

Marshall County Lives

UNITED

for



and me!

2022 ANNUAL

REPORT

www.unitedwaymarshall.org

**United
Way**



United Way of Marshall County

What's inside!

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UNITED FOR ONE MISSION

Fun and Exciting United Way Events

AT UNITED WAY...

we couldn't be more thrilled with the impact of our programs for those in need. We are endlessly grateful for the kindness and generosity of our donors, and we're so fortunate to have such dedicated partner agencies who work tirelessly to improve our community every day. UNITED, we're making a real difference in Marshall County!



Welcome!

A MESSAGE FROM OUR LEADERS



Janna Bonds

JANNA BONDS
Board President

We hope that as you read through this annual report, you will find something that inspires you to join our mission and make a difference in Marshall County. We are thrilled to be on the front lines of creating a brighter future for our community. Our mission of fighting for the health, financial stability and education of every person in Marshall County is more important than ever. And we're doing just that by investing in long-term solutions that address the biggest challenges in our county.

United Way of Marshall County is incredibly grateful for the generous support of our community. This support has allowed us to make a meaningful and positive impact in our community. We have been able to award multiple grants to local agencies that are working tirelessly to help those who need it the most - from supporting local food banks to providing assistance for rent and utilities.



Carrie Thomas

CARRIE THOMAS
Executive Director

We know that the work we do is about the people. It's about the families that have been able to put food on their table, the children that have been able to continue their education, and the individuals that have been able to access much-needed assistance.

But none of this would have been possible without the support of our community. We are truly grateful for your support and we remain committed to making a difference in the lives of individuals and families throughout our county. We're inspired by the strength and resilience of our community and we're honored to be a small part of the solution. UNITED, we are making a difference. We're confident that with your continued support, we can keep creating a brighter future for Marshall County.

From Our Campaign Leaders

As the co-chairs of the 2022-2023 United Way Campaign, we want to extend a warm welcome to you as you browse through this annual report. We are thrilled to share with you the incredible impact that your donations have made in our community over the past year. As this year's campaign slogan goes "United Way starts with U", it's all about "you", and your support is what makes it possible for us to make a difference in our community. This past year has certainly been a testament to the power of community and the impact that can be made when we come UNITED.

As you will see in the report, our impact demonstrates the difference that your donations have made in the lives of hundreds of individuals and families across our county. Our fundraising campaigns were a huge success, and we couldn't have done it without the support of our amazing donors. The programs and services United Way offers have helped so many and their success stories will truly warm your heart.

We are so proud of the incredible team of board members, volunteers, and staff who are passionate about positively impacting the lives of those around us. A huge thank you to everyone who supported United Way this past year - donors, volunteers, and community partners - you truly rock!

We've got big plans for the future and can't wait to see what we can accomplish UNITED. Thank you for your continued support of United Way of Marshall County. We are having a blast making a big impact in the community and we couldn't do it without you.



Steven Knowles
STEVEN KNOWLES
Campaign Co-chair
Ameriprise Financial



Cade B. Smith
CADE SMITH
Campaign Co-chair
Citizens Bank & Trust

UNITED WAY

BOARD & TEAM

2022 BOARD OF DIRECTORS

JANNA BONDS | President
Snead State Community College

BERT BRAY | Vice-President
Progress Rail

JOHNNA WILLIAMS | Secretary
Progress Rail

DONNEEYSA ADAMS | Treasurer
Peoples Independent Bank

board members

JENNIFER AMOS
The Foundation for Marshall Medical Centers

MIGUEL CORONA
Allstate Insurance

ANDREA ELROD
AlaTrade

JORDAN GLASSCO SMITH
Propac Images

LAUREN GRADY RAY
Boaz City Schools

BROOKE HEMPHILL
Arab First United Methodist Church

CLINT MAZE
Wilmer & Lee, P. A.

MELISSA MCKEE
DriV

MATTHEW PANKEY
Citizens Bank and Trust

KYLE VANN SCOTT
Snead State Community College

SARA WATKINS
The Advertiser-Gleam

All regular Board of Directors meetings are conducted the second Thursday of each month.



Live United

staff

CARRIE THOMAS
Executive Director

BELINDA JORDAN
Finance/Office Manager

LORI SMITH
2-1-1 First Call for Help Resource Specialist

RAQUEL ZAVALETA
Marketing and Community Impact Director

OUTGOING BOARD MEMBERS

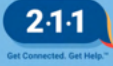
BERT BRAY
PROGRESS RAIL

CLINT MAZE
WILMER & LEE, P. A.

