FROM OUR CEO

Dear friends,

Each year, I am overwhelmed by the generosity of the individuals, businesses, and corporations who exemplify what it means to give back to our community. As you look through this report, please know that we share every accomplishment with you. The numbers on the following pages do a poor job in representing the lives that are touched by your gift. There are names and faces associated with every number, and those lives have been positively affected by YOU - because you simply give to your local United Way. For that, I am grateful!

I have been part of the team at United Way for the last 14 years. To this day, I still get the question, “What does United Way do?” Well, United Way does a lot. And, I think that is why it can sometimes be hard for residents to comprehend it. However, in 2017, we adopted a new credo. I believe it is the easiest way to explain what we strive to do each day:

United Way fights for the health, education, and financial stability of every person in our community!

Throughout 2017, we asked you to “Join The Fight!” And, YOU responded! Thank you for trusting United Way of East Central Alabama with your charitable dollars. United we fight! United we win! LIVE UNITED!

Sincerely,
Shannon Jenkins
President & CEO
United Way of East Central Alabama
The work of United Way of East Central Alabama is accomplished by connecting the power of our donors and volunteers with our initiatives and amazing Community Partners! When we mobilize the caring power of community - when we LIVE UNITED - great things can happen!

- **259** campaign volunteers
- **733** total United Way volunteers
- **$944,916** in campaign pledges
- **$978,327** in total revenue
- **4,004** individual donors
- **213** workplace campaigns
- **34** partners & initiatives
- **41** funded programs

Touching **1 in 4** residents!
Our local 2-1-1 call center answered 6,033 calls connecting callers to vital assistance to ensure their essential needs were met.

Since October, the I AM More initiative, a partnership with Family Links, has provided ongoing behavioral & mental well-being intervention for 10 students, including critical wraparound services for their families - giving them a better chance to succeed in school & life!

1,447 low-income, hard-working residents received FREE assistance with filing their taxes resulting in $1,671,147 in refunds for our community!

3,034 children & families benefited from 36,415 FREE books delivered to homes promoting early childhood literacy and school-readiness by age 5!
Financials

<table>
<thead>
<tr>
<th>REVENUE</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$936,050</td>
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<tr>
<td>Grants &amp; Other Gifts</td>
<td>$40,753</td>
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<tr>
<td>Total Contributions</td>
<td><strong>$976,803</strong></td>
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<tr>
<td>Program Service Revenue</td>
<td>$1,524</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$978,327</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
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<tbody>
<tr>
<td>Program Funding</td>
<td>$790,359</td>
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<tr>
<td>Administrative Expenses</td>
<td>$86,341</td>
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<tr>
<td>Fundraising Expenses</td>
<td>$55,815</td>
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<tr>
<td><strong>TOTAL FUNCTIONAL EXPENSES</strong></td>
<td><strong>$932,515</strong></td>
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| Excess (or Deficit) for the year | $45,812       |
| Net Assets                     | $2,077,414    |

*Based on most recently audited 2016 financial statements and the 2016 IRS Form 990.*

**Expense Snapshot**

- Administrative – 9%
- Fundraising – 6%
- Program Funding – 85%
- Financial Stability – 15%
- Health – 40%
- Education – 20%
- Basic Needs – 25%

**Investments by Focus Area**
United Way of East Central Alabama recognizes the following companies and their employees for their incredible support. Thank you for being the TOP 10 most generous workplace campaigns in our area.

1. Honda Manufacturing of Alabama, LLC • $124,791
2. Publix #1420 • $91,844
3. Alabama Power Company • $88,975
4. Oxford Coca-Cola Bottling Company UNITED • $33,632
5. Regional Medical Center • $28,481
6. Mohawk Industries • $28,159
7. New Flyer • $26,790
8. Thompson Tractor Company • $20,400
9. Anniston Water Works & Sewer Board • $15,492
10. EASTMAN • $14,350
On August 22, 2017, over 250 volunteers came together at Oxford Civic Center to package 50,000 meals for local food pantries. It was incredible!
United Way of East Central Alabama’s Leadership Giving Society is comprised of a group of business & community leaders who exemplify commitment and caring through their philanthropic giving.

We are honored to recognize our donors who qualify as Leadership Givers.

**BUILDERS SOCIETY**
$5,000 to $9,999
- Charles Hamilton Charitable Trust
- Michael Herndon, M.D.
- Phil Webb

**GOLD FEATHER SOCIETY**
$3,500 to $4,999
- Anonymous Donor
- Rod & Lisa Nowlin
- Maggie & Rodney Owens

**SILVER FEATHER SOCIETY**
$2,000 to $3,499
- Anonymous Donor
- Tatiana T. Bidikov, M.D.
- Johnathan J. Bowman
- Alexander & Chelsea Chesnutt
- Joy L. Elliott
- Thomas C. Hamilton

