

# UNITED, WE DO MORE!



## PRESIDENT'S MESSAGE

Our successes are not possible without the unwavering support of our industry partners, loyal donors and volunteers, and nonprofit partners we support who are dedicated to ensuring our legacy of service continues for generations. Last year alone, United Way positively affected the lives of almost 65,000 individuals and families.

When there is a community need, United Way of Northwest Georgia is there. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibilities in Whitfield and Murray counties. We are constantly working together with our community to improve economic mobility and ensure everyone has the opportunity to reach their full potential.



**Amanda Burt, President**

Every day, our communities show that when people unite to take action, change is possible. Together, we are creating a future where everyone can rise. This Welcome Packet shows the incredible work we are doing in our impact areas of healthy community, youth opportunity, financial security, and community resiliency.

United Way of Northwest Georgia's success is our community's success, but there is more work to do. We invite you to have a seat at the table. Please join us to build a community where everyone can thrive. United, We Do More.

## BOARD OF DIRECTORS

**\*Julian Dossche Board Chair**  
International Flooring Company, LLC

\*Allen Bentley | Benbrook, Inc.  
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Tammy Herndon | Herndon Properties  
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\*Karen Townsend | Community Volunteer  
Jamie Welborn | Mohawk Industries, Inc.  
Brent Williams | Shaw Industries, Inc.  
Kevin Wright | Marketing Alliance Group  
Joe Young | Engineered Floors  
Will Young | Engineered Floors

\*Executive Committee

We believe a more **connected** community changes everything!

MY DONATION



United Way  
of Northwest Georgia



More students graduate  
from high school



More people are  
safe and secure



More people  
lead healthier lives



STRONGER COMMUNITIES



## MISSION

Improving Lives. Inspiring Donors. Uniting Community.

## GUIDELINES FOR COMMUNITY IMPACT

- Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.
- Reduce the long term need for food, housing, and utility assistance through life skills education and financial counseling.
- Support prevention services so youth and adults are healthy and avoid risky behaviors.

## OUR WORK

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 envision a community where every person belongs and every person thrives. It's amazing what can happen with the Power of Community.

We are always working together with our community to improve economic mobility and ensure everyone has the opportunity to reach their full potential. Simply stated - United Way connects people in need with people who can help!

UNITED IS THE WAY FORWARD



## UNITED WAY'S AREAS OF IMPACT ARE HEALTHY COMMUNITY, YOUTH OPPORTUNITY, FINANCIAL SECURITY, & COMMUNITY RESILIENCY

### BORN LEARNING TRAIL

The Born Learning Trail consists of activities to promote early learning and advocating for family health. The Trail is a series of 10 interactive signs, in English and Spanish, that offer fun, active learning activities for young children and their families. Signs feature different activities that engage early childhood developmental skills.

### MENTORS UNITED

United Way of Northwest Georgia's Young Leaders Society established the Mentors United mentoring partnership with Community Partner, Big Brothers Big Sisters of Northwest Georgia Mountains. Young Leaders Society members commit to spending time with North Whitfield Middle School sixth-grade students. The Mentors (Big Buddies) meet with their Little Buddies regularly during the school year to continue the match through the eighth-grade year. The Little Buddies are more successful at school and home because of their relationship with their Mentors.

### ALICE

ALICE stands for Asset Limited, Income Constrained, and Employed. Households that fall under ALICE face different levels of financial strain and access to essential resources that make it difficult to afford basic necessities, despite being employed and hard-working. United For ALICE is a driver of innovation, research, and action to improve life for ALICE and for all.

### ELBERT SHAW SCHOLARSHIPS

The Elbert Shaw Memorial Scholarship seeks to recognize active young people who are empowered members of our community. The award recipients will be youth who work in cooperation with their peers and community leaders to create positive change in society. Shaw Industries partners with United Way of Northwest Georgia to offer two \$5,000 scholarships for high school students.

### SINGLECARE

SingleCare is collaborating with United Way to improve the health and financial stability of Northwest Georgia. The prescription savings card is available to anyone in Northwest Georgia, whether they have health insurance or are uninsured.

### LEADERS UNITED

United Way's Leaders United program is a nonprofit board member training program. Leaders United training identifies, recruits, and connects volunteers to leadership and policy-making positions in nonprofit organizations in the Northwest Georgia area.

## LITTLE FREE LIBRARIES

United Way has Little Free Libraries located in public parks in Dalton, Whitfield, and Murray counties to provide a place where all readers in the community can share books throughout the year. Participants can leave books to share with others in the box and take a book they would like to read.

