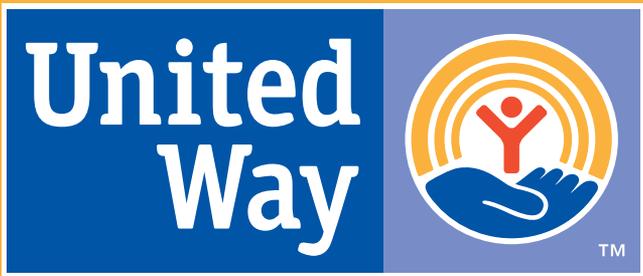


UNITED WAY OF ETOWAH COUNTY



2023 ANNUAL REPORT

We win when we LIVE UNITED



We win when we
LIVE UNITED



STAFF

Molli Gipson Executive Director
Linda Hale Office Manager
Whitney Carter Finance
Donna Rodgers Campaign & Finance
Raeven Bagley Student Success Director
Kaley Jones 211 Director

CONTACT

235 College St., Gadsden, AL 35901
P.O. Box 1175
Phone 256-547-2581 | Fax 256-546-4360
www.uwoec.org
@UWOEC on Facebook, Instagram, LinkedIn & X

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.

2023 Board of Directors



Tony Smith
President

Alabama Power Company



Tripp Collins, Past President
Back Forty Beer Company



Dr. Sabrina Morgan-Graves
Campaign Chair

Riverview Regional Med. Ctr.



Courtney Linam
Pacesetter Chair

WEAC TV 24



Bob Guyton
VP of Development

Southern Data Automation



Christi Robinson
VP of Governance

Etowah Chamber



Kevin Phillips
Treasurer, VP of Finance

Exchange Bank



Jennifer Jackson
Director

Clinical Urology



Keith Blackwell

Gadsden City Board of Ed.



Randy Cline

Retired



Ty Dillon

The People Place Church



Yvonne George

Quality of Life Health Services



Dante Jelks

Jelks Funeral Home



Kendall Lowe Hamilton

Devan Lowe
Cadillac Buick GMC Lincoln



Corey McWhorter

Regions Bank



John Moore

City of Gadsden



Nanda Patel

Retired



Mike Powell

Etowah Co. Sheriff's Dept.



John Reed

Gadsden City Schools



Rita Smith

Family Development
Empowerment

United Way of Etowah County is strong! It's with great pleasure and honor that I am the Board President of the United Way of Etowah County Board for the 2024 year. United Way is a strong force that has been in my life for many years. I am looking forward to an engaging year in service to our community and community organizations.

In the past few years, our country and our community has faced many health, economic, and social issues. Despite the Covid health pandemic, political and social challenges, and economic issues, United Way of Etowah County has continued to be a strong vital force in our community. Our strength has come from a strong, young, innovative staff, our diverse and intelligent board, committed contributors, and our resilient programs and community organizations.

United Way has averaged over \$1 million dollars in campaign contributions over these past 3 years. Our staff, board, volunteers, donors, and contributors have given their time, talents, gifts, and service to United Way. Our collective efforts have enabled us to support educational programs, safety net programs, and community initiatives.

Our programs have excelled. Student Success is helping more children from preschool to high school with educational programs such as Kinder Camp, Dolly Parton Imagination Library, and Born Learning Trails, HOPE parenting classes, and tutoring services.

211/First Call for Help provided endless assistance to help basic needs of our families suffering from social issues, financial issues, and health issues. 211 has been a connection to provide meals to the old and young, counseling to mental health and domestic violence victims, and shelter to the homeless, amongst other services.

Our Day of Action mobilizes hundreds of volunteers to help with many projects to over 30 agencies. We paint, we clean, we donate, and we feed our community. United Way is vital part of our community. United Way is a strong. United We Fight. United We Win.



DR. SABRINA MORGAN-GRAVES
President, United Way of Etowah County
RIVERVIEW REGIONAL MEDICAL CENTER

“United Way of Etowah County has continued to be a strong vital force in our community. Our strength has come from a strong, young, innovative staff, our diverse and intelligent board, committed contributors, and our resilient programs and community organizations.”

