



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,

## OUR MISSION

United Way of Marshall County improves lives by mobilizing the caring power of our community to advance the common good.

## OUR VISION

United Way of Marshall County envisions a community where all individuals and families achieve their human potential through education, income stability and healthy lives.

# 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

**\$10,000 +**

Deborah and Randy Jones  
Edward and Shan O'Neal

## PLATINUM FEATHER

**\$5,000 — \$9,999**

Mr. and Mrs. Keith Bennett  
Malanta and Steven Knowles

## GOLD FEATHER

**\$3,500 — \$4,999**

Dr. and Mrs. Aaron George  
Cindy and Lendell Glassco  
Amy and Vincent Glassco  
Dr. Chris and Carol Harper

## SILVER FEATHER

**\$2,000 — \$3,499**

Linda and Mike Alred  
Wayne Bentley  
Jacob Birchfield  
Lisa Clark  
Bonnie and W.R. Glassco  
Gary and Jill Gore  
Dr. and Mrs. Lynn Luther  
John and Dee Dee Peeden  
Steve Price  
William Ramsey  
Ed Reed  
Terry and Jean Ann Scott  
Norman Spear  
Dan and Jeanette Teal  
Dr. William and Jane Walley  
Alison and Christopher Wright  
Anonymous (3)

## RED FEATHER

**\$1,000 — \$1,999**

Suzan and Andy Alsobrook  
Dr. and Mrs. Michael Belyeu  
Dave Beuoy  
Teresa Biffle  
Mr. and Mrs. Bruce Biggard  
Stephen Bowen  
Terri and Harold Brownlow  
Claud Burke  
Janie Capshaw  
Gloria Carr  
Michael Carroll  
Thomas Carroll  
Dr. Annette Cederholm  
Rhonda and Ed Childress  
Dr. David and Shirley Chupp  
Tammy and Steve Davis  
David Ditto  
Daphne Ervin  
Amy and Matt Everett  
John Faulkner  
Debbie and Lowell Galloway  
L. Dylan Gibson  
Patricia Graham  
Jack and Lisa Hancock  
John Harvey  
Bob and Connie Hembree  
Mayor Tracy and Ellen Honea  
Brian Hotaling  
Nick Howard  
David Jones  
Dr. and Mrs. Don E. Jones  
Bill and Kathy Kirkpatrick  
Donald Koller  
Clint Maze  
Eric McCord  
Fran Milwee  
Tracy and Lance Morgan  
Dawn Natola  
Royce and Kathey Ogle  
Kathy Opolka  
Lynne and Jeffrey Owen

Richard Owens  
Lou Ann and Scott Patton  
Adam and Jennifer Pierce  
Michael Price  
William Raines  
Ricky Ray  
Jessica Reinagel  
Becky and Gerald R. Rowe  
Tristen Salinas  
Kelly Smalley  
Perry Steele  
Kendall Tidmore  
Kyle Vann Scott  
Terri and Kevin Waddell  
Eleanor and Jeff Weathers  
Kathy and Bobby Weathers  
Beth Wheeler Dean  
Joan and Tony White  
Darrell Whitehead  
Sue and Charlie Williams  
Mr. and Mrs. Charles Wills  
Dr. and Mrs. Winter B. Wilson  
Sam Wolford  
Anonymous (4)

