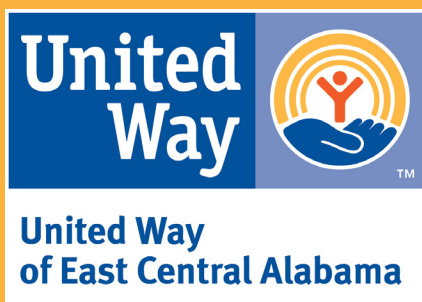




LEADING
THE CHARGE.
INSPIRING
THE CHANGE.



United Way of East Central Alabama
ANNUAL REPORT

two thousand twenty

2020 Board of Directors



Jonathan Mosley
F&M Bank
Board Chair



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Kelley Pearce
Gadsden State Community College



Gary Sparks
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Dr. Rebecca Turner
Retiree



Jennifer Weeks
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.

From Our President & CEO

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	<u>\$1,061,166</u>
Program Service Revenue	<u>\$1,207</u>
TOTAL REVENUE	\$1,062,373

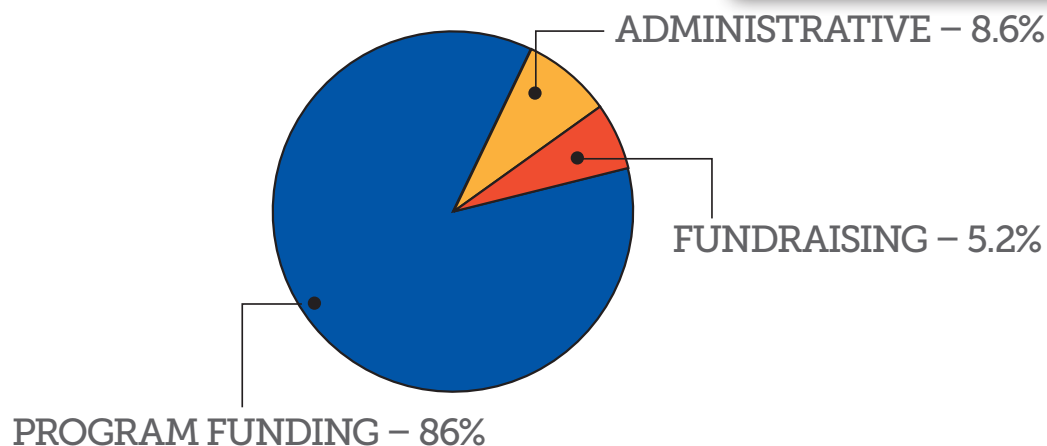
EXPENSES

Program Funding	\$908,545
Administrative Expenses	\$90,313
Fundraising Expenses	<u>\$55,739</u>
TOTAL FUNCTIONAL EXPENSES	\$1,054,597
Excess (or Deficit) for the year	\$7,776
Net Assets	\$1,965,127

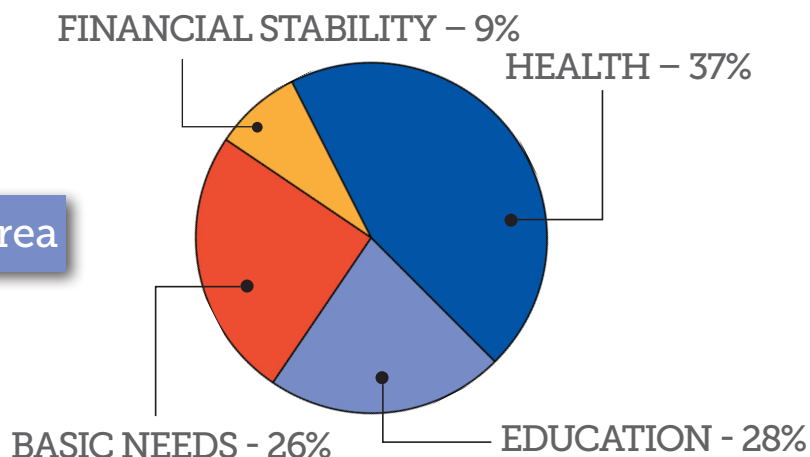


Based on most recently audited 2019 financial statements and the 2019 IRS Form 990.

Expense Snapshot



Investments by Focus Area



Emergency Solutions Grant

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:



Alabama Power
Service Organization



United Way
of East Central Alabama



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

- 177 Volunteers
- 215 Pre-K & Kindergarten Classrooms

Community Crisis Response



COVID -19



UWECA Staff remained on the frontlines of assisting our community by serving as a liaison to the Calhoun County EMA, assisting with COVID-19 testing sites, coordinating volunteers, providing snacks and lunch for our nurses and volunteers, and setting up a COVID-19 Resource Call Center with the help of 2-1-1. In addition, through a generous donation from Congressman Mike Roger's office, staff delivered food items to show community appreciation to health care workers at facilities throughout East Central Alabama!

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.



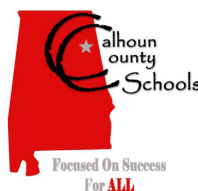
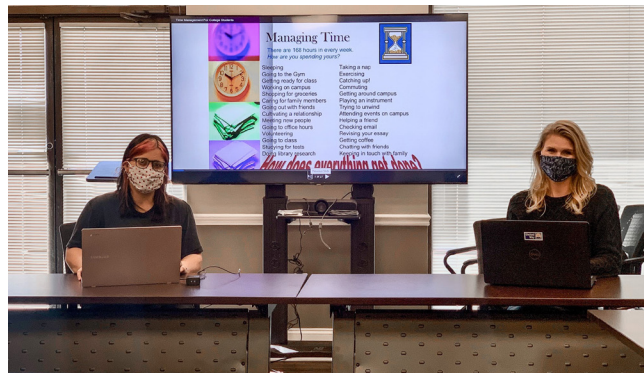
WorkFORCE connections

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 eye sight 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!



