



2021

Annual
Impact
Report

United Way of Northwest Georgia
United **We Can.** United **We Will.**





United Way Kick-off Luncheon Party & CEO Trike Race
Burn Park
United Way
United Way of Northwest Georgia

Board of Directors

- ***Tim Baucom**, Board Chair, 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
- Tammy Herndon**, Herndon Properties
- Sandee Hooper**, Community Volunteer
- ***Ken Jackson**, Community Volunteer

- Debbie Macon**, Community Volunteer
- Juan Martinez**, Shaw Industries
- Deanna Mathis**, Shaw Industries
- Chuck McClurg**, Shaw Industries
- ***Matthew Moore**, Shaw Industries
- ***Stuart Nelson**, Marketing Alliance Group
- Isabel Pimentel**, Engineered Floors
- Patti Renz**, Coldwell Banker-Kinard Realty
- Pat Sain**, Material Handling Inc.
- ***Mike Sanderson**, Engineered Floors
- Jill Schubert**, Mohawk Industries
- Kenny Sheppard**, Community Volunteer
- Kim Thames**, Community Volunteer
- Karen Townsend**, Community Volunteer
- Rod Wedemeier**, Mohawk Industries
- Jamie Welborn**, Mohawk Industries
- ***Joe Young**, Engineered Floors

UNITED WE CAN. UNITED WE WILL.

Connecting people in need with people who can help – this is our core business. At United Way, we fight for the education, basic needs, and health of every person in Whitfield and Murray Counties. For almost 80 years, we have invested in long-term solutions to our community's greatest challenges. We continue to tackle the complex problems that the pandemic only worsened; accessing quality education, ensuring that even our most under-resourced neighbors can meet their basic needs, and focusing on the health and well-being of individuals and families.

During the past year, United Way has positively affected the lives of 47,134 individuals and families, and it is crucial this support continues while also reaching out to help those who find themselves needing assistance for the first time. We doubled down on our commitment to investing more than ever into education, basic needs, health, and emergency services this year. Covid-19 accelerated the needs for mental health assistance, food assistance, and support with children and elderly care. We appreciate that our 26 Community Partners, Grantees, and Programs modified programs to safely deliver the needed services. United Way is essential to creating healthier communities. We know that the power of a Community United is greater than the sum of its individual parts.

**CONNECTING PEOPLE IN
NEED WITH PEOPLE WHO
CAN HELP.**

Together, we kept more families fed as food insecurity rose. We strengthened our support for housing and emergency services. We cared for our children and families' basic needs, including their mental health. We worked to minimize Covid-related learning loss for our students, and we found new and innovative ways to reach seniors.

United Way's success is our community's success. These successes were possible because of dedicated supporters like you. Under the leadership of Campaign Co-chairs Mike Sanderson and Isabel Pimentel, we raised \$4.125 million dollars!

When our community was in crisis, United Way was there. Thanks to you, the work continues.

With gratitude,

Amanda Burt
President



Tim Baucom
Board Chair



OUR IMPACT

47,134 LIVES CHANGED



18,000

individuals provided
with
housing assistance

1,024

individuals received
counseling or
therapy

1,377

veterans served



54,592

meals delivered to home-bound elderly

455

number of hearing, vision, and
dental screenings provided to
children

4,190

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

8,611

number of children who learned
to recognize or prevent abuse



4,137

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

4,121

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

18,576

individuals provided **food assistance**



26,730

bed nights were provided to people in need of shelter

19,044

books distributed to children (birth - high school)

