



United Way of Marshall County



This is more than an annual report

IT'S A STORY ABOUT HOPE

UNITED WE WIN.

LIVE UNITED

OUR MISSION

United Way of Marshall County improves lives by mobilizing the caring power of our community to advance the common good.

OUR VISION

United Way of Marshall County envisions a community where all individuals and families achieve their human potential through education, income stability and healthy lives.

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LEADERSHIP CORNER

It has been another extraordinary year - **THANKS TO YOU** - and our impact is greater than ever.

Because of your personal investment, United Way of Marshall County and its network of community partners were able to impact the lives of approximately 34,000 individuals in 2018. This impact is made possible through our Community Fund which helped fund 22 nonprofit agencies and programs and several special grants in Marshall County last year.

Our Annual Report reflects this tremendous impact and everything you have made possible through your support. And as the cover of this year's Annual Report says, it is a story of **hope**. A year filled with stories of individuals that have found **hope** in some of the most unimaginable circumstances. Stories of hope that can be told by individuals that have been helped by United Way partner agencies and programs every day. It is that hope that will create lasting change in our community. Thank you for investing in our community and making this possible!

This year, we focused our campaign theme around the message "United We Win". *We all win when a child succeeds in school, when individuals and families are financially stable, when people are healthy and have access to those needs which are necessary to a good quality of life.* It is for these reasons that United Way fights for the Health, Education and Financial Stability of every person in our community.

We know that the success of every individual, every family, and every neighborhood, while uniquely important, is critical to the economic and physical health of our entire community. We are committed to bringing together the resources of our community to improve lives and support both solutions AND preventions so that we all truly **LIVE UNITED**. Now more than ever, communities need help and hope. United Way offers both through its partner programs and services, while connecting people with critical resources.

United Way's strength is the amazing people that live and work in Marshall County, and we are grateful for the commitment and investment you have so graciously sacrificed this year. To all our partners, donors and volunteers, **thank you** for entrusting your time, talent and resources to United Way of Marshall County. Working together, we can solve the problems in our community that none of us can solve alone.

Thank you again for your support and for continuing to **LIVE UNITED!**



Susan Armstrong

Susan Armstrong, *Board President*



Carrie Thomas

Carrie Thomas, *Executive Director*

2018 BOARD OF DIRECTORS

OFFICERS

PRESIDENT | Susan Armstrong, *Vantage Bank*

VICE PRESIDENT | Ed O'Neal, *Progress Rail*

SECRETARY | Annette Cederholm, *Snead State Community College*

TREASURER | Natalie Burke, *Community Advocate*



2018 OUTGOING BOARD MEMBER
Susan Armstrong, *Vantage Bank*

BOARD MEMBERS

Janna Bonds, *Marshall County Schools*

Bert Bray, *Progress Rail*

Miguel Corona, *Allstate*

Rodney Edmondson, *McLaughlin, Edmondson & Hicks*

Jack Hancock, *Peoples Independent Bank*

Carol Harper, *Total Dental Care*

Brett Hulgan, *Alberville Discount Pharmacy*

Clint Maze, *Wilmer & Lee Attorneys at Law*

Matthew Pankey, *Citizens Bank & Trust*

Lou Ann Patton, *Streamline Cleaners*

John Young, *District Attorney's Office*

All regular Board of Directors meetings are conducted at the United Way of Marshall County office the second Thursday of each month.

UNITED WAY OF MARSHALL COUNTY STAFF



From left to right, front row -

Belinda Jordan | Finance/Office Manager

Carrie Thomas | Executive Director

Back row -

Pat Potts | 2-1-1 Resource Specialist

Raquel Zavaleta | Marketing and Community Impact Director

WHERE DOES MY GIFT GO?

When a contribution is made to United Way of Marshall County, it is combined with other pledges, including corporate and grant support, and strategically invested in programs and partnerships by our local experts and volunteers, better known as our Allocations Committee.



