



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



UNITED WAY OF NORTHWEST GEORGIA 2020 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 2020 Board Chair. I do not have to convince you that 2020 was a rough year, but our community is strong and resilient. This past year has shown us that when we are UNITED we can accomplish great things. I see the difference daily. I think the best way to help someone is to give a hand up rather than a handout. United Way of Northwest Georgia strives to be the preferred organization INVESTING in education, basic needs, and health in our community. 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.

Joe Young, 2020 Board Chair with Amanda Burt, President

BOARD OF DIRECTORS

*Joe Young, Board Chair

- *Tim Baucom | Shaw Industries
- *Allen Bentley | Benbrook, Inc.
- Hank Blackwood | Dalton Utilities
- Jeff Browne | Browne, Draper, and Land
- Bill Brueckner | Shaw Industries
- Elizabeth Caperton | Barrett Properties
- Julian Dossche | Huali Groups US LLC
- 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
- Sandee Hooper | Community Volunteer
- *Ken Jackson | Community Volunteer
- Debbie Macon | Community Volunteer
- Deanna Mathis | Shaw Industries
- *Chuck McClurg | Shaw Industries
- *Matthew Moore | Shaw Industries
- *Stuart Nelson | Brown Industries
- Patti Renz | Coldwell Banker-Kinard Realty
- Pat Sain | Material Handling, Inc.
- Mike Sanderson | Engineered Floors
- Jill Schubert, Mohawk Industries
- Kenny Sheppard | Brown Industries
- *Kim Thames | Community Volunteer
- Rod Wedemeier | Mohawk Industries
- Jamie Welborn | Mohawk Industries

*Executive Committee

Connecting People In Need With People Who Can Help!

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 who focus on Building Better Futures for everyone in our local community.

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	\$4,246,186
Other Income	178,192
Total	<u>\$4,424,378</u>

Disbursements and Expenditures

Program Expenses	\$3,620,975
Fundraising	188,727
Administration	132,013
Total	<u>\$3,941,715</u>





4,094
individuals provided with housing assistance



1,064
individuals received counseling or therapy



595
children enrolled in high quality childcare

4.125 Million Reasons to Celebrate

We exceeded our 2020 goal of \$4.125 million!



United Way's Board of Directors and Campaign Cabinet celebrate exceeding the 2020 Campaign Goal!

UNITED WAY CAMPAIGN CABINET MEMBERS

Chuck and Jody McClurg, Campaign Co-Chairs | Shaw Industries and Dalton Public School Board
Amy Anderson | Amy Anderson Human Resource Consulting • Hank Blackwood | Dalton Utilities •
James Coker | Signature Flooring • Julian Dossche | Huali Groups US LLC • Piet Dossche | Alexis De
Tocqueville Chair • JT Finley | Maryville Jewelers of Dalton • David Gregg | Bank of Ozarks • *Landon
Hair | Marketing Alliance Group • Bob Hardaway | Shaw Industries, Inc. • Ted Hogshead | Mohawk
Industries • Jeff Hughes | Kobayashi • *Ken Jackson | Shaw Retiree • Ben Lamb | Shaw Industries, Inc.
• Bob Lee | BeauFlor, USA • Lane Lewis | Direct Packaging • Zac Long | Community Volunteer • *Bryan
Macon | Dorsett Industries • Garren Palmer | Shaw Industries, Inc. • Jason Reynolds | Engineered
Floors • Stephanie Reynolds | Community Volunteer • Bart Rich | Carpet Industry Clearing House •
Micah Riggle | Mohawk Industries • *Pat Sain | Material Handling, Inc. • Pete Sigmon | Shaw Retiree
• Trey Thames | Mohawk Industries • Chad Thompson | Shaw Industries, Inc. • Karen Townsend |
Community Volunteer • Terry Wilson | Textile Rubber and Chemical • Kevin Wright | Marketing Alliance
Group • *Joe Young | Engineered Floors • Will Young | Engineered Floors

*Alexis De Tocqueville Committee Members



United Way
of Northwest Georgia



YOUNG LEADERS SOCIETY

\$365+ LEVEL



WOMEN'S LEADERSHIP COUNCIL

\$1,000+ LEVEL

GIVING SOCIETIES



LEADERSHIP GIVING

\$1,000+ LEVEL

CHUCK AND JODY MCCLURG



ALEXIS DE TOCQUEVILLE SOCIETY

\$10,000+ LEVEL

PIET AND SABINE DOSSCHE



PEACOCK LEGACY SOCIETY

KEN AND JODY JACKSON

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
Five Star Champion, Community Pillar, and Campaign Innovation



MOHAWK INDUSTRIES
Five Star Champion & Community Builder



TEXTILE RUBBER & CHEMICAL CO.
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, & Largest Percentage Growth



PHENIX FLOORING
Five Star Champion



MARKETING ALLIANCE GROUP
Five Star Champion & Community Patron



DORSETT INDUSTRIES
Five Star Champion & Community Patron



MATERIAL HANDLING INC.
Five Star Champion

EVENT SPONSORS

Brown Industries • Debbie Macon • Phenix Flooring •
Shaw Industries • 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



