

# Reflecting on a successful campaign

*(Editor's note: This is the final column of a two-part series about the United Way's Annual Meeting.)*

At the United Way Annual Meeting, I also had a chance to thank our friends who help us spread the message year-round.

The following companies and individuals received Media and Advocate Awards: The Daily Citizen, Judy Elliott with "Lifestyles for Women," Jim Lansing and Chester Greene from Shaw Media Group, Lori McDaniel with "The Local Scene," Patty Scoggins with North Georgia Radio Group, Rick Zeisig, Curtis Callaway, Cara Sandlin, Joey Parrott and Chase Parker.

Board Chair Celeste Creswell thanked the 59 United Way Community Investment panel volunteers who under the leadership of Pat Sain work throughout the year to make sure our dollars are invested in the very best and most vital programs and services.

In 2013, United Way invested an additional \$350,744 in programming to impact education, basic needs, and health in Northwest Georgia.

This additional investment was used to fill gaps in services such as computers for a computer lab,



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transportation, and playground equipment.

David Renz, board member of our local Boys & Girls Club, shared about the value of United

Way's partnership with the Boys & Girls Club.

"We keep youth on track for school, work and life. United Way's regular annual allocation to Boys & Girls Club provided 2,000 children and youth with subsidized afterschool and summer programs in 2013. This year, United Way was able to fill an extra gap — the roof and floor were repaired at the Murray County site making it safer for the staff and kids."

Pam Hogan, a board chair of the Northwest Georgia Family Crisis Center, piped in with how her agency benefits.

"Because of United Way, the Family Crisis Center provided over 300 adults and children who are survivors of domestic violence with shelter, advocacy, and support including 6,506 bed nights of shelter. United Way filled additional gaps

this year by providing transportation vouchers for clients helping to assist them in regaining their independence and have a fresh start."

Steve Fallin, director of Meals on Wheels, told those in attendance at the Annual Meeting about the impact United Way has on the elderly.

"In 2013, United Way's allocation to Meals on Wheels provided 345 homebound elderly with 48,927 meals in Whitfield County and 24,588 in Murray County. This year, United Way filled an additional gap by providing upgrades to the Meals on Wheels facility to improve service and sanitation for meal preparation and delivery."

Tim Ausmus, chair of United Way's Corporate Volunteer Council shared, "The United Way Volunteer Center organized 106 group volunteer projects last year. In addition, United Way recruited 518 readers, tutors and mentors. In total, the United Way mobilized 3,280 volunteers who gave 51,700 hours of service during 2013."

In total, United Way made an impact of \$4,115,381 in the community, when you combine our financial investment and the impact of volunteer service.

I also want you to know

that all of this awesome work would not be possible without the trust and accountability that United Way has always had in our community.

We take our stewardship role very seriously.

You can find a summary of our unaudited financials in the annual report which is available on our website.

I am excited to let you know that Celeste Creswell passed the gavel to our new Board Chair Brenda Knowles, vice president of commercial marketing and product development at Shaw Industries.

Brenda is already hard at work, leading our 10-year strategic planning process.

As you can see, volunteers are taking our community to infinity and beyond! We have a huge number of superheroes who are out doing heroic deeds, ensuring that local people have resources they need to succeed.

They don't wear capes or masks.

You can pass them in the street and not even realize you were in the presence of a hero.

But they are there, hard at work, filling gaps.

*Amanda Burt is the president of United Way of Northwest Georgia.*