PARTNER AGENCIES

UNITED WE STAND

Our amazing partner agencies create solutions that tackle our community's biggest challenges



2-1-1 FIRST CALL FOR HELP 211 or (256) 582-0506
Information and referral to community resources 24/7. **\$47,000**



4-H CLUBS OF MARSHALL COUNTY (256) 582-2009
Leadership development programs for youth. **\$6,000**



AMERICAN RED CROSS (256) 582-5800
Responds to needs after house fires, natural disasters; military family assistance. **\$38,000**



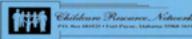
BOY SCOUTS OF AMERICA (888) 301-8756
Leadership and character building skills for boys ages 7 to 18. **\$9,000**



CASA OF MARSHALL COUNTY (256) 582-7119
Care and assurance for the aging and home-bound. **\$31,000**



CHILD ADVOCACY CENTER (256) 582-8492
Assistance and support for children of abuse. **\$37,000**



CHILD DEVELOPMENT CENTERS
Boaz (256) 593-7379 Guntersville (256) 582-8806
Child daycare serving working parents of all income levels. **\$50,000**



COURT APPOINTED JUVENILE ADVOCATES (CAJA) (256) 878-1445
Representation for abused and neglected children in court. **\$23,000**



DOMESTIC VIOLENCE CRISIS SERVICES
(256) 891-9864 Hotline (256) 891-0019 Toll Free (888) 582-6883
Shelter, services and support for victims of domestic violence. **\$40,000**



FAMILY SERVICES OF NORTH ALABAMA
(256) 878-9159 Hotline (855) 878-9159
Advocacy for sexual assault victims. **\$21,000**



FOSTER AND ADOPTIVE PARENTS ASSOCIATION (256) 582-7100
Financial assistance for parents with foster children. **\$40,000**



GIRL SCOUTS OF NORTH-CENTRAL ALABAMA (800) 734-4541
Character building skills for girls in grades K through 12. **\$7,000**



MARSHALL COUNTY ARC, INC. (256) 582-5009
Services for individuals with intellectual disabilities. **\$29,000**

PARTNER AGENCIES

UNITED IMPACT

Your contributions to United Way help these partner agencies provide much needed services to our friends and neighbors in need.

MARSHALL COUNTY GUARDIANSHIP PROGRAM

(256) 388-9851

Volunteer guardians help care for those unable to care for themselves. **\$10,000**



MARSHALL COUNTY HOME PLACE

(256) 582-2360

Transitional housing for the homeless to achieve self sufficiency. **\$19,000**



MARSHALL COUNTY HOMELESS MINISTRIES (ROOM IN THE INN & NEIGHBORHOOD INN)

(256) 677-9231

Food and shelter during the cold months to "neighbors without homes"/transitional housing facility. **\$20,000**
Utility Assistance Program - **\$21,000**



MEALS ON WHEELS

(256) 571-7805

Meal delivery to home-bound seniors in Marshall County. **\$10,000**



RSVP INCOME TAX PREPARATION PROGRAM

(256) 571-7734

Free income tax preparation assistance **\$10,200**



SHEPHERD'S COVE HOSPICE

(256) 891-7724

Home care for those coping with end-of-life issues and a 10-bed inpatient hospice facility that complements the home care program. **\$43,000**



SHEPHERD'S COVE HOSPICE FOUNDATION - CAMP HOPE

(256) 891-7724

Grief support camp for children and their families and in-school bereavement programs. **\$9,000**



SPECIAL GRANTS

In 2022, United Way of Marshall County invested an additional \$11,800 into our community through special grants to our partner agencies based on additional needs and requests for the year



UNITED WAY'S COMMUNITY CRISIS RELIEF FUND

A BEACON OF HOPE IN TRYING TIMES

The year 2022 will be remembered as a time when the world faced a double crisis - the remnants of the coronavirus pandemic and an economic crisis that left many struggling to make ends meet. In the face of these unprecedented challenges, United Way of Marshall County stepped up to make a difference in the lives of local residents and nonprofits.

Through the Community Crisis Relief Fund (CCRF), United Way issued grants totaling \$45,500 to continue to support those affected by the coronavirus crisis. This funding helped to increase access to basic needs for individuals and families, as well as support our most vulnerable community members.

SINCE ITS INCEPTION IN 2020, THE CCRF HAS MADE INVESTMENTS OF \$101,980 TO LOCAL NONPROFITS.

These investments have helped to provide food, shelter, and other essentials to help people recover from the economic fallout of the pandemic.

It's not just about the money, though. United Way is also committed to building a more resilient community. That's why we work closely with our

nonprofit partners to ensure that their programs are effective and sustainable. We are proud to support organizations that are making a real difference in the lives of those they serve.

