

JOIN THE POWER OF COMMUNITY

We Know That the Power of a Community United is Greater Than the Sum of Its Individual Parts.



United
Way



United Way
of Northwest Georgia

PRESIDENT'S MESSAGE

For almost 80 years, United Way has worked alongside you to foster the strength of Northwest Georgia, to celebrate the resilience woven into the very fabric of this community, and to strengthen the lives of the children, families, individuals, and businesses who call Whitfield and Murray Counties home. When everything closed last year, our hearts, our office, and our services remained opened. We continue to tackle the complex problems that the pandemic only worsened; the need for access to quality education, ensuring that even our most under-resourced neighbors can meet their basic needs, and focusing on the health of individuals and families in our local community. We did not shy away from the needs of our community. We have never shied away. We will stand, we will take action, we will speak up, and we will work, without hesitation, for those who need it most. United Way breaks down barriers and closes gaps to find lasting solutions. During the past year, United Way has positively affected the lives of 46,895 individuals and families, and it is crucial this support continues while also reaching out to help those who find themselves needing assistance for the first time. I look forward to working alongside you in this upcoming year. This is our home and our community, and what we do for others matters. United Way is essential to creating healthier communities. We know that the power of a community united is greater than the sum of its individual parts. That's the power of community.



Amanda Burt, President

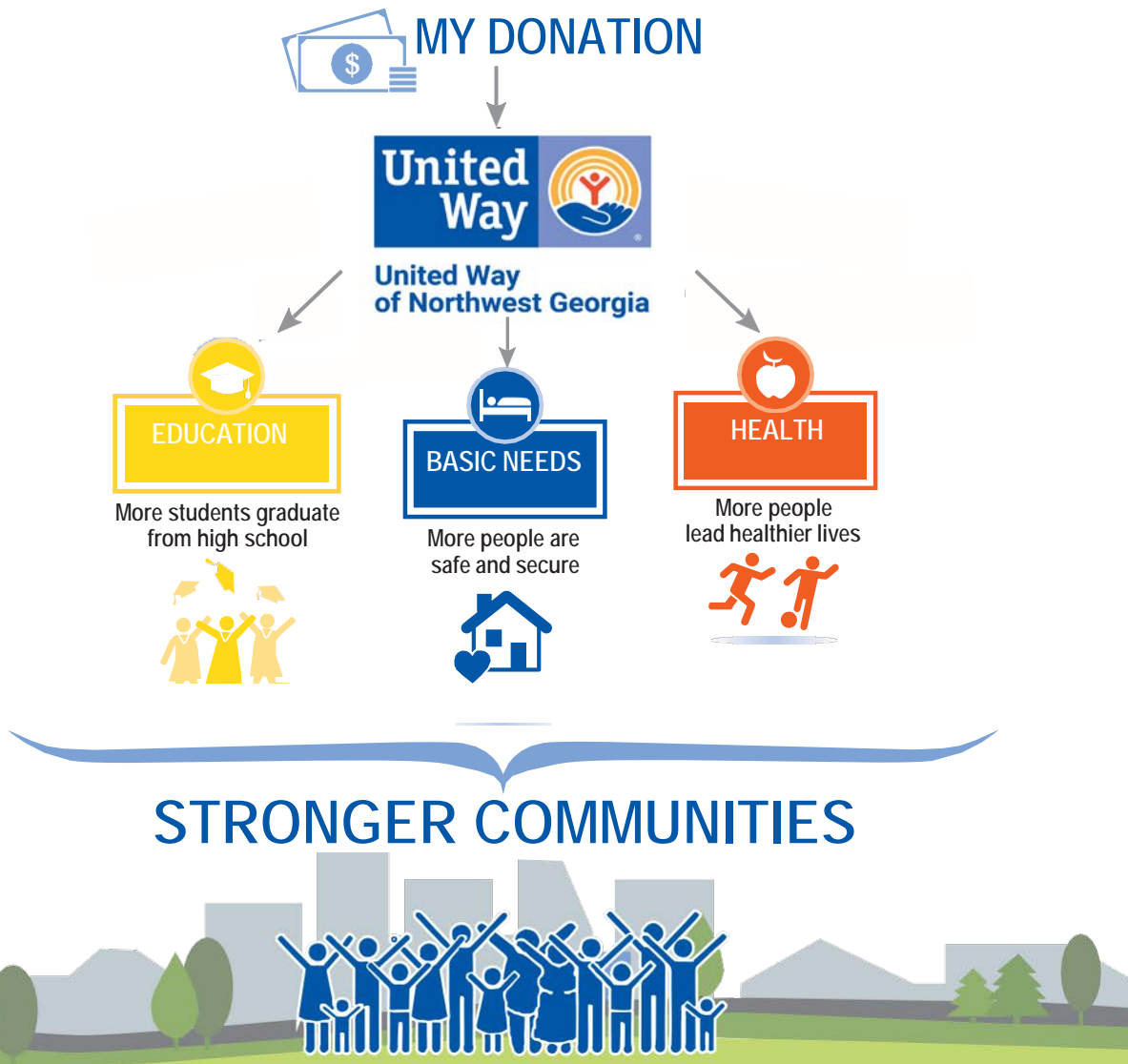
BOARD OF DIRECTORS

*Tim Baucom Board Chair

- *Allen Bentley | Benbrook, Inc.
- Hank Blackwood | Dalton Utilities
- Jeff Browne | Browne, Draper, and Land
- Bill Brueckner | Shaw Industries, Inc.
- Elizabeth Caperton | Barrett Properties
- *Julian Dossche | Huali Floors
- Emily Finkell | Emily Morrow Home
- John Forrester | Hamilton Health Care System
- Mike Fromm | Shaw Industries, Inc.
- *Tatum Hackney | Shaw Industries, Inc.
- *Landon Hair | Marketing Alliance Group
- Bob Hardaway | Shaw Industries, Inc.
- Tammy Herndon | Herndon Properties
- Sandee Hooper | Community Volunteer
- *Ken Jackson | Endowment Chair
- Debbie Macon | Community Volunteer
- Juan Martinez | Whitfield County Sheriff's Office
- Deanna Mathis | Shaw Industries, Inc.
- Chuck McClurg | Shaw Industries, Inc.
- *Matthew Moore | Shaw Industries, Inc.
- *Stuart Nelson | Brown Industries
- Isabel Pimentel | Engineered Floors
- Patti Renz | Coldwell Banker - Kinard Realty
- Pat Sain | Material Handling, Inc.
- *Mike Sanderson | Engineered Floors
- Jill Schubert | Mohawk Industries
