



2023
ANNUAL
REPORT



MARSHALL COUNTY LIVES

UNITED

in **PURPOSE**



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#DayofCaring

#LiveUnited

Day of CARING

LIVE UNITED





WELCOME

A MESSAGE FROM OUR LEADERS



As we present to you United Way of Marshall County's Annual Report, we extend a warm welcome to delve into the heart of our mission and impact. Your commitment and engagement with our cause have been instrumental in propelling us forward on the path to positive change.

Within these pages, you will discover the profound strides we've taken toward fostering a brighter future for Marshall County. Our unwavering dedication to the health, financial stability, and education of every individual echoes louder in these challenging times.

The generosity of our community has been the cornerstone of our success. Your support has empowered us to make tangible and positive contributions to the lives of those in need. Through multiple grants, we've partnered with local agencies tirelessly working to support food banks, provide rent and utility assistance, and make a meaningful impact where it matters most.

At the heart of our endeavors are the stories of individuals and families whose lives have been transformed. From putting food on tables to enabling children to pursue education and offering essential assistance to individuals, we recognize that our work is fundamentally about people—people whose lives are touched by the collective power of compassion and community support.

As you peruse this report, we invite you to celebrate the accomplishments made possible by your dedication. The narratives within serve as testaments to the positive change ignited by a united community. Your continued support fuels our commitment to be a catalyst for transformation, as we continue this journey, hand in hand - UNITED in purpose!

In the spirit of unity, we express our deepest gratitude for your ongoing support. Together, we are architects of change, and with your unwavering commitment, we are confident in our ability to continue creating a brighter future for Marshall County.

Thank you for being an integral part of our journey.



A MESSAGE FROM OUR
CAMPAIGN CHAIR



CADE SMITH
2023-2024 Campaign Chair
Citizens Bank & Trust



As we reflect on the accomplishments of the past year, it is with great enthusiasm and gratitude that I extend a warm welcome to each of you as you browse our 2023 Annual Report. Serving as the chair of the 2023-2024 United Way Campaign has been an honor, and I am excited to share the remarkable impact your generosity has had on our community.

This year, our campaign embodied the spirit of togetherness, exemplified by our theme "United in Purpose." The essence of this message underscores the pivotal role each of you played in enabling us to effect positive change. Your unwavering support is the driving force behind the transformative initiatives that have shaped the landscape of our community.

Our United Way 2023 Annual Report vividly illustrates the tangible difference your donations have made in the lives of countless individuals and families throughout our county. The resounding success of our fundraising campaigns is a testament to the generosity of our incredible donors. Your contributions have propelled us to new heights, allowing us to expand our reach and deepen our impact.

Behind every success story featured in this report is a collective effort fueled by the dedication of our outstanding team of board members, volunteers, and staff. Their passion for making a positive impact is truly commendable, and we owe them a debt of gratitude for their tireless commitment.

A heartfelt thank you extends to everyone who supported United Way over the past year – our valued donors, dedicated volunteers, and esteemed community partners.

As we look ahead, guided by our unwavering commitment to making a difference, we are excited about the future and the possibilities that lie ahead. Our vision for a community United in Purpose fuels our determination to create lasting change.

Thank you for your support of United Way of Marshall County. Your involvement has been pivotal in our pursuit of making a significant impact, and we are grateful for the joy and fulfillment that comes from serving our community as one cohesive force - United in Purpose!

Cade B. Smith

BOARD & TEAM

2023 BOARD OF DIRECTORS

JOHNNA WILLIAMS | President
Progress Rail

DONNEEYSA ADAMS | Vice-President
Peoples Independent Bank

MELISSA MCKEE | Secretary
DriV

KYLE VANN SCOTT | Treasurer
Snead State Community College

BOARD MEMBERS

JENNIFER AMOS
Marshall County Legislative Office

JANNA BONDS
Snead State Community College

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

STEVE KNOWLES
Ameriprise Financial Services

MATTHEW PANKEY
Citizens Bank and Trust

SARA WATKINS
The Advertiser-Gleam

STACEY WHITE
Arab Electric Cooperative

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

Learn | Grow | Network



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

JANNA BONDS | Snead State Community College

MIGUEL CORONA | Allstate Insurance

MATTHEW PANKEY | Citizens Bank and Trust

UNITED IN PURPOSE

PARTNER AGENCIES

UNITED WAY PARTNERS ARE DEDICATED TO IMPROVING THE OVERALL WELL-BEING OF INDIVIDUALS AND FAMILIES IN OUR COMMUNITY.



