

United
Way



United Way
of East Central Alabama

2019

Annual Report



**LEADING
THE CHARGE.
INSPIRING
THE CHANGE.**

OUR MISSION

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



FROM OUR CEO



Dear Friends & Partners,

Let me begin by saying THANK YOU! To everyone who gives their time, dollars, and energy to make the work of our local United Way possible, we are grateful. This last year found United Way of East Central Alabama immersing itself in the truly transformational work of Community Impact. Not only did we continue in our traditional role of fundraising and awarding annual grants to our Community Partners, we ventured into some new and exciting work that will translate into a brighter, more vibrant future for our communities and our residents.

Through a partnership between United Way, the District Attorney's office, and Calhoun County Schools, the Helping Families Initiative provided a Case Officer and Crisis Intervention Specialist for the Calhoun County School system. This program offers a holistic approach to solving issues of chronic absenteeism, improving student outcomes, and offering intervention and guidance to ensure students are mentally healthy. Through a Workforce Innovation & Opportunity Act grant, United Way was able to launch WorkFORCE Connections. This collaborative program is designed to provide education, work readiness, and employability skills for at-risk youth with the goal of empowering them to gain long-term employment success. In addition, United Way built collaborations with Interfaith Ministries and The Right Place in order to build a blueprint to address the homelessness issues in our area. The work garnered a \$300,000 Emergency Solutions Grant to support our plans. Although we were not able to establish a new homeless shelter for our area as we had hoped for, these dollars have been instrumental in providing more robust services for our local homeless residents. To date, at least 17 homeless individuals are being provided with ongoing case management services and have successfully transitioned from the streets to their own home or apartment! These new programs are innovative, intensive, and can truly change the path of the individuals and families who are a part of these services resulting in true, positive Community Impact over time.

Lastly, there is no way we could accomplish all that we have without our incredible staff and Board of Directors. Your United Way staff is a wonderful group of dedicated employees. We are a team, and I am humbled to work with these fine individuals. Likewise, we have a loyal, dedicated Board of Directors who have made crucial decisions to ensure our work remains relevant, our investments are made wisely, and our organization operates at the highest level of transparency and fiduciary responsibility.

I believe I speak for everyone at United Way when I say that we are looking forward to the future with great anticipation. We cannot wait to see what we can all accomplish together. LIVE UNITED.

Sincerely,
Shannon Jenkins
President & CEO

OFFICERS



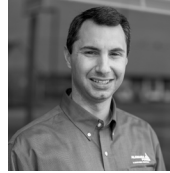
Becky Cox
Calhoun County Schools
Chair



Jonathan Mosley
F&M Bank
Vice-Chair



Kelly Latta
Raymond James Financial Services
Secretary



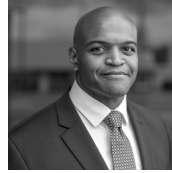
Brian Doyle
Alabama Power Company
Treasurer



J.W. Swift
Metro Bank
Community Investment Chair



Jacki Lowry
Alabama Power Company
Public Relations Chair



Tommie Goggans III
The Goggans Group
Immediate Past Chair



Cliff Colyer, Jr.

"Excellence in Service" Award

The Cliff Colyer, Jr. "Excellence in Service" Award, United Way's most prestigious award, was presented to Tommie Goggans III in November 2019. Tommie has provided vision and exemplary leadership in the work to improve lives and create lasting change in our community! Tommie served as the United Way Interim Board Chair 2014, Campaign Chair 2015, Chairman of the Board 2016 & 2017, and Immediate Past Chair 2018 & 2019.



BOARD OF DIRECTORS



Clay Blackwell
Wells Fargo Advisors



Colin Cotton
F&M Bank



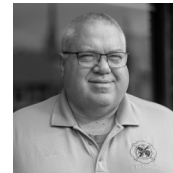
Bethany Lewis
Regions Bank



Brian McVeigh
District Attorney



Kelley Pearce
Gadsden State Community College



Gary Sparks
Oxford Fire Department



Dr. Rebecca Turner
Retiree



Helping Families Initiative



The Helping Families Initiative is a partnership with Calhoun County Schools & The District Attorney's Office to provide a supportive approach to solving chronic absenteeism, provide wrap-around services for students and their families, and provide crisis intervention and case management to improve student outcomes.

