

CENTER FOR
COMMUNITY ENGAGEMENT

United Way of Northwest Georgia
United, We Do More.

Annual
Impact Report
2023



OUR MISSION

Improving Lives.
Inspiring Donors.
Uniting Community.

OUR WORK

When there is a community need, United Way of Northwest Georgia is there. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility in Whitfield and Murray counties. We are constantly working together with our community to improve economic mobility and ensure everyone has the opportunity to reach their full potential.

GUIDELINES FOR COMMUNITY IMPACT:

- Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.
- Reduce the long-term need for food, housing, and utility assistance through life-skills education and financial counseling.
- Support prevention services so youth and adults are healthy and avoid risky behaviors.

**United, we can create a
community where everyone
can thrive. Join the journey and
Live United!**



Message from

PRESIDENT AMANDA BURT
BOARD CHAIR MIKE SANDERSON

Please enjoy this Annual Impact Report - our highlight reel of successes in 2023. These successes are not possible without the unwavering support of our industry partners, loyal donors and volunteers, and nonprofit partners we support who are dedicated to ensuring our legacy of service continues for generations.

We have made steady progress by working closely together and remaining focused on the people who need our help the most. For us, this means providing connections to essential services that effectively address very personal, immediate needs while making strategic investments in prevention programs and solutions.

The results speak for themselves. In this report, you will learn more about how we are helping our community thrive in our four Impact Areas - Healthy Community, Financial Security, Youth Opportunity, and Community Resiliency.

- We dedicated our Center for Community Engagement. This will be an excellent community resource for collaboration, learning, and problem solving.
 - We are continuing our work in literacy and supporting our youngest learners by adding new Little Free Libraries, installing Born Learning Trails, and getting books in the hands of children and families.
 - We are creating safe and stable homes in partnership with Dalton Housing Authority through the renovation of another triplex unit to serve three more families.
 - We are developing the next generation of community leaders through our Youth United program and the University of Georgia's Youth Leadership in Action training.
 - We are building a healthier community through the continued work with our Community Partners and investments in Community Solutions to connect people in need with people who can help.

United Way of Northwest Georgia's success is our community's success, but there is more work to do. We invite you to have a seat at the table. Please join us to build a community where everyone can thrive. United, We Do More.



2023 Board of Directors

***Mike Sanderson**
Board Chair
Engineered Floors

***Allen Bentley**
Benbrook, Inc.

Hank Blackwood
Dalton Utilities

Bill Brueckner
Shaw Industries

Elizabeth Caperton
Barrett Properties

***Julian Dossche**
International Flooring
Company, LLC

Emily Finkell
Engineered Floors

Mike Fromm
Shaw Industries

Tatum Hackney
Shaw Industries

***Landon Hair**
Marketing Alliance
Group

Bob Hardaway
Shaw Industries

***Russell Headrick**
Shaw Industries

Tammy Herndon
Herndon Properties

Amy Kinard
Coldwell Banker Kinard
Realty

Juan Martinez
Shaw Industries

Deanna Mathis
Shaw Industries

***Matthew Moore**
Shaw Industries

Gage Peoples
United Surface
Solutions

Isabel Pimentel
Engineered Floors

Carlos Ramierz
Eclectic 79

Patti Renz
Coldwell Banker Kinard
Realty

***Jill Schubert**
Mohawk Industries

***Jonathan Sierra**
Shaw Industries

Karen Townsend
Community Volunteer

Jamie Welborn
Mohawk Industries

Brent Williams
Shaw Industries

***Kevin Wright**
Marketing Alliance
Group

Joe Young
Engineered Floors

Will Young
Engineered Floors



*Executive Committee

OUR IMPACT

Collective Impact

We believe a more connected community changes everything.

Here are some of the things we accomplished in the past year across Whitfield and Murray counties.