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. **\$6,000**



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. **\$6,000**



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

UNITED IN PURPOSE

PARTNER AGENCIES

UNITED WAY PARTNERS WORK TOWARDS ENHANCING THE QUALITY OF LIFE OF INDIVIDUALS AND FAMILIES IN MARSHALL COUNTY.

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**



RSVP INCOME TAX PREPARATION PROGRAM

(256) 571-7734

Free income tax preparation assistance. **\$17,000**



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. **\$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 2023, United Way of Marshall County invested an additional \$10,000 into our community through special grants to our partner agencies based on additional needs and requests for the year

MARSHALL COUNTY LIVES UNITED



30 YEARS OF TRANSFORMING LIVES

Pic above: 1993, Signing of the articles of incorporation



It was a defining moment in 1993 when United Way of Marshall County was officially incorporated, heralding the beginning of an extraordinary chapter in the county's history. Over the past three decades, United Way has emerged as a beacon of hope, igniting a collective spirit of resilience, innovation, and unity that has transcended boundaries and brought people together.

Before the establishment of United Way, the cities of Marshall County operated under separate local service boards, each with noble intentions but limited impact. Recognizing the power of a unified effort, the community realized that true transformation could only be achieved through collaboration. Thus, United Way came into existence, becoming a catalyst for change and a force that would shape the future of Marshall County.

United Way of Marshall County owes its success to a dedicated team, passionate volunteers, and the loyal support of the community. As the organization celebrated its 30th anniversary in 2023, the magnitude of its impact on the community is immeasurable. Countless lives have been touched, dreams nurtured, and barriers broken down, thanks to the relentless efforts of United Way.

Central to United Way's mission has been its tireless dedication to addressing critical needs within Marshall County. The annual fundraising campaigns have been instrumental in allocating resources to areas where they are most needed. We have been able to fund crucial initiatives that combat poverty, promote financial stability, and enhance the overall well-being of the community, thanks to the generosity of donors, both large and small.

As United Way commemorates three decades of remarkable achievements, its focus remains steadfastly fixed on the future. Guided by optimism, the organization continues its pursuit of a community where everyone has the opportunity to thrive. United Way embraces the evolving needs of an ever-changing society, seeking innovative solutions and fostering collaborations to create a brighter future for all.

Reflecting on the journey, it is evident that United Way of Marshall County has come a long way since its inception. In 1991, meetings began to consolidate the Albertville, Arab, Boaz, and Guntersville United Ways into a single, unified entity. By April 1993, the articles of incorporation and by-laws were filed, paving the way for a united front. The inaugural countywide campaign commenced in October of the same year, raising an impressive \$592,000—a substantial increase from the \$340,000 raised during the last year of separate campaigns.

Over the years, United Way's impact has grown exponentially. The establishment of First Call for Help, a centralized Information and Referral service in August 1995, provided crucial assistance to individuals seeking support in everyday needs and times of crisis. In June 2006, United Way of Marshall County became a 2-1-1 Connects Alabama call center, offering an easily accessible, free-to-the-user phone number for comprehensive human service information and referrals. Today, the organization receives approximately 125 calls per month, underscoring the vital role it plays in the community.

Throughout its history, United Way of Marshall County has remained steadfast in bringing the community together to address the most critical needs. Its dedication to funding programs based on identified community needs has resulted in continuous growth, allowing agencies and programs to expand their services to the citizens of the county.

As United Way of Marshall County looks to the future, the organization remains poised to make an even greater impact. With an unyielding belief in the power of collective action and an optimistic outlook, United Way stands ready to forge ahead, seeking new opportunities, fostering collaborations, and embracing the evolving needs of the community it serves. The 30th anniversary celebration is not just a commemoration of past achievements but also a testament to the boundless possibilities that lie ahead as United Way continues its journey towards building a thriving, inclusive, and resilient Marshall County.

Did you know?

1 in 3

Marshall County residents are touched by a UW agency.



