

# JOIN THE POWER OF COMMUNITY



United Way's  
Youth United Council Members



United Way  
of Northwest Georgia

PRESIDENT'S MESSAGE

Thanks to you and so many generous supporters, in the last year United Way of Northwest Georgia has grown proven programs and started innovative pilot initiatives that are already yielding exciting results in the way of families having the opportunities and resources for a better life. United Way has positively affected the lives of 40,714 individuals and families.

We know that the power of a Community United is greater than the sum of its individual parts. Together, we kept more families fed as food insecurity rose. We strengthened our support for housing. We cared for our children and families' basic needs, including their mental health. We worked to minimize learning loss for our students. We want to ensure that our community is a place where everyone has the chance to reach their full potential and thrive. This Introduction Packet shows the incredible work we are doing in our focus areas of education, basic needs, and health.



Amanda Burt, President

United Way's success is our community's success. These successes are possible because of dedicated supporters like you. Under the leadership of Campaign Co-chairs Piet and Julian Dossche, we exceeded our \$4.15 campaign goal! Please spread the word, and join our movement to create a beloved community where everyone has the opportunity to thrive.

United Way is here serving our community when you need us most. Thanks to you, the work continues.

BOARD OF DIRECTORS

\*Mike Sanderson Board Chair  
Engineered Floors

- \*Allen Bentley | Benbrook, Inc.
- Hank Blackwood | Dalton Utilities
- Bill Brueckner | Shaw Industries, Inc.
- Elizabeth Caperton | Barrett Properties
- \*Julian Dossche | IFC Floors
- Emily Finkell | Engineered Floors
- Mike Fromm | Shaw Industries, Inc.
- Tatum Hackney | Shaw Industries, Inc.
- \*Landon Hair | Marketing Alliance Group
- Bob Hardaway | Shaw Industries, Inc.
- \*Russell Headrick | Shaw Industries, Inc.
- Tammy Herndon | Herndon Properties
- Amy Kinard | Coldwell Banker Kinard Realty
- Juan Martinez | Shaw Industries, Inc.

- . Deanna Mathis | Shaw Industries, Inc.
- \*Matthew Moore | Shaw Industries, Inc.
- Gage Peebles | United Surface Solutions
- Isabel Pimentel | Engineered Floors
- Carlos Ramirez | Eclectic 79
- Patti Renz | Coldwell Banker Kinard Realty
- \*Jonathan Sierra | Shaw Industries
- \*Jill Schubert | Mohawk Industries
- Karen Townsend | Community Volunteer
- \*Jamie Welborn | Mohawk Industries, Inc.
- Brent Williams | Shaw Industries, Inc.
- \*Kevin Wright | Marketing Alliance Group
- Joe Young | Engineered Floors
- Will Young | Engineered Floors

\*Executive Committee

Connecting People In Need With People Who Can Help!

MY DONATION



United Way  
of Northwest Georgia



More students graduate  
from high school



More people are  
safe and secure



More people  
lead healthier lives



STRONGER COMMUNITIES



## MISSION

Improving Lives. Inspiring Donors. Uniting Community.

## GUIDELINES FOR COMMUNITY IMPACT

**Education:** Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.

**Basic Needs:** Reduce the long term need for food, housing, and utility assistance through life skills education and financial counseling.

**Health:** Support prevention services so youth and adults are healthy and avoid risky behaviors.

## OUR WORK

Over 40 United Way volunteers analyze the needs of the community, making sure your gift is put to the highest and best use, where the needs are the greatest in Whitfield & Murray counties.

United Way has a local board of directors who focus on Uniting the community so we can create a community where everyone can thrive.

United Way is not about short-term charity; it is about lasting change. We look at the big picture: what resources are lacking - down to food, shelter, and health needs - and how we can address those needs so that everyone in our community has the tools to be successful.