2023 Campaign Cabinet



CAMPAIGN CHAIR

Dr. Sabrina Morgan-Graves Riverview Regional Medical Center

PACESETTER

Courtney Linam WEAC TV 24

PACESETTER CO-CHAIR

Yvonne George Quality of Life Health Services

COMMERCIAL

Dante Jelks Jelks Funeral Home

EDUCATION

Katie Holland Principal at Eura Brown Elementary

FINANCIAL

Daniel Cooner Regions Bank

GOVERNMENT

Trudie Guffey Gadsden State Community College

HEALTH INSTITUTIONS

Jennifer Jackson Clinical Urology

HEALTH INSTITUTIONS

Christy Mayo Riverview Regional Medical Center

HEALTH PROFESSIONALS

Rhona Lipscomb Quality of Life Health Services

INDUSTRIAL

Misti Kerr Alabama Power Company

LEADERSHIP

Bob Guyton Southern Data Automation

NON-PROFIT

Ty Dillon Pastor, The People Place Church

PROFESSIONAL

Megan Huizinga Knowles and Sullivan

RESIDENTIAL/RETIREE

Randy & Sherry Cline Retired

United Way
raised **\$975,410**
in its 2023-24
campaign!



2023 Loaned Executives



Katie Maples

Impact Realty

Chris Fagan

Family Savings Credit Union

Destiny Estes

Regions Bank

Collene Wester

Alabama Teachers Credit Union

Tiffany Works

Gadsden Regional Medical Center

Jacklyn Morton

Law Offices of Jacklyn D. Morton, LLC

Christi Mayo

Riverview Regional Medical Center

Randy Cline

Retired

Sherry Cline

Retired

Misti Kerr

Alabama Power Company

Daniel Cooner

Regions Bank

Dr. Sabrina Morgan Graves

Riverview Regional Medical Center - Campaign Chair

United Way of Etowah County | 2023 Allocation Panels

Education

Chairperson: Ross Morgan – Alabama Power Company
Adrienne Reed – Gadsden Career Center
Destin Mince – Frios Pops
Dana Davis – Gadsden State Community College

Financial Stability

Chairperson: Erin Patterson – City of Gadsden
Shalon Steed – Shepherd’s Cove Hospice
Craig Scott – Gadsden Public Library

Health

Chairperson: Susan Bailey – Exchange Bank
Misty Badgett – River Bank & Trust
William Mackey – Gadsden Regional Medical Center

Safety Net

Chairperson: Daniel Cooner – Regions Bank
Jessica Slaten – Gadsden State Community College
Pam Burgess – Alabama Teachers Credit Union
Greg Bailey – The Gadsden Times

EDUCATION: Girl Scouts of North-Central Alabama



In 1912, Juliette “Daisy” Gordon Low founded Girl Scouts to give all girls the opportunity to develop physically, mentally, and spiritually. Alabama adopted the movement in 1917, and it has since positively influenced girls’ education, leadership, and social and emotional growth. Girl Scouts is now the world’s premier leadership organization for girls with a mission to *build girls of courage, confidence, and character, who make the world a better place.*

Girl Scouts of North-Central Alabama (GSNCA) serves girls from kindergarten to 12th grade, along with adult volunteers and troop leaders across 36 counties. GSNCA’s programs are designed to honor tradition while evolving to meet the needs of today’s Girl

Scouts, with a focus on STEM, Outdoors, Life Skills, and Entrepreneurship. These programs are delivered throughout the year through community-based troops, residential and day camps, educational events and workshops, and outreach initiatives, which bring the Girl Scout experience directly into local schools. In 2023, GSNCA served over 1,000 members in Etowah County in addition to 685 underserved girls through outreach in Etowah County schools.

Karen Peterlin, Chief Executive Officer of Girl Scouts of North-Central Alabama (GSNCA) has been a proud Girl Scout for over 45 years as a girl member to an adult volunteer, and finally as a professional staff member joining GSNCA as CEO in 2015.

FINANCIAL STABILITY: RSVP



RSVP (the Retired & Senior Volunteer Program) is a federal program, our mission is to improve lives, strengthen communities and foster civic engagement through service and volunteer. RSVP is locally sponsored by the Etowah County Commission and federally by AmeriCorps.

