



GIVE.

ADVOCATE.

VOLUNTEER.

2016 ANNUAL REPORT TO THE COMMUNITY

LIVE UNITED



United Way  
of Marshall County

# A MESSAGE FROM OUR LEADERSHIP

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**Susan Tully**  
Board President



**Carrie Thomas**  
Executive Director

Dear Friends,

It has been an honor to serve our community this year through leadership roles with United Way of Marshall County. We both know the importance of United Way's purpose to unite people, organizations and resources to improve lives in Marshall County and we are so grateful to the many individuals, businesses and educational institutions that support these efforts each year. Thank you for investing in Marshall County's future through United Way.

In the past year, United Way supported 22 health and human services nonprofits organizations and programs that are changing lives and creating positive change in Marshall County every day. These programs are touching one in every three residents in our county each year and focus on one of the building blocks of a good life: Education, Financial Stability and Health.

Within this report, you will see the progress that we have made in 2016. Most importantly, you will be reminded that for every program, every new initiative and every dollar raised, individual lives have been changed forever.

We can do more together than we can do alone. What a tremendous year of GIVING, ADVOCATING and VOLUNTEERING. Without a doubt, there is no way the staff at United Way could ever accomplish so much without the dedication of our community, offering their finances and most importantly, their time. Last year, individuals gave countless hours serving on the board, committees, raising and distributing the financial resources or helping us get our message out.

To all our partners, donors, advocates and volunteers, thank you for everything you do. Your compassion for your fellow man, your generosity of spirit and your dedication to the mission are what fuel the work we do every day. We couldn't do it without you and your dedication to our mission.

Please take a few moments to read our Annual Report, and we know you will agree, great things happen when we LIVE UNITED.

Sincerely,

# 2016 BOARD OF DIRECTORS

## PRESIDENT

Susan Tully  
Citizens Bank & Trust

## VICE-PRESIDENT

Jack Hancock  
Peoples Independent Bank

## TREASURER

Susan Armstrong  
Vantage Bank

## SECRETARY

Malanta Knowles  
Paragon Decor

Kirk Clark  
*Mitchell Grocery*

Carol Harper  
*Total Dental Care*

Natalie Burke  
*Arab Community Advocate*

Melody Whitten  
*Alabama Department of Commerce*

Lou Ann Patton  
*Guntersville City Schools*

Ted McCreless  
*Sand Mountain Broadcasting Co.*

**Ed O'Neal**  
*Progress Rail*

Rodney Edmondson  
*McLaughlin & Edmondson*

John Young  
**Marshall Co. District Attorney's Office**

Rodney Atkins  
*Parker*

Annette Cederholm  
*Snead State Community College*

## 2016 OUTGOING BOARD MEMBERS

Kirk Clark  
*Mitchell Grocery*

Rodney Atkins  
*Parker*

## 2017 INCOMING BOARD MEMBERS

Bert Bray  
*Gullahorn & Hare*

Clint Maze  
*Burke, Beuoy & Maze*

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

# UNITED WAY OF MARSHALL COUNTY STAFF



**Belinda Jordan**

Finance/Office Manager

**Pat Potts**

2-1-1 Resource Specialist

**Lauren Walker**

Marketing & Community Impact Director

**Carrie Thomas**

Executive Director

# HOW YOUR GIFT MAKES AN IMPACT

United Way and local expert volunteers identify and prioritize our community's most pressing needs

Your pledge is combined with others, including corporate and grant support

And strategically invested in programs and partnerships in the areas of Education, Income and Health

United Way monitors programs to ensure they're getting results

LIVES  
IMPROVE,  
AND OUR  
COMMUNITY  
GROWS  
STRONGER

## ALLOCATIONS COMMITTEE



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

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

**Steven Knowles (Chairman)**  
Ameriprise

**Susan Armstrong**  
Vantage Bank

**Lou Ann Patton**  
Guntersville City Schools

**Justin Davis**  
BancorpSouth

**Beth Wheeler Dean**  
City of Guntersville Public Library

**Rhonda Springfield**  
Albertville City Schools

**Larry Fleming**  
Syncro

**Jennifer Amos**  
Mitchell Grocery

**Kathleen Rice**  
Department of Human Resources

**Susan Tully**  
Citizens Bank & Trust

**John Young**  
Marshall County  
*District Attorney's Office*

# LEADERSHIP GIVING SOCIETIES

In 2016/2017, the contributions made by Leadership Giving Societies equaled 30% of the total dollars raised.

