



UNITED WAY
Northwest Georgia

UNITED WAY IN 2025

ANNUAL IMPACT REPORT



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**UNITED IS
THE WAY™**

Dear Friends,

It is our pleasure to share United Way of Northwest Georgia's 2025 Annual Impact Report. Within these pages, you'll see a powerful snapshot of the programs, partnerships, and progress that strengthened lives across Whitfield and Murray counties this year. Every achievement reflected here is a testament to the unwavering support of our corporate partners, loyal donors, dedicated volunteers, and trusted community partners.

Across Whitfield and Murray counties, families are working hard every day to provide stability and opportunity for their children. Yet more than 14,000 households with children are living in financial hardship—earning above the federal poverty level, but still unable to consistently afford housing, food, childcare, and healthcare. These challenges impact not only individual families but also the long-term strength of our entire community.

In 2025, you responded. Your investment fueled programs that improved educational outcomes, advanced financial stability, and expanded access to critical health services. You helped ensure that when a neighbor faced hardship, a system of support was ready to meet them. That is the power of a community that takes responsibility for its own future. Together, we are not only addressing today's needs—we are building lasting stability for Northwest Georgia. We have accomplished so much in 2025, and together, we will continue helping our neighbors land on their feet—and stay there.

Thank you for being part of our legacy and our future.



Amanda Burt

Amanda Burt,
President
United Way of Northwest Georgia



Jill Schubert

Jill Schubert,
United Way of Northwest Georgia Board Chair
VP - Strategic Sourcing and Accounts Payable at Mohawk Industries



OUR IMPACT AND REACH

by the numbers

Our mission is Improving Lives. Inspiring Donors. Uniting Community. United is the way to healthier lives, stronger families, and thriving communities. Let's work together to create a brighter future.



8,191
donors



over 140
corporate partners



2,336
volunteers



\$4.155 million
raised in 2025



27
funded community partners,
grantees, & programs

48,667

people served annually





STORY OF IMPACT

In July 2024, Glenda's four children entered foster care after years of housing instability and the loss of their father. Devastated but determined, Glenda faced overwhelming barriers – unstable housing, lack of transportation, and the challenge of navigating the foster care system. What felt like the end became a turning point.

With support from Family Support Council's Murray/Whitfield CASA program, a United Way of Northwest Georgia-funded partner, Glenda was not alone. Her CASA volunteer ensured the children's best interests were represented while also amplifying Glenda's voice. Glenda secured stable housing and employment, completed required classes and treatment, and traveled for hours to twice-weekly visits with her children – often without a vehicle. Step by step, she rebuilt her life.

Months later, her children returned home, and custody was restored. Today, Glenda and her family have a fresh start. Her journey is a powerful reminder that United Way funding directly helps families rebuild – creating safe, supportive environments where children can thrive and stability can truly begin.

UNITED WAY COMMUNITY PARTNERS, GRANTEES, & PROGRAMS

United Way's network is as large and diverse as our community.

American Red Cross

Big Brothers Big Sisters

Boehm Birth Defects Center

Boys and Girls Club

Carter Hope Center

Cross Plains Community Partner

Dalton Whitfield Community
Development Corporation

DEO Clinic

Family Frameworks

Family Support Council

Friendship House

Girls Scouts

Meals on Wheels

Murray County 4-H

NWGA Family Crisis Center

Read United

Rosswoods Adult Day Services

Scouting America

Teen Maze

The GreenHouse

The Salvation Army

United Way Community Solutions

United Way Education Initiative

United Way Volunteer Center

Whitfield County 4-H

Whitfield County-Dalton Day Care Center

Youth United



UNITED IS THE WAY TO A HEALTHY COMMUNITY

Everyone deserves the opportunity to live their healthiest life.

United Way of Northwest Georgia helps individuals and families overcome barriers to good health by expanding access to nutritious food, quality health education, and essential health services—including preventative care, maternal and child health, and mental health support.

With your support, we invest in holistic solutions that connect health care, financial stability, and youth development, helping families move beyond crisis, build resilience, and create more stable futures.

