



**WE'RE IN THE BUSINESS
OF BUILDING BETTER FUTURES.**

DO SOMETHING ABOUT IT



UNITED WAY OF NORTHWEST GEORGIA 2019 ANNUAL REPORT



United Way
of Northwest Georgia



BOARD CHAIR'S MESSAGE

It has been an honor and a privilege to serve as United Way's 2019 Board Chair. I'm happy to say I see the difference daily. I think the best way to help someone is to give a hand up rather than a handout, and this is why I am so proud to be part of the United Way of Northwest Georgia. We strive to be the preferred organization INVESTING in education, basic needs, and health in our community. Our community is fantastic, and I love saying I now call Northwest Georgia home. This community far exceeds my expectations each year with our generous financial donations and volunteering. You know that United Way sees the needs of our community and works to meet those needs in the most efficient and effective way.

Kim Thames, 2019 Board Chair with
Amanda Burt, President



BOARD OF DIRECTORS

*Kim Thames, Board Chair | Community Volunteer • Tim Baucom | Shaw Industries • *Allen Bentley | Benbrook, Inc. • Jeff Browne | Browne, Draper, and Land • *Bill Brueckner | Shaw Industries • *Emily Finkell | Emily Morrow Home • John Forrester | Hamilton Health Care System • Mike Fromm | Shaw Industries • Tatum Hackney | Shaw Industries • Landon Hair | Marketing Alliance Group • *Bob Hardaway | Shaw Industries • *Jim Hawkins | Community Volunteer • Sandee Hooper | Community Volunteer • *Ken Jackson | Shaw Industries • Debbie Macon | Community Volunteer • Deanna Mathis | Shaw Industries • *Matthew Moore | Shaw Industries • Brittany Pittman | DCA • Patti Renz | Coldwell Banker- Kinard Realty • Micah Riggle | Mohawk Industries • Pat Sain | Material Handling, Inc. • Mike Sanderson | Engineered Floors • Kenny Sheppard | Brown Industries • Karen Townsend | Community Volunteer • Rod Wedemeier | Mohawk Industries • Jamie Welborn | Mohawk Industries • Denise Wood | City of Dalton • *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 75 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 over 2,200 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	\$4,481,775
Other Income	133,259
Total	\$4,615,034

Disbursements and Expenditures

Program Expenses	\$3,844,015
Fundraising	212,741
Administration	127,256
Total	\$4,184,013



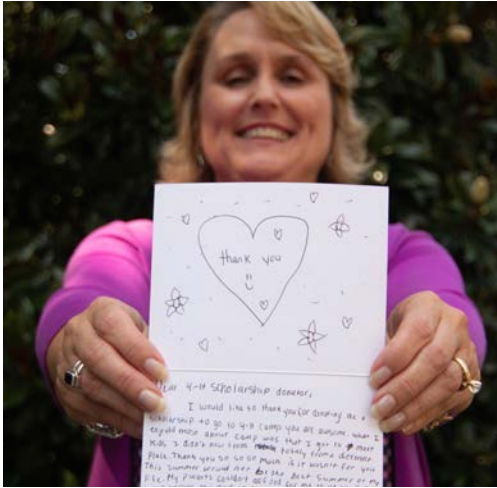
Dalton Public School 5th graders at Career Exploration event.



United Way
of Northwest Georgia



3,044
individuals provided with housing assistance



175
individuals received counseling or therapy



599
children enrolled in high quality childcare

4.125 Million Reasons to Celebrate

We exceeded our 2019 goal of \$4.125 million!



United Way's Board of Directors and Campaign Cabinet celebrate exceeding the 2019 Campaign Goal!