- Kenny Sheppard | Brown Industries, Inc.
- Kim Thames | Community Volunteer
- Karen Townsend | Community Volunteer
- Rod Wedemeier | Mohawk Industries, Inc.
- Jamie Welborn | Mohawk Industries, Inc.
- *Joe Young | Engineered Floors

*Executive Committee

Connecting People In Need With People Who Can Help!



MISSION

Improving Lives. Inspiring Donors. Uniting Community.

STRATEGIC GUIDELINES FOR COMMUNITY IMPACT

Education: Get kids ready for kindergarten, reading at grade level by 3rd grade, and graduating on time with skills to be career and life-ready.

Basic Needs: Reduce the long term need for food, housing, and utility assistance through life skills education and financial counseling.

Health: Support prevention services so youth and adults are healthy and avoid risky behaviors.

OUR WORK

Over 50 United Way volunteers analyze the needs of the community, making sure your gift is put to the highest and best use, where the needs are the greatest in Whitfield & Murray counties.

United Way has a local board of directors who focus on Building Better Futures for everyone in our local community.

United Way is not about short-term charity; it is about lasting change. We look at the big picture: what resources are lacking - down to food, shelter, and health needs - and how we can address those needs so that everyone in our community has the tools to be successful.

UNITED IS THE WAY FORWARD



UNITED WAY FOCUSES ON THE BUILDING BLOCKS OF A GOOD LIFE: EDUCATION, BASIC NEEDS, AND HEALTH

BORN LEARNING TRAILS

The Born Learning Trail consists of activities to promote early learning and advocating for family health. The Trail is a series of 10 interactive signs, in English and Spanish, that offer fun, active learning activities for young children and their families. Signs feature different activities that engage early childhood developmental skills.

CAREER EXPLORATION

United Way's Career Exploration is a workforce development program to introduce the next generation of workers to different career options early in their education. United Way developed this initiative so students can hear from local community members about their occupations, understand the education required, and learn about the variety of job opportunities available to them in today's job market. The Career Exploration program aligns with our strategic guideline in education to have youth career and life ready by graduation.

CHILD WELL-BEING INDEX

United Way, along with our partners, developed a set of 14 measures that can be used as a tool to help the region assess how children, the families that support them, and the communities that surround them, are doing. This data is bringing people together from across the community to advance a shared goal and drive transformative results for children and families.

