

UNITED WAY OF ETOWAH COUNTY



2024 ANNUAL REPORT

Mobilizing the caring power of our community!

Relevant. Sustainable. Impactful. 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

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MISSION

Our mission is to improve 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.

2024 Board of Directors



Dr. Sabrina Morgan-Graves
President
Riverview Regional Med. Ctr.



Tony Smith
Past President
Alabama Power Company



Misty Kerr
Secretary
Alabama Power Company



Courtney Linam
Campaign Chair
Spectrum Reach



Yvonne George
Pacesetter Chair
Quality of Life Health Services



Randy Cline
VP of Community Building
Retired



Jennifer Jackson
VP of Finance
Clinical Urology



Christi Robinson
VP of Governance
Haney Robinson



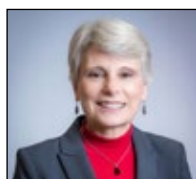
Keith Blackwell
Gadsden City Board of Ed.



Frank Malek
Riverview Regional Med. Ctr.



Tripp Collins
Back Forty Beer Company



Dr. Kathy Murphy
Gadsden State



Sarah K Haller
River Bank & Trust



Kendall Lowe Hamilton
Devan Lowe
Cadillac Buick GMC Lincoln



Jason Hendon
Spire



Charlie Parker
Gadsden City High School



Nanda Patel
Retired



Glen Williams
Glen Williams Marketing



Dante Jelks
Jelks Funeral Home

Stronger Together

A Message from 2025 Board President Courtney Linam



Each year, United Way of Etowah County touches the lives of thousands, providing vital resources to those in need. It is an honor to serve as the 2025 Board President and continue this legacy of service. Our community is filled with incredible people and organizations working every day to create positive change, and United Way is at the heart of that effort.

United Way of Etowah County is more than an organization, it is a movement of people who believe in supporting one another.

Whether through education, financial stability, or health initiatives, we are committed to ensuring that individuals and families have the resources they need to succeed. But we cannot do it alone. The challenges our community faces cannot be overcome without a collective effort.

One example of how our community is stepping up to meet these challenges is the Girlfriend Gala, a fundraiser to support the Dolly Parton Imagination Library. Through this program, children in Etowah County receive an age-appropriate book each month until their fifth birthday, fostering a love of

reading and early literacy skills. In 2024 alone, we delivered over 18,800 books to nearly 1,300 local children, and that number continues to grow. Programs like this ensure that the next generation has the tools they need to thrive.

We also see firsthand how 211/First Call for Help is changing lives. A local hospital recently called to thank us, sharing how one of their patients came in very sick and overwhelmed with stress about being out of work and unable to pay their bills. The hospital staff encouraged the patient to call 211, and by the next day, they saw a dramatic change. The patient was in good spirits, relieved to have been connected with agencies that could help pay rent, utilities, and provide food until they were well enough to return to work. This is the kind of real, life-changing impact that United Way and our partners make possible.

Our strength comes from the passion and dedication of the UWOC staff, our dynamic and engaged board, the generosity of our donors, and the unwavering support of our local businesses and volunteers. Together, we are making a meaningful impact by addressing critical needs and expanding resources for families.

Through initiatives like Student Success, 211/First Call for Help, and the Day of Action, we will continue providing essential resources, guidance, and opportunities that empower individuals and families. As we look ahead, we hope to build on these efforts by fostering even stronger partnerships and expanding opportunities to serve, but we can only do that with continued community support.

I invite you to take action, whether by volunteering at an event, joining a fundraising initiative, or becoming a monthly donor. Your involvement ensures that no one in our community is left behind.

Together, we can build an Etowah County where everyone has the opportunity to thrive. Thank you for being part of this mission, your commitment makes all the difference.