UNITED WAY CAMPAIGN CABINET MEMBERS

Bob Hardaway, Campaign Chair | Shaw Industries
Isaiah Bosma | Polymer Solutions Group • Danny Crutchfield | Shaw Industries • James Dixon | Signature Flooring • Piet Dossche | Shaw Industries • JT Finley | Maryville Jewelers of Dalton • David Gregg | Bank OZK • Bob Lee | BeauFlor USA • Chuck McClurg | Shaw Industries • Jim Murphy | Shaw Industries • Sparky Roberts | Textile Rubber & Chemical Company • Katie Rowe | Shaw Industries • Pat Sain | Material Handling Inc. • Pete Sigmon | Shaw Industries • Chad Thompson | Shaw Industries • Karen Townsend | Community Volunteer • Jared Warnack | Phenix Flooring • Terry Wilson | Textile Rubber & Chemical Company • Joe Young | Engineered Floors



United Way
of Northwest Georgia



YOUNG LEADERS SOCIETY

\$365+ LEVEL



WOMEN'S LEADERSHIP COUNCIL

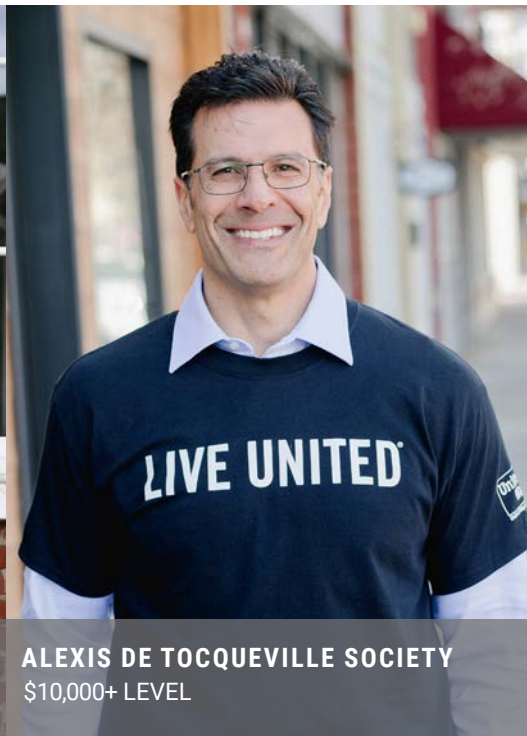
\$1,000+ LEVEL

GIVING SOCIETIES



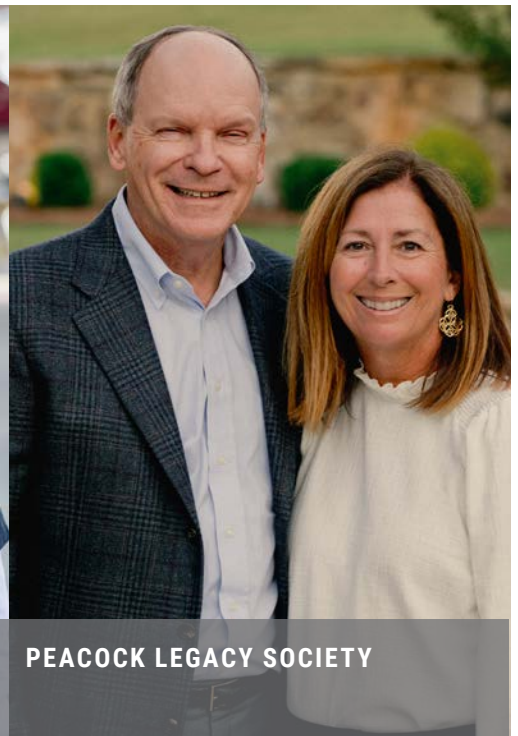
LEADERSHIP GIVING

\$1,000+ LEVEL



ALEXIS DE TOCQUEVILLE SOCIETY

\$10,000+ LEVEL



PEACOCK LEGACY SOCIETY

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.

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.

Leadership Giving



Leadership givers join hundreds of like-minded individuals in our community who come together to make a difference. Leadership giving has been a large focus of corporate campaigns with donors making a household investment of \$1,000 or more 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. The Peacock Legacy Society has pledges and planned gift provisions from three corporations, seven families, and one fund totaling over \$5 million.