ELBERT SHAW SCHOLARSHIPS

The Elbert Shaw Memorial Scholarship seeks to recognize young people who are active, empowered members of our community. The award recipients will be youth who work in cooperation with their peers and community leaders to create positive change in society. Shaw Industries partners with United Way of Northwest Georgia to offer two \$5,000 scholarships for high school students.

SINGLECARE

SingleCare is a collaboration with United Way to improve the health and financial stability of Northwest Georgia. The prescription savings card is available for anyone in Northwest Georgia whether they have health insurance or they are uninsured. In 2020, Whitfield and Murray Counties residents saved \$329,566 on their prescription medications.

LEADERS UNITED

United Way's Leaders United program is a non-profit Board Member training program. Leaders United Training identifies, recruits, and connects volunteers to leadership and policy making positions in nonprofit organizations in the Northwest Georgia area.

LITTLE FREE LIBRARIES

In 2018, United Way partnered with Brown Industries to design and manufacture 27 new Little Free Libraries in Dalton, Whitfield, and Murray Counties to provide a place where all readers in the community can share books throughout the year. Participants can leave books to share with others in the box and take a book they would like to read.

POWER LUNCH

United Way partnered with the Whitfield County Schools summer lunch program to create the Power Lunch program. United Way volunteers passed out books to encourage summer reading. We put over 4,700 books in the hands of students and their families to prevent summer slide. This program aligns with United Way's strategic guideline for education to get kids reading at grade level by 3rd grade.

TEEN MAZE

United Way partners with Whitfield County Family Connection to present Teen Maze, an interactive "Game Of Life" event for sophomores from Dalton, Whitfield, and Murray County Schools. Students have the opportunity to face consequences of randomly selected life-style choices associated with risky youth behaviors in a safe and controlled environment and examine the consequences in a hands-on, realistic and educational way.

VOLUNTEER CENTER

The United Way Volunteer Center provides nonprofits in Northwest Georgia with volunteer management support through training and an online recruitment platform. Companies and employees alike can use the service to find volunteer opportunities and match their talents with community needs.

YOUTH UNITED

Youth United is your source for high school student-centered volunteer opportunities. Student led and adult supported, Youth United offers unique and impactful service projects that improve the lives of children and families throughout Northwest Georgia.

2-1-1 CENTER

2-1-1 connects ANYONE in Whitfield and Murray Counties to resources to address everyday challenges and those that develop during times of emergency. This service is free and confidential. A bilingual specialist is available by phone, online, or text to assist with needs such as food pantries, job search programs, family services, and financial emergencies.





UNITED WAY COMMUNITY PARTNERS, GRANTEES, AND PROGRAMS

- American Red Cross
- Big Brothers Big Sisters
- Boehm Birth Defects Center
- Boy Scouts
- Boys & Girls Clubs
- Carter Hope Center
- Cross Plains Community Partner
- DEO Clinic
- Family Frameworks
- Family Support Council
- Friendship House
- Girl Scouts
- Habitat for Humanity
- Looper Speech & Hearing Center
- Meals on Wheels
- Murray County 4-H
- Murray County Developmental Center
- NWGA Family Crisis Center
- RossWoods Adult Day Services
- Teen Maze
- The GreenHouse
- The Salvation Army
- United Way Community Solutions
- United Way Volunteer Center
- Whitfield County 4-H
- Whitfield County - Dalton Day Care Center

ONLY UNITED WAY

- Looks at the big picture and brings together resources of the social service agencies, faith-based organizations, nonprofits, corporations, private donors, and government organizations to tackle key community social issues for the good of all.
- Has the capacity and experience to see long-term trends across the community, identify and respond to emerging problems, and put resources in place for optimum results.
- Gives you confidence that your gift will be used where it's truly needed, thanks to sound management and investment decisions by trained community volunteers.
- Covers the entire circle of life, including children and youth, families, seniors, and people rebuilding their lives.
- Leverages your donation, bringing additional resources to the community and making it easy for employees to give through payroll deduction.