5,942

children and youth received help to graduate high school on time with skills to be career and life-ready

5,699

children participated in an out-of-school program or received individualized support

6,844

individuals reduced their long-term need for food, housing, or utility assistance through counseling, life-skills education, or financial counseling

75,505

meals delivered to home-bound elderly



Treasurer's Report

2023	Receipts	
	Campaign Pledges	\$4,415,386
	Other Income	349,352
	Total	\$4,764,738
2022-	Disbursements and Expenditures	
	Program Expenses	\$3,448,241
	Fundraising	251,834
	Administration	159,965
	Total	\$4,622,325





\$4,155,000

raised for Whitfield and Murray counties

64,799

individual lives **changed** by our strategic work in education, health, and financial stability



8,751 children learned to recognize or prevent abuse



4,902 young adults received career education, leadership development, outdoor education, and workforce development



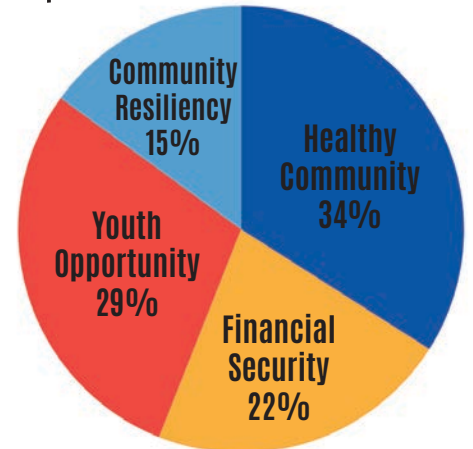
8,004 youth provided with character education designed to avoid risky behaviors

Partner with over 9,000 donors and hundreds of corporate partners to **improve lives!**

20,098

individuals received food, clothing, furniture, prescription medication, and/or direct financial (rent or utility) assistance

Put over **28,000** books into the hands of individuals



1,539 veterans served

29,844

bed nights were provided to people in need



259 individuals with developmental disabilities served through spending time in the community, volunteering, and gaining new skills





Thank you, COMMITTEE MEMBERS!

Campaign Cabinet

Kevin Wright, Chair, Marketing Alliance Group

Zack Adamson, Engineered Floors

Blake Adcock, Adcock Financial Group

Isaiah Bosma, Mayo Products

Mikayla Cass, Barrett Properties

Shane Day, Textile Rubber and Chemical - Tiarco

Julian Dossche, International Flooring Company, LLC

Matt Eicholtz, IMW Inc.

Maria Feliciano, Marketing Alliance Group

David Gregg, Bank OZK

Bob Hardaway, Shaw Industries

Lance Lewis, Direct Packaging

Zac Long, Community Volunteer

Deanna Mathis, Shaw Industries

John Patterson, Material Handling Inc.

Gage Peebles, United Surface Solutions

David Pennington, Advanced Insurance Strategies

Carlos Ramierz, Eclectic 79

Karen Townsend, Community Volunteer

Greg Wrenn, International Flooring Company, LLC

Volunteer Center Cabinet

Jonathan Sierra, Chair, Shaw Industries

Patti Renz, Community, Co-Chair, Coldwell Banker Kinard Realty

Marianne Murry, Corporate Co-Chair, Engineered Floors

Brandy Boling, Dalton Utilities

Amy Bradford, Shaw Industries

Sandee Hooper, Community Volunteer

Stuart Nelson, Marketing Alliance Group

Jennifer Phinney, Georgia Department of Education

Paige Spurlock, Marketing Alliance Group

Karen Townsend, Community Volunteer

Scarlett Yancy, Tennessee Valley Authority

Nominating/Governance

Julian Dossche, Chair, International Flooring Company, LLC

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Joe Young, Engineered Floors

Community Solutions Committee

Russell Headrick, Chair, Shaw Industries

Day Services for Children Panel
Phenna Petty, Chair, Leticia Casas, Keith Coffey, Lisa Hackney, Lori Hedden, and Veronica Rollins

Mentoring Services Panel
Elizabeth Caperton, Chair, Adan Amaro, Gene Autry, Winston Massengale, Lisleni Pace, Carol Rogers, Sadde Salaises, Ty Sellers, Tyna Stevenson, Wendy Tieck, and Vanessa Torres