UNITED IS THE WAY FORWARD



## UNITED WAY FOCUSES ON THE BUILDING BLOCKS OF A GOOD LIFE: EDUCATION, BASIC NEEDS, AND HEALTH

### BORN LEARNING TRAILS

The Born Learning Trail consists of activities to promote early learning and advocating for family health. The Trail is a series of 10 interactive signs, in English and Spanish, that offer fun, active learning activities for young children and their families. Signs feature different activities that engage early childhood developmental skills.

### MENTORS UNITED

United Way of Northwest Georgia's Young Leaders Society established the Mentors United mentoring partnership with Community Partner, Big Brothers Big Sisters of Northwest Georgia Mountains. Young Leaders Society members commit to spending time with North Whitfield Middle School sixth-grade students. The Mentors (Big Buddies) meet with their Little Buddies on a regular basis during the school year with the goal of continuing the match through the 8th grade year.

### CHILD WELL-BEING INDEX

United Way, along with our partners, developed a set of 14 measures that can be used as a tool to help the region assess how children, the families that support them, and the communities that surround them, are doing. This data is bringing people together from across the community to advance a shared goal and drive transformative results for children and families.

### ELBERT SHAW SCHOLARSHIPS

The Elbert Shaw Memorial Scholarship seeks to recognize young people who are active, empowered members of our community. The award recipients will be youth who work in cooperation with their peers and community leaders to create positive change in society. Shaw Industries partners with United Way of Northwest Georgia to offer two \$5,000 scholarships for high school students.

### SINGLECARE

SingleCare is a collaboration with United Way to improve the health and financial stability of Northwest Georgia. The prescription savings card is available to anyone in Northwest Georgia whether they have health insurance or they are uninsured.

### LEADERS UNITED

United Way's Leaders United program is a non-profit Board Member training program. Leaders United Training identifies, recruits, and connects volunteers to leadership and policy making positions in nonprofit organizations in the Northwest Georgia area.

## LITTLE FREE LIBRARIES

United Way has Little Free Libraries located in public parks in Dalton, Whitfield, and Murray counties to provide a place where all readers in the community can share books throughout the year. Participants can leave books to share with others in the box and take a book they would like to read.

## READ UNITED

United Way is providing wrap-around support, to ensure our children learn to read and then read to learn! Keep Kids Thriving is a literacy initiative, under Read United, dedicated to providing the tools and resources for young children to help prevent the summer slide. We help close the gap and help students stay on track even when they are out of school by distributing free books for local youth and families in Whitfield and Murray counties.

## TEEN MAZE

United Way partners with Whitfield County Family Connection to present Teen Maze, an interactive "Game of Life" event for sophomores from Dalton, Whitfield, and Murray County Schools. Students have the opportunity to face consequences of randomly selected life-style choices associated with risky youth behaviors in a safe and controlled environment and examine the consequences in a hands-on, realistic and educational way.

## VOLUNTEER CENTER

The United Way Volunteer Center provides nonprofits in Northwest Georgia with volunteer management support through training and an online recruitment platform. Companies and employees alike can use the service to find volunteer opportunities and match their talents with community needs.

## YOUTH UNITED

Youth United is your source for high school student-centered volunteer opportunities. Student led and adult supported, Youth United offers unique and impactful service projects and leadership development programming.

## 2-1-1 CENTER

2-1-1 connects ANYONE in Whitfield and Murray counties to resources to address everyday challenges and those that develop during times of emergency. This service is free and confidential. A bilingual specialist is available to assist with needs such as food pantries, job search programs, family services, and financial emergencies.

## SAFE AND STABLE HOMES

United Way is Building Pathways to Economic Stability. Having economic stability allows people the ability to access resources essential to life, including financial resources, quality housing and food, and a job that provides a stable, living wage. That's why United Way unites the community around this common goal to reduce the long-term need for food, housing, and utility assistance for all families.



