



**UNITED WAY**  
Etowah County



**2025 ANNUAL REPORT**

**United is the Way**



## STAFF

**Molli Gipson** Executive Director

**Linda Hale** Office Manager

**Whitney Carter** Finance Manager

**Donna Rodgers** Campaign & Finance

**Raeven Bagley** Student Success Director

**Kaley Jones** 211 Director

**Aliah Robertson** Resource Development 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 are changing our community for the better.

# 2025 Board of Directors



**Courtney Linam**  
President  
Spectrum Reach



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



**Misty Kerr**  
Campaign Chair  
Alabama Power Company



**Sarah K. Haller**  
Secretary  
River Bank & Trust



**Kevin Phillips**  
VP of Finance  
Exchange Bank



**Yvonne George**  
Pacesetter Chair  
Quality of Life Health Services



**Christi Robinson**  
VP of Governance  
Haney Robinson



**Tony Smith**  
Alabama Power Company



**Jason Hendon**  
Spire



**Dante Jelks**  
Jelks Funeral Home



**Frank Malek**  
Riverview Regional Med. Ctr.



**Daniel Cooner**  
Regions Bank



**Charlie Parker**  
Litchfield Middle School



**Glen Williams**  
Glen Williams Marketing



**Nanda Patel**  
Retired



**Ceandra James**  
BluePrint Tax Services



**UNITED WAY**  
Etowah County



**Jill Edwards**  
Gadsden Museum of Art



**Kendall Lowe Hamilton**  
Devan Lowe  
Cadillac Buick GMC Lincoln

# Stronger Together

## A Message from 2026 Board President Misty Ashley Kerr



Dear Friends and Supporters,

This past year has been a powerful reminder of what can happen when a community comes together with purpose. At United Way, we believe that lasting change begins with people who care deeply about their neighbors and are willing to invest their time, resources, and compassion to make a difference. Because of you, our mission continues to move forward with strength and momentum.

Across our community, we have seen lives changed in meaningful ways. Families have gained access to critical resources, children have been given opportunities to succeed, and individuals facing hardship have found pathways toward stability. These successes are not the work of any one organization—they are the result of a shared commitment among donors, volunteers, corporate partners, and nonprofit agencies working together to build a stronger community for all.

This year, your support helped expand programs that focus on the building blocks of a thriving community: education, financial stability, and health. From early childhood

initiatives that prepare students for lifelong learning, to financial empowerment programs that help families achieve independence, to partnerships that ensure people can access the care and services they need, every effort contributes to a brighter future.

While we celebrate the progress made, we also recognize that the needs in our community continue to evolve. That is why United Way remains committed to innovation, collaboration, and accountability. We are continually working to strengthen partnerships, invest in effective solutions, and ensure that every dollar entrusted to us creates measurable impact.

None of this work would be possible without the generosity and dedication of people like you. Whether you contributed financially, volunteered your time, advocated for change, or partnered with us in service, you are part of the reason hope is stronger

**Whether you contributed financially, volunteered your time, advocated for change, or partnered with us in service, you are part of the reason hope is stronger in our community.**

in our community today.

As we look ahead, we remain inspired by the belief that when we unite around a common purpose, we can accomplish extraordinary things. Together, we will continue working to ensure that every person in our community has the opportunity to thrive.

Thank you for your commitment to United Way and for helping build a future filled with opportunity and possibility.