Grady Lacher
HFI Case Officer

Teresa Simmons-Ross
HFI Crisis Intervention Specialist



NEW PROGRAMS



Get connected. Find your career.

WorkFORCE Connections (WFC) is a collaborative program funded through the Workforce Innovation & Opportunity Act. The program is designed to provide education opportunities, work readiness, and employability skills in tandem with other career preparation services to empower youth in Calhoun County to gain long-term employment success for in-demand industry sectors. United Way's partners in this initiative include East AlabamaWorks!, the Cheaha Career Center, Calhoun County Schools, Gadsden State Community College, Agency for Substance Abuse Prevention, and many local industry partners.

Financials

REVENUE

| | |
|----------------------------|-------------------------|
| Contributions | \$941,026 |
| Grants & Other Gifts | \$16,817 |
| Total Contributions | <u>\$957,843</u> |
| Program Service Revenue | <u>\$1,067</u> |

TOTAL REVENUE **\$958,910**

EXPENSES

| | |
|-------------------------|-----------------|
| Program Funding | \$846,959 |
| Administrative Expenses | \$86,372 |
| Fundraising Expenses | <u>\$51,574</u> |

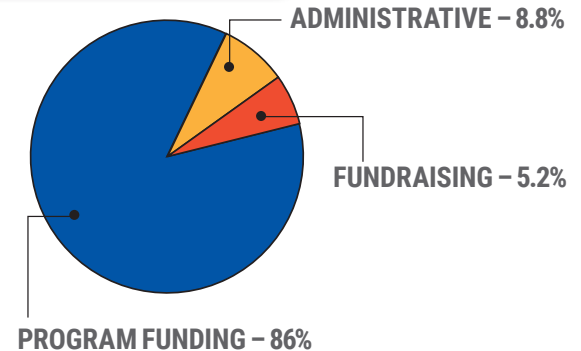
TOTAL FUNCTIONAL EXPENSES **\$984,905**

Increase (Decrease) in Net Assets **\$(25,995)**

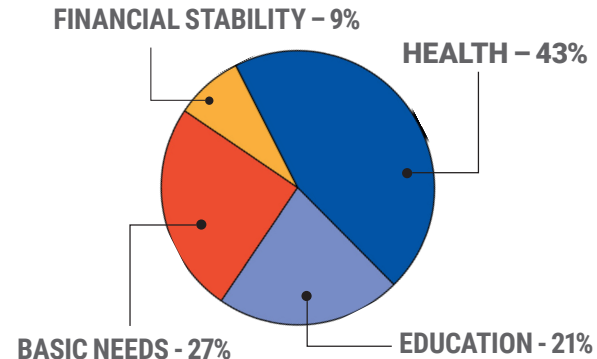
Net Assets \$1,957,351

Based on most recently audited 2018 financial statements and the 2018 IRS Form 990.

Expense Snapshot



Investments by Focus Area



2019 CAMPAIGN LEADERBOARD

#1

\$147,592.20

HONDA

Honda Manufacturing of Alabama

#4

\$58,288.99



#6

\$22,539.56



#9

\$18,207.56

EASTMAN

#2

\$75,411.64



#7

\$21,514.72



#10

\$11,376.78



#5

\$40,935.99



#8

\$18,853.20



#3

\$71,247.00



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.



CHARITY NAVIGATOR
PERFECT 100

Charity Navigator, the nation's largest and most utilized charity evaluator, has awarded United Way of East Central Alabama a 4-star rating, the highest a charity can receive. In addition, United Way of East Central Alabama earned a perfect overall score of 100 for its financial health, accountability, and transparency. Less than one percent of the thousands of charities rated by Charity Navigator nationwide have earned perfect scores.



\$625,772.00
given to UWECA's
Community Partners &
Initiatives

United Way of East Central Alabama has completed all 2019 reporting requirements for United Way Worldwide, and has been granted membership in their international organization. Categories reviewed included fiscal responsibility, governance, campaign policies and success and community investments.



