

Impact Report

2020

United
Way



United Way
of Etowah County

United Way Staff



Ruth Moffatt
Executive Director



Donna Rodgers
Finance Manager



Christi Mayo
Resource Dev.
& Marketing Director



Jessica Franklin
Success by 6
Director



Lishala Carter
211 First Call
for Help Director



Ashley Truett
Administrative
Assistant



Noah Davis
I & R Specialist
211



Linda Hale
I & R Specialist
211

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.

Letter from the President

This has been a challenging year for our nation and our community. We've faced a global pandemic resulting in financial crisis, all while feeling distanced from friends and members of our family. In response, United Way of Etowah County rapidly established our Covid Relief Fund through multiple grants and dispersed that funding to our agencies. We were powered by the unified energy and resources of volunteers and donors, assisting hundreds of vulnerable households at risk of homelessness. But through it all, we've also witnessed so much good-neighbors supporting local businesses, nonprofits forging partnerships to better coordinate services, companies taking a hard look at their policies on equity and countless people stepping up to care for their community.

While our campaign participation has decreased this year, those who are able to give are digging deep to give more-an inspiring trend that underscores we are all in this together. Still, organizations like ours are bracing for a 20% drop in annual revenue while demand for services rises due to the impact of covid-19.

- 40,000 more people unemployed
- 30,000 new families struggling to make ends meet
- children sliding a full grade level backwards
- 21% of all rental households behind on rent and evictions rising
- 54% increase in food insecurity
- Increased rates of depression, anxiety, suicide and substance abuse

If you have already made a gift, I thank you for your support and ask you to consider United Way in your end of the year giving plans. If you haven't made a gift this year, please consider making one today. If ever there was a year to dig deep for the community, this is it.

Together, we will continue to touch lives, one by one. We will continue to work to close the gaps, remove barriers and level the playing field for the people in our community. We are united to ensure every student has the opportunity to graduate, every individual can live a healthier life, every family is able to achieve financial stability, and everyone has a safe place to call home. We will continue to create a brighter future for Etowah County in the new year and beyond.

Thank you,

Tena King
King's Olive Oil





2019 - 2020 Board of Directors

Tena King, Chair
King's Olive Oil

Kevin Phillips, Treasurer
Exchange Bank

Bob Blount, Secretary
Cambridge Services

Lesli Bishop, Campaign Chair
Family Savings Credit Union

Tripp Collins, Pacesetter Chair
Back Forty Beer

Tony Smith, Pacesetter Co-Chair
Alabama Power Company

Jackie Edmondson, Past President
Gadsden State Community College

Corey Ewing, VP Community Building
Gadsden Regional Medical Center

Glen Porter, VP Resource Development
Lance Smith, VP Governance

Turnbach, Warren, Lloyd, Frederick, and Smith

Mat Alexander, *First Baptist Church of Gadsden*

Keith Blackwell, *Gadsden City Schools*

Blake Dierking, *Publix*

Kendall Hamilton, *Devan Lowe*

J. D. Henderson, *Merrill Lynch*

Mike Hilton, *City of Gadsden*

Jennifer Jackson, *Clinical Urology Associates*

Dr. Martha Lavender, Retired

Jack Mitchell, *USW Local 12L*

Dr. Sabrina Morgan-Graves

Mike Powell, *Etowah County Sheriff Dept.*

John Reed, *Gadsden City Schools*

Chris Robinson, *Blackstone Pub & Eatery*

NOW
more than
EVER

**United
Way**



Education



OUR MISSION

A good education is essential for the future success of our children. Helping them achieve their potential prepares them for life and produces independent, successful adults.

The GOAL - create better opportunities for our children to reach their full potential, while providing them with the social support to succeed.

THE NEED - Almost half the children in Etowah County cannot read on grade level and 24% of students do not graduate high school.

THE FOCUS -

- Increase the number of children entering kindergarten ready to learn
- Increase the number of children reading at grade level
- Youth remain in school and graduate on time.



15,000 books were provided to children birth to five through Dolly Parton's Imagination Library



100% of children who attended Boys & Girls Club graduated high school.



