LEADING THE CHARGE.
INSPIRING THE CHANGE.
2020 Board of Directors

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Gary Sparks
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United Parcel Service

Marcus Wood
City of Jacksonville

OUR MISSION

To improve lives by mobilizing the caring power of our community to create lasting change.
Dear Friends & Partners,

The year 2020 was incredibly challenging for many. No matter how much we work to prepare for unexpected disruptions, every once in a while an event comes along that is so overwhelming that it causes you to pause and re-focus. COVID-19 did just that. For a time, our daily routines, how we do business, and even how we take care of each other had to be re-imagined. But, when we are called to rise to the challenge, that is exactly what we do. From our staff to our volunteers to our Community Partners...we all adapted and forged new ways to serve our community!

I am incredibly proud of how we all came together during these uncertain times. Because of the generous donations to United Way of East Central Alabama’s COVID-19 Community Crisis Fund, we were able to deliver additional grant funding to our Calhoun, Cleburne, and Randolph County Community Partners who were continuing to serve on the frontlines throughout the pandemic. For those being affected by COVID-19, these agencies provided assistance with food and essential household items, along with utility, rent and mortgage assistance. This funding came at a crucial time when our local non-profits were having to cancel their own fundraising events while serving an increased number of residents with critical needs. So, let us pause here and not only show our gratitude to our donors who made this funding possible, but let us also say THANK YOU to all of our dedicated non-profit staff members and volunteers who literally became a lifeline to many of our residents during this unprecedented time. Please know that you are all appreciated!

Throughout 2020, our United Way was working to establish WorkFORCE Connections - a new initiative funded through the Workforce Innovation & Opportunity Act (WIOA) focused on our youth who are looking for their next steps toward a promising future. Our work in this area provides a comprehensive program, including wrap-around services, for students with barriers or challenges. It engages them in a curriculum where they gain national and state recognized credentials, and prepares them for their future through on-the-job training, work based learning, employment, post-secondary education, or military enlistment. As we graduate our first WFC class and set them on their path to success, we are already looking forward to a new year of investing in the lives of more students. Stay tuned!

In closing, I want to say THANK YOU to all of our donors. In a year of so much uncertainty, thank you for your loyalty to our work. Most of all, thank you for believing and trusting in your local United Way. Without you, we would not have the capacity to accomplish all of the amazing things you will see in this report. I know that I speak for our staff and Board of Directors when I tell you how very grateful we are for all of you.

Sincerely,
Shannon Jenkins
President & CEO
**Financials**

**REVENUE**
- Contributions $925,470
- Grants & Other Revenue $135,696
- Total Contributions $1,061,166
  - Program Service Revenue $1,207

**TOTAL REVENUE** $1,062,373

**EXPENSES**
- Program Funding $908,545
- Administrative Expenses $90,313
- Fundraising Expenses $55,739

**TOTAL FUNCTIONAL EXPENSES** $1,054,597

**Excess (or Deficit) for the year** $7,776

**Net Assets** $1,965,127

Based on most recently audited 2019 financial statements and the 2019 IRS Form 990.

**Expense Snapshot**

- **Administrative** – 8.6%
- **Fundraising** – 5.2%
- **Program Funding** – 86%
- **Financial Stability** – 9%
- **Health** – 37%
- **Basic Needs** – 26%
- **Education** – 28%
In early 2020, United Way of East Central Alabama, along with two trusted Community Partners, The Right Place and Interfaith Ministries of Calhoun County, received an award of $300,000 from ADECA for the Emergency Solutions Grant. Securing these funds were critical in providing more robust services for those in our area suffering from homelessness or in imminent danger of becoming homeless. These grant dollars have been used throughout 2020 to provide services through Rapid Re-Housing and Homelessness Prevention. In addition, with the lack of a local emergency shelter, The Right Place piloted a shelter program using a hotel voucher system. During the pandemic shut-down, this program proved to be crucial in helping our homeless residents quarantine during a COVID illness, or simply stay safe and healthy while all other public places, where our homeless may typically find respite from the elements, were closed. Our work to provide solutions for our chronically homeless residents continues not only with these partners, but with an expanding roster of partners throughout our community. We look forward to continuing this work into 2021.

Read Across America 2020

Sponsored By:

You can Find MAGIC wherever you LOOK. Sit back and RELAX, all you need is a BOOK!

* 177 Volunteers
* 215 Pre-K & Kindergarten Classrooms
Since the beginning of COVID-19, UWECA’s board members and Community Partners have been at the forefront of Calhoun County’s response. They have continued efforts to make sure that our residents remained safe and equipped to combat the COVID-19 pandemic.