United Way
of Northwest Georgia



SHAW INDUSTRIES
Community Pillar



MOHAWK INDUSTRIES
Community Builder



TEXTILE RUBBER & CHEMICAL CO.
Five Star Champion & Community Patron



ENGINEERED FLOORS
Five Star Champion & Community Builder



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



MARKETING ALLIANCE GROUP
Five Star Champion & Community Collaborator



DORSETT INDUSTRIES
Five Star Champion & Community Patron



MATERIAL HANDLING INC.
Five Star Champion & Largest Percentage Growth

EVENT SPONSORS

Brown Industries • Coldwell Banker - Kinard Realty •
Debbie Macon • Dixie Kinard • Emily Morrow Home •
Engineered Floors • Phenix Flooring • Shaw Industries •
Women's Innovation Network • Textile Rubber and
Chemical Company • Walnut Hill Farm

MEDIA PARTNERS

The Daily Citizen News •
WDNN TV • North Georgia Radio Group •
Optilink – Dalton Utilities • Digame News



United Way
of Northwest Georgia



BROWNE, DRAPER, & LAND
Small Business Influencer



FLOOR PRODUCTIONS
Newcomer Award



BOB GOODROE & JOHN ADAMS
Campaign Coordinators of the Year

STRATEGIC PARTNER LEVELS

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

Community Pillar
Community Builder
Community Samaritan
Community Patron
Community Collaborator



Aaron with his Aunt, Melinda Flood.

Aaron began his journey with Murray County 4-H a few years ago. After his mother passed away, Aaron was adopted by his aunt and uncle.

His aunt, Melinda, was involved in 4-H when she was in school and firmly believes it positively impacts the lives of children. She encouraged Aaron, and all of her nephews, to join 4-H.

Thanks to United Way, Aaron was able to attend summer camp along with several of his peers. He was able to meet kids from all over our area and grow in his leadership development skills.

Aaron served as president of the Junior Board where he conducted meetings, helped plan the conference at Rock Eagle (the annual 4-H summer camp) and improved his public speaking.

United Way enables teens, like Aaron, to have life-changing experiences year round where they can learn, have fun, and grow as leaders!

UNITED WAY VOLUNTEER CENTER 2019

United Way mobilized 2,224 volunteers who gave 18,872 hours of service in 2019. This represents an impact of \$465,949 to our community.

United Way Volunteer Center organized 128 hands-on volunteer projects in 2019.

United Way YOUTH UNITED mobilized 160 middle school, high school, and college students who volunteered 692 hours through Volunteer Vacation, goLEAD, Co-Op Days of Service, and service learning days.

LEADERS UNITED, our board service training program, trained 22 volunteers this year and has provided nearly 365 trained board members to area non-profits since the program's inception.

Make A Difference Day, sponsored by Brown Industries and Phenix Flooring, mobilized 442 volunteers who gave 1,442 hours of service.



Brown Industries and Phenix Flooring employees installing signs for the Born Learning Trail at Harlan Godfrey Civitan Park.



2019 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.

Karah Smith | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Jessica Whealy | Elaine Butler Award for Outstanding Volunteerism in Murray County • Madelyn Tenney | 2019 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Natalie Vance | Elbert Shaw Memorial Scholarship Recipient

VOLUNTEER CENTER CABINET MEMBERS

Jim Hawkins, VCC Chair | Community Volunteer • Stuart Nelson, Corporate Co-Chair | Brown Industries • Patti Renz, Community Co-Chair | Coldwell Banker-Kinard Realty • John Forrester | Hamilton Health Care System • Karen Townsend | Community Volunteer • Howard Elder | Community Volunteer • Deanna Mathis | Shaw Industries • Sandee Hooper | Community Volunteer • Marianne Murry | Engineered Floors • Kim Thames | Community Volunteer • Denise Wood | City of Dalton • Amy Bradford | Phenix Flooring • Jonathan Sierra | Shaw Industries • Tom Moseley | First Tennessee Bank • Audrey Williams | Whitfield County Schools