Youth that are engaged in 4-H are 2 times more likely to excel in school. 2,870 students participated in 4-H in Etowah County.



95 children participated in Kinder Camp were more equipped to start kindergarten.

AGENCIES

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
United Ability - Hand-in-Hand
United Way's Success by 6

The challenge of covid on the 4H program which relies on hands-on, in person was acute. It especially affected the annual awards ceremony for the children. Cooper, a new member to the youth council, had a great idea to use a drive-in theater with families in their own vehicles to deliver the programming. The incredible event was held with 300 people attending. The program was shown on the big screen and food and awards were handed out through drive through. The success of the event is a perfect encapsulation of the 4H ethos: head, heart, hands and health. Cooper showed that 4-H training prepares students to be resilient leaders in all situations.

Michael Dillon, 4-H Foundation Regional Extension Agent



Financial Stability



OUR MISSION

A quality education leads to a stable job that creates enough income to support a family through retirement. Every family needs enough income to pay for the necessities and provide a stable home.

THE GOAL - help people build a solid financial future so our entire community can flourish.

THE NEED - 28% of children in Etowah County live in poverty and 23% of low income families have less than \$300 in a checking or savings account.

THE FOCUS -

- Low income individuals and families will maximize their income in order to meet daily expenses.
- Low income individuals and families have mainstream accounts for savings and enough money saved for emergencies.
- Low income individuals and families will have a better financial behavior and break the cycle of poverty.



Gadsden Community Education worked with 13 students who recovered credits allowing them to graduate with their class.



823 clients were served by the financial coach at The Family Success Center.



139 clients received job training at Darden Rehabilitation Center.

AGENCIES

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

Jada quit school after her father kicked her out of the house. Her parents had divorced because her mother chose the love of drugs more than her family. Jada moved back in with her father outside the county and didn't have transportation to get to and from school. The staff at Gadsden City High School's "Finish for the Future" Community Education team reached out to her father and convinced him to get her back to school so that she could finish her last few credits. She shyly came back, feeling embarrassed, but willing to work hard to get caught up. She made up her assignments, excelled through her classes and of course graduated! The course of her life was changed.

Susan Andrew, Gadsden Community Education



Health



OUR MISSION

Health is important to us all and factors into every aspect of our lives. Adults and children who are in good mental and physical health are productive at work and school, and are more likely to give back to their community.

THE GOAL - Create a vibrant and thriving community by promoting physical, social and emotional health for infants, children, adults and seniors.

THE NEED - Over 20,000 residents of Etowah County are uninsured; 14% of adults have diabetes and there are 145 teen pregnancies each year.

THE FOCUS -

- Increase the number of youth and adults who are healthy and avoid risky behaviors.
- Increase the number of individuals who are able to obtain their prescription medications.
- Provide training for teen mothers to safely raise their children.



\$810,000 worth of free medication was provided to low income citizens.



85% of families who received Early Intervention services reported higher quality of life.



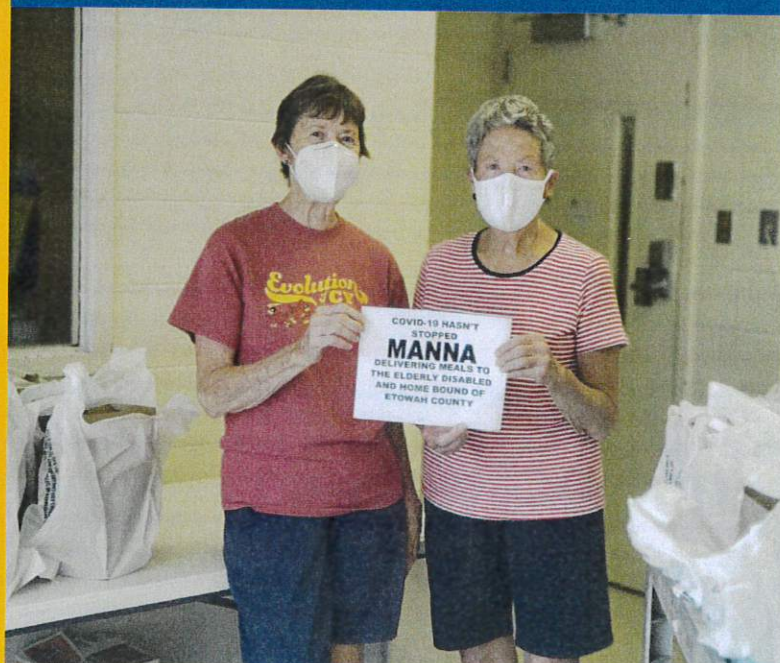
225 home and virtual visits were made to teen moms and parents through the HOME program.