Most of our volunteers are at other agencies, nonprofits, hospitals and schools; but one of the programs we administer ourselves is the IRS free tax preparation program. Through an IRS grant, volunteers work through tax season each year to prepare & e-file federal and state tax returns for people for FREE. There is no income or age

requirement for this service, the only returns we cannot prepare are for businesses, rental income, depreciation or capital gains/losses.

In 2023, volunteers prepared & filed 2200 federal returns, which resulted in \$2,362,561 in refunds for 3,044 individuals. Many people depend on their refunds to pay bills, pay off loans or simply to take a vacation. Even though tax software is readily available and most people are capable of filing taxes themselves, our volunteers are trained and certified to make sure that clients take advantage of all tax credits and adjustments that they qualify – which they may not get through software.

HEALTH: MANNA



Laura Johnson-Martin is the Executive Director of MANNA, the Metropolitan Area Noon Nutrition Association, and she feels blessed to serve the elderly and homebound in her community. "Being raised by my grandmother instilled a special love and a servant's heart for those in their golden years," Martin says.

Founded in 1987, MANNA was started with the goal of providing a balanced diet for the elderly, disabled and homebound who could not otherwise provide for themselves. In the beginning we started out delivering 32 meals on a daily basis with 12 volunteers. Today MANNA has over 90 volunteers and through the years has delivered more than 150 meals in a day.

MANNA is a community-based nonprofit dedicated to addressing the nutritional needs of and to nurture the elderly, homebound and disabled. MANNA volunteers deliver diet specific meals each weekday prepared by the dietary staff at Riverview Regional Medical Center.

MANNA touches lives through food and fellowship. For many of our clients, MANNA volunteers are the only people they come in contact with each day. MANNA's main service is to provide for the nutritional needs of the community, but our reach goes much farther. Our program meets

the needs of clients in many ways not just by providing meals. We are their friends. Our volunteers offer kindness, warmth, and understanding. Our volunteers offer a friendly face to our clients who at times feel lonely and isolated.

MANNA operates with a part time Assistant Director and Full Time Executive Director, who conduct the day to day operations of the organization. Our volunteers are our main lifeline; they make MANNA operable, without them we would not be able to serve the people of this community. These people are faithfully committed to helping others. We also could not do without the support that we received from various donors, such as Churches, Sunday School Classes, civic clubs, private donors and especially the United Way. This continued consistent financial support ensures that MANNA is able to meet the needs of our community.

MANNA volunteers delivered 28,102 meals in the year 2023, which averaged out to around 120 meals a day. We have 90 different volunteers that deliver meals to seventeen different routes. Our program depends upon volunteers and financial contributions. If you would like to become a MANNA volunteer and be a part of "Our Story," go to our website at www.manna.org.

SAFETY NET: The Barrie Center



The James M. Barrie Center for Children, Inc. has served Etowah County for more than twenty years. Since opening our doors in August 2002, the Barrie Center has provided specialized services to nearly 15,000 victims of suspected abuse. The mission of the center is to promote hope, healing and justice to child victims along with community education and awareness regarding child abuse. Nationally, 1 in 10 children will be sexually assaulted before the age of 18. The Barrie Center exists to provide a child friendly environment to allow children the opportunity to share their trauma history in a way that mitigates the overall trauma of having to tell their experiences to multiple people involved.

The Barrie Center operates with a multi disciplinary approach working as a team with the District Attorney's office, DHR, law enforcement, medical providers, FBI and Homeland Security to collaboratively provide for the investigation and intervention in child abuse cases.

The Barrie Center is honored to have Kuzco, our facility dog, who is trained to comfort abuse victims during forensic interviews, therapy and court proceedings. He is also available to assist in any major disaster in the state of Alabama. He is loved by all who meet him at the center and out in the community.

The Barrie Center also provides trauma informed therapy to child victims, the non-offending caregiver and families as well as community education related to child abuse intervention and mandatory reporting requirements. The attached photo demonstrates a specialized training from internationally recognized presenter, Detective Mike Johnson, who provided training to our Etowah County Multi Disciplinary Team to further strengthen our child abuse investigations. The Barrie Center is available to provide free training to your business related to any aspect of child abuse or mandatory reporting requirements.



