

UNITED WAY OF ETOWAH COUNTY



2021 ANNUAL REPORT

UNITED WE FIGHT! UNITED WE WIN!



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

- Ruth Moffatt** Executive Director
- Robyn Phillips** Resource Development & Marketing Director
- James Bradley** Finance Manager
- Donna Rodgers** Campaign and Finance
- Lishala Carter** 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
- @UWOEC Facebook, Instagram, Twitter & LinkedIn

Board of Directors 2021



Lesli Bishop, President
Family Savings Credit Union



Tena King, Past President
King's Olive Oil



Bob Guyton
VP of Development
Southern Data Company



Mike Hilton
VP of Community Building
City of Gadsden



Kevin Phillips
Treasurer, VP of Finance
Exchange Bank



Bob Blount
Secretary
Cambridge Services, LLC



Tripp Collins
Campaign Chair
Back Forty Beer



Tony Smith
Pacesetter Campaign Chair
Alabama Power Company



J.D. Henderson
Pacesetter Co-Chair
Merrill Lynch



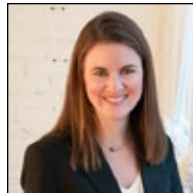
Keith Blackwell
Gadsden City Board of Ed.



Blake Dierking
Publix



Jennifer Jackson
Clinical Urology



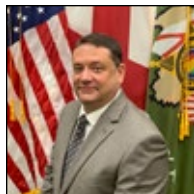
Kendall Lowe Hamilton
Devan Lowe Cadillac Buick
GMC Lincoln



Dr. Sabrina Morgan-Graves
M.D.



Heather New
Etowah Chamber



Mike Powell
Etowah Co. Sheriff's Dept.



John Reed
Gadsden City Schools



Joe Taylor
Mayor of Rainbow City

Not pictured: Jack Mitchell and Lance Smith

A year ago, our community was still facing much uncertainty. The resurgence of the COVID-19 pandemic, economic insecurity coupled with the loss of loved ones, friends, neighbors and businesses. Not only was our community plagued but the entire world was affected.

Yet, while facing the unknown and chartering new paths, our community once again answered the call and the charge to "be the change." Together, we fed families, assisted those that were in quarantine and those who needed to be quarantined, helped our neighbors with basic needs, patronized our local small businesses and made adjustments to running a non-traditional campaign. Together, we were unstoppable in serving our community with great strength and resilience.

Thank you for standing with us in spite of the difficulties we faced and believing we could rebound (and indeed we are). Our answer continues to be simple: 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 continues to be reinforced with investments that drive long-term results.

As we look to the future, our commitment to you is not to return to normal but rather we are committed to the continuance of building better and stronger solutions to old and new problems that plague our community. We will continue to fight for strong, healthy seniors that are able to enjoy a great quality of life, educational equality that looks at and addresses the gaps in education of students from pre-K through 12th grade, a community that is financially secure and exercising financial freedom to advance the needs of their family and resources for those that experience sudden hardships and transitions that could not be foreseen.

As we continue our journey to a stronger and more equitable community, we are so honored that you have chosen to take this journey with us to a greater and brighter tomorrow for the advancement of all. Thank you friends, neighbors, volunteers, advocates, partners near and far for your continued support and for always Living United!



Tripp Collins,
President, United Way of Etowah County
BACK FORTY BEER

“Thank you for standing with us in spite of the difficulties we faced and believing we could rebound.”

UNITED WAY OF ETOWAH COUNTY

2021 Campaign Cabinet



CAMPAIGN CHAIR

Tripp Collins

Back Forty Beer

PACESETTER

Tony Smith

Alabama Power Company

PACESETTER

JD Henderson

Merrill Lynch

COMMERCIAL

Courtney Linam

Team One Hyundai

EDUCATION

Susan Andrew

Gadsden City Schools

FINANCIAL

Sarah Kathryn Haller

Exchange Bank of Alabama

GOVERNMENT

Dana Snyder

City of Southside

HEALTH INSTITUTIONS

Jamie Armstrong

Gadsden Regional Medical Center

HEALTH PROFESSIONALS

Sabrina Morgan Graves, MD

Riverview Regional Medical Center

INDUSTRIAL

Jason Hendon

SPIRE Alabama

LEADERSHIP

Bob Blount

Cambridge Services

NON-PROFIT

Valerie Pugliese

Big Brothers Big Sisters

PROFESSIONAL

Haley Tucker Bailey

Knowles & Sullivan

RESIDENTIAL/RETIREE

Glen Porter

Retired

RETAIL

PRESIDENT

Lesli Bishop

Family Savings Credit Union



2021 Loaned Executives



Ashleigh Barkley	Family Savings Credit Union
Peter Cabrer	River Bank & Trust
Dana Davis	Gadsden State Community College
Trudie Guffey	Gadsden State Community College
Jennifer Hampton	Exchange Bank
Farrah Hayes	Gadsden State Community College
Amy Hodge	Alabama Power Company
Leah Thacker	Gadsden Country Club
Christy Turner	Davis Realty & Auction