## READ UNITED

Read United is a year-round series of programs aiming to improve children's childhood literacy in Whitfield and Murray counties. The most visible of these programs is Keep Kids Thriving. Every summer, United Way partners with local school systems, volunteers, and community leaders to give FREE books to hundreds of children and their families in our local community. Keep Kids Thriving helps close the gap and helps students stay on track even when they are out of school.

## TEEN MAZE

United Way partners with Whitfield County Family Connection to present Teen Maze, an interactive "Game of Life" event for the sophomores of Dalton, Whitfield, and Murray County Schools. Students have the opportunity to face the consequences of randomly selected lifestyle choices associated with risky youth behaviors in a safe and controlled environment and examine the consequences in a hands-on, realistic, and educational way.

## VOLUNTEER CENTER

The United Way Volunteer Center provides nonprofits in Northwest Georgia with volunteer management support through training and an online recruitment platform. Companies and employees can use the service to find volunteer opportunities and match their talents with community needs.

## YOUTH UNITED

Youth United is your source for high school student-centered volunteer opportunities. Student-led and adult-supported, Youth United offers unique and impactful service projects and leadership development programming. Youth United aims to build individual leadership skills, foster positive group dynamics, and increase civic and community involvement.

## 2-1-1 CENTER

2-1-1 connects ANYONE in Whitfield and Murray counties to resources to address everyday challenges and those that develop during times of emergency. This service is free and confidential. A bilingual specialist can assist with food pantries, job search programs, family services, and financial crises.

## SAFE AND STABLE HOMES

United Way is building pathways to economic stability. Economic stability allows people to access essential resources, including financial resources, quality housing and food, and a job that provides a stable living wage. That's why United Way unites the community around the goal of reducing the long-term need for food, housing, and utility assistance for all families.



# UNITED WAY'S COMMUNITY PARTNERS



## UNITED WAY COMMUNITY PARTNERS, GRANTEES, AND PROGRAMS

- American Red Cross
- Big Brothers Big Sisters
- Boehm Birth Defects Center
- Boys & Girls Clubs
- Carter Hope Center
- Cross Plains Community Partner
- Dalton Housing Authority
- DEO Clinic
- Family Frameworks
- Family Support Council
- Friendship House
- Girl Scouts
- Meals on Wheels
- Murray County 4-H
- Murray County Developmental Center
- NWGA Family Crisis Center
- Rebuilding Hope
- RossWoods Adult Day Services
- Scouts, BSA
- Teen Maze
- The GreenHouse
- The Salvation Army
- United Way Community Solutions
- United Way Volunteer Center
- Whitfield County 4-H
- Whitfield County - Dalton Day Care Center

## ONLY UNITED WAY

- Looks at the big picture and brings together resources of the social service agencies, faith-based organizations, nonprofits, corporations, private donors, and government organizations to tackle critical community social issues for the good of all.
- Has the capacity and experience to see long-term trends across the community, identify and respond to emerging problems, and put resources in place for optimum results.
- Gives you confidence that your gift will be used where it's genuinely needed, thanks to sound management and investment decisions by trained community volunteers.
- Covers the entire circle of life, including children and youth, families, seniors, and people rebuilding their lives.
- Leverages your donation, bringing additional resources to the community and making it easy for employees to give through payroll deduction.

## WANT MORE INFORMATION?

For more information, please contact Margaret Zeisig, Director of Community Solutions, by email [margaret.zeisig@ourunitedway.org](mailto:margaret.zeisig@ourunitedway.org) or visit [ourunitedway.org/community-investments](http://ourunitedway.org/community-investments).

## UNITED WAY COMMUNITY SOLUTIONS

United Way is at the table as a convener, resource, and collaborator across the community, helping to improve lives. The Community Solutions Committee is comprised of over 50 volunteers on six panels who analyze community needs and allocate funds to 26 local Community Partners, grantees, and programs. Volunteers qualify each service as effective and efficient and investing in positive community outcomes.

When you give to United Way of Northwest Georgia, your gift is magnified with the gifts of others, impacting our community's most critical social issues. United Way accounts for as much as 65% of an agency's overall budget and helps leverage additional funding from outside the community to provide vital services.

Dollars raised locally are distributed locally to help strengthen families, support seniors, create successful students, and help families become self-sufficient.