Through partnerships with more than 20 nonprofit organizations across Whitfield and Murray counties, we unite people and resources to advance health and well-being for all.

United is the Way we build strong, healthy communities.



How we support a healthy community:

1,152 

individuals gained access to essential healthcare services

934 

individuals received counseling or therapeutic services

5,298 

children learned how to recognize and prevent abuse

118 

elderly and disabled individuals provided with nursing care, bathing, nutrition, and therapeutic activities

138 

individuals received residential treatment for drug and alcohol addiction

8,216 

youth participated in character education programs designed to prevent risky behaviors



learn more
here



UNITED IS THE WAY TO YOUTH OPPORTUNITY

Every young person deserves the opportunity to thrive.

Youth United Council

The Youth United Council, a signature leadership development program of United Way of Northwest Georgia, empowers the next generation to lead with purpose and impact. Partnering with the University of Georgia's J.W. Fanning Institute for Leadership Development, the program leverages the dynamic "Youth Leadership in Action" curriculum to inspire and equip young leaders.

The Class of 2025 had 31 exceptional high school juniors and seniors join the council, embarking on a transformative journey to enhance their leadership, citizenship, and civic engagement skills. Through hands-on activities and real-world leadership opportunities, these students develop essential tools to lead confidently and serve their communities effectively.

goLEAD (Leadership, Education, and Development)

goLEAD is a signature Youth United leadership program that empowers young people to give back and lead with purpose. goLEAD is a transformative three-day experience that equips teens with the skills, confidence, and connections to drive meaningful community change. In the summer of 2025, thirteen local students completed the program, gaining leadership skills that prepare them to become tomorrow's community leaders and workforce.



Mentors United

Through our Mentors United program at Eastbrook Middle School, 11 Big Buddies provide their Littles with a trusted mentor. As a result, Littles show improvement in school, develop stronger relationships at home, and make positive choices that shape their future. Our Young Leaders Society is proud to partner with Big Brothers Big Sisters to mentor middle school students throughout the school year—because every connection has the power to change a life.

Born Learning Trails

United Way has installed five Born Learning Trails throughout our community. Each trail features 10 interactive signs with fun, active learning activities for young children and their families. Signs are in English and Spanish, engaging early childhood developmental skills. These trails help parents, caregivers, and our community use “everyday moments” to support child development and prepare children for school success.

Little Free Libraries

The purpose of the Little Free Libraries is to provide a place where all readers in the community can share books throughout the year. They can be found at all the parks in Whitfield and Murray counties, as well as at some of our community partners and local schools.



learn more
here



UNITED IS THE WAY TO FINANCIAL SECURITY

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations.

Financial stability is the foundation for a secure future, yet many hard-working families in Whitfield and Murray counties struggle to make ends meet.

In Whitfield County, **17,674 households** are struggling financially – **nearly half** (47%) fall below the ALICE threshold, including **17%** living in poverty. In Murray County, **6,202 households** face the same challenge, with **41%** below ALICE, including **13%** in poverty. Behind these numbers are families forced to make impossible choices between housing, childcare, food, healthcare, and transportation.

United Way is here to change that. By providing critical support like housing, utilities, and food assistance, we help families bridge the gap between surviving and thriving. But we don't stop there. We connect hard-working individuals with education, financial tools, and life-skills training to create lasting change.





learn more
here



How we foster financial stability:

526 

individuals gained employment

3,109 

young adults gained career, leadership, outdoor, and workforce development skills

4,482 

individuals received essential support, including food, clothing, furniture, prescription medication, and direct financial assistance for rent or utilities

7,666 

individuals gained long-term stability through counseling and life-skills education

207 

individuals received employment services

3,354 

individuals received job skills training

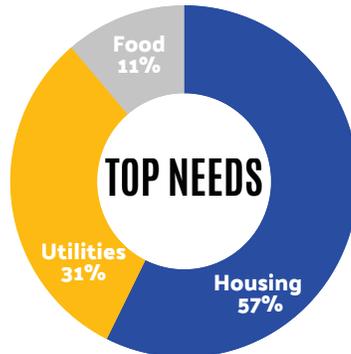
UNITED IS THE WAY TO COMMUNITY RESILIENCY

Every community deserves the opportunity to prosper.