THE MINOR FIRM
Small Business Influencer



KOBAYASHI
Newcomer Award



TRACY CORBIN & PAUL YOUNG
Campaign Coordinators of the Year

STRATEGIC PARTNER LEVELS

<p>\$1 Million</p> <p>\$500K</p> <p>\$250K</p> <p>\$100K</p> <p>\$50K</p>	<p>Community Pillar</p> <p>Community Builder</p> <p>Community Samaritan</p> <p>Community Patron</p> <p>Community Collaborator</p>
--	--



Gracie

On paper Gracie is an active teenager who plays several sports at Dalton High School. Her mother, Marianne, noticed early on that Gracie had difficulty learning. After several conflicting diagnoses, Marianne met with Dr. Katie, an audiologist, at United Way Community Partner, Looper Speech and Hearing Center.

The testing for auditory processing disorders can be extensive and costly, so often times this testing is not provided. Thanks to United Way funding, Looper was able to perform the test for Gracie, and Dr. Katie diagnosed her with an auditory processing disorder.

Being able to name her condition has empowered Gracie. She has been able to understand how her brain processes the information that she hears and has adapted her learning style. She is doing well in school now and remains active in sports.

United Way helps young adults, like Gracie, live a full and active life.

UNITED WAY VOLUNTEER CENTER 2020

United Way mobilized 2,560 volunteers who gave 20,550 hours of service in 2020. This represents an impact of \$522,586.50 to our community.

United Way Volunteer Center organized 45 hands-on volunteer projects in 2020.

United Way YOUTH UNITED mobilized 88 middle school, high school, and college students who volunteered 270 hours through Volunteer Vacation, goLEAD, Co-Op Days of Service, and service learning days.

POWER LUNCH, our partnership with Whitfield-County Schools, gave out over 4,700 books students and their families to prevent summer slide. Power Lunch sites grew to 30 sites in 2020. Volunteers adopted a site and visited it weekly, ensuring that the youth would be able to pick out the books they wanted to take home to read.

Make A Difference Day, sponsored by Brown Industries and Phenix Flooring, mobilized 300 volunteers who gave 856 hours of service.



Phenix Flooring employees painting the path for the Born Learning Trail at Chatsworth-Murray Library.



2020 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.

Howard Elder | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Vickie Duggan | Elaine Butler Award for Outstanding Volunteerism in Murray County • Madeline Skojac | 2020 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Elisa Castelo | Elbert Shaw Memorial Scholarship Recipient

VOLUNTEER CENTER CABINET MEMBERS

Stuart Nelson, VCC Chair | Brown Industries • Jonathan Sierra, Corporate Co-Chair | Shaw Industries, Inc. • Patti Renz, Community Co-Chair | Coldwell Banker-Kinard Realty • Amy Bradford | Phenix Flooring • John Forrester | Hamilton Health Care System • Sandee Hooper | Community Volunteer • Tom Moseley | Community Volunteer • Marianne Murry | Engineered Floors • Jennifer Phinney | Georgia Department of Education • Paige Spurlock | Marketing Alliance Group • Tanessa Stansell | Dorsett Industries • Kim Thames | Community Volunteer • Karen Townsend | Community Volunteer • Audrey Williams | Community Volunteer



United Way
of Northwest Georgia

5,354

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

46,895 LIVES IMPACTED



424

number of hearing, vision
and dental screenings
provided to children



57,018

meals were delivered
to home-bound elderly



9,496

number of children who learned to recognize or prevent abuse



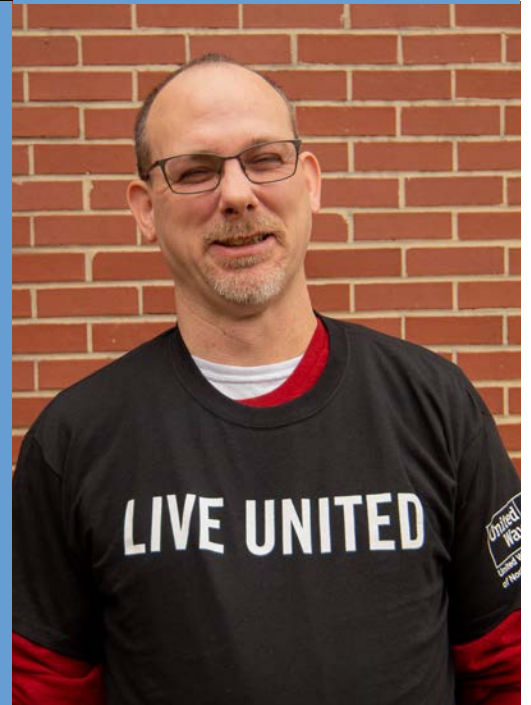
5,456

number of children and youth received help to graduate high school on time with skills to be career and life-ready