Abuse Prevention and Intervention Services Panel
Ron Johnson, Chair, Judith Beasley, Sandra Hewitt, Julie Kirk, Merinda McGill, Eva M. Rodriguez Alicea, Nancy Vickery, and Stephani Womack

Specific Health Needs Panel
Candi Hampton, Chair, Ann Bowen, Mary Anne Fogle, Keisha Lee, John Patterson, and Kathi Reisz,

Basic Needs Panel
Steve Bartoo, Chair, Dawn Beard, Bill Brueckner, Nathan Donahue, Tatum Hackney, Jacob Mitchell, Mary West, and Jason Yarbrough

Day Services for Adults Panel
Carl Gabrini, Chair, Kim Bobo, Tracy Callahan, Tracy Clement, James Gordy, Stephanie Seay, and Shanda Wein

Executive Committee

Mike Sanderson, Chair, Engineered Floors

Allen Bentley, Benbrook, Inc.

Julian Dossche, International Flooring Company, LLC

Landon Hair, Marketing Alliance Group

Russell Headrick, Shaw Industries

Matthew Moore, Shaw Industries

Jill Schubert, Mohawk Industries

Jonathan Sierra, Shaw Industries

Kevin Wright, Marketing Alliance Group

Finance Committee

Allen Bentley, Chair, Benbrook, Inc

Jeff Browne, BDL Advisors

Julian Dossche, International Flooring Company, LLC

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Brent Williams, Shaw Industries

Kevin Wright, Marketing Alliance Group

Personnel Committee

Mike Sanderson, Chair, Engineered Floors

Julian Dossche, International Flooring Company, LLC

Mike Fromm, Shaw Industries

Landon Hair, Marketing Alliance Group

Matthew Moore, Shaw Industries

Karen Townsend, Community Volunteer

Joe Young, Engineered Floors

Ad Hoc Funding Committee

Landon Hair, Chair, Marketing Alliance Group

Julian Dossche, International Flooring Company, LLC

Tatum Hackney, Shaw Industries

Juan Martinez, Shaw Industries

Deanna Mathis, Shaw Industries

Matthew Moore, Shaw Industries

Mike Sanderson, Engineered Floors

Community Partners, Grantees, & Programs

American Red Cross
Big Brothers Big Sisters
Boehm Birth Defects Center
Boys & Girls Club
Carter Hope Center
Cross Plains Community Partner
Dalton Housing Authority
DEO Clinic
Family Frameworks
Family Support Council
Friendship House
Girls Scouts
Meals on Wheels
Murray County 4-H
Murray County Developmental Center
NWGA Family Crisis Center
Rebuilding Hope
RossWoods Adult Day Services
Scouts, BSA
Teen Maze
The GreenHouse
The Salvation Army
United Way Community Solutions
United Way Volunteer Center
Whitfield County 4-H
Whitfield-Dalton Day Care Center

Thank you, VOLUNTEERS!

United Way recognizes outstanding volunteer service through the Presidential Volunteer Service Awards, United Way's Youth Volunteer of the Year, The Connie Woodward Award, and The Elaine Butler Award. Since 2014, Shaw Industries partners annually with United Way to present two \$5,000 Elbert Shaw Memorial Scholarships to high school juniors and seniors.

2023 VOLUNTEER AWARD WINNERS



Brayden Perry
Elbert Shaw Memorial
Scholarship Recipient



Meredith Anne Phillips
Elbert Shaw Memorial
Scholarship Recipient



Rahlyn Green
2023 United Way
Youth Volunteer of the Year



Clyde Taylor
Connie Woodward Award for Outstanding
Volunteerism in Whitfield County



Wesley Barrell
Elaine Butler Award for Outstanding
Volunteerism in Murray County

United Way VOLUNTEER CENTER IMPACT

Our volunteers are among the many heroes in United Way of Northwest Georgia's story. They devote thousands of hours to our mission each year, doing everything from restocking our Little Free Libraries and sorting school supplies to painting Born Learning Trails. They come from a variety of backgrounds and all ages. United, We Do More.



