



UNITED WAY
Marshall County

2025 ANNUAL REPORT

UNITED IS THE WAY



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UNITED IS THE WAY



Erica Martin, Executive Director



Melissa McKee, Board President

It is our honor to share the United Way of Marshall County's Annual Report with you. As you explore these pages, we hope you will see the heart of our mission reflected in the meaningful impact each of you has helped create within our community.

United Way brings people, businesses, and resources together with one shared goal: caring for our community and helping Marshall County thrive. This work is only possible because of people like you who generously give, volunteer, and advocate in support of others. Because of your kindness and commitment, we are creating hope and building a brighter future for our neighbors and the place we call home.

Over the past year, United Way supported 22 health and human services nonprofit organizations and programs that work daily to create positive change in our community. The powerful stories of the individuals and families served by our partner agencies are the “why” behind our mission and demonstrate the profound impact that compassion and collaboration can have.

As you review this report, we hope you will celebrate the accomplishments made possible by your support and be reminded that even the smallest contribution can spark meaningful change. Together, we've shown what's possible when hearts and hands unite. Thank you for helping us prove that United is the Way!

BOARD & STAFF

2025 BOARD OF DIRECTORS

Meslissa McKee | President
Wayne Sanderson Farms

Vann Scott | Vice-President
Snead State Community College

Sara Watkins | Secretary
Advertiser Gleam

Jordan Smith | Treasurer
Paragon

BOARD MEMBERS

DonNeeya Adams | Peoples Independent Bank

Jennifer Amos | Marshall County Legislative Office

Taylor Beck | Marshall Baptist Retreat Center

Adam Culbert | Marshall County District Attorney's Office

Andrea Elrod | AlaTrade

Steven Knowles | Ameriprise Financial

Lauren Ray | Boaz City Schools

Amber Sealey | City of Albertville

Laura Upton | Arab Chamber of Commerce

Terri Waddell | Citizens Bank and Trust

Stacey White | Arab Electric Cooperative



STAFF

Erica Martin

Executive Director

Belinda Jordan

Finance/Office Manager

Malarie Allen

Marketing & Community Impact Coordinator

Carrie Thomas

Former Executive Director

OUTGOING BOARD MEMBERS

DONNEEYSA ADAMS
Peoples Independent Bank

JENNIFER AMOS
Marshall County Legislative Office

ANDREA ELROD
AlaTrade

JORDAN SMITH
Paragon

STACEY WHITE
Arab Electric Cooperative

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

NATHAN PATTERSON
Cadence Bank

KATHLEEN RICE-DEAN
Marshall County DHR

CINDY SPARKMAN
Community Advocate

SUSAN TULLY
Citizens Bank & Trust

SARA WATKINS
The Advertiser-Gleam

JOHN YOUNG
Marshall Co. DA's Office

TERRI BROWNLOW
Benefit Professionals



PARTNER AGENCIES



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.
\$39,500



CASA OF MARSHALL COUNTY (256) 582-7119
Care and assurance for the aging and home-bound.
\$35,500



CHILD ADVOCACY CENTER (256) 582-8492
Assistance and support for children of abuse.
\$40,000



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.
\$25,000



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.
\$42,000



FAMILY SERVICES OF NORTH ALABAMA
(256) 878-9159 Hotline (855) 878-9159
Advocacy for sexual assault victims.
\$10,500



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



MARSHALL COUNTY GUARDIANSHIP PROGRAM (256) 388-9851
Volunteer guardians help care for those unable to care for themselves.
\$11,000

PARTNER AGENCIES

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**



MARSHALL COUNTY HOME PLACE

(256) 582-2360

Transitional housing for the homeless to achieve self sufficiency.

\$21,000



RSVP INCOME TAX PREPARATION PROGRAM

(256) 571-7734

Free income tax preparation assistance.

\$19,000



SCOUTING AMERICA

(888) 301-8756

Leadership and character-building skills for youth ages 7 to 18.

\$6,000



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.

\$10,000



Grant Partners

United Way of Marshall County also invested more than \$40,000 in local grants to the following nonprofit agencies.

- Alabama Head Injury Foundation
- CASA of Marshall County - Transportation and medical and nutritional needs
- Catholic Center of Concern - Rent & Utility Assistance
- Domestic Violence Crisis Services - Property Repairs
- Marshall County Christian Services - Food Assistance
- Marshall County Homeless Ministries - Vehicle repairs and outreach program
- Shepherd's Cove Palliative Care - Comprehensive care for those with chronic illness
- Success By Six - Calendars for Pre-school Children
- Society of St. Vincent De Paul - Food Assistance

BECAUSE OF YOU ...