ALEXIS DE TOCQUEVILLE SOCIETY

\$10,000+



Randy & Sherry Cline



Bob & Alicia Guyton

United Way BUILDERS SOCIETY

\$5,000-9,999



William Thomas Dawson
Family Foundation



Walter Duke



Dr. & Mrs. Elias Ghafary



Dr. Sabrina Morgan-Graves
& Coach James Graves



Kendall & Mark Hamilton



Julia Nolen Knox



Cherry L. Martin



Rebecca W. Rhodes

Gold Feather Society – \$3,500-4,999

*Dr. Gordon & Glenda Miles
Frank & Susie Orr
Wayne & Karen Owen*

*Dr. Ghanshyam & Nanda Patel
Michael & Susan Shehi
Ray & Barbara Smith*

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

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

Dr. and Mrs. Eddie Ash
 Susan & Bruce Bailey
 Jim & Sabrina Bevis
 Gina Chambers
 Dr. Thomas R. Corley
 Jackie & Todd Edmondson
 Dr. R. Steve & Lynne Frederick
 Michael Grieco
 Bill & Helene Haller III
 Todd & Traci Hindsman
 Wayne & Paula Hollar

Billy & Kelly Kemp
 Wilbur & Deborah Masters
 Chad & Erica McMichael
 M. Kay Moore
 Allen Ray
 Mr. & Mrs. Ricky Ray
 Donald & Joy Rhea
 Dr. Teresa Drummond-Rieger
 & Mr. Farrell Rieger
 Chris & Christi Robinson
 Tony Smith

Caryn & Bo Stark
 Joe & Rachel Taylor
 Dr. & Mrs. Lewis Walker III
 Ronnie & Lynne Watkins

2 Members wish to
 remain anonymous

Red Feather Society – \$1,000-1,999

Dr. Vipul Amin
 Gary Batchelor
 Tiffany Belyeu
 Marge Blaurock
 Bob & Tricia Blount
 Kyle Bok
 Jay Bowman
 Dalton Boyd
 John & Danyell Boyd
 Tabitha & Jason Bozeman
 Billa Burger
 David & Pam Burgess
 Ryan Burk
 Tammy M. Campbell
 Mr. & Mrs. Michael Causey
 Heath Chesnut
 Daniel Cooner
 Wayne & Lana Cornutt
 Charles & Renee Culverhouse
 C.W. Dauge III
 Dana Davis
 Richard Dean
 Bob & Rhonda DeHaven
 Robert & Dawn Dunaway
 David & Lisa Ellis
 Shane & Katie Ellison
 Destiny Estes
 Dr. Cesar Fernandez
 Lee & Bobbie Freeman
 Charlie Gardner
 Cliff Goolsby
 Kevin & Jenifer Grace & Family
 Deborah Gray
 Haley Gray
 Greg Gregerson
 Derrick Griffey
 Mary Gurley
 Sarah Katherine & Mark Haller
 Lisa Harris

Larry & Patricia Hart
 Jason Hendon
 Shakitha Henley
 Mr. & Mrs. John R. Hicks
 George & Brittany Hightower III
 Drs. Mark & Cynthia Hill
 Wes & Amy Hodge
 Justin Holmes
 Laura Houglund
 Danny & Jennifer Jackson
 Dr. Sunil Jaiswal
 Cassandra Johnson
 John David & Angela Kay
 Ragan & Misty Kerr
 Teresa Kuechle
 Dr. & Mrs. Gary Kwan
 John Langlois
 Burt & Morgan Lavender
 Representative Craig & Angela
 Lipscomb
 Darin & Kim Long
 Hilda Lowe
 Jennifer Lowman
 Katie & Chad Maples
 Jeff & Catherine Martin
 Steverino Martin
 Chris McGinnis
 Dr. Lew & Anne Mitchell
 Dr. Kathy Murphy
 Dr. Sudhan Nagarajan
 Dr. Noorkarim Nagji
 Daniel Nance
 Jeffrey Napper
 Iva Nelson
 Michael L. Nelson
 Donna & Jerry Nicholson
 Dr. Ferdinand Osuji
 Phil & Becky Owen
 Dinesh & Kumud Parmar