AGENCIES

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

On a very hot and humid day in July, I received a call from a very worried volunteer. One of our clients, Mr. M., was at home alone and his water and power had been turned off. We took over a case of water and a cooler of ice. While talking with him, we learned that a member of his family had taken advantage of him and emptied his bank account. He was not able to pay his utility bill. With only \$700 a month to live on, he receives free meals from MANNA. With the help of 211 and other agencies within United Way, we were able to assist him with getting his bill paid and his utilities turned back on. When organizations with a common goal work together, we are able to improve outcomes all across our community.

Laura Johnson, MANNA Director



Safety Net



OUR MISSION

Safety Net agencies help families during times of crisis and help them get back on their feet.

THE GOAL - Respond to the basic needs of the community.

THE NEED - 2-1-1/First Call for Help receives over 10,000 phone calls each year asking for assistance with housing, utilities, food and other basic needs.

THE FOCUS -

- Individuals and families receive temporary assistance to meet basic needs and help in times of crisis.



40,000 pounds of food was distributed to 4 local shelters/programs.



Emergency assistance was provided to 144 families who lost everything to house fires.



41,267 nights of shelter were provided to homeless individuals.



52 persons who have suffered domestic violence were provided shelter/services.

AGENCIES

2-1-1 First Call for Help
American Red Cross
The James M. Barrie Center for Children
Etowah Baptist Missions Center
Etowah Community Food Bank
Family & Children Placement Services
The Salvation Army
2nd Chance (Domestic Violence Shelter)*

The Red Cross received a call regarding an apartment fire at Piedmont Cutoff. We were quickly informed that 8 units were affected and canteen support for hydration of first responders was needed. Red Cross staff and volunteers rallied to support the teams onsite. Water and snacks were provided. Victims of the fire were interviewed virtually. There were 8 families and 15 children affected. Comfort kids and assistance for shelter, hygiene products, food and clothing was provided. Three families needed follow up for additional help and referral to community agencies.

Chris Anderson, Director, American Red Cross



350

home visits were made to young mothers

97

children were prepared to enter school through Kinder Camp supplies

1,600

school readiness calendars were given to children and teachers

152

child care workers received training through Alabama Public Television and Success by 6

217

children received health screenings through Children's Policy Council

Success by 6 H.O.M.E. (Helping Our Mothers Excel) program offers personal visits to new moms.

Personal visits allow parents to meet one-on-one with a Certified Parent Educator to discuss the growth and development of their child. Parent Educators bring information as well as tips on things to work on at home. We offer this service both in person, through phone calls or via zoom. The goal is to help all parents feel confident in their parenting skills, and prevent child abuse and neglect throughout Etowah County.

H.O.M.E. program instructors teach classes in the community on: shaken baby dangers and effects of shaking a baby, parenting techniques, child development and brain train.

United Way

SUCCESS BY 6™



2,800

calls for food
assistance

4,830

calls about housing
and utility
assistance

1,962

connections
related to
tornados

25,600

referrals for
services were
made.

2·1·1

211 call 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 utility payment assistance, employment services, veteran services, childcare, crisis and emergency counseling, disaster assistance and more. Call 2-1-1 for information assistance or visit 211connectsalabama.org.