2024 Campaign Cabinet



CAMPAIGN CHAIR

Courtney Linam, Spectrum Reach

PACESETTER

Yvonne George, Quality of Life Health Services

COMMERCIAL

Dante Jelks, Jelks Funeral Home

EDUCATION

Amanda Martinez, Eura Brown Elementary

FINANCIAL

Daniel Cooner, Regions

GOVERNMENT

Trudy Guffey, Gadsden State Community College

HEALTH INSTITUTIONS

Will Mackey, Gadsden Regional Medical Center

HEALTH INSTITUTIONS

Megan Boozer, Riverview Regional Medical Center

HEALTH PROFESSIONALS

Nanda Patel, Retired

INDUSTRIAL

Misti Kerr, Alabama Power Company

LEADERSHIP

Dr. Sabrina Morgan Graves, Riverview Regional Medical Center

NON-PROFIT

Katrina Graben

RESIDENTIAL/RETIREE

Marge and Richard L Blaurock, Retiree

United Way
raised **\$943,202**
in its 2024-25
campaign!



2024 Loaned Executives



Lucas Miller

River Bank and Trust

Chris Fagan

Family Savings Credit Union

Destiny Estes

Regions

Collene Wester

Emblem Credit Union

United Way of Etowah County | 2024 Allocation Panels

Education

Chairperson: : Adrienne Reed, Gadsden Career Center
Dana Davis, Gadsden State Community College
Destin Mince, FRIOS Pops
Craig Scott, Gadsden Public Library

Financial Stability

Chairperson: Sophia Griffin-West, Cadence Bank
Cherry Martin, Alabama Power Company
Amanda Phillips, Peoples Bank

Health

Chairperson: Susan Bailey, Exchange Bank
Misty Badgett, River Bank & Trust
Will Mackey, Gadsden Regional Medical Center
Kristen Livingston, Riverview Regional Medical Center

Safety Net

Chairperson: Jessica Slaten, Gadsden State Community College
Pam Burgess, Emblem Credit Union
Erin Patterson, City of Gadsden
Brittany Jones, Riverview Regional Medical Center

EDUCATION: 4-H



Etowah County 4-H aims to empower youth with the skills necessary to become confident adults and community leaders. In 4-H children develop essential life skills by engaging in hands-on projects across various domains such as science, health, agriculture, and

leadership. Our "learn by doing" approach fosters confidence, independence, resilience, and compassion. In 2024 over one thousand Etowah County Youth benefitted from 4-H programming through classroom clubs, afterschool clubs, 4-H Camp, independent projects, and enrichment activities.

FINANCIAL STABILITY:

Darden Rehabilitation Foundation



Darden Rehabilitation Foundation (DRF), founded in 1957, is a Community Rehabilitation Program. The Alabama Department of Rehabilitation Services contracts with DRF to provide Community Employment Services to people who have a mental, physical, and/or addiction disability in the counties of Cherokee, Dekalb, Etowah, Marshall, and St. Clair. In addition to being a United Way Agency, Darden Rehabilitation Foundation is required to be Commission on Accreditation of Rehabilitation Facilities (CARF) Certified to receive state funds. CARF certification takes place every three years.

Darden Rehabilitation Foundation provides the following Community Employment Services:

- Vocational Evaluation
- Job Preparation
- Job Development
- Employment Retention
- On the Job Evaluation (OJE)
- Supported Employment

- Driver Education
- Job Exploration Training (JET)
- Pre-Employment Transition Services

Darden Rehabilitation Foundation uses the United Way Funds in the driver education program. United Way Funds help with the salaries of three-part time instructors, maintenance, and gas for two cars that are equipped with a brake and accelerator on the passenger side. The 2024 United Way Funds helped in the purchase of a new Toyota Corolla Cross SUV for the Driver Education Program. Darden's driver education teachers take consumers to the Department of Motor Vehicle to take the written and driving test. The consumers drive one of Darden's cars for the road test. Driver education helps Darden consumers become Job Ready. Many consumers benefit from individual and/or small group instruction. During FY24, 73 Darden consumers obtained their Learner Permit, and 78 consumers obtained their driver license.

HEALTH: Council on Aging



The Council on Aging (COA) has served Senior Citizens in Etowah County for more than 37 years. Our Mission has always been to enhance the quality of life of the aging persons living in Etowah County. Our vision is to ensure all seniors age 55 and older or 50 and disabled are provided with education and resources to be safe and healthy in mind, body and soul. Our core values are compassion, commitment, responsiveness and involvement. We are a small non-profit, but we make a huge impact in our community.

