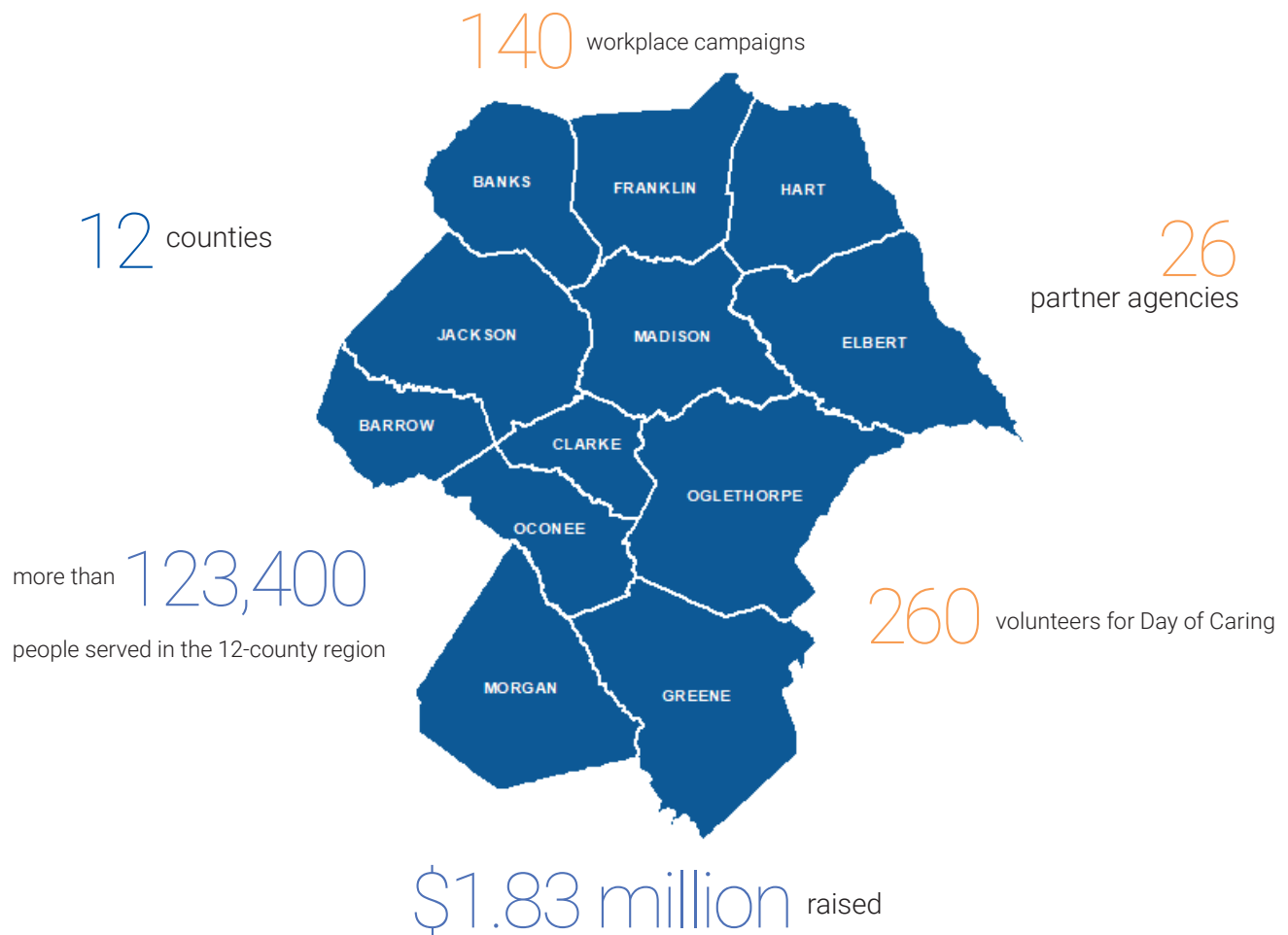


UNITED WAY OF NORTHEAST GEORGIA 2019 ANNUAL REPORT

TRANSITION & TRANSFORMATION



UNITED WAY OF NORTHEAST GEORGIA FIGHTS FOR THE NEEDS OF INDIVIDUALS AND FAMILIES IN NORTHEAST GEORGIA, FOCUSING ON BASIC NEEDS, EARLY CHILDHOOD SUCCESS, AND WORKFORCE DEVELOPMENT



OUR VISION

UNITED WAY OF NORTHEAST GEORGIA ENVISIONS A 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 INDIVIDUALS AND FAMILIES IN OUR 12-COUNTY REGION.