Dr. Harshad Patel
 Dr. Jyoti Patel
 Rose Marie Allenstein & Mark
 Perkins
 Mike & Kim Perkins
 Harriet & Ira Phillips, Jr.
 Kevin & Kristy Phillips
 Michael T. Polk
 Greg & Wendy Price
 Danny Ray
 Mrs. Jeannie Ray
 Jonathan Schadow
 Mike & Beth Self Jr.
 Dr. Hemant Sinha
 Dr. & Mrs. W. Webb Sledge
 Hatton Smith
 Lance & Julie Smith
 Dr. Frederick Stevens
 Ron & Teresa Summerall
 Mark Thompson
 Dr. Stacy Towles-Moore
 Mary Tucker
 Andy & Allison Vann
 Danny Varnon
 Crista Watford
 Bryant Welch
 Dr. Danny & Patti Wilborn
 Glenn & Felicia Williams
 Scott Williamson

15 members wish to remain
 anonymous

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

2023 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
Back Forty Beer
Blue Cross Blue Shield of Alabama
BMSS
Cadence Bank
Council on Aging
Darden Rehabilitation Center
Department of Human Resources
Devan Lowe Cadillac Buick GMC
Lincoln
Etowah Chemical Company
Etowah Community Food Bank
Exchange Bank Of Alabama
Family Savings Credit Union
First Baptist Church of Gadsden
Girl Scouts of North Central Alabama
Greater Gadsden Housing Authority
James Barrie Center for Children
Life Insurance Company of Alabama
MDA Professional Group
Merrill Lynch
Modern Woodmen of America
People's Independent Bank
Publix
Regions Bank
RSVP
River Bank & Trust
Southern Data Automation
Spire Alabama
The Chamber
Thompson Tractor Company

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

AT&T
Big Brothers Big Sisters of NE
Alabama
Etowah County Commission
Employees
Etowah County Personnel
Department Employees
Family Success Center
Gadsden State Community College
Leach & Company, Inc.
Metro Bank
Peoples Bank of Alabama
United Way Of Etowah County
Venture Marketing Group

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

Alabama Department of Labor
Alabama Department of Revenue
City of Rainbow City
Dowdy's Office Equipment & Supply
Etowah Community Free Clinic
Etowah County Circuit Clerk's Office
Etowah County Maintenance Dept.
Gadsden City Schools
Gadsden Water Works & Sewer Board
Max Packaging
Second Chance
Vocational Rehabilitation Service

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

Attalla City Schools
City of Southside
Etowah County Revenue Dept.
Etowah County Rural Transportation
Etowah County Schools
Gadsden Regional Medical Center
Gadsden Tool
Gregerson's
KTH Leesburg
Quality of Life Health Services
Riverview Regional Medical Center
The Salvation Army
University of Alabama-Gadsden Center

Recognition Awards

Apple-A-Day Health World
Beans & Greens
Blackstone Pub & Eatery
City of Hokes Bluff
Etowah County Commission
District #5
Food City
Gadsden Massage Studio
Gadsden Nutrition
Gadsden Variety Store
Gipson Land Development
Honey Baked Ham
Jefferson's (Gadsden)
Jelks Funeral Home
Krispy Kreme Doughnuts
Las Brisas
McDonald's
Movement Mortgage Company
Pizza Hut
Regional Clinic
The Alabama Gift Company
Three Crow Coffee Company
Wal-Mart Stores
Wells Fargo
Wine Down Spa
WinSouth Credit Union

“IN EVERY COMMUNITY, THERE IS WORK
TO BE DONE. IN EVERY NATION, THERE ARE
WOUNDS TO HEAL. IN EVERY HEART,
THERE IS POWER TO DO IT.”

MARIANNA WILLIAMSON



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
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*

Etowah Free Community Clinic
MANNA
Mental Health America of Etowah County
Northeast Alabama Kidney Association*
Snellgrove Civitan Center
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
Shepherd's Cove Hospice

**Funded through Community Impact Grants*

TOP FIVE:

UNITED WAY OF ETOWAH COUNTY

2023 TOP 25 COMPANIES

HONDA
The Power of Dreams



Publix



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

These 25 companies and/or union groups pledged

\$672,461

which is 69% of total pledges to the
2023-2024 Campaign!