When you don't know where to turn, 211 answers. Whether you're seeking childcare, food, elder care, rent/mortgage assistance, or safety from domestic violence, our community helpline connects you to the support you need. Bilingual Information and Referral Specialists listen with care and guide you to resources from a comprehensive database of social services.

Last year, we responded to **more than 13,000** 211 requests. Assisting our neighbors with essential resources, hope, and support. Operated by United Way of Northwest Georgia, 211 is a free, confidential lifeline for our community.

Our online [resource guide](#) is available 24/7, offering up-to-date local support at your fingertips.



How we create a resilient community:

932 

individuals found critical support in the aftermath of fires and natural disasters

2,601 

people connected with rent or mortgage assistance

1,167 

people connected with utility assistance

10,742 

people connected to food assistance resources

76,805 

meals delivered to home-bound elderly

30,177 

nights of safe shelter provided to individuals escaping domestic violence.



learn more here 

THE COMMUNITY CAMPAIGN FUELS OUR IMPACT

We are proud to partner with more than 140 businesses committed to giving back to the communities where their employees live and work—demonstrating that doing good is not just good business, but the right thing to do. Under the leadership of **Campaign Co-Chairs Sara and David Pennington, IV**, the 2025 campaign raised **more than \$4.155 million**. We are deeply grateful to the individuals, corporations, foundations, and partners whose generosity helps our neighbors land on their feet—and stay there.

Campaign Cabinet

Zack Adamson	Elizabeth Caperton	Ted Hogshead	Zac Long	Patti Renz
Amy Anderson	Scot Davis	Sandee Hooper	John Patterson	Sadde Salaices
Bradley Austin	Shane Day	Sven Jackel	Asa Peebles	Pete Sigmon
Craig Bock	David Gregg	Sarah Lewis	Gage Peebles	Karen Townsend
Emily Brown	David Hobbs	Chase Miller	Carlos Ramierz	Kevin Wright



WE ARE THANKFUL TO OUR CORPORATE PARTNERS WHO INVEST IN OUR WORK!

Community Pillar
\$1,000,000+



Community Builder
\$500,000-999,999



Community Collaborator
\$50,000-99,999



Community Samaritan
\$250,000-500,000



Community Patron
\$100,000-249,999



Murray County Impact Award



Small Business | Big Impact Partner



Carlos Ramierz

★ 5-Star Champion



JOIN A GROUP

Small Business | Big Impact \$365+

In 2025, Small Business | Big Impact hit a major milestone – growing from 13 businesses raising \$6,500 in 2024 to **43 businesses investing \$31,805**. This remarkable growth shows what's possible when small businesses unite for big change. With three giving levels, Member (\$365/year), Leader (\$1,095/year), and Partner (\$1,825/year), these businesses are driving meaningful progress for local families.

PARTNER LEVEL



Young Leaders Society \$365+

Led by Co-Chairs Emily Brown and Asa Peeples, the Young Leaders Society contributed more than **\$135,000** this year to support United Way and our Community Partners. The third annual Kickball Tournament raised an impressive **\$7,900**, while additional volunteer projects and networking opportunities empowered members to serve and grow as emerging community leaders.

Women's Leadership Council \$1,000+

The Women's Leadership Council membership grew to **264 women** who collectively invested more than **\$1.6 million**. The annual Power of the Purse raised **over \$30,000**. Through meaningful volunteer projects and engaging social events, WLC members strengthened connections while driving lasting change.



Leadership Society \$1,000+

The Leadership Society unites **352 households** across Whitfield and Murray counties, collectively investing more than **\$1.9 million** in vital programs and services. By bringing together leaders from every industry, LS fosters meaningful connections and drives lasting community change.