The Council on Aging has several programs available to our older Americans. One is our Be Active Campaign program. This program encourages our aging population to be active both physically and mentally. Studies indicate that people who engage in meaningful, productive activities tend to live longer and experience better physical and mental health. COA offers regular activities for our older community members including club meetings, health and wellness classes, crafts, games and more.

Our Senior Outreach program helps seniors make informed decisions about healthcare through the State Health Insurance Assistance Program (SHIP).

We provide general Medicare information, Medicare enrollment assistance, and referrals for resources and senior service providers. This program also offers dentures to low-income seniors without dental insurance, senior RX for prescriptions and out-of-county transportation to Dr's appointments on Thursdays.

The Council on Aging (COA) along with the Alabama Securities Commission (ASC), Senior Medicare Patrol (SMP), and other organizations advocate and educate seniors and caregivers on how to recognize and prevent Elder Abuse and Fraud. We do this by hosting an annual Elder Abuse Summit and Caregivers Summit. Our EGMAP program is designed to train guardians and conservators appointed by the Etowah County Office of Probate and monitor the wards (incapacitated individuals) to make sure the ward is safe from harm.

In June of 2024, The Council on Aging moved into the new Gadsden Senior Wellness Center. We are very fortunate to have this opportunity. The picture above is from the grand opening. Left to right are Mary Malone – Office Assistance, Melanie Yancey – Outreach Coordinator and Jenifer Grace – Executive Director.

SAFETY NET: DHR



The Department of Human Resources traces its history back to the Department of Child Welfare, an agency created by the Legislature in 1919 to serve at-risk children and families. During the Great Depression in 1933, the department gained the additional responsibility of administering financial assistance to a struggling American public. In 1935 with the passage of the Social Security Act, the department and most of its duties were absorbed by the newly created Department of Public Welfare.

In 1955, the department was renamed the Department of Pensions and Security. The current name was adopted in 1986. Some programs have changed over the years to meet the evolving needs of Alabama. However, the agency's primary goal has always been and always will be to help people in need.

Today, the mission of DHR is to provide for the protection, well-being, and self-sufficiency of children and adults. The Child and Family Services Division provides services based on the philosophy that children should be protected from abuse and neglect and, whenever possible, families should be preserved and strengthened to nurture and raise children in safe, healthy, and stable environments.

Vulnerable adults should also be protected from various forms of abuse, neglect or exploitation and should be assisted to live independently within their own communities for as long as possible instead of unnecessary institutionalization.

Service interventions are based on a set of beliefs about outcome-based practice that is both strengths-based, family focused, and individualized, meaning services are determined by an individual's own unique strengths, needs, and cultural identity.

During the last year, Etowah County assessed 828 reports of child abuse/neglect and 272 prevention reports. From those reports, 239 children entered foster care with another 257 children not in foster care initiating services. 335 reports of adult abuse/neglect/exploitation were also assessed with 97 of those adults needing cases opened for further assistance. It is through ongoing collaboration with the community to have a continuum of services and resources that are comprehensive, seamless, readily accessible, unique, and able to meet differing levels of need that the agency is able to adequately support parents in raising their children as well as adults seeking to maintain their independence.



\$10,000+

ALEXIS DE TOCQUEVILLE SOCIETY



Randy & Sherry Cline



Bob & Alicia Guyton

United Way BUILDERS SOCIETY

\$5,000-9,999



Walter Duke



Dr. & Mrs. Elias Ghafary



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



Kendall & Mark Hamilton



Julia Nolen Knox



Kay Moore



Rebecca W. Rhodes



Anonymous

Gold Feather Society — \$3,500-4,999

*Gina Chambers
Dr. William N. Haller Jr
Dr. Gordon & Glenda Miles
Frank & Susie Orr
Wayne & Karen Owen*