At United Way, we believe that everyone deserves the opportunity to thrive. That's why we are so proud of the work that has been done through the CCRF. With the support of our donors, we have been able to provide a lifeline to those who need it most. And as we move forward, we remain committed to doing all that we can to support our community through these trying times.

The 2022 CCRF grant beneficiaries were:

- Marshall County Homeless Ministries
- Shepherd's Cove Hospice
- Marshall County Christian Services (TESA and Second Chance Food Pantry)
- CASA of Marshall County
- Grant First Baptist Church (food pantry ministry)

If you're looking for a way to make a positive impact, consider supporting United Way's Community Crisis Relief Fund.

OVERCOMING OBSTACLES UNITED WE SUCCEED

Gracie's journey...

GRACIE BEGAN ATTENDING THE CHILD DEVELOPMENT CENTER, ONE OF UNITED WAY'S PARTNER AGENCIES, AFTER TEMPORARY CUSTODY WAS GIVEN TO HER GRANDMOTHER DUE TO PARENTAL ABUSE. GRACIE'S GRANDMOTHER NEEDED AFFORDABLE, RELIABLE CHILDCARE SO THAT SHE COULD CONTINUE TO WORK AND PROVIDE FOR HER FAMILY. WHEN GRACIE FIRST STARTED DAYCARE AT 13 MONTHS OLD, SHE COULDN'T WALK, WAS VISIBLY MALNOURISHED, AND WAS BEHIND ON SEVERAL OTHER MOTOR SKILLS FOR HER AGE. TODAY, THE CHILD IS THRIVING WHILE HER GRANDMOTHER HAS BEEN GRANTED FULL CUSTODY AND CONTINUES TO WORK FULL TIME.

Re-United at last!

LARRY AND HENRY ARE HALF-BROTHERS WHO, DUE TO THEIR INTELLECTUAL DISABILITIES, RESIDE IN DIFFERENT GROUP HOMES. WHEN THE PANDEMIC HIT, THEY WERE UNABLE TO SEE EACH OTHER IN PERSON FOR A LONG TIME. THANKS TO THE MARSHALL COUNTY ARC, ANOTHER UNITED WAY PARTNER AGENCY, THEY ARE ABLE TO ATTEND THE DAY PROGRAM THERE AND SPEND BONDING TIME AS A FAMILY. THEY ENJOY SITTING TOGETHER IN THEIR CLASSROOM WHILE LISTENING TO MUSIC AND WATCHING TELEVISION.

On the Front Lines

CAPT. HARRIS, A SENIOR ENLISTED MILITARY MEMBER, WAS STATIONED OVERSEAS WHEN HIS SPOUSE WAS INVOLVED IN A LIFE-THREATENING ACCIDENT. MILITARY COMMANDERS RELY ON UNITED WAY'S PARTNER AGENCY, AMERICAN RED CROSS AND ITS EMERGENCY COMMUNICATION MESSAGING SYSTEM, TO PROPERLY CARE FOR THEIR SERVICE MEMBERS AND MILITARY FAMILIES AROUND THE CLOCK. NO OTHER AGENCY PROVIDES THIS TYPE OF SERVICE TO MEN AND WOMEN IN UNIFORM ACROSS THE WORLD. RED CROSS MEMBERS WERE ABLE TO VERIFY THE INFORMATION, COORDINATE COMMUNICATION TO CAPT. HARRIS' COMMAND ELEMENT STATIONED ON THE OTHER SIDE OF THE GLOBE, AND REQUEST HIS PRESENCE BACK TO THE U.S., SO THAT HE COULD PROVIDE RECOVERY AND MORAL SUPPORT TO HIS LOVED ONE.

Thanks to contributions from individuals like you, stories like these are made possible in our community. With your support, we can give every person in Marshall County an equal chance at a bright future.

2-1-1

Get connected. Get help.

7 days a week | 24 hours a day | 365 days of the year

Did you know that United Way offers a free and easy way for our community to access vital resources and support?

The **First Call for Help** program and the **2-1-1** hotline are available to anyone in need, and can assist with a wide range of issues, such as finding housing, accessing food assistance, and connecting with mental health services.

So, next time you or someone you know is in need of assistance, please call 2-1-1 and get connected to local resources that can help.

There were a total of 2,481 calls received in 2022. 2-1-1 responded to 1,817 and the First Call for Help program handled 664.

FIRST CALL FOR HELP

The First Call for Help program is housed at the United Way of Marshall County office.
Operating hours are:

MONDAY - THURSDAY
8 am - 4:30 pm

FRIDAY
8 am - 4:00 pm

Our Resource Specialist can be reached at

(256) 582-0506

during business hours to connect you to local resources that may be able to assist.

