET ASSETS \$2,930,347



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

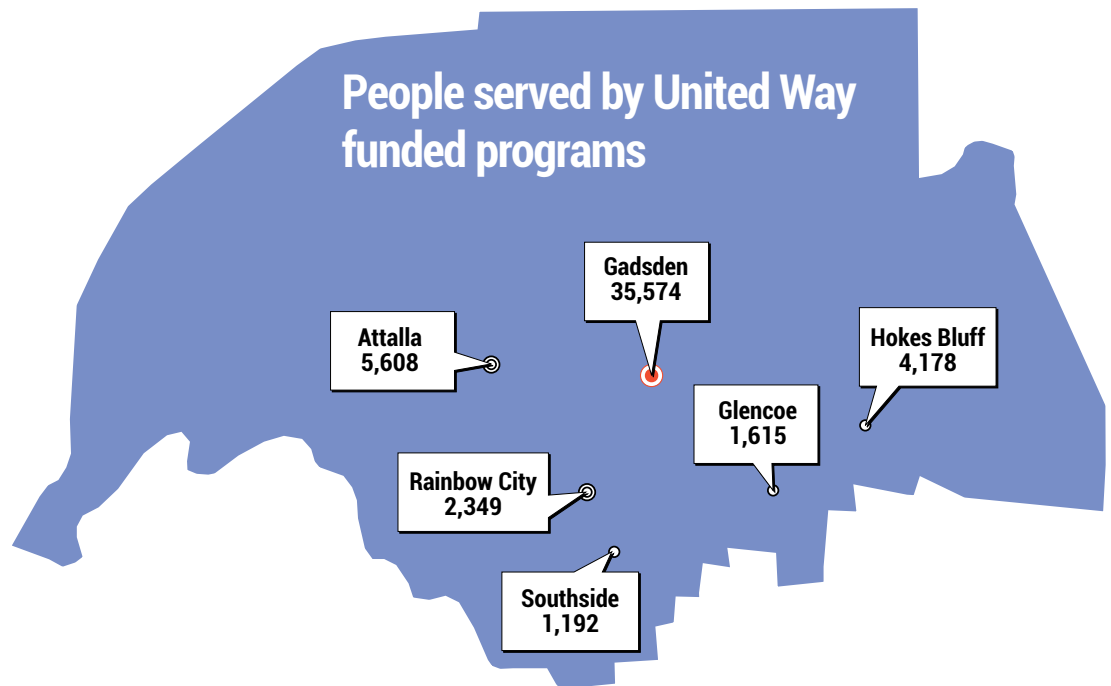
Workplace campaigns

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 Hedgpeth

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

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**

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

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



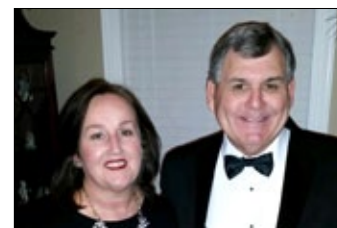
Bob & Alicia Guyton



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 

\$55,358 **\$63,762**



Alabama Power

\$51,695

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

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.



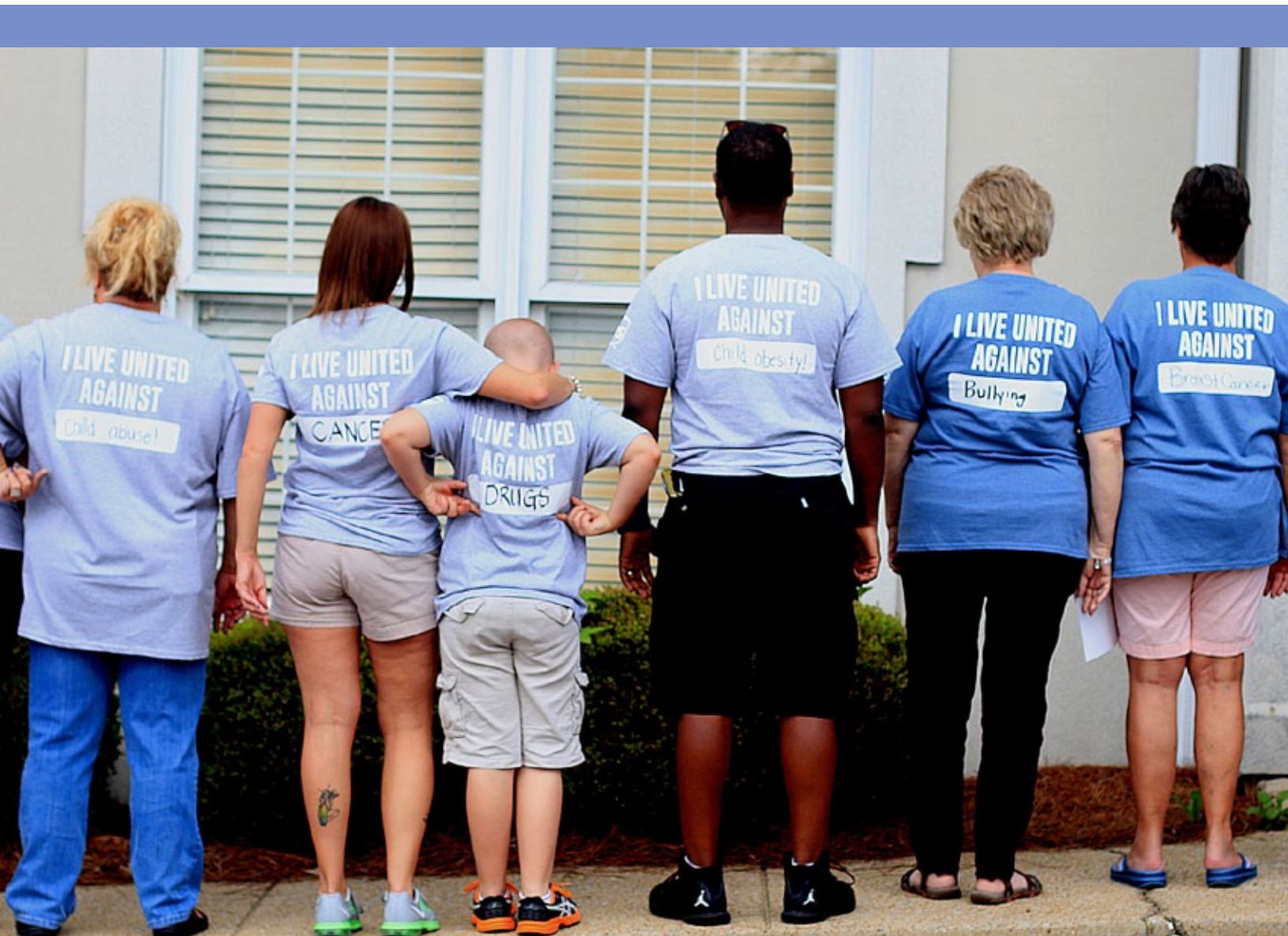
YLS partnered with Alabama Power Company, Learning Systems Technology, Maraella Winery and Modern Woodmen of America to award 4 scholarships to Gadsden State Community College. Caleb Wofford and Eli Dunn received the technology scholarships and Sydney Ball and Nadia Katbi received the general studies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