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

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

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

Susan & Bruce Bailey
 Jim & Sabrina Bevis
 Jeff & Cindy Hill Brown
 Dr. Thomas R. Corley
 Dr. R. Steve & Lynne Frederick
 Bill & Helene Haller III
 Scott & Teresa Hindsman
 Todd & Traci Hindsman
 Wes & Amy Hodge
 Wayne & Paula Hollar
 Leslie P. Jackson

Wes Johnson
 Billy & Kelly Kemp
 Wilbur & Deborah Masters
 Chad & Erica McMichael
 Allen Ray
 Mr. & Mrs. Ricky Ray
 Donald & Joy Rhea
 Dr. Teresa Drummond-Rieger &
 Mr. Farrell Rieger
 Caryn & Bo Stark
 Dr. Frederick Stevens

Joe & Rachel Taylor
 Ronnie & Lynne Watkins
 1 Anonymous

Red Feather Society – \$1,000-1,999

Derek O. Barrs
 Tiffany Belyeu
 Marge Blaurock
 Bob & Tricia Blount
 Jay Bowman
 Dalton Boyd
 John & Danyell Boyd
 Tabitha & Jason Bozeman
 Shakitha Brihm
 Billa Burger
 David & Pam Burgess
 Ryan Burk
 Tammy M. Campbell
 Mr. & Mrs. Michael Causey
 Heath Chesnut
 Daniel & Lexy Cooner
 Wayne & Lana Cornutt
 Charles & Renee Culverhouse
 C.W. Daugette III
 Angelique and Jake Davis
 Dana Davis
 Richard Dean
 Bob & Rhonda DeHaven
 Desalyn Easley
 Jackie & Todd Edmondson
 David & Lisa Ellis
 Shane & Katie Ellison
 Destiny Estes
 Lee & Bobbie Freeman
 Charlie Gardner
 Jessica Gowans
 The Grace Family
 Deborah Gray
 Michael Grieco
 Derrick Griffey
 Sarah Katherine & Mark Haller
 Lisa Harris
 Larry & Patricia Hart
 Mr. & Mrs. John R. Hicks

Drs. Mark & Cynthia Hill
 Laura Hougland
 Danny & Jennifer Jackson
 Cassandra Johnson
 John David & Angela Kay
 Matthew J. Keen
 Ragan & Misty Kerr
 John Langlois
 Burt & Morgan Lavender
 Representative Craig & Angela
 Lipscomb
 Darin & Kim Long
 Hilda Lowe
 Jennifer Lowman
 Jeff & Catherine Martin
 Chris McGinnis
 Scott Milam
 Dr. Lew & Anne Mitchell
 Saeg Moore
 Daniel Nance
 Jeffrey Napper
 Iva Nelson
 Michael L. Nelson
 Donna & Jerry Nicholson
 Dinesh & Kumud Parmar
 Mike & Kim Perkins
 Rose Marie Allenstein & Mark
 Perkins
 Harriet & Ira Phillips, Jr.
 Kevin & Kristy Phillips
 Michael T. Polk
 Jeffrey Powell
 Greg & Wendy Price
 Danny & JoAnn Ray
 Mrs. Jeannie Ray
 Charles Reeves
 Edward Richter
 Chris & Christi Robinson
 Dr. Hemant Sinha

Dr. & Mrs. W. Webb Sledge
 Tony Smith
 Amanda Teuchler
 Mark Thompson
 Dr. Stacy Towles-Moore
 Andy & Allison Vann
 Danny Varnon
 Dr. Delores V. Victoria
 Dr. & Mrs. Lewis Walker III
 Bryant Welch
 Glenn & Felicia Williams
 Scott Williamson
 Evelyn Yates

15 members wish to remain
 anonymous

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

2024 AWARDS

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

Alabama Head Injury Foundation
Alabama Power Company
Alabama Technology Network
AT&T
Blue Cross Blue Shield of Alabama
BMSS
Cadence Bank
Council on Aging
Darden Rehabilitation Center
Devan Lowe Cadillac Buick GMC
Lincoln
Emblem Credit Union
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
Impact Realty
James Barrie Center for Children
Life Insurance Company of Alabama
Longview Financial Advisors, Inc.
Merrill Lynch
Modern Woodmen of America
Movement Mortgage
Peoples Independent Bank
Publix
Regions Bank
River Bank & Trust
Southern Data Automation
Spire Alabama
Thompson Tractor Company
United Way Of Etowah County

