

GREAT THINGS HAPPENED

A YEAR IN REVIEW



UNITED WAY OF NORTHWEST GEORGIA 2017 ANNUAL REPORT



United Way
of Northwest Georgia



BOARD & PRESIDENT'S MESSAGE

"Our community is such a special place. We are fortunate to live where people are so generous. We have many needs, but we also have many solutions for the needs. We only have to support them. As United Way's 2017 Board Chair, I focused on continuing United Way's standard of excellence. United Way is a place where people from all walks of life can join together and make an impact. The mission is simple: Improving Lives, Inspiring Donors, Uniting Community. United Way serves more than 55,000 individuals in our community each year and makes a huge impact."

LIVE UNITED,
Matthew Moore, 2017 Board Chair with
Amanda Burt, President



BOARD OF DIRECTORS

Matthew Moore, Board Chair* | Shaw Industries • Zack Adamson | Engineered Floors • Tim Baucom | Shaw Industries • Jeff Browne | Browne, Draper, and Land Financial Concepts • Bill Brueckner | Shaw Industries • Tom Bundros* | Dalton Utilities • Kasey Carpenter | Oakwood Cafe • Oliver Cobb | Oliver F. Cobb & Associates, LLC • J.T. Finley | Maryville Jewelers • Jim Gordon | Community Volunteer • Bob Hardaway | Shaw Industries • Jim Hawkins* | Dalton Public Schools • Sandee Hooper | Community Volunteer • Ken Jackson* | Shaw Industries • Brenda Knowles | Shaw Industries • Brittany Pittman | Department of Community Affairs • Micah Riggle | Mohawk Industries • Pat Sain | Material Handling • Dottie Boring Shaw | Community Volunteer • Bob Spahn* | Shaw Industries • Kim Thames | Community Volunteer • Karen Townsend* | Community Volunteer • Jerry Watkins* | Morehouse Group • Jamie Welborn | Mohawk Industries • Lynn Whitworth* | Brown Industries • Denise Wood | Mohawk Industries • Joe Young* | Engineered Floors

*EXECUTIVE COMMITTEE

MISSION

Improving Lives. Inspiring Donors. Uniting Community.

STRATEGIC 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

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

Over 70 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 and almost 3,000 volunteers who ensure that the most critical needs are met in the most efficient and effective ways.

United Way isn't about short-term charity; it's 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.

We all win when a child succeeds in school, when families' basic needs are met, and when people make healthy choices.

Treasurer's Report

Receipts

Campaign Pledges	\$3,892,948
Other Income	125,360
Total	\$4,018,308

Disbursements and Expenditures

Program Expenses	\$3,359,041
Fundraising	244,009
Administration	128,225
Total	\$3,731,275

Change in Net Assets	\$ 287,033
-----------------------------	-------------------



United Way Board Members, Bill Brueckner, Kim Thames, Karen Townsend, and Bob Hardaway, packing food boxes at the Salvation Army.



United Way
of Northwest Georgia



GREAT THINGS HAPPEN WHEN WE LIVE UNITED



\$4 Million Reasons to Celebrate

We surpassed our 2017 goal of \$3.9 million!



United Way's Board of Directors and Campaign Cabinet celebrate surpassing the 2017 Campaign Goal of \$3.9 million!

UNITED WAY CAMPAIGN CABINET MEMBERS

Joe Young, Campaign Chair | Engineered Floors • Zack Adamson | Engineered Floors • Stryker Brown | Northwestern Mutual • Bill Davies | BB&T • Scot Davis | Shaw Industries • James Dixon | Shaw Industries • Vance Embry | Shaw Industries • J.T. Finley | Maryville Jewelers • Landon Hair | Marketing Alliance • Bob Hardaway | Shaw Industries • Chip Howalt | Textile Rubber & Chemical Company • Mike Sanderson | Engineered Floors • Jill Schubert | Mohawk Industries • Pete Sigmon | Shaw Industries • Karen Townsend | Community Volunteer • Will Young | Engineered Floors



United Way
of Northwest Georgia



YOUNG LEADERS SOCIETY
VANCE EMBRY, SHAW INDUSTRIES & LONDON HAIR,
MARKETING ALLIANCE GROUP; YLS CO-CHAIRS
\$365+ LEVEL



WOMEN'S LEADERSHIP COUNCIL
KAREN TOWNSEND, COMMUNITY VOLUNTEER; DIXIE KINARD, KINARD
REALTY; & LYNN WHITWORTH, BROWN INDUSTRIES; WLC CO-CHAIRS
\$1,000+ LEVEL

