

# Be a game changer

**game chang-er**  
**noun: game changer;**  
**plural noun: game**  
**changers**

**1. an event, idea, or procedure that effects a significant shift in the current manner of doing or thinking about something.**

Isn't that precisely what most of us want in life? The one up. The paradigm shift. To break the cycle. To break the rules (in a good way). To make the world a vastly different and better place. To draw the line or u-turn in the sand that leads to a more educated, healthy life and a safe home?

What if one organization organized charitable dollars and volunteers to create game changing opportunities for our neighbors and friends, allowing a community safety net of human services? Meet United Way. Last year more than 67,000 lives were touched in Whitfield and Murray counties through United Way of Northwest Georgia. What is



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United Way? We are a team of 9,548 individual donors; 3,280 volunteers; 47 companies; 21 human service agencies; along with area government agencies and churches who all unite

— and claim our people, our local residents. We create the fabric of community.

Everyday at United Way our donors and volunteers are game changers. They make possible what was not. They create pathways to success. They provide a helping hand, a mentor, childcare, a home safe from abuse, budgeting skills, a hot meal — all building blocks of a good life.

I invite you to join our 2014 Campaign Chairman Brian Anderson and his cabinet at the trade center on Tuesday at 11:30 a.m. for lunch. Let's change the game! You will have the

opportunity to meet people who are donating, volunteering, advocating, and receiving services from United Way. You will hear Jose Cortez and Joey Stuart tell their story about being matched through a mentoring program at Big Brothers Big Sisters, a United Way funded program. You can purchase your \$10 tickets by calling (706) 876-1587 or at the door.

We will continue our kickoff festivities on Sept. 22 in downtown Dalton for the Superhero Sprint and CEO Trike race at 6 p.m. The sprint will start at the Lee Printing Building green-space, beside Wells Fargo and across from the Greater Dalton Chamber of Commerce. Registration by Tuesday for the 1-mile Superhero Sprint is \$15 and includes a black Live United T-shirt or a cape. Superhero costumes are encouraged and prizes will be awarded. Late and race day registration is \$20. Visit ourunitedway.org to register and for complete details. I am excited to see who will win the

CEO Trike race this year! The CEO Trike Race will start at 6:30 p.m. J&J Industries won in 2012, and Beaulieu of America took home the trophy in 2013. Even if you are not running the sprint, you can attend the CEO Trike Race and cheer on the relay teams. Special thank yous to C&S, Engineered Floors, Mohawk Industries, Shaw Industries, Maryville Jewelers and US Floors for sponsoring the trike race this year.

This time of the year is one of the most exciting at United Way. I get to witness people at their highest and best as they dig a little deeper and change the game for those in need of a hand up. If you would like to set up a payroll deduction campaign at your company or explore individual giving, please call John Relaford, our director of resource development, at (706) 876.1587 or visit our website ourunitedway.org to get connected.

Be a game changer!

*Amanda Burt is president of the United Way.*