# UNITED WAY'S COMMUNITY PARTNERS



## UNITED WAY COMMUNITY PARTNERS, GRANTEES, AND PROGRAMS

- American Red Cross
- Big Brothers Big Sisters
- Boehm Birth Defects Center
- Boy Scouts
- Boys & Girls Clubs
- Carter Hope Center
- Cross Plains Community Partner
- DEO Clinic
- Family Frameworks
- Family Support Council
- Friendship House
- Girl Scouts
- Meals on Wheels
- Murray County 4-H
- Murray County Developmental Center
- NWGA Family Crisis Center
- RossWoods Adult Day Services
- Teen Maze
- The GreenHouse
- The Salvation Army
- United Way Community Solutions
- United Way Volunteer Center
- Whitfield County 4-H
- Whitfield County - Dalton Day Care Center

## ONLY UNITED WAY

- Looks at the big picture and brings together resources of the social service agencies, faith-based organizations, nonprofits, corporations, private donors, and government organizations to tackle key community social issues for the good of all.
- Has the capacity and experience to see long-term trends across the community, identify and respond to emerging problems, and put resources in place for optimum results.
- Gives you confidence that your gift will be used where it's truly needed, thanks to sound management and investment decisions by trained community volunteers.
- Covers the entire circle of life, including children and youth, families, seniors, and people rebuilding their lives.
- Leverages your donation, bringing additional resources to the community and making it easy for employees to give through payroll deduction.

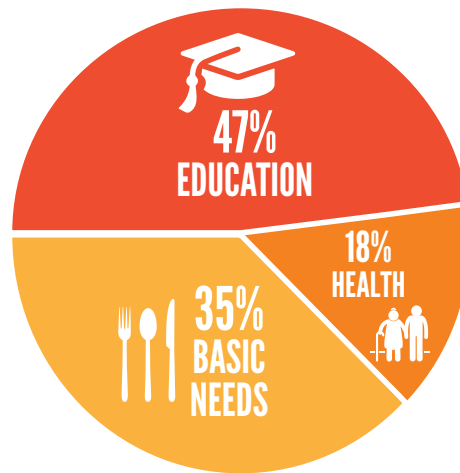
## WANT MORE INFORMATION?

For more information, please contact Margaret Zeisig, Director of Community Solutions, by email [margaret.zeisig@ourunitedway.org](mailto:margaret.zeisig@ourunitedway.org) or visit [ourunitedway.org/community-investments](http://ourunitedway.org/community-investments).

## UNITED WAY COMMUNITY SOLUTIONS

United Way is at the table as a convener, resource, and collaborator across the community, helping to improve lives. The Community Solutions Committee is comprised of over 40 volunteers on six panels who analyze community needs and allocate United Way Education, Basic Needs, and Health funds to 24 local Community Partners, Grantees, and programs. Volunteers qualify each service as effective and efficient and investing in positive community outcomes.

When you give to United Way of Northwest Georgia, your gift is magnified with the gifts of others, impacting our community's most critical social issues. United Way accounts for as much as 65% of an agency's overall budget and helps leverage additional funding from outside the community to provide vital services. Dollars raised locally are distributed locally to help strengthen families, support seniors, create successful students, and help families become self-sufficient.