GIVING SOCIETIES



LEADERSHIP GIVING
MATTHEW MOORE, 2017 UNITED WAY BOARD
CHAIR & LEGAL COUNSEL AT SHAW INDUSTRIES,
PICTURED WITH WIFE, TRACY, AND FAMILY
\$1,000+ LEVEL



ALEXIS DE TOCQUEVILLE SOCIETY
CHIP HOWALT, ALEXIS DE TOCQUEVILLE SOCIETY
CHAIR & PRESIDENT OF TEXTILE RUBBER &
CHEMICAL CO.
\$10,000+ LEVEL



PEACOCK LEGACY SOCIETY
KEN JACKSON, UNITED WAY ENDOWMENT
CHAIR & EVP-CFO AT SHAW INDUSTRIES,
PICTURED WITH WIFE, JODY

Young Leaders Society



The Young Leaders Society engages the next generation of philanthropists and volunteers ages 20 - 40 by creating a brighter future for our community, while serving as a driving force in retention of young professionals for local employers. In 2017, 248 members made a household gift of \$365+ annually, investing a total of \$204,320.

Women's Leadership Council



The Women's Leadership Council is a group of women truly generous in heart and spirit who bring vision, energy, talent, and creativity to create lasting change. Members of the Women's Leadership Council give \$1,000 or more annually. In 2017, 330 Women's Leadership Council members invested \$1.17 million.

Leadership Giving



Leadership givers join hundreds of like-minded individuals in our community who come together to make Great Things Happen. Leadership giving has been a large focus of corporate campaigns with 706 donors making a household investment of \$1,000 or more annually to United Way, representing \$1.5 million in 2017.

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 boasts 76 members who invest \$921,870 in United Way.

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. The Peacock Legacy Society has pledges and planned gift provisions from three corporations, six families, and one fund totaling almost \$5 million.



United Way
of Northwest Georgia



SHAW INDUSTRIES
Five Star Champion, Community Pillar, & Largest Dollar Increase



MOHAWK INDUSTRIES
Five Star Champion & Community Builder



TEXTILE RUBBER & CHEMICAL CO.
Community Patron



ENGINEERED FLOORS
Five Star Champion, Community Builder, & Largest Percentage Growth



BROWN INDUSTRIES
Community Collaborator



AMERICHEM
Highest Participation Award

HOW TO BE A 5-STAR UNITED WAY CHAMPION

- ★ CEO supports the campaign with a personal and corporate gift
- ★ Appoint a dynamic United Way team to lead the employee campaign
- ★ Employees go on United Way Impact Tours to see their investment at work
- ★ Employees are asked to give, the campaign is up over last year, and results reported to United Way by Oct. 31
- ★ The company has employees who volunteer with United Way through volunteer projects, board service, etc.



TEXTILE MANAGEMENT ASSOCIATES
Community Collaborator



DALTON UTILITIES
Five Star Champion & Community Collaborator



PHENIX FLOORING
Five Star Champion



MARKETING ALLIANCE GROUP
Community Collaborator



UPS
GCL Award



MATTEX
Newcomer Award

STRATEGIC PARTNER LEVELS

\$1 Million
\$500K
\$250K
\$100K
\$50K

Community Pillar
Community Builder
Community Samaritan
Community Patron
Community Collaborator

MEDIA PARTNERS

Billboards for Education • The Daily Citizen
News • Lifestyles for Women • The Local
Scene • North Georgia Radio Group •
Optilink – Dalton Utilities



United Way
of Northwest Georgia



WHITFIELD COUNTY SCHOOLS
Rising Star



MFG CHEMICAL
Rising Star



DORSETT INDUSTRIES
Five Star Champion, Community Collaborator, & Highest Participation

CONGRATULATIONS TO THE AWARD WINNERS:

AMERICHEM - Highest Participation

BROWN INDUSTRIES - Community Collaborator

DALTON UTILITIES - Five Star Champion & Community Collaborator

DORSETT INDUSTRIES - Five Star Champion, Community Collaborator, & Highest Participation

ENGINEERED FLOORS - Five Star Champion, Community Builder, & Largest Percentage of Growth

MARKETING ALLIANCE GROUP - Community Collaborator

MATTEX - Newcomer Award

MFG CHEMICAL - Rising Star

MOHAWK INDUSTRIES - Five Star Champion & Community Builder

PHENIX FLOORING - Five Star Champion

SHAW INDUSTRIES - Five Star Champion, Community Pillar, & Largest Dollar Increase

TEXTILE MANAGEMENT ASSOCIATES - Community Collaborator

TEXTILE RUBBER & CHEMICAL CO. - Community Patron

UPS - GCL Award

WHITFIELD COUNTY SCHOOLS - Rising Star

UNITED WAY VOLUNTEER CENTER 2017

In total, United Way mobilized 2,954 volunteers who gave 24,907 hours of service in 2017. This represents an impact of \$607,482 to our community.