Emergency Food and Shelter Program

Emergency Food and Shelter Program (EFSP) was created in 1983 to supplement and expand the work of local social service agencies, both nonprofit and governmental, to help people with economic emergencies (not disaster - related).

United Way of Marshall County leads the local board for Marshall County, charged with soliciting grant requests and then determining the highest need and best use of funds.

In 2022, a total of **\$14,772** was awarded to 4 local programs in Marshall County through Phase 39 and **\$45,657** were given to 6 other agencies through the ARPA-R Phase of this program.



EFSP funds are used to provide the following assistance:

- Food via served meals or groceries
- Shelter via mass shelter
- off site lodging or rent/mortgage assistance
- Utilities via limited metered and non-metered assistance



2-1-1 most requested services in Marshall County in 2022:

1. Utility Assistance
2. Food
3. Housing/Shelter
4. Rent Assistance
5. Senior Assistance





In today's world, access to quality health care is more important than ever. That's why United Way of Marshall County is proud of its partnership with SingleCare, a company dedicated to helping people save on their health care costs. This exciting collaboration provides community members with affordable access to prescription medications, medical services, and more.

SingleCare's mobile app provides convenient, on-the-go access to significant savings on medical services such as lab work, imaging, and telehealth consultations. The app is easy to use and can be accessed from anywhere, making it an essential tool for those who are looking to save on their health care costs. By working together UNITED, they are helping to ensure that everyone has access to the resources they need to stay healthy and strong.

So, what are you waiting for? Download the SingleCare app today and start taking control of your health care costs. UNITED, SingleCare and United Way are making a healthier community, one savings opportunity at a time.



SingleCare provides:

- SingleCare offers the top 40 most purchased medications at \$10.00 and under.
- SingleCare has a free loyalty program that allows members to save even more on the already discounted prices. Members get an extra \$5 in bonus savings just for signing up.
- SingleCare offers a Spanish-language website: es.singlecare.com
- SingleCare is a nationally recognized brand, with television ads featuring Martin Sheen and John Leguizamo



Shop 'Til You Drop: Make a Difference with Amazon Smile!

Are you someone who loves to shop on Amazon? Do you want to make a difference in your community without breaking the bank? Look no further! You can do both by simply selecting **United Way of Marshall County Alabama, Inc** as your charity of choice through Amazon Smile.

For those unfamiliar with Amazon Smile, it is a simple and automatic way for you to support your favorite charitable organization every time you shop, at **no extra cost to you**. Amazon will donate a portion of the purchase price to your selected charity, and all you have to do is start your shopping at **smile.amazon.com** instead of **amazon.com**.

By choosing **United Way of Marshall County Alabama, Inc** as your charity, you will be helping to support the organization's mission to improve the lives of residents in Marshall County. With your support, United Way can continue to make a difference in the lives of those in need in our community.

So why not make a difference while you shop? It's a win-win situation. You get to purchase the items you love, and at the same time, you get to give back to your community. It's easy, it's effortless, and it's fun!

So next time you're looking to make a purchase on Amazon, remember to start your shopping at **smile.amazon.com**, select "United Way of Marshall County Alabama, Inc" as your charity, and let the good feelings of giving wash over you. UNITED, we can help create a better, stronger, and more united community. Happy shopping!

THE POWER OF PARTNERSHIPS



UNITED WAY'S ALLOCATIONS COMMITTEE

Thankful for our volunteers!

The Allocations Committee at United Way of Marshall County plays a crucial role in ensuring that the community's resources are distributed effectively to meet the pressing needs of the area. This group of volunteers is responsible for reviewing requests for funding from local nonprofit organizations and making recommendations on how the United Way funds should be allocated.

The Allocations Committee is made up entirely of volunteers from the community who are passionate about making a difference and committed to improving the lives of those in need. They bring a wide range of skills, perspectives, and experiences to the table, which helps to ensure that funding decisions are made with care and impartiality.

The committee typically meets several times a year to review grant applications and make recommendations to the United Way Board of Directors. During these meetings, they thoroughly evaluate each request, taking into consideration the organization's

mission, programs, and budget, as well as the impact they have on the community. The committee also considers the overall needs of the community, as well as the availability of resources, when making funding decisions.

The Allocations Committee is an essential part of United Way of Marshall County, helping to ensure that the community's resources are used in the most effective way possible to meet the needs of the most vulnerable members of the community. Their tireless efforts and dedication to the community are a testament to the spirit of volunteerism that is so strong in Marshall County.