United Way
2019 Membership
Requirements
Completed

23 AGENCIES & 33 PROGRAMS

2nd Chance

Emergency Shelter

Arc of Calhoun & Cleburne Counties

Adult Training & Recreation

Family Advocacy Program

Summer Day Camps

Big Brothers Big Sisters

One-to-One Mentoring

Boys & Girls Clubs

Power Hour

Boys & Girls Clubs of Randolph County

Boy Scouts, Greater AL Council

ScoutReach (Calhoun & Randolph)

Calhoun Cleburne Children's Center

Child Advocacy & Counseling

Community Enabler Developer

Emergency Food Assistance

Children's Services

The Parris Home

Family Services Center

Making Your Money Work for You

Girl Scouts, North-Central AL

Leadership Experience (Calhoun & Randolph)

HOPE Fund of Randolph County

HOPE Fund of Randolph County

Interfaith Ministries

Adult Dental Clinic

Emergency Assistance

Meals on Wheels

Prescription Assistance

Jacksonville Meals on Wheels

Meals on Wheels

Piedmont Benevolence Center

Crisis & Food Assistance

Randolph County 4-H

Randolph County Learning Center

Randolph County Rescue Squad

St. Michael's Medical Clinic

Diagnostics & Care for the Uninsured

The Learning Tree

Growing Independence Autism Clinic

The Little Tree Preschool

The Right Place

Quality Affordable Housing & Supportive

Services for the Homeless

Tri-County Children's Advocacy Center

Wedowee Senior Center

Woodland Senior Center

YMCA of Calhoun County

After School Academy

UWECA INITIATIVES

2-1-1

Connects Alabama

2-1-1 First Call for Help

First Call for Help Connecting Callers to Virtual Assistance to Ensure Their Essential Needs are Met

Dolly Parton's Imagination Library

A United Way Initiative Providing Free Books to Children from Birth to 5 in Calhoun County



United Way's VITA Tax Sites

Free Tax Preparation Assistance for Low-Income & Elderly Residents

United Way's Success By 6
Early Learning & School Readiness Initiative



United Way's RSVP & Volunteer Center

Connecting retirees, seniors, volunteers, and companies with volunteer opportunities throughout Calhoun County



HEALTH



EDUCATION



FINANCIAL STABILITY



BASIC NEEDS



INSPIRE THE CHANGE.

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!

Together, we can *Lead the Charge* in Calhoun, Cleburne & Randolph Counties
Together, we can *Inspire the Change*.



2,342 individual donors
151 workplace campaigns

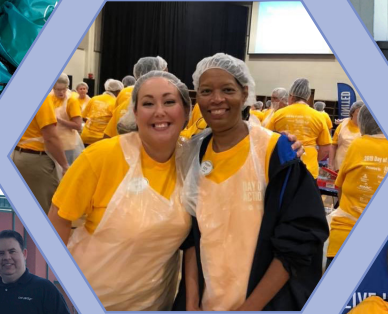


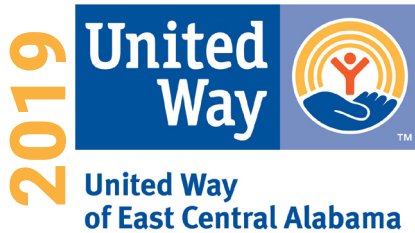
230 campaign volunteers
702 total United Way volunteers



\$941,026 in campaign pledges
\$958,910 in total revenue







Donor Appreciation & Day of Action



This year United Way of East Central Alabama hosted our Annual Donor Appreciation Cook-out at Oxford Lake on Wednesday, May 15. This gave UWECA the opportunity to say “THANK YOU” to our individual donors and recognize our top giving companies.

UWECA presented the *2019 Pinnacle Award* to New Flyer, in recognition of substantial giving and support for United Way which demonstrates a high level of caring for our community.

The *2019 Spirit of Giving Award* was presented to Eastman and Webb Concrete & Building Materials for leading the way through corporate engagement, and embracing a true “Spirit of Giving” to make a difference in our community. The *2019 Horizon Campaign Award* was awarded to Carfair Composites USA, Inc. For their extraordinary efforts in fostering a United Way giving campaign that will continue to make a positive impact in our community.

