



2021



United Way
of East Central Alabama

United Way of East Central Alabama
**ANNUAL REPORT TO
THE COMMUNITY**

2021 Board of Directors



Jonathan Mosley
F&M Bank
Board Chair



Jacki Lowry
Alabama Power Company
Vice-Chair



Clay Blackwell
Longleaf Wealth Management Group
Secretary



Brian Doyle
Alabama Power Company
Treasurer



Erin Wells
ERA King Real Estate
Public Relations Chair



Kyle Bryan
Anniston First United
Methodist Church



Myles Chamblee
Calhoun County EMA



Ben Davis
Publix Supermarkets



Dr. Almena Free
RMC Healthcare System



Andy Green
Jacksonville State University



Jackson Hodges
City of Anniston



Bethany Lewis
Regions Bank



Alyson Mims
The Donoho School



Kelley Pearce
Gadsden State Community College



J.W. Swift
Metro Bank



Dr. Rebecca Turner
Retiree



Marcus Wood
City of Jacksonville

2021 UWECA Staff



Shannon Jenkins
President & CEO



Lynn Collins
Finance Director



Jessica Smith
Marketing & Programs
Director



Angie McVeigh
Campaign Director



Kim Robertson
Administrative Assistant
VITA Office Coordinator



Sunnie Cotton
WorkFORCE
Connections
Program Director



Alex Wilkerson
WorkFORCE
Connections
Program Associate



Grady Lacher
Helping Families
Case Officer



Teresa Simmons-Ross
Helping Families
Crisis Intervention
Specialist



Beck Cox
Helping Families
Case Officer
Clebune County



Betty Gilbert
Office Assistant

**OUR
MISSION**

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

Financials

REVENUE

Contributions	\$1,171,873
Grants & Other Revenue	\$127,632
Total Contributions	<u>\$1,299,505</u>
Program Service Revenue	<u>\$923</u>

TOTAL REVENUE \$1,300,428

EXPENSES

Program Funding	\$1,189,810
Administrative Expenses	\$103,404
Fundraising Expenses	<u>\$71,138</u>

TOTAL FUNCTIONAL EXPENSES \$1,364,352

Excess (or Deficit) for the year (\$63,924)

Net Assets \$1,901,203

Based on most recently audited 2020 financial statements and the 2020 IRS Form 990.

Charity Navigator's Top 10 Charities Worth Watching

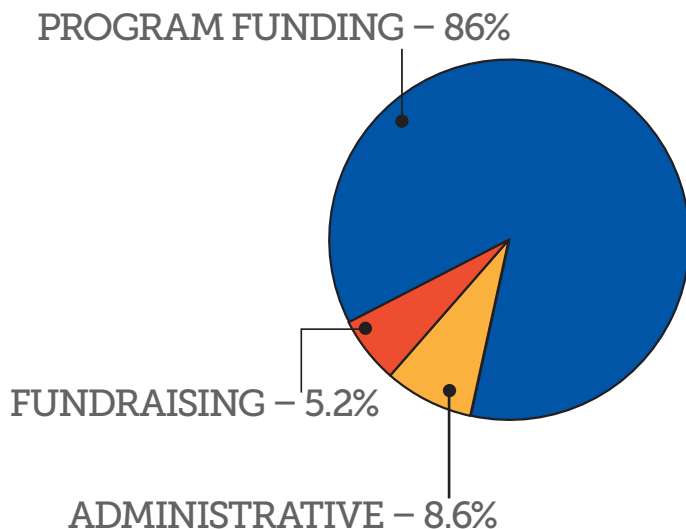
10 Charities Worth Watching

Many of America's most effective charities are also household names. Thanks to their size, they can raise more than \$2 million a year, but they all earn a four-star rating from Charity Navigator (and have an overall score higher than 99). We encourage you to learn more about them.