OUR PARTNERS



Helping Families Initiative



Helping Students
& Their Families



Connect to
Resources



To Improve
Student Outcomes



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!

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.

OUR COLLABORATIVE PARTNERS



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 named 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.



Alabama Power
Foundation



2020 Campaign Kick-Off Virtual Event



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! UWECA 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. UWECA 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



Leadership Givers



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

Ken & Jenny Howell



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

Charles Hamilton Charitable
Trust
Cash Edwin Jordan
Patricia M. King

James & Gina Nolen
Maggie & Rodney Owens
David & Suzanne Pawsat
Esta Spector

Dr. Rebecca O. Turner
Phil Webb



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

Karrie Abney
Patrick W. Adams
Joe & Mary Ammons
Nyia Archie
Sheila Arnold
Diane W. Bailey
Derek Barrs
Robert Bell
Robby Bennett
Billy Birchfield
Randall J. Branaugh
Sonjia Y. Butler
Semetria Calhoun
Jamie A. Cash
Monique J. Christian
Sonde Coleman
Matt Cotney
Dr. & Mrs. James S. Daniel
Ben Davis
Kerry & Gina Davis
Andrea Dean
Samantha Doller

Chris Dyda
Steven D. & Vickie S. Folks
Dakota Garmon
Rodney A. Gibson
Karyn Green
Kendra Gunnin
Tommy A. Hamilton
Bud & Kim Heard
Drew Henderson
Steven Hernandez
Nathan & Carol Hill
Melessa Hollon
Anthony & Cristy Humphries
Shannon & Carey Jenkins
Pam & Noel Johnson
Chris & Kelly Latta
Lin & Susan Latta
Jennifer S. Maddox
Steverino Martin
Corey & Sherlyn McWhorter
Christine M. Megill

Chad & Sara Moore
Patrick K. Oswalt
Ferrell Owen
Wanda L. Pitts
Robert Quilliams
Daniel Roberts
Miranda Schoonover
Susan Shipman
Anthony Sims
Greg & Cheryl Smith
Karen Stepek
Johnathan Stokes
Malcolm B. Street, Jr.
James W. Swift
Samantha Taylor
Jennifer Turner
Russell & Evelyn Ulrich
Kenneth & Walton
Vandervoort
Marc Walker
Erin W. Wells
Kelvin & Joy Wright

Leadership Givers

GEM SOCIETY \$6,00 - \$999

Randrickus Allen
Lacy B. Allison
Lorena Amaral
Leah Amis
Flo & Dick Anderson
Ara A. Bain
Jeff R. Baker
Michael S. Barton
Toni E. Battle
Virginia W. Bowen
Gregory D. Brown
Kirby & Shirley Bryant
Scott Burleson
Lori Moran Carlisle
Frederick Carr
Gibson Coleman
Neil Compton
Colin Cotton
Kathy Crump-Post
Billy & Elizabeth Davis
Sharon & Woody Davis
Brian & Brinn Doyle
Kenny Duncan
Sharon Dunson
Joe & Lynda Dyar
Joni Farler
Staci S. Freeman
Tyler Gable
Greg Halligan & Joanne Gates
Kevin S. Gibson
David & Donna Gilmore
Alex M. Glover

Tommie J. Goggans III
Andy & Brandie Green
Russell T. Harrold
Michael C. Henderson
Arland B. Henning
Stacy D. Hunter
Johnathon Hurst
Beverly Jammeh
Emmett Johnson
Sara J. Johnson
Jackie Jones
Mitch & Cathy Key
Carol Kirk
Grady & Peggy Lacher
April LaFollette
Chad Latta
Josh Lewis
Candace Lindsey
Paula & Bruce Lott
Blake & Jacki Lowry
Gayle Macolly
Mr. & Mrs. Daryl W. &
Audrey Maxwell
Stephanie Mayfield
Keith & Leigh Ann
McCullough
Brian A. McVeigh
Lisa Morales
Christopher Morris
Kelly M. Mraz
Patricia A. Murphy
Leann Loveless O'Neal

Eddie Otralek
Kelley Pearce
LyNelle Phillips
DeAnna Ramirez
Wanda M. Ramsay
Mark S. Ramsdell
Evelyn M. Roberson
Norman B. Roberts
Kim & Travis Robertson
John M. Rogers
Jessica Scroggin
Ken Seiffert
John Sherum
Andy McAllister Short
Michael & Dawn Simpson
Wayne Sisk
Misty K. Skinner
Gary L. Sparks
Michelle M. Spurlin
Angela M. Sullivan
Katherine D. Sunday
J.W. Swift
Carolyn E. Tarrant
Michelle Thomas
Janice C. Tiffany
Mr. Michael & Dr. JoAnn
Tyson
Tammy Webb
Matt Whitaker
James R. Wilson
Jeffery J. Wilson

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.

2020 Community Partners

HEALTH



St. Michael's
MEDICAL CLINIC

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



The
Learning
Tree
Helping Children Learn and Grow

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.

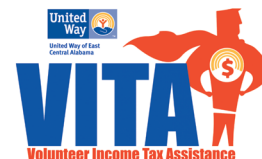
Helping
Families
Initiative

FINANCIAL STABILITY



Through scholarships providing high-quality cjild 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.



BASIC NEEDS



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 **\$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, Inc.

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

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 Assocaites, Inc.
Southern States Bank
Sunny King Automotive Group
Superior Gas, Inc. (Roanoke)

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

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 **\$1,000 to \$2,499**

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



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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





**United Way
of East Central Alabama**

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