ALLOCATIONS COMMITTEE

Steven Knowles (Chairman)

Susan Armstrong – Vantage Bank

Jennifer Amos – The Foundation for Marshall Medical Centers

Terri Brownlow – Benefit Professionals

Julie Patton – Guntersville Museum

Nathan Patterson – BancorpSouth

Kathleen Rice – Marshall County DHR

Rhonda Springfield – Albertville City Schools

Susan Tully – Citizens Bank & Trust

The United Way Allocations Committee provides the vital service of monitoring the distribution of funds to United Way's partner agencies. The committee meets with representatives from each agency, reviews the amount requested, carefully scrutinizes financial records and programs, and makes sure each program meets a critical need.

This process takes place over several meetings each Spring and culminates with recommendations to the United Way Board regarding the amount of support allotted to each agency for the coming year. The final decisions are made in May. As the year progresses, the agencies file reports regarding expenditures and progress made in meeting goals and objectives.



1 in 3

DID YOU KNOW?

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

YOUR CONTRIBUTIONS GIVE HOPE

2018 PARTNER AGENCIES AND PROGRAMS



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. **\$12,000**



CASA OF MARSHALL COUNTY (256) 582-7119
Care and assurance for the aging and home-bound. **\$32,000**



CHILD ADVOCACY CENTER (256) 582-8492
Assistance and support for children of abuse. **\$35,000** SCAN Program Special Grant **\$10,000**



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. **\$24,000**



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. **\$22,000**



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. **\$10,000**



MARSHALL COUNTY ARC, INC. (256) 582-5009
Services for individuals with intellectual disabilities. **\$30,000**



MARSHALL COUNTY GUARDIANSHIP PROGRAM (256) 388-9851
Volunteer guardians help care for those unable to care for themselves. **\$10,000**

YOUR GIFT MAKES AN IMPACT

2018 PARTNER AGENCIES AND PROGRAMS



MARSHALL COUNTY HOME PLACE (256) 582-2360

Transitional housing for the homeless to achieve self sufficiency. **\$20,000**



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. **\$19,000**



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. **\$45,000**



SHEPHERD'S COVE HOSPICE FOUNDATION - CAMP HOPE (256) 891-7724

Grief support camp for children and their families and in-school bereavement programs. **\$10,000**

GRANT PARTNERS



ALABAMA HEAD INJURY FOUNDATION (800) 433-8002 (205) 823-3818

Resources, programs, and services for survivors of traumatic brain injury. **\$800**



YOUTH ADVOCATE PROGRAMS (YAP) (256) 571-4988

Community-based alternatives to institutional placement for high-risk youth. **\$7,500**

United Way of Marshall County invested an additional \$20,814 into our community through special grants and designations.

ALL FUNDING AMOUNTS SHOWN WERE APPROVED FOR THE 2018 YEAR.

LEADERSHIP GIVING SOCIETIES

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

In 2017/2018, the contributions made by Leadership Giving Societies equaled 30% of the total dollars raised.

ALEXIS DE TOCQUEVILLE

Randy & Deborah Jones
Ed & Shan O'Neal

PLATINUM FEATHER

Mr. & Mrs. Keith Bennett
Malanta & Steven Knowles
Anonymous (1)

GOLD FEATHER

Dr. & Mrs. Austin Baker
Dr. & Mrs. Aaron George
Cindy & Lendell Glassco
Amy & Vincent Glassco
Bonnie & Wendell Glassco
Dr. & Mrs. Chris Harper
Anonymous (1)

SILVER FEATHER

Wayne Bentley
Betty Buchanan
Dr. Thomas & Janet Downes
Randy & Rasah Gonzales
Gary & Jill Gore
Brett Hulgan
Dr. & Mrs. Lynn Luther
Steve Price
Ed Reed
Kyle Vann & Tracey Scott
Norman Spear
Dan & Jeanette Teal
Sue & Charlie Williams
Mr. & Mrs. Christopher Wright
Anonymous (1)

