



UNITED WE WIN.
LIVE UNITED



UNITED WAY OF NORTHWEST GEORGIA 2018 ANNUAL REPORT



United Way
of Northwest Georgia



BOARD CHAIR'S MESSAGE

This past year I have had the honor and privilege to serve as the Board Chair for our local United Way. This afforded me the “up close and personal” view of the incredible generosity and deep commitment that this community has for improving the lives of others. The other thing that I have witnessed is the incredible work that is done on a daily basis by the many agencies that our United Way supports. I just consider myself fortunate to be able to volunteer my service to the United Way board and yes, thankful that I can donate to these very worthy causes through United Way.

LIVE UNITED,
Ken Jackson, 2018 Board Chair with
Amanda Burt, President



BOARD OF DIRECTORS

Ken Jackson, Board Chair* | Shaw Industries • Tim Baucom | Shaw Industries • Allen Bentley | Benbrook, Inc. • Jeff Browne | Browne, Draper, and Land Financial Concepts • Bill Brueckner* | Shaw Industries • Oliver Cobb | Oliver F. Cobb & Associates, LLC • Emily Finkell | Emily Morrow Home • John Forrester | Hamilton Health Care System • Bob Hardaway | Shaw Industries • Jim Hawkins* | Community Volunteer • Sandee Hooper | Community Volunteer • Brenda Knowles | Shaw Industries • Debbie Macon | Community Volunteer • Matthew Moore* | Shaw Industries • Brittany Pittman | Department of Community Affairs • Patti Renz | Coldwell Banker Kinard Realty • Micah Riggle | Mohawk Industries • Pat Sain | Material Handling Inc. • Mike Sanderson | Engineered Floors • Bob Spahn | Community Volunteer • 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 50 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	\$4,238,137
Other Income	129,540
Total	\$4,367,677

Disbursements and Expenditures

Program Expenses	\$3,564,242
Fundraising	251,169
Administration	127,816
Total	\$3,943,227





2,904
individuals provided with
housing assistance



279
individuals received
counseling or therapy



671
children enrolled in high
quality childcare

4.1 Million Reasons to Celebrate

We surpassed our 2018 goal of \$4.1 million!



United Way's Board of Directors and Campaign Cabinet celebrate surpassing the 2018 Campaign Goal of \$4.1 million!

UNITED WAY CAMPAIGN CABINET MEMBERS

Debbie and Bryan Macon, Campaign Co-Chairs | Dorsett Industries • Zack Adamson | Engineered Floors • Murray Bandy | Carpet Express • Matt Blackwell | Material Handling Inc. • Calvin Burger | Southern Backing • Bill Davies | BB&T • Wes Fogle | Syntec • James Dixon | Shaw Industries • Kristie Gazaway | JBM Office Solutions • David Gregg | Bank of the Ozarks • Bob Hardaway | Shaw Industries • Chip Howalt | Textile Rubber & Chemical Company • Kevin Nolan | Textile Rubber & Chemical Company • Dewey Reams | Jolly Textile • Katie Rowe | Shaw Industries • Pat Sain | Material Handling Inc. • Jill Schubert | Mohawk Industries • Pete Sigmon | Shaw Industries • Karen Townsend | Community Volunteer • Terry Wilson | Textile Rubber & Chemical Company • Joe Young | Engineered Floors



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YOUNG LEADERS SOCIETY
 LED BY LANDON HAIR, MARKETING ALLIANCE GROUP, JAMES DIXON,
 SHAW INDUSTRIES, & HANNAH DIXON, SHAW INDUSTRIES; YLS CO-CHAIRS
 \$365+ LEVEL



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

GIVING SOCIETIES



LEADERSHIP GIVING
 MATTHEW MOORE, LEGAL COUNSEL AT
 SHAW INDUSTRIES, PICTURED WITH WIFE,
 TRACY, AND FAMILY
 \$1,000+ LEVEL



ALEXIS DE TOCQUEVILLE SOCIETY
 CO-CHAIRS - CHIP HOWALT, PRESIDENT OF TEX-
 TILE RUBBER & CHEMICAL CO. & PAT SAIN, CEO
 MATERIAL HANDLING
 \$10,000+ LEVEL



PEACOCK LEGACY SOCIETY
 DEBBIE AND BRYAN MACON, 2018 UNITED
 WAY CAMPAIGN CO-CHAIRS. BRYAN IS THE
 CEO OF DORSETT INDUSTRIES

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 2018, 189 members made a household gift of \$365+ annually, investing a total of \$163,911.

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 2018, 303 Women's Leadership Council members invested \$1.16 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 679 donors making a household investment of \$1,000 or more annually to United Way, representing \$1.6 million in 2018.

