

United Way of East Central Alabama, Inc.  
STATEMENT OF FINANCIAL POSITION  
as of December 31, 2013

ASSETS	
Current Assets	
Cash	\$ 729,100
Investments	381,605
Prepaid Assets	4,710
CFC Receivables	47,065
Pledges Receivables (net of reserve for uncollectibles)	438,956
Total Current Assets	1,601,435
Property and Equipment (net)	295,551
Other Assets	
Investments	56,557
Total Other Assets	56,557
Total Assets	\$ 1,953,543
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	\$ 9,790
Payroll Liabilities	1,907
Accrued Compensation	9,046
Deferred Revenue	-
Total Liabilities	20,742
Net Assets	
Unrestricted	1,863,148
Temporarily Restricted	69,653
Total Net Assets	1,932,801
Total Liabilities and Net Assets	\$ 1,953,543

United Way of East Central Alabama, Inc.  
STATEMENT OF ACTIVITIES  
as of December 31, 2013

REVENUES	
Public Support	\$ 730,425
Combined Federal Campaign Income	47,065
Disaster Relief Income	101
Interest Income	1,850
Investment Income	35,287
Rental & Copier Income	2,659
Sponsorship Income	65,617
Miscellaneous Income	13,977
Total Revenue	\$ 896,980
EXPENSES	
Program Services	839,292
Supporting Services	153,168
Total Expenses	992,460
Increase (Decrease) in Net Assets	(95,480)
Net Assets, Beginning	2,028,281
Net Assets, Ending	\$ 1,932,801

# ANNUAL REPORT

# 2014

UNITED WAY  
OF EAST CENTRAL ALABAMA



www.uweca.org

## 2014 BOARD OF DIRECTORS

Chase Clary Alabama Power Company	Blake Hendrix* Regions Bank	Corey McWhorter* Regions Bank	Stephen Whatley Southern States Bank
Sonde Coleman* BBVA Compass	Christianne Houston* Auto Custom Carpets	Jonathan Mosley Small Town Bank	
Becky Cox Calhoun County Schools	Robert Jackson The Anniston Star	Regina Musser Faith Christian School	Randolph Co. Rep. A. B. Heard, Jr. Alabama Power Company
Cynthia Garrison BAE Systems	Jackie Jones Honda Manufacturing of Alabama, LLC	Valerie Richardson GSCC	
Tommie Goggans III* The Goggans Group	Kelly Latta F&M Bank - Raymond	Misty K. Skinner B.R. Williams	CFC Advisor Rose Leatherwood U.S. Bankruptcy Court
Jennifer Daigneau Auto Custom Carpets	James Financial Services	Neal Stephenson NGC Industries	
Reiber Heath* Lee Brass	Janella Long Publix	Joe Weaver Regional Medical Center	*Executive Committee

# IMPACT & INVESTMENT

The 2014-2015 United Way annual fundraising campaign raised \$907,364. This was accomplished with the help of over 30 Campaign Cabinet volunteers, 6 Loaned Executives, 2 Account Coordinators, and a host of Employee Campaign Coordinators in companies throughout Calhoun, Cleburne & Randolph counties.

238 companies & organizations participated in the 2014-2015 United Way Campaign, and 74 retirees & professionals also made personal contributions. 172 individuals, whose annual gift of \$600 or more qualifies them as a member of United Way's Leadership Giving society, gave a combined total of \$140,362.

Our local Combined Federal Campaign raised \$238,658 and the Alabama State Employee Combined Campaign raised \$12,987. This included a total of \$50,379 which remained local for United Way and its Partner Agencies.

United Way's 2-1-1 Call Center answered over 9,000 health & human service related calls and worked around the clock connecting local residents with vital resources.

Dolly Parton's Imagination Library continued to deliver free books to over 2,700 children in Calhoun County. United Way invests \$30 per child annually in the program which results in the distribution of 32,400 free books each year to our youngest residents.

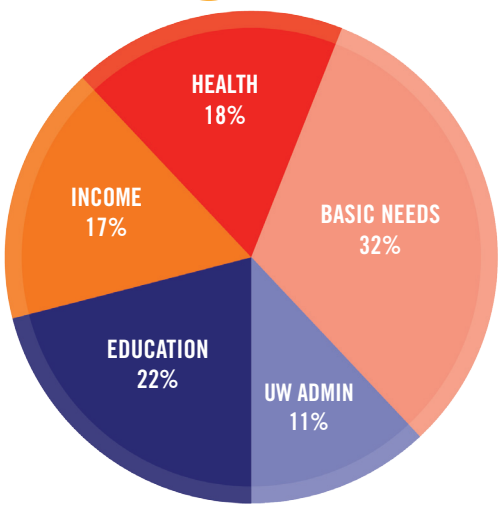
Through a partnership with United Way's Success By 6, Young Leaders Society, Alabama Power Service Organization, and Anniston-Calhoun Co. Public Library, volunteer readers celebrated the love of reading in over 100 pre-k & kindergarten classrooms throughout Calhoun County on "Read Across America Day."