RED FEATHER

Linda & Mike Alred
Stefanie Baker
Lola Louis Barosy
Dave Beuoy
Mr. & Mrs. Bruce Biggard
Stephen Bowen
David & Tami Bridges
Terri & Harold Brownlow
Claud Burke
James Cameron
Janice Capshaw
Gloria Carr
Thomas & Millie Carroll
Dr. Annette Cederholm
John Cooper
Karen Cortez
Rachel Davis

Tammy & Steve Davis
Beth Wheeler Dean
Rodney & Misti Edmondson
Amy & Matt Everett
Adam & Joanna Fielder
Debbie & Lowell Galloway
Debora Gregg
Jack & Lisa Hancock
Tamara Harris
Shelia & John Harvey
David Jones
Joan & Rowland Kanner
John M. Kennedy
Bill & Kathy Kirkpatrick
Bill & Reshia Massey
Clint Maze
Daphnie Mosley
Royce & Kathey Ogle
Kathy Opolka
Mr. & Mrs. Jeffrey Owen
LouAnn & Scott Patton
Adam & Jennifer Pierce
Mr. & Mrs. William Ramsey

Ricky Ray
Audrey Rogers
Adam & Kim Rosser
Gerald R. Rowe, Jr.
Austin Salinas
Kristine Sterling
Darryl G. Storer
Meaghan Thompson
Teri & Kevin Waddell
Dr. & Mrs. William Walley
David Watts
Eleanor & Jeff Weathers
Kathy & Bobby Weathers
Joan & Tony White
Darrell Whitehead
Amy & Chuck Wills
Dr. & Mrs. Winter B. Wilson
Erica Worthington
Anonymous (4)

BUILDERS SOCIETY

DonNeeysa Adams
John & Stephanie Anderson
Kara Arthur
Anna & Tim Beck
Mr. & Mrs. Scott Belgard
Danielle Bell
Dr. Michael Belyeu
Steven Bennefield
Ruth Bischoff

Billy Bishop
Jennifer & Bert Bray
Frances Bridges
Charlene Brown
Judge Liles & Natalie Burke
Mary & Anthony Campbell
Gary Cameron
Tammy Campbell
Dale Carroll
Jill & Bart Chandler
Kirk Clark
Gloria Clemons
Jon & Taylor Conner
Dr. John & Donna Crider
Carlton Dickens
Ronny Dobbins
Christy Doss
Dianne Dye
Kara & Mark Edwards
Debra Ford
David P. Foust
Annie Furrer
Irene Garrison
Michael Gray
Teresa & Barry Guess
John Gullahorn
Leticia Hall
Patrick D. Hall
Debbie Hamilton
Charles & Mona Hare
Amy & Kevin Hawk
Cheryl & Tim Hays
Kathy L. Heiman
Carrie & David Hill
Dylan Hitchcock
Phylis Holland
Steven H. Holliday
Mayor Tracy & Ellen Honea
Debi Houston
Mr. & Mrs. Ben Hulgan
Andy Hyatt
Brian Isom
Jarrod Jackson
Joy Jefferson
Chuck & Belinda Jordan
Christy Kelley
Dr. Joe & Suzanne Kendra
Ralph King
Peter John Lambert
Ken Landrum
Jason Lockmiller
Amanda Lowery
Rick Malone
Attorney General Steve Marshall
Michele Mason

Mr. & Mrs. Gerald Martin
Kay Martin
Sandra Martin
Robert W. Martin
Melanie & Phil Mayer
Mary McCay
Benny M. McCollum
Ted McCreless
Mr. & Mrs. Frank McDaniel
Charlene & Kenneth Miller
Angela & David Mitchell
Karen Mitchell
Kathy Nelson
Tracy & Lance Morgan
Teresa O'Donnell
Tyler Owens
Dr. & Mrs. Shawn Packard
Matthew Pankey
Joseph Peanasky
Wanda Perigo
Cheyanne A. Phillips
Dr. James Porter
Michael Price
Delane Ray
Kathy Register
Marcie Riddle
Laura Kappler Roberts
David Robison
Kevin Robison
Judy Roche
Keith Roche
Jessie Rogers
Roy & Myra Rollings
Kelly Sandifer
Dr. Don Schmidtke
Jason Shen
Mr. & Mrs. John Slivka
Betty J. Smith
Jeremy Smith
Kevin & Beth Smith
Leslie & Patrick Smith
Tonya Smith
John Starnes
Cody St. John
Ryan & Carrie Thomas
Susan & Jeff Tully
Jeannie Volkel
Rhonda Watson
Stephen Welch
Robert J. Wells
Jimmy L. Williamson
Kristy Wilson
Tyler Winkles
Martha Wiseman
Kathy & Paul Woodruff
W. Tucker Wren
Joseph A. Wrenn
Angie & Wade K. Wright
Robin Young
Anonymous (15)