ALEXIS DE TOCQUEVILLE	LEADERSHIP BY COMPANIES
<b>\$10,000 +</b>	
Deborah and Randy Jones	Advertiser Gleam (3)
Edward and Shan O'Neal	Albertville City Schools
	Albertville Discount Pharmacy
	Albertville Quality Foods
	Ameriprise Financial Services
	Arab City Schools
	Atrion Medical Products
	BancorpSouth (3)
	BBVA Compass Bank (2)
	bpimedia (2)
	Bob Hembree Chevrolet
	Burke, Beuoy and Maze (3)
	Cargill (2)
	Citizens Bank & Trust (14)
	City of Albertville (2)
	City of Guntersville (2)
	Davis Lee Companies/
	Alatrade (6)
	Factory Connection (2)
	Family Savings Credit Union
	Federal Mogul (3)
	First Bank of Boaz (3)
	First Quality Homes
	Gullahorn and Hare (2)
	Guntersville City Schools (3)
	Guntersville Electric Board (2)
	HFI
	Honda (2)
	Hospice of Marshall County (2)
	JMT Manufacturing (2)
	Jones and Milwee (2)
	Kabco Builders (2)
	Kappler Safety Group (3)
	Lakeview Orthodontics
	Manning Insurance
	Marshall County Commission
	Marshall County District
	Attorney's Office (2)
	Marshall County Gas District
	Marshall County Legislative
	Delegation
	Marshall Jackson 310
	Marshall Medical Centers (14)
	Marshall Radiology
	Marshall-DeKalb Electric
	McLaughlin & Edmondson (2)
	MDA Professional Group (5)
	Metal Research
	Mitchell Grocery (9)
	Mueller (3)
	Nationwide Insurance
	Newman Technology (2)
	Orchid Orthopedic Solutions
	Parker Hannafin (2)
	Paragon Picture Gallery (5)
	People's Independent Bank (4)
	Pilgrim's Pride (2)
	Progress Rail (15)
	Propac Images (3)
	Publix (27)
	Raymond James Investments
	Regions Bank (3)
	Sand Mountain Reporter
	Snead State Community
	College (4)
	Streamline Cleaners
	Syncro Corporation (3)
	Total Dental Care (2)
	United Way of
	Marshall County (2)
	UPS (2)
	Vantage Bank (2)
	Warren and Logan (2)
	Wayne Farms
	Weathers Hardware &
	Appliance (3)
	Wells Fargo Bank
	Wholesale Cars
	Wiregrass Construction (2)
	WQSB/Sandmountain
	Broadcasting (4)

PLATINUM FEATHER	BUILDERS SOCIETY
<b>\$5,000 — \$9,999</b>	<b>\$500 — \$999</b>
Mr. and Mrs. Keith Bennett	Tama Absher
Malanta and Steven Knowles	DonNeeysa Adams
	Darrin Allen
	John and Stephanie Anderson
	Breanna Bearden
	Anna and Tim Beck
	Mr. and Mrs. Scott Belgard
	Taylor Bentley
	Laura Biddle
	Steve Biddle
	Ruth and Dave Bischoff
	Allen Bledsoe
	Jennifer and Bert Bray
	Frances Bridges
	Charlene M. Brown
	Judge Liles and Natalie Burke
	Martha Burns
	Bryan Butler
	Mary and Anthony
	Campbell
	Dale Carroll
	Donald Casto
	Jill and Bart Chandler
	Rickey Chestnut
	Paul Claborn
	Lisa Clark
	Kirk Clark
	Steven Clark
	Gloria Clemons
	John Crider
	Joseph Davis
	Meagan Davis
	Rebecca Debter
	Susan Decker
	Ronny Dobbins
	Dr. Thomas and Janet Downes
	Rodney Edmondson
	Dr. and Mrs. Dale Edwards
	Kara Edwards
	Penny Fagan
	Kimberly Fitch
	Larry Fleming
	Heather Free
	Annie Furrer
	Adam Garcia
	Jennifer Gaskin
	Christy Graves
	Michael Gray
	Teresa and Barry Guess
	John Gullahorn
	Letitia Hall
	Charles and Mona Hare
	Michael Harris
	Amy and Kevin Hawk
	Cheryl and Tim Hays
	Kendall Heiser
	Carrie and David Hill
	Phylis Holland