With gratitude,

*Misty Ashley Kerr*

Board President, United Way



**UNITED WAY**  
Etowah County



**United Way raised**  
**\$943,009**  
**in the 2025-26 campaign!**

**2025-26 Diamond Campaign Sponsor**



**Thank you to our 2025-26 Campaign Sponsors!**

*2025-26 Platinum Campaign Sponsor*



Alabama  
Power

**HONDA**

**Publix.**

**Thank you to our 2025-26 Campaign Sponsors!**

**2025-26 Bronze Campaign Sponsor**



FIRST FEDERAL  
MORTGAGE  
GADSDEN, AL



*Changing lives for good, forever.*

**Thank you to our 2025-26 Campaign Sponsors!**

# 2025 Loaned Executives



**Morgan Lavender** Modern Woodmen

**Miranda Eaves** Emblem Credit Union

**Dawn Lucy** Merrill Lynch

**Lucas Miller** River Bank

**Destiny Estes** Regions Bank

**Deborah Mackey** 1st Federal Mortgage

**Megan Booser** Riverview Regional Medical Center

**Kayla Ragland** Family Savings Credit Union

**Will Mackey** Gadsden Regional Medical Center

**Erin Patterson** City of Gadsden

**Nanda Patel** Retired

**Riley Sanders** McClellan Chiropractic

**LaShunda Williams** Gadsden Public Library

**Dana Davis** Gadsden State Community College

# United Way of Etowah County | 2025 Allocation Panels

## Education

**Chairperson:** : Justin Wilson, Boatner & Pugh  
Adrienne Reed, Gadsden Career Center  
Dana Davis, Gadsden State Community College  
Destin Mince, FRIOS Pops

## Financial Stability

**Chairperson:** Craig Scott, Gadsden Public Library  
Sophia Griffin-West, Cadence Bank  
Destiny Estes, Regions Bank  
Kandi Garmany, Gadsden Regional Medical Center

## Health

**Chairperson:** Misty Badgett, River Bank & Trust  
Kristie Beachem, Riverview Regional Medical Center  
Amanda Phillips, People's Bank of Alabama  
Stephanie Mitchel, Alabama Power Company

## Safety Net

**Chairperson:** Brittany Jones, Riverview Regional Medical Center  
Jessica Slaten, Gadsden State Community College  
Kayla Ragland, Family Savings Credit Union  
Erin Patterson, City of Gadsden  
Amber Gaylor, Emblem Credit Union

# EDUCATION: Scouting America



Scouting America is more than a youth program, it is a proven pathway to growth, resilience, and lifelong success. Rooted in the Scout Oath and Law, the program equips young people with core values such as self-reliance, leadership, community service, and good citizenship. Across north and central Alabama, the Greater Alabama Council provides these life-changing opportunities to young people ages 5–20, serving families from every background and demographic.

Through hands-on activities, merit badges, and adventure-based learning, Scouts gain skills in areas such as physical fitness, drug and alcohol abuse prevention, child abuse prevention, teamwork, and environmental stewardship. All youth and adults participate in Youth Protection Training, reinforcing a community-wide commitment to safety and advocacy. These experiences prepare young people not just for school but for life by strengthening their academic performance,

mental and physical health, and readiness for the workforce.

In Etowah County alone, the Greater Alabama Council, Scouting America, serves over 300 youth and families.

Jonah, a member of Troop 4151 in Gadsden, used his Eagle Scout project to address food insecurity in a meaningful and sustainable way. After meeting with church leaders, city officials, and community partners, Jonah designed, funded, and constructed a Blessing Box at First Baptist Church of Gadsden—a resource that now provides 24/7 access to food and essential items for neighbors facing hardship. To reach the rank of Eagle Scout, Jonah also earned 21 merit badges in subjects such as First Aid, Citizenship, Communications, and Emergency Preparedness. Through these experiences, he strengthened his leadership, character, and commitment to service—embodying the very outcomes Scouting strives to instill in every young person.

# FINANCIAL STABILITY: Darden Rehabilitation Foundation



**D**arden 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 FY 25, 65 Darden consumers obtained their learner's permit, and 93 consumers obtained their driver's license.

# HEALTH: MANNA



The Metropolitan Area Noon Nutrition Association (MANNA) provides nutritious, diet-specific meals to elderly, disabled, and homebound residents of Etowah County, addressing food insecurity and supporting improved health outcomes. With a dedicated network of volunteers, MANNA has delivered over 27,000 meals

to individuals unable to prepare food, ensuring consistent access to essential nutrition.

Beyond meal delivery, the program promotes independence, reduces isolation, and supports overall well-being through regular human connection and wellness checks, strengthening the health and resilience of our community."