MAKE A DIFFERENCE DAY

340
volunteers

2,507
hours of service



2,101
VOLUNTEERS

14,258
VOLUNTEER HOURS

\$453,404
VOLUNTEERS' ECONOMIC IMPACT

* Value of volunteer time at \$31.80 is calculated through Independent Sector.



KEEP KIDS THRIVING

98
volunteers

2,093

books distributed

ANNUAL IMPACT REPORT 2023

Our **CORPORATE** **PARTNERS LIVE UNITED**

United Way partners with over 50 businesses to amplify our impact in our community—and we've been doing it for 80 years. Thank you to our corporate partners for supporting and helping us build Whitfield and Murray counties into thriving communities.



Shaw Industries
Community Pillar



Mohawk Industries
Five Star Champion, Community Builder



Engineered Floors
Community Builder



Americhem
Highest Participation Award



Textile Rubber & Chemical Co.
Community Patron



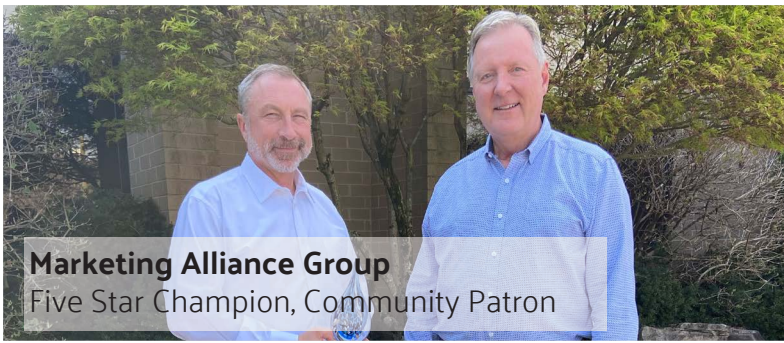
Textile Management Associates
Community Patron



Dalton Utilities
Community Champion



Mannington Phenix
Five Star Champion, Community Champion



Marketing Alliance Group
Five Star Champion, Community Patron



Dorsett Industries
Five Star Champion, Community Patron, & Largest Percentage Growth



Material Handling Inc.
Five Star Champion, Community Collaborator



Truist
Community Champion



Huali Floors
Murray County Impact Award



Dalton Public Schools
Impact Partner Award



BDL Advisors
Power of Community Award



Small Business Influencer
White's Collision - Car Star



Campaign Coordinators of the Year
Haley Chapman, Lauren Sneary, & Jamie Welborn

NEWCOMER AWARDS

- Cyra's - Simple Goodness
- Generation Green Recycling
- Dalton Animal Care
- Helton Tire
- Emerald Carpets (Shining Star Award)
- International Flooring Company

STRATEGIC PARTNER LEVELS

- \$1 Million Community Pillar
- \$100K Community Patron
- \$500K Community Builder
- \$50K Community Collaborator
- \$250K Community Samaritan
- \$25K Community Champion

HOW TO BE A 5-STAR COMMUNITY CHAMPION

- ★ CEO supports the campaign with a personal and corporate gift
- ★ Employees are asked to give, the campaign is up over last year, and results reported to United Way by Oct. 31
- ★ Appoint a dynamic United Way team to lead the employee campaign
- ★ The company has employees who volunteer with United Way through volunteer projects, board service, etc.
- ★ Employees go on United Way Impact Tours to see their investment at work

Improving Childhood Literacy



Women's Leadership Council Members installing a Little Free Library at Whitfield Dalton Day Care Center.



Children enjoying the books they picked from our Keep Kids Thriving Summer Literacy Initiative

Read United

Read United is a year-round series of programs designed to improve childhood literacy in Whitfield and Murray counties.