# PARTNERING TO ADVANCE THE COMMON GOOD

## United Way's 2016 Funded Partner Agencies & Programs



**2-1-1 First Call for Help** (256) 582-0506

[www.211connectsalabama.org](http://www.211connectsalabama.org)

Callers are connected to hundreds of community resources 24/7A

**\$46,500**



**4-H Clubs of Marshall County** (256) 582-2009

[www.aces.edu/marshall](http://www.aces.edu/marshall)

Leadership development programs for youth

**\$5,000**



**American Red Cross** (256) 582-5800

[www.redcross.org](http://www.redcross.org)

Responds to needs of local residents after house fires and other natural disasters

**\$40,000**



**Boy Scouts of America** (888) 301-8756

[www.lbsa.org](http://www.lbsa.org)

Leadership and character building skills for boys ages 7 through 18 in Marshall County

**\$11,000**



**CASA** (256) 582-7119

[www.casamarshallcounty.org](http://www.casamarshallcounty.org)

Care and assurance for the aging and homebound of Marshall County enabling them to live safely, independently, with dignity at home.

**\$22,000**



**Court Appointed Juvenile Advocates (CAJA)** (256) 878-1445

[www.cajaofmarshall.org](http://www.cajaofmarshall.org)

Trains volunteers to represent the best interests of abused and neglected children in

**\$22,000**



**Child Advocacy Center** (256) 582-8492

[www.marshallcac.org](http://www.marshallcac.org)

Asafe, neutral child-friendly environment for programs that assist and support children

**\$32,000**



**Domestic Violence Crisis Services** (256) 891-9864

[www.kelleysrainbow.org](http://www.kelleysrainbow.org)

Shelter, services and support to victims of domestic abuse and their children

**(888) 582-6883**

**\$40,000**



**Family Services of North Alabama** (256) 878-9159

Promote positive parenting through education and resource networking

Assist and provide advocacy for victims of sexual assault

**\$22,000**



**Girl Scouts of North-Central Alabama** (800) 410-8338

[www.girlscoutsnca.org](http://www.girlscoutsnca.org)

Character building skills for girls in Marshall County ages 5 through 17

**\$9,000**



**Marshall County Arc, Inc.** (256) 582-5009

Services for individuals with intellectual disabilities

**\$30,000**

# PARTNERING TO ADVANCE THE COMMON GOOD

## United Way's 2016 Funded Partner Agencies & Programs



MARSHALL COUNTY  
GUARDIANSHIP  
PROGRAM



Marshall County Child Development Centers <a href="http://www.childcarealabama.com">www.childcarealabama.com</a> Licensed quality child daycare serving working parents of all income levels	Boaz: (256) 593-7379 Guntersville: (256) 582-8806 <b>\$47,000</b>
Marshall County Guardianship Program <a href="http://www.facebook.com/marshallcountygap">www.facebook.com/marshallcountygap</a> Volunteer guardians help care for those unable to care for themselves.	(256) 388-9851 <b>\$7,500</b>
Marshall County Home Place <a href="http://www.marshallcountyhomeplace.org">www.marshallcountyhomeplace.org</a> Transitional housing to support homeless families while they attempt to achieve self-sufficiency	(256) 582-2360 <b>\$13,000</b>
Marshall County Homeless Ministries <b>Food and shelter during the cold months to "neighbors without homes"</b> UTILITY ASSISTANCE PROGRAM	(256) 582-7100 <b>\$10,000</b> <b>\$24,000</b>
Marshall County Foster & Adoptive Parents Association Financial assistance for parents with foster children	(256) 582-7100 <b>\$40,000</b>
Meals on Wheels Socialization, adequate nutrition and support through delivered meals to homebound seniors in Marshall County	(256) 571-7805 <b>\$5,000</b>
RSVP Tax Preparation Program <a href="http://www.mcrsvp.org">www.mcrsvp.org</a> Free tax income preparation assistance	(256) 571-7734 <b>\$18,000</b>
Shepherd's Cove Hospice <a href="http://www.hospicemc.org">www.hospicemc.org</a> Individualized care for those coping with end-of-life issues; 10-bed hospice inpatient facility	(256) 891-7734 <b>\$55,000</b>

### GRANT PARTNERS



\* ALL FUNDING AMOUNTS SHOWN WERE APPROVED FOR THE 2016 YEAR. \*

Alabama Head Injury Foundation (800) 433-8002  
[www.ahif.org](http://www.ahif.org)  
Working to improve the quality of life for people with traumatic brain injuries  
And their families. **\$750**

United Way of Marshall County invested an additional **\$29,089** into our community through special grants and designations.