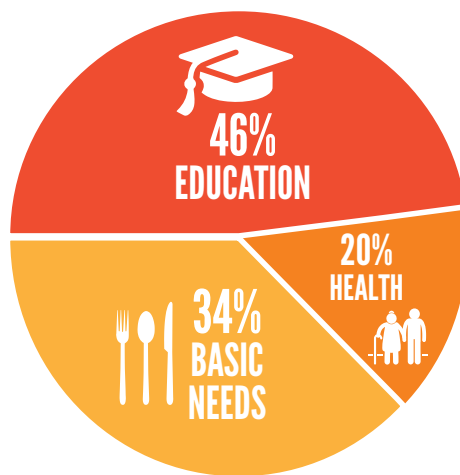
WANT MORE INFORMATION?

For more information, please contact Margaret Zeisig, Director of Community Solutions, by email margaret.zeisig@ourunitedway.org or visit ourunitedway.org/community-investments.

UNITED WAY COMMUNITY SOLUTIONS

United Way is at the table as a convener, resource, and collaborator across the community, helping to improve lives. The Community Solutions Committee is comprised of over 50 volunteers on six panels who analyze community needs and allocate United Way Education, Basic Needs, and Health Funds to 26 local Community Partners and programs. Volunteers qualify each funded service as effective and efficient and investing in positive community outcomes.

When you give to United Way of Northwest Georgia, your gift is magnified with the gifts of others, impacting our community's most critical social issues. United Way accounts for as much as 65% of an agency's overall budget and helps leverage additional funding from outside the community to provide vital services. Dollars raised locally are distributed locally to help strengthen families, support seniors, create successful students, and help families become self-sufficient.



211 + INFORMATION AND REFERRAL

- Over 4,422 individuals were impacted by United Way Information and Referral in the 2020 year.
- Our 211 Center is staffed by trained, bilingual call center specialists who assist callers by using the most comprehensive database of social services in our community.
- The Information and Referral Specialists have comprehensive knowledge in areas such as basic needs, physical and mental health, domestic violence services, child care, counseling, and mentoring.
- The top three requests are for utility, rent, and food assistance.
- Our Information and Referral team maintains our Community Resource Guide and responds through the 211 and 706.CAN.HELP helplines, email, and social media inquiries.



LIVES IMPACTED



Chase Owens, Murray County 4-H Member

TOGETHER, WE IMPACTED 46,895 CHILDREN, YOUTH, ADULTS, & ELDERLY

Community Partners, Grantees, and Programs	Whitfield County	Murray County
American Red Cross	152	211
Big Brothers Big Sisters	469	58
Boehm Birth Defects Center	66	24
Boy Scouts	497	120
Boys & Girls Clubs	362	420
Carter Hope Center	54	13
Cross Plains Community Partner	98	9
DEO Clinic	782	170
Family Frameworks	812	264
Family Support Council	8,257	3,198
Friendship House	230	23
Girl Scouts	599	26
Habitat for Humanity	400	
Looper Speech & Hearing Center	474	151
Meals on Wheels	188	102
Murray County 4-H		1,245
Murray County Developmental Center	5	23
NWGA Family Crisis Center	789	298
RossWoods Adult Day Services	85	12
Teen Maze		
The GreenHouse	303	133
The Salvation Army	11,354	8,631
United Way Community Solutions	1,112	255
United Way Volunteer Center	2,278	282
Whitfield County 4-H	1,509	8
Whitfield County-Dalton Day Care Center	252	2

UNITED WAY OF NORTHWEST GEORGIA BY THE NUMBERS

<p>4,094</p> <p>individuals provided with housing assistance</p>	<p>23,454</p> <p>individuals provided with food assistance</p>	<p>57,018</p> <p>meals delivered to home-bound elderly</p>	<p>595</p> <p>children enrolled in high quality childcare</p>
<p>9,496</p> <p>number of children who learned to recognize or prevent abuse</p>	<p>1,064</p> <p>individuals received counseling or therapy</p>	<p>4,604</p> <p>children participated in an out of school program</p>	<p>29,963</p> <p>bed nights provided to people in need of shelter</p>





BECOME A CORPORATE SPONSOR

WHY PARTNER WITH UNITED WAY OF NORTHWEST GEORGIA

United Way of Northwest Georgia can provide you with the opportunity to enhance your company's philanthropic image and visibility in the community and support investments that help solve our community's most pressing needs. When your company joins the ranks of United Way corporate partners and supporters, you are aligning with companies committed to improving lives in the community where your employees live and work. United Way's sponsorship opportunities are strategically tied to our impact areas of education, basic needs, and health.

IT'S MORE THAN GOOD WILL, IT'S GOOD BUSINESS

United Way of Northwest Georgia has been making a difference in our community for almost 80 years. Partnering with us makes a positive impact on our local community while reaching top community leaders, corporations and families through joint promotional opportunities. Sponsoring a United Way event feels good, but makes good business sense, too.