This year's committee volunteers were:

STEVEN KNOWLES - Chairman
Ameriprise Financial

JENNIFER AMOS
| Foundation for Marshall Medical Centers

SUSAN ARMSTRONG
| First Southern State Bank

TERRI BROWNLOW
| Benefit Professionals

JORDAN ELLIOTT
| Charlotte Christian Law, PC

JULIE PATTON
| Guntersville Museum

NATHAN PATTERSON
| BancorpSouth

KATHLEEN RICE-DEAN
| Marshall County DHR

SARA WATKINS
| The Advertiser-Gleam (not pictured)

ALEXIS DE TOCQUEVILLE

Tammy & Chris Head
Shan & Ed O'Neal
Anonymous (1)

PLATINUM FEATHER

Andrea & Russ Elrod
Bonnie Glassco
Cindy & Lendell Glassco
Malanta & Steve Knowles
Christopher & Alison Wright
Anonymous (1)

GOLD FEATHER

Amy & Vince Glassco
John M. Kennedy
Jeanette & Dan Teal

SILVER FEATHER

Dr. Jodi Baker & Dr. Austin Baker
Mark Brickley
Terri & Harold Brownlow
Betty Buchanan
Dr. & Mrs. Thomas Downes
Michael A. Forsythe
Dr. & Mrs. Aaron George
Lisa & Jack Hancock
Dr. & Mrs. Chris Harper
Dr. and Mrs. Lynn Luther
Tracy & Lance Morgan
Ed Reed
Tracey & Vann Scott
Sue & Charlie Williams
Anonymous (1)

RED FEATHER

Christopher Barker
Kirtankumar Bhagat
Bruce Biggard
Lizbeth Boley
Tami & David Bridges
Angela Brown
Judge Liles & Natalie Burke
Gloria Carr
Millie & Thomas Carroll
Lorne T. Chrismon
Dr. & Mrs. David Chupp
Taylor & Jon Conner
John Cooper
Charles C. Copeland
Ryan Cunningham
Emily Davis
Matthew P. Davis
Tammy & Steve Davis
Turner Davis
Bryan Elrod
Amy & Matt Everett
Rick Fleming
Jacob T. Foster
Annie Furrer
Linda L. Gibson
Doc Gilford
Lisa C. Grattan
Mr. & Mrs. John Harvey
Amy & Kevin Hawk
Rowland Kanner
Ted McCreless
Royce Ogle
Kathy Opolka
Lynne & Jeff Owen
Dr. & Mrs. John Packard
Matthew Pankey
Stephanie N. Patterson
Lou Ann & Scott Patton

Jennifer & Adam Pierce
Roger Pritchett
Mr. & Mrs. William Ramsey
Laura Kappler Roberts
Branson K. Rose
Jerry Rowe
Travis J. Searfoss
Jordan & Cade Smith
Michael A. Sorrells
Susan & Jeff Tully
Melissa Walker
Rhonda Watson
David Watts
Eleanor & Jeff Weathers
Kathy & Bob Weathers
Joan & Tony White
Corey Williams
Amy & Chuck Wills
Winter & Tina Wilson
Anonymous (9)

BUILDERS SOCIETY

Carla Adams
DonNeeya Adams
Emily Andrews
Susan Armstrong
Mary Barger
LeeAnn Baugh
Anna & Tim Beck
Joshua Beck
Lesa & David Benefield
Steven Bennefield
Gary Cameron
Justy & Chris Canady
Dale Carroll
Jeffrey Clark
Steven Clark
Charles Copeland
Michelle Cranford
Kasey Culbert
Dr. Dalton Diamond
David Ditto
Ronny Dobbins
Annette Duncan
Alic Epps
Melissa Flores
Kimberly Friend
Dolores Gibson
Chris Gray
John Gullahorn
Susan Gutierrez
LT Hagood
Patrick D. Hall
Charles R. Hare
Connie & Bob Hembree
Rochelle Hendry
Mayor Tracy Honea
Andy Hyatt
Dr. & Mrs. Don E. Jones
Chuck & Belinda Jordan
Colin Karr
Ralph King
Ricky King
Ken Landrum
Patti League
Kathy LeCroy
Rick Malone
Julia & John Manning
Erica Martin
Morene & Gerald Martin
Sandra & Kay Martin
Mary McCay
Benny M. McCollum
Mr. & Mrs. Frank McDaniel
David Mitchell
Karen Mitchell
John & Debra Murray
Donald O'Connor
Joan & Mark Phillips
James Price

Will Quinlivan
Ricky Ray
Katie Reeves
Myra & Roy Rollings
Andrew Sanders
Kelly Sandifer
Kim Sargent
Sharlene Shell
Valerie Simpson
John & Carol Slivka
Patrick & Leslie Smith
Tonya Smith
Lula Sparks
Ryan & Carrie Thomas
Melissa Thornton
Chris Washburn
Charlie Watts
Titus Watts
Robert J. Wells
Nicholas White
Ashley Wilemon
Jill Winfrey
Wade & Angie Wright
Robin Young
Anonymous (2)