A LETTER FROM OUR LEADER

D ear friends,

As I have settled into my first year here at United Way of Northeast Georgia, we have experienced so much change. It's been a year of transition and transformation, all making us a better organization to serve our region. We have had staffing changes, started our final phase of our transition into the Community Impact model, improved engagement with a strong Board of Directors, and realigned our roles.

I'm proud of our team and of the impact we are making together. Our Board of Directors is working hard to ensure we created a strong strategic plan. And our staff of four, though small, is working mightily to cover our 12-county region well. We are all fully engaged in our roles and because of this, we are functioning at our highest capacity. Each staff and Board member is great at their given job but also versatile and willing to help each other with great teamwork. I am so lucky to have them!

At the start of this last year, we finalized our three pillars where we will focus our attention for the future: basic needs, early childhood success, and workforce development. We are excited to see the needle move because of our programs and the programs of local area nonprofits. Our communities deserve a strong direction and leaders who are determined to make a difference. The partners we work with are such leaders and we are proud to stand along with them to help make our region stronger together, because changing lives and making a difference is how we LIVE UNITED.

We have accomplished much in 2019 and are excited to grow together in 2020!

United,

Kay Keller



KAY KELLER

PRESIDENT AND CEO
United Way of Northeast Georgia

TRANSITIONING TO POSITIVE TRANSFORMATION

Throughout 2019, United Way of Northeast Georgia faced changes, both internally and externally. We marked the second of three phases to transition fully to a Community Impact model, a move that allowed us the opportunity to better serve our region and continue to work with area nonprofits that provide for our community members. We transitioned responsibilities, brought in new team members, celebrated retirements, and overall consolidated roles so individuals and their expertise are utilized to maximum capacity.



Staff, Board, Committee Updates

Change is often seen as an adjustment that must be made as a result of negative factors. For United Way of Northeast Georgia, we recognized that we had become stagnant in our model and needed to reevaluate our strategies. We know that consistency is important but without the challenges of change, we do not allow ourselves room to improve alongside our community.

Through rigorous study and research, we realized that our Community Chest model was not allowing us to adequately provide for the growing community needs. As a result, we implemented the Community Impact model. This year, we continued into the final phase of the three-year transition to a Community Impact model to invest in impact.

Not only have our communities grown and changed, but so has United Way of Northeast Georgia. In the past year, we had the honor of celebrating long-term service of Board members and staff. Throughout their tenure, staff like Gerry Taylor and Emily Nicholas, and Board members like Joe Nemetz and Dr. Jason Branch have served our counties and this United Way of Northeast Georgia with giving hearts,

dedicating their time and energy to the betterment of our communities. We are grateful for their service. With their departures, United Way of Northeast Georgia invested in securing strong team members for the organization because without a steady foundation, positive transition and transformation is hard. With the welcome addition of Kay Keller as President and CEO, realignment of roles for Elizabeth Earl as Director of Development and Mark Madison as Director of Community Impact, and the creation of the Director of Marketing and Engagement role filled by Alison Geist, we created an internal team that uses expertise from a variety of backgrounds to work on behalf of our partner agencies and strategically guide donations to the areas of highest need.

We also wished well our Stephens County partners and representatives. At the end of the year, Stephens County officially moved from under the United Way of Northeast Georgia umbrella and is now connected with United Way of Habersham County. We are proud of all the work we were able to do together and the work we will continue to do in our regions.



**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

WORKPLACE CAMPAIGN SPOTLIGHT

Caterpillar, Inc.