Reading proficiency and literacy are vital to the success of our community. Children with reading difficulties are more likely to experience health and behavioral problems, teen pregnancy, premature departures from school, trouble sustaining employment, and even poverty. That's why United Way unites the community around this common goal: Get kids prepared for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.

Through Read United, we seek to increase opportunities for achievement and brighter futures for all by ensuring that children reach important literacy milestones.

The good news is that we can help students stay on track even when they are out of school through our Read United literacy programs - Keep Kids Thriving, Born Learning Trails, Grab a Hat and Read with the Cat, Community Partnerships, and our Little Free Libraries!

Putting books into the hands of early learners is critical to United Way's work to ensure that all children read on grade level by the third grade. Students reading on grade level by third grade are four times more likely to graduate from high school. (Source: GEERS)

United Way of Northwest Georgia ensures kids have access to books, enriching activities, and a caring adult to help them improve their reading skills. Last year, United Way distributed over **28,000 FREE books** to individuals and families in our local community!



Young Leader Society Members painting a Born Learning Trail at Civitan Park.



Young Leader Society Member, Violeta, with her little buddy at our Mentors United program.

Creating Stable Homes



Safe and Stable Homes

It is no secret that rising housing costs have placed a strain on many families across Northwest Georgia. We know that when families have a safe, stable place to call home, they can focus on pursuing other dreams like quality education for their children or career development.

Connecting families to affordable housing is one way we are helping families thrive. These are families like Cheryl and her children. After experiencing two rent increases in less than three years, Cheryl knew she needed a more sustainable housing option.

Many affordable multifamily housing developments in Whitfield County were built decades ago and need major rehabilitation. In 2022, United Way partnered with the Dalton Housing Authority to fully renovate a triplex housing unit for up to 18 residents.

United Way of Northwest Georgia was excited to partner with the Dalton Housing Authority to renovate a second triplex housing unit in 2023. The renovations will help preserve affordable housing units in our local community and increase the quality of life for the individuals and families who live in this low-income neighborhood.

United Way is Building Pathways to Economic Stability. Economic stability allows people to access resources essential to life - including financial resources, quality housing, food, and a job that provides a stable living wage. That's why United Way unites the community around this common goal: All families reduce the long-term need for food, housing, and utility assistance through life-skills education and financial counseling.

With your support, United Way can continue to rehab additional housing units to provide more affordable housing. This will help low-income families build a pathway to economic stability.



"I cannot express how grateful I am. Our apartment has been fully renovated, and it feels safe. It's clean; everything works. I've even got a little yard. It holds a lot of potential for my family and me." - **CHERYL, DALTON HOUSING AUTHORITY RESIDENT**

United Way with our community partners served

20,098 individuals with food, clothing, furniture, prescription medication, or direct financial (rent or utility) assistance.

Cultivating Community Leaders

Youth United Council

The Youth United Council is a leadership program of United Way of Northwest Georgia with programming provided by The University of Georgia's J.W. Fanning Institute for Leadership Development, "Youth Leadership in Action". Our 2023-2024 council is comprised of 22 area high school students.

This program develops youth leaders in 11th and 12th grades through acquiring leadership and citizenship skills with hands-on activities and real-life leadership opportunities.

Our goal is to build individual leadership skills, foster positive group dynamics, and increase civic and community involvement. The curriculum has a simultaneous concentration on youth development and leadership, two critical principles to the successful transition from adolescence to adulthood.

Youth United is designed to provide youth with a foundation of leadership understanding, equip youth with the skills needed to become leaders, cultivate the desire to be community leaders, increase self-efficacy in becoming civically engaged, and assist youth in developing the confidence to act in their schools, neighborhoods, counties, or any "community" in which they are part. We are cultivating the next generation of community leaders by empowering our youth through this program.

Youth United's signature three-day youth leadership program, GoLEAD - which stands for Leadership, Education, and Development - inspires young people to effect real community change. We were honored to host the University of Georgia's J.W. Fanning Institute for Leadership Development Team. The GoLEAD program is structured so that students learn about their leadership styles each day, develop communication and conflict management skills, and complete team-building activities. Thirteen local teens graduated from our signature leadership program in the summer of 2023.