LEADERSHIP BY COMPANIES

Alabama Teachers Credit Union
AlaTrade (7)
Albertville City School System
Ameriprise Financial
Arab City Schools
Atrion Medical Products, Inc.
Austin Hinds Motors
BancorpSouth (2)
Benefit Professionals, Inc. (2)
Boaz Gas Board
BPI Media Group (4)
Citizens Bank & Trust (21)
City of Albertville (2)
City of Boaz
Combined Federal Campaign
Factory Connection
First Bank of Boaz (2)
First Southern State Bank (3)
Gullahorn & Hare
Howard Bentley Buick GMC (7)
Kappler Safety Group
Marshall County Arc
Marshall County Pediatrics (2)
MDA Professional Group (3)
Mitchell Grocery (5)
Paragon Picture Gallery (6)
Peoples Bank of Alabama
Peoples Independent Bank (7)
Phillips Financial Advisors, LLC
Progress Rail-Caterpillar (8)
Propac Images, Inc. (3)
Publix Super Markets Charities, Inc. (20)
Redstone Federal Credit Union (3)
Regions Bank
Sand Mountain Toyota
Snead State Community College
State Combined Campaign (3)
Streamline Cleaners
The Schools of Guntersville
Total Dental Care
United Way of Marshall County (2)
Wayne Farms (2)
Wiregrass Construction (5)
WQSB-Sand Mtn Broadcasting

ALEXIS DE TOCQUEVILLE: \$10,000 +
PLATINUM FEATHER: \$5,000 - \$9,999

GOLD FEATHER: \$3,500 - \$4,999
SILVER FEATHER: \$2,000 - \$3,499

RED FEATHER: \$1,000 - \$1,999
BUILDERS SOCIETY: \$500 - \$999

Leadership Giving Societies

In 2021/2022, the contributions made by Leadership Giving Societies equaled 30% of the total dollars raised.

Why give? AN IMPACTFUL INVESTMENT

Are you looking for a way to make a difference in your community? Consider donating to United Way of Marshall County. Not only will you be supporting local initiatives that improve the lives of residents, but you'll also be making an impactful investment in your community.

Here are a few reasons why you should donate to United Way of Marshall County:

- **You'll be supporting vital programs and services:** United Way of Marshall County funds programs that address critical issues such as education, health, and financial stability. When you donate, you'll be helping ensure these vital programs and services continue to make a difference in people's lives.
- **You'll be making a local impact:** By donating to United Way of Marshall County, you'll be making a direct impact on the people and communities in your own backyard.
- **Your donation will go further:** The United Way of Marshall County leverages your donation to maximize its impact. The organization works with local nonprofits to determine the most pressing needs and allocates funds accordingly, ensuring that your donation goes as far as possible.
- **You'll be a part of a community-wide effort:** When you donate to United Way of Marshall County, you'll join a community of like-minded individuals who are committed to improving the lives of those in need.



United Way supporter at our Day of Caring breakfast

- **The need is great:** 1 in 3 residents in the area will be touched by a United Way partner agency in their lifetime. Your donation will make a tangible difference in the lives of those who are struggling.

By donating to United Way of Marshall County, you'll be making a fun and impactful investment in your community. So why wait? Make your donation today and join the effort to improve the lives of those in need in Marshall County.

ONE in THREE

Marshall County residents are touched by a United Way partner agency during their lifetime.



Campaign Shout-out

A huge round of thank yous to all the amazing pacesetters, volunteers, companies, sponsors and donors who made the 2022-2023 United Way Campaign a huge success! Your support and generosity have made a world of difference and we can't thank you enough. And a special shoutout to BPI Media and Chris Flores Media for providing top-notch campaign materials!