LEADERSHIP BY COMPANIES

Albertville City Schools (2)
Albertville Discount Pharmacy
Ameriprise Financial
Arab City Schools (4)
AT&T
Atrion Medical Products
BancorpSouth (5)
Benefit Professionals (2)
Boaz City Schools
BPI Media Group (3)
Burke, Beuoy & Maze
Cargill Inc.
Citizens Bank & Trust (11)
City of Albertville (3)
City of Boaz
City of Guntersville (2)
Davis Lee Enterprises/Alatrade (4)
Edward Jones
Factory Connection
Federal Mogul (5)
First Bank Mortgage
First Bank of Boaz (3)
Gullahorn & Hare
HFI, LLC
Howard Bentley Buick GMC (6)
Jones & Cameron
Kabco
Kappler
Lakeview Orthodontics
Marshall County Commission
Marshall Medical Centers (13)
Marshall-Jackson 310
McLaughlin, Edmondson & Hicks
MDA Professional Group (5)
Mitchell Grocery Corp. (5)
Mueller (6)
Nationwide Insurance
Newman Technology (7)
Paragon Picture Gallery (6)
Parker Hannifin (3)
Peoples Independent Bank (4)
Progress Rail (20)
Propac Images, Inc. (2)
Publix (20)
Raymond James Investments
Regions Bank (2)
Sand Mountain Broadcasting
Sand Mountain Reporter
Shepherd's Cove Hospice (2)
Snead State Community College (4)
State Combined Campaign (3)
Streamline Cleaners
The Advertiser Gleam
The Schools of Guntersville (5)
Total Dental Care
Tyson Foods
United Way of Marshall County (2)
UPS
Vantage Bank (2)
Wayne Farms
Weathers Hardware & Appliance (3)
Wiregrass Construction

OUR COMMUNITY WINS WHEN WE LIVE UNITED

MESSAGE FROM OUR CAMPAIGN CO-CHAIRS

“However bad life may seem, there is always something you can do and succeed at. Where there’s life, there’s hope.” -Stephen Hawking

That’s exactly what our Partners Agencies do for individuals in **Marshall County** — **give HOPE!** They allow our aging community to live independently, offer a chance for life without physical and emotional abuse, and provide comfort to hospice families. They act as role models to help mentor our youth, provide access to information for crisis services, and deliver education in healthy life choices. Lastly, they offer working parents a helping hand toward financial stability, provide guidance and purpose for people with intellectual disabilities, and provide food and shelter for our neighbors in need.

All of this is only possible... Because of YOU! Thank you for giving, advocating, volunteering and for **LIVING UNITED!**

Steve Downs *Heather Godwin*



LOANED EXECUTIVES



Steve Downs, *Family Services of North Alabama*
 Heather Godwin, *Family Services of North Alabama*
 LT Hagood, *Citizens Bank & Trust*
 Samantha May, *Shepherd's Cove Hospice*
 Juana Moreno, *Peoples Independent Bank*
 Matt Vandiver, *BancorpSouth*
 Johnna Williams, *Kappler*
 Raquel Zavaleta, *United Way of Marshall County*

CAMPAIGN PACESETTERS

- | | |
|---|---|
| Albertville City Schools
Arab City Schools
BancorpSouth
Benefit Professionals Inc.
Boaz City Schools
bpimedia group
Citizens Bank & Trust
First Bank of Boaz
The Schools of Guntersville
Marshall County Schools | MDA Professional Group
Paragon
Parker
Peoples Independent Bank
Progress Rail
Propac
Snead State Community College
Syncro
Tyson Foods
United Way Partner Agencies |
|---|---|

