

Legacy of giving

Our history began in 1946, when Mrs. M.E. Judd bet Lamar Westcott that he could not raise \$4,000 — an unheard of sum for a town with a population of 3,000. For the first time, he organized the raising of the funds, much like it is today, with businesses soliciting their employees, individuals asking their peers, and so forth.



**AMANDA
BURT**

They raised the \$4,000; he won the bet. This legacy has grown to an annual campaign of over \$4 million for United Way. To ensure our legacy of giving continues, United Way has established several giving societies.

Peacock Legacy Society

At the 2015 Peacock Palooza, Ken Jackson announced the initial launch of United Way's endowment. In just a few weeks \$2 million in seed funds were pledged with a focus on allowing Tocqueville members to endow their annual gift and corporations to deepen their support beyond the annual campaign.

Alexis de Tocqueville

Julian Saul, founding chairman of United Way of Northwest Georgia's Alexis de Tocqueville Society, chartered the society in 1996 with 23 members. This generous group of donors contributes almost 25 percent of the United Way campaign.

Leadership Giving Society

Leadership givers join hun-

dreds of like-minded individuals in our community who come together to improve lives. Leadership donors make a household investment of \$1,000 or more.

Women's Leadership Council

In 2012 founding co-chairs Dixie Kinard, Karen Townsend and Lynn Whitworth gathered a group of women generous in heart and spirit to lead the charge and inspire the change!

Young Leaders Society

The Young Leaders Society engages the next generation of philanthropists and volunteers ages 20 to 40 by creating a brighter future for our community. Members make a household gift of \$365-plus.

United Way has a long legacy of caring for the community. The dollars raised each year allow us to fight for the education, basic needs and health of every person in our community. We work year-round to improve the lives of the elderly, families, individuals, youth and children.

Sherry's story is an example of how United Way works with our Community Partners to ensure that basic needs are met. Sherry suffered a stroke in 2009 that left her homebound. Her son, Brandon Amos, is a sergeant at the Murray County Sheriff's Office and he helps take care of his mom. A string of bad storms in the spring of 2017 weakened a tree near Sherry's home, causing the tree to fall on the home, severely damaging the roof. Brandon was not sure how they would repair his mom's home so that she could safely remain independent. She is on a fixed income

and would need assistance to make the necessary repairs.

A co-worker of Brandon's reached out to a United Way Community Partner, the Salvation Army, about receiving assistance with the roof. Brandon and Sherry were both relieved when United Way and Salvation Army worked together to repair Sherry's home. Today, she is happily able to remain safe in her home. Sherry said, "I am so thankful to United Way for fixing my roof. I don't know what I would have done without their help."

United Way is also working to ensure that our legacy continues by engaging the next generation through Youth United. Youth United brings together youth from area schools to volunteer and make a difference in our community. Ten students attended Volunteer Vacation during fall break. Students started their morning by visiting and learning about several United Way Community Partners. They also volunteered to help the elderly, children born with birth defects and local victims of domestic violence. Youth United hosts four volunteer vacations throughout the year, as well as GoLEAD, United Way's Service Learning and Leadership Camp. We are working year-round to ensure that youth and children are given a solid foundation.

We invite you to join us as we work to ensure our legacy of giving. For more information, visit ourunitedway.org.

Amanda Burt is the president of the United Way of Northwest Georgia.