Since opening its doors in Athens, Ga. more than seven years ago, Caterpillar has fully integrated itself into the community. Starting from the leadership level, a mindset of service has permeated the walls of Caterpillar. They have not only contributed financially through workplace campaigns, but have also given of their time in our annual Day of Caring and other volunteer opportunities. During the 2019 campaign, Caterpillar once again was a top workplace campaign partner, with their employees contributing through payroll deductions, one time giving and supplemental donations. At this year's Day of Caring, more than 88 employees from Caterpillar worked alongside other volunteers at more than nine worksites. The dedication and compassion of Caterpillar and its employees helped better the community and changed lives, the epitome of living united.



Photo courtesy of Athens Banner-Herald

POWER OF THE PURSE

Our Women United hosted another successful Power of the Purse luncheon in 2019. Featuring former First Lady of Georgia Sandra Deal as the speaker, women and men alike heard about the power of reading from an early age and how we can encourage and instill a love of books from birth in our local children.

Attendees of the luncheon successfully raised more than \$27,000 - a 20%+ increase of funds raised in years past - for Dolly Parton's Imagination Library programs in Clarke and Oconee counties. Dolly Parton's Imagination Library provides age-appropriate books each month to children age zero to five, introducing children to reading at an important age of development. With the funds raised, more than 890 children will receive books for all five years as they grow and learn. Thank you to our luncheon attendees and our Women United members.



Early Childhood Success

43,000+ children lived in poverty in 2017

5,664 children age 3-4 were not attending preschool

38% only of third graders were considered proficient learners



Workforce Development

2,100+ people who received workforce development resources and training are under 18 years old

93% of those receiving workforce development aid lived 150% below the poverty line

9.95% of 16-19 year olds in the region were not in school or employed, which is higher than the state average



Basic Needs

more than 135,000 regional residents received basic need support from more than 17 partner agencies

78.5% needs were met by 211 health and human services

29.8% of the population were housing burdened - those who pay more than 30% of income on housing



LENDING A HAND

from young to old

THE JOY OF READING

In our region, only 38% of our 3rd graders are proficient learners, struggling primarily in reading. Those children who receive books from Dolly Parton's Imagination Library though, performed 10% better on kindergarten literacy evaluations and are more likely to be in gifted programs. With strong community leadership and support, our two Dolly Parton's Imagination Library programs are currently providing books for thousands of children in Clarke and Oconee counties. Children are often registered upon birth at the hospital by volunteers with Brightpaths, at pediatrician offices, and by administrators and staff at schools. The program provides not just access to reading material appropriate for the development of children, but also instills a love of learning.



ANSWERING THE CALL

Across the state, our 211 human and health services referral line is available 24/7/365. In order to accurately and properly provide assistance for those requesting help, information must be up-to-date. One of the biggest challenges facing our 211 resource referral service in the past years is staying current. In 2019, one of our goals was to ensure that 85% of the agencies listed for our region was accurate, a goal we met at the end of the year. As 2020 starts, we are already diligently tracking our database to update, edit and add nonprofits that can provide resources to our community members. For many, 211 is an invaluable asset.



PICKING UP NEW TOOLS: DAY OF CARING

In October, we hosted our annual Day of Caring with more than 260 volunteers at 22 project sites. The opportunity to serve our community through volunteering at our partner agencies is always a day we enjoy. We had more than 19 businesses represented during our Day of Caring this year, spending part of their workday with our local nonprofits improving their facilities and making them more welcoming and comfortable for clients. These volunteers worked tirelessly to restore buses, landscape properties, paint rooms, re-carpet office spaces, repair and fix crumbling materials, and more.



CORPORATE PARTNER SPOTLIGHT

Every year, United Way of Northeast Georgia works with local corporate partners to make a difference in the lives of our neighbors. Because of these partners' support for United Way of Northeast Georgia, we are able to help meet the highest priority needs of our 12-county region. We thank them for their dedication, compassion, and generosity.