26 YEARS!

DAY OF ACTION

650+ Volunteers. 60 Projects. 35 Agencies.





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 for more information.

8,336
referrals for services made:

3,679
calls about housing and utility assistance

767
people served in relation to Support for clothing/personal/household needs

670
calls for food assistance

227
people needing assistance for homeless services



ABOVE: Student Success Director Raeven Bagley donating books to J.W Stewart Head Start staff!

United Way SUCCESS BY 6™

In 2023...

Dolly Parton Imagination Library served 1,645 children with 6,498 graduates.

3,000 **Freebie Reads Program Books** were given to pediatric offices

360 **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

Girlfriend Gala supports Student Success and the Dolly Parton Imagination Library. Through the Library, children in Etowah County enrolled in the program receive one age-appropriate book each month until their fifth birthday. In 2023, the Dolly Parton Imagination Library book program served 1,645 children - ages birth to 5 - with 19,740 books in Etowah County.

BELOW: The 2023 Girlfriend Gala Committee at Girlfriend Gala: Gatsby with the Girlfriends!



2023 Annual Meeting



1 The **Excellence in Service Award** goes to Alabama Teachers Credit Union. ATCU believes in giving back to the community. They give out scholarships to students; they have toy drives and supply drives for different organizations throughout the community. ATCU is a big supporter of United Way by volunteering for Day of Action and Campaign. Collene Wester, the branch manager was a loaned executive this past year and a spokesperson at rallies we held. ATCU is also a Top 25 company for the Campaign. Congratulations to Ron Summerall, CEO and President, and the entire team at ATCU.

2 The **Rising Star Award** goes to The Department of Human Resources. Department of Human Resources is our biggest supporter of all state employees. 65% of their employees give to the Campaign. The work they do in this community is heart-wrenching. The case workers see the worst nights for children and adults, they get called out day and night to provide a safe environment. DHR are HEROES to our community. Let's give a huge THANK YOU to DHR!

3 The **Volunteer of the Year Award** goes to Morgan Lavender. Morgan is a financial representative with Modern Woodmen of America. Morgan loves working with many organizations including United

Way. She volunteers with Day of Action and Campaign where she has been both a loaned executive and a division chair and just this past Campaign helped United Way raise ONE MILLION DOLLARS! She is dedicated to her family and church, and supports community projects, many agencies and sponsored events. Congratulations to Morgan!

4 The **Joanne Hightower Loyal Contributor Award** goes to Richard Dean. Richard has been a supporter of United way for 52 years. He has volunteered for countless events with United Way.

5 The **Tom McKenzie Award** goes to Scott Hindsman. Scott has a BIG HEART for Etowah County. He has been volunteering and supporting United Way for a very long time. He was raised by parents that always have been active in this community and have spent years in volunteerism and philanthropy. Scott's dedication to UW and its agencies as a UW Board member, Campaign Chair and many more committees spans years. His dedication to the Barrie Center through the establishment of the Bash in the Bend event is a highlight to his life and legacy. With the support of his family and friends in the workplace he has indeed earned the Community Impact award. Let's give Scott a huge round of applause!

2023 IMPACT AT A GLANCE

Education

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

OUTCOMES: 18,400 books were provided to 1,650 children birth to five years of age through the Dolly Parton Imagination Library. 998 girls participated in Girl Scout programming. 66 youths were served through Big Brothers/Big Sisters, 16 schools were served, 4,377 volunteer mentoring hours. 98% of youth surveyed showed improvement in social acceptance, scholastic competence, education expectations, and grades, attitudes towards risky behaviors, parental trust, and having a special adult in their life. 333 boys were served through Boy Scouts, Greater AL. 376 youths were served through Boys and Girls Club.

