

# GREAT THINGS HAPPENED

A YEAR IN REVIEW



# UNITED WAY OF NORTHWEST GEORGIA 2016 ANNUAL REPORT



United Way  
of Northwest Georgia



## BOARD CHAIR & PRESIDENT'S MESSAGE

"As board chair this past year, our focus was on education and engagement. The education piece has been extremely eye opening for me. Our United Way has so many moving parts that work together seamlessly through the coordinated efforts of our staff, Board of Directors, Community Solutions Panels, United Way Volunteer Center, Giving Societies, and all the generous people who give of their time and dollars. All of this allows our Community Partners to do great things, which in turn helps people in Whitfield and Murray counties live a better life."

### LIVE UNITED,

Karen Townsend, 2016 Board Chair with  
Amanda Burt, President



## BOARD OF DIRECTORS

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

*\*EXECUTIVE COMMITTEE*

## MISSION

To unite people and resources to improve lives in Northwest Georgia and build stronger communities through giving, advocacy, and volunteerism.

## 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 goes where the needs are the greatest in Whitfield & Murray counties.

United Way has a local board of directors and almost 3,300 volunteers who ensure that funds are put to the highest and best use.

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

<b>Campaign Pledges</b>	\$3,820,152
<b>Other Income</b>	88,298
<b>Total</b>	\$3,908,450

#### Disbursements and Expenditures

<b>Program Expenses</b>	\$3,150,033
<b>Fundraising</b>	245,952
<b>Administration</b>	127,965
<b>Total</b>	\$3,523,950

**Change in Net Assets**     \$ 384,500



5th graders from Dalton Public Schools attend United Way's Women's Leadership Council Career Symposium.



United Way  
of Northwest Georgia



# GREAT THINGS HAPPEN WHEN WE LIVE UNITED



# 2016 Goal



United Way's Board of Directors and Campaign Cabinet celebrate reaching the 2016 Campaign Goal of \$3.8 million!

## UNITED WAY CAMPAIGN CABINET MEMBERS

Tom Bundros, Campaign Chair | Dalton Utilities • Bob Caperton | Barrett Properties • Bill Davies | BB&T • Scot Davis | Shaw Industries • James Dixon | Shaw Industries • Vance Embry | Shaw Industries • J.T. Finley | Maryville Jewelers • Jim Gordon | Community Volunteer • Bryan Griffin | Georgia Power Company • Landon Hair | Marketing Alliance • Bob Hardaway | Shaw Industries • Chip Howalt | Textile Rubber & Chemical Company • Emily Finkell | Finkell Morrow Designs • Mike Sanderson | Engineered Floors • Jill Schubert | Mohawk Industries • Pete Sigmon | Shaw Industries • Reese Thomas | Mohawk Industries • Karen Townsend | Community Volunteer • Joe Young | Engineered Floors



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**YOUNG LEADERS SOCIETY**  
**JILL SCHUBERT, MOHAWK INDUSTRIES & VANCE EMBRY, SHAW INDUSTRIES; 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**

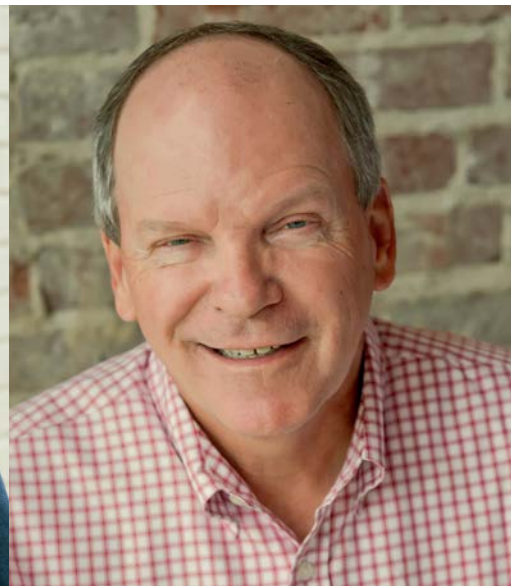
# GIVING SOCIETIES



**LEADERSHIP GIVING**  
**TOM BUNDROS, 2016 UNITED WAY CAMPAIGN CHAIR & CEO OF DALTON UTILITIES WITH WIFE LARA**  
**\$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**

# 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 2016, 266 members made a household gift of \$365+ annually, investing a total of \$190,885.