Through a collaboration between United Way and the Community Foundation of Northeast Alabama, 8 local nonprofits achieved certification from Maryland's Standards for Excellence Institute. Only 10 nonprofits in Alabama have achieved this accomplishment, and 6 of those are UWECA Partner Agencies: Big Brothers Big Sisters, Children's Services, Community Enabler Developer, Interfaith Ministries, Piedmont Benevolence Center, and YMCA of Calhoun County.

Through a partnership with the National Letter Carriers Association, 51,685 pounds of food were collected to distribute and replenish local food banks during the "Stamp Out Hunger" food drive.

In 2014, United Way and its Partner Agencies served 42,548 people throughout our community, once again touching the lives of 1 in 3 residents.

Your  at work!



### Did you know?

- ⇒ Our United Way is LOCAL! Our work is guided by local volunteers and all decisions are made on the local level...not by a national organization.
- ⇒ Even our funding decisions are made by local volunteers - not the United Way staff or United Way Worldwide.
- ⇒ Our Partner Agencies meet stringent requirements before funding is considered and are continually reviewed. Rest assured that giving through United Way is the wisest and most efficient way to impact your community!
- ⇒ Donations to our United Way stay right here in our community. United Way strives to keep administrative costs as low as possible and is constantly working to lower these costs even further.

## OUR MISSION

*To improve lives by mobilizing the caring power of our community to create lasting change.*

## OUR VISION

*United Way of East Central Alabama envisions a community where our neighborhoods thrive and all individuals and families reach their greatest human potential. This is accomplished by leveraging and investing the collective power of donors, advocates, and volunteers to address critical needs today and work to reduce those needs tomorrow.*

# PARTNERS & INITIATIVES

Our Partner Agencies play a critical role in United Way's work. These agencies play an extremely important role in serving our community and ensuring that the most pressing needs are met on a daily basis. United Way is honored to call the following agencies our "Partners."

2nd Chance, Inc.	Children's Services, Inc.	Piedmont Benevolence Center, Inc.
American Red Cross of Calhoun & Cleburne Counties	Community Enabler Developer, Inc.	Randolph County 4-H Clubs
American Red Cross of Randolph County	Family Links, Inc.	Randolph County Learning Center
Anniston Soup Bowl, Inc.	Family Services Center	Randolph County Rescue Squad
The Arc of Calhoun & Cleburne Counties	Girl Scouts of North-Central Alabama	Reaching Out International
Big Brothers Big Sisters	H.E.A.R.T.S.	Retired & Senior Volunteer Program
Boy Scouts (Greater Alabama Council)	HOPE Fund	Tri-County Children's Advocacy Center
Boys & Girls Clubs of East Central Alabama	Interfaith Ministries (Meals on Wheels)	The Salvation Army
Calhoun/Cleburne Children's Center	Jacksonville Meals on Wheels, Inc.	Wedowee Senior Center
	The Little Tree Preschool	Woodland Senior Center
		YMCA of Calhoun County



Each month, United Way provides over 2,700 children throughout Calhoun County a free, age-appropriate book by mail. United Way and Dolly Parton's Imagination Library believes that reading to children and spending quality time as a family is essential to a child's development. In fact, studies show that children start to benefit from being read to as early as 3 months old. Children who are read to have a greater vocabulary, are more eager to learn, and are better prepared to succeed in school. After all, investing in our children is an investment in our future.

United Way's Success By 6 is an early learning initiative that seeks to ensure that all children in Calhoun County are physically and emotionally healthy and safe; eager, open and ready to learn; and supported socially and environmentally in order to achieve success in school and, ultimately, in life. As a leader and advocate for quality early learning, the Success By 6 Coalition brings together a network of local, multi-sector individuals and organizations to help mobilize our community on behalf of young children and their families. We believe the early years of life, before age 6, offer a crucial window of opportunity to establish a foundation for success in school and life.



United Way of East Central Alabama's 2-1-1 Call Center is a free, easy to remember number that connects people to community resources 24 hours a day, 7 days a week. The 2-1-1 Call Center maintains our area's comprehensive database of health and human services and is operated by trained specialists who help residents locate services during times of need. 2-1-1 can also help residents with finding volunteer opportunities and locating organizations who accept donated items such as clothing or other household items. So, you can get help or give help by dialing 2-1-1.