United Way Volunteer Center organized 155 hands-on volunteer projects in 2017.

United Way YOUTH United mobilized 371 middle school, high school, and college students who volunteered through Volunteer Vacation, goLEAD, Co-Op Days of Service, and service learning days, giving 1,270 hours of service.

BOARDWALK, our board service training program, trained 25 volunteers this year and has provided nearly 400 trained board members to area non-profits since the program's inception.

Make A Difference Day, sponsored by Brown Industries and Phenix Flooring, mobilized 212 volunteers this year, who gave 1,089 hours of service.



Joe Young, 2017 Campaign Chairman

2017 VOLUNTEER AWARD WINNERS

Annually, United Way recognizes outstanding volunteer service through the Presidential Volunteer Service Awards, The Connie Woodward Award, and the Elaine Butler Award. Starting in 2014, Shaw Industries partnered with United Way to present two \$5,000 Elbert Shaw Memorial Scholarships to area juniors and seniors in high school.

Karen Townsend | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Josh Young | Elaine Butler Award for Outstanding Volunteerism in Murray County • Chloe Medlin | 2017 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Lilli Ownby | Elbert Shaw Memorial Scholarship Recipient



VOLUNTEER CENTER CABINET MEMBERS

Jim Hawkins, VCC Chair | Dalton Public Schools • John Forrester, VCC Co-Chair | Hamilton Health Care System • Tracie Dodson | Shaw Industries • Howard Elder | Community Volunteer • Scott Grafe | Dorsett Industries • Darby Moraitakis | Phenix Flooring • Marianne Murray | Engineered Floors • Stuart Nelson | Brown Industries • Kim Thames | Community Volunteer • Denise Wood | Mohawk Industries



United Way
of Northwest Georgia

1,965

individuals participated in physical activity or healthy food access or nutrition programs



759

abused and neglected children were served



4,307

children participated in an out of school program or received individualized support

656

children enrolled in high quality childcare



HOW DID YOU MAKE

212

children benefited from forensic interviews to prosecute sexual violence abusers



70,553

meals were delivered to home-bound elderly

148

elderly and disabled individuals were provided with nursing care, bathing, nutrition, therapeutic activities, and programming during the day

487

children received hearing, vision, and dental screenings

81

patients with birth defects had access to lifesaving medical care

137

individuals were fitted for hearing aids



164

individuals received residential treatment for drug and alcohol addiction

107

individuals with developmental disabilities were able to have a meaningful day through spending time in the community, volunteering, and gaining new skills for daily living



3,995

children and youth received job skills training

GREAT THINGS HAPPEN?

26,187

individuals received food, clothing, furniture, prescription medication, or direct financial (rent or utility) assistance

27,464

bed nights were provided to people in need of shelter



807

domestic violence calls were answered



21,923

people received food assistance



Bob Hardaway, Board Member, with Robbine, a participant at RossWoods

TOGETHER, WE IMPACTED 55,168 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	94	67
Big Brothers Big Sisters	618	61
Boehm Birth Defects Center	64	19
Boy Scouts	832	158
Boys & Girls Clubs	830	538
Carter Hope Center	56	9
Cross Plains Community Partner	168	19
Family Frameworks	1,855	552
Family Support Council	12,186	3,961
Friendship House	274	10
Girl Scouts	498	69
Habitat for Humanity	25	
Looper Speech & Hearing Center	495	161
Meals on Wheels	1,353	1,161
Murray County 4-H		1,291
Murray County Developmental Center	4	25
NWGA Family Crisis Center	723	268
RossWoods Adult Day Services	99	17
Teen Maze	1,941	449
The GreenHouse	120	85
The Salvation Army	10,727	8,695
United Way Community Solutions	1,232	149
United Way Volunteer Center	2,363	591
Whitfield County-Dalton Day Care Center	248	8