Left: Loaned Executive of the Year Trudie Guffey
Right: Runner up Ashleigh Barkley

United Way of Etowah County | 2021 Allocation Panels

Education

Chairperson: Justin Wilson, Boatner & Pugh
Matt Neighbors, Alabama Power Company
Lesa Osborn, Gadsden Commercial Development
Adrienne Reed, Gadsden Career Center
Mike Hilton, City of Gadsden

Financial Stability

Chairperson: Jessica Brown, Family Savings Credit Union
Cory McWhorter, Regions Bank
Ashleigh Barkley, Family Savings Credit Union
Sophia Griffin-West, Cadence Bank
Erin Patterson, City of Gadsden
Lesli Stephens, Gadsden Etowah Chamber of Commerce
Mike Hilton, City of Gadsden

Health

Chairperson: Wayne Cornutt, Gadsden Regional Medical Center
Misty Badgett, River Bank & Trust
Jason Hendon, Spire Alabama
Greg Bailey, The Gadsden Times
Susan Bailey, Exchange Bank
Mike Hilton, City of Gadsden

Safety Net

Chairperson: James Sledge, Retired
Cindy Hill Brown, Southern Cardiovascular Associates
Sabrina Bevis, Alabama Teachers Credit Union
Pam Burgess, Alabama Teachers Credit Union
Jessica Loyd, Gadsden Regional Medical Center
Jessica Slayton, Gadsden State Community College
Mike Hilton, City of Gadsden

EDUCATION



Ke'Sean Williams
with Dorothea
Rhodes, Director of
Boys & Girls Club

Ke'Sean Williams has been a member of BGC since he was 7 years old (East Gadsden Unit). Ke'Sean was BGC YOY runner up in 2019 & 2020. He has continued to serve as a junior staff member from FY 2020 to present. Ke'Sean is currently a senior at Gaston High School, and received our 2021 Cardinal Candidate scholarship and is currently dually enrolled at Gadsden State Community College.

Life for Ke'sean has had its ups and downs, yet he has continued to strive to overcome all his adversities. He has become the patriarch of the family as his mother continues to struggle with declining health and unemployment. His family endured additional trauma when they lost his maternal aunt to COVID-19 in March 2020 and thus gained two additional members to his mother's household.

Throughout it all, Ke'Sean has continued to excel in all aspects of life. He has managed to maintain good grades while working part-time at Old Navy through the "This Way Out Program," volunteer in the community, and manage to work as a junior staff member at the Boys and Girls club.

Ke'Sean has voiced how excited he is to be able to work and give back to those in need, and stated his life experiences have prompted him to pursue a degree in education. It is always a pleasure to work with a young man that is so focused on helping others, while continuing to thrive academically and emotionally.

We are so fortunate to have someone with the heart, motivation, and drive to be a part of Boys & Girls Clubs of Gadsden/Etowah County, and call him a "Club Kid."

FINANCIAL STABILITY



Lisa Brown, CFEI

FAMILY SUCCESS FINANCIAL STABILITY COACH

The Family Success Center partnered with two local mortgage funders and two local real estate agents to have homeowner seminars for individuals who needed to know exactly what was expected to purchase a home. One of the clients attended all of the seminars and worked with the Financial Stability Coach to understand their credit score.

Through several meetings a month, the client began to move into a positive direction in ways they never had before. They purchased a car with cash they saved through working with Lisa, our coach. Her credit score slowly began to improve and she understands

the mistakes that she had been making in the past. She brought budgeting to the family and created a family goal of putting enough money for a down payment.

Their work is still not done, but for the first time in this client's life, she finally understands how to utilize money wisely. She opened a bank account and is now working to repair issues on her credit score.

She is motivated and excited realizing it is not impossible for her to reach her long term goal of buying a home. She was thrilled to reach her short term goal of purchasing a car. She continues to work with our coach bi-weekly.