Rank	Charity	Overall Score
1	Help the Helpless	100.00
2	The Hunger Coalition	100.00
3	Free Software Foundation	100.00
4	Operation Second Chance	100.00
#5	United Way of East Central Alabama	100.00
	Blue Mountain Humane Society	100.00
7	Public Employees for Environmental Responsibility	100.00
8	United Way of Pueblo County	100.00
9	Daystar Life Center	100.00
10	Sheffield Place	100.00

**YOUR LOCAL
UNITED WAY!**

Expense Snapshot



GIVE WITH CONFIDENCE



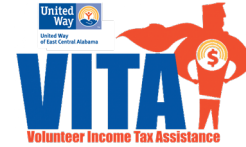
100.00
Out of 100

Financial 100.00
Out of 100

Accountability & Transparency 100.00
Out of 100

The most widely used non-profit evaluator in the country, Charity Navigator, has awarded United Way of East Central Alabama our fourth consecutive four-star rating! Charity Navigator bases its ratings on a non-profit's financial health and commitment to accountability and transparency.

Our Initiatives



**Helping
Families
Initiative**

WorkFORCE
connections

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

Boy Scouts, Greater AL Council

ScoutReach

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

Interfaith Ministries

Adult Dental Clinic

Emergency Assistance

Meals on Wheels

Prescription Assistance

Jacksonville Christian Outreach Center

Jacksonville Meals on Wheels

Meals on Wheels

Piedmont Benevolence Center

Crisis & Food Assistance

St. Michael's Medical Clinic

Diagnostics & Care for the Uninsured

The Learning Tree

Growing Independence Autism Clinic

The Little Tree Preschool

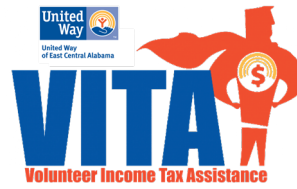
The Right Place

Quality Affordable Housing &

Supportive Services for the Homeless

YMCA of Calhoun County

After School Academy



Due to Covid-19, our tax sites were able to adjust their operations to provide this service and keep our staff and clients safe. Our VITA offices opened three locations in Calhoun County during 2021. These three

locations allowed for clients to drop off their information and return to review their return keeping everyone safe during these uncertain times. Our VITA volunteers were able to complete **1,530** tax returns bringing **\$1,806,401.00** back to our community in refunds.



Helping Families Initiative



Helping Students
& Their Families



Connect to
Resources



To Improve
Student Outcomes



Connected with **2,554** students.

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



Provided wrap-around services for **724** 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!

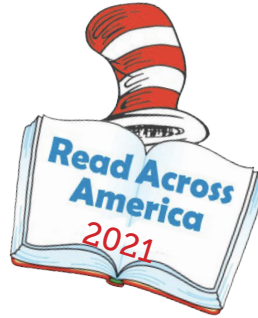
The Helping Families Initiative (HFI) is a partnership with the District Attorney's Office of Calhoun & Cleburne Counties and Calhoun County Schools and beginning August 2021, Cleburne County Schools. The goal of HFI is to provide a supportive approach to solving chronic absenteeism, provide wrap-around 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





Read Across America 2021



LITERACY CHAMPIONS

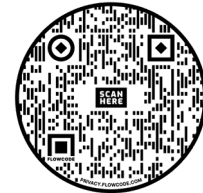


COVID-19 caused our volunteers not to be able to visit the schools in person in 2021, but we were able to create a video of community volunteers reading "Giraffes Can't Dance." The video was sent to each pre-k and kindergarten classroom, as well as a book was given to each pre-k/ kindergarten child. The book included a QR Code where the child could read-a-long at home.

The book was sent home with **2,000** children in Calhoun County!

This would not have been possible without the help of our Literacy Champions!!

Scan the QR Code to see our 2021 Read Across America Video!



MARCH MADNESS



Alongside Read Across America, UWECA and the Board of Directors uses the month of March as a fundraiser for Imagination Library. March Madness is designed to help provide funding for Imagination Library in Calhoun County.

In 2021, Calhoun County had an average of **3,469** children enrolled, delivering **41,626** books to children in Calhoun County in 2021, costing UWECA approximately \$30 per child per year.

In 2021 our Board and Staff, with the help of their friends and family, raised \$12,839.18 to sponsor 428 children!



Community Crisis Response

COVID-19 Vaccine Clinics



United Way of East Central Alabama had the opportunity to assist in providing volunteers and creating partnerships for COVID-19 vaccine clinics for our community. These clinics were able to serve populations who may not have had easy access to vaccines. Partnerships were created with RMC, Calhoun County EMA, St. Michael's Medical Clinic and Interfaith Ministries to provide the clinics.