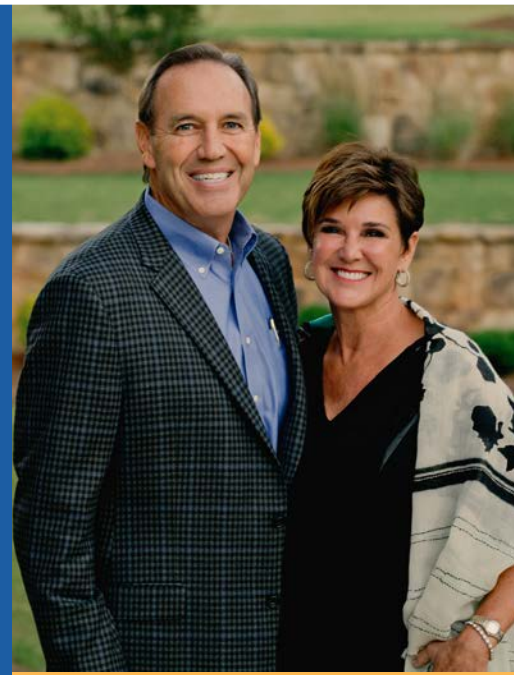


United Way
of Northwest Georgia

2,240

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

57,640 LIVES IMPACTED



453

number of hearing, vision
and dental screenings
provided to children



85,766

meals were delivered
to home-bound elderly



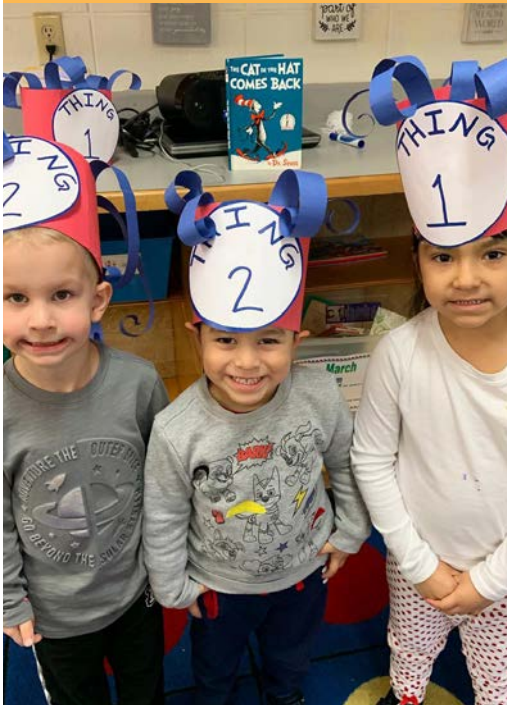
14,236

number of children who learned to recognize or prevent abuse



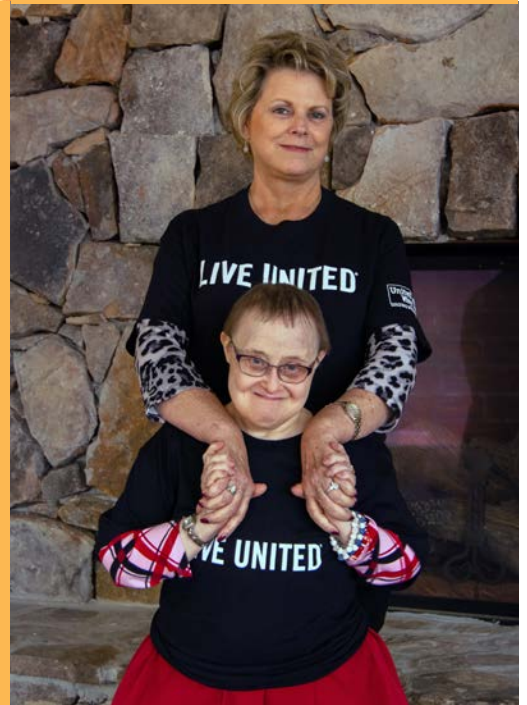
4,040

children and youth received job skills training



7,557

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



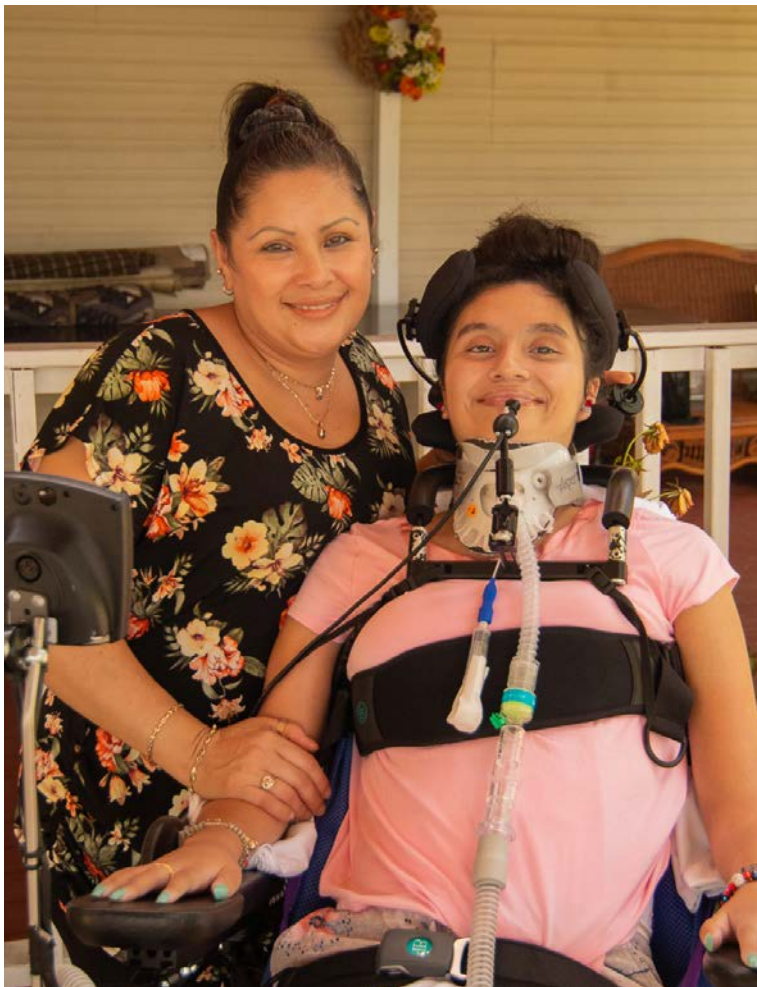
28,342

number of individuals provided food assistance



30,899

bed nights were provided to people in need of shelter



Keiri Suárez and her mother, Sandra, underneath their new carport.

TOGETHER WE IMPACTED 57,640 CHILDREN, YOUTH, ADULTS, & ELDERLY

August 9, 2019 marked 2 years since Keiri Suárez was in a life-altering car accident. The accident left her paralyzed from the neck down and her only movement is through facial expressions. Keiri has a ventilator attached to her wheelchair so she can breathe. Because of the sensitivity of the equipment, it cannot get wet. Through United Way's Community Solutions program, we were able to reach out to our Community Partner, Habitat for Humanity of Greater Dalton, and set up a volunteer project to build the Suárez family a carport so that Keiri could get to her doctor's appointments. "This seemingly small addition will give Keiri more freedom and a better quality of life," stated Keiri's mother, Sandra. Even though the accident definitely changed Keiri's aspirations, she never lost her will to complete goals like getting her GED and finishing high school. Keiri has also created new goals for herself. Someday she wants to be in schools advocating for safer driving and letting people know they aren't the only ones on the road.

COMMUNITY SOLUTIONS PANELS Bill Brueckner, Shaw Industries, Community Solutions Chair

ADMISSION & QUALIFICATIONS PANEL | Patrick Sain, Chair | Material Handling • Tommy Johnson | Engineered Floors
Allison Oxford | Learning Resource System • Anita Thornton | Shaw Industries • Shanda Wein | Shaw Industries

DAY SERVICES FOR CHILDREN | David Wilkerson, Chair | Shaw Industries • Susan Chandler | Community Volunteer • Landon Hair | Marketing Alliance • Candi Hampton | Shaw Industries • Sandra Hewitt | Shaw Industries • Julie Kirk | Shaw Industries • Phillip Seeley | Shaw Industries