## 2-1-1 + INFORMATION AND REFERRAL

- Over 12,000 connections were made through our 2-1-1/Information and Referral service, health fair festivals, and collaborative events.
- Our 2-1-1 Center is staffed by trained, bilingual call center specialists who assist callers by using the most comprehensive database of social services in our community.
- The Information and Referral Specialists have comprehensive knowledge of basic needs, physical and mental health, domestic violence services, child care, counseling, and mentoring.
- The top needs are housing, utility assistance, food, health care, and mental health/substance abuse.
- Our Information and Referral team maintains our Community Resource Guide and responds through the 2-1-1 and 706.CAN.HELP helplines, email, social media inquiries, and walk-ins.



# LIVES IMPACTED



Keep Kids Thriving Book Drop

## TOGETHER, WE IMPACTED 64,799 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	95	41
Big Brothers Big Sisters	319	0
Boehm Birth Defects Center	75	24
Boys & Girls Club	477	394
Carter Hope Center	52	15
Cross Plains Community Partner	213	4
DEO Clinic	871	108
Family Frameworks	1,464	528
Family Support Council	9,308	3,058
Friendship House	78	9
Girl Scouts	377	53
Meals on Wheels	158	145
Murray County 4-H		1,096
Murray County Developmental Center	2	18
NWGA Family Crisis Center	854	541
Rebuilding Hope	88	46
RossWoods Adult Day Services	68	14
Scouts, BSA	330	79
Teen Maze	1,437	509
The GreenHouse	132	367
The Salvation Army	11,868	3,057
United Way Community Solutions	11,645	0362
Whitfield County 4-H	1,207	0
Whitfield County-Dalton Day Care Center	291	23

## UNITED WAY OF NORTHWEST GEORGIA BY THE NUMBERS

<p><b>3,492</b> children served receiving literacy support in K-3</p>	<p><b>18,565</b> individuals provided with food assistance</p>	<p><b>75,505</b> meals delivered to home-bound elderly</p>	<p><b>5,942</b> youth received help to graduate high school on time with skills to be life-ready</p>
<p><b>8,751</b> children learned to recognize or prevent abuse</p>	<p><b>8,004</b> youth provided with character education designed to avoid risky behaviors</p>	<p><b>4,902</b> young adults received career education, leadership development, outdoor education, and workforce development</p>	<p><b>29,844</b> bed nights provided to people in need of shelter</p>







**BECOME A CORPORATE SPONSOR**

## WHY PARTNER WITH UNITED WAY OF NORTHWEST GEORGIA

United Way of Northwest Georgia can allow you to enhance your company’s philanthropic image and visibility in the community and support investments that help solve our community’s most pressing needs. When your company joins the ranks of United Way corporate partners and supporters, you align with companies committed to improving lives in the community where your employees live and work. United Way’s sponsorship opportunities are strategically tied to our impact areas of healthy community, youth opportunity, financial security, and community resiliency.

## IT’S MORE THAN GOOD WILL, IT’S GOOD BUSINESS

United Way of Northwest Georgia has been making a difference in our community for 80 years. Partnering with us makes a positive impact on our local community while reaching top community leaders, corporations, and families through joint promotional opportunities. Sponsoring a United Way event feels good and makes good business sense, too.

## A SPONSORSHIP WITH UNITED WAY PROVIDES YOUR COMPANY WITH:

- Visibility as a strong community supporter with exposure to our entire donor base.
- Year-round co-branding with the #1 non-profit in the world, United Way.
- An excellent use of your marketing dollars. Your corporate sponsorship is a single, comprehensive annual gift, beyond the corporate pledge made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to enhance the lives of 60,000 people in Northwest Georgia.
- Reinforce your company’s reputation as a good corporate citizen to your customers, employees and local residents.

### SIGNATURE

Align your brand with one of the top-performing United Ways in the world to reach larger audiences and enjoy exclusive benefits.

### ENGAGEMENT

Grow your business by reaching an affluent and educated audience of United Way supporters at exclusive, invitation-only events.

### IMPACT

Become a change agent and achieve your corporate citizenship goals by sponsoring events directly impacting students, families, and seniors.

For more information, please contact Amy Ross, Director of Donor Relations, at 706-529-1592 or by email [amy.ross@ourunitedway.org](mailto:amy.ross@ourunitedway.org).

# ENGAGE IN CORPORATE VOLUNTEERISM



## WHY CORPORATE VOLUNTEERING

United Way of Northwest Georgia's Volunteer Center provides streamlined event management to corporate partners with firsthand knowledge of community needs to ensure that employee volunteer time is used effectively and efficiently. The Volunteer Center also makes it easy to volunteer together by connecting projects and volunteer needs to groups. Volunteering is essential to the well-being of the community. It is good business to engage workplace volunteer resources in meeting community needs, and volunteerism is one of the foundations of corporate social responsibility.