# A MESSAGE FROM OUR CAMPAIGN CHAIR

Once again, we asked the members of our community to come forward and BE THE ONE during the 2017-2018 campaign, and we were answered with the compassion and generosity that makes Marshall County great.

Countless lives are touched by the gifts received during a campaign, and we are so grateful to you for contributing and helping make our community a better place to live and work. Thank you for giving, advocating and volunteering, and thank you for **BEING THE ONE!**

*Andy Lunkel*



## LOANED EXECUTIVES

### COLLEEN HUNKAPILLAR

CASA of Marshall County

### SHANNON FRANKS

BancorpSouth

### LANCE MORGAN

Propac Images

### GRACE SICKERS

Department of Human Resources

### CASEY WALKER

Citizens Bank & Trust

### LEE PACK

Albertville Quality Foods

### COURNEY THOMPSON

Child Advocacy Center

### ERYNNI LISK

Childcare Resource Network

### LEE INDAMORE

Family Services of North Alabama

### SUE ANN WHARTON

Marshall County DA's Office

### LAUREN WALKER

United Way of Marshall County



2016/2017 Loaned Executives at the 2016 Day of Caring.

## CAMPAIGN SPONSOR

**bpi**media  
group

## CAMPAIGN PACESETTERS

Albertville City Schools	Marshall Jackson 310
Arab City Schools	MDA Professional Group
BancorpSouth	Paragon Decor
Benefit Professionals Inc.	Peoples Independent Bank
bpimedia group	Progress Rail
Boaz City Schools	Propac Images
Cadence Bank	Regions
Citizens Bank & Trust	Snead State Community College
First Bank of Boaz	Specialty Matboard
Guntersville City Schools	Syncro Corporation
Marshall County Schools	United Way Partner Agencies

## DONOR REWARDS CARD SPONSORS

 Bee Gee's	 B's Express Lube	 Catfish Cabin	 Char Burger
 Classic Car Wash	 Crawmamma's	 Domino's	 Express Oil Change
 Factory Connection	 Huddle House	 Los Arcos	 Mosley Monogram
 Sebastien's	 Sierra's	 Wintzell's	 Zaxby's

# CAMPAIGN ACHIEVEMENT

## CHAIRMAN'S GOLD AWARD

Per Capita Gift of \$125 or more

- \* BBVA COMPASS
- \* CITIZENS BANK & TRUST
- \* FIRST BANK OF BOAZ
- \* FAMILY SERVICES OF NORTH ALABAMA
- \* MARSHALL JACKSON 310 AGENCY
- \* MDA PROFESSIONAL GROUP P.C.
- \* PARAGON DECORS INC.
- \* PEOPLES INDEPENDENT BANK
- \* PROPAC IMAGES
- \* PUBLIX
- \* RAYMOND JAMES FINANCIAL
- \* THE ADVERTISER GLEAM
- \* UNITED WAY OF MARSHALL COUNTY
- \* VANTAGE BANK

## CHAIRMAN'S SILVER AWARD

Per Capita Gift of \$75 TO \$124

- \* BANCORP SOUTH
- \* BPIMEDIA GROUP
- \* BB&T BANK
- \* BOAZ CHILD DEVELOPMENT CENTER
- \* CAJA OF MARSHALL COUNTY
- \* CADENCE BANK
- \* GUNTERSVILLE CHILD DEVELOPMENT CENTER
- \* PARKER HANNIFIN
- \* PROGRESS RAIL
- \* MARSHALL COUNTY ARC
- \* REGIONS
- \* SAND MOUNTAIN BROADCASTING (WQSB/ WAVU)