Campaign Recognition



Loaned Executives

From left to right: **Lori Smith** (First Call for Help), **Caleb Liverett** (Peoples Independent Bank), **Janet Whitmore** (Snead State Community College), **Valerie Clemons** (Child Advocacy Center), **Taylor Walker** (Wayne Farms), **David Hamlin** (American Red Cross), **Justin Helton** (Family Services of North AL) **Fatima Rios** (Citizens Bank & Trust), **Estrella Martinez** (Peoples Independent Bank) and **Kelly Little** (Alatrade)

Campaign Cabinet

Steven Knowles | Co-Chair | Ameriprise Financial
Cade Smith | Co-Chair | Citizens Bank & Trust
Susan Armstrong | First Southern State Bank
Taylor Conner | Howard Bentley Buick GMC
Adam Culbert | Marshall County DA's Office
Kasey Culbert | Citizens Bank & Trust
Jordan Glassco Smith | Propac Images
Melissa McKee | DriV
Sharlene Shell | Peoples Independent Bank
Carol Slivka | Mitchell Grocery

Pacesetter Companies

401 K Safe
 Albertville City Schools
 Arab City Schools
 BancorpSouth
 Benefit Professionals Inc.
 Boaz City Schools
 Citizens Bank & Trust
 Family Savings Credit Union
 First Bank of Boaz
 The Schools of Guntersville

Marshall County Schools
 Paragon
 Peoples Independent Bank
 Progress Rail
 Propac
 Publix
 Regions Bank
 Shepherd's Cove Hospice
 Snead State Community College
 Syncro

Donor Rewards Card Sponsors



EVENTS

Day of Caring



A sea of bright colored shirts was visible on Tuesday, September 13th, as United Way of Marshall County held its 25th Annual Day of Caring and Campaign Kickoff Breakfast at the Boaz Rec Center with over 450 volunteers in attendance. The breakfast theme was “Back to the 90’s” paying tribute to the decade in which the first Day of Caring event was held. Day of Caring is United Way’s largest one-day volunteer event and brings community volunteers face-to-face with local nonprofit agencies and community organizations.

A special tribute to the 25th event included guest speakers from past events. Jeannie Lyle, former United Way Director, highlighted some of the most memorable moments during her tenure. She noted one of the most memorable was the 2013 event speaker, 9-year-old Gabe Marsh, who was born with no legs and only one arm and was the beneficiary of one of United Way’s partner agencies, Foster and Adoptive Parents Association. Marsh, returned to this year’s event to provide an extraordinary message of hope and perseverance. Attorney General Steve Marshall, former United Way Campaign Chair who spoke with Marsh in 2013, could not attend the event in person, but sent a special video message that was shared at the event.

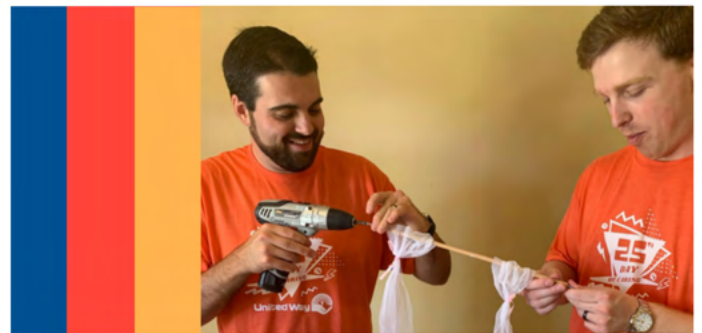
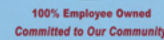
This year’s campaign co-chairs, Steve Knowles and Cade Smith, revealed the 2022/2023 campaign theme, “United Way starts with ‘U’”, and announced this year’s campaign goal of

\$750,000. Thanks to 20 pacesetter companies, 44 percent or \$327,493 has already been pledged towards meeting this year’s goal.

United Way’s Director, Carrie Thomas, announced that over 67 community service projects were adopted throughout Marshall County, with over 30 different agencies in the county participating, while 47 companies held “Casual Days” by allowing their staff to wear Day of Caring t-shirts at their workplace in support of United Way.

The program was dedicated to a United Way volunteer who passed away unexpectedly the previous week, Kelly Adams, who was remembered for her loyal service to the community.

SPONSORS



Celebrity Bagging

On November 22, Food City played host to our 2nd annual United Way event, Celebrity Bagging. The event saw the participation of local celebrities and community leaders who came together to raise funds for the United Way's mission of building stronger communities.

The event was a huge success, with participants bagging groceries for customers and spreading joy and laughter all around. The celebrities added their own unique flair to the event, making it a memorable and fun experience for everyone involved.

At Celebrity Bagging, not only did attendees have the opportunity to interact with their favorite "celebrities", but they also got to see the impact that the United Way is making in their community. All funds raised at the event go towards supporting local programs that address pressing social issues and help families in need.

We invite everyone to be a part of this wonderful event. Whether you're a celebrity, a community leader, or just a member of the public looking to make a difference, Celebrity Bagging is the perfect opportunity to come UNITED, have fun, and make a positive impact on your community.

So mark your calendars for the 2023 Celebrity Bagging and be a part of this heartwarming event. Let's make a difference, LIVING UNITED!