HEALTH



Betty Willoughby

MENTAL HEALTH AMERICA

During a stress and anger management class, the instructor noted that a participant was showing some emotional distress. She discretely got him to go out of the classroom with her. She recognized he was having a panic attack. After having a coaching session with him, it was discovered

that he had been off his medications for a while. A plan was put into place to get him an appointment with a doctor and notified the court system of his situation. We were able to offer the rest of his classes for him individually and he was able to complete his course and the court mandate. He is now back on medications and doing well.

SAFETY NET



Patricia Falcon & Kuzco

BARRIE CENTER

Recently, a 14-year-old child came in for a forensic interview regarding sexual abuse by a close relative. This relative was an older male who had sexual intercourse with the child on multiple occasions over several months. She was able to disclose some of what happened in her initial forensic interview but was very nervous to talk about it. The child was referred for a second interview to give her more time to talk to the interviewer that she had already

built rapport with. The child returned and was able to give further details about the sexual abuse.

The details given during these interviews allowed the investigator to make an arrest on the case within hours of the child leaving the Barrie Center. This child now sees a therapist here at the Barrie Center for trauma counseling in order to help with the anxiety and depression she stated that she has been experiencing due to the abuse.



\$10,000+

ALEXIS DE TOCQUEVILLE SOCIETY



*George Hightower
In memory of Joanne Hightower*



Randy & Sherry Cline



*1 Member wishes
to remain anonymous*

Builders Society – \$5,000-9,999



Walter Duke



Dr. & Mrs. Elias Ghafary



*Dr. Sabrina Morgan-Graves
& Coach James Graves*



Bob & Alicia Guyton



Kendall & Mark Hamilton



Scott & Teresa Hindsman



Julia Nolen Knox



Heather & Blake New



*Dr. Ghanshyam &
Nanda Patel*



Rebecca W. Rhodes



1 Member wishes to remain anonymous

Gold Feather Society – \$3,500-4,999

*Dr. Ken Hager
Cherry L. Martin
Frank & Susie Orr
Wayne & Karen Owen*

*Chris & Christi Robinson
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
 Jim & Sabrina Bevis
 Jeff & Cindy Hill Brown
 Justin & Lindsay Bryant
 Lishala & DeAngelo Carter
 Dr. Thomas R. Corley
 Dr. Teresa Drummond-Rieger &
 Mr. Farrell Rieger
 Jackie & Todd Edmondson
 John & Connie Floyd
 Dr. R. Steve & Lynne Frederick

Michael Grieco
 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
 Beverly Linam

Victoria Martin
 Dr. & Mrs. Gordon L. Miles
 M. Kay Moore
 Allen Ray
 Mr. & Mrs. Ricky Ray
 Donald & Joy Rhea
 Ray & Barbara Smith
 Caryn & Bo Stark
 Dr. & Mrs. Lewis Walker III
 Ronnie & Lynne Watkins
 1 Member wishes
 to remain anonymous

Red Feather Society – \$1,000-1,999

Jeff Allen
 Kim Arledge
 Susan & Bruce Bailey
 Gary Batchelor
 Tiffany Belyeu
 Rick & Lesli Bishop
 Bob & Tricia Blount
 Jay Bowman
 Dalton Boyd
 John & Danyell Boyd
 Tabitha & Jason Bozeman
 Cason & Jessica Brown
 Billa Burger
 David & Pam Burgess
 Tammy M. Campbell
 Connor Carroll
 Mr. & Mrs. Michael Causey
 Gina Chambers
 Emma & Bart Clapp
 Mike & Jerolyn Cothran
 Charles & Renee Culverhouse
 C.W. Daugette III
 Dana Davis
 John Day
 Richard Dean
 Bob & Rhonda DeHaven
 Blake Dierking
 Justin Drawdy
 Robert & Dawn Dunaway
 Debbie & Paul Edmondson
 David & Lisa Ellis
 Shane & Katie Ellison
 Caegan Epperson
 Destiny Estes
 Donna Farner
 Dr. Cesar Fernandez
 Charlie Gardner
 Cliff Goolsby
 The Grace Family
 Haley Gray
 Greg & Marcy Gregerson
 Derrick Griffey
 Danny & Donna Guest
 Sarah Kathryn Haller & Mark Haller
 Lisa Harris