## CHAIRMAN'S BRONZE AWARD

Per Capita Gift of \$50 TO \$74

- \* CARGILL INC.
- \* CHILD ADVOCACY CENTER
- \* GUNTERSVILLE ELECTRIC BOARD
- \* HFI, LLC
- \* MARSHALL DEKALB CO-OP
- \* METAL RESEARCH INC.
- \* MITCHELL GROCERY CORP.
- \* RSVP
- \* SAND MOUNTAIN REPORTER
- \* SPECIALTYMATBOARD
- \* SYNCRO CORPORATION
- \* WELLS FARGO

## UNITED WAY AGENCY UNITY AWARD - 100 Percent Participation

- \* BOAZ CHILD DEVELOPMENT CENTER
- \* CAJA OF MARSHALL COUNTY
- \* CASA OF MARSHALL COUNTY
- \* CHILD ADVOCACY CENTER
- \* FAMILY SERVICES OF NORTH ALABAMA

- \* GUNTERSVILLE CHILD DEVELOPMENT CENTER
- \* MARSHALL COUNTY ARC
- \* MARSHALL COUNTY HOME PLACE
- \* RSVP
- \* UNITED WAY OF MARSHALL COUNTY

## COMPANY UNITY AWARD

100 Percent Participation

- \* BENEFIT PROFESSIONALS INC.
- \* CADENCE BANK
- \* CITIZENS BANK & TRUST
- \* DEPARTMENT OF HUMAN RESOURCES
- \* FIRST BANK OF BOAZ
- \* MARSHALL JACKSON 310 AGENCY
- \* MDA PROFESSIONAL GROUP P.C.
- \* PROPAC IMAGES
- \* VANTAGE BANK

## BEST OVERALL CAMPAIGN

Largest overall corporate campaign

- \* PROGRESS RAIL

## SPRIT OF GIVING AWARD

For exemplifying outstanding employee and corporate leadership giving in our community

- \* MITCHELL GROCERY CORP.

## LIVE UNITED AWARD

For exemplifying United Way's core goals of Give, Advocate and Volunteer throughout the year

# TOP 20 CONTRIBUTORS

## 2016/2017 CAMPAIGN

	<u>COMPANY</u>	<u>EMPLOYEES</u>	<u>CORP/FOUNDATION</u>	<u>TOTALS</u>
1.	 <b>PROGRESS RAIL SERVICES</b> A Caterpillar Company	PROGRESS RAIL	\$44,441	\$42,908
2.	 <b>PUBLIX</b>	PUBLIX	\$27,407	\$20,600
3.	 <b>MITCHELL GROCERY CORP.</b>	MITCHELL GROCERY	\$31,181	\$5,000
4.	 <b>CITIZENS BANK &amp; TRUST</b>	CITIZENS BANK & TRUST	\$21,463	\$10,000
5.	 <b>PARAGON PICTURE GALLERY</b>	PARAGON PICTURE GALLERY	\$15,540	\$15,540
6.	 <b>RANDY JONES NATIONWIDE INSURANCE</b>	RANDY JONES NATIONWIDE INSURANCE	\$15,000	\$15,000
7.	 <b>UPS</b>	UPS	\$25,332	\$25,332
8.	 <b>DAVIS LEE COMPANIES, LLC</b>	DAVIS LEE	\$23,772	\$23,772
9.	 <b>MARSHALL MEDICAL CENTERS</b>	MARSHALL MEDICAL CENTERS	\$21,100	\$21,100
10.	 <b>PROPAC IMAGES</b>	PROPAC IMAGES	\$10,286	\$10,286
11.	 <b>PEOPLES INDEPENDENT BANK</b>	PEOPLES INDEPENDENT BANK	\$8,114	\$8,114
12.	 <b>SYNCRO CORPORATION</b>	SYNCRO CORPORATION	\$8,096	\$8,096
13.	 <b>NEWMAN TECHNOLOGY, INC.</b>	NEWMAN TECHNOLOGY, INC.	\$7,814	\$7,814
14.	 <b>REGIONS</b>	REGIONS	\$8,605	\$6,119
15.	 <b>KABCO BUILDERS, INC.</b>	KABCO BUILDERS	\$4,862	\$8,000
16.	 <b>ALBERTVILLE CITY SCHOOLS</b>	ALBERTVILLE CITY SCHOOLS	\$11,843	\$11,843
17.	 <b>FACTORY CONNECTION</b>	FACTORY CONNECTION	\$5,240	\$6,000
18.	 <b>PARKER HANNIFIN</b>	PARKER HANNIFIN	\$11,038	\$11,038
19.	 <b>GUNTERSVILLE CITY SCHOOLS</b>	GUNTERSVILLE CITY SCHOOLS	\$9,367	\$9,367
20.	 <b>MARSHALL COUNTY SCHOOLS</b>	MARSHALL COUNTY SCHOOLS	\$9,184	\$9,184
	<b>TOTALS</b>	\$319,685	\$163,477	\$483,162