Community Food Drive

The 2-1-1/United Way of Marshall County's Annual Community Food Drive was a resounding success, thanks to the help of dedicated volunteers serving at six different Mitchell Grocery locations across the county on December 6th. Locations included Albertville, Arab, Boaz and Guntersville Foodlands, Arab Warehouse Discount and Douglas Food Valu.

The food drive was filled with excitement and joy as residents of Marshall County showed up to make a difference. The volunteers worked tirelessly to collect non-perishable food items and donations, and the generosity of the community was on full display. With their support, the food drive collected lots of food items, helping to make a real impact on the lives of those in need.

The food drive was not just a fun event, but also a vital tool in the fight against hunger in Marshall County. All of the food collected was distributed to local food pantries, providing much-needed sustenance to families in need.

The success of the food drive shows that when the community comes UNITED, they can make a real difference in the lives of others. We are already looking forward to the 2023 event!

Join the LIVE UNITED Movement

Join the movement and make a difference! Get involved with United Way of Marshall County and become a part of the "Live United" initiative. Let's work together to create a stronger and more united community. Make your impact today and join us in building a better tomorrow

Mark your calendars!

JUL Loaned Executive Program Kicks Off

AUG Campaign Cabinet Meetings Begin

SEP Day of Caring and Campaign Kickoff Breakfast

OCT Small Business Radio Blitz

NOV Celebrity Bagging Event Held

DEC United Way's/2-1-1 Annual Community Food Drive

TO LEARN MORE ABOUT PARTICIPATION AND SPONSORSHIPS FOR THESE EVENTS, AND OTHER WAYS TO GET INVOLVED, PLEASE CONTACT OUR OFFICE AT (256) 582-4700.

Volunteering and getting involved with United Way of Marshall County is a great way to make a difference in your community and have fun at the same time!

Here are some fun ways you can get involved:

GIVE

- Make a donation
- Run a workplace campaign
- Sponsor an event
- Make a corporate gift

ADVOCATE

- Become a Loaned Executive
- Be a part of our Campaign Cabinet
- Share your United Way story with others
- Help us spread the word via social media

VOLUNTEER

- Participate in Day of Caring
- Host a fundraiser for United Way
- Volunteer your time and talents with us
- Sign up to help at our events

Small Businesses can make a BIG impact too!



Small businesses can make a difference too! Every fall, United Way holds its **Small Business Radio Blitz** in partnership with local radio stations.

Small businesses who make a contribution to our campaign get recognition on air, during the event. It's a chance for small businesses to get their name out there for hundreds of radio listeners to hear, while giving back to their community.

Shout out and special thanks to WQSB 105.1, POWER FM 107.5, and WTWX 95.9 for sponsoring this event. If you'd like to participate or learn more about this event, please contact the United Way office.

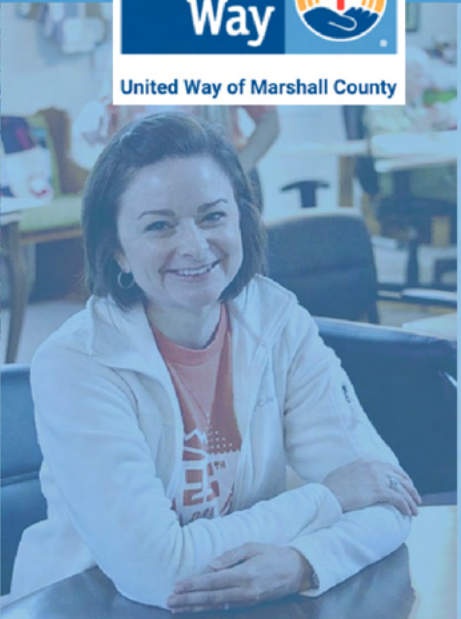


Thank You!

A special thanks to these individuals, businesses and organizations for their in-kind donations and supplemental support in 2022.

- Albertville Chamber of Commerce
- Boaz Chamber of Commerce
- Boaz Park and Rec Staff
- bpimedia group
- CASA of Marshall County
- Clay Irrigation
- Citizens Bank & Trust
- City of Albertville
- City of Boaz
- First Baptist Church of Albertville
- Food City
- Howard Bentley Buick GMC
- Marshall County Arc
- Marshall County EMA
- Marshall County Homeless Ministries
- Marshall Medical Centers
- Miguel Corona
- Mitchell Grocery
- Parker Hannafin
- Peoples Independent Bank
- Propac Images
- Publix
- Sand Mountain Toyota
- Snead State Community College
- The Advertiser Gleam
- The Arab Tribune
- The Sand Mountain Reporter
- UPS Store - Huntsville
- WQSB/Power FM 107.5
- WTWX

GET INVOLVED!



#LIVEUNITED ONLINE

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