Tocqueville Society \$10,000+

Tocqueville Society members are visionary leaders dedicated to improving lives in Whitfield and Murray counties. More than **100 households** invest **\$1.6 million** annually, providing critical resources that strengthen families and power our most essential work.

Peacock Legacy Society

We extend our sincere thanks to those who have planned a **legacy gift** to United Way, ensuring lasting care and support for our community. To explore making a meaningful, long-term impact, contact Amanda Burt at amanda.burt@ourunitedway.org.



join a
group



FINANCIALS AT-A-GLANCE

In 2025, United Way of Northwest Georgia exceeded our goal of \$4.155 million for long-term community solutions for Whitfield and Murray counties.

Treasurer's Report

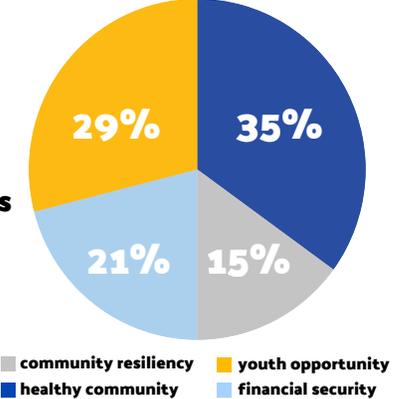
Receipts

- Campaign Pledges \$4,248,551
- Other Income \$293,850
- Total \$4,542,401

Disbursements & Expenditures

- Program Expenses \$3,982,173
- Fundraising \$215,620
- Administration \$160,134
- Total \$4,357,927

Here's a snapshot of how we invest in our community:



2025 CAMPAIGN KICKOFF



watch
2025 recap





Last year, 2,336 volunteers gave 14,706 hours of their time—an incredible investment in our community valued at \$511,621.

Make a Difference Day

United Way of Northwest Georgia celebrated **25 years** of Make a Difference Day, uniting **325 volunteers** who contributed **1,621 hours**. Mannington Mills and Marketing Alliance Group led as Premier Sponsors with \$5,000 grants, joined by Dalton Utilities, Mohawk Industries, Dalton Parks and Recreation, Floating Tree, Shaw Industries, and strong support from Women's Leadership Council, Young Leaders Society, and Youth United.

Shaw Spring Into Service

Each May through June, Shaw Industries partners with United Way of Northwest Georgia for the annual Spring into Service volunteer initiative. In 2025, **538 volunteers completed 44 projects**, dedicating their time and talents to support our community partners.

Youth United Alternative Spring Break

Instead of a typical break, youth engage in hands-on volunteer projects that support local nonprofits and strengthen our community. It's a meaningful way to give back, connect with peers, and create lasting change—all while having fun! In 2025, **35 volunteers completed 86 volunteer hours**.

Leaders United

United Way of Northwest Georgia hosted its annual Leaders United training. This dynamic training program prepared **17 volunteers** for impactful service on nonprofit boards, committees, and allocation review panels. The program is designed for those new to board service, but also welcomes current board members seeking to deepen their expertise.

Elbert Shaw Scholarship Recipient



Emely Aguirre was awarded the Elbert Shaw Memorial Scholarship for contributing more than 170 volunteer hours in 2025 and demonstrating outstanding leadership in service. A senior at Dalton High School, she has led and served through United Way's Youth United, HoPe, Rotary Interact, the Boys & Girls Club, and other local initiatives. Emely's commitment to uplifting others and inspiring her peers embodies the spirit of the Elbert Shaw Scholarship.

Elbert Shaw Scholarship Recipient



Valeria Alvarez was awarded the Elbert Shaw Memorial Scholarship for contributing more than 260 volunteer hours in 2025 and demonstrating a heart for service. A senior at Dalton High School, she has served through her church, the Salvation Army, Interact Club, park cleanups, and a local buddy program. Valeria's compassion, leadership, and commitment to uplifting others reflect the true spirit of the Elbert Shaw Scholarship.