1st Franklin Financial
ABB Motors
Accurus Aerospace
ACTION, Inc.
Advanced Technology Services
Aetna Insurance
Allen Properties
AllState
Ameriprise Financial
Aramark
ASI Southeast
Athens-Clarke County Government
Athens Community Council on Aging
Athens Housing Authority
Athens Janitor Supply
Athens Orthopedic Clinic
Athens Seed, Lawn & Garden
AT&T
Atlanta Biologicals Inc.
AutoZone
Bank of America
Barrow County Government
Barrow County Schools
BB&T
Beckman Coulter
Benson's Inc.
Best Buy
Boehringer Ingelheim
Boys & Girls Club of Athens
Brightpaths
C&S Wholesale Grocers
Cadence Bank
Cannon Financial Institute
Carrier Transicold
Caterpillar, Inc.
Century Link
Chastain & Associates
Chico's
Citi Group
Circle of Hope
Clarke County Schools
Coca-Cola Bottling Company
Comcast
Commercial Bank
Community Newspapers
Delta Air Lines
Donegal Insurance Group
Dr. Pepper Snapple Group
Duke Power Company
Duplicating Systems

Eaton Superchargers
Federal Express
Fanello Industries
FiberVisions
Fieldale Corporation
First American Bank & Trust
Food Bank of Northeast Georgia
Franklin County Government
Franklin County Schools
Gate House Media
General Motors
Genuine Parts
Georgia Power
Graham Law Firm
Golden Pantry
Harrison Poultry
Home Goods
Hope Haven
IBM Corporation
International Paper
ITW Label Products
Jackson County Government
Jackson County Schools
Jackson EMC
JCPenney
Jefferson City Schools
Johnson & Johnson
Kautex
Key Trust Bank
Koch Business Solutions
Kroger
Lab Corp
Latexco
Lincoln Financial
Lindsay Transfer & Storage
Macy's
Madison City Government
Madison County Schools
Mathis Management
McLane Southeast
Mission Foods
Morgan County Schools
Nakanishi
Nationwide Insurance
Nelnet
Noramco
North Georgia Credit Union
North Georgia Water Systems
O'Reilly Auto Parts
Oconee County Schools

Oconee State Bank
Oconee Well Drillers
Oglethorpe County Schools
Osborne Wood Products
Patterson Pump
Peach State Federal Credit Union
Piedmont Athens Regional
Piedmont College
Pinnacle Bank
Power Partners
PPI Way
Principal Financial
Project Safe, Inc.
Pruitt Cares
Publix
Purysis
QuikTrip Distribution
Raymond James
Sage Textiles
Sam's Club
Silgan Closures
Solvay
Southern Mutual Insurance
Southern Natural Gas Company
St. Mary's Healthcare System
Stephens County Hospital
Stephens County Schools
SunTrust Bank
Synchrony Financial
Synovus
Target
TenCate
The Classic Center
The Tree House
TJ Maxx
Toccoa Falls College
United Community Bank
United Bank
University of Georgia
UPS-Athens
Wal-Mart
Walton EMC
Wells Fargo Bank
Williams Gas Pipeline
Winder Housing Authority
Windstream
WLHR Lake Hartwell Radio
YWCO Girls Club

EMPOWERS
EMPLOYEES TO
MAKE A
DIFFERENCE

INVESTING IN
PROGRAMS
FROM 26 LOCAL
NONPROFITS

BUILDS
CAMARADERIE &
BOOSTS
COMPANY MORALE

COMPANY SHOWS
POSITIVE
COMMITMENT TO
COMMUNITY

FRESH PERSPECTIVE

young philanthropists



This fall, United Way of Northeast Georgia was selected as the featured organization for the Grady College School of Journalism's Capstone Campaigns Class project. The class was tasked with outlining a marketing and communications plan drafted from diligent research, focus groups, and application of marketing and communications tools learned in class. The group focused on three areas: development, donor transition, and content creation. After research and analysis, the class determined that there were a few issues United Way of Northeast Georgia faced: 1) current donation strategies focusing mostly on workplace campaigns lowers the likelihood of increasing donations year-over-year and future individual engagement; 2) communication of the transition to Community Impact was not known by donors or community members and 3) brand awareness for long-term engagement was minimal.