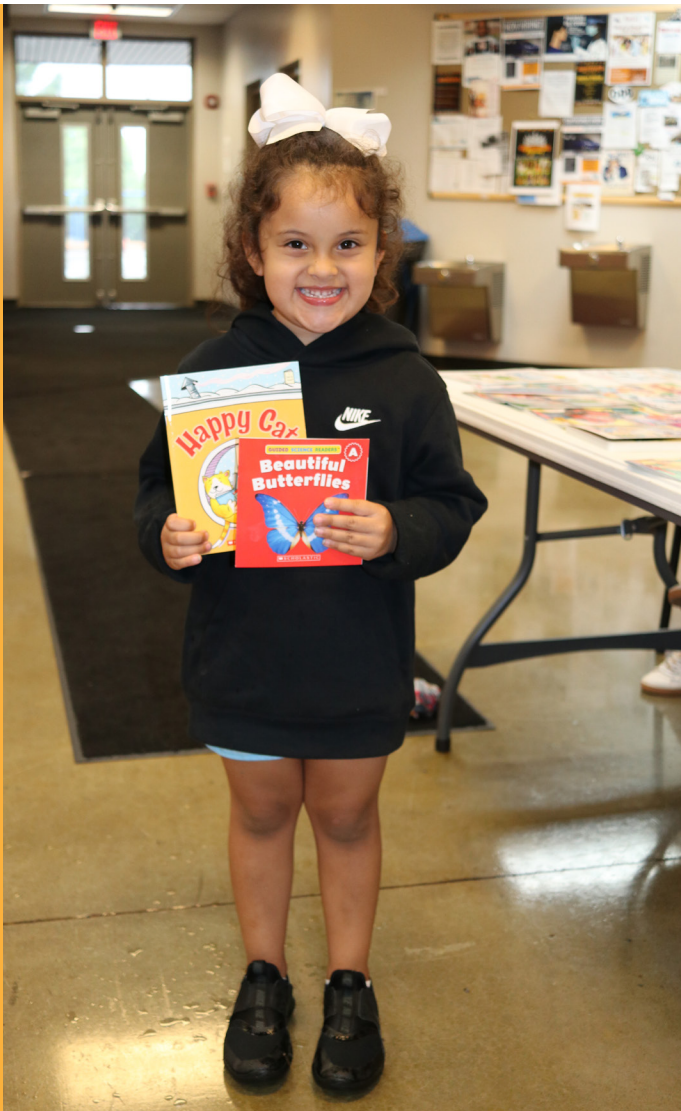


## 2-1-1 + INFORMATION AND REFERRAL

- Over 10,000 connections through our 2-1-1/Information and Referral service, health fairs festivals, and collaborative events.
- Our 2-1-1 Center is staffed by trained, bilingual call center specialists who assist callers by using the most comprehensive database of social services in our community.
- The Information and Referral Specialists have comprehensive knowledge in areas such as basic needs, physical and mental health, domestic violence services, child care, counseling, and mentoring.
- The top needs are housing, utility assistance, food, health care, and mental health/substance abuse.
- Our Information and Referral team maintains our Community Resource Guide and responds through the 211 and 706.CAN.HELP helplines, email, and social media inquiries.



# LIVES IMPACTED



Keep Kids Thriving Book Drop

## TOGETHER, WE IMPACTED 40,714 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	122	37
Big Brothers Big Sisters	351	8
Boehm Birth Defects Center	70	24
Boy Scouts	328	71
Boys & Girls Club	460	374
Carter Hope Center	48	13
Cross Plains Community Partner	111	8
DEO Clinic	1,088	137
Family Frameworks	1,273	841
Family Support Council	8,500	2,650
Friendship House	85	13
Girl Scouts	429	96
Meals on Wheels	151	123
Murray County 4-H		1,181
Murray County Developmental Center	1	19
NWGA Family Crisis Center	949	705
RossWoods Adult Day Services	62	12
Teen Maze	1,665	622
The GreenHouse	128	99
The Salvation Army	6,553	2,009
United Way Community Solutions	9,151	539
United Way Volunteer Center	1,922	71
Whitfield County 4-H	1,085	0
Whitfield County-Dalton Day Care Center	286	19

### UNITED WAY OF NORTHWEST GEORGIA BY THE NUMBERS

14,020 individuals received food, clothing, and direct financial assistance	16,591 individuals provided with food assistance	54,784 meals delivered to home-bound elderly	5,971 children/youth received help to graduate high school on time with skills to be life-ready
9,782 number of children who learned to recognize or prevent abuse	509 individuals received counseling or therapy	5,318 children participated in an out of school program	28,135 bed nights provided to people in need of shelter







## WHY PARTNER WITH UNITED WAY OF NORTHWEST GEORGIA

United Way of Northwest Georgia can provide you with the opportunity to enhance your company's philanthropic image and visibility in the community and support investments that help solve our community's most pressing needs. When your company joins the ranks of United Way corporate partners and supporters, you are aligning with companies committed to improving lives in the community where your employees live and work. United Way's sponsorship opportunities are strategically tied to our impact areas of education, basic needs, and health.