Elaine Butler Award Winner



Heath Harrison was awarded the Elaine Butler Award for his unwavering dedication to improving Murray County through over 143 hours of volunteer service in 2025. His work with 4-H programs fosters a safe, inclusive environment where youth can grow and thrive. Heath's leadership and commitment continue to make a lasting difference in the lives of local youth and families.

Connie Woodward Award Winner



Liliana Rivera was honored with the Connie Woodward Award for her outstanding commitment to volunteerism in Whitfield County, dedicating more than 125 hours in 2025 as a CASA to advocate for six children in foster care. Her compassion, consistency, and advocacy continue to change lives and strengthen families across Whitfield County.

Youth Volunteer of the Year



Matthew Lewallen was honored as Youth Volunteer of the Year for contributing more than 170 volunteer hours in 2025. A member of Youth United, Matthew serves locally by delivering food to seniors, mentoring children at the Boys & Girls Club and Friendship House, and leading peers through a STEM tutoring program he founded at his school. He has also extended his impact internationally through mission trips to Jamaica and Guatemala. His commitment to uplifting those who feel unseen exemplifies the true spirit of volunteerism.

2025 Volunteer Center Cabinet



The Volunteer Center Cabinet oversees and guides the work of the Volunteer Center, ensuring its success. They provide valuable insight into volunteer opportunities, review applications and nominations to recognize outstanding volunteers, and take leadership roles in various projects and programs. Their efforts help strengthen the impact of volunteerism in the community.

THANK YOU, COMMITTEE MEMBERS!

Finance, Audit, & Investment Committee

Will Brackett, Chair, Nichols, Cauley, & Associates

Allen Bentley, Benbrook, Inc.