Nurturing Healthy Families

From meeting immediate needs by providing meals to people in crisis to long-term solutions that improve accessibility to nutritious food, United Way of Northwest Georgia supports strategies and programs to ensure someone's zip code doesn't determine their health status.

A HEALTHY COMMUNITY STARTS HERE

We can all work together to improve the health of individuals and families in our community. Taking care of basic needs and investing in long-term strategies will help everyone reach their full potential. From food pantries and home-delivered meals to the elderly, ending hunger in our community is possible. Together, we can help improve individual lives and make our community stronger. United, We Make the Difference.

OUR IMPACT

18,565

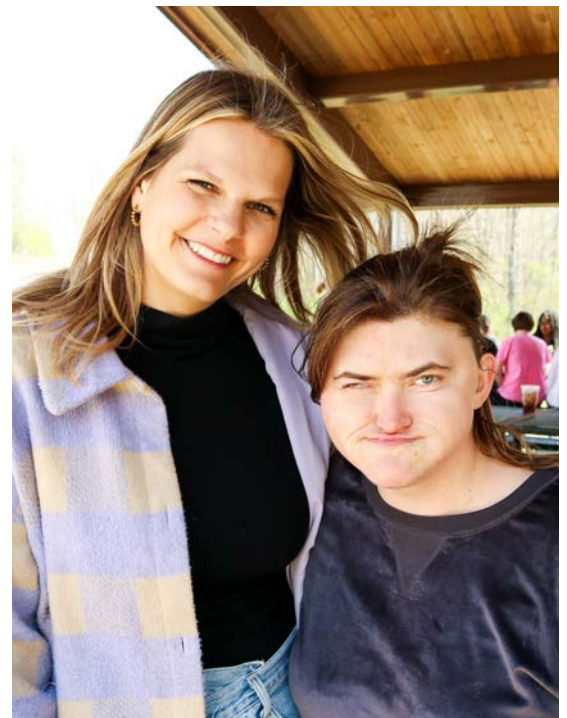
individuals provided food assistance

75,505

meals delivered to home-bound elderly

5,534

individuals participated in physical activity, healthy food access, & nutrition programs



Join Us.

You can make a difference. United, we can build a community where every child enters Kindergarten ready to learn, every child reads on grade level, every person connects with community resources promoting health, and all families' basic needs are met.

Join our movement today.

Youth United GoLEAD graduates.



LIVE UNITED!



JOIN A GROUP.

Affinity groups connect people who are passionate about doing good in their community through philanthropy, volunteerism, and advocacy.



A group of tomorrow's leaders (21-40) with a passion for philanthropy, advocacy, volunteerism, and community. **Join by donating \$365 annually (\$1/day).** savannah.coquerille@ourunitedway.org



Community leaders creating greater opportunity for local children and families. **Join by donating \$1,000+ annually.** amy.ross@ourunitedway.org



A vibrant and powerful female-driven philanthropic force supporting United Way's mission to support literacy. **Join by donating \$1,000+ annually.** stephanie.hogshead@ourunitedway.org



A group of local philanthropic leaders passionate about tackling the most pressing challenges in Northwest Georgia. **Join by donating \$10,000+ annually.** amanda.burt@ourunitedway.org



A group of community leaders who make the extraordinary decision to invest in the future of our community through a planned gift to United Way, as well as outright gifts to our endowment. **Join by contacting** amanda.burt@ourunitedway.org



A group of leaders who are passionate about helping United Way reach a broader community, specifically our Latino Community. **Join by contacting** amy.ross@ourunitedway.org



A group of high school youth leaders passionate about giving back. **Join by contacting** hayley.poillucci@ourunitedway.org



ourunitedway.org/join-a-group

**We believe a connected community
changes everything. With people
like you, anything is possible.**

United, We Do More.



Join us. Live United.
ourunitedway.org/get-involved

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