## BUILDERS SOCIETY

**\$500 — \$999**

Tama Absher  
DonNeysa 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

Amanda Hollingsworth  
Thomas Hutchinson  
Andy Hyatt  
Brian Isom  
Joy and John Jefferson  
Chuck and Belinda Jordan  
Joan and Rowland Kanner  
Christy Kelley  
Dr. Joe and Suzanne  
Kendra  
Ralph King  
Peter John Lambert  
Billy Lang  
Ken Landrum  
Jason Lockmiller  
Jamie Logan  
Rick Malone  
Randy Maltbie  
John Manning  
Carlos Mariano  
Steve and Bridgette  
Marshall  
Michele Mason  
Gerald Martin  
Kathy and Rick Martin  
Mr. and Mrs. Robert Martin  
Bill and Reshia Massey  
Melanie and Phil Mayer  
Ted McCreless  
Frank McDaniel  
Patricia McDaniel  
Jeff McLaughlin  
Angela and David Mitchell  
Karen Mitchell  
Helen Mortimer  
Kathy Nelson  
Lee Pack  
Dr. Shawn Packard  
Matthew Pankey  
Barry Parker  
Joseph Peanasky  
Roger Pritchett  
Delane Ray  
Mike and Kathy Reeves  
Paul Rehome  
Marcie Riddle  
Adam Rhoden  
Jacob Richey  
Laura Kappler Roberts  
Judy Roche  
DeWayne Roden  
Mark Russell  
Kelly Sandifer  
Dr. Don Schmidtke  
Anthony Sims  
Mr. and Mrs. John Slivka  
Kevin and Beth Smith  
Leslie and Patrick Smith  
Paul Smith  
Sean Smith  
John Starnes  
Darryl Storer  
Andrew Talton  
Margret Tate  
Allen Taylor  
Rodney Taylor  
Ryan and Carrie Thomas  
Ann and Tommy Troup  
Tony Tucker  
Susan and Jeff Tully  
Mario Verde  
Dan Warnes  
Rhonda Watson  
Stephen Welch  
Robert J. Wells  
George Wilbanks  
Matthew Wilks  
Rex Williams  
Vanessa Williams  
Jimmy Williamson  
William Wilson  
Martha Wiseman  
Brandi Wofford  
Kathy and Paul Woodruff  
Emily Zalarain  
Anonymous (18)

## LEADERSHIP

### BY COMPANIES

Advertiser Gleam (3)  
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)  
Warnes and Logan (2)  
Wayne Farms  
Weathers Hardware &  
Appliance (3)  
Wells Fargo Bank  
Wholesale Cars  
Wiregrass Construction (2)  
WQSB/Sandmountain  
Broadcasting (4)



# PARTNERING TO ADVANCE THE COMMON GOOD

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



### 2-1-1 First Call for Help

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

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

(256) 582-0506

**\$46,500**



### 4-H Clubs of Marshall County

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

Leadership development programs for youth

(256) 582-2009

**\$5,000**



### American Red Cross

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

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

(256) 582-5800

**\$40,000**



### Boy Scouts of America

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

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

(888) 301-8756

**\$11,000**



### CASA

[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.

(256) 582-7119

**\$22,000**



### Court Appointed Juvenile Advocates (CAJA)

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

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

(256) 878-1445

**\$22,000**



### Child Advocacy Center

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

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

(256) 582-8492

**\$32,000**



### Domestic Violence Crisis Services

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

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

(256) 891-9864

(888) 582-6883

**\$40,000**



### Family Services of North Alabama

Promote positive parenting through education and resource networking

Assist and provide advocacy for victims of sexual assault

(256) 878-9159

**\$22,000**



### Girl Scouts of North-Central Alabama

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

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

(800) 410-8338

**\$9,000**



### Marshall County Arc, Inc.

Services for individuals with intellectual disabilities

(256) 582-5009

**\$30,000**

# PARTNERING TO ADVANCE THE COMMON GOOD

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



**Marshall County Child Development Centers**

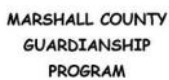
Boaz: (256) 593-7379

[www.childcarealabama.com](http://www.childcarealabama.com)

Guntersville: (256) 582-8806

Licensed quality child daycare serving working parents of all income levels

**\$47,000**



**Marshall County Guardianship Program**

(256) 388-9851

[www.facebook.com/marshallcountygap](http://www.facebook.com/marshallcountygap)

Volunteer guardians help care for those unable to care for themselves.

**\$7,500**



**Marshall County Home Place**

(256) 582-2360

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

Transitional housing to support homeless families while they attempt to achieve self-sufficiency

**\$13,000**



**Marshall County Homeless Ministries**

(256) 582-7100

Food and shelter during the cold months to "neighbors without homes"

**\$10,000**

UTILITY ASSISTANCE PROGRAM

**\$24,000**



**Marshall County Foster & Adoptive Parents Association**

(256) 582-7100

Financial assistance for parents with foster children

**\$40,000**



**Meals on Wheels**

(256) 571-7805

Socialization, adequate nutrition and support through delivered meals to homebound seniors in Marshall County

**\$5,000**



**RSVP Tax Preparation Program**

(256) 571-7734

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

Free tax income preparation assistance

**\$18,000**



**Shepherd's Cove Hospice**

(256) 891-7734

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

Individualized care for those coping with end-of-life issues;  
10-bed hospice inpatient facility