# TOP 20 EMPLOYEE CAMPAIGNS

## 2016/2017 CAMPAIGN

		<u>COMPANY</u>	<u>EMPLOYEE GIFTS</u>
1.	 <b>PROGRESS RAIL SERVICES</b> A Caterpillar Company	PROGRESS RAIL	\$44,441
2.	 <b>MITCHELL GROCERY CORP.</b>	MITCHELL GROCERY CORPORATION	\$31,181
3.	 <b>Publix</b>	PUBLIX	\$27,407
4.	 <b>ups</b>	UPS	\$25,332
5.	 <b>DAVIS LEE ENTERPRISES</b>	DAVIS LEE ENTERPRISES	\$23,772
6.	 <b>CITIZENS BANK &amp; TRUST</b>	CITIZENS BANK & TRUST	\$21,463
7.	 <b>Marshall Medical Centers</b>	MARSHALL MEDICAL CENTERS	\$21,100
8.	 <b>PARAGON</b>	PARAGON PICTURE GALLERY	\$15,540
9.	 <b>ALBERTVILLE CITY SCHOOL SYSTEM</b> The Albertville Advantage	ALBERTVILLE CITY SCHOOLS	\$11,843
10.	 <b>Parker Hannifin</b>	PARKER HANNIFIN	\$11,038
11.	 <b>PROPAC IMAGES INC.</b>	PROPAC IMAGES INC.	\$10,286
12.	 <b>GUNTERSVILLE CITY SCHOOLS</b>	GUNTERSVILLE CITY SCHOOLS	\$9,367
13.	 <b>MARSHALL COUNTY SCHOOLS</b>	MARSHALL COUNTY SCHOOLS	\$9,184
14.	 <b>CITY OF ALBERTVILLE</b> The Albertville Advantage	CITY OF ALBERTVILLE	\$8,801
15.	 <b>REGIONS</b>	REGIONS	\$8,605
16.	 <b>PEOPLES INDEPENDENT BANK</b>	PEOPLES INDEPENDENT BANK	\$8,114
17.	 <b>SYNCRO CORPORATION</b>	SYNCRO CORPORATION	\$8,096
18.	 <b>ARAB CITY SCHOOLS</b>	ARAB CITY SCHOOLS	\$8,043
19.	 <b>NEWMAN TECHNOLOGY, INC.</b>	NEWMAN TECHNOLOGY	\$7,814
20.	 <b>BOAZ CITY SCHOOLS</b>	BOAZ CITY SCHOOLS	\$7,612

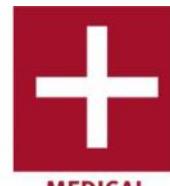
## 2-1-1 FIRST CALL FOR HELP



SHELTER



GROCERIES



MEDICAL



TRANSPORTATION



UTILITIES

In 2016, United Way's Call Center received a total of 2,612 calls with the number one request being assistance with utility bills. The 2-1-1/First Call for Help program housed in the United Way of Marshall County office answered 1,120 of these calls. The call center is an information-based center for people in need of non-profit help or social services. Call Center specialists are trained to answer a wide variety of questions. 2-1-1 also provides United Way with statistical information regarding the needs of individuals in Marshall County. County statistic reports show that our callers most needed services were: utility assistance, low-income housing, transportation, food, prescriptions and rent.



### TOP 4 CALLS TO 2-1-1 FIRST CALL FOR HELP IN 2016

„ Utility assistance „, food pantries „,  
„ homeless shelters „, rent assistance „,

## 2-1-1 Success Story

In December of 2015, Family Services of North Alabama received a report of sexual assault. The victim, Anne\*, had gone to the ER and called law enforcement, a process that triggers a response from FSNA's Sexual Assault Support Services Program and Sexual Assault Nurse Examiner Program.