**RED FEATHER SOCIETY**
$1,000 to $1,999
- Anonymous Donor
- Mickie & Dean Adams
- Kimberly B. Allen
- Coltin Allison
- Flo & Dick Anderson
- Diane W. Bailey
- Karee & Shawn Bailey
- Louis A. Bass
- Dr. John M. Beehler
- Clay & Curistin Bennett
- Nelson & Monique Christian
- Dirk E. Christy
- Gibson Coleman
- Sonde Coleman
- Dr. & Mrs. James S. Daniel
Albert T. Jones
Jackie Jones
Angela M. Kemp
Brett Key
Mitch & Cathy Key
Carolyn Kirk
Dale Knight
April LaFollette
Chad Latta
Chris & Kelly Latta
Bruce and Paula Lott
Blake & Jacki Lowry
Jennifer S. Maddox
Keith Marable
Gerald McCuistion
Keith & Leigh Ann McCullough
Brian McVeigh
William H. Mercer
Dudley Miller
Kevin L. Mitchell
Wade A. Monroe
Dr. Jennifer M. Moon
Chad & Sara Moore
John Andrew Morrow, MD
Jonathan & Lindsay Mosley
David Nunnelley
Cassie Patterson
William Pope
Billy W. Prestridge
Jeffrey W. Robertson
James L. Rogers
Mike Rollins
Alan & Sharon Rutherford
Elizabeth J. Sams
Phillip A. Sanguinetti
Cathy W. Scott
Lisa G. Scott
Marcus Seals
Ken Seiffert
Tim Seigla
Roxanna Sherwin
Susan E. Shipman
Michael & Dawn Simpson
Lamar and Emily Sims
Wayne Sisk
Brian L. Smith
Michael Smith
Gary L. Sparks
Rodney Sprayberry
Marcia J. Stallings
Neal & Pat Stephenson
Katherine D. Sunday
J.W. Swift
Dr. Rebecca O. Turner
Tanya Walker
Max & Sheryl Weathington
James R. Wilson
Kody G. Winn
David D. Zinn, M.D.

THANK YOU!
The following businesses & corporations have proven their commitment to making a positive impact through their generous charitable corporate gifts.

**DIAMOND CIRCLE**
$25,000 +

- Alabama Power Company
- Honda Manufacturing of Alabama, LLC
- Publix #1420

**PLATINUM CIRCLE**
$10,000 to $24,999

- Alabama Coca-Cola Bottling Company UNITED

**GOLD CIRCLE**
$5,000 to $9,999

- America’s First Federal Credit Union
- Auto Custom Carpets, Inc.
- B R Williams Trucking, Inc.
- EASTMAN
- Farmers & Merchants Bank
- M & H Valve Company
- Mohawk Industries

**SILVER CIRCLE**
$2,500 to $4,999

- First Bank of Alabama
- New Flyer
- Regions Bank
- Superior Gas, Inc. (Roanoke)
- Taylor Corporation
- Webb Concrete & Building Materials

**BRONZE CIRCLE**
$1,000 to $2,499

- Alabama Power Company (Roanoke)
- Aerospace Coatings International, LLC
- C.A.R.E.S.
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<thead>
<tr>
<th>2017 PARTNERS &amp; INITIATIVES</th>
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<tr>
<td>2-1-1 First Call for Help</td>
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<tr>
<td>2nd Chance, Inc.</td>
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<tr>
<td>American Red Cross</td>
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<tr>
<td>Anniston Soup Bowl</td>
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<td>Arc of Calhoun &amp; Cleburne Counties</td>
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<tr>
<td>Big Brothers Big Sisters</td>
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<td>Boy Scouts, Greater Alabama Council</td>
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<td>Boys &amp; Girls Clubs of East Central Alabama</td>
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<tr>
<td>Calhoun-Cleburne Children’s Center</td>
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<td>Children’s Services, Inc. (The Parris Home)</td>
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<td>Community Enabler Developer, Inc.</td>
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<td>Dolly Parton’s Imagination Library</td>
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<td>Family Links, Inc.</td>
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<td>Family Services Center of Calhoun County</td>
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<td>Girl Scouts of North-Central Alabama</td>
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<tr>
<td>HOPE Fund</td>
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<tr>
<td>I AM MORE Initiative</td>
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<td>Interfaith Ministries of Calhoun County</td>
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<td>Jacksonville Meals on Wheels</td>
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<td>The Little Tree Preschool</td>
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<td>Piedmont Benevolence Center</td>
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<td>Randolph County 4-H Clubs</td>
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<tr>
<td>Randolph County Learning Center</td>
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<tr>
<td>Randolph County Rescue Squad</td>
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<tr>
<td>Reaching Out International</td>
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<tr>
<td>The Salvation Army</td>
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<td>St. Michael's Medical Clinic</td>
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<td>Tri-County Children’s Advocacy Center</td>
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<td>United Way’s RSVP &amp; Volunteer Center</td>
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<td>United Way’s Success By 6</td>
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<tr>
<td>United Way’s VITA Tax Sites</td>
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<tr>
<td>Wedowee Senior Center</td>
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<tr>
<td>Woodland Senior Center</td>
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<tr>
<td>YMCA of Calhoun County</td>
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You may view information on United Way’s Board of Directors, staff, most recent Audited Financial Statements, and IRS Form 990, at any time by visiting www.uweca.org.