DONOR REWARDS CARD SPONSORS

- | | |
|--|---|
| Bee Gee's
B's Express Lube
Catfish Cabin
Charburger
Classic by the Lake Express -
Car Wash
Crawmama's Steak & Seafood
Ed's Fast Lube & Tire Express -
Oil Change | Fine Things
Generations Footwear
Grumpy's Pizza & Pasta
Huddle House
Jones Discount Pharmacy
Mosley Monogram
Sierra's
Wintzell's Oyster House
Zaxby's |
|--|---|

CAMPAIGN SPONSOR





It is in times of need that
we discover the full impact of a community

UNITED

Christmas is supposed to be a time of family, good will, and good tidings, it seems unfair when something traumatic happens to someone around the holidays. The day after Christmas in 2015, **Family Services of North Alabama** - a United Way Partner Agency - received a call indicating a sexual assault had occurred in Marshall County. The victim went to the ER and called law enforcement, a situation that triggers a response from FSNA's Sexual Assault Support Services Program (SASS) and Sexual Assault Nurse Examiner Program (SANE). The SANE nurse and a SASS victim's advocate met Mrs. Kelley*, an 80-year-old lady that had been sexually assaulted by an unknown perpetrator. The SANE nurse conducted a full sexual assault kit to gather evidence for law enforcement, while the victim advocate provided emotional support to Mrs. Kelley.

While the immediate response is a major part of the services provided by FSNA's programs, the SASS program extends beyond helping the victim in the immediate aftermath of an incident. Round the clock support is offered to family and secondary victims for however long is necessary to help all those affected cope with the effects of such traumatic events.

In Mrs. Kelley's case, SASS victim advocates kept her updated on the status of her case, would visit her several times a month, accompanied her to church when she felt too nervous to leave her home, and brought her lunch and other small gifts to lift her spirits.

Mrs. Kelley struggled with hearing loss, but she lives on a fixed income and lacked the resources and finances to afford hearing aids. Her victim advocate took notice and sought out the advice and assistance of 2-1-1 **First Call for Help** Resource Specialist, Mrs. Pat Potts.

Mrs. Pat Potts wasted no time in finding and referring the FSNA staff to the Starkey Hear Now Program, provided them with an application for that program, found a local authorized hearing professional, and explained how the advocate could assist Mrs. Kelley in applying for hearing aids.

In 2016, Mrs. Kelley was approved to get brand new hearing aids. She was thrilled and grateful for the support Mrs. Pat Potts and the FSNA staff provided. Although her victim advocate sometimes slips up and speaks loudly, Mrs. Kelley proudly reminds her that she can hear perfectly now thanks to the help and resources provided by 2-1-1 of Marshall County.

"Services" doesn't just include the tangible... it is providing the victim with the tools needed to heal, inspiring them to press on to tomorrow, and rebuilding the self-worth they feared was lost." - Sherie Hiett, FSNA Director

Fast-forward to 2017, the perpetrator was charged and pleaded guilty to first-degree rape and attempted first-degree rape. He will serve 30 years in prison.

'Til this day, FSNA advocates check in on Mrs. Kelley from time to time to make sure everything is going well. Mrs. Kelley also likes to pop up by their office sometimes to show her deep appreciation to the staff.

192

Sexually assaulted victims in Marshall County were assisted by United Way's partner agency Family Services of North Alabama in 2018 alone.