Caller Stacy Hanson: *"We had taken our family on vacation to Gatlingburg, the first vacation we had been on in years. We received the devastating phone call that our house had burned down. I called Red Cross. They got us set up and connected us to 211 and United Way. I don't know what we would have done in those first few weeks without their help. We are so thankful for them."*



Impact Numbers

181

Clients were served hot, nutritious meals by MANNA

372

Individuals received job training assistance from Darden Rehabilitation

416

Children received a forensic interview or counseling services from the James M. Barrie Center

163

Children were placed with a match/mentor with Big Brothers Big Sisters of Northeast Alabama

183

Families were assisted after a fire/disaster crisis by the American Red Cross

175

individuals received mental health services like anger management and parenting classes from Mental Health America of Etowah County

993

people were assisted with a financial plan at the Family Success Center

667

individuals were provided with shelter at The Salvation Army

\$968,383

Campaign raised



Loaned Executives

- Peter Cabrer, River Bank & Trust
- Dana Davis, Gadsden State Community College
- Tara Fulford, Advanced Imaging
- Trudie Guffey, Gadsden State Community College
- Jennifer Hampton, Exchange Bank
- Amy Hodge, Alabama Power Company
- Monica Johnson, Lyons HR
- Jessica Millican, Humane Society & Pet Rescue
- Gina Tice, Gadsden State Community College

Campaign Cabinet

Thank you!

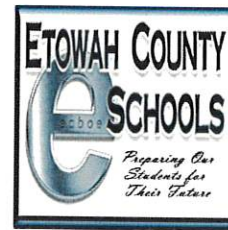
- Lesli Bishop, Chair, Family Savings Credit Union
- Tripp Collins, Pacesetter Chair, Back Forty Beer
- Tony Smith, Pacesetter Co Chair, Alabama Power
- Susan Andrew, Gadsden City Schools
- Melissa Davis, Gadsden State Community College
- Corey Ewing, CHS
- Bob Guyton, Southern Data Automation
- Sarah Kathryn Haller, Exchange Bank
- Jason Hendon, SPIRE
- Cheri Mills, Comcast Cable
- Dr. Sabrina Morgan-Graves
- Valerie Pugliese, Big Brothers Big Sisters
- Haley Tucker, Knowles & Sullivan
- Davis Varner, Shelnutt & Varner
- Spencer Williams, Alabama Power Company





TOP 25 COMPANIES

Gadsden Regional Medical Center
 Publix
 Etowah County Schools
 Alabama Power Company & IBEW Local 391
 Gadsden City Schools
 Honda Manufacturing of Alabama
 Family Savings Credit Union
 Exchange Bank of Alabama
 Riverview Regional Medical Center
 Gadsden State Community College
 City of Gadsden
 Merrill Lynch
 Alabama Teachers Credit Union
 Blue Cross Blue Shield of Alabama
 Life Insurance Company of Alabama
 Regions Bank
 Koch Foods of Gadsden
 River Bank & Trust
 Greater Gadsden Housing Authority
 Spire Alabama
 Alabama State Employees
 Etowah County Courthouse Employees
 BMSS
 Devan Lowe Cadillac Buick GMC Lincoln
 Max Packaging, Inc.

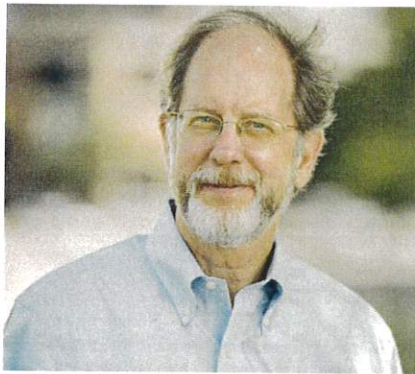


These 25 companies and/or
 employee/union groups pledged more than
\$639,268
 which is 66% of total pledges to the 2020-
 2021 campaign



UNITED WAY TOCQUEVILLE SOCIETY

Two donors wish to remain anonymous.



Jeff Cedarholm



Randy & Sherry Cline



Walter Duke, Jr.