# 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 2016, 317 Women's Leadership Council members invested \$1.12 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 712 donors making a household investment of \$1,000 or more annually to United Way, representing \$1.5 million in 2016.

# 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 72 members who invest \$898,771 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 and five families totaling almost \$5 million.



United Way  
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**SHAW INDUSTRIES**  
Community Pillar



**MOHAWK INDUSTRIES**  
Community Builder



**TEXTILE RUBBER & CHEMICAL CO.**  
Five Star Champion, Community Collaborator, & Largest Percentage Growth



**ENGINEERED FLOORS & J&J FLOORING GROUP, A DIVISION OF ENGINEERED FLOORS**  
Five Star Champion, Community Samaritan, & Largest Dollar Increase



**BROWN INDUSTRIES**  
Five Star Champion & Community Patron



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

## 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



**UPS**  
GCL Award



**DALTON PUBLIC SCHOOLS**  
Five Star Champion

## STRATEGIC PARTNER LEVELS

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

## MEDIA PARTNERS

- Billboards for Education • The Daily Citizen News • Lifestyles for Women • The Local Scene • North Georgia Radio Group • Optilink – Dalton Utilities • Shaw Corporate Marketing and Communications



United Way of Northwest Georgia



**AMERICHEM**  
Highest Participation Award



**MFG CHEMICAL**  
Five Star Champion



**OLIVER F. COBB & ASSOCIATES**  
Difference Maker



**GREATER DALTON CHAMBER OF COMMERCE**  
Difference Maker

## CONGRATULATIONS TO THE WINNERS:

- AMERICHEM** - Highest Participation
- BROWN INDUSTRIES** - Five Star Champion & Community Patron
- DALTON PUBLIC SCHOOLS** - Five Star Champion
- DALTON UTILITIES** - Five Star Champion & Community Collaborator
- DORSETT INDUSTRIES** - Five Star Champion, Community Collaborator, & Highest Participation
- ENGINEERED FLOORS & J&J, A DIVISION OF ENGINEERED FLOORS** - Five Star Champion, Community Samaritan, & Largest Dollar Increase
- GREATER DALTON CHAMBER OF COMMERCE** - Difference Maker
- MARKETING ALLIANCE GROUP** - Five Star Champion & Community Collaborator
- MFG CHEMICAL** - Five Star Champion
- MOHAWK INDUSTRIES** - Community Builder
- OLIVER F. COBB & ASSOCIATES** - Difference Maker
- PHENIX FLOORING** - Five Star Champion
- SHAW INDUSTRIES** - Community Pillar
- TEXTILE MANAGEMENT ASSOCIATES** - Community Patron
- TEXTILE RUBBER & CHEMICAL CO.** - Five Star Champion, Community Collaborator, & Largest Percentage Growth
- UPS** - GCL Award

## UNITED WAY VOLUNTEER CENTER 2016

In total, United Way mobilized 3,287 volunteers who gave 33,511 hours of service in 2016. This represents an impact of \$787,508 to our community.

United Way Volunteer Center organized 152 hands-on volunteer projects in 2016.

The United Way Youth Corps mobilized 394 middle school, high school, and college students who volunteered through Volunteer Vacation, goLEAD (high school), LEAP (college), and service learning days, giving 1,507 hours of service.

**BOARDWALK**, our board service training program, trained 28 volunteers this year and has provided 350 trained board members to area non-profits since the program's inception.

**Make a Difference Day**, sponsored by Brown Industries and Phenix Flooring, mobilized 638 volunteers this year, who gave 2,448 hours of service.



### CORPORATE VOLUNTEER COUNCIL MEMBERS

Jim Hawkins, CVC Chair | Dalton Public Schools • Tim Ausmus | Shaw Industries • Howard Elder | Community Volunteer • Scott Grafe | Dorsett Industries • Marianne Murray | Engineered Floors • Stuart Nelson | Brown Industries • Micah Riggle | Mohawk Industries • Mike Stein | Hamilton Health Care System • Robert Varner | BB&T • Jared Warnack | Phenix Flooring • Denise Wood | Mohawk Industries



### 2016 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.

David Blaylock | Connie Woodward Award for Outstanding Volunteerism in Whitfield County • Marian Stranahan | Elaine Butler Award for Outstanding Volunteerism in Murray County • Southeast High School Raider Ambassadors | Youth Volunteer Group of the Year • Murray County 4-H | Adult Volunteer Group of the Year • Makina Cook | 2016 Youth Volunteer of the Year & Elbert Shaw Memorial Scholarship Recipient • Katherine Baxter | Elbert Shaw Memorial Scholarship Recipient