THE POWER OF PARTNERSHIPS

2-1-1 First Call for Help



Get Connected. Get Answers.
United Ways of Alabama

In 2018, the 2-1-1 call center received a total of 2,146 calls with the number one request being assistance with utility bills. The First Call for Help program housed in the **United Way of Marshall County office answered 1,014** of these calls. The call center is an information-based center for people with need of non-profit help or social services. Call Center specialists are trained to answer a wide variety of questions. 2-1-1 also provides United Way with statistical information regarding the needs of individuals in Marshall County. County statistic reports show that our callers most needed services were:

**UTILITY ASSISTANCE, HOMELESS SHELTERS,
TRANSPORTATION, FOOD, PRESCRIPTIONS AND RENT.**

EMERGENCY FOOD & 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 2018, a total of \$40,427 were awarded to six local programs in Marshall County through Phase 35 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

WHERE THERE'S HELP, THERE'S HOPE



Mrs. Pat Potts, 2-1-1 First Call for Help Resource Specialist

Mr. Wilson*, a disabled, 13 year Army Veteran suddenly found himself struggling to make ends meet, as his disability check had been mistakenly stopped. He had nowhere to turn and found himself in a situation that seemed hopeless. "I found myself with no money... with no means of paying my bills," stated Mr. Wilson.

It was then that he decided to contact 2-1-1 First Call for Help. Mrs. Pat Potts, our resource specialist, was able to find the resources needed to help Mr. Wilson through this hard, unexpected situation. "Mrs. Potts and her keen guidance assured me that all [would] be fine," said Mr. Wilson, "I appreciate the funders of United Way from the deepest part of my soul."

**Name has been changed to protect confidentiality.*

FAMILYWIZE DISCOUNT CARDS



Working with the national organization Familywize, United Way/2-1-1 has been able to provide prescription assistance cards to individuals in Marshall County. The cards can be used at most local pharmacies to provide significant savings on medications for those who currently have no insurance or low prescription coverage.

In 2018, Familywize cards saved residents in Marshall County \$259,049 in prescription costs and helped a total of 3,859 individuals.

Since 2007, Familywize cards have helped saved residents \$1.7 million in prescription costs.

WHAT IS UNITED WAY?

United Way of Marshall County is a local, independent non-profit organization that has served our community for over **20 years** while delivering a high return to the community with low cost. United Way identifies issues facing our community's residents, and we seek solutions to those problems. We provide funding to local agencies and programs that work tirelessly to improve lives and positively impact Marshall County.



HOW MUCH MONEY IS DISTRIBUTED BY UNITED WAY?

In 2018, United Way of Marshall County invested \$523,114 into our community through our **22 partner agencies** and programs and special grants and designations. We do not disperse funds directly to individuals. All funds distributed are sent directly to our agency partners and programs to handle the direct assistance to individuals in need.



WHERE DOES MY MONEY GO WHEN I GIVE TO UNITED WAY?

United Way is one of the most local of all national charities in terms of its governing body and operations. **99% of the funds** raised in Marshall County **stay in our county**. The remaining 1% of funds is sent to United Way Worldwide to maintain our membership and gain access to branding, market research and training.



HOW ARE THE FUNDS ALLOCATED?

Non-profit organizations must submit a detailed application for funding each year, and the application is reviewed by a group of community volunteers. In addition to an application, site visits are conducted. Each applicant must make a presentation to the Allocations Committee and answer questions about their organizations. Funding decisions are not made by the United Way staff.

What does it cost to run United Way?

United Ways are internationally recognized as efficient and economical charitable organizations. United Way of Marshall County is proud to have an overhead of 10.5%, which is significantly lower than the average non-profit percentage.

WHY SHOULD I GIVE TO UNITED WAY?

With a gift to United Way of Marshall County, you can be sure that your money is making the biggest difference. We are the power of generous donors, dedicated volunteers and hardworking social service agencies. When you support United Way of Marshall County, you support our entire community, not just a single-cause organization.

Statistically, **one in three** Marshall County residents is touched by a United Way agency during their lifetime. When you consider the number of agencies that United Way of Marshall County helps support, chances are you know someone that has been assisted by one of these agencies.



United Way of Marshall County

EVERY DONATION MAKES A DIFFERENCE

No matter how much you choose to give to United Way of Marshall County, you are helping to improve the lives of children, families and individuals in need throughout our community. Your gift, when combined with others, supports a network of partnerships and programs that work together to produce a better place for us all to live and work.