COMMUNITY SOLUTIONS PANELS

Bob Spahn, Shaw Industries, Community Solutions Chair

ADMISSION QUALIFICATIONS PANEL | Patrick Sain, Chair | Material Handling • Randy Selby | Georgia Power • Anita Thornton | Shaw Industries • Shanda Wein | Shaw Industries

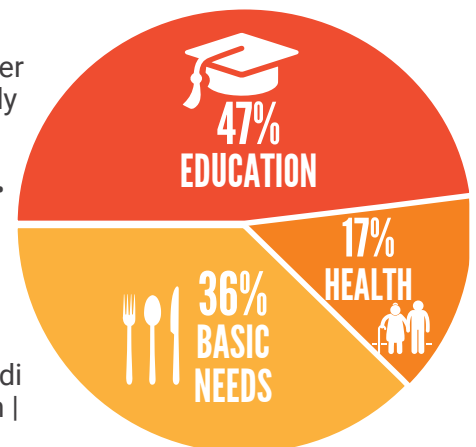
FAMILY SERVICES | Rachel Fisher, Chair | Shaw Industries • Ruth Lee Hair | Community Volunteer • Suzie Hansen | Shaw Industries • Kevin Nolan | Textile Rubber and Chemical Company • Lori Roberts | Shaw Industries • Veronica Rollins | Shaw Industries • Dean Stamper | Shaw Industries

YOUTH SERVICES | Tommy Johnson, Chair | Engineered Floors • John E. Cowart | Mohawk Industries • Jennifer Dean | Shaw Industries • James Dixon | Shaw Industries • Nathan Donahue | Shaw Industries • James Gordy | Mohawk Industries • Lisa Hackney | Dalton Public Schools • Tatum Hackney | Shaw Industries • Sandra Hewitt | Shaw Industries • Jim Keen | Shaw Industries • Phillip Seeley | Shaw Industries • Erika Vaassen | Cargill

BASIC NEEDS SERVICES | Allison Oxford, Chair | NC GA Learning Resource System • Mike Brigman | Shaw Industries • Larry Morgan | Community Volunteer • Mark Rogers | Shaw Industries • Joanie Taylor | Community Volunteer • Wendy Tieck | Shaw Industries • Catherine Wiggins | Shaw Industries

COUNSELING/ADVOCACY SERVICES | Bill Brueckner, Chair | Shaw Industries • Tracy Corbin | Shaw Industries • Dennis Hart | Shaw Industries • David Hungerpiller | Sonoco Product • Jevin Jensen | Mohawk Industries • Phenna Petty | Murray County Schools • Stephanie Seay | Shaw Industries

SPECIAL NEEDS SERVICES | David Wilkerson, Chair | Shaw Industries • Gene Autry | Community Volunteer • Steve Bartoo | Dalton Public Schools • Candi Hampton | Shaw Industries • Russell Headrick | Shaw Industries • Ron Johnson | Shaw Industries • Brett Smith | Dalton Utilities • Laura Smith | Shaw Industries



Preventing Childhood Sexual Abuse

Last year, United Way improved the lives of hundreds of people in Whitfield and Murray County through the Opportunity Action Initiative. United Way extended Darkness to Light programming to train 200 people in our community to recognize the signs of and prevent child sexual abuse. United Way also funded the implementation of Lauren's Kids Prevention Curriculum in our three public school systems; Dalton Public Schools, Murray County Schools, and Whitfield County Schools. This program is presented in school to help keep kids safe and healthy. United Way proudly partners with Family Support Council and The GreenHouse to teach children and adults in our community how to recognize, prevent, and report child sexual abuse.



J.D.'s Story

"I was in the Marines and traveled all over. I grew up in Dalton and came back after the Marines. I took care of my mom for 13 years. When my dad and my wife became sick, I took care of them as well. My mom and dad both received Meals on Wheels assistance. All three of them passed away within a few years of each other. Now, I receive Meals on Wheels. I am thankful for the volunteers who deliver a hot meal. It's nice to see them. It helps the day go by. They come in and visit with me and bring my newspaper."



United Way
of Northwest Georgia

**GIVE.
ADVOCATE.
VOLUNTEER.
LIVE UNITED.**



[/unitedwaynwg](#)

United Way of Northwest Georgia
816 S. Thornton Ave., P.O. Box 566
Dalton, GA 30722
(706) CAN-HELP
ourunitedway.org



United Way
of Northwest Georgia