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 86 households who invest \$1.1 million 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, seven families, and one fund totaling \$5.14 million.



United Way
of Northwest Georgia



SHAW INDUSTRIES
Five Star Champion & Community Pillar



MOHAWK INDUSTRIES
Five Star Champion & Community Builder



TEXTILE RUBBER & CHEMICAL CO.
Community Patron



ENGINEERED FLOORS
Five Star Champion, Community Builder, & Largest Dollar Increase



BROWN INDUSTRIES
Five Star Champion & 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 Patron



DALTON UTILITIES
Five Star Champion & Community Collaborator



PHENIX FLOORING
Five Star Champion & Largest Percentage of Growth



MARKETING ALLIANCE GROUP
Five Star Champion & Community Collaborator



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



MATERIAL HANDLING INC.
Five Star Champion & Rising Star

EVENT SPONSORS

Coldwell Banker - Kinard Realty • Debbie Macon •
Dixie Kinard • Emily Morrow Home • Engineered Floors
• Kim L. Woods Construction, Inc. • Simply Outrageous •
Shaw Industries' Women's Innovation Network •
The Yellow Bird • Textile Rubber and Chemical Company •
Walnut Hill Farm

MEDIA PARTNERS

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



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CONGRATULATIONS TO THE AWARD WINNERS:

- ADVENTHEALTH MURRAY** - Newcomer Award
- AMERICHEM** - Highest Participation
- BROWN INDUSTRIES** - Five Star Champion & Community Collaborator
- DALTON UTILITIES** - Five Star Champion, Community Collaborator, & President's Innovation Award
- DORSETT INDUSTRIES** - Five Star Champion, Community Patron, Highest Participation, & President's Spirit Award
- ENGINEERED FLOORS** - Five Star Champion, Community Builder, & Largest Dollar Increase
- MARKETING ALLIANCE GROUP** - Five Star Champion & Community Collaborator
- MATERIAL HANDLING INC.** - Five Star Champion & Rising Star
- MFG CHEMICAL** - Five Star Champion
- MOHAWK INDUSTRIES** - Five Star Champion & Community Builder
- PHENIX FLOORING** - Five Star Champion & Largest Percentage of Growth
- SHAW INDUSTRIES** - Five Star Champion & Community Pillar
- TEXTILE MANAGEMENT ASSOCIATES** - Community Patron
- TEXTILE RUBBER & CHEMICAL CO.** - Community Patron

STRATEGIC PARTNER LEVELS

\$1 Million	Community Pillar
\$500K	Community Builder
\$250K	Community Samaritan
\$100K	Community Patron
\$50K	Community Collaborator

UNITED WAY VOLUNTEER CENTER 2018

In total, United Way mobilized 2,989 volunteers who gave 20,973 hours of service in 2018. This represents an impact of \$527,470 to our community.

United Way Volunteer Center organized 127 hands-on volunteer projects in 2018.

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 23 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 425 volunteers, who gave 1,370 hours of service this year.



Stuart Nelson, Brown Industries, installing new Little Free Libraries



VOLUNTEER CENTER CABINET MEMBERS

Jim Hawkins, VCC Chair | Community Volunteer • John Forrester, VCC Co-Chair | Hamilton Health Care System • Tracie Dodson | Shaw Industries • Howard Elder | Community Volunteer • Scott Grafe | Dorsett Industries • Sandee Hooper | Community Volunteer • Darby Moraitakis | Phenix Flooring • Marianne Murray | Engineered Floors • Stuart Nelson | Brown Industries • Patti Renz | Coldwell Banker Kinard Realty • Kim Thames | Community Volunteer • Denise Wood | Mohawk Industries

2018 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.

Debbie Macon | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Melinda Flood | Elaine Butler Award for Outstanding Volunteerism in Murray County • Catherine Duffy | 2018 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Lily Adams | Elbert Shaw Memorial Scholarship Recipient



United Way
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2,292

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

55,109 LIVES IMPACTED

185

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

84,553

meals were delivered
to home-bound elderly



937

domestic violence calls
were answered



3,695

children and youth
received job skills
training



5,023

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



152

individuals received
residential treatment
for drug and alcohol
addiction



28,934

bed nights were
provided to people in
need of shelter



Bill Brueckner, Community Solutions Chair, with Josh, a participant at RossWoods

TOGETHER, WE IMPACTED 55,109 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	113	47
Big Brothers Big Sisters	631	59
Boehm Birth Defects Center	65	20
Boy Scouts	722	174
Boys & Girls Clubs	662	621
Carter Hope Center	58	13
Cross Plains Community Partner	170	24
Family Frameworks	1,561	521
Family Support Council	11,630	4,283
Friendship House	341	14
Girl Scouts	478	56
Habitat for Humanity	27	
Looper Speech & Hearing Center	482	124
Meals on Wheels	1,407	1,235
Murray County 4-H		1,416
Murray County Developmental Center	5	29
NWGA Family Crisis Center	726	279
RossWoods Adult Day Services	92	14
Teen Maze	907	442
The GreenHouse	748	250
The Salvation Army	11,007	8,930
United Way Community Solutions	1,357	135
United Way Volunteer Center	2,540	448
Whitfield County-Dalton Day Care Center	237	9