# SAFETY NET: Red Cross



When the winter storm swept through North Mississippi, families needed warmth, meals and a place to regroup. Neal didn't think twice. He packed his bags in Gadsden, Alabama, and headed west to serve with the American Red Cross — his fifth deployment. But this time felt different. Riding alongside him was his neighbor and friend, Jerry, stepping into disaster relief for the very first time.

For Neal, volunteering isn't just something he does. It's something that grew out of heartbreak. In 2001, his baby brother suffered a traumatic injury and required more than 48 units of blood. Despite the efforts to save him, Neal's brother did not survive. In the midst of that grief, Neal made a quiet decision: he would honor his brother's memory by helping others through their darkest moments. Not long after, he became a Red Cross shelter volunteer — turning loss into a lifelong commitment to serve.

"I love it. I just love it," Neal says, a simple sentence that carries years of purpose behind it. Inside one of seven shelters opened during the storm, Neal and Jerry spent two weeks helping families find their footing again. They greeted people arriving tired and cold, handed out meals, shared stories, and helped create a space that felt safe while the power was out and uncertainty lingered outside.

For Jerry, it was a first glimpse into disaster response. For Neal, it was another chapter in a journey shaped by compassion — and a chance to show someone else what service can look like up close. Long after the storm passes and the shelters close, the impact of volunteers like Neal continues. One person says "yes," and another follows. One act of service becomes an invitation. And sometimes, the road from one small Alabama community can lead to hope for families hundreds of miles away.

# TOCQUEVILLE SOCIETY

\$10,000+



*Bob & Alicia Guyton*

United Way  
**BUILDERS**  
SOCIETY

\$5,000-9,999



*Walter Duke*



*Dr. & Mrs. Elias Ghafary*



*Kendall & Mark Hamilton*



*J.D. & Laura Henderson*



*Julia Nolen Knox*



*Kay Moore*



*Rebecca W. Rhodes*



*Ray & Barbara Smith*

## Gold Feather Society – \$3,500-4,999

*Michael Grieco*

*Dr. William N. Haller Jr*

*Chad & Erica McMichael*

*Dr. Gordon & Glenda Miles*

*Wayne & Karen Owen*

*Dr. Ghanshyam & Nanda Patel*

*Allen Ray*

*Dr. G. Michael & Susan Shehi*

*1 Anonymous*

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

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

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  
 Wes Johnson  
 Billy & Kelly Kemp  
 Wilbur & Deborah Masters

Dr. Frank & Susie Orr  
 Mr. & Mrs. Ricky Ray  
 Donald & Joy Rhea  
 Caryn & Bo Stark  
 Joe & Rachel Taylor  
 Ronnie & Lynne Watkins  
 2 Anonymous

## Red Feather Society – \$1,000-1,999

Drewbi Alhegazen  
 Mrs. Celeste Cox Back  
 Kelly Barber  
 Tiffany Belyeu  
 Marge Blaurack  
 Bob & Tricia Blount  
 John & Danyell Boyd  
 Tabitha & Jason Bozeman  
 Billa Burger  
 David & Pam Burgess  
 Tammy M. Campbell  
 Barrett Cantrell  
 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  
 Toni Dewberry  
 Jackie & Todd Edmondson  
 Shane & Katie Ellison  
 Destiny Estes  
 Dr. Cesar Fernandez  
 Lee & Bobbie Freeman  
 Mark & Deborah L. Gaither  
 Dr. & Mrs. Charles Gardner  
 Noah Gipson  
 The Grace Family  
 Dr. Sabrina Morgan-Graves &  
 Coach James Graves  
 Deborah Gray  
 Derrick Griffey  
 Mary Gurley  
 Sarah Katherine & Mark Haller  
 Lisa Harris  
 Larry & Patricia Hart