The SANE nurse conducted a sexual assault kit to gather evidence for law enforcement while the victim advocate provided emotional support along with personal and comfort items to the victim. While the immediate response is a major part of the services FSNA provides to sexual assault survivors, the SASS program continues to assist the victim and their family in any way possible to help them recover.

The SASS victim advocates kept Anne updated on the status of her case, visited her several times each month to bring her lunch or small gifts and accompanied her to church when she was afraid to leave her home. Anne also struggled with hearing loss and was unable to afford hearing aids. The advocates sought the advice of 2-1-1 First Call for Help's Pat Potts. Pat wasted no time in finding and linking the FSNA staff with the Starkey Hear Now Program, which accepts applications from low-income seniors with no other means of securing hearing aids. If a local hearing professional donates their time and other criteria is met, the program provides hearing aids for \$250 as opposed to the thousands of dollars they typically cost.

Pat provided the advocate the application, found a local hearing professional and explained the process of acquiring the low-cost hearing aids. Lives are changed for the better thanks to the collaboration between Family Services of North Alabama and 2-1-1 First Call for Help.

## FamilyWize Discount Cards

Working with the national organization FamilyWize, United Way/2-1-1 has been able to provide prescription assistance cards to individuals in Marshall County. The cards can be used at most local pharmacies to provide a significant savings on medications for those who currently have no insurance or low prescription coverage. In 2016, 40,000 FamilyWize cards were distributed and saved residents in Marshall County \$1,465,855 in prescription costs.



## Emergency Food & Shelter Program

Emergency Food and Shelter Program (EFSP) was created in 1983 to supplement and expand the work of local social service agencies, both nonprofit and governmental, to help people with economic emergencies (not disaster-related). United Way of Marshall County leads the local board for Marshall County, charged with soliciting grant requests and then determining the highest need and best use of funds. In 2016, a total of \$38,377 was awarded to six local programs in Marshall County through Phase 33 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

LIVE UNITED



United Way  
of Marshall County

# Why United Way?

## OUR STRATEGIC VISION



### HEALTH

Working to promote a healthier community.



### FINANCIAL STABILITY

Financial Stability is the key to improving quality of life.



### EDUCATION

We want children to reach their full potential through education programs.



### BASIC NEEDS

We are committed to ensuring families are stable and in a safe environment.

## COMMUNITY IMPACT

22

Partner Agencies & Programs use United Way funding to help make our community a better place to live and work.



1 in 3

Marshall County Residents are touched by a United Way Partner Agency.



99%

of the funds raised in Marshall County stay in Marshall County.



## HOW DO WE HELP?



Our Allocations Committee volunteers evaluate and make investment decisions for every service to make sure we achieve measurable outcomes.



Volunteers lift up our neighbors and the community through Day of Caring projects that create a lasting impact.



United Way creates and leads special initiatives such as Can-A-Thon that provide support in key areas.



Our annual Campaign gives us the funds we need to tackle our community's issues and help advance the common good.

# COMMUNITY EVENTS - DAY OF CARING

On September 13, volunteers and community leaders gathered for the Day of Caring and Campaign Kick-Off Breakfast. Over 430 community members were in attendance.

More than 500 volunteers from 55 companies and organizations throughout Marshall County donated their time and a multitude of supplies to complete 105 projects in support of the 19th Annual Day of Caring.

In addition, 15 companies sponsored in-house drives and collections in order to provide nonprofit agencies in our community with much needed items such as office and cleaning supplies, paper products, canned foods and office supplies.

**THANKYOU** to all the volunteers who gave so generously of their time and talents. **THANKYOU** to all the companies and businesses that participated in Casual Day by allowing their employees to wear Day of Caring t-shirts at work. Day of Caring reinforces that the power of **UNUNITED** is greater than the power achieved by any of us working alone.



