

\$3.9 million goal set for United Way campaign

BY CHRIS WHITFIELD

chriswhitfield@
daltoncitizen.com

The United Way of Northwest Georgia exceeded its goal of \$3.8 million last year. Might as well shoot a little higher this year.

Joe Young of Engineered Floors — this year's campaign chair — made the announcement of a \$3.9 million 2017 Campaign Goal on Tuesday night at Dalton Green. The event included the sixth annual CEO Trike Race downtown.

"It is important that we make sure we keep moving forward and back our tradition of giving," Young said. "United Way is a great way to show how much we care about the well-being of this community and every year we should all challenge ourselves to do more."

The event featured a full dinner and a concert to go along with all of the usual activities of the trike race in front of the courthouse

➤ Please see **GOAL, 8A**



Above, from left, Will Young, Joe Young, Mike Sanderson and Josh Hall celebrate with Bob Shaw, middle, after the team from Engineered Floors won the trike race on Tuesday. At left, Thomas Pinson waves the checkered flag as Rick Fromm, representing Dalton Public Schools, crosses the finish line in a preliminary race.

PHOTOS BY MATT HAMILTON/
Daily Citizen-News

Goal: To good use

> *Continued from 1A*

and near Dalton Green. It was a more “festive” atmosphere this year, according to United Way Board of Directors Chairman Matthew Moore of Shaw Industries. He said it is part of trying to broaden the groups involved in United Way, especially younger adults.

“We look forward to reaching out and getting more people involved and have them learning more about the United Way and the agencies we support and how people can get involved and make a difference,” said Moore. “We are always looking to reach out to the next generation to make a difference.”

That next generation includes Young and twin brother Will, who are the grandsons of carpet industry pioneer Bob Shaw, the founder and chairman of Engineered Floors.

“There is definitely an emphasis on finding younger leaders to take up the cause,” Joe Young said. “We know the Baby Boomers and the older generation of leaders are retiring and it is up to us to reach out to the younger generation and build off the foundation that has been built in this community.”

Like their grandfather before them, the Youngs were part of a winning trike team from Engineered Floors. The victory made a grandfather proud.

“That was great to see they finally won,” Shaw said. “I think it is a great testament to this area the way this community comes out and supports this great organization.”

As part of this year’s fundraising goals, Joe

Young and Alexis de Tocqueville Society (the group’s elite donors) Chairman Chip Howalt have issued a 10 percent challenge to existing members to increase their gifts from last year by 10 percent.

“The local economy is very healthy and we are looking forward to making investments that ensure the long-term sustainability and quality of life for the people who live in our community,” Moore said. “Over 50 United Way Community Investment volunteers annually analyze the needs of the community, making sure your gift goes where the needs are the greatest in Whitfield and Murray counties.”

The local United Way publicizes that more than 59,000 people are impacted by United Way programs across the area. Moore said he has seen the impact of those programs and what they mean for the individuals who benefit.

“We focus on basic needs — health, education. Those are our main goals each and every year, and creating lasting change in the community,” Moore said. “I grew up here in town and until I got involved in United Way, I don’t think I knew what the needs were. We have a lot of resources to address those needs, and the United Way does a really good job of making sure the money people donate is going to good use, and creating a level of oversight and responsibility. Being able to get involved and volunteer and witness firsthand how it is impacting our community, it is a wonderfully positive feeling. It makes a difference in somebody’s life.”