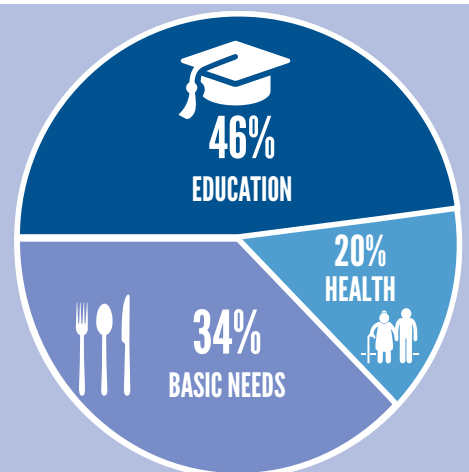


6,359

individuals served to reduce long-term need for food, housing, or utility assistance through counseling, life skill education, or financial counseling

1,780

individuals served with access to healthcare services



COLLECTIVE IMPACT IN ACTION

Thank you to hundreds of partners united in creating long-term solutions to our community's greatest challenges.



Campaign Cabinet Members

Isabel Pimentel and **Mike Sanderson** Campaign Co-Chairs, Engineered Floors

Zack Adamson, Engineered Floors

Amy Anderson, Amy Anderson, Human Resource Consulting

Mike Andersen, Garland Rug

Mitchell Boggs, Textile Management Associates

Amy Cole, Coldwell Banker Kinard Realty

Piet Dossche, Alexis De Tocqueville Chair

Matt Eicholtz, JMW, Inc.

Bob Hardaway, Shaw Industries

Zac Long, Huali Floors

Chuck McClurg, Shaw Industries

Marianne Murry, Engineered Floors

David Pennington IV, Advanced Insurance Strategies

Bart Rich, Carpet Industry Clearing House

Pete Sigmon, Community Volunteer

Karen Townsend, Community Volunteer

Terry Wilson, Textile Rubber & Chemical

Kevin Wright, Marketing Alliance Group

Joe Young, Engineered Floors

Will Young, Engineered Floors

Treasurer's Report

Receipts

Campaign Pledges	\$4,290,770
Other Income	496,566
Total	\$4,787,336

Disbursements and Expenditures

Program Expenses	\$4,025,886
Fundraising	198,153
Administration	135,655
Total	\$4,359,694

2020 - 2021

Community Solutions Committee

Tatum Hackney, Community Solutions Chair, Shaw Industries

Day Services for Children Panel | Gene Autry, Ann Bowen, Elizabeth Caperton, James Gordy, Jevin Jensen (Panel Chair), and Ron Johnson.

Mentoring Services Panel | Mike Fromm, Tracy Clement, Julie Kirk, Merinda McGill, Mary West, Kathi Reisz, Phillip Seeley (Panel Chair), Dani Brock, and Shanda Wein.

Abuse Prevention and Intervention Services Panel | Steve Bartoo (Panel Chair), Dawn Beard, Susan Farris, Carl J. Gabrini, Vivian Hair, Wendy Tieck, Jamie Upton, and Andrea Witherow.

Specific Health Needs Panel | Tracy Callahan, Keith Coffey, Ruth Lee Hair (Panel Chair), Lori Hedden, Patty Mooney, Mark Rogers, and Nancy Vickery.

Basic Needs Panel | Pam Ackerman, Judith Beasley, Lisa Hackney, Phenna Petty (Panel Chair), and Ty Sellers.

Day Services for Adults Panel | Nathan Donahue, Candi Hampton, Russell Headrick (Panel Chair), Sandra Hewitt, Heath Lee Ridley, Veronica Rollins, and Jason Yarbrough.



Volunteer Center Cabinet Members

Stuart Nelson, VCC Chair, Marketing Alliance Group
Jonathan Sierra, Corporate Co-Chair, Shaw Industries
Patti Renz, Community Co-Chair, Coldwell Banker-Kinard Realty

Amy Bradford, Shaw Industries
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
Karen Townsend, Community Volunteer

UNITED WAY VOLUNTEER CENTER 2021

United Way mobilized 1,733 volunteers who gave 9,846 hours of service in 2021. This represents an impact of \$281,005 to our community.

United Way Volunteer Center organized 350 hands-on volunteer projects in 2021.