Through generous donors, UWECA has been able to provide more than $66,000 in COVID-19 grants to multiple Community Partners, helping families affected by the pandemic meet their essential basic needs. This included distributing 59,000 pounds of food during the pandemic shut-down.
United Way of East Central Alabama launched a new initiative in 2020 centered on workforce development. WorkFORCE Connections, funded through the Workforce Innovation & Opportunity Act (WIOA), is designed to provide education opportunities and work-readiness skills to at-risk youth. Our goal is for WFC participants to gain employment, enroll in post-secondary education, or enlist in the military. WFC is a comprehensive program which takes a holistic approach in serving each participant based on their individual needs. The following story is just one example of how we work with our participants:

Leah (name changed to protect identity) has a unique story to tell. Born in Iraq, her journey takes her through living in a war ravaged country by the time she was ten. During the war, Leah's family began working as translators for the U.S. Government. Unfortunately, this work put the family in extreme danger, resulting in the U.S. Government relocating the family to the states for their safety.

Fast forward to 2020 and Leah had graduated from high school, but found herself without a clear direction. Leah heard about United Way's WorkFORCE Connections and soon became our first participant! For the first time in her life she was able to address the trauma she had experienced as a child.

While completing a physical for her NEW job, it was found that she needed new corrective lenses. By connecting her with The Lions Club of Anniston, not only did she receive new glasses, but she also received laser surgery to correct a previously undiagnosed eye disease that would have eventually caused her to lose vision in both eyes. Her eyesight is a tangible picture of her time in WFC, but without WFC she truly would not have been able to see her potential, her dreams, or a better future. Because of her commitment & dedication, coupled with the path WFC set for her, Leah knows what it means to be gainfully employed and is looking forward to a bright future!
The Helping Families Initiative (HFI) is a partnership with the District Attorney’s Office of Calhoun & Cleburne Counties and Calhoun County Schools to provide a supportive approach to solving chronic absenteeism, provide wrap-around services for students & their families, and provide crisis intervention & case management. Ultimately, our goal is to improve student success, graduation rates, and family stability, all while reducing dropout rates, substance abuse issues, and juvenile arrests.

**Connected with 1,151 students.**
Worked with students & their families to encourage student attendance, success & provide case management.

**Provided wrap-around services for 360 students.**
Connected students with resources like mental health services, crisis intervention, substance abuse prevention, and basic needs assistance.

**Reduced early warning truancy cases by 20%.**
By taking a supportive approach to solving chronic absenteeism, HFI made an incredible impact in the first year of the program!

**Elevate Grant**

The Alabama Power Foundation’s Elevate Grant program empowers nonprofits by funding community-centered projects, helping them expand their impact. In 2020, UWECa was honored to be name a recipient of the Elevate Grant. These grant dollars were used to build the United Way networks capacity to serve clients more efficiently by upgrading the shared Charity Tracker system. UWECa hosted a training for its Community Partners, along with Charity Tracker personnel, on the new features of the upgraded system. Upgrades included the ability to create client ID cards, use of barcodes and handheld scanners for quicker access to client information, greater tracking for client outcomes, integration of specialized reports for grant reporting purposes, shelter bed management, and creation collaborative projects to track program results.
COVID-19 brought many challenges to 2020, but we are proud to say we were able to continue our Annual Campaign Kick-off...just virtually! UWECAs hosted “Lunch Break with United Way,” a virtual kick-off Facebook live stream on November 17, 2020.

Thanks to our sponsors, we were able to provide more than 300 lucky viewers with a Chick-Fil-A gift card allowing them to grab lunch to go before joining our virtual event. We were also able to giveaway a “Tailgate at Home” prize package to one lucky event attendee.

This event connected our donors to the great programs the United Way network provides for our community, even through COVID-19. Highlighted collaborations included WorkForce Connections, a partnership between The Right Place and RMC to provide COVID positive patients a safe place to recover, and how ESG dollars were able to provide our homeless community hotel vouchers for a safe place to stay during the shut down. UWECAs also took this opportunity to celebrate some of our top givers!