## IT'S MORE THAN GOOD WILL, IT'S GOOD BUSINESS

United Way of Northwest Georgia has been making a difference in our community for almost 80 years. Partnering with us makes a positive impact on our local community while reaching top community leaders, corporations and families through joint promotional opportunities. Sponsoring a United Way event feels good, but makes good business sense, too.

## A SPONSORSHIP WITH UNITED WAY PROVIDES YOUR COMPANY

- Visibility as a strong community supporter with exposure to our entire donor base.
- Year-round co-branding with the #1 non-profit in the world, United Way.
- An excellent use of your marketing dollars. Your corporate sponsorship is a single, comprehensive annual gift, beyond the corporate pledge made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to enhance the lives of nearly 50,000 people in Northwest Georgia.
- Reinforce your company's reputation as a good corporate citizen to your customers, employees and local residents.

### SIGNATURE

Align your brand with one of the top-performing United Ways in the world to reach larger audiences and enjoy exclusive benefits.

### ENGAGEMENT

Grow your business by reaching an affluent and educated audience of United Way supporters at exclusive, invitation-only events.

### IMPACT

Become a change-agent and achieve your corporate citizenship goals by sponsoring events that directly impact students, families and seniors.

For more information, please contact Amy Ross, Director of Donor Relations, at 706-529-1592 or by email [amy.ross@ourunitedway.org](mailto:amy.ross@ourunitedway.org).

BECOME A CORPORATE SPONSOR

# ENGAGE IN CORPORATE VOLUNTEERISM



## WHY CORPORATE VOLUNTEERING

United Way of Northwest Georgia's Volunteer Center provides streamlined event management to corporate partners with firsthand knowledge of community needs to ensure that employee volunteer time is used effectively and efficiently. The Volunteer Center also makes it easy to volunteer together as a group by connecting projects and volunteer needs to groups. We believe that volunteerism is essential to the well-being of the community. It is good business to engage workplace volunteer resources in meeting community needs, and volunteerism is one of the foundations of corporate social responsibility.

## WORKPLACE VOLUNTEERISM BENEFITS

### EMPLOYEE BENEFITS

- Increases employee awareness, generates interest in community issues, and creates opportunities to get involved.
- Volunteering can improve employee health.
- Achieve personal development and increase self-esteem.
- Provide networking and team-building opportunities and strengthen skills.

### EMPLOYER BENEFITS

- Impact on revenue.
- Enhance corporate social responsibility.
- Support strategic business goals.
- Increase employee morale, loyalty and productivity.
- Generate recognition as a "best place to work".
- Positively impact profitability.
- Important to younger generations.

### COMMUNITY BENEFITS

- Build a stronger, healthier, and safer community.
- Generate a renewed spirit of citizenship and civic pride.

## WANT MORE INFORMATION?

For more information, please contact Hayley Poillucci, Volunteer Center Manager, by email [hayley.poillucci@ourunitedway.org](mailto:hayley.poillucci@ourunitedway.org) or visit [ourunitedway.org/volunteer](http://ourunitedway.org/volunteer). For an online database to find volunteer opportunities, please visit [volunteernwga.org](http://volunteernwga.org).

No matter the size of your company, our Volunteer Center provides you an opportunity to effectively make a difference. If your company is ready to team up with other business leaders in meeting community needs, join United Way TODAY!