Alabama Department of Public Health & COVID-19 Resources for Our Community

The Alabama Department of Public Health and United Ways of Alabama created a partnership for the local United Way to better serve those affected by COVID-19 in their community. This partnership has allowed for quarantine assistance to families who needed to separate, food delivery for those households quarantined, access to testing, access to infusion clinics, and access to vaccine appointments.

ALABAMA
PUBLIC
HEALTH

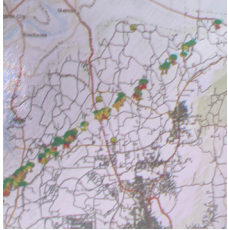


Ms. Shirley is 81 and tested positive for COVID-19 on September 9th. She was unable to drive herself for her infusion. She had not eaten in 2 days because she didn't have the strength to cook. United Way provided transportation to the infusion clinic, medication delivered, & meals delivered daily. Ms. Shirley is now fully recovered!



\$53,411.86 in COVID-19 Assistance was provided to **73 Families** in Calhoun County.

March 25, 2021 Tornado Response



March 25, 2021, Calhoun County was expecting a significant weather event for that afternoon. The Calhoun County EMA's Emergency Operations Center (EOC) was staffed and ready to respond.



Staffed in the EOC was Calhoun County Voluntary Organizations Active in Disaster (VOAD). VOAD is responsible for the coordination of volunteer groups locally, statewide and nationally. VOAD had many local volunteer organizations on stand-by and would expect several more state and national level organizations to be reaching out following the assessment of the tornado.

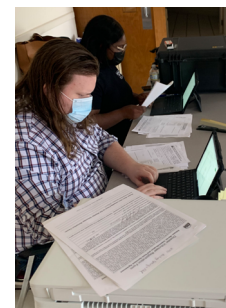
Following a disaster in Calhoun County, VOAD activates to make sure that all immediate and basic needs are met of those affected in our community. Once those immediate and basic needs are met, VOAD establishes a Long Term Recovery Committee (LTRC). LTRC becomes responsible for accepting and reviewing applications from community members who may still need assistance meeting their basic living needs after insurance or FEMA dollars have been utilized.

United Way of East Central Alabama, Calhoun County EMA, and The Community Foundation of Northeast Alabama led the charge in making sure our residents were taken care thanks to the generous donations of our community.

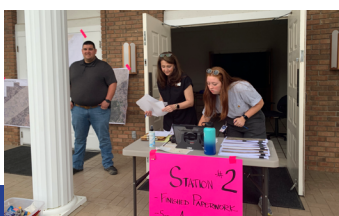


Calhoun County EMA Case Manager, Danielle Chasse, worked daily with residents who were in need. She would then present the case to LTRC, who would vote on the case. Danielle also spent her days working with contractors and residents to make sure all needs were met.

With our community's help through generous donations made to United Way of East Central Alabama and The Community Foundation of Northeast Alabama's Disaster Fund, LTRC was able to open 38 cases and assist families with \$366,381.39. These dollars assisted in replacing appliances, rental deposits for new properties, roof repairs, HVAC repairs, plumbing repairs, and land clearing.



Calhoun County LTRC and VOAD is honored to be able to assist the community members in their time of need and will continue to be here when the next disaster strikes Calhoun County.



**38 LTRC
Cases Opened**



3 New Homes
13 Families with new appliances
2 HVAC Repairs
3 Roof Repairs

\$366,381.39
Helped Rebuild
the Affected Communities
in Calhoun County



United Way Randolph County

Not only did the March 25, 2021 tornado strike Calhoun County, but Randolph County as well. This tornado caused much damage in the Corinth community of Randolph County, causing severe damage to their Volunteer Fire Department. We believe our volunteer fireman are some of the unsung heroes in Randolph County and we were honored to be able to present the Corinth Volunteer Department with \$9,000 from the Randolph County Disaster Relief Fund.