Martie Headrick  
 Mr. & Mrs. John R. Hicks  
 Drs. Mark & Cynthia Hill  
 Samantha Hill  
 Wayne & Paula Hollar  
 Laura Houglund  
 Cassandra Johnson  
 Monica Johnson  
 Matthew J. Keen  
 Angela Kelly  
 Ragan & Misty Kerr  
 Deedra Koon  
 John Langlois  
 Burt & Morgan Lavender  
 Patricia Lee  
 Darin & Kim Long  
 Jennifer Lowman  
 Dawn Lucy  
 Cathy Margadonna  
 Cherry Martin  
 Jeff & Catherine Martin  
 Kenneth McDonald  
 Chris McGinnis  
 Hannah McLendon  
 Clay Mikle  
 Dr. Lew & Anne Mitchell  
 Donald Monroe  
 Drs. Huma Khusro & Noorkarim Nagji  
 Daniel Nance  
 Jeffrey Napper  
 Iva Nelson  
 Michael L. Nelson  
 Donna & Jerry Nicholson  
 The O'Brien Family  
 Carol Ohneck  
 Dr. Ferdinand Osuji  
 Dinesh & Kumud Parmar  
 Mike & Kim Perkins  
 Rose Marie Allenstein & Mark Perkins

Harriet & Ira Phillips, Jr.  
 Kevin & Kristy Phillips  
 Michael T. Polk  
 Jeffrey Powell  
 Taylor Powers  
 Greg & Wendy Price  
 Danny & JoAnn Ray  
 Charles Reeves  
 Bubba & Marcie Riddle  
 Jacob & Aliah Robertson  
 Dr. & Mrs. W. Webb Sledge  
 Terry Smiley  
 Hatton Smith  
 Sherrie Smith  
 Stephen B. Smith  
 Tony Smith  
 Alexandria Torres  
 Dr. Jyothi & Venkat Tummala  
 Andy & Allison Vann  
 Danny Varnon  
 Kevin Veasy  
 Dr. & Mrs. Lewis Walker III  
 Bryant Welch  
 Glenn & Felicia Williams  
 Scott Williamson  
 Kody Winn  
 Rovelyn Yates  
 13 Anonymous

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

# 2025 AWARDS

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

Alabama Head Injury Foundation  
Alabama Power Company  
Alabama Training Network  
AT&T  
Blue Cross Blue Shield of Alabama  
BMSS  
Cadence Bank  
Council on Aging  
Darden Rehabilitation Center  
Devan Lowe Cadillac Buick GMC  
Lincoln  
Dowdy's Office Equipment & Supply  
Emblem Credit Union  
Etowah Chemical Company  
Etowah Community Food Bank  
Exchange Bank Of Alabama  
Family Savings Credit Union  
First Baptist Church of Gadsden  
Frio's Gourmet Pops  
Girl Scouts of North Central Alabama  
Greater Gadsden Housing Authority  
Impact Realty  
James Barrie Center for Children  
Kemp Agency  
Life Insurance Company of Alabama  
Longview Financial Advisors, Inc.  
Merrill Lynch  
Modern Woodmen of America  
Movement Mortgage  
Peoples Independent Bank  
Regions Bank  
River Bank & Trust  
RSVP  
Southern Data Automation  
United Way Of Etowah County  
Women's Health Physicians and  
Surgeons

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

Donehoo Elementary School  
ERA King Real Estate  
Etowah County Commission  
Employees  
Etowah County Personnel  
Department  
Family Success Center  
Leach & Company, Inc.  
Metro Bank  
Peoples Bank of Alabama  
Sardis High School  
Sardis Middle School  
The Chamber  
The Salvation Army  
Venture Marketing Group

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

Broadcast Media - WKXX FM  
City of Rainbow City  
Emma Sansom Middle School  
Etowah Community Free Clinic  
Etowah County Circuit Clerk's Office  
Etowah Middle School  
Gadsden City Schools Central Office  
Gadsden City Schools Parent  
Teacher Resource Center  
Gadsden State Community College  
Gaston School  
Hokes Bluff Elementary School  
Hokes Bluff Middle School  
Ivalee Elementary School  
Max Packaging, Inc.  
Mitchell Elementary School  
Spire Alabama  
Walnut Park Elementary School  
Water Works & Sewer Board