Throughout their work, they reviewed and explored United Way Worldwide marketing materials and current strategies, conducted competitor analysis of other local area nonprofits, spoke with community members and leaders in all 13 counties, analyzed data insights from our digital and social presence, and reviewed current United Way of Northeast Georgia communication tools and materials. The students also were in communication often with our staff to ensure their work reflected accurate and relevant information when formulating their full strategy.

The hard work of the class uncovered the areas of most confusion and the subsequent best means of communication with our area residents. They created materials including videos, sample letters, outlined social calendars and more. Their insights and perspective provided a fresh take for our organization and a map to guide us in future communications. As a result, we are striving to better engage with donors and volunteers, and communicate in ways that resonate with our region to improve awareness of United Way of Northeast Georgia.



FINANCIAL REPORT

Our 2019 allocations were the second of three installment step downs as we shift from the Community Chest model to a Community Impact model. This means that the allocations are two-thirds traditional allocations. Additionally, 2019 was the final year that Stephens County was associated with United Way of Northeast Georgia. Moving forward, Stephens County now is a part of United Way of Habersham County. Women United raised more than \$33,000 at the Power of the Purse and of that, were able to donate more than \$27,000 to Dolly Parton's Imagination Library programs in Clarke and Oconee counties.

United Way of Northeast Georgia, Inc.
Statement of Activities - Cash Basis
For the year ended December 31, 2019

Support	
Workplace Campaign - Northeast Georgia	1,559,732.60
Workplace Campaign - Stephens County	30,587.90
Planned Giving	10,000.00
2-1-1	50,985.36
Dolly Parton's Imagination Library	147,944.58
Women United - Power of the Purse	33,958.00
Investment Earnings	41,156.28
Total Support	1,874,364.72
Expenditures	
Allocations - Northeast Georgia	1,094,000.00
Allocations - Stephens County	60,800.00
Northeast Georgia (1)	508,840.71
Planned Giving - Admin Fees	749.05
2-1-1 (1)	73,268.41
Dolly Parton's Imagination Library (1)	108,032.79
Women United - Power of the Purse	6,301.80
Total Expenditures	1,851,992.76
Increase (Decrease) in Net Assets	22,371.96

(1) Includes expenditures related to program services, fundraising, and management & general

Agency Allocations

Agency Name	2019 Allocations
ABHS Fine Finish	\$ 31,533.33
Harmony House	8,666.67
Reins of Life	25,000.00
Northeast GA Boy Scouts	44,333.33
Salvation Army	84,000.00
YWCO Girls Club	40,000.00
ABHS Jackson Creative	22,000.00
The Cottage Sexual Assault Center	34,666.67
Project Safe	42,733.33
Athens Neighborhood HC	24,333.33
Boys & Girls Club	83,333.33
ABHS Custom Industries	10,000.00
Project ADAM	50,000.00
The Tree House	32,000.00
Boys & Girls Club - Winder	34,666.67
Council on Aging	96,000.00
Hope Haven	84,466.67
Food Bank of Northeast GA	33,333.33
Oglethorpe Senior Center	13,333.33
Prevent Child Abuse Athens	35,333.33
Action Inc., Full Plate	32,000.00
Extra Special People	48,266.67
Madison-Morgan Co. Caring Place	4,000.00
Family Counseling Services	85,333.33
American Red Cross	76,666.67
Girls Scouts of Historic GA	18,000.00
Total	\$ 1,094,000.00

2019 BOARD MEMBERS

Dr. Jason Branch - *Oconee County Schools*

Daniel Brown - *92.1 WLHR/Lake Hartwell Radio*

Montez Carter - *St. Mary's Healthcare System*

Kevin Clark - *Athens Banner-Herald*

Dan Elder - *Oconee Well Drillers*

Evan Elder - *Synovus*

Carol Gittens - *Eaton Corporation*

Robert Griffith - *Golden Pantry Food Stores*

Mike Hackett - *Boys