4,604

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



23,454

number of individuals provided food assistance



29,963

bed nights were provided to people in need of shelter



Caleb and Andy on the job at Shaw Industries

TOGETHER WE IMPACTED 46,895 CHILDREN, YOUTH, ADULTS, & ELDERLY

Caleb had aged out of the Dalton Public School System. Thanks to United Way Community Partner, Cross Plains Community Partner, Caleb was able to apply to be a part of their Project SEARCH-Program, a nine-month internship for young adults with disabilities that slowly immerses them into a workplace environment. The program provides on-the-job and classroom instruction to provide program interns with the job experience, training, and soft skills necessary to succeed in the workforce and gain independence. Caleb was accepted into the Project-SEARCH Program and placed with Andy, a Warehouse Logistics Coordinator at Shaw Industries, who was used to working alone. Caleb was shy and quiet before entering the Project SEARCH Program. A few weeks into the internship, Caleb began to open up and start talking more with his co-workers and at home. He takes pride in his job and is excited to see what his future holds. The internship has also benefited Andy, professionally and personally, as he has had more patience and understanding with his co-workers and his family.

COMMUNITY SOLUTIONS PANELS Tatum Hackney, Shaw Industries, Community Solutions Chair

ADMISSION & QUALIFICATIONS PANEL | Bill Brueckner, Chair | Shaw Industries • Allison Oxford | Whitfield County Schools • Anita Thornton | Shaw Industries • Shanda Wein | Shaw Industries

DAY SERVICES FOR CHILDREN | Jevin Jensen, Chair | Ace Hardware • Gene Autry | Community Volunteer • Ann Bowen | Community Volunteer • Elizabeth Caperton | Barrett Properties • Sheena Findley | Shaw Industries • James Gordy | Mohawk Industries • Ron Johnson | Shaw Industries

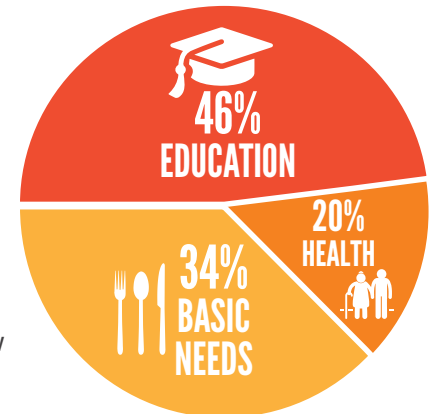
MENTORING SERVICES | Phillip Seeley, Chair | Shaw Industries • Mike Fromm | Shaw Industries • David Hungerpiller | Sonoco Products Company • Julie Kirk | Shaw Industries • Kathi Reisz | Community Volunteer • Shanda Wein | Shaw Industries

BASIC NEEDS SERVICES | Phenna Petty, Chair | Community Volunteer • Pam Ackerman | Community Volunteer • Judith Beasley | Community Volunteer • Lisa Hackney | Dalton Public Schools • Kim Priest | Shaw Industries • Ty Sellers | Shaw Industries

ABUSE PREVENTION & INTERVENTION SERVICES | Steve Bartoo, Chair | Dalton Public Schools • Dawn Beard | Shaw Industries • Carl J. Gabrini | Dalton State College • Vivian Hair | Stryker • Gene Threet | Community Volunteer • Wendy Tieck | Shaw Industries • Jamie Upton | Truist • Andrea Witherow | Shaw Industries

SPECIFIC HEALTH NEEDS | Ruth Lee Hair | Community Volunteer • Tracy Callahan | Shaw Industries • Lori Hedden | Shaw Industries • Allison Oxford | Whitfield County Schools • Mark Rogers | Shaw Industries • Nancy Vickery | Shaw Industries

DAY SERVICES FOR ADULTS | Russell Headrick, Chair | Shaw Industries • Nathan Donahue | Shaw Industries • Candi Hampton | Shaw Industries • Sandra Hewitt | Shaw Industries • Heath Lee Ridley | Shaw Industries • Veronica Rollins | Shaw Industries



Born Learning Trails

Phenix Flooring partnered with United Way to install a Born Learning Trail at the Chatsworth-Murray Library. 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. Signs are available in English and Spanish and feature different activities that engage early childhood developmental skills. Phenix Flooring employees helped paint the pavement and place signs along the paved trail at the Chatsworth-Murray Library in Murray County. 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. Go check out the new Born Learning Trail at the Chatsworth-Murray Library, and turn everyday moments into learning moments!



Power Lunch

United Way partnered with the Whitfield County Schools summer lunch program to create the Power Lunch program. Whitfield County Schools' summer lunch sites provided USDA lunches for students while United Way volunteers passed out books to encourage summer reading. Power Lunch began in June and ended July 31. We put over 4,700 books in the hands of



students and their families to prevent summer slide. Power Lunch sites grew from 10-12 sites to 30 sites. Volunteers adopted a site and visited it weekly, ensuring that the youth would be able to pick out the books they wanted to take home to read. This program falls in line with United Way's strategic guideline for education, get kids reading at grade level by 3rd grade.

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



[/unitedwaynwga](#)

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