

What is a legacy? Meet Matthew Moore

In the popular musical Hamilton, Alexander Hamilton sings “What is a legacy? It’s planting seeds in a garden you’ll never get to see.” Hamilton and our founding fathers worked to found our great nation, but they didn’t always see the end result in their lifetime.

As I look back over our 70-year history at United Way, I see many familiar names. The names of those who helped build a better community all those years ago have given us quite a legacy. They watched our United Way grow from raising \$4,000 to \$3.8 million annually.

They saw a great need, and they laid the foundation for the programs and services that United Way provides. Today almost 60,000 individuals and families in our community benefit from United Way services.

Many of our local United Way founders gave us an incredible gift

that has lasted, literally, for generations. In 1961, Harry Moore led the United Way Campaign along with Dr. Gilbert DeArmes, and they raised \$70,300. Those funds, like all that are given to United Way, were put to the highest and best use to support the needs in our community. Mr. Moore was consistently involved and helped set the standard of excellence for our United Way. His legacy is still growing today as his grandson, Matthew Moore, serves as our United Way board chair.

Matthew became involved with United Way after he graduated from Mercer law school and moved back to northwest Georgia to work in Shaw Industries’ corporate legal department. He found United Way to be the best way to support the many areas of need in our community and to meet other service-minded young leaders. Matthew accepted the challenge to carry on the legacy of his grandfather’s leadership as one of the founding members of the Young Leaders Society. He continues to serve on the YLS Steering Committee, and he and his wife, Tracy, are members of the Alexis de Tocqueville Society.

Through the years Matthew has

witnessed the standard of excellence to which the United Way of Northwest Georgia holds itself with sound financial management, the strength of the board of directors, and the countless volunteers who ensure that each gift is invested in the community in the most efficient and effective way.

Matthew and Tracy have two adorable daughters. Matthew’s service and dedication is a shining example for his daughters. When Matthew assumed his role of board chair he shared that he wanted to maintain this standard of excellence and to develop a plan to ensure that United Way is successful far into the future. He challenged his fellow board members and United Way volunteers to “raise your hand and get involved. Join the Young Leaders Society or the Women’s Leadership Council and take on the challenge to give, advocate, and volunteer.”

Through his generosity of treasure and time to United Way, Matthew is planting a legacy that has already begun to grow and flourish.

Amanda Burt is president of United Way of Northwest Georgia.



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