IMPACT AT A GLANCE

MARSHALL COUNTY 2018

1009
Victims served by Domestic Violence Crisis Services

72
Individuals cared for by a volunteer from Marshall County Guardianship Program

478
Kids provided with comprehensive, caring childcare through the Childcare Resource Network

44
Clients with intellectual disabilities were provided with services, programs and opportunities to realize their full potential at the Marshall County Arc

329
Families provided quality, affordable childcare by the Child Development Centers

5,832
Nights of cumulative lodging provided by Room in the Inn

728
Elderly and home-bound citizens transported for medical treatment through CASA's service

3,272
Taxpayers helped through the RSVP Tax Prep Program

66
Heaters, A/Cs and Safety Equipment provided to CASA clients

603
Patients served by Shepherd's Cove Hospice

12,129
Meals served to domestic violence families through DVCS

176
Sexually assaulted victims received crisis counseling through Family Services of North Alabama

1,601

Young people participated in 4-H Programs, building self confidence and empowering youth to be the future leaders and innovators of tomorrow

149
Foster children helped by the Marshall County Foster and Adoptive Parents Association

323
Youth participated in Boy Scouts programming building character and leadership skills

351
Girl Scouts were prepared for a lifetime of leadership, success, and adventure

49
Families helped recover from house fires by the American Red Cross

73,892
Meals served to home-bound and senior residents through the Meals on Wheels program

857
Counseling sessions provided to abused children by the Child Advocacy Center.

443
Protection from Abuse orders filed by DVCS.

153
Children helped cope with grief through Shepherd's Cove Hospice's CAMP HOPE

107
Abused and neglected children represented in court by CAJA

386
Domestic violence victims given Financial Assistance.

12
People helped by Home Place to transition from homelessness into self-sufficiency.

158
Children received forensic interviews through the Child Advocacy Center

10
Wheelchair ramps built for the elderly and home-bound through CASA

11,109
Meals provided to homeless individuals by Room in the Inn

CREATING AN IMPACT IN MARSHALL COUNTY

2018 DAY OF CARING



On September 11th, United Way of Marshall County kicked off its Annual Day of Caring and Campaign Kick-off Breakfast at the First Baptist Church of Albertville with approximately 415 community members in attendance. 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.

More than 500 volunteers came together this year from over 44 companies and organizations throughout Marshall County to collectively change our community for the better by donating their time and a multitude of supplies to complete 94 projects. In addition, 35 companies held a casual day as a way of supporting Day of Caring by making the event t-shirts available to their employees.

"Day of Caring is a great example of the immense generosity and compassion that exists in this county. The community's response to this event is always overwhelming, and we truly appreciate every individual, company and organization that got involved and supported this year's event. It really is incredible to see the difference our community can make when we unite toward the common goal of helping improve lives and conditions for our friends and neighbors," said United Way Executive Director, Carrie Thomas.

Day of Caring also kicked off United Way's 2018/2019 fundraising campaign. Armed with this year's campaign theme, "United We Win," Campaign Co-chairs Rhonda Springfield and Steven Knowles announced this year's campaign goal of \$760,000. All money raised stays in Marshall County and enables United Way and its partner agencies to provide assistance for local residents in need.

www.unitedwaymarshall.org

UNITED WE WIN.



Sep 11, 2018



Every year, at Day of Caring, a different United Way partner agency or program is highlighted so that those in attendance may hear firsthand how their United Way donations are directly impacting families and children in our community. This year, Shepherd's Cove Grief Support department spoke about Camp HOPE. Individuals and children from Marshall County spoke about how this program has positively impacted their lives and helped their families cope with the loss of a loved one, and how contributions to United Way help make a significant difference for grieving children and families.

Thank you to all the volunteers, companies and businesses that participated in our Day of Caring. Thank you Marshall County for LIVING UNITED and continuing the efforts to make our community a better place to live and work!