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

Alabama Department of Labor
City of Rainbow City
Department of Human Resources
Etowah County Commission
Employees
Etowah County Personnel
Department
Family Success Center
Gadsden City Schools Central
Office
Leach & Company, Inc.
Metro Bank
RSVP
The Chamber
The Salvation Army
Venture Marketing Group

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

Big Brothers Big Sisters of NE Alabama
Etowah Community Free Clinic
Etowah County Circuit Clerk's Office
Gadsden City Schools
Gadsden State Community College
Max Packaging, Inc.
Water Works & Sewer Board

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

Alabama Department of Revenue
Attalla City Schools
City of Southside
Department of Transportation
Etowah County Maintenance Dept.
Etowah County Schools
Food City
Gadsden Regional Medical Center
Gadsden Tool
MDA Professional Group
Quality of Life Health Services

Recognition Awards

Absolute Fitness
Alabama Department of Public Health
Andie Pandie Candies
Chic-fil-A
City of Glencoe
Colvin's Welding & Plumbing
Frios
Knight's Heating & Cooling
One Stop Industries
Panther Express Car Wash
Raymond James Financials
Services
The Humble Hemp Shack
Three Crow Coffee

“WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE.”

WINSTON CHURCHILL



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

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
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

2024 TOP 25 COMPANIES

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

These 25 companies and/or union groups pledged

\$689,411

which is 73% of total pledges to the
2024-2025 Campaign!



45 Projects. 35 Agencies. 27 years.
600+ Volunteers = \$69,600 in labor!

DAY OF ACTION





2.1.1

Get Connected. Get Help.™



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.

In 2024, there were **11,635** referrals for services made — a 40% increase from 2023! >>>

6,323

calls about housing and utility assistance (up 72%)

3,121

people served for clothing/personal/household needs (up 307%)

1,850

calls for food assistance (up 176%)

341

people needing assistance for homeless services (up 50%)



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 5th birthday. In 2024, the Dolly Parton Imagination Library book program served 1,650 children with 20,400 books! Because of everyone's continued support, Dolly Parton Imagination Library is now covered in every county of Alabama!



ABOVE: Raeven Bagley and Day of Action volunteers working on a Born Learning Trail in Hokes Bluff.

BELOW: 2024 Girlfriend Gala: Party Like Parton!



In 2024...

The **Dolly Parton Imagination Library** served 1,305 children with 6,857 graduates!

2024 Annual Meeting



1 The **Excellence in Service Award** is one of our highest campaign honors and goes to a company that runs a consistent model campaign. This year's recipient served as volunteers at United Way and our partner agencies throughout the year. They have served on the Board, the Allocations Committee and various other roles in the campaign. In 2023, they increased their giving by 37%. We are so thankful for them and want to congratulate Quality of Life Health Services.

2 Our **Rising Star Award** is given to a company who goes above and beyond in the campaign and the community. This year's recipient allowed rallies for every department and even allowed us to spend time and answer questions with their employees after rallies were complete. They increased their giving by 39%. Our rising star award goes to Gadsden Water Works.

3 The **Volunteer of the Year Award** is presented to a person who has served in multiple volunteer roles throughout the year. This year's recipient is a huge volunteer across many areas in Etowah County and is the epitome of what it means to live philanthropic! This recipient has served for Campaign, Allocations and many other areas; they have been a tremendous resource to the staff at United Way and are always ready and willing to serve wherever

needed. Congratulations to Volunteer of the Year Daniel Cooner!

4 The **Tom McKenzie Award** recognizes individuals who have made outstanding contributions not only to United Way but also to the community. This year's recipient has served on numerous boards and committees, including Day of Action, EFSP, Allocations and is extremely active in the successful work of area nonprofits including The Way of The Cross. This recipient is a well-respected educator, wife, friend, philanthropist and just a well-rounded great person. You will see this person giving deep thought and wisdom when dealing with community matters. We are elated to present this award to Pam Clough.

