

COMMENTARY



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IVC associates participated in a United Way of Northwest Georgia impact tour to learn more about their donations. From left are Laurie Parker, RossWoods Adult Day Services, and IVC associates Brenda Renfroe, Cindy White, Veronica Romero, Heather Brumlow, Debbie Belle, Karin Nedvin and Ismael Hurtado.

Along United Way's campaign trail

Thank you to the 300 people who joined me in Dalton Green for the United Way of Northwest Georgia Kickoff Block Party and CEO Trike Race. The campaign cabinet, United Way board members and I were excited to announce our pledge goal of \$3.7 million to improve lives in Whitfield and Murray counties. Talk about game-changing. Special congratulations to Beaulieu of America who won the trike race for the third consecutive year!



**J.T.
Finley**

As you know, at the heart of every corporate campaign are givers, advocates and volunteers. Today, I wanted to share with you three companies who have run their campaigns since the kickoff.

J+J Flooring Group kicked off its United Way campaign with Josh Hall leading the effort. They had the opportunity to learn about United Way community partners through guest speakers from the Boys & Girls Clubs and Carter Hope Center at nearly 20 employee presentations. J+J has been a loyal supporter of the United Way of Northwest Georgia since 1957 with 80 percent of J+J associates giving to the United Way.

IVC led a team of associates on a tour of United Way's community partners along with their campaign coordinator, Brenda Renfroe. They toured Meals on Wheels, Salvation Army, RossWoods Adult Day Services and the Whitfield County-Dalton Day Care Center. IVC associate Debbie Belle said, "I learned so many things about Salvation Army. I realized they are so much more than just a thrift store!" Thanks to your United Way investment, Salvation Army also provides transitional living apartments, food assistance and clothing assistance for our neighbors in need.

Jim Hawkins, superintendent of Dalton Public Schools, held their United Way leadership campaign. Joey Stuart, Jose Cortez and I were able to share how Big Brothers Big Sisters and United Way have changed our lives through their mentoring program. Amanda Burt, United Way president, thanked the Dalton Public Schools principals for their continuous support of United Way, while



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Dalton Public Schools recently hosted United Way of Northwest Georgia officials to kick off its employee campaigns. From left are Amanda Burt, president of United Way; J.T. Finley, campaign chairman; Joey Stuart, volunteer at Big Brothers Big Sisters; Jose Cortez, a "Little" with Big Brothers Big Sisters; and Jim Hawkins, superintendent of Dalton Public Schools.



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Josh Hall, standing, and Doug Schneller from J+J Flooring Group participated in the United Way of Northwest Georgia's CEO Trike Race.

Hawkins emphasized the positive impact United Way plays in changing students' lives each year. School-level United Way presentations are underway.

Today, we are at 40 percent of our \$3.7 million goal. If your company has run a campaign, please send in results so that we can see our thermometer at the intersection of Walnut and Thornton

avenues rise. If your company is interested in holding an employee campaign, please visit me to learn more or call the United Way office at (706) 226-4357.

Dalton native J.T. Finley is the 2015 United Way of Northwest Georgia campaign chairman.