United Way YOUTH UNITED mobilized 126 middle school, high school, and college students who volunteered 310 hours through Co-Op Days of Service, 8 events, and service-learning days.

POWER LUNCH, our partnership with Whitfield-County Schools, provided over 6,093 books to students and their families to prevent summer slide. We had Power Lunch at 49 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.

Make A Difference Day, sponsored by Phenix Flooring, mobilized 394 volunteers who gave 2,237 hours of service.

2021 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.

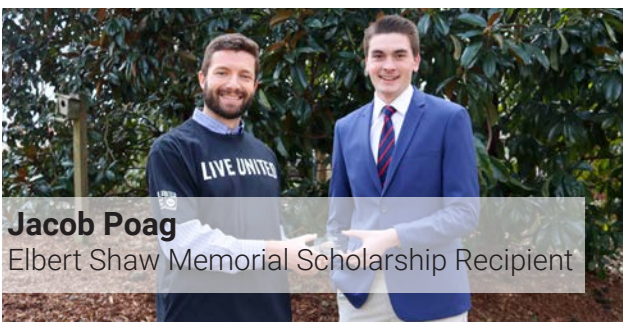
Jim Shaheen | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Inez Cannon | Elaine Butler Award for Outstanding Volunteerism in Murray County • Emma Ferguson | 2021 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Jacob Poag | Elbert Shaw Memorial Scholarship Recipient



Emma Ferguson
 2021 Youth Volunteer of the Year
 Elbert Shaw Memorial Scholarship Recipient



Inez Cannon
 Elaine Butler Award for Outstanding Volunteerism in Murray County



Jacob Poag
 Elbert Shaw Memorial Scholarship Recipient



Jim Shaheen
 Connie Woodward Award for Outstanding Volunteerism in Whitfield County

CORPORATE PARTNERSHIPS

THE POWER OF COMMUNITY



Shaw Industries

Five Star Champion, Community Pillar, and Largest Dollar Increase



Mohawk Industries

Five Star Champion, Community Builder



Engineered Floors

Five Star Champion, Community Builder



Americhem

Highest Participation Award



Textile Rubber & Chemical Co.

Community Patron



Textile Management Associates

Community Patron



Dalton Utilities

Five Star Champion, Community Collaborator



Phenix Flooring

Five Star Champion

HOW TO BE A 5-STAR COMMUNITY 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.



Marketing Alliance Group
Five Star Champion, Community Patron,
and Largest Percentage Growth



Dorsett Industries
Five Star Champion, Community
Patron



Material Handling Inc.
Community Collaborator



Coldwell Banker-Kinard Realty
Small Business Influencer



Truist
Community Champion



MarshMcClennan Agency
Newcomer Award



Ford of Dalton
Newcomer Award



Huali Floors
Newcomer Award



Novalis Innovative Flooring
Newcomer Award



Dalton Utilities
Above and Beyond Award

STRATEGIC PARTNER LEVELS

\$1 Million Community Pillar
\$500K Community Builder
\$250K Community Samaritan

\$100K Community Patron
\$50K Community Collaborator
\$25K Community Champion



EDUCATION

Educating Our Youth

Marketing Alliance Group partnered with United Way's Youth United to install a Born Learning Trail at Westside Park.

The Born Learning Trail consists of activities to promote early learning and advocate 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.

Activities along this trail work alongside United Way's strategic guideline of getting kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.

These trails 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 Westside Park, and turn everyday moments into learning moments!



United Way Education Programs

Born Learning Trails

Career Exploration

Elbert Shaw Scholarships

Leaders United

Little Free Libraries

Mentors United

Power Lunch

Teen Maze

Youth United

13,700 STUDENTS AND THEIR FAMILIES

were served in our local school systems

during the 2021 year.



BASIC NEEDS

Feeding the Hungry

Together, with United Way Community Partners, Meals on Wheels and The Salvation Army, we served over 70,000 meals to individuals and families during the 2021 year.