Larry & Patricia Hart
 Dr. G. Bruce Head III
 Jay & Claire Hedgspeth
 Jason Hendon
 Mr. & Mrs. John R. Hicks
 George and Brittany Hightower III
 Drs. Mark & Cynthia Hill
 Brandy Hyatt
 Representavie Gil Isbell
 Dr. Asif Kaleem
 John David & Angela Kay
 Christie & Jason Knowles
 Teresa Kuechle
 Dr. & Mrs. Gary Kwan
 John Langlois
 Burt & Morgan Lavender
 Tim & Martha Lavender
 Representative Craig & Angela Lipscomb
 Darin & Kim Long
 Hilda Lowe
 Jennifer Lowman
 Alicia Mack
 Willie & Charlotte Maise
 Steven Malone
 Jeff & Catherine Martin
 Steverino Martin
 Wilbur & Deborah Masters
 Chris McGinnis
 Dr. Bryan & Candace McGwier
 Chad & Erica McMichael
 Dr. Lew & Anne Mitchell
 Susan Moore
 Dr. Sudhan Nagarajan
 Matt Neighbors
 Iva 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
 Michael T. Polk
 Jeffrey Powell
 Greg & Wendy Price
 Dr. Darryl & Heidi Prime
 Lora & Tim Ramsey
 Danny Ray
 Mrs. Jeannie Ray
 John & Valerie Reed
 Jerry Reyling
 Bubba & Marcie Riddle
 Kimberly Rosser
 Dr. Pierre & Kiki Scalise
 Jonathan Schadow
 Keith Shelton
 Bonderia Shepard
 Dr. Hemant Sinha
 Dr. & Mrs. W. Webb Sledge
 Lance & Julie Smith
 Tony Smith
 Dr. Billie & Mr. Brian Snell
 Chris & Dana Snyder
 Darryl Storer
 Hugh & Gigi Stump
 Ron & Teresa Summerall
 Dr. Peter & Mary Szeto
 Joe Taylor
 Rachel Taylor
 Lisa and Don Thacker
 Mark Thompson
 Dr. Stacy Towles-Moore
 Dr. Allison Vann
 Dr. John & Karen Vanore
 Dr. Delores Victoria
 Hank Wells
 Erika M. Westcott
 Dr. Danny & Patti Wilborn
 Spencer Williams
 Scott Williamson
 Michael & Emily Wilson
 Rachel Wood
 Steven R. Wright
 Fred Zachery
 10 members wish to remain anonymous

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

2021 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
Anesthesia Associates
Big Brothers Big Sisters of NE
Alabama
Blue Cross Blue Shield of Alabama
BMSS
Cadence Bank
Cambridge Services
Council on Aging
Darden Rehabilitation Center
Devan Lowe Cadillac Buick GMC
Lincoln
Etowah County Commission
Etowah County Personnel
Department
Exchange Bank of Alabama
Family Savings Credit Union
Family Success Center
First Federal Mortgage
Gadsden Steam Plant
Girl Scouts of North-Central
Alabama
Greater Gadsden Housing Authority
James M. Barrie Center for Children
Leach & Company
Life Insurance Company of
Alabama
Merrill Lynch
Modern Woodmen of America
People's Independent Bank
Publix Super Markets
Regions Bank
River Bank & Trust
Second Chance
Southern Cardiovascular
Associates
Southern Data Automation
Spire Alabama
Etowah Chamber
United Way Of Etowah County

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

Alabama Department of Revenue
Etowah Chemical Company
Etowah County Courthouse Security
Etowah County Department of
Human Resources
Gadsden State Community College
Gregerson's Foods
Mental Health America of Etowah
County
Metro Bank
Peoples Bank of Alabama
RSVP
Thompson Tractor Company
United Parcel Service

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

Alabama Department of Labor
AT&T
Back Forty Beer
Dowdy's Office Equipment &
Supply
Etowah Community Free Clinic
Etowah County Circuit Clerk's
Office
Etowah County Revenue
Department
First Baptist Church of Gadsden
Gadsden City Schools
Max Packaging
Northwestern Mutual of Alabama
Bank
The Salvation Army

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

Attalla City Schools
Boy Scouts-Greater Alabama
Council
Broadcast Media - WKXX
FM
City of Gadsden
City of Rainbow City
City of Southside
Etowah County Schools
Gadsden Regional Medical
Center
Gadsden Tool
KTH Leesburg
Koch Foods of Gadsden
MDA Professional Group
Quality of Life Health
Services
Riverview Regional Medical
Center
Team One Chevrolet
Gadsden Water Works & Sewer
Board
YMCA of the Coosa Valley