United Way of East Central Alabama, Randolph County Division kicked off their 2022 Camapign at the Wedowee First United Methodist Church on September, 9, 2021. This event allowed for the community to hear from various community partners Randolph County and what programs and services these commuinity partners are providing for the Randolph County community! In 2021, the Randolph County Division was able to provide level funding to the community partners



Randolph County Community Partners

Boy Scouts (Greater Alabama Council)
Boys & Girls Clubs of East Central Alabama
Girl Scouts of North-Central Alabama
H.O.P.E Fund
Randolph County 4-H Clubs
Randolph County Learning Center
Randolph County Rescue Squad
Tri-County Children's Advocacy Center
Wedowee Senior Center
Woodland Senior Center

Randolph County Advisory Board

Bryant Whaley, Chair

Mary Ammons
Brooke Bayliss
Patty Castle

Ramona Diamond
Gregory Foster

Day of Action 2021

Day of Action 2021 was our biggest and best Day of Action yet. We celebrated UWECA receiving a Perfect 100 from Charity Navigator and packaged 100,000 meals.

Day of Action was hosted in 2 locations. The City of Anniston and Jacksonville State University both served as host sites. Each site had 250 volunteers who packaged 50,000 meals for our local food pantries, shelters, schools and food giveaways, totalling 100,000 meals and 500 volunteers!

DAY OF ACTION



Hosted By:



Platinum Sponsors



Gold Sponsors



Silver Sponsors

AOD Federal Credit Union

Benton Nissan

B.R. Williams

Calhoun County Deputy Sheriff's Assoc.

Huron Valley Steel

Gold Bond Building Products

SouthPoint Mortgage



LIVE UNITED AGAINST HUNGER

Hosted By:

CITY OF
Anniston &
The Model City

JSU
JACKSONVILLE STATE UNIVERSITY

DAY OF ACTION



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.

WorkFORCE Connections hosted their first WFC Graduation on August 14, 2021. Eight participants graduated the program and entered their next steps in life.

After completing job-readiness skills, a volunteer opportunity, job-shadow opportunities, building a resume and mastering their interview skills, and more, each student wrote their own graduation speech to give in front of their peers, friends and family.

Of the graduates, two are working full-time, five are enrolled in college and working part-time.



OUR PARTNERS



United Way Cleburne County



Imagination Library Launches in Cleburne County

The 2021 Class of Leadership Cleburne County chose to host an Imagination Library Fundraiser as their class project. Their goal was to bring Dolly Parton's Imagination Library to Cleburne County. Leadership Cleburne County hosted "An Evening Under the Stars" at the Cleburne County Public Library, raising **\$ 14,416.76**.



Homeless Taskforce

In May 2021, the Anniston City Council established, by Resolution, the Community Task Force on Homelessness, to be led by Shannon Jenkins, President & CEO, of United Way of East Central Alabama. The Task Force is made up of a group of community stakeholders from diverse community sectors including non-profit, faith-based, substance misuse rehabilitation, health care, mental health care, government, law enforcement, corporate, and small business. With the closure of the only emergency shelter in Anniston or Calhoun County in February 2019, the City of Anniston partnered with United Way to establish a proactive approach to identifying the most pressing needs and gaps in services for our homeless individuals and families. The Task Force and its Steering Committee have been working to establish better coordination of services, as well as casting a vision to establish a new emergency shelter, equipped to serve individuals and families, complete with comprehensive services for those experiencing homelessness or at risk of becoming homeless. As the work of the Task Force moves forward, we look forward to seeing how the partnerships being established around this work will allow our vision to become a reality.



2021 Campaign Kick-Off

COVID-19 brought many challenges to 2020 and 2021, we were so excited to host our 2021 Campaign Kick-Off in person. Our 2021 Campaign Kick-off was held at Big Time Entertainment. Campaign kick-off allowed us an opportunity to connect our donors to the great programs and services in our community, honor some of our top companies with campaign awards and leave time for play time at Big Time Entertainment!

2021 PINNACLE AWARD

HONDA DEVELOPMENT & MANUFACTURING
OF AMERICA, LLC

2021 SPIRIT OF GIVING AWARD

NOBLEBANK & TRUST
M & H VALVE

2021 SPIRIT OF GIVING AWARD

FIRST BANK OF ALABAMA



2021 Community Impact

20,619 individuals or families were provided **food** to eliminate food insecurity.



959 children were taught life skills and improved their education goals.



3,253 clients were assisted with medical needs. Including, teeth removal, labwork, prescription assistance and mental health services.