Bob & Alicia Guyton



Mark & Kendall Hamilton



Julia Nolan Knox



Scott & Teresa Hindsman



Becky Rhodes



Feather Society

A leadership society of
United Way of Etowah County

Gold Feather Society

\$3,500-\$4,999

Dr. and Mrs. Elias Ghafary
Mr. James Graves and
Dr. Sabrina Morgan-Graves
Dr. Ken Hager
Dr. William Haller, Jr.
Helene and Bill Haller, III
Dr. Bill and Mandy Hartzog
Dr. Gordon and Glenda Miles
Dr. Frank and Susie Orr
Wayne and Karen Owen
Dr. Ghanshyam and Nanda Patel
Dr. Merle and Christa Wade

Silver Feather Society

\$2,000 - \$3,499

Dr. and Mrs. Eddie Ash
Jeff and Barbara Bellew
Jim and Sabrina Bevis
Jeff and Cindy Brown
Dr. Thomas R. Corley
Wayne and Lana Cornutt
Jackie and Todd Edmondson
John and Connie Floyd
Dr. Steve and Lynne Frederick
Greg & Marcy Gregerson
J. D. & Laura Henderson
Monte and Elisa Hill
Todd and Traci Hindsman
Wes and Amy Hodge
Wayne and Paula Hollar
Danny and Jennifer Jackson
Billy and Kelly Kemp
Mr. and Mrs. Tim Lavender
Wilbur "Bubba" and Deborah Masters
M. Kay Moore
Allen Ray
Mr. and Mrs. Ricky Ray
Donald and Joy Rhea
G. Michael and Susan Shehi
Ray and Barbara Smith
Ronnie and Lynn Watkins

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. 



Red Feather Society

\$1,000 - \$1,999

Linda Abel
Jeff Allen
Kim Arledge
Susan & Bruce Bailey
Hannah Banks
Tiffany Belyeu
Scott Bicknell
Rick & Lesli Bishop
Bob & Tricia Blount
Labrail Bonner
Jay Bowman
John & Danyell Boyd
Tabitha & Jason Bozeman
David & Pam Burgess
Mark & Allison Casey
Michael & Alie Causey
Emma Clapp
Eric & Julie Clark
Mike & Jerolyn Cothran
Amanda Faye Currie
C. W. Daugette, III
Dana Davis
Richard Dean
Rhonda & Bob DeHaven
Brenda & Glenn Dennis
Blake Dierkin
Richard Dobbs
Dawn & Robert Dunaway
Paul & Debbie Edmondson
Lisa & David Ellis
Shane & Katie Ellison
Michele & Greg England
Destiny Estes
Leroy & Patricia Falcon
Derrick Griffey
Mark Harper
Lisa Harris
Mike & Cynthia Harris
Patricia & Larry Hart
Dr. G. Bruce Head, III
Jay & Claire Hedgspeth
Savannah Helms

Jason Hendon
Joshua Hester
George & Brittany Hightower, III
Tracie Hill
David & Faye Hindsman
Danny & Jennifer Jackson
John David & Angela Kay
Tena King
Christie & Jason Knowles
Teresa Kuechle
Dr. & Mrs. Gary Kwan
John Langlois
Burt & Morgan Lavender
Darin & Kim Long
Hilda Lowe
Koty Lowe
Jennifer Lowman
Willie & Charlotte Maise
Jeff and Catherine Martin
Scott & Christi Mayo
John McFarland
Chris McGinnis
Bryan & Candace McGwier
Chad & Erica McMichael
Dr. Lew and Anne Mitchell
David & Ruth Moffatt
Susan Moore
Daniel Nance
Dr. Virenjan Narayan
Matt Neighbors
Iva Nelson
Heather & Blake New
Donna & Jerry Nicholson
Nina Nix
Lesa Osborn
Phil & Becky Owen
Dr. Dinesh & Kumud Parmar
Dr. B. J. Patel
Harriett & Ira E. Phillips, Jr.
Kevin & Kristy Phillips
Michael T. Polk

Jeffrey Powell
Dr. Darryl & Heidi Prime
Dr. and Mrs. Thomas Pugliese
Tricia Queen
Danny Ray
Mrs. Jeanne Ray
John & Valerie Reed
Jerry Reyling
Chris & Christi Robinson
Pierre & Kiki Scalise
Denise Seay
Beth & Mike Self, Jr.
Dr. and Mrs. W. Webb Sledge
Hatton Smith
Heath & Rebecca Smith
Lance & Julie Smith
Caryn & Bo Stark
Darryl Storer
Hugh & Gigi Stump
Ron & Teresa Summerall
Peter & Mary Szeto
Meinrad Tabengwa
The Grace Family
Mark Thompson
Brandon Tuck
Gina Chambers Turner
Katelyn Turnage
Dr. Allison Vann
Dr. John & Karen Vanore
Dr. & Mrs. Lewis Walker, III
Christa Watford
Mark & Tracey Webb
Bryant Welch
Dr. Danny & Patti Wilborn
William Willard
Scott Williamson
Michael & Emily Wilson
Rachel Wood
Steven R. Wright
Rachel Young