United Way’s 2019 Day of Action and Campaign Kickoff was a fun-filled day of more than 300 volunteers who packaged 50,000 meals of Rice & Beans and Macaroni and Cheese to be distributed to our local food pantries and shelters. Volunteers also stuffed more than 250 backpacks for our local children in need of school supplies.



THANK YOU

**PRESENTING
SPONSOR**

**BENTON
NISSAN**



**SILVER
SPONSORS
2019**

Alabama Coca-Cola Bottling Co. UNITED
Anniston Water Works
BB&T
B.R. Williams Trucking & Logistics
Designer Smiles – Braces by Benton
EASTMAN
Farmers & Merchants Bank
John Hearn Plumbing
Kohl's
NGC Industries, LLC

**PLATINUM
SPONSORS
2019**


**Alabama
Power**

HONDA
Honda Manufacturing of Alabama

 **RMC**
HEALTH SYSTEM

Rotary
Club of Anniston


TYLER UNION
Quality Waterworks Products

WEBB
CONCRETE
&
BUILDING MATERIALS

**GOLD
SPONSORS
2019**


Purohit
Pediatric Clinic

Rotary
Anniston Morning Club

JSU
JACKSONVILLE STATE UNIVERSITY

 **REGIONS**


**SOUTHERN
STATES
BANK**

**United
Way**



LEADERSHIP GIVING SOCIETY



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.

Thank you to those donors who qualify as leadership givers, but chose to remain anonymous.

BUILDERS SOCIETY
\$5,000 to \$9,999



Phil Webb

GOLD FEATHER SOCIETY
\$3,500 to \$4,999



Charles A. Hamilton Charitable Trust
Ken & Jenny Howell

SILVER FEATHER SOCIETY
\$2,000 to \$3,499



Drs. Igor and Tatiana Bidikov
Mark & Joy Elliott
Patricia M. King
Amber McCollum
James & Gina Nolen
Maggie & Rodney Owens
David & Suzanne Pawsat
Breanna Whitman

RED FEATHER SOCIETY
\$1,000 to \$1,999



Karrie Abney
Jessica Adair
Patrick W. Adams
Joe & Mary Ammons
Diane W. Bailey
Louis Bass
Bobby J. Burns
Semetria Calhoun
Nelson & Monique Christian
Dr. & Mrs. James S. Daniel
Benjamin Davis
Andrea Dean
Ken & Diana Devore
Ronald Dyda
Steven D. & Vickie S. Folks
George M. Gibbins, M.D.
Rodney A. Gibson
Gregory Gray
Karyn Green
Kendra Gunnin
Bud & Kim Heard
Drew Henderson
Steven Hernandez

Nathan & Carol Hill
Michael T. Hormel
Brooklynn Houston
Anthony & Cristy Humphries
Jaylen T. Jackson
Shannon & Carey Jenkins
Melissa Jobe
Jim Johnson
Pam & Noel Johnson
Tripp & Lauren Johnson
Nathan Jordan
Mitch & Cathy Key
Chris & Kelly Latta
Lin & Susan Latta
Steverino Martin
Dr. Lori S. McGrath
Anne Montgomery
Adam Poslusny
Dr. Naresh Purohit
Ryan Rabl
Jeffrey W. Robertson
Kurt William Shular
Terry Larmont Smiley

Mr. & Mrs. Greg Smith
Karen Stepek
Douglas Stephens
James W. Strickland
James W. Swift
Jermaine D. Taylor
Samantha Taylor
Kevin Thomas
Eric C. Tolson
Michael Trott
Jennifer Turner
Dr. Rebecca O. Turner
Russell & Evelyn Ulrich
Kenneth & Walton Vandervoort
Kelvin & Joynell Wright
Dr. & Mrs. David Zinn

GEM SOCIETY
\$600 to \$999



Jason & Kristie Alderman
Lorena Amaral
Leah Amis
Flo & Dick Anderson
Gregory D. Brown
Kirby & Shirley Bryant
Scott Burleson
Lori Moran Carlisle
Frederick Carr
Timothy G. Champion
Neil Compton
Matt Cotney
Colin & Amber Cotton
William L. Cox
Billy & Elizabeth Davis
Elaine M. Davis
Kerry & Gina Davis
Shane Davis
Sharon & Woody Davis
Shawna Dear
Scott Dorsett