A SPONSORSHIP WITH UNITED WAY PROVIDES YOUR COMPANY

- Visibility as a strong community supporter with exposure to our entire donor base.
- Year-round co-branding with the #1 non-profit in the world, United Way.
- An excellent use of your marketing dollars. Your corporate sponsorship is a single, comprehensive annual gift, beyond the corporate pledge made during the annual campaign.
- Strengthened relationships with current and prospective customers.
- The opportunity to enhance the lives of nearly 50,000 people in Northwest Georgia.
- Reinforce your company's reputation as a good corporate citizen to your customers, employees and local residents.

SIGNATURE
Align your brand with one of the top-performing United Ways in the world to reach larger audiences and enjoy exclusive benefits.

ENGAGEMENT
Grow your business by reaching an affluent and educated audience of United Way supporters at exclusive, invitation-only events.

IMPACT
Become a change-agent and achieve your corporate citizenship goals by sponsoring events that directly impact students, families and seniors.

For more information, please contact Amy Ross, Director of Donor Relations, at 706-876-2552 or by email amy.ross@ourunitedway.org.

ENGAGE IN CORPORATE VOLUNTEERISM



WHY CORPORATE VOLUNTEERING

United Way of Northwest Georgia's Volunteer Center provides streamlined event management to corporate partners with firsthand knowledge of community needs to ensure that employee volunteer time is used effectively and efficiently. The Volunteer Center also makes it easy to volunteer together as a group by connecting projects and volunteer needs to groups. We believe that volunteerism is essential to the well-being of the community. It is good business to engage workplace volunteer resources in meeting community needs, and volunteerism is one of the foundations of corporate social responsibility.

WORKPLACE VOLUNTEERISM BENEFITS

EMPLOYEE BENEFITS

- Increases employee awareness, generates interest in community issues, and creates opportunities to get involved.
- Volunteering can improve employee health.
- Achieve personal development and increase self-esteem.
- Provide networking and team-building opportunities and strengthen skills.

EMPLOYER BENEFITS

- Impact on revenue.
- Enhance corporate social responsibility.
- Support strategic business goals.
- Increase employee morale, loyalty and productivity.
- Generate recognition as a "best place to work".
- Positively impact profitability.
- Important to younger generations.

COMMUNITY BENEFITS

- Build a stronger, healthier, and safer community.
- Generate a renewed spirit of citizenship and civic pride.

WANT MORE INFORMATION?

For more information, please contact Stephanie Hogshead, Director of Volunteer Engagement, by email stephanie.hogshead@ourunitedway.org or visit ourunitedway.org/volunteer. For an online database to find volunteer opportunities, please visit volunteernwga.org.

No matter the size of your company, our Volunteer Center provides you an opportunity to effectively make a difference. If your company is ready to team up with other business leaders in meeting community needs, join United Way TODAY!

UNITED WAY'S MOST GENEROUS WORKPLACES

More than 179 businesses partner with United Way every year. These businesses serve as a role model for corporate social responsibility which in turn creates a culture of caring among their employees. United Way of Northwest Georgia recently unveiled the 2020 Most Generous Workplaces in Northwest Georgia. This Top 20 listing includes philanthropic contributions from organizations and their employees to the United Way workplace campaign.

Through corporate and employee sponsorships, monetary and in-kind giving, and initiative support, these generous companies are investing in a better future for Northwest Georgia and its residents. This critical support helps to build a stronger, more stable workforce. Additionally, it bolsters the local economy and improves the health and well-being of our entire community.

Additionally, these businesses are leading the way by empowering and encouraging their employees to get involved, volunteer, and give back to the community we all call home. It is having a positive impact on the lives of thousands of men, women and children.

TOP 20 MOST GENEROUS WORKPLACES

- Americhem, Inc.
- BB&T, Now Truist
- Brown Industries, Inc.
- Coldwell Banker Kinard Realty
- Dalton Utilities
- Dorsett Industries, Inc.
- Engineered Floors, LLC
- Hamilton Health Care System
- JMW Inc.
- M&A Matting
- Marketing Alliance Group
- Material Handling Inc.
- Mohawk Industries
- Murray County School System
- Phenix Flooring a Mannington Company
- Shaw Industries, Inc.
- Textile Management Associates
- Textile Rubber & Chemical Company
- Whitfield County Schools
- United Parcel Service

*Based on 2020 Campaign Results





Mike Sanderson and Isabel Pimentel
Engineered Floors
2021 Campaign Co-Chairs

United Way fights for the education, basic needs, and health of every person in our community.