In Loving Memory of Joanne Hightower

United Way staff, donors, and volunteers mourned the passing of long time Executive Director Joanne Hightower on January 2, 2021.

Joanne served as Success by 6 Director from 1998 to 2005 before being named Director of Community Impact and Long Term Recovery, and then Director in 2007. She served as Executive Director until her retirement in December, 2020.

She received numerous awards in the community for her servant leadership - East Central Alabama Woman of Distinction by the Girl Scouts of North Central Alabama and the Bobby Austin Award from The Chamber of Gadsden. She was a member and Past President of the Gadsden Rotary Club, the Gadsden Woman's Club, United Ways of Alabama Board of Directors, and Voluntary Organizations Serving in Disaster; served on The Chamber's Diversity Initiative Committee and Leadership Etowah Committee. Etowah County issued a proclamation commending Joanne for her faithful and dedicated service to the citizens of Etowah County.

"Joanne was not just a wonderful advocate for United Way, but also for the City of Gadsden and Etowah County," former Gadsden Times Publisher Glen Porter, who worked with Hightower as a United Way board member, said. "She had the toughness to ask the hard questions, and the compassion to find and meet the needs in our community."



2020 Balance Sheet

Assets:

Cash	\$355,399
Endowment	\$953,847
HYPE	\$3,967
Disaster Relief Fund	\$17,555
Campaign Pledges Due (Net of uncollectibles)	\$750,858
Net Building, Furniture and Equipment	<u>\$440,584</u>
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	<u>\$1,775,215</u>
TOTAL LIABILITIES & NET ASSETS	\$2,522,210

CHANGING THE ODDS



25.3%

Safety Net

23.9%

Education

18.3%

Health

9.7%

Financial
Stability

13.6%

Campaign
Expense

7.7%

Mgmt &
General

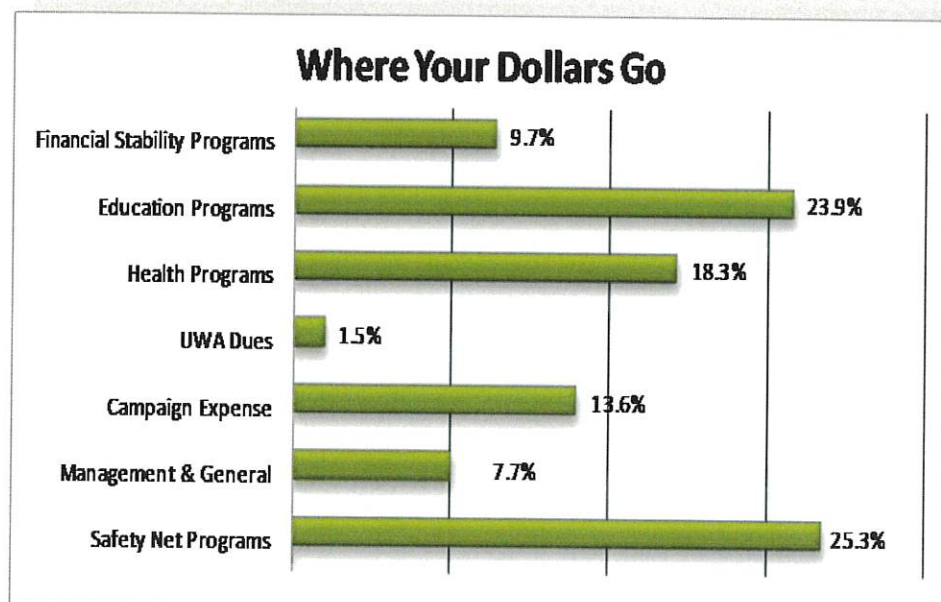
1.5%

UWW Dues

"I've seen the power of providing individuals with the knowledge, tools, and support they need to be successful in life and work. United Way of Etowah County breaks down barriers and closes gaps to find lasting solutions for the needs of individuals and families in our community."