2,316 clients were assisted with financial assistance in order to remain in their home and not become homeless.



Leadership Givers



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

Ms. Esta Spector



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

Charles Hamilton Charitable Trust
Dale & Victoria Benton
David Pawsat



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

Hernandez Family
James & Gina Nolen
Ken & Jenny Howell
Maggie & Rodney Owens



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

Patrick W. Adams
Mary Ammons
Diane W. Bailey
Karrie Barrs
William Bell
Robby A. Bennett
William Birchfield
Gregory D. Brown
Bobby J. Burns
Joe Bynum
Monique J. Christian
Sonde Coleman
Matt Cotney
Dr. & Mrs. James Daniel
Ben Davis
Ronald Dyda
Steven & Vivki Folks
Vicki Free
Dakota Garmon
Rodney A. Gibson

Taylor N. Gomer
Angelia M. Green
Kendra S. Gunnin
Bud & Kim Heard
Nathan & Carol Hill
Anthony & Christy Humphries
Shannon & Carey Jenkins
Pam & Noel Johnson
In Memory of Cash Edwin Jordan
Chris & Kelly Latta
Lin & Susan Latta
Jennifer S. Maddox
Howard E. McVeigh, M.D.
Christine M. Megill
Chelsae M. Miner
Chad & Sara Moore
Alexandria Negron
Charlie F. Owen
Wanda L. Pitts
Robert Quilliams

Daniel Roberts
Miranda L. Webber
Ken Seiffert
Susan Shipman
Anthony W. Sims
Terry Larmont Smiley
Greg & Cheryl Smith
Malcolm B. Street, Jr.
J.W. Swift
James Walker Swift
Samantha L. Taylor
Mindi Turner
Russell & Evelyn Ulrich
Kenneth & Walton Vandervoort
Marc Walker
Erin W. Wells
Kelvin & Joy Wright

Leadership Givers



GEM SOCIETY \$6,00 - \$999

Jason & Kristie Alderman
James R. Allen
Dick Anderson
Ara A. Bain
Toni E. Battle
Timothy J. Bowen
Virginia W. Bowen
Felecia Boyd
Kyle & Leann Bryan
Shirley Borden Bryant
Scott Burleson
Sonjia Y. Butler
Noah Caldwell
Lori Moran Carlisle
Myles Chamblee
Neil Compton
Colin Cotton
Jason Cox
William L. Cox
Kathy Crump-Post
Billy & Elizabeth Davis
Brian & Brinn Doyle
Antinie Skyler Dozier
Kenny Duncan
Joni Farler
Hunter Gentry
Justin Gray
Andy & Brandie Green
Karyn Green
Payton Grizzard
Russell T. Harrold

Michael C. Henderson
Lloyd Hightower
Michael T. Hormel
Stacy D. Hunter
Johnathon Hurst
Emmett Johnson
Sara J. Johnson
Brett Key
Carol Kirk
Jason Knight
Grady & Peggy Lacher
Stephen & April LaFollette
Chad Latta
Jane Bryan Lewis
Paula & Bruce Lott
Allen Lovell
Blake & Jacki Lowry
Roger L. Lynch
Gayle Macolly Harris
Jalin Marshall
G. Allan Mauldin
Daryl & Audrey Maxwell
Stephanie Mayfield
Keith & Leigh Ann McCullough
George McSweany
Brian & Angela McVeigh
Corey & Sherlyn McWhorter
Lisa Morales
Jonathan & Lindsay Mosley
Kelly M. Mraz
Leann Loveless O`Neal

Kelley Pearce
LaNelle Phillips
Wanda M. Ramsay Mark S.
Ramsdell
Norman B. Roberts
Kim & Travis Robertson
John M. Rogers
Gregory Russell
Jessica Scroggin
Michael & Dawn Simpson
Misty K. Skinner
Chief Gary Sparks
Michelle M. Spurlin
Angela M. Sullivan
Katherine D. Sunday
Janice C. Tiffany
Mr. Michael & Dr. JoAnn Tyson
Joy Weichman
Matt Whitaker
Alex Wilkerson
James R. Wilson
Kody G. Winn
James H. Woodall, Jr.

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.



**United Way
of East Central Alabama**

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

www.uweca.org