From Homelessness to Hope

When "Steve" arrived at Marshall County Homeless Ministries, he had lost nearly everything—but not his determination to find hope. Through Room in the Inn and the support of caring volunteers, he discovered faith, friendship, and a new beginning.

Steve's life took a difficult turn when he lost his home and found himself living in a small camper without even the most basic necessities. At Room in the Inn, Steve found more than shelter—he found a family of faith. Surrounded by people who cared, he began rebuilding his life from the inside out. His relationship with God deepened, leading him to dedicate his life to the Lord and take the powerful step of baptism.

As Steve's faith grew, so did his confidence and sense of purpose. The man who once faced uncertainty and despair began to shine with renewed strength and hope.

Today, Steve has a home of his own—a place that reflects his hard work, perseverance, and faith. Yet he still returns often to the center he calls his "home away from home"—to encourage others, share his story, and give back to the community that lifted him up.

Steve's journey is a beautiful reminder that with faith, support, and love, even the hardest chapters can become stories of redemption.

This is just one of many lives changed through United Way partner agencies and the support of caring community members just like you.



UNITED WAY PROGRAMS

211

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 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.

The 2-1-1 program received a total of 2,414 calls in 2025.

The First Call for Help program is housed at the United Way of Marshall County office. OUR RESOURCE SPECIALIST CAN BE REACHED AT 256-582-4700 DURING THE FOLLOWING HOURS:
MONDAY, TUESDAY, & THURSDAY
10 A.M. - 4:30 P.M.



➔ 2-1-1 most requested services in Marshall County in 2025

1. Housing & Shelter
2. Utility Assistance
3. Food Assistance
4. Healthcare Needs
5. Transportation

A LETTER FROM THE CAMPAIGN CHAIR



Cade Smith, Campaign Chair

I have been deeply honored to serve as the chair for the 2025-2026 United Way campaign. Serving in this role has been a privilege and an incredibly rewarding experience. I am grateful for the opportunity to witness firsthand the generosity and compassion that defines our community.

This year's campaign reminded us that lasting change is built one connection at a time. Every gift, large or small, represents a link in a growing chain of support that connects individuals, families, and programs across our community.

You see in the pages of this report how those connections came together in 2025 to support families, strengthen local programs, and respond to real needs in our community. The progress we've made is a direct result of generous donors who chose to be part of the chain that helps hold our community together.

This work would not be possible without the dedication of our board members, volunteers, staff, and community partners. Their leadership and commitment ensure that every contribution creates meaningful impact. To everyone who gave, volunteered, or supported United Way this year, thank you. Your involvement added strength to the chain and made a real difference.

As we look ahead, we remain focused on building connections that last. With each new link, we move closer to a stronger, more resilient community.

Thank you for your continued support of United Way of Marshall County. Together, link by link, we are creating an impact that reaches farther than any one of us could alone.

CAMPAIGN RECOGNITIONS



LOANED EXECUTIVES

L to R, front to back: Heather Stewart (Marshall County RSVP), Carly Stokes (Citizen's Bank & Trust), Emma Goodwin (Howard Bentley Buick-GMC), Pam Osborn (Peoples Independent Bank), Kristen Roberson (Marshall County Cooperative Extension), Tim Arens (Progress Rail), Ryan Smothers (Shepherd's Cove Hospice), Taylor Burns (Paragon), Eric Claburn (Peoples Independent Bank), George Shipman (Solutions Plus Bank) and Mitch Gore (Gore & Stisher Wealth Management)

CAMPAIGN CABINET

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

PACESETTER COMPANIES

| | |
|--|--------------------------------------|
| 4-H/Marshall Co. Cooperative Extension | Guntersville City Schools |
| Alatrade | Marshall County Arc |
| Benefit Professionals & 401Safe | Marshall County RSVP |
| BPI Media Group | Marshall-DeKalb Electric Cooperative |
| Cadence Bank | Paragon |
| CASA of Marshall County | Peoples Independent Bank |
| Child Advocacy Center | Progress Rail |
| Childcare Resource Network | Shepherd's Cove Hospice / Foundation |
| Citizens Bank & Trust | Snead State Community College |
| Domestic Violence Crisis Services | Solutions Plus Bank |
| First Bank of Boaz | Weathers Furniture & Appliance |
| First Southern State Bank | |



DONOR REWARDS CARD SPONSORS



SPECIAL SHOUT OUT

A huge thank-you to all the amazing pacesetters, volunteers, companies, sponsors and donors who made the 2025-2026 United Way Campaign a huge success! Your support and generosity have made a world of difference and we can't thank you enough.



A special shoutout to BPI Media for providing top-notch campaign materials!

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

ALEXIS DE TOCQUEVILLE

Anonymous (2)

PLATINUM FEATHER

Bonnie Glassco
Vince & Amy Glassco
Lendell & Cindy Glassco
John Kennedy
Steve & Malanta Knowles
Ed & Shan O'Neal
Vann & Tracey Scott
Anonymous (1)

GOLD FEATHER

Ewing Phillips
Dan & Jeanette Teal

SILVER FEATHER

Gloria Carr
Thomas & Millie Carroll
Steve Davis
Jack & Lisa Hancock
Dr. Lynn & Mrs. Joanne Luther
Susan Tully
Charlie Williams
Chris & Alison Wright
Anonymous (2)

RED FEATHER

Tim & Amy Arens
Grant & Susan Armstrong
Scott Belgard
Bruce & Millie Biggard
David & Tami Bridges
Emily Coby
Ravi Culbertson
Ryan Cunningham
Emily Davis
Shane Davis
Andrea Elrod
Matt & Amy Everett
Holleigh Gilbreath
LT Hagood
Mr. & Mrs. John Harvey
Rowland Kanner
David Lowery
Ted McCreless
Melissa McKee
Adrienne Mitchell
Karen Mitchell
Jonathan Newman
Danielle Nunez
Royce Ogle
Matthew Pankey
James Price
Delane Ray
Roy & Myra Rollings
Cindy Sparkman
William Valdez
Rhonda Watson
David Watts
Joan White
Josh Whitley
Dr. Winter & Mrs. Tina Wilson
Anonymous (3)

BUILDER'S SOCIETY

DonNeeya Adams
John & Jennifer Amos
Sonya Barkley
LeeAnn Baugh
Zachary Bearden
Joshua Beck
Steven Bennefield
William Scott Bobo
Marci Buckelew
Judge Lyles & Natalie Burke
Justyn Canady
April Carreon
Laura Couch
Adam & Kasey Culbert
Ronny Dobbins
Darlene Drain
Julie Dycus
Glenda Francisco
Rebecca Freiteg
Dolores Gibson
Carolina Salazar Gonzalez
Chris Gray
Susan Gutierrez
Kenneth Harrell
Patrick Hubbard
Rolando Jacinto
David Lee Jones
Dr. & Mrs. Don Jones
John Jordan
Ethan Kelley
Ricky King
Amy Lewis
Matthew Long
Gail Manderson
John & Julia Manning
Gerald Martin
Sandra & Kay Martin
Cortney Masters
Elizabeth Mateo
Patsy Mayo
Frank & Patricia McDaniel
Jennifer Montano
Terry & Emily Nixon
Dr. John & Mrs. Meg Packard
Kevin Patterson
Amanda Pendergrast
Myra Pierce
Avery Rains
Mirna Ramirez
Katie Reeves
Jennifer Rios
Daniel Rodriguez
Heather Rodriguez
Kevin Rogers
Jineth Cordolosa Salazar
Maria Sanchez
Julie Schwieterman
Sharlene Shell
Valerie Simpson
Joseph Sims
John & Carol Slivka
Cade & Jordan Smith
Patrick & Leslie Smith
Rena Tidmore
Lynn Vaughn
Chris Washburn
Sean Watkins
Robert Wells
Marti Wiseman
Mallory Wolford
Mary Woodward
Elaine Young
Anonymous (4)

LEADERSHIP BY COMPANIES

Alatrade
Albertville City Schools
Arab City Schools
Austin Hinds Motors, Inc.
Benefit
Professionals/401KSafe
Blue Cross and Blue Shield of Alabama
Boaz City Schools
BPI Media Group
C.A. Langford Co., Inc.
Cadence Bank
Childcare Resource Network
Citizens Bank & Trust
City of Albertville
City of Boaz
City of Guntersville
Compassion City Church
Domestic Violence Crisis Services
First Bank of Boaz
First Southern State Bank
First Quality Homes & Construction
Guntersville City Schools
Howard Bentley Buick GMC
Kabco
Kappler
Lake City Assembly of God
Liberty Bank
Marshall County Arc
Marshall County RSVP
Marshall DeKalb Electric Cooperative
Marshall-Jackson 310 Agency
Mitchell Grocery
MUB of Albertville
Paragon
Peoples Independent Bank
Progress Rail
Publix
Sand Mountain Toyota
Shepherd's Cove Hospice
Snead State Community College
Solutions Plus Bank
Streamline Cleaners
Syncro Corporation
Tennessee Valley Media Company - Advertiser Gleam
Wayne Sanderson Farms
Weathers Furniture & Appliance
Westside Baptist Church
WholeSaleCars.com
WQSB - Sand Mountain Broadcasting

DAY OF CARING



United Way of Marshall County's 28th annual Day of Caring mobilized more than 450 volunteers on September 9 for a morning breakfast and a day of service across the community.

Volunteers completed 100 service projects adopted by 48 companies and community groups, demonstrating strong local commitment to service and collaboration.

An additional 23 organizations showed their support by participating in a casual day and wearing United Way t-shirts.

The Day of Caring breakfast also marked the kickoff of United Way's 2026 fundraising campaign. Campaign Chairman Cade Smith announced a goal of

\$765,000, noting that the goal represents both financial investment and meaningful change for local individuals and families.

He emphasized that the goal reflects more than dollars raised. It represents hope, opportunity, and meaningful change for local individuals and families.

The program featured remarks from the Marshall County Guardianship Program, a United Way partner agency serving incapacitated adults through court-appointed volunteer advocates.

United Way Board President Melissa McKee challenged attendees to deepen their engagement through giving, volunteering, and sharing United Way's mission.



UNITED WAY EVENTS

SMALL BUSINESS RADIO BLITZ



32 Small businesses pledged more than \$6,900

United Way hosted its Annual Small Business Radio Blitz on October 28th, 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 local radio stations WQSB 105.1, WTWX 95.9, and WBSA 93.5.

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.

CELEBRITY BAGGING



On November 25th, 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 community faces traded their usual roles for bagging groceries for the greater good. All proceeds from tips supported United Way initiatives.

Beyond the grocery bags or tips, this event 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



More than 4,400 cans of food given

In a heartwarming display of community spirit, the United Way Annual Community Food Drive was successfully held throughout the month of November, culminating with an in-person, volunteer-driven event on Dec. 2.

Partnering with Marshall County Foodland stores, Douglas Food Valu, Arab Warehouse Discount Grocery, and the Marshall County EMA, people from across the community helped provide nonperishable food for local food pantries and partner agencies in need.

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, providing crucial support to our neighbors in need.



\$4,980 in “tips” donated



GET INVOLVED!

Let's work together to create a stronger and more united community.



Mark your calendars!

JUN/JUL

LOANED EXECUTIVE &
CAMPAIGN CABINET
PROGRAMS BEGIN

AUG

PACESETTER
CAMPAIGNS BEGIN

SEPT

Day of Caring

OCT

Small Business
Radio Blitz

NOV

Celebrity Bagging
Event

DEC

United Way
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 a partner agency
- 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 2025.

- Albertville Chamber of Commerce
- Arab Chamber of Commerce
- Bama Elite Volleyball Club
- Boaz Chamber of Commerce
- bpimedia group
- CASA of Marshall County
- Clay Irrigation
- Citizens Bank & Trust
- City of Albertville
- City of Boaz
- Dennis Foodland of Grant
- Electric Board of Guntersville
- Family Security Credit Union
- Food City
- Foodland of Albertville, Arab, Boaz, & Guntersville
- Food Valu of Douglas
- Guntersville Chamber of Commerce
- Guntersville Water Board
- Howard Bentley Buick GMC
- Marshall County Arc
- Marshall County EMA
- Marshall County Homeless Ministries
- Peoples Independent Bank
- Propac Images
- Publix
- Sand Mountain Park & Amphitheater
- Snead State Community College
- The Advertiser Gleam
- The Arab Tribune
- The Sand Mountain Leader
- The Sand Mountain Reporter
- UPS Store - Huntsville
- WBSA 93.5
- Wholesale Discount Grocery
- WQSB/Power FM 107.5
- WTX

DISCLAIMER: Every effort has been made to ensure accuracy regarding all information and campaign results for 2025 included in this report. Please accept our sincere apologies for any errors or omissions that may have occurred.



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@unitedwayofmarshallcounty

UNITED WAY OF MARSHALL COUNTY
709 Blount Avenue
Guntersville, AL 35976
Phone: (256) 582-4700