EMPOWERING VOICES, CHANGING LIVES

United Way's partner agency Court Appointed Juvenile Advocates was appointed to the case of an eight-year-old boy named "Tommy". Both of his parents were deep into drug addiction and did not have custody of any of their five children. Tommy was placed with his uncle when he was five years old. It was discovered years later that his uncle had several "indicated" reports of sexual abuse with other family members, so Tommy was removed from his uncle's home and placed in foster care.

When Tommy first entered foster care, the foster parents reported that he did not know how to do much on his own. He could not dress himself or clean himself in the bathroom, he didn't like to brush his teeth, and complained about how much his mouth hurt. After visits with healthcare providers, it was discovered that he had 12 cavities and an infected rash all over his body.

The foster parents reported that Tommy had angry fits where he could not seem to control his anger. The CAJA volunteer pushed for Tommy to receive counseling and it was arranged for Tommy to work with a therapist and the therapist came to work with him at school during the school day on the anger management issues.

The CAJA volunteer reached out to Tommy's previous school that he attended while living with his uncle. According to the school staff, Tommy arrived in kindergarten with limited speech. Due to an excessive amount of tardies and absences from school, Tommy did not meet the kindergarten standards and was required to repeat it.

Once Tommy was placed in foster care, his school work improved, but his behaviors did not. Tommy was moved to three different foster homes. The CAJA volunteer visited him often and stayed in constant contact with DHR and the foster parents to help the transition to each new foster home.

Tommy's uncle filed for custody of Tommy, but the CAJA volunteer had many concerns with the uncle and his home. The CAJA volunteer shared the many concerns with Tommy's GAL (his attorney), his DHR case worker, and detailed the concerns in

The CAJA reports. Relative placement is preferred over foster care, but in this case the CAJA volunteer felt this was not an appropriate placement for Tommy.

The custody case for Tommy lasted over a year, but the CAJA volunteer was there for him throughout the process. The CAJA volunteer formed a bond with Tommy. Tommy shared that he really wanted a family. The CAJA volunteer was in contact with Tommy's new school and monitoring his needs and progress. The CAJA volunteer pushed for Tommy to receive speech and occupational therapy to help him "catch up" with his classmates. The CAJA volunteer attended every court hearing and ISP for Tommy and updated everyone on his progress. The last foster home Tommy was placed in seemed to be a good fit for him and the family.

The court denied the uncle's petition for custody, due in large part to the CAJA volunteer's testimony and court report. Tommy was adopted by his current foster home. The day of the adoption, the school reported Tommy ran down the hall shouting "I'm going to be adopted! I'm going to get to stay with my family!".



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.

NAME HAS BEEN CHANGED AND STOCK IMAGE USED TO PROTECT IDENTITY.



Get Connected. Get Help.™

DID YOU KNOW THAT UNITED WAY OFFERS A FREE AND EASY WAY FOR OUR COMMUNITY TO ACCESS VITAL RESOURCES AND SUPPORT?

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

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 2,364 calls received in 2023 by 2-1-1 and the First Call for Help program.

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 and 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 2023, a total of **\$19,090** was awarded in Marshall County through Phase 41 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 2023





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

SINGLECARE




HELPING YOU SAVE ON PRESCRIPTIONS

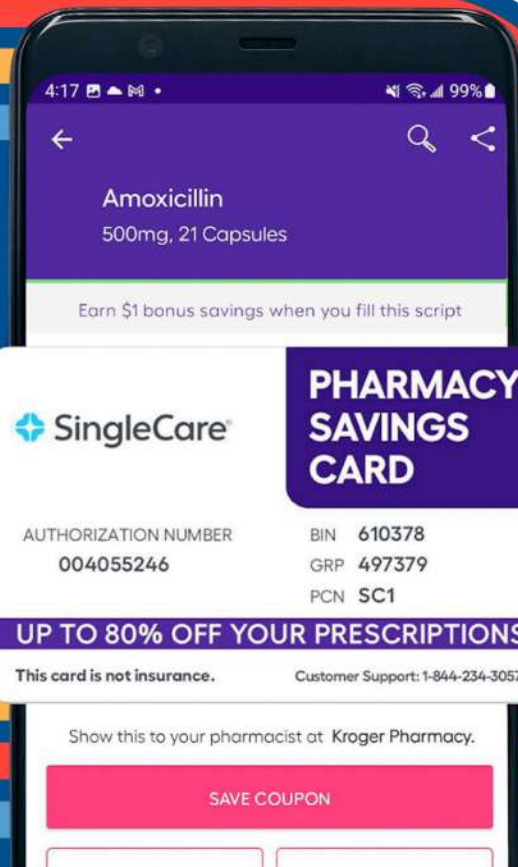
United Way of Marshall County partners with SingleCare to provide access to affordable prescription medications in order to ensure greater health and financial stability to community members.