## WORKPLACE VOLUNTEERISM BENEFITS

### EMPLOYEE BENEFITS

- Increases employee awareness, generates interest in community issues, and creates opportunities to get involved.
- Volunteering can improve employee health.
- Achieve personal development and increase self-esteem.
- Provide networking and team-building opportunities and strengthen skills.

### EMPLOYER BENEFITS

- Impact on revenue.
- Enhance corporate social responsibility.
- Support strategic business goals.
- Increase employee morale, loyalty and productivity.
- Generate recognition as a "best place to work".
- Positively impact profitability.
- Important to younger generations.

### COMMUNITY BENEFITS

- Build a stronger, healthier, and safer community.
- Generate a renewed spirit of citizenship and civic pride.

## WANT MORE INFORMATION?

For more information, please contact Hayley Poillucci, Volunteer Center Manager, by email [hayley.poillucci@ourunitedway.org](mailto:hayley.poillucci@ourunitedway.org) or visit [ourunitedway.org/volunteer](http://ourunitedway.org/volunteer). For an online database to find volunteer opportunities, please visit [volunteernwga.org](http://volunteernwga.org).

No matter the size of your company, our Volunteer Center provides you an opportunity to effectively make a difference. If your company is ready to team up with other business leaders in meeting community needs, join United Way TODAY!

## UNITED WAY'S MOST GENEROUS WORKPLACES

More than 50 businesses partner with United Way every year. These businesses serve as role models for corporate social responsibility, which in turn creates a culture of caring among their employees. United Way of Northwest Georgia recently unveiled the 2023 Most Generous Workplaces in Northwest Georgia. This Top 20 listing includes philanthropic contributions from organizations and their employees to the United Way workplace campaign.

These generous companies are investing in a better future for Northwest Georgia and its residents through corporate and employee sponsorships, monetary and in-kind giving, and initiative support. This critical support helps to build a more robust, more stable workforce. Additionally, it bolsters the local economy and improves the health and well-being of our entire community.

These businesses lead the way by empowering and encouraging their employees to get involved, volunteer, and give back to the community we call home. This has a positive impact on the lives of thousands of men, women, and children.

## TOP 20 MOST GENEROUS WORKPLACES

- Americhem, Inc.
- BDL Advisors
- Coldwell Banker Kinard Realty
- Dalton Public Schools
- Dalton Utilities
- Dorsett Industries, Inc.
- Engineered Floors
- Extruded Fibers
- Hamilton Health Care System
- Marketing Alliance Group
- Material Handling Inc.
- Mohawk Industries
- Murray County School System
- Mannington Phenix
- Shaw Industries, Inc.
- Textile & Industrial Sales, Inc.
- Textile Management Associates
- Textile Rubber & Chemical Company
- Truist
- Whitfield County Schools

\*Based on 2023 Campaign Results



UNITED WAY'S TOP 20 ACCOUNTS

# UNITED WE WIN



Karen Townsend and Bradley Austin  
Community Volunteer & Shaw Industries  
2024 Campaign Co-Chairs

**United Way mobilizes communities into action so all can thrive!**

★ **BE A 5-STAR UNITED WAY CHAMPION!** Include the 5-star elements in your campaign and your company will be recognized at the United Way Annual Meeting. Your CEO was provided information about this recognition.

**BE A UNITED WAY STRATEGIC PARTNER!** Grow your campaign to the \$25K, \$50K, \$100K, \$250K, \$500K, or \$1M+ level. Contact United Way for more information or visit us online at [ourunitedway.org](http://ourunitedway.org)



Join us on 9.17.24 @ 6PM for the  
CEO Trike Race & Campaign Kickoff Party

## THANK YOU FOR SUPPORTING UNITED WAY

A gift to United Way covers the entire circle of life impacting education, basic needs, and health. United Way recruits people and organizations that bring the passion, expertise, and resources needed to get things done. Right here in our community people just like you are working to make real lasting change by focusing on the building blocks of a good life. It takes everyone in the community working together to create a brighter future. Thanks for your help!