Jeff Browne, BDL Advisors

Emily Brown, BDL Advisors

Julian Dossche, International Flooring Company

Landon Hair, Marketing Alliance Group

Matthew Moore, Scout Freight

Jill Schubert, Mohawk Industries

Karen Townsend, Community Volunteer

Brent Williams, Shaw Industries

Kevin Wright, Marketing Alliance Group

Nominating & Governance

Jill Schubert, Chair, Mohawk Industries

Julian Dossche, International Flooring Company

Matthew Moore, Scout Freight

Karen Townsend, Community Volunteer

Joe Young, Engineered Floors

Community Solutions Committees

Elizabeth Caperton, Chair, Barrett Properties

Day Services for Children Panel

Julie Kirk, Panel Chair, Shaw Industries

Keisha Lee, Shaw Industries

Jason Mock, Greater Dalton Chamber

Dr. Stephani Womack, Greater Dalton Chamber

Specific Health Needs Panel

Jason Yarbrough, Panel Chair, Shaw Industries

Lucy Griffin, Community Volunteer

Jonathan Melton, Dalton Utilities

Eva M. Rodriguez Alicea, Shaw Industries

Tyna Stevenson, Coldwell Banker Kinard Realty

Mentoring Services Panel

Wendy Tieck, Panel Chair, Shaw Industries

Clint Black, Shaw Industries

Dr. Mary Anne Fogle, Whitfield County Schools

Paula Glover, Shaw Industries

Lori Hedden, Shaw Industries

Bridget Stewart, Shaw Industries

Abuse Prevention & Intervention Services Panel

Shanda Wein, Panel Chair, Shaw Industries

Susan Bisson, Community Volunteer

Ann Bowen, Community Volunteer

Tracy Callahan, Shaw Industries

Jamie Upton, Truist

Day Services for Adults Panel

Dawn Beard, Panel Chair, Shaw Industries

Gene Autry, Community Volunteer

Judith Beasley, Community Volunteer

Cassie House, Shaw Industries

Kay Phillips, Dalton Utilities

Kathi Reisz, Community Volunteer

Basic Needs Panel

James Gordy, Panel Chair, Community Volunteer

Carol Rogers, Shaw Industries

Veronica Rollins, Shaw Industries

Sadde Salaires, Carniceria Nacho

Julie Soekoro, Vitruvian Health

James Wascher, Dalton Utilities

Housing Repairs/Ad Hoc panel

Elizabeth Caperton, Chair, Barrett Properties

Nathan Donahue, Shaw Industries

Sandra Hewitt, Shaw Industries

Ken Renz, Community Volunteer

Volunteer Center Cabinet

Marianne Murray, Chair, MurMade

Brandy Boling, Dalton Utilities

Amy Bradford, Shaw Industries

Paige Brown, Marketing Alliance Group

Will Chappell, Dalton Parks and Recreation

Carla Fain, Simply Organized by Carla

Amy Hartline, Keep Dalton-Whitfield Beautiful

Justin Hicks, Mohawk Industries

Sandee Hooper, Community Volunteer

Jamie Jones, Community Volunteer

Andrea Lanier, Mannington Mills

Jennifer Phinney, GA Department of Education

Patti Renz, Coldwell Banker Kinard Realty

Emily Sane, Shaw Industries

Jonathan Sierra, Marketing Alliance Group

Personnel Committee

Jill Schubert, Chair, Mohawk Industries

Julian Dossche, International Flooring Company

Mike Fromm, Shaw Industries

Landon Hair, Marketing Alliance Group

Matthew Moore, Scout Freight

Karen Townsend, Community Volunteer

Joe Young, Engineered Floors

Ad Hoc Funding Committee

Landon Hair, Chair, Marketing Alliance Group

Julian Dossche, International Flooring Company

Juan Martinez, Shaw Industries

Matthew Moore, Scout Freight

Lauren Sneary, Mohawk Industries

Joe Young, Engineered Floors

Young Leaders Society Steering Committee

Emily Brown, Co-Chair, BDL Advisors

Asa Peebles, Co-Chair, Textile Management Associates

Bonnie Arnold, Shaw Industries

Bradley Austin, Shaw Industries

Haley Chapman, Mohawk Industries

Amber Charbeneau, Shaw Industries

Hannah Joyce, Love's Funeral Home

Blair Miller, Blue Cross Blue Shield

Jacob Mitchell, Dalton RV

Jasmina Posada, Shaw Industries

Parker Ryals, Dossche Holdings

Dexter Stamper, Dalton Utilities

Special thanks to the following individuals who have served on one or more of our committees. We could not do the work of United Way without **YOU!**



2025 BOARD OF DIRECTORS

BOARD CHAIR

***Jill Schubert**
Mohawk Industries

BOARD OF DIRECTORS

Allen Bentley
Benbrook, Inc.

Hank Blackwood
Dalton Utilities

***Will Brackett**
Nichols, Cauley, &
Associates

Emily Brown
BDL Advisors

Curtis Callaway
Shaw Industries

***Elizabeth Caperton**
Barrett Properties

***Julian Dossche**
International Flooring
Company

Carla Fain
Simply Organized by
Carla

Mike Fromm
Shaw Industries

***Landon Hair**
Marketing Alliance Group

Russell Headrick
Shaw Industries

David Hobbs
Truist

Sandee Hooper
Community Volunteer

Amy Kinard
Coldwell Banker
Kinard Realty

Brenda Knowles
Shaw Industries

Juan Martinez
Shaw Industries

***Matthew Moore**
Scout Freight

***Marianne Murry**
MurMade

John Patterson
Material Handling Inc.

Gage Peoples
Textile Management
Associates

***David Pennington, IV**
Advanced Insurance Strategies

Sadde Salaices
Carniceria Nacho

Jonathan Sierra
Marketing Alliance Group

Lauren Sneary
Mohawk Industries

***Karen Townsend**
Community Volunteer

Jamie Welborn
Shaw Industries

Brent Williams
Shaw Industries

***Kevin Wright**
Marketing Alliance Group

***Joe Young**
Engineered Floors

Will Young
Engineered Floors

***Executive Committee**





THANK YOU

FOR MAKING A DIFFERENCE WITH US

United Way of Northwest Georgia

816 S Thornton Ave. P.O. Box 566 Dalton, GA 30722

706-CAN-HELP | ourunitedway.org



@unitedwaynwga