The SingleCare Prescription Savings Card

-  Is free for everyone – it's like a coupon that you can use as often as you want.
-  Reduces cost – just show the card every time to get the lowest prices, whether it be SingleCare, insurance or retail price.
-  Saves an average of 45% on prescriptions.
-  Accepted at major chain pharmacies.

Get Your Card by:

-  Downloading and printing a card from www.singlecare.com.
-  Text "family" to 700700 to receive a card on your phone (mobile fees may apply).
-  Download the SingleCare app from the Apple [App Store](#) or [Google Play Store](#).



YOU CAN MAKE AN IMPACT TODAY!

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.



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.



ALLOCATIONS COMMITTEE

The Allocations Committee at United Way of Marshall County plays a pivotal role in the strategic distribution of community resources to address pressing needs effectively. Comprising dedicated volunteers, this committee is entrusted with the responsibility of evaluating funding requests from local nonprofit organizations and providing well-informed recommendations for the allocation of United Way funds.

Committed to making a positive impact and improving the lives of those in need, the Allocations Committee consists of passionate community volunteers. Their collective expertise, diverse perspectives, and rich experiences contribute to thoughtful and impartial decision-making in the allocation of funds.

They review grant applications in the spring and offer recommendations to the United Way Board of Directors. Each funding request undergoes a thorough evaluation, considering factors such as the organization's mission, programs, budget, and community impact. The committee also takes into account the broader community needs and the availability of resources when formulating funding decisions.

The Allocations Committee stands as an integral component of United Way of Marshall County, ensuring that community resources are optimally utilized to address the needs of the most vulnerable members of our community.

This year's committee volunteers:

STEVEN KNOWLES - Chairman
Ameriprise Financial

JENNIFER AMOS
Marshall County Legislative Office

TERRI BROWNLOW
Benefit Professionals

NATHAN PATTERSON
Cadence Bank

KATHLEEN RICE-DEAN
Marshall County DHR

SUSAN TULLY
Citizens Bank & Trust

SARA WATKINS
The Advertiser-Glean

JOHN YOUNG
Marshall Co. DA's Office

ALEXIS DE TOCQUEVILLE

Anonymous (1)

PLATINUM FEATHER

Keith Bennett
Mark Brickley
Bonnie Glassco
Cindy & Lendell Glassco
Malanta & Steve Knowles
Kay and Craig Nolan
Anonymous

GOLD FEATHER

Amy & Vince Glassco
John M. Kennedy
Tracy & Lance Morgan
Tracey & Vann Scott
Jeanette & Dan Teal

SILVER FEATHER

Dr. Jodi Baker & Dr. Austin Baker
Terri & Harold Brownlow
Gloria Carr
Dr. & Mrs. Thomas Downes
Michael A. Forsythe
Dr. & Mrs. Aaron George
Lisa & Jack Hancock
Dr. & Mrs. Chris Harper
Pam Just
Dr. & Mrs. Lynn Luther
Ed Reed
Sue & Charlie Williams
Corey Williams
Christopher & Alison Wright
Anonymous