## STEPS FOR A SUCCESSFUL CAMPAIGN

### 1. LEARN

- Meet with your United Way representative.
- Review our online Campaign Toolkit for additional ideas.
- Schedule tours for your campaign team and employees. ★

### 2. PLAN

- CEO makes personal leadership gift and corporate pledge. ★
- Work with your CEO to review last year's campaign results and set a goal. ★
- Recruit a Campaign Coordinator and a campaign team.
- Establish a timeline/schedule.
- Find creative ways to use the themes: LIVE UNITED and POWER OF COMMUNITY.
- Identify incentives.
- Schedule group meetings, promotions, and publicity.
- Schedule United Way Community Partner speakers.
- Personalize pledge cards.

### 3. HOLD YOUR EMPLOYEE CAMPAIGN MEETINGS

- Increase your campaign over last year. Make sure everyone has been asked to give and report results to United Way before October 31. ★
- Plan and conduct a Management/Leadership Campaign.
- Conduct group employee meetings and/or one-on-one asks.
- Say thank you and report final results back to employees.

### 4. ENGAGE YEAR-ROUND

- Contact United Way to schedule a volunteer project. Visit [ourunitedway.org](http://ourunitedway.org) or call us at 706-529-1591 for more information. ★

LEAD BY EXAMPLE



TOGETHER UNIDOS  
ENGAGEMENT GROUP



YOUTH UNITED  
ENGAGEMENT GROUP



YOUNG LEADERS SOCIETY  
\$365+ LEVEL



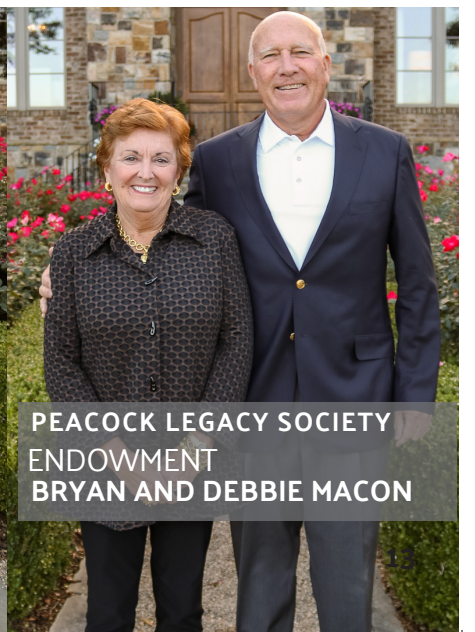
WOMEN'S LEADERSHIP COUNCIL  
\$1,000+ LEVEL



LEADERSHIP GIVING  
\$1,000+ LEVEL  
JULIAN AND RACHEL DOSSCHE



ALEXIS DE TOCQUEVILLE SOCIETY  
\$10,000+ LEVEL  
KEVIN AND AQUILA WRIGHT



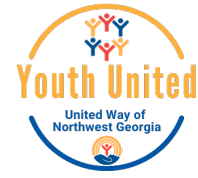
PEACOCK LEGACY SOCIETY  
ENDOWMENT  
BRYAN AND DEBBIE MACON

# Together Unidos



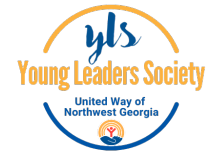
A group of leaders who are passionate about helping United Way reach a broader community, specifically our Latino Community.

# Youth United



Youth United is your source for high school student-centered volunteer opportunities. Student-led and adult-supported, Youth United offers unique and impactful service projects and leadership development programming. Youth United aims to build individual leadership skills, foster positive group dynamics, and increase civic and community involvement.

# Young Leaders Society



The Young Leaders Society engages the next generation of philanthropists and volunteers ages 21 - 40 by creating a brighter future for our community, while serving as a driving force in retention of young professionals for local employers. Members of the Young Leaders Society give \$365+ annually.

# Women's Leadership Council



A vibrant and powerful female driven philanthropic force supporting United Way's mission to support literacy. Members of the Women's Leadership Council give \$1,000+ annually.

# Leadership Society



Community leaders creating greater opportunity for local children and families. Leadership giving has been a large focus of corporate campaigns with donors making a household investment of \$1,000+ 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. Members of the Alexis De Tocqueville Society give \$10,000+ 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. A group of community leaders who make the extraordinary decision to invest in the future of our community through a planned gift to United Way, as well as outright gifts to our endowment.

JOIN A GROUP

**You can make a difference.  
United, we can build a community  
where every child enters kindergarten  
ready to learn, every child reads on  
grade level by third grade, every  
person connects with community  
resources promoting health, and all  
families' basic needs are met.  
Join our movement today.**

**United Way of Northwest Georgia**

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706 CAN-HELP | [ourunitedway.org](http://ourunitedway.org)

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**United  
Way**



**United Way  
of Northwest Georgia**