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

Adams Elementary School  
Attalla City Schools Central Office  
Carlisle Elementary School  
Duck Springs Elementary School  
Etowah County Career Tech  
Etowah County Engineering Dept.  
Etowah County Learning Center  
Etowah County Maintenance Dept.  
Etowah County Schools Central Office  
Eura Brown Elementary School  
Floyd Elementary School  
Gadsden City High School  
Gadsden City Schools Alternative  
School  
Gadsden City Schools Family  
Literacy Center  
Gadsden Middle School  
Gadsden Regional Medical Center  
Gadsden Tool  
Glencoe Elementary School  
Glencoe Middle School  
Highland School  
John Jones Elementary School  
Litchfield Middle School  
MDA Professional Group  
O'Reilly Auto Parts  
Rainbow Middle School  
Riverview Regional Medical Center  
Southside Elementary School  
Southside High School  
Striplin Elementary School  
Thompson Elementary School  
Whitesboro Elementary School

## Recognition Awards

Absolute Fitness  
Absolute Respiratory Therapy  
Alfa Insurance - Bo Arthur  
Anderson's Boots & Shoes  
Apple-A-Day  
Back Forty Beer  
Blackstone Pub & Eatery  
Chic-fil-A  
Copeland & Copeland  
Cothran's Bakery  
Cotton Belle & The Cupboard  
Restaurant  
Gadsden, AL Nutrition  
Gameday Live Restaurant  
Las Brisas  
McDonald's of Etowah County  
McMichael Waste  
New South Pro Wrestling  
Panther Express Car Wash  
The Alabama Gift Company  
Three Crow Coffee Company  
Union Jack Café  
Wal-Mart Stores  
Wills Creek Clothing  
WinSouth Credit Union

## TOP FIVE:

UNITED WAY OF ETOWAH COUNTY

## 2025 TOP 25 COMPANIES



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

These 25 companies and/or union groups pledged

# \$745,022

which is 79% of total pledges to the  
2025-2026 Campaign!

**“COMING TOGETHER IS A BEGINNING;  
KEEPING TOGETHER IS PROGRESS;  
WORKING TOGETHER IS SUCCESS.”**

HENRY FORD



**PARTNER AGENCIES IN 2025**

**EDUCATION**

4-H Clubs of Etowah County  
Beautiful Rainbow  
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**

Council on Aging  
Etowah Free Community Clinic

**MANNA**

MAXimizing Mental Health\*  
Mental Health America of Etowah County  
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*

# DAY OF ACTION



41 Projects.  
28 Years.  
500  
Volunteers  
= \$69,580  
in labor!







**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](http://211.org) for more information.**

In 2025, there were **10,693** referrals for services made

>>>

**6,200**

calls about housing and utility assistance

**3,935**

people served for clothing/personal/household needs

**1,238**

calls for food assistance

**861**

people needing assistance for homeless services

**K**inder Camp is a fun, mock “first day of kindergarten” designed to help children feel confident and excited about starting school. Hosted by the Success By 6 program, Kinder Camp gives children the chance to experience a real kindergarten-style day—routines, activities, and classroom expectations—before the big day arrives. By practicing in a supportive, playful environment, children can ease first-day jitters and start kindergarten feeling prepared and proud. Because of donors like you, children enter kindergarten confident and ready to succeed.



**ABOVE:** Family Savings Credit Union employees at Duck Springs Elementary for Kinder Camp 2025.



**LEFT:** Duck Springs Elementary Students preparing for lunch for Kinder Camp 2025.

# 2025 Annual Meeting



**1** 2025 Excellence in Service Business Award  
**Gadsden City Schools**

For your outstanding contributions to our community and our families.

**2** 2025 Excellence in Service Business Award  
**River Bank and Trust**

For your outstanding contributions to our community and our families.

**3** 2025 Rising Star Award  
**Merrill Lynch**

For the impact made on the community through your generous contribution.

**4** 2025 Volunteer of the Year Award  
**Will Mackey**

In grateful appreciation of your outstanding and dedicated service to United Way of Etowah County.