RED FEATHER

Suzan & Andy Alsobrook
Bruce Biggard
Tami & David Bridges
Millie & Thomas Carroll
Dr. & Mrs. David Chupp
Taylor & Jon Conner
John Cooper
Ryan Cunningham
April Davis
Emily Davis
Tammy & Steve Davis
Misti & Rodney Edmondson
Andrea & Russ Elrod
Bryan Elrod
Serria A. Evans
Amy & Matt Everett
Rick Fleming
Jacob T. Foster
Annie Furrer
Lisa C. Grattan
Krysta Harmsen
Heather Harris
Mr. & Mrs. John Harvey
Amy & Kevin Hawk
Mayor Tracy Honea
Patrick Hubbard
Rowland Kanner
Phoenix A. League
Tina LeMaster
Ted McCreless
James Nix
Royce Ogle
Kathy Opolka
Lynne & Jeff Owen
Matthew Pankey
Kevin Parnell
Lou Ann & Scott Patton
Mr. & Mrs. William Ramsey
Laura Kappler Roberts
Jerry Rowe
Leticia Ruiz
Josh Seals
Andrea Searfoss
Jordan & Cade Smith
Nancy Smith
Jay Teets
Tommy Thomas
Susan & Jeff Tully
Melissa Walker
Rhonda Watson
Joan & Tony White
Winter & Tina Wilson
Anonymous (10)

BUILDERS SOCIETY

Carla Adams
DonNeeysa Adams
Emily Andrews
Susan Armstrong
LeeAnn Baugh
Joshua Beck
Anna & Tim Beck
Scott Belgard
Claudia & Michael Belyeu
Lesa & David Benefield
Steven Bennefield
Deborah Brown
Marcy Buckelew
Judge Liles & Natalie Burke
Gary Cameron
Justy & Chris Canady
Jason Cannon
April L. Carroll
Dale Carroll
Charles Chappell
Steven Clark
Laura Couch
Kasey Culbert
Amanda Detzler
Ronny Dobbins
Annette Duncan
Julie Dycus
Jeremy Eighthy
Tom Ellenburg
Erica Galvez
Dolores Gibson
Alvaro Gonzalez
Emma Goodwin
John Gullahorn
Susan Gutierrez
LT Hagood
Sherrie Hall
Charlie Hare
Jacob Hollingsworth
Ben Hulgan
Margaret Hurst
Andy Hyatt
Kendrick Jameson
Linda Jeffreys
Chuck & Belinda Jordan
Colin Karr
Ralph King
Ricky King
Tiffany Koontz
Jaxon Lackey
Ken Landrum
Kathy LeCroy
Amy Lewis
Alberto Lopez
Shannon Lusk
Melanie Maggio
Rick Malone
Julia & John Manning
Erica Martin
Morene & Gerald Martin
Sandra & Kay Martin
Matthew Massey
Roger McAllister
Mr. & Mrs. Frank McDaniel
Jessie McGill
Melissa McKee
Gabby Mendez
Jose Mendoza
Jake Minnix
David Mitchell
John Murray
Shan & Ed O'Neal
Dr. & Mrs. John Packard
Carlos Parra
Kevin Patterson
Mary Payne
Wanda Perigo
Benjamin Peters
James Price
Tammy Quillin
Will Quinlivan
Katie Reeves
Garrett Riddle
Jovani Rivera
Aaron Rocha
Kelly Sandifer
Kim Sargent
Sharlene Shell
Tracy Shelton
Valerie Simpson

John & Carol Slivka
Patrick & Leslie Smith
Tonya Smith
Tommy Steadmire
Ryan & Carrie Thomas
Rena Tidmore
Destin Tolbert
Lynn Vaughn
John Vickers
Lisa Vickers
Kimberly Vogel
Chris Washburn
Sean Watkins
Robert J. Wells
Ashley Wilemon
Trey Williams
Mallory Wolford
Anonymous (12)

LEADERSHIP BY COMPANIES

Alabama Teachers Credit Union
AlaTrade(30)
Albertville City Schools
Ameriprise Financial
Arab City Schools
Atrion Medical Products, Inc.
Austin Hinds Motors
Benefit Professionals, Inc. (2)
Blue Cross and Blue Shield of AL
BPI Media Group (4)
C & E Supply
Cadence Bank (3)
Citizens Bank & Trust (25)
City Ice
City of Albertville (3)
City of Boaz (2)
Clements & Son Plumbing
Combined Federal Campaign (3)
Factory Connection
First Bank of Boaz
First Quality Homes & Construction
First Southern State Bank (3)
Gullahorn & Hare
Guntersville City Schools
Howard Bentley Buick GMC (9)
Kabco
Kappler Safety Group (2)
Marshall County Arc
MDA Professional Group (3)
Mitchell Grocery (6)
Paragon Picture Gallery (5)
Parker Hannifin (2)
Peoples Bank of Alabama (8)
Peoples Independent Bank (7)
Progress Rail-Caterpillar (7)
Propac Images, Inc. (2)
Publix (18)
Redstone Federal Credit Union (4)
Regions Bank
Sand Mountain Toyota
Shepherd's Cove Hospice
Snead State Community College (2)
State Combined Campaign (2)
Streamline Cleaners
Tenneco-DRIV-Federal Mogul (2)
Tennessee Valley Media Co.--Advertiser Gleam
Total Dental Care
United Way of Marshall County (2)
Wayne-Sanderson Farms
Westside Veterinary
Wholesalecars.com
WQSB-Sand Mountain Broadcasting