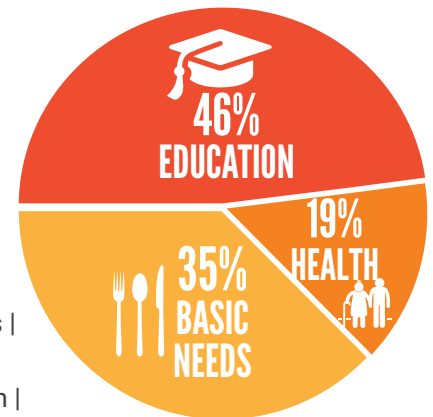
MENTORING SERVICES | Russell Headrick, Chair | Shaw Industries • Steve Bartoo | Dalton High School • Dawn Beard | Shaw Industries • Tammy Crutchfield | Community Volunteer • Carl J. Gabrini | Dalton State College • Alan Hundley | Shaw Industries • Jim Keen | Community Volunteer • Mark Rogers | Shaw Industries • Andrea Witherow | Shaw Industries • Stephanie Yarbrough | Shaw Industries

BASIC NEEDS SERVICES | David Hungerpillar, Chair | Sunoco Products • Gene Autry | Community Volunteer • Dennis Hart | Shaw Industries • Lori Hedden | Shaw Industries • Jevin Jensen | Mohawk Industries • Ron Johnson | Shaw Industries • Merinda McGill | Engineered Floors • Carolyn Roan | Coldwell Banker-Kinard Realty • Veronica Rollins | Shaw Industries

ABUSE PREVENTION & INTERVENTION SERVICES | Tatum Hackney, Chair | Shaw Industries • Ann Bowen | Community Volunteer • Elizabeth Caperton | Barrett Properties • Jennifer Dean | Shaw Industries • James Dixon | Textile Management Associates • Nathan Donahue | Shaw Industries • Mike Fromm | Shaw Industries • James Hammonds | Shaw Industries

SPECIFIC HEALTH NEEDS | Phena Petty, Chair | Community Volunteer • Pam Ackerman | Community Volunteer • Judith Beasley | Community Volunteer • James Gordy | Mohawk Industries • Lisa Hackney | Dalton Public Schools • Connor Livingston | Shaw Industries • Kiran Patterson | Community Volunteer • Ty Sellers | Shaw Industries • Wendy Tieck | Shaw Industries

DAY SERVICES FOR ADULTS | Ruth Lee Hair, Chair | Community Volunteer • Mike Brigman | Shaw Industries • John E. Cowart | Community Volunteer • Dale Davis | Engineered Floors • Judy McCamy | Community Volunteer • Kevin Nolan | Tiarco Chemical • Kathi Reisz | Community Volunteer • Nancy Vickery | Shaw Industries



Born Learning Trails

Brown Industries and Phenix Flooring partnered with United Way to install a Born Learning Trail in the Harlan Godfrey Civitan Park. The Born Learning Trail consists of activities to promote early learning and advocating for family health. The Born Learning Trail is a series of 10 interactive signs that offer fun, active learning activities for young children and their families.



Brown Industries and Phenix Flooring employees helped paint the pavement and place signs along the paved trail at Harlan Godfrey Civitan Park in Whitfield County. There are plans to have an additional trail added to the Chatsworth Library in Murray County during Spring 2020. The trail will help parents, caregivers and members of our community create quality engagement opportunities when out on a stroll or visiting a local playground. So go check out the new Born Learning Trail at Civitan Park and turn everyday moments into learning moments!

Career Exploration

We were able to partner with Georgia Northwestern Technical College to teach 600+ Dalton Public School 5th grade students about potential career options. Students were greeted by United Way Board Member, Jeff Browne- Browne, Draper and Land; Amanda Burt- United Way President; Jennifer Phinney- DPS Director of School Support; and Heidi Popham- GNTC



President. Students heard from local members of our community about their occupations in Communications, Nursing, Biology, Chemistry, Criminal Justice, Logistics, Machine Tools, Diesel, or Welding. This event falls in line with United Way's strategic guideline for education to get kids career and life ready by high school graduation.

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



[/unitedwaynwg](#)

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ourunitedway.org



United Way
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