This is more than an annual report
IT’S A STORY ABOUT HOPE
OUR VISION

WE ENVISION A NORTHEAST GEORGIA REGION WHERE EVERY MAN, WOMAN, AND CHILD HAS ACCESS TO QUALITY EDUCATION, FINANCIAL STABILITY, AND A HEALTHY LIFESTYLE.

OUR MISSION

TO MOTIVATE AND MOBILIZE RESOURCES TO MEET THE HIGHEST PRIORITY NEEDS OF THE INDIVIDUALS AND FAMILIES LIVING IN THE NORTHEAST GEORGIA REGION.
Dear Friends,

As many of you know, United Way of Northeast Georgia experienced a significant leadership transition in 2018. March witnessed a departure of the CEO, followed by a 10-month stretch for me as an Interim CEO, and finally peaked with the selection of new leadership, Kay Keller, in February of 2019.

Without question, leadership transitions are one of the most destabilizing events a nonprofit can face. Yet, in moments of vulnerability we often find strength. Words cannot capture the grit, determination and teamwork I witnessed from the board of directors, the search committee and the staff during my time with them. While much of our effort was focused inward, we kept momentum with the mission and continued to make significant progress towards the Community Impact model, expanded the reach of Dolly Parton’s Imagination Library, and saw an enhanced 2-1-1 program throughout northeast Georgia.

The “inner workings” of a nonprofit are often not cause for celebration, but this team did significant work on some of the not-so-exciting-but-oh-so-necessary practices, policies and procedures that truly keep an organization ticking forward.

It was an honor to be of service to UWNEGA during this time. I will be cheering Kay and the team along from the sidelines and know that many good things are to come.

With gratitude,
Victoria Prevatt
Owner, Lead Strategist
Good Works, LLC

We are indeed fortunate to live in a great community that affords most of us the opportunity to enjoy a high quality of life. We have been blessed with sufficient resources, good health care and educational experiences. We probably have never needed to receive direct services from the great agencies supported by United Way of Northeast Georgia. However, it is also true that many people in our community live a lifestyle that is challenged by poverty, with limited access to health care, and inadequate housing which requires them to depend upon others on a regular basis to meet their most basic needs.

Sometimes we forget that any of us could unexpectedly find ourselves in a situation needing services from a caring community we never thought we would be seeking.

I have always believed it is my privilege and responsibility to share some of the resources I have been given to make the lives of others a little easier during difficult times. United Way gives all of us the opportunity to be a part of doing important work that makes our community better, but more importantly, touches individual lives at times when they may feel like nobody really cares. It is for these reasons I choose to give to United Way.

You and I will never meet most of the persons who benefit from our gifts. We don’t need to meet them to see that our community is better because their lives have been made a little better. We are not expected to solve all the community’s problems by ourselves. However, our community does call upon all of us to do our part by giving of our resources and volunteering in service to others. I am proud to be a part of United Way which gives me the opportunity to do both.

Thanks for all you do to support the mission of United Way of Northeast Georgia, our community is better because of your involvement.

Alan Reddish
Chair, Endowment Trustees

The Endowment Fund is a permanent pool of capital with the interest income to be used to provide resources for future community needs. A gift to the Endowment Fund allows individuals to leave a legacy that will ensure the future well-being of our community. The result will be a better quality of life for all, enhanced by the security of knowing we can count on a stable future.

The Endowment Fund ended 2018 with 74 Legacy Society members that include 31 past or present United Way of Northeast Georgia Board of Directors. As of December 31, 2018, the Endowment Fund contained $176,422 in Current Assets and $621,495 in Deferred Assets.
**BOARD OF DIRECTORS**

*indicates a member of the Executive Committee*

- Rosa Arroyo-Driggers
- Dr. Jason Branch
- Brian Brooks
- Daniel Brown
- Montez Carter
- Elaine Cook
- Dan Elder
- Evan Elder
- Bob Gardner
- Robert Griffith
- Mike Hackett
- Ryan Hammock
- Robert Hardell
- Lawrence Harris
- Todd Henry
- Ralph Johnson
- Kay Keller
- Richie Knight
- Mike McCleary
- Rhodes McLanahan
- Dr. Demond Means
- Jean Mullis
- Joe Nemetz
- Beth Patrick
- Dr. Charles Peck
- Alan Reddish
- Dr. Rotonya Rhodes
- Whit Richardson
- Samantha Rickman
- Dr. Lorilee Sandmann
- Dr. Anna Scheyett
- Joey Wilson
- Devin Wood
- UGA Admissions
- Oconee County Board of Education
- Regions Bank
- WLHR Lake Hartwell Radio
- St. Mary’s
- Athens Regional Health System
- Oconee Well Drillers
- Synovus
- McLane Southeast
- Golden Pantry
- Boys and Girls Club
- Wells Fargo
- Athens First Bank & Trust
- Athens Community Career Academy
- Caterpillar, Inc.
- UGA Facilities Management
- University of North Georgia
- HW Creative Marketing
- Fortson, Bentley & Griffin
- First American Bank
- CCSD
- Jackson EMC
- First American Bank
- St. Mary’s
- Athens Regional Health System
- Mercer Group
- Greene County Schools
- Taziki’s
- Stephens County Hospital
- UGA College of Education
- UGA School of Social Work
- AmeriPride
- Harrison Poultry
Community Impact is the foundation upon which United Way of Northeast Georgia builds partnerships and grows impact in our community. 2018 was a year of engagement and learning for our Community Impact work at United Way of Northeast Georgia. Our new, strategic focus on regional impact and community problem solving addresses areas of opportunity throughout the region.

Working alongside Georgia Center for Nonprofits, we held 16 community conversations throughout our expanded 13-county region to clarify our impact focus areas. We’re changing the status quo and making your dollar go further towards helping those in need.