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

CAMPAIGN RECOGNITION



LOANED EXECUTIVES

L to R: Mitch Gore (Citizens Bank and Trust), Anastasia Hughes (Marshall County Arc), Dale Willett (Cadence Bank), Gabby Miller (Main Street Realty Plus), Kelly Beck (Peoples Independent Bank), Jameelah Richey (Keller Williams Realty), Lisa Holmes (Guntersville Child Development Center), Pam Osborn (Peoples Independent Bank) and Carolyn Davis (Marshall County RSVP)

CAMPAIGN CABINET

Cade Smith | CAMPAIGN CHAIR | Citizens Bank & Trust
Jennifer Amos | Marshall Co. Legislative Office
Susan Armstrong | First Southern State Bank
Taylor Conner | Howard Bentley Buick GMC
Kasey Culbert | Citizens Bank and Trust
Jordan Glassco Smith | Propac Images
Sharlene Shell | Peoples Independent Bank
Carol Slivka | Mitchell Grocery

PACESETTER COMPANIES

401K Safe
 Albertville City Schools
 Boaz City Schools
 Cadence Bank
 Benefit Professionals
 CASA of Marshall County
 Citizens Bank & Trust
 Child Advocacy Center
 Child Development Centers
 Domestic Violence Crisis Services
 Family Savings Credit Union
 Family Services of North Alabama

First Southern State Bank
 Shepherd's Cove Hospice
 First Bank of Boaz
 Guntersville City Schools
 Marshall County Arc
 Paragon
 Peoples Independent Bank
 Progress Rail
 Publix
 Sand Mountain Park & Amphitheater
 Snead State Community College



DONOR REWARDS CARD SPONSORS



SPECIAL SHOUT OUT

A huge round of thank yous to all the amazing pacesetters, volunteers, companies, sponsors and donors who made the 2023-2024 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!



UNITED WAY EVENTS



SMALL BUSINESS RADIO BLITZ

United Way hosted its Annual Small Business Radio Blitz on October 24th, a remarkable event that brought together small businesses and the community in a spirit of collaboration and support.

During the event, small businesses pledged their commitment to making a positive impact in the community by supporting United Way. In return, these businesses received public recognition on air at **WQSB 105.1** and **WTWX 95.9**.

The loaned executives, helped highlight the significance of small businesses in driving positive change within the community. Their involvement not only showcased the generosity of these businesses but also emphasized the collective power of coming together to make a difference.

United Way extends its gratitude to all the small businesses that participated, reinforcing the belief that, **UNITED**, we can create a stronger, more vibrant community. By pledging support to United Way, these businesses not only contributed to vital community programs but also gained public acknowledgment for their commitment to social responsibility.

CELEBRITY BAGGING

On November 21st, the community witnessed a blend of fun and philanthropy at the Food City Celebrity Bagging event hosted by United Way of Marshall County. The atmosphere was charged with excitement as familiar faces from the community traded in their usual roles for a day, transforming into bagging celebrities for the greater good.

All the proceeds from tips collected directly contributed to supporting United Way initiatives. The generosity of the community was on full display, making each contribution count toward making a lasting difference in the lives of those in need.

This event is not just about grocery bags or tips; it is about community spirit, generosity, and the shared commitment to making a positive change. The event was a success thanks to the support of local "celebrities" and the community at large.



COMMUNITY FOOD DRIVE

In a heartwarming display of community spirit, the 2-1-1/United Way Annual Community Food Drive was successfully held on December 5th. The initiative, designed to support neighbors in need, saw a wonderful response from the community.