Tripp Collins,
Back Forty Beer, 2021 Campaign Chair

EXPENDITURE CATEGORIES



Ways to Give



Pledge online



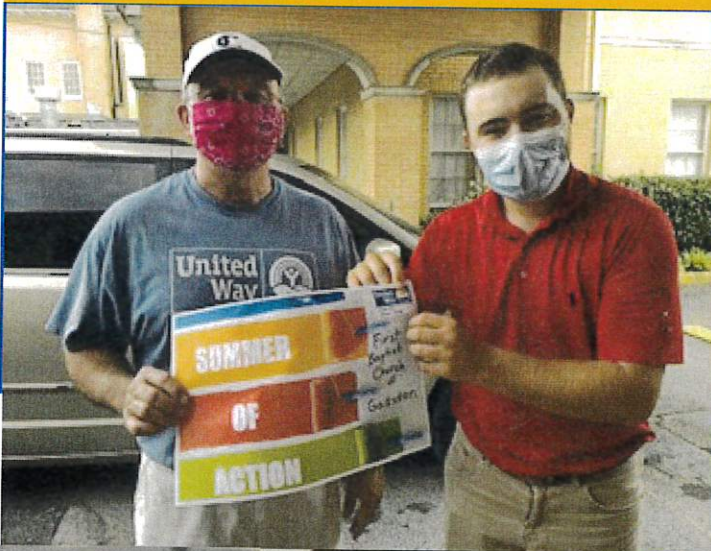
Write a check

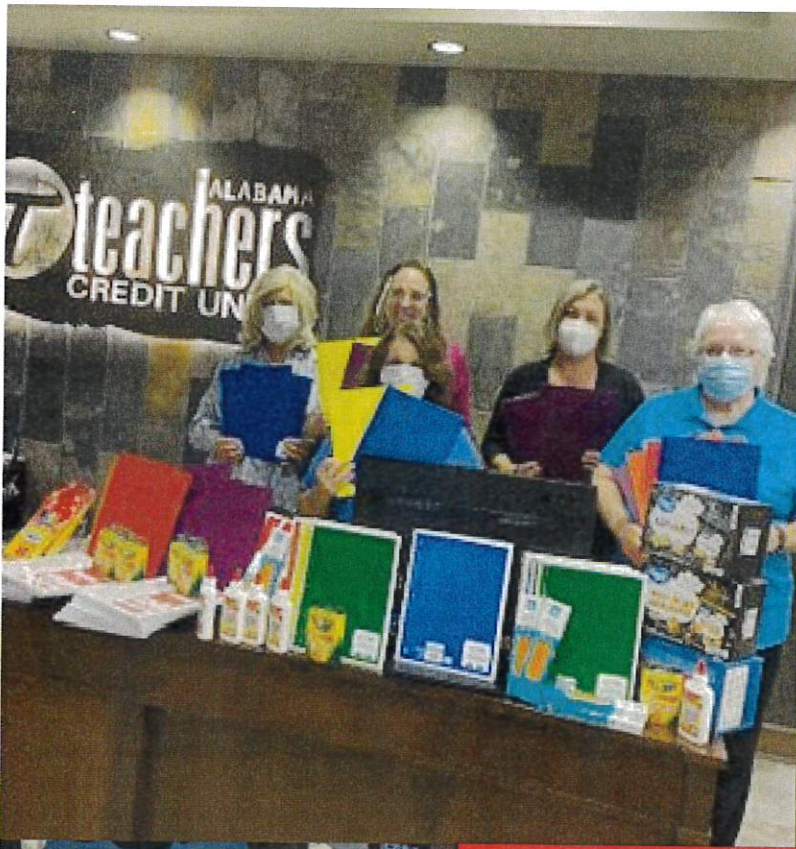


Text to give



Payroll deduction





Thank You
VOLUNTEERS