IMPACT FOCUS AREAS

Early Learning & Childhood Education
• 0-18 months
• 19 months - 4 years
• Kindergarten Readiness
• School Readiness

Workforce Development
• Employment Skills
• Engagement of Youth not in School or Workforce

Basic Needs
• Crisis, urgent or basic care needs
• Food
• Homelessness
• Shelter

We have continued our partnership with the Athens Area Community Foundation, UGA Institute for Nonprofit Organizations, UGA Office of Service Learning, and Athens-Clarke County Unified Government to provide free, high quality trainings to over 50 nonprofits throughout Northeast Georgia.

The United Way team is proud to support the MLK Day of Service through serving on the steering committee, checking in participants, and volunteering at a local service project.

Over 500 volunteers completed 20 projects with our partner agencies for the 2018 Day of Caring. Thanks to the support of Caterpillar, UGA, and many other local businesses for making this year’s Day of Caring such a huge success!
We all win when our community’s children enter kindergarten ready to read. Reading is the most influential factor related to long-term academic success. Investment in high-quality early childhood programs improves education, health, social, and economic outcomes.

85% of physical brain development happens in the first five years of life. That is why United Way partners with Dolly Parton’s Imagination Library (DPIL) by providing free and age-appropriate books in the mail monthly for the first five years after birth for kids in Athens-Clarke and Oconee Counties. These books contain parent engagement tools to further learning.

In 2018 our Imagination Library impacted thousands of families and laid the foundation to open registration in Clarke County again in 2019:

• 4,272 children participated in this early literacy program
• 44,554 books became part of a personal in-home library
• 1,033 children turned five and graduated from our program

“This program sent us books for free at a time when we had no extra money to buy books for my child. To get a book in the mail made me feel normal at a time when so many other things in life felt abnormal.”
- Mary, Proud DPIL Parent

In 2018 we made 6,800 connections through calls and texts in our North-east Georgia region, and had over 6,000 searches on our online database as well. These calls resulted in over 18,500 referrals catered to the need and situation of those reaching out to us.

2-1-1 calls, texts, and online searches are more than just a resource referral. They are a connection to a tangible next step that is so critical in our time of need.

90% of contacts recommend 2-1-1
80% of contacts connected with a community resource
Where There is Help There is hope

During 2018, United Way’s Women United (WU) was able to truly transform their initiative and purpose in our community to better align with the action-oriented and results-driven programs we see across the country. WU is a global force of more than 70,000 women dedicated to creating a world of opportunity for everyone. The objective of the council is to plan and implement programs, events and community service projects that support and build awareness of the WU program and United Way’s education work in the community. With a continued focus on leadership and supporting early childhood literacy, Women United raised more than $18,000 for Dolly Parton’s Imagination Library program during the 2018 Power of the Purse Luncheon. Their designated service project for 2018 was Books for Keeps. The advisory council members were committed to volunteering together and will continue to create opportunities for all members to serve our community.
Financial Narrative
In the past, United Way of Northeast Georgia has set allocations and budget on accrual basis of pledges from campaign season. Over the last 3 years, we have seen a decline in pledges collected which has led to change in our pledge processing and procedures. These changes are reflective in the charts to the right.

In 2018, the $302,222.88 shortfall on restated cash basis was covered with a combination of borrowing from our endowment, accessing a line of credit and using the small amount we had in reserves.

Starting in 2019, United Way of Northeast Georgia’s budget will be set off of a cash basis. Therefore, future allocations will be distributed based on actual contributions received, not pledges.

As we move forward with the Community Impact model, our strategic direction is to look at new and innovative ways to support impact through diverse resource development efforts.

Revenue - Campaigns on Accrual Basis/All Others on Cash Basis

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace Campaign - NEGA</td>
<td>$2,325,758.02</td>
</tr>
<tr>
<td>Workplace Campaign - Stephens County</td>
<td>89,113.67</td>
</tr>
<tr>
<td>211 Revenue</td>
<td>39,584.00</td>
</tr>
<tr>
<td>DPIL Revenue</td>
<td>135,269.62</td>
</tr>
<tr>
<td>Women United Revenue</td>
<td>24,688.68</td>
</tr>
<tr>
<td>Investment Earnings (Losses)</td>
<td>(1,072.19)</td>
</tr>
<tr>
<td>Special Events</td>
<td>35,699.31</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,649,041.11</strong></td>
</tr>
</tbody>
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Expenses - Cash Basis

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Allocations - NEGA</td>
<td>$1,558,950.00</td>
</tr>
<tr>
<td>Allocations - Stephens County</td>
<td>56,500.00</td>
</tr>
<tr>
<td>UWNEGA Expenses</td>
<td>597,517.11</td>
</tr>
<tr>
<td>2-1-1 Expenses</td>
<td>83,906.07</td>
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<tr>
<td>DPIL Expenses</td>
<td>110,483.73</td>
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<td>Women United Expenses</td>
<td>25,476.84</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,432,833.75</strong></td>
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Increase (Decrease) in Net Assets 2018

216,207.36

* Workplace Campaign reflects pledges made, not cash received. On average UWNEGA receives 85% of pledges made. All other revenue/expenses are reported on cash basis.

Revenue - Cash Basis

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<td>Workplace Campaign - NEGA</td>
<td>$1,825,834.89</td>
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<tr>
<td>Workplace Campaign - Stephens County</td>
<td>70,606.56</td>
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<td>211 Revenue</td>
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Increase (Decrease) in Net Assets 2018

*302,222.88

* These figures are reported using the cash basis method of accounting which records revenue when cash is received and expenses when they are paid in.
WE ARE WHAT IT MEANS TO LIVE UNITED