Recognition Awards

Absolute Respiratory Care
Alabama Medicaid
Anniston Gadsden Christian Family
Apple A Day Health World
Astra Zeneca
Bay Property Management
Bigham's Stock It & Lock It
Buckets & Belles
Chrysler, Dodge, Jeep Ram of
Gadsden
City of Attalla
Dairy Queen
Downtown Chief
Dusty Things
El Tapatio II
Etowah Baptist Missions Center
Etowah County Commission

District #1 Joey Statum
Etowah County Commission
District #2 Johnny Grant
Etowah County Commission
District #3 Jamie Grant
Etowah County Commission
District #5 Jeffery Washington
Etowah County Extension Service
Express Oil Change
Ford Insurance Agency
Gadsden, AL Nutrition
Gadsden Country Club
Gadsden City Council District #1
Cynthia Toles
Gadsden City Council District #3
Thomas Worthy
Gadsden Variety
Head Start Child Development
Center
Hot Rod Barbershop
Ironwood Market
Jefferson's Gadsden
Jireh's Boutique & Gifts
King's Olive Oil Company
Lang's Graphics & Signs
Laser Graphics
Laura Lee's on Broad
Laurel E Boutique
Lil Caesars
Little Coupon Book
McDonald's
Medical Property Management
Panera Bread
Popeye's
SA Cantina
Small Things Market
Team One Hyundai
Team One Toyota
The Alabama Gift Company
The Honey Baked Ham Company
The Mack Law Firm
The New You
The Rail Public House
Therapeutic Healing Massage
Zaxby's

“THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS.”

MAHATMA GANDHI



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
Catholic Center of Concern**
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

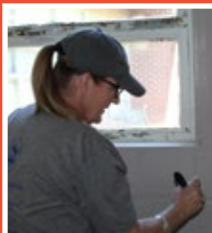
2021 TOP 25 COMPANIES

- Gadsden Regional Medical Center
- Etowah County Schools
- Alabama Power Company & IBEW Local 391
- Publix Super Markets
- Family Savings Credit Union
- Gadsden City Schools
- Exchange Bank Of Alabama
- City of Gadsden
- Merrill Lynch
- Riverview Regional Medical Center
- Gadsden State Community College
- Spire Alabama
- Alabama Teachers Credit Union
- Regions Bank
- Blue Cross Blue Shield of Alabama
- Life Insurance Company of Alabama
- Koch Foods of Gadsden
- Alabama State Employees
- Etowah County Courthouse Employees
- Devan Lowe Cadillac Buick GMC Lincoln
- River Bank & Trust
- United Parcel Service
- Quality of Life Health Services
- Absolute Respiratory Therapy
- Greater Gadsden Housing Authority

These 25 companies and/or union groups pledged

\$638,920

which is 63% of total pledges to the
2021-2022 Campaign!



DAY OF ACTION

500+ Volunteers. 75 Projects. 47 Agencies.



24 YEARS!





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

6,889 referrals for services made:



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.



In 2021...

Dolly Parton Imagination Library book program for children birth to 5 years served 1,262 children with 5,612 graduates.

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

375 **Raising Readers** books given to Headstart

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

1,500 **School Readiness** calendars were given out

Over 450 books given out at **Community Event**



2021 Annual Meeting



1 We had two recipients for the **Rising Star** award this year: Absolute Respiratory Care started giving at the Builder's Society Level. The owners, Randy and Sherry Cline, have gotten involved and learned about the agencies and services available and pledged to increase their giving to the Alexis de Tocqueville Society.

2 Etowah County Courthouse is a long-time participant in the United Way campaign. They have a large number of employees but last year their employee company coordinators stepped up to make it fun and gave every employee an opportunity to learn about United Way and to give.

3 The **Excellence in Service Award** award was presented to Etowah County Schools. This award is the highest campaign award presented to a company who has shown outstanding collaboration with United Way and had increased giving during the campaign. Etowah County Schools made opportunities for United Way staff and/or agencies to visit each of their schools in person or by zoom last year and this year. They participate in Day of Action, the Girlfriend Gala, and volunteer during disaster. They have 5 schools that have above 90% participation.

4 The **Joanne Hightower Loyal Contributor Award** award was presented to Mr. Lee Trotter who has contributed

for 67 years to United Way of Etowah County. He began giving to United Way while he was an employee at Goodyear and continued when he retired. He is the first recipient of this award. This award honors our former Director Joanne Hightower and we know she would appreciate all loyal contributions.