**\$55,000**

### GRANT PARTNERS



**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!**

*Ann Lunde*



## LOANED EXECUTIVES

COLLEEN HUNKAPILLAR

CASA of Marshall County

SHANNON FRANKS

BancorpSouth

LANCE MORGAN

Propac Images

GRACE SIGGERS

Department of Human Resources

CASEY WALKER

Citizens Bank & Trust

LEE PACK

Abertville Quality Foods

COURINEY THOMPSON

Child Advocacy Center

ERYNN ILSK

Childcare Resource Network

LEE HINDAMORE

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

Abertville 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 Mitboard
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
 Sebastian'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
- \* GUNTERS VILLE 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
- \* GUNTERS VILLE ELECTRIC BOARD
- \* HFI, LLC
- \* MARSHALL DEKALB CO-OP
- \* METAL RESEARCH INC.
- \* MITCHELL GROCERY CORP.
- \* RSVP
- \* SAND MOUNTAIN REPORTER
- \* SPECIALTY MATBOARD
- \* 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

- \* GUNTERS VILLE 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

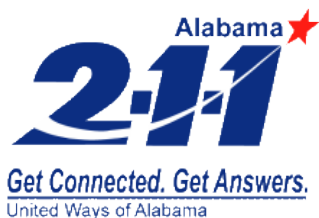
		<u>COMPANY</u>	<u>EMPLOYEES</u>	<u>CORP/FOUNDATION</u>	<u>TOTALS</u>
1.		PROGRESS RAIL	\$44,441	\$42,908	\$87,349
2.		PUBLIX	\$27,407	\$20,600	\$48,007
3.		MITCHELL GROCERY	\$31,181	\$5,000	\$36,181
4.		CITIZENS BANK & TRUST	\$21,463	\$10,000	\$31,463
5.		PARAGON PICTURE GALLERY	\$15,540	\$15,540	\$31,080
6.		RANDY JONES NATIONWIDE INSURANCE	\$15,000	\$15,000	\$30,000
7.		UPS	\$25,332		\$25,332
8.		DAMS LEE	\$23,772		\$23,772
9.		MARSHALL MEDICAL CENTERS	\$21,100		\$21,100
10.		PROPAC IMAGES	\$10,286	\$10,286	\$20,572
11.		PEOPLES INDEPENDENT BANK	\$8,114	\$8,114	\$16,228
12.		SYNCR CORPORATION	\$8,096	\$8,096	\$16,192
13.		NEWMAN TECHNOLOGY INC.	\$7,814	\$7,814	\$15,628
14.		REGIONS	\$8,605	\$6,119	\$14,724
15.		KABCO BUILDERS	\$4,862	\$8,000	\$12,862
16.		ALBERTVILLE CITY SCHOOLS	\$11,843		\$11,843
17.		FACTORY CONNECTION	\$5,240	\$6,000	\$11,240
18.		PARKER HANNIFIN	\$11,038		\$11,038
19.		GUNTERSVILLE CITY SCHOOLS	\$9,367		\$9,367
20.		MARSHALL COUNTY SCHOOLS	\$9,184		\$9,184
	<b>TOTALS</b>		<b>\$319,685</b>	<b>\$163,477</b>	<b>\$483,162</b>

# TOP 20 EMPLOYEE CAMPAIGNS

## 2016/2017 CAMPAIGN

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

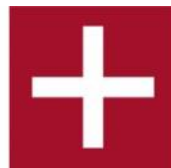
## 2-1-1 FIRST CALL FOR HELP



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.

## Familywise Discount Cards

Working with the national organization Familywise, 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 Familywise 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



# 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.

## COMMUNITYEVENTS - DAYOF 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.

**THANK YOU** to all the volunteers who gave so generously of their time and talents. **THANK YOU** 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 **LIVING UNITED** is greater than the power achieved by any of us working alone.



## DAY OF CARING SPONSORS



## 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 Migration  
Davis Lee Companies/Ala Trade Foods  
District Attorney's Office  
Domestic Violence Crisis Services  
Earthlink Business  
Edward Jones  
Family Security Credit Union  
First Bank of Boaz  
Gentiva 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  
Mitchell 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



## COMMUNITYEVENTS

### 18th ANNUAL CAN-A-THON

Abig thank you to everyone who made the 18th Annual United Way/2-1-1 Hbliday 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 Soloman 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-Glean  
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  
WTW/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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WEBSITE: [www.unitedwaymarshall.org](http://www.unitedwaymarshall.org)

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**LIVE UNITED**



United Way  
of Marshall County