



2024 ANNUAL REPORT



UNITED WAY
Marshall County

UNITED WAY

BOARD & TEAM

2024 Executive Committee

DonNeeysa Adams | President
Peoples Independent Bank

Melissa McKee | Vice-President
Wilks Tire & Battery Service

Vann Scott | Secretary
Snead State Community College

Sara Watkins | Treasurer
Advertiser Gleam

STAFF

CARRIE THOMAS
Executive Director

BELINDA JORDAN
Finance/Office Manager

RAQUEL ZAVALITA
Marketing & Community Impact Coordinator

LORI SMITH
211/First Call For Help Resource Specialist

BOARD MEMBERS

JENNIFER AMOS
Marshall County Legislative Office

TAYLOR BECK
Boaz Area Chamber of Commerce

ADAM CULBERT
Marshall County District Attorney's Office

ANDREA ELROD
AlaTrade

BROOKE HEMPHILL
Arab First United Methodist Church

STEVE KNOWLES
Ameriprise Financial Services

LAUREN RAY
Boaz City Schools

JORDAN SMITH
Paragon

TERRI WADDELL
Citizens Bank & Trust

STACEY WHITE
Arab Electric Cooperative

JOHNNA WILLIAMS
Progress Rail

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

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. **\$33,000**



CHILD ADVOCACY CENTER (256) 582-8492
Assistance and support for children of abuse. **\$39,000**



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. **\$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. **\$30,000**

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. **\$11,000**



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. **\$21,000**
Utility Assistance Program - **\$21,000**



RSVP INCOME TAX PREPARATION PROGRAM

(256) 571-7734

Free income tax preparation assistance. **\$18,000**



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 2024, 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.



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 2,263 calls received in 2024 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 - noon



➔ **2-1-1 MOST REQUESTED SERVICES IN MARSHALL COUNTY IN 2024**

1. **Housing/Shelter**
2. **Utility Assistance**
3. **Food**
4. **Healthcare**
5. **Transportation**

COMMUNITY CRISIS RELIEF GRANTS

United Way awards one-time Community Crisis Relief grants to assist local organizations in providing services to people in immediate need, such as rent and utility assistance, food, and other types of assistance.

In 2024, a total of **\$41,500** was awarded in Marshall County through this program.

United Way awarded Community Crisis Relief grants to the following organizations:

-  Catholic Center of Concern
-  CASA of Marshall County
-  Domestic Violence Crisis Services
-  Marshall County Christian Services
-  Society of St. Vincent de Paul
-  Shepherd's Cove Palliative Care

SINGLECARE

HELPING YOU SAVE ON PRESCRIPTIONS

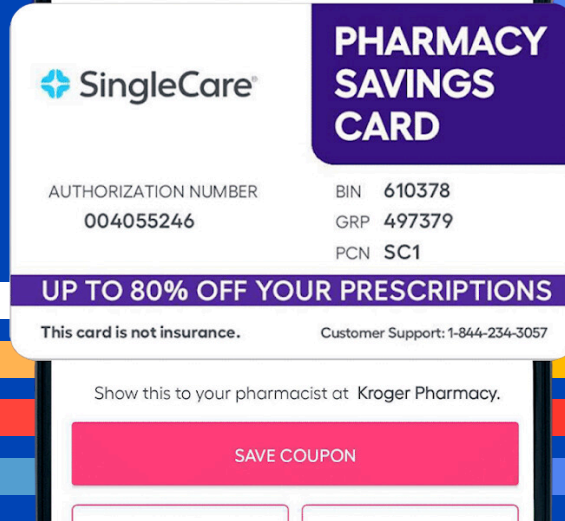
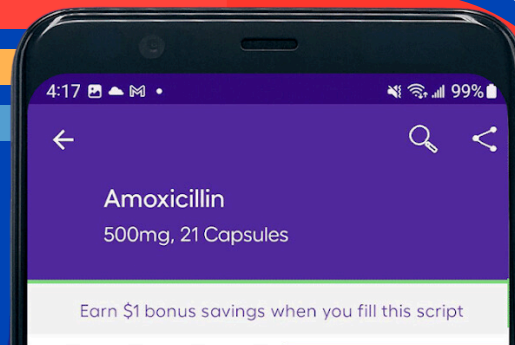
United Way of Marshall County partners with SingleCare to provide access to affordable prescription medications in order to ensure greater health and financial stability to community members.

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.