★ **BE A 5-STAR UNITED WAY CHAMPION!** Include the 5-star elements in your campaign and your company will be recognized at the United Way Annual Meeting. Your CEO was provided information about this recognition.

BE A UNITED WAY STRATEGIC PARTNER! Grow your campaign to the \$50K, \$100K, \$250K, \$500K, or \$1M+ level. Contact United Way for more information or visit us online at ourunitedway.org



Join us on 9.14.21 @ 6PM for the
CEO Trike Race & Campaign Kickoff Party

THANK YOU FOR SUPPORTING UNITED WAY

A gift to United Way covers the entire circle of life impacting education, basic needs, and health. United Way recruits people and organizations that bring the passion, expertise, and resources needed to get things done. Right here in our community people just like you are working to make real lasting change by focusing on the building blocks of a good life. It takes everyone in the community working together to create a brighter future. Thanks for your help!

STEPS FOR A SUCCESSFUL CAMPAIGN

1. **LEARN**
 - Meet with your United Way representative.
 - Review our online Campaign Toolkit for additional ideas.
 - Schedule tours for your campaign team and employees. ★
2. **PLAN**
 - CEO makes personal leadership gift and corporate pledge. ★
 - Work with your CEO to review last year's campaign results and set a goal. ★
 - Recruit a Campaign Coordinator and a campaign team.
 - Establish a timeline/schedule.
 - Find creative ways to use the themes: LIVE UNITED and POWER OF COMMUNITY.
 - Identify incentives.
 - Schedule group meetings, promotions, and publicity.
 - Schedule United Way Community Partner speakers.
 - Personalize pledge cards.
3. **HOLD YOUR EMPLOYEE CAMPAIGN MEETINGS**
 - Increase your campaign over last year. Make sure everyone has been asked to give and report results to United Way before October 31. ★
 - Plan and conduct a Management/Leadership Campaign.
 - Conduct group employee meetings and/or one-on-one asks.
 - Say thank you and report final results back to employees.
4. **ENGAGE YEAR-ROUND**
 - Contact United Way to schedule a volunteer project. Visit ourunitedway.org or call us at 706-CAN-HELP for more information. ★



YOUNG LEADERS SOCIETY
\$365+ LEVEL



WOMEN'S LEADERSHIP COUNCIL
\$1,000+ LEVEL

GIVING SOCIETIES



LEADERSHIP GIVING
\$1,000+ LEVEL
MIKE SANDERSON AND ISABEL PIMENTEL



ALEXIS DE TOCQUEVILLE SOCIETY
\$10,000+ LEVEL
PIET AND SABINE DOSSCHE



PEACOCK LEGACY SOCIETY
KEN AND JODY JACKSON

Young Leaders Society



The Young Leaders Society engages the next generation of philanthropists and volunteers ages 20 - 40 by creating a brighter future for our community, while serving as a driving force in retention of young professionals for local employers.

Women's Leadership Council



The Women's Leadership Council is a group of women truly generous in heart and spirit who bring vision, energy, talent, and creativity to create lasting change. Members of the Women's Leadership Council give \$1,000 or more annually.

Leadership Giving



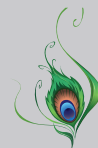
Leadership givers join hundreds of like-minded individuals in our community who come together to make a difference. Leadership giving has been a large focus of corporate campaigns with donors making a household investment of \$1,000 or more annually.

Alexis De Tocqueville Society



The Alexis de Tocqueville Society, chartered by Julian Saul in Northwest Georgia in 1996 with 23 members, was created to deepen individual support for United Way's work in education, basic needs, and health in our community. Today, the Alexis De Tocqueville Society invests over \$1 million annually.

Peacock Legacy Society



Launched in 2015, the Peacock Legacy Society allows Alexis de Tocqueville members to endow their annual gift in perpetuity and corporations to deepen their support beyond the annual campaign. The Peacock Legacy Society has pledges and planned gift provisions from three corporations, seven families, and one fund totaling over \$5 million.

GET INVOLVED



Pictured: Madeline Skojac, 2020 Elbert Shaw Scholarship and Youth Volunteer of the Year Recipient
Elisa Castelo, 2020 Elbert Shaw Scholarship Recipient



@unitedwaynwga

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