2020 PINNACLE AWARD
NEW FLYER

2020 SPIRIT OF GIVING AWARD
BRIDGEWATER INTERIORS
ALABAMA COCA COLA BOTTLING UNITED
HONDA MANUFACTURING OF ALABAMA

OUR SPONSORS

Door Prize Winner
Lakeesha Sandlin
## Leadership Givers

### Builders Society $5,000 to $9,999

- Ken & Jenny Howell

### Silver Feather Society $2,000 to $3,499

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<th>Charles Hamilton Charitable Trust</th>
<th>James &amp; Gina Nolen</th>
<th>Dr. Rebecca O. Turner</th>
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<td>Cash Edwin Jordan</td>
<td>Maggie &amp; Rodney Owens</td>
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### Red Feather Society $1,000 to $1,999

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<th>Karrie Abney</th>
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<td>Steven D. &amp; Vickie S. Folks</td>
<td>Patrick K. Oswalt</td>
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<td>Joe &amp; Mary Ammons</td>
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<td>Bud &amp; Kim Heard</td>
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<td>Drew Henderson</td>
<td>Anthony Sims</td>
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<td>Steven Hernandez</td>
<td>Greg &amp; Cheryl Smith</td>
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<td>Nathan &amp; Carol Hill</td>
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<td>Melessa Hollon</td>
<td>Johnathan Stokes</td>
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<td>Anthony &amp; Cristy Humphries</td>
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<td>Chris &amp; Kelly Latta</td>
<td>Russell &amp; Evelyn Ulrich</td>
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<td>Lin &amp; Susan Latta</td>
<td>Kenneth &amp; Walton</td>
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<td>Corey &amp; Sherlyn McWhorter</td>
<td>Erin W. Wells</td>
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<td>Samantha Doller</td>
<td>Christine M. Megill</td>
<td>Kelvin &amp; Joy Wright</td>
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Leadership Givers

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.
HEALTH

1,308 uninsured patients were served with 954 patients being diagnosed and treated, resulting in positive outcomes to their health. The total annual value of medical services provided to uninsured surpassed $2,000,000.

256 uninsured/underinsured patients received urgent dental care directly affecting their overall health & well-being, resulting in 83% of patients seeing measurably improved health.

EDUCATION

Over 50% of children with disabilities showed measurable skills gains and transitioned successfully into a kindergarten classroom. 100% of children broadened their communication skills through vocal communication or sign language.

Reduced early warning truancy cases by 20% through a supportive approach to address chronic absenteeism. This included providing 360 students with wrap-around services, and connecting 1,151 students with case management - keeping them in the classroom and on track for graduation.

FINANCIAL STABILITY

Through scholarships providing high-quality child care to hard-working families, 184 households maintained steady employment in order to stay financially stable and independent.

IRS trained United Way volunteers offered FREE tax assistance, helping 1,275 low-income households and senior citizens file their returns, resulting in $1,473,523 in refunds.
23,490 hot meals were served to residents experiencing hunger.

129 at-risk students received a full set of school supplies, 153 low-income homes received utility assistance for cooking & heating, and 200 children received gifts of toys and clothing during the holiday season.

Our Community Partners

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

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
# Corporate Leadership Circle

| Diamond Circle | Alabama Power Company  
|               | Honda Manufacturing of Alabama, LLC  
|               | Publix #1420 |
| PLATINUM CIRCLE | Alabama Coca-Cola Bottling Company  
|                 | UNITED, Inc. |
| Gold Circle | Aerospace Coatings International, LLC  
|             | Alabama Power Company (Roanoke)  
|             | 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) |
| Silver Circle | Auto Custom Carpets, Inc.  
|               | First Bank of Alabama  
|               | General Dynamics Land Systems  
|               | Regions Bank  
|               | Parker Hannifin Corporation  
|               | Tyler Union Waterworks  
|               | Taylor Corporation  
|               | United Parcel Service  
|               | Walmart  
|               | Webb Concrete & Building Materials |
| Bronze Circle | America’s First Federal Credit Union  
|               | B R Williams  
|               | Eastman  
|               | Farmers & Merchants Bank  
|               | M & H Valve Company  
|               | Mohawk Industries  
|               | Spire Alabama, Inc.  
|               | Thompson Tractor Company, Inc.  
|               | Wells Fargo Bank |
2020 UWECA Staff

Shannon Jenkins  
President & CEO

Lynn Collins  
Finance Director

Jessica Smith  
Marketing & Programs Director

David Gilmore  
Campaign Director

Sunnie Cotton  
WorkFORCE Connections Program Director

Kim Robertson  
Administrative Assistant VITA Office Coordinator

Grady Lacher  
Helping Families Case Officer

Teresa Simmons-Ross  
Crisis Intervention Specialist

Betty Gilbert  
Office Assistant

Our Initiatives