Brian & Brinn Doyle
Kenny Duncan
Joe & Lynda Dyar
Joseph E. Egbe
Joni Farler
Tyler Gable
David & Donna Gilmore
Tommie J. Goggans III
Rodney D. Griffin
Russell T. Harrold
Michael C. Henderson
Mr. & Mrs. Scott Houston
Sara J. Johnson
Angela M. Kemp
Brett Key
Carol Kirk
Grady & Peggy Lacher
April LaFollette
Chad Latta
Bruce & Paula Lott
Blake & Jacki Lowry
Gayle Macolly
Jennifer S. Maddox
Keith Marable

Keith & Leigh Ann McCullough
Mike McKenzie
Brian A. McVeigh
Christine M. Megill
William H. Mercer
Chad & Sara Moore
Lisa Morales
Jonathan & Lindsay Mosley
David Nunnelley
Leann Loveless O`Neal
Kelley Pearce
Catherine G. Ponder
Wayne T. Purdy
DeAnna Ramirez
Evelyn M. Roberson
Norman B. Roberts
Kim & Travis Robertson
John M. Rogers
Ken Seiffert
Tim Seigla

Susan Shipman
Alex F. Shirey
Michael & Dawn Simpson
Wayne Sisk
Misty K. Skinner
Gary L. Sparks
Rodney Sprayberry
Neal & Pat Stephenson
Katherine D. Sunday
J.W. Swift
Carolyn E. Tarrant
Michelle Thomas
Janice C. Tiffany
Jeffrey P. Tyson
Mr. Michael & Dr. JoAnn Tyson
Tanya Walker
Matt Whitaker
James R. Wilson
Trina F. Woods

THANK YOU!





CORPORATE LEADERSHIP CIRCLE

DIAMOND CIRCLE

\$25,000 +

Alabama Power Company
Honda Manufacturing of
Alabama, LLC

PLATINUM CIRCLE

\$10,000 to \$24,999

Alabama Coca-Cola Bottling
Company UNITED
Publix #1420

BRONZE CIRCLE

\$1,000 to \$2,499

Alabama Power Company (Roanoke)
Aerospace Coatings International, LLC
Candlewick Yarns
Huron Valley Steel Corporation
Kemp & Associates, CPA, PC
Kohl's
NGC Industries, LLC
RA-LIN and Associates, Inc.
Southern States Bank
Sunny King Automotive Group
Superior Gas, Inc (Roanoke)

GOLD CIRCLE

\$5,000 to \$9,999

America's First Federal Credit Union
B R Williams Trucking, Inc.
EASTMAN
Farmers & Merchants Bank
M & H Valve Company
Mohawk Industries
Spire Alabama, Inc.
Thompson Tractor Company, Inc.
Wells Fargo Bank

SILVER CIRCLE

\$2,500 to \$4,999

Auto Custom Carpets, Inc.
First Bank of Alabama
General Dynamics Land Systems
Parker Hannifin Corporation
Regions Bank
Taylor Corporation
Tyler Union Waterworks
United Parcel Service
Walmart
Webb Concrete & Building Materials

OUR STAFF



Shannon Jenkins
President & CEO



Lynn Collins
Finance Director



Jessica Smith
Marketing & Programs Director



David Gilmore
Campaign Director



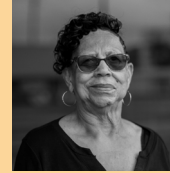
Kim Robertson
Administrative Assistant
VITA Coordinator



Teresa Simmons-Ross
Helping Families Initiative
Crisis Intervention Specialist



Grady Lacher
Helping Families Initiative
Case Officer



Betty Gilbert
Office Assistant



The Gray Catsby
Office Cat

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.

www.uweca.org



United Way of East Central Alabama
P.O. Box 1122 • 1505 Wilmer Avenue • Anniston, AL 36202
phone 256.236.8229 • fax 256.236.2356