## UNITED WAY'S MOST GENEROUS WORKPLACES

More than 50 businesses partner with United Way every year. These businesses serve as a role model for corporate social responsibility which in turn creates a culture of caring among their employees. United Way of Northwest Georgia recently unveiled the 2022 Most Generous Workplaces in Northwest Georgia. This Top 20 listing includes philanthropic contributions from organizations and their employees to the United Way workplace campaign.

Through corporate and employee sponsorships, monetary and in-kind giving, and initiative support, these generous companies are investing in a better future for Northwest Georgia and its residents. This critical support helps to build a stronger, more stable workforce. Additionally, it bolsters the local economy and improves the health and well-being of our entire community.

These businesses are leading the way by empowering and encouraging their employees to get involved, volunteer, and give back to the community we all call home. It is having a positive impact on the lives of thousands of men, women, and children.

## TOP 20 MOST GENEROUS WORKPLACES

- Americhem, Inc.
- BDL Advisors
- Coldwell Banker Kinard Realty
- Dalton Foam Div. of NCFI
- Dalton Utilities
- Dorsett Industries, Inc.
- Engineered Floors
- Extruded Fibers
- Huali Floors USA
- Marketing Alliance Group
- Material Handling Inc.
- Mohawk Industries
- Murray County School System
- Phenix Flooring a Mannington Company
- Shaw Industries, Inc.
- Textile & Industrial Sales, Inc.
- Textile Management Associates
- Textile Rubber & Chemical Company
- Truist
- Whitfield County Schools

\*Based on 2022 Campaign Results



UNITED WAY'S TOP 20 ACCOUNTS

# UNITED WE WIN



Kevin Wright  
Marketing Alliance Group  
2023 Campaign Chair

United Way fights for the education, basic needs, and health of every person in our community.

★ **BE A 5-STAR UNITED WAY CHAMPION!** Include the 5-star elements in your campaign and your company will be recognized at the United Way Annual Meeting. Your CEO was provided information about this recognition.

**BE A UNITED WAY STRATEGIC PARTNER!** Grow your campaign to the \$25K \$50K, \$100K, \$250K, \$500K, or \$1M+ level. Contact United Way for more information or visit us online at [ourunitedway.org](https://ourunitedway.org)



Join us on 9.14.23 @ 6PM for the  
CEO Trike Race & Campaign Kickoff Party

## THANK YOU FOR SUPPORTING UNITED WAY

A gift to United Way covers the entire circle of life impacting education, basic needs, and health. United Way recruits people and organizations that bring the passion, expertise, and resources needed to get things done. Right here in our community people just like you are working to make real lasting change by focusing on the building blocks of a good life. It takes everyone in the community working together to create a brighter future. Thanks for your help!

## STEPS FOR A SUCCESSFUL CAMPAIGN

### 1. LEARN

- Meet with your United Way representative.
- Review our online Campaign Toolkit for additional ideas.
- Schedule tours for your campaign team and employees. ★

### 2. PLAN

- CEO makes personal leadership gift and corporate pledge. ★
- Work with your CEO to review last year's campaign results and set a goal. ★
- Recruit a Campaign Coordinator and a campaign team.
- Establish a timeline/schedule.
- Find creative ways to use the themes: LIVE UNITED and POWER OF COMMUNITY.
- Identify incentives.
- Schedule group meetings, promotions, and publicity.
- Schedule United Way Community Partner speakers.
- Personalize pledge cards.

### 3. HOLD YOUR EMPLOYEE CAMPAIGN MEETINGS

- Increase your campaign over last year. Make sure everyone has been asked to give and report results to United Way before October 31. ★
- Plan and conduct a Management/Leadership Campaign.
- Conduct group employee meetings and/or one-on-one asks.
- Say thank you and report final results back to employees.