The kickstart of the Food Drive took place early in the morning, with collection points established at seven different locations across Marshall County. Residents were encouraged to contribute canned food and non-perishable food items throughout the day. The collected food items are distributed among local food pantries, ensuring that those facing challenges receive the support they need.

The following locations served as hubs for the food drive: Albertville Foodland, Boaz Foodland, Douglas Food Valu, Arab Foodland, Guntersville Foodland, Warehouse Discount Grocery and Dennis Foodland in Grant.

The success of this year's Annual Community Food Drive is a testament to the generosity and caring nature of Marshall County residents. United Way extends its sincere thanks to everyone who contributed to making this event a triumph, providing crucial support to our neighbors in need.

UNITED WAY EVENTS DAY OF CARING



The Boaz Rec Center came alive with hope and unity on the morning of Tuesday, September 12, 2023, as over 450 volunteers donned their blue "LIVE UNITED" shirts to participate in United Way of Marshall County's 26th Annual Day of Caring Breakfast and Campaign Kickoff event. This gathering, renowned as the largest one-day volunteer event in the county, was a resounding success, filled with heartwarming stories, captivating performances, and a shared commitment to making a difference.

The event's highlight was undoubtedly the touching and inspirational comments by the Butler Family, representatives of United Way's partner agency the Marshall County Foster and Adoptive Parents Association. Mina and Justin Butler, adopted their daughter Becca through the foster care system several years ago. She was born with special needs and later diagnosed with Turner's Syndrome that led to Becca completely losing her eyesight two years ago. Now 11 years old, Becca shared her story of resilience and triumph over adversity, narrated with unwavering optimism. In a heartwarming moment, Becca invited her friend, Sean Dietrich, most popularly known as "Sean of the South", to join her on stage and perform renditions of "You've Got a Friend in Me" and "Smile".

"Becca is truly an inspiration to us all," remarked Raquel Zavaleta, Marketing and Community Impact Director, capturing the sentiment of the audience.

Cade Smith, this year's Campaign Chair, unveiled the goal for the 2023/2024 campaign as \$755,000, with the rallying

theme, "United in Purpose." Acknowledging the dedication of volunteers, Smith also recognized this year's Loaned Executives.

Carrie Thomas, United Way's Executive Director, proudly announced that almost 80 Day of Caring projects were adopted throughout the county, reflecting the organization's commitment to improving lives locally. Additionally, around 30 companies participated in Casual Days, where employees wore Day of Caring t-shirts to show their solidarity with United Way.

The event's success was made possible through the generous support of sponsors, including **Howard Bentley Buick GMC, Total Dental Care, Publix, Parker Hannifin, Progress Rail, Kappler, Mitchell Grocery, Peoples Independent Bank, First Bank of Boaz, Redstone Federal Credit Union, Allstate: Miguel Corona, and Wayne Sanderson Farms.** Their commitment to the cause was instrumental in making this event a reality.



Join the **LIVE UNITED** Movement!

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.

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/2-1-1 Annual Community Food Drive

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

TO LEARN MORE ABOUT VOLUNTEERING, SPONSORSHIPS AND OTHER WAYS TO GET INVOLVED, CALL OUR OFFICE AT (256) 582-4700.

thank you

A special thanks to these individuals, businesses and organizations for their in-kind donations and supplemental support in 2023.

- 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
- Electric Board of Guntersville
- First Baptist Church of Albertville
- Food City
- Guntersville Water Board
- Howard Bentley Buick GMC
- Jessica Webb
- Marshall County Arc
- Marshall County EMA
- Marshall County Homeless Ministries
- Marshall Medical Centers
- Mitchell Grocery
- Modern Woodmen
- Nila's Flower Shop
- Parker Hannafin
- Pastor Steven Brown
- Peoples Independent Bank
- Propac Images
- Publix
- Sand Mountain Toyota
- SB's Art Room
- Sean Dietrich
- Snead State Community College
- Tent Tech
- The Advertiser Gleam
- The Arab Tribune
- The Sand Mountain Reporter
- UPS Store - Huntsville
- WQSB/Power FM 107.5
- WTWX

DISCLAIMER: Every effort has been made to ensure accuracy regarding all information and campaign results for 2023 included in this report. Please accept our sincere apologies for any errors or omissions that may have occurred.

GET INVOLVED!



United Way of Marshall County

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