5 The **Joanne Hightower Loyal Contributor Award** honors our former Executive Director, Joanne Hightower. This award is given to the individual that is a loyal contributor to the United Way campaign for the greatest number of years. This year's recipient has been giving to United Way for 54 years. He has served amongst several non profits, including the board of BBBS, Rotary Club. This individual has been in the financial industry for over 45 years, and has served as the CEO of ATCU for the last 29. This year award goes to Ron Summerall. We thank you for your continued years of service and dedication!

2024 IMPACT AT A GLANCE

Education

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

OUTCOMES: 20,400 books were provided to 1,650 children birth to five years of age through the Dolly Parton Imagination Library. 1,197 girl volunteers participated in Girl Scout programming. 85 youths were served through Big Brothers/Big Sisters, 16 schools were served, 4,874 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. 240 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: 220 consumers received training at Darden Rehabilitation center. 1,801 persons received the services of the Financial Stability Coach and 5,410 people received educational sessions. 97% reported having improved confidence. 145 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: 12,950 seniors were provided information and referrals on senior services through senior outreach. 265 clients received Medicare assistance which saved them over \$120,000. 5,400 clients were served through the Be Active Program, 780 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 Northeast Alabama Kidney association.

Safety Net

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

OUTCOMES: There were 256 primary child victims served for a total of 262 specialized forensic interviews. 213,569 victims. 13,117 clients were served with food, over 28,000 meals and 1,200 bags for the homeless. 135 children received basic needs after being removed from the home. 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.

Letter from the Director

As we reflect on another year, I am filled with a deep sense of gratitude and pride for the extraordinary work that we have accomplished together. It is because of your dedication, passion, and support that we have continued to make meaningful strides toward our mission.

2024 was a year of growth, transformation, and resilience. Despite the challenges we faced, we have emerged stronger and more committed to serving our community. Through your unwavering support, we have not only achieved our goals but have also laid a solid foundation for the future.

This year, we witnessed The Etowah County Community Food Bank provide over 13,000 clients with food, the James M Barrie Center provide over 262 forensic interviews, the Etowah Baptist Mission Center provide utility assistance to over 160 clients and Student Success send over 20,000 books to over 1,600 children in Etowah County. These milestones demonstrate the collective power of our staff, volunteers, partners, and donors, and they reaffirm that when we work together, we can create lasting change.

We also recognize our work is far from finished. There is still much to do, and as we look toward the future, we are excited about the opportunities ahead. We will continue to focus on providing services and resources where they are most needed, ensuring we remain adaptable and responsive to the needs of the communities we serve. After accomplishing a successful Strategic Plan, we are eager to continue moving forward to a strong future.

I want to take this opportunity to express my heartfelt appreciation to everyone who has contributed to our success this year—whether through time, resources, or expertise. Your commitment makes everything we do possible. I am confident that, together, we will continue to build on our momentum and create an even brighter future.



Molli Gipson
Executive Director, United Way of Etowah County

**When
we work
together,
we can
create
lasting
change.**

2024 Balance Sheet

ASSETS

Cash	\$\$444,092
Endowment	860,765
Disaster Relief Fund	52,182
Campaign Pledges Due (Net of uncollectibles)	530,922
Net Building, Furniture and Equipment	476,372
TOTAL ASSETS	\$2,377,193

LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$\$525,411
Community Impact Fund	8,100
Accounts Payable	9,168
Net Assets	1,834,514
TOTAL LIABILITIES & NET ASSETS	\$2,377,193

Subject to Annual Audit



CHANGE DOESN'T HAPPEN ALONE.



Help us to get the word out.

Please share how **YOU** plan to join the fight and transform your community with United Way of Etowah County.

Be sure to include **#UnitedWayofEtowahCounty**



Facebook.com/UWOEC



Instagram.com/UWOEC



X.com/UWOEC



LinkedIn.com/company/UWOEC

UNITED WAY OF ETOWAH COUNTY



THANK YOU!



WWW.UWOEC.ORG