United Way  
of Northwest Georgia

**3,888**

children and youth attended subsidized after school and summer programs, helping them avoid risky behaviors



**169**

abused and neglected children were supported by a volunteer court advocate



**1,961**

matches of children and adults participated in a mentoring program

**441**

children received high quality childcare



# HOW DID YOU MAKE

**171**

children benefited from forensic interviews to prosecute sexual violence abusers



**70,000**

meals were delivered to home-bound elderly

**174**

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

**79**

patients with birth defects had access to lifesaving medical care

**521**

children received hearing, vision, and dental screenings

**1,862**

youth were able to have a day camp or summer camp experience

.....

**17,054**

children learned to recognize or prevent abuse

**2,193**

children received programming with the goal of them reading on grade level by 3rd grade



**7,757**

young adults received career education, relationship education, leadership development, outdoor education, and workforce development

# GREAT THINGS HAPPEN?

**2,428**

individuals received assistance to reduce their long-term need for food, housing, or utility assistance through counseling, life skills education, or budgeting

**178**

people benefited from disaster services and house fire assistance



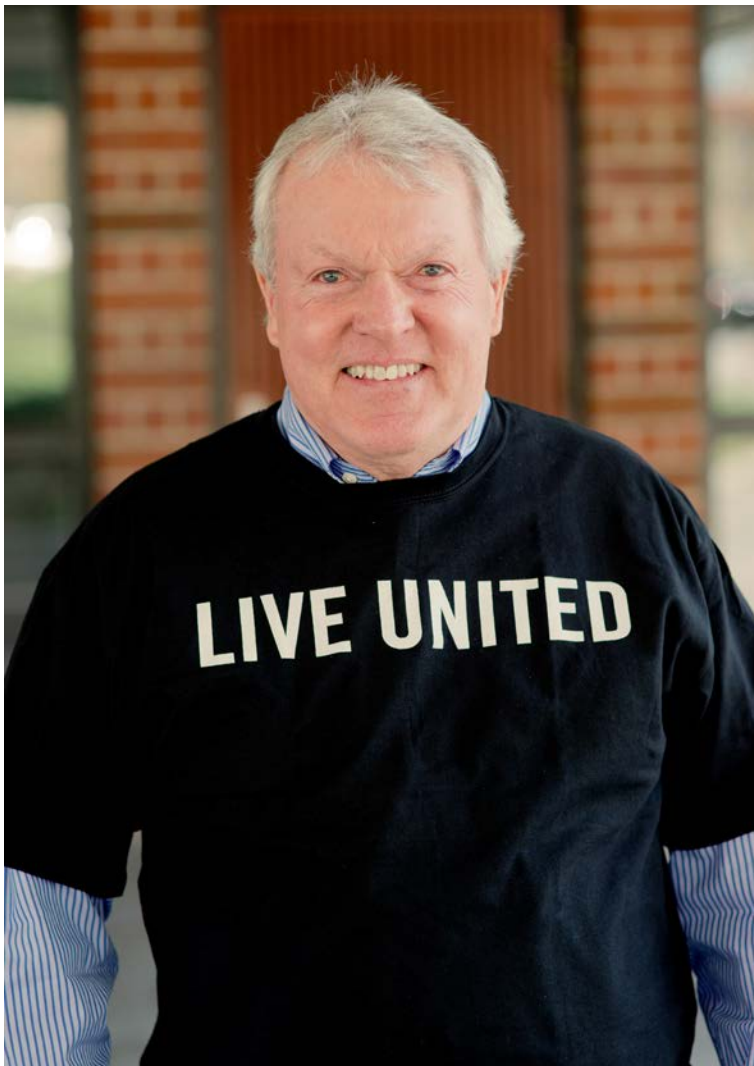
**647**

domestic violence calls were answered

.....