COMMUNITY SOLUTIONS PANELS

Bill Brueckner, Shaw Industries, Community Solutions Chair

ADMISSION QUALIFICATIONS PANEL | Patrick Sain, Chair | Material Handling • Allison Oxford | NC GA Learning Resource System • Randy Selby | Georgia Power • Anita Thornton | Shaw Industries • Shanda Wein | Shaw Industries

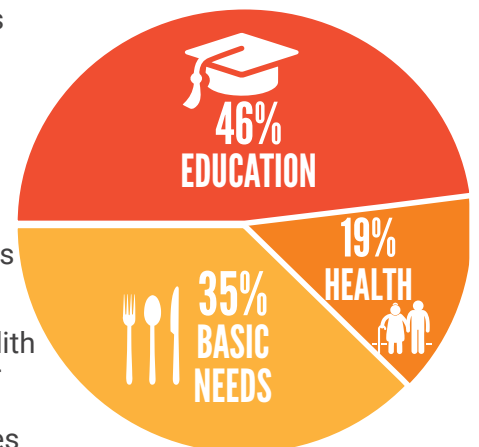
FAMILY SERVICES | David Wilkerson, Chair | Shaw Industries • Mike Brigman | Shaw Industries • John E Cowart | Shaw Industries • James Dixon | Shaw Industries • Lisa Hackney | Dalton Public Schools • Tatum Hackney | Shaw Industries • Julie Kirk | Shaw Industries • Phillip Seeley | Shaw Industries • Wendy Tieck | Shaw Industries

YOUTH SERVICES | Rachel Fisher, Chair | Community Volunteer • Nathan Donahue | Shaw Industries • Candi Hampton | Shaw Industries • Suzie Hansen | Shaw Industries • Lori Hedden | Shaw Industries • Ron Johnson | Shaw Industries • Tami McClain | Dalton Public Schools • Kevin Nolan | Textile Rubber and Chemical • Chris Sirmans | Shaw Industries

BASIC NEEDS SERVICES | Tommy Johnson, Chair | Engineered Floors • James Gordy | Mohawk Industries • Ruth Lee Hair | Community Volunteer • Jim Keen | Shaw Industries • Connor Livingston | Shaw Industries • Larry Morgan | Community Volunteer • Katherine Reisz | Community Volunteer • Brett Smith | Shaw Industries

COUNSELING/ADVOCACY SERVICES | Russell Headrick, Chair | Shaw Industries • Gene Autry | Community Volunteer • Steve Bartoo | Dalton High School • Phenna Petty | Murray County Chamber • Mark Rogers | Shaw Industries • Ty Sellers | Shaw Industries • Dean Stamper | Shaw Industries

SPECIAL NEEDS SERVICES | David Hungerpiller, Chair | Sonoco Products • Judith Beasley | Community Volunteer • Carl J. Gabrini | Dalton State College • Jennifer Dean | Shaw Industries • Dennis Hart | Shaw Industries • Sandra Hewitt | Shaw Industries • Jevin Jensen | Mohawk Industries • Stephanie Seay | Shaw Industries



New Instruments for Salvation Army Summer Camp

We were proud to support music and arts this past summer! United Way provided funding for 8 new keyboards, 8 new guitars, 2 sets of boomwhackers, and 20 handbells, to introduce local children to a wide array of musical expression at the Salvation Army Summer Music and Arts Camp! Stuti has participated in the music and arts camp for 4 years. She said,



“I play the trombone. I like music because it gives me a way to express my feelings. It gives me the chance to let everything out. You meet people here that are new and you all like the same things.” Kolbi has also attended for 4 years. He stated, “I like playing the tuba because it makes me happy.”

WLC’s “Backpack Buddies”

Through a WLC Member, we were made aware of an urgent basic need for local foster children. WLC members rallied together to fill 50 backpacks with pajamas, toiletries, and other basic



necessities. United Way Community Partner, Family Support Council, distributed the backpacks to local foster children through their CASA, Court Appointed Special Advocate, program, which acts as a voice for children in foster care.



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



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United Way of Northwest Georgia
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ourunitedway.org



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