PARTICIPATING COMPANIES & ORGANIZATIONS

ALATRADE
ALBERTVILLE CITY SCHOOLS
BANCORPSOUTH
BENEFIT PROFESSIONALS, INC
BOAZ GIFTED PROGRAM
BPI MEDIA GROUP
BRANCHWATER VILLAGE ASSISTED LIVING
CAJA
CASA OF MARSHALL COUNTY
CDG ENGINEERS & ASSOCIATES, INC.
CHILD ADVOCACY CENTER
CITIZENS BANK AND TRUST
CITY OF ALBERTVILLE
CITY OF BOAZ
CITY OF GUNTERSVILLE
DOMESTIC VIOLENCE CRISIS SERVICES
FAMILY SECURITY CREDIT UNION
FIRST BANK OF BOAZ
GUNTERSVILLE ELECTRIC BOARD
GUNTERSVILLE WATER BOARD
HFI
HOPE UMC
KAPPLER, INC.
MARSHALL COUNTY 4-H CLUBS
MARSHALL COUNTY COMMISSION
MARSHALL COUNTY DHR

MARSHALL COUNTY LEGISLATIVE DELEGATION
MARSHALL COUNTY PROBATE OFFICE
MARSHALL MANOR
MCLAUGHLIN, EDMONDSON & HICKS, LLC
MITCHELL GROCERY CORP.
NEIGHBORS WEALTH MANAGEMENT
NUGENT AND CO.
PARAGON
PARKER
PEOPLES INDEPENDENT BANK
PROGRESS RAIL
PROPAC IMAGES, INC.
RANDY JONES AND ASSOCIATES, INC.
(NATIONWIDE INSURANCE)
REGIONS BANK
SAND MOUNTAIN REPORTER
SAND MOUNTAIN TOYOTA
SHEPHERD'S COVE HOSPICE
SNOBIZ OF ALBERTVILLE
SUNRISE ROTARY
SYNCR0
TYSON FOODS
VANTAGE BANK
WELLS FARGO
WQSB/POWER FM 107.5

DAY OF CARING SPONSORS



LEAVING OUR MARK IN MARSHALL COUNTY

COMMUNITY EVENTS



Throughout the summer and fall, United Way hosted our "Get on the Bus" event. We asked the business community to join us and literally get on a bus in order to tour our partner agencies and learn more about their services and programs. Several Marshall County companies, as well as our board members loaded our bus this year!

Representatives from AlaTrade Foods, The Sand Mountain Reporter, Progress Rail, BancorpSouth, Publix, Kappler and Peoples Independent Bank took our tour.

"I just felt so overjoyed that Marshall County United Way does so much for our community, and I felt truly grateful to have been a part of such a rewarding day," said Nickie Simpson, writer for the Sand Mountain Reporter, after taking our tour.

Thank you to everyone who participated and made this year's "Get on the Bus" a success!



FIGHTING HUNGER



Thank you to everyone who participated in our 20th Annual Can-A-Thon! This event wouldn't have been possible without all your help.

The day-long event was held at all three Walmart locations in Marshall County, and seven Foodland stores across the county. A total of 27,149 cans and non-perishable food items were collected. All the food collected went to needy families and individuals in Marshall County through nonprofit food pantries like Marshall County Christian Services and other United Way agencies.

Special shout-out to all the volunteers who braced the cold and helped with this event!



Thank you for helping us fight hunger in Marshall County. Every donation counts and we are very grateful.

We look forward to our next Can-A-Thon, and continuing our efforts to ensure our community members do not go to bed hungry.

THANK YOU - GRACIAS - MERCI

We would like to extend our deepest appreciation to these businesses and organizations for their in-kind donations in 2018.

bpimedia group
Citizens Bank & Trust
City of Albertville
First Baptist Church of Albertville
FUN 92.7
H & H Printing

Marshall County Arc
Marshall County Industrial Supply
Modern Woodmen of the World
Progress Rail
Propac Images
Sand Mountain Toyota

The Advertiser Glean
The Arab Tribune
The Sand Mountain Reporter
United Way Partner Agencies
WQSB/Power Fm 107.5
WTXW

AND TO ALL OF OUR AMAZING VOLUNTEERS!



United Way of Marshall County

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#LIVEUNITED



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