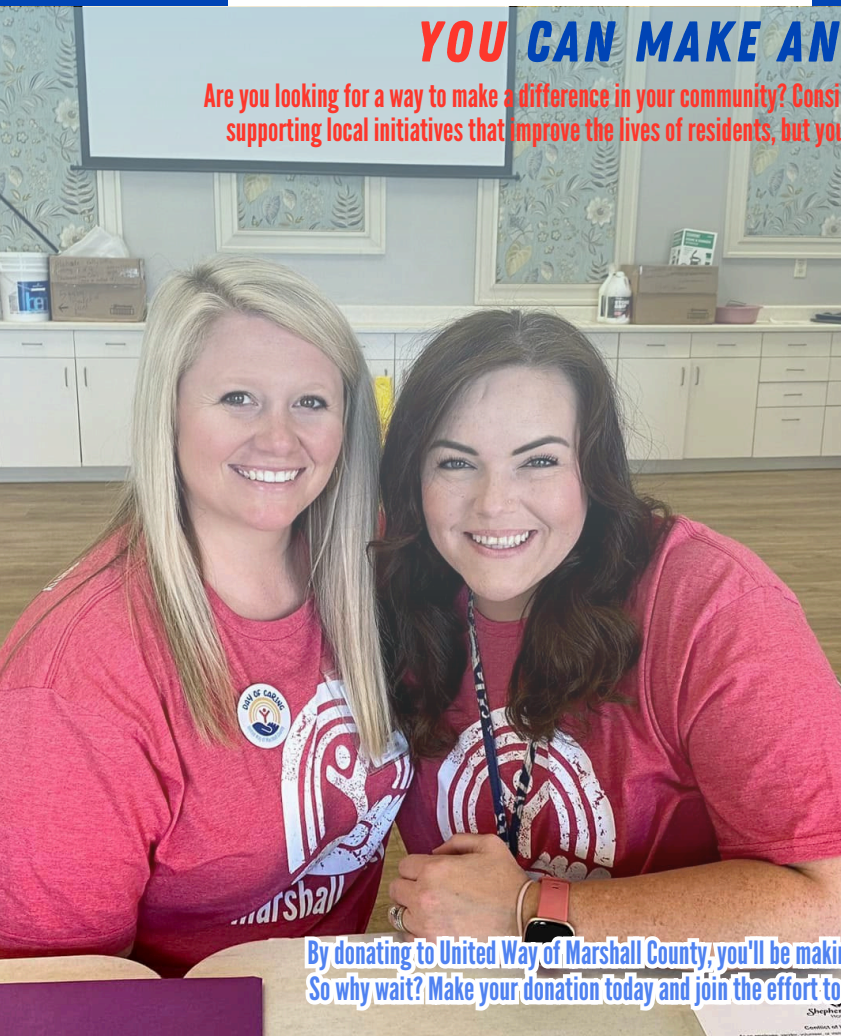
Get Your Card by:

- 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.

CAMPAIGN RECOGNITION

LOANED EXECUTIVES

Tim Arens | Progress Rail
Holly Berry | Peoples Independent Bank
Megan Estes | Cadence Bank
Stephany McTarsney | Domestic Violence Crisis Services
Lance Morgan | City of Boaz
Banesa Ramirez | Family Services of North Alabama
Jacob Roll | Ainsworth Realty
Jordanna Rowley | Domestic Violence Crisis Services
Charlotte Sparks | Child Development Center
Carly Stokes | Citizens Bank & Trust
Monica Watkins | CASA of Marshall County
Frieda Werkmiester | Marshall County Home Place

Loaned Executives spent time visiting partner agencies before speaking with local businesses during workplace campaigns

CAMPAIGN CABINET

Cade Smith | CAMPAIGN CHAIR
Solutions Plus Bank (proposed)
Susan Armstrong | Solutions Plus Bank (proposed)
Taylor Conner | Howard Bentley Buick-GMC
Kasey Culbert | Citizens Bank & Trust
Rhonda Osborne | Community Advocate
Sharlene Shell | Peoples Independent Bank
Carol Slivka | Mitchell Grocery
Jordan Smith | Paragon
Johnna Williams | Progress Rail

PACESETTER COMPANIES

Cadence Bank	Guntersville City Schools
CASA of Marshall County	Marshall County Arc
Citizens Bank & Trust	Paragon
Child Advocacy Center	Peoples Independent Bank
Child Development Centers	Progress Rail
Domestic Violence Crisis Services	Publix
Family Savings Credit Union	Shepherd's Cove Hospice
First Southern State Bank	Syncro
First Bank of Boaz	Blue Cross Blue Shield of Ala.



THANK you!

United Way
United Way of Marshall County
You're helping us make a difference in Marshall County.

BEEF O'BRADY'S
10% off meal purchase (dine in only)

Generations FOOTWEAR
10% off total purchase

WILKS
TIRE & BATTERY SERVICE
\$5 off oil change (Albertville and Guntersville locations)

Albertville Home Bakers
10% off total purchase

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 2024-2025 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 for providing top-notch campaign materials!

bpimedia
group



United Way of Marshall County



@unitedwayofmarshallcounty

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