Financial Stability

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

OUTCOMES: 225 consumers received training at Darden Rehabilitation Center. 1,801 persons received the services of the Financial Stability Coach and 5,107 people received educational sessions. 97% reported having improved confidence. 186 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: 12,804 seniors were provided information and referrals on senior services through senior outreach. 285 clients received Medicare assistance which saved them over \$120,000. 5,415 clients were served through the Be Active Program, 764 activity packets were delivered, 300 attended the health fair, 1,637 participated in the online engagement and 4,033 were provided health education information. 580 clients were served by Fraud Fighters and 99% were able to identify how to report elder abuse. 1,678 clients were served through the program. 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: There were 236 primary child victims served for a total of 331 specialized forensic interviews. 180 secondary victims served comprised of guardians, parents and siblings for a total of 569 victims. 7,256 clients were served with food, over 26,745 meals and 1,096 bags for the homeless. 135 children received basic needs after being removed from the house. 7,516 shelter nights were provided and 13,549 meals. More than 25,500 referrals were given to community resources, over 8,336 connections were made to housing and utility needs. More than 3,523 connections to food were made. 164 individuals were helped with utilities, rent and mortgage. 100% were given the tools to establish and maintain a successful spending plan. 100% were given resources to help them achieve short and long term goals.

New Executive Director

As we step into a new chapter, I am filled with an overwhelming sense of gratitude and optimism for the journey that lies ahead. Our community has been a beacon of resilience, compassion, and strength, and it is with great pride that I share our aspirations and dreams for the future.

In the face of uncertainty and challenges, our community has demonstrated an unwavering commitment to growth, positivity, and unity. Together, we have weathered storms, overcome obstacles, and emerged strong and more resilient than ever before.



Molli Gipson
Executive Director, United Way of Etowah County

I want to take this opportunity to express my heartfelt gratitude to each and every one of you for your unwavering commitment to the work we do in Etowah County. Despite the obstacles we faced, we continued to push forward, adapt, and thrive in the face of

adversity. Your perseverance and dedication have been truly inspiring.

As we look to the future, I am thrilled to share our goals and aspirations for the upcoming year. We have ambitious plans in place to further our mission and make a positive impact in our community. From expanding our outreach programs to enhancing our services, we have set our sights high, fueled by the belief that together, we can achieve anything.

Each one of you plays a vital role in creating a collaborative and uplifting environment where everyone feels valued, empowered, and encouraged to succeed and to grow.

But beyond the goals and targets, I want to emphasize the importance of fostering a culture of positivity and support within our organization. Each one of you plays a vital role in creating a collaborative and uplifting environment where everyone feels valued, empowered, and encouraged to succeed and to grow.

Let us approach the upcoming year with optimism, determination, and a shared sense of purpose. Together, we have the power to turn challenges into opportunities and obstacles into stepping stones towards success.

As we embark on this new chapter together, I am confident that we will achieve great things and continue to make a meaningful difference in the lives of those we serve.

Thank you for your continued dedication, passion, and commitment. Here's to a year filled with growth, success, and endless possibilities.

2023 Balance Sheet

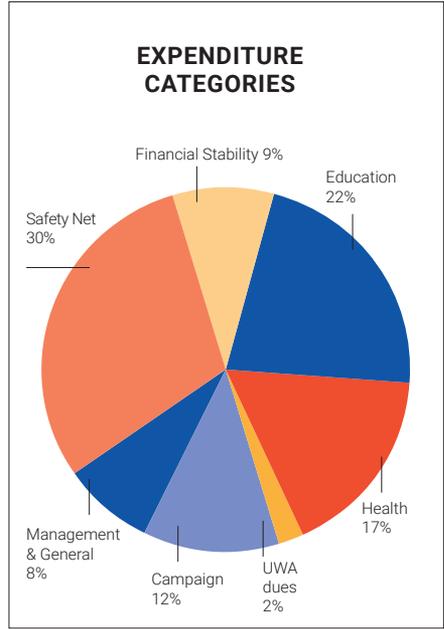
ASSETS

Cash	\$546,990
Endowment	848,370
Disaster Relief Fund	52,182
Campaign Pledges Due (Net of uncollectibles)	443,987
Net Building, Furniture and Equipment	380,683
TOTAL ASSETS	\$2,272,212

LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$539,805
Community Impact Fund	7,800
Accounts Payable	16,110
Designations Payable	810
Net Assets	1,707,687
TOTAL LIABILITIES & NET ASSETS	\$2,272,212

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**

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UNITED WAY OF ETOWAH COUNTY



THANK YOU!



THIS IS HOW WE LIVE UNITED