United Way partnered with the City of Dalton to address the barriers to food access by participating in a Meal Distribution Plan. This innovative program offered families in lower income areas in our local community free, healthy food. This program provided over 6,000 meals to local families and individuals.

In United Way-supported food pantries,
our partners served approximately

18,576 PEOPLE

**“Partnership is
the key to
making great
things happen.”**

Tim Baucom, Board Chair
United Way of Northwest
Georgia



Improving Mental Health

The pandemic exacerbated two growing issues among our community's young adults - addiction and mental health conditions. United Way partnered with Carter Hope Center to address these growing issues.

Meet Abraham Phares. Abraham is 21 years old and has been at United Way Community Partner, Carter Hope Center, for almost six months. At first, he was reluctant about the Recovery Program, but Carter Hope Center put much-needed structure back in Abraham's life.

"This is the happiest I've been in a long time. I have no distractions to limit my true potential, and I can't thank United Way, Carter Hope Center, and my counselor, Ms. Gina, enough for giving me this opportunity. My family is also the happiest I've seen them in years. I'm focused on getting my life back in order, and I strive on making them proud.

I led myself down this destructive path, but I am now committed to living a normal and productive life. Everybody doesn't get this chance of redemption, and this program has helped me see what life is truly about - happiness and prosperity. Thank you to the people of Carter Hope and United Way of Northwest Georgia. May they continue to do outstanding work and keep thriving," shared Abraham.



138 INDIVIDUALS

received residential services for
drug and alcohol addiction.

1,024

**individuals received
counseling/therapy**
during the 2021 year.

**"Building Better
Futures is a
cornerstone
at United Way
of Northwest
Georgia."**

Amanda Burt, President
United Way of Northwest
Georgia



211 INFORMATION & REFERRAL SERVICES

Making Connections

United Way 211 is an information and referral service. 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. Our Information & Referral team maintains the Community Resource Guide and responds through the 211 and 706.CAN.HELP phone line, e-mail, and social media inquiries.

The top three requests for the Northwest Georgia area are utility, rent, and food assistance. Prior to the pandemic, the latest data showed that 4,600 households in the Northwest Georgia area were living paycheck-to-paycheck with no savings for an emergency. That's 19% of the families living in Whitfield and Murray Counties.

When the pandemic caused an economic shutdown, many faced financial instability, and the demand for emergency services soared. Families already living on the edge faced even greater obstacles to afford the basic necessities such as food and housing.

If you know someone who needs help, please have them call our three-digit number, 211 from a landline, AT&T or Verizon cell phone, or 706.CAN.HELP from any phone type.

Through 211, the health and human services line, more than

4,000 PEOPLE

were connected to resources such as food and housing

"It feels amazing to know there are people out in our own community who help."

211 Service Recipient

UNITED WE DID.

Donors like you gave generously, volunteered your time and talents, and delivered the resources to care for the community in a time of great need. **Thanks to you, United Way was there.**



Peacock Legacy Society



"We see the impact of United Way everyday!"

Ken and Jody Jackson

"United Way is on the ground in all of our communities, serving and meeting the needs of our friends and neighbors."

Joe Young with Amanda Burt



Alexis de Tocqueville Society
\$10,000+ Level



EVERYDAY HERO



Young Leaders Society
\$365+ Level



Women's Leadership Council
\$1,000+ Level



"Because of United Way, we have been able to make an impact on creating an inclusive environment in Whitfield and Murray Counties.

Piet and Julian Dossche



Leadership Giving
\$1,000+ Level

Our Purpose

**UNITED WAY FIGHTS FOR THE
EDUCATION,
BASIC NEEDS,
AND HEALTH
OF EVERY PERSON IN
WHITFIELD AND MURRAY
COUNTIES**

United Way of Northwest Georgia

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

Dalton, GA 30722

706-CAN-HELP | ourunitedway.org