**5** Joanne Hightower Loyal Contributor Award  
**Kay Moore**

For 56 years of loyal and generous contributions to United Way of Etowah County. We appreciate your support of this organization and the impact your generosity has made on the community.

**6** 2024 President of United Way of Etowah County  
**Dr. Sabrina Morgan Graves**

**7** Tom McKenzie Award  
**Tony Smith**

The award recognizes individuals who have made outstanding contributions, not only to United Way, but to the community.

## 2025 IMPACT AT A GLANCE

### Education



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

**OUTCOMES:** 20,400 books were provided to 500 children birth to five years of age through the Dolly Parton Imagination Library. 300 girl volunteers participated in Girl Scout programming. 255 youths were served through Big Brothers/Big Sisters, 16 schools were served. 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. 300 boys were served through Boy Scouts, Greater AL. 156 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:** 189 consumers received training at Darden Rehabilitation Center. 2,075 persons received the services of the Financial Stability Coach and 5,210 people received educational sessions. 97% reported having improved confidence. 65 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:** 13,450 seniors were provided information and referrals on senior services through senior outreach. 320 clients received Medicare assistance which saved them over \$175,000. 3,080 clients were served through the Be Active Program, 780 activity packets were delivered, 300 attended the health fair, 1,783 participated in the online engagement and 4,211 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. 20,053 meals were served to 145 clients.

### Safety Net



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

**OUTCOMES:** There were 376 specialized forensic interviews, with a total of 1,276 victims. 13,117 clients were served with food, with over 28,000 meals given out and 1,200 bags for the homeless. 135 children received basic needs support after being removed from their homes. 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 4,253 connections to food were made. 160 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

Each year provides an opportunity to reflect on the impact we can have when a community comes together with a shared purpose. Over the past year, we have been reminded time and again that the strength of Etowah County lies in the people who care deeply about their neighbors and are willing to step forward to help.

Across our community, families continue to face rising costs, unexpected hardships, and challenges that can feel overwhelming. Yet in the midst of those difficulties, we continue to see the very best of our community. In 2025 alone, more than 10,000 calls came through 211 First Call for Help. Each call represented a neighbor searching for answers, support, or simply someone who could point them in the right direction. Thanks to our donors, volunteers, businesses, and nonprofit partners, help was there when it mattered most.

**The needs in our community do not stand still, and neither do the people who care deeply about this place we call home.**

The challenges facing our community continue to change, but one thing remains constant: the willingness of people in Etowah County to step up for one another. Every day we see neighbors helping neighbors, businesses investing in the place they call home, and nonprofit partners working tirelessly to meet growing needs. The needs in our community do not stand still, and neither do the people who care



**Molli Gipson**  
*Executive Director, United Way of Etowah County*

deeply about this place we call home. Time and again, individuals, businesses, and organizations come together to make sure help is available when it is needed most. United Way is proud to help bring those efforts together and turn compassion and generosity into real support for families across our community.

On behalf of our Board of Directors, staff, and the many organizations we partner with, thank you for standing with United Way of Etowah County. Your investment in this community helps ensure that every person has the opportunity to thrive.

Together, we are making Etowah County a place where everyone has the chance to succeed. As we look ahead, your continued support makes this work possible. We invite you to stay engaged, give, and be a part of the impact we will create together in the year to come.

With gratitude, *Molli Gipson*



**ABOVE: MANNA volunteer Belinda Fuller delivering meals with her grandson.**

## UNITED WAY OF ETOWAH COUNTY 2025 Balance Sheet

### ASSETS

Cash	\$474,565
Endowment	977,873
Disaster Relief Fund	52,182
Campaign Pledges Due (Net of uncollectibles)	491,398
Net Building, Furniture and Equipment	467,094
<b>TOTAL ASSETS</b>	<b>\$2,463,112</b>

### LIABILITIES, DEFERRED REVENUE AND NET ASSETS

Agency Allocations	\$471,407
Community Impact Fund	7,800
Accounts Payable	5,918
Net Assets	1,977,987
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$2,463,112</b>

*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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