**16,216**

people received food assistance



# TOGETHER, WE IMPACTED 59,671 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	83	74
Big Brothers Big Sisters	907	23
Boehm Birth Defects Center	59	18
Boy Scouts	1,459	171
Boys & Girls Clubs	730	584
Carter Hope Center	48	10
Cross Plains Community Partner	95	5
Dalton Area Project	600	
Family Frameworks	1,566	862
Family Support Council	11,925	4,775
Friendship House	273	4
Girl Scouts	503	63
Looper Speech & Hearing Center	657	174
Meals on Wheels	387	226
Murray County 4-H		2,016
Murray County Developmental Center	5	37
NWGA Family Crisis Center	741	163
RossWoods Adult Day Services	106	10
Teen Maze	1,581	432
The GreenHouse	120	48
The Salvation Army	13,644	9,496
United Way Community Solutions	1,372	227
United Way Volunteer Center	2,285	762
Whitfield County-Dalton Day Care Center	304	7

## 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

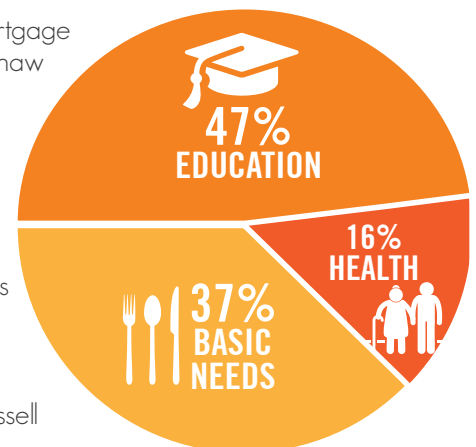
FAMILY SERVICES | Bill Brueckner, Chair | Shaw Industries • Gene Autry | Shaw Industries • Nathan Donahue | Shaw Industries • James Gordy | Mohawk Industries • Dennis Hart | Shaw Industries • Ron Johnson | Shaw Industries • Rhonda Peters | Shaw Industries • Ken Renz | Marketing Alliance Group • Mark Rogers | Shaw Industries • Melissa White | Community Volunteer

YOUTH SERVICES | Allison Oxford, Chair | Murray Co Schools • Mike Brigman | Shaw Industries • Tracy Corbin | Shaw Industries • Brian Etzel | Cargill Industrial Specialties • Sandy Ownby | Shaw Industries • Stephanie Seay | Shaw Industries • Catherine Wiggins | Shaw Industries

BASIC NEEDS SERVICES | Rachel Fisher, Chair | Shaw Industries • Mark Griffin | BB&T Mortgage • James Hammonds | Shaw Industries • Suzie Hansen | Shaw Industries • Russell Headrick | Shaw Industries • Kevin Nolan | Tiarco Chemical • Lori Roberts | Shaw Industries • Dean Stamper | Shaw Industries

COUNSELING/ADVOCACY SERVICES | David Wilkerson, Chair | Shaw Industries • John E Cowart | Mohawk Industries • John Davis | Shaw Industries • Candi Hampton | Shaw Industries • Jim Keen | Shaw Industries • Larry Morgan | Shaw Industries • Debra Ramsay | J&J Industries, A Division of Engineered Floors • Wendy Tieck | Shaw Industries

SPECIAL NEEDS SERVICES | Tommy Johnson, Chair | Engineered Floors • Carla Clark | Shaw Industries • Doug Gross | Mathews and Parlo Carpet • Tatum Hackney | Shaw Industries • Wendy Hanson | Community Volunteer • Phillip Seeley | Shaw Industries • Russell Witherow | Dalton Utilities



# Daniel's Story

"My story starts in a jail cell - at rock bottom. But thanks to United Way, my life was changed at Carter Hope Center, a residential recovery shelter. My addiction was full blown by the age of 17. I spent my twenties chasing the next high and destroying every relationship in my life. When I arrived at Carter Hope, I learned the science behind my addiction, and it gave me a better understanding of the inner workings of my brain chemistry. I was surrounded by people who encouraged me every step of the way. Since completing the program six years ago, I am in a wonderful marriage. I get to be the father that I never had. I earned a bachelor's degree and am a minister at Rock Bridge Community Church. I'm privileged to give back to my community."



# Carletta's Story

"In 2004, my son Sean entered the doors of Friendship House, a United Way Community Partner. I am grateful that he received high quality childcare and that he entered kindergarten ready to succeed. Fortunately, the highly qualified staff recognized that my son had a speech impairment and connected him to services needed to correct it. Today, Sean is 14 years old and gives back by volunteering every summer at Friendship House."



United Way  
of Northwest Georgia

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



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**United Way of Northwest Georgia**  
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