## DAY OF CARING SPONSORS



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## PARTICIPATING COMPANIES & ORGANIZATIONS

2-1-1/First Call for Help  
4-H Clubs of Marshall County  
Alabama Teachers Credit Union  
Albertville City Schools  
Albertville Civitan Club  
Arab Police Department  
BancorpSouth  
Benefit Professionals  
Big Brothers Big Sisters  
Boaz Gifted Education Program  
Boaz Intermediate School Gifted Program  
bpimedia  
Branchwater Village  
Brookdale Senior Living  
Cadence Bank

CAIA of Marshall County  
CASA of Marshall County  
Child Advocacy Center  
Citizens Bank & Trust  
City of Albertville  
City of Boaz  
Clay Irrigation  
Davis Lee Companies/AlaTrade Foods  
District Attorney's Office  
Domestic Violence Crisis Services  
Earthlink Business  
Edward Jones  
Family Security Credit Union  
First Bank of Boaz  
Centiva Home Health  
Guntersville Sunrise Rotary Club

Guntersville Water Board  
HH, LLC  
MainStreet Family Urgent Care  
Marshall County Commission  
Marshall County DHR  
Marshall County Youth Advocate Programs  
McLaughlin & Edmondson  
Mtchell Grocery Corporation  
Laina and Cody Nugent and Family  
Paragon  
Parker-Hannifin  
Peoples Independent Bank  
Progress Rail  
Propac Images  
Randy Jones and Associates

Regions Bank  
Sand Mountain Toyota  
Sarrell Dental  
Shepherd's Cove Hospice  
Snead State Phi Theta Kappa  
Snead State SGA  
Syncro Corporation  
Total Dental Care  
Tyson Foods  
United Way of Marshall County  
Vantage Bank  
Wealth Solutions Group  
Weathers Furniture  
Wells Fargo  
Woodforest National Bank  
WQSB/Power 107.5

# COMMUNITY EVENTS

## 18th ANNUAL CAN-A-THON

Abig thank you to everyone who made the 18th Annual United Way/2-1-1 Holiday Can-A-Thon another successful event.

The day-long event was held at all three Wal-Mart locations in Marshall County as well as seven Foodland stores across Marshall County. At the end of Can-a-thon, a total of [21,153](#) cans and non-perishable items had been collected. All food collected during the December 6th event went to feed needy families and individuals in Marshall County through nonprofit food pantries such as The Salvation Army, Marshall County Christian Services and other United Way agencies.

Some of the top contributing organizations and businesses to this year's Can-a-thon were: Albertville City Schools (3,268), Foodland Stores (6,867), Douglas Elementary School (2,234), Arab Wal-Mart (1,766), Peoples Independent Bank (1,300), Cherokee Ridge (1,290), Guntersville Wal-Mart (1,266), Guntersville City Schools (710), Boaz Wal-Mart (605) and Solomon Elementary (519), DAR Elementary (506).

Special thanks goes out to all of the volunteers that helped with this event as well as to the businesses, school systems and organizations that began their food collections prior to Can-a-thon and provided a substantial amount of the total food collected this year. Since the inception of Can-a-thon in 1999, over a half a million cans have been collected and donated to local nonprofit food pantries. [Together, we are fighting hunger in Marshall County.](#)



## GET ON THE BUS



On August 17 and 18, 2016, United Way invited members of the business community to literally "Get on the Bus" in order to learn more about United Way partner agencies.

The two-day event included tours of the Child Advocacy Center, The Neighborhood Inn, Marshall County Arc, Meals on Wheels, Child Development Center and Shepherd's Cove Hospice. Serving as the tour guides for the event, United Way staff provided information about the other United Way partner agencies. Representatives from the following companies participated in this year's event:

- AlaTrade
- Peoples Independent Bank
- BancorpSouth
- Newman Technology
- Parker Hannifin

Thanks to everyone that participated and made this year's "Get on the Bus" a success!

# THANK YOU

## THE FOLLOWING BUSINESSES AND ORGANIZATIONS CONTRIBUTED IN-KIND DONATIONS TO UNITED WAY IN 2016

Ameri-tek  
The Advertiser-Gleam  
The Arab Tribune  
Earthlink  
First Quality Homes  
FUNRADIO92.7  
H&H Printing  
Horizon Communications

Impressions Artist Studio  
Lewis Screenprinting  
Mainstream Technology  
Monica Martin Photography  
Marshall Industrial Supply  
Progress Rail  
Propac Images  
Publix

Walmart — Guntersville  
WIVW/WGSV  
WQSB/WAVU

### Disclaimer

Every effort has been made to ensure accuracy regarding all information and campaign results for 2016 included in this report. Please accept our sincere apologies for any errors or omissions that may have occurred.

# We are SOCIAL

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of Marshall County