### 4. ENGAGE YEAR-ROUND

- Contact United Way to schedule a volunteer project. Visit [ourunitedway.org](http://ourunitedway.org) or call us at 706-529-1591 for more information. ★

BEST PRACTICES

LEAD BY EXAMPLE



TOGETHER UNIDOS



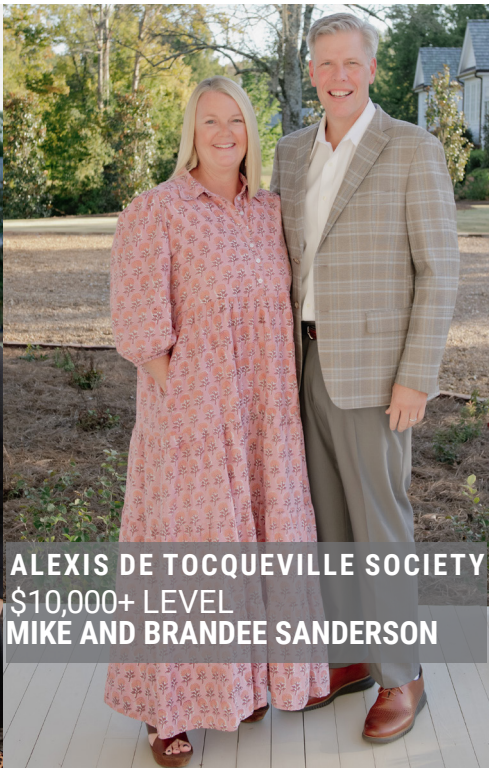
YOUNG LEADERS SOCIETY  
\$365+ LEVEL



WOMEN'S LEADERSHIP COUNCIL  
\$1,000+ LEVEL



LEADERSHIP GIVING  
\$1,000+ LEVEL  
KEVIN AND AQUILA WRIGHT



ALEXIS DE TOCQUEVILLE SOCIETY  
\$10,000+ LEVEL  
MIKE AND BRANDEE SANDERSON



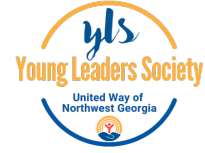
PEACOCK LEGACY SOCIETY  
BRYAN AND DEBBIE MACON

# Together Unidos



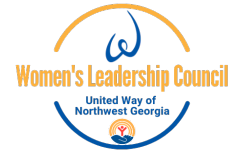
A group of leaders who are passionate about helping United Way reach a broader community, specifically our Latino Community.

# Young Leaders Society



The Young Leaders Society engages the next generation of philanthropists and volunteers ages 21 - 40 by creating a brighter future for our community, while serving as a driving force in retention of young professionals for local employers.

# Women's Leadership Council



A vibrant and powerful female driven philanthropic force supporting United Way's mission to support literacy. Members of the Women's Leadership Council give \$1,000+ annually.

# Leadership Society



Community leaders creating greater opportunity for local children and families. Leadership giving has been a large focus of corporate campaigns with donors making a household investment of \$1,000+ annually.

# Alexis De Tocqueville Society



The Alexis de Tocqueville Society, chartered by Julian Saul in Northwest Georgia in 1996 with 23 members, was created to deepen individual support for United Way's work in education, basic needs, and health in our community. Today, the Alexis De Tocqueville Society invests over \$1 million annually.

# Peacock Legacy Society



Launched in 2015, the Peacock Legacy Society allows Alexis De Tocqueville members to endow their annual gift in perpetuity and corporations to deepen their support beyond the annual campaign. A group of community leaders who make the extraordinary decision to invest in the future of our community through a planned gift to United Way, as well as outright gifts to our endowment.

JOIN A GROUP

**You can make a difference.**

**United, we can build a community where every child enters kindergarten ready to learn, every child reads on grade level by third grade, every person connects with community resources promoting health, and all families' basic needs are met.**

**Join our movement today.**

**United Way of Northwest Georgia**

816 S. Thornton Ave., P.O. Box 566

Dalton, GA 30722

706 CAN-HELP | [ourunitedway.org](http://ourunitedway.org)

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**United Way  
of Northwest Georgia**