5 The **Tom McKenzie Community Impact Award** award was presented to Nanda Patel. She has served on most boards in the community, has raised thousands of dollars for charity and has helped to make Etowah County known in this part of the state and region. She is a respected business leader, philanthropist, wife, mother, and loyal friend. She has been an advisor to every leader at United Way and you will see her supporting most events in the community.

6 Our **Volunteer of the Year Award** award was presented to Mike Hilton. He volunteers on the Day of Action Committee and has the best job on Day of Action as chef; he serves on the 211 Golf Tournament Committee, on the Board of Directors, as Vice President of Community Building, is a resource to the staff for maintenance and landscaping issues and has been an Employee Company Coordinator on the Campaign for many years and can give a United Way presentation as well as any staff person.

IMPACT AT A GLANCE

Education



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

OUTCOMES: 675 therapy and special instruction sessions provided, 2,488 units of service coordination provided to help families access resources. 15,400 books provided to 1,450 children through the Dolly Parton imagination library. 1,442 girls and adult volunteers participated in Girl Scout programming. 1,086 girls sponsored to participate as a Girl Scout. 209 youths served through Big Brothers/Big Sisters, 85 were matched, 15 schools were served, 4,377 volunteer mentoring hours.

Financial Stability



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

OUTCOMES: 79 consumers received training at Darden Rehabilitation center. 1136 persons received the services of the Financial Stability Coach and 5,107 people received educational sessions. 97% reported having improved confidence. 169 credits were recovered for students through the Gadsden Community Education program

Health



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

OUTCOMES: 1,104 seniors were provided information and referrals on senior services. 285 clients received Medicare assistance which saved them \$113,846. 4,768 clients served through the Be Active Program, 764 activity packets delivered, 300 attended the health fair, 1,637 participated in the online engagement and 1,432 were provided health education information. 580 clients served by Fraud Fighters; 99% were able to identify how to report elder abuse. 29,926 meals were served to 265 clients. Transportation was provided to 220 clients through Northwest Alabama Kidney association. The YMCA provided food for over 3,000 families.

Safety Net



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

OUTCOMES: 236 primary child victims served for a total of 296 specialized forensic interviews. 7,256 clients were served with food, over 26,745 meals and 1,096 bags for the homeless. 126 children received basic needs after being removed from the house. 5,088 shelter nights provided and 11,143 meals. 25,500+ referrals given to community resources, over 4,830 connections made to housing and utility needs. 2,800+ connections to food made. 72 families (161 individuals) helped with utilities, rent and mortgage. 100% given the tools to establish and maintain a successful spending plan and resources to help them achieve goals.

IGNITE

Inspiring Growth Now In Transformational Education

IGNITE embodies the commitment of United Way of Etowah County by helping children and youth achieve their potential by providing after-school tutoring and mentoring programs through Gadsden City Schools, improving early learning opportunities and helping our children move from high school to college and the working world. This program provides a reading room, computer lab and tutoring room for children.



Above: Ribbon cutting for IGNITE

Below: The computer room, Gadsden City Schools superintendent Tony Reddick and Tena King.



2021 Balance Sheet

ASSETS

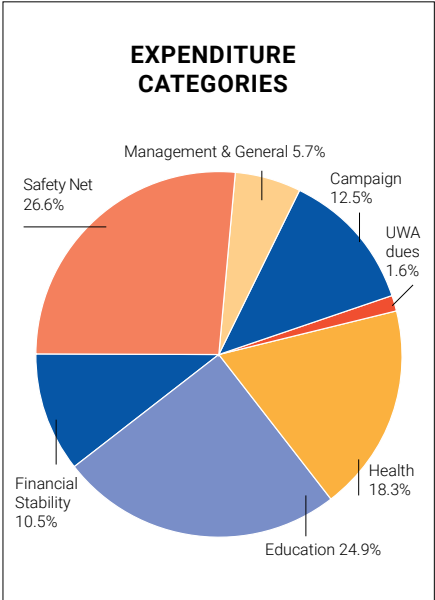
Cash	\$509,038
Endowment	957,324
H.Y.P.E.	3,967
Disaster Relief Fund	26,016
Campaign Pledges Due (Net of uncollectibles)	723,599
Net Building, Furniture and Equipment	409,746

TOTAL ASSETS \$2,629,690

LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$576,407
Note Payable-EXBA	37,125
PPP Loan	85,312
Community Impact Fund	15,000
Accounts Payable	2,130
Designations Payable	677
Net Assets	1,913,039

TOTAL LIABILITIES & NET ASSETS \$2,629,690



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)

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