



**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.

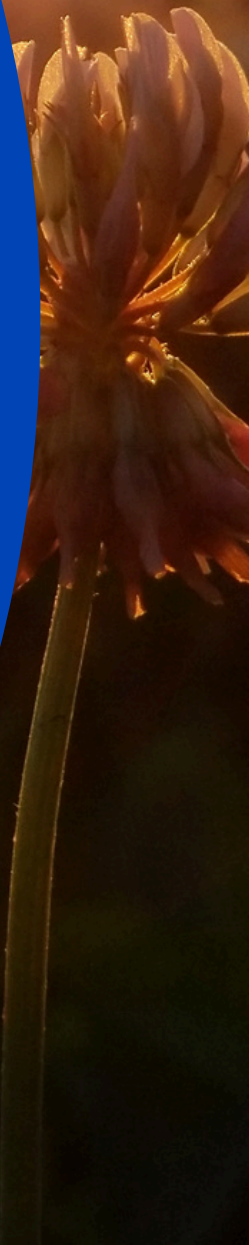
Steve's life took a difficult turn when he lost his home and found himself living in a small camper without even the most basic necessities. At Room in the Inn, Steve found more than shelter—he found a family of faith. Surrounded by people who cared, he began rebuilding his life from the inside out. 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

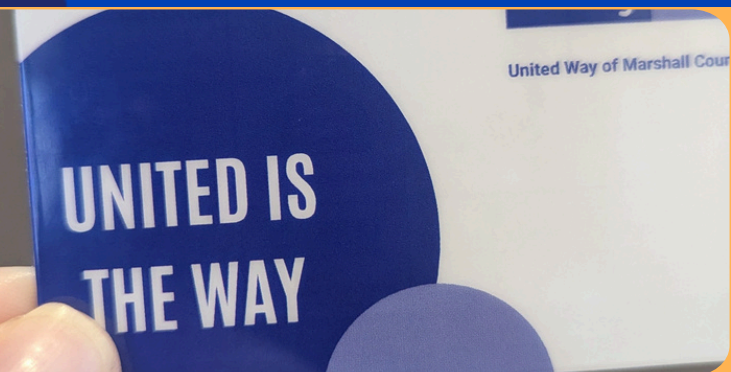
L to R, front to back: Heather Stewart (Marshall County RSVP), Carly Stokes (Citizen's Bank & Trust), Emma Goodwin (Howard Bentley Buick-GMC), Pam Osborn (Peoples Independent Bank), Kristen Roberson (Marshall County Cooperative Extension), Tim Arens (Progress Rail), Ryan Smothers (Shepherd's Cove Hospice), 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 Glean  
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

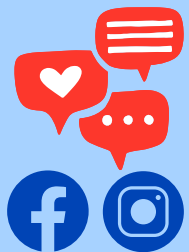
*DISCLAIMER: Every effort has been made to ensure accuracy regarding all information and campaign results for 2025 included in this report. Please accept our sincere apologies for any errors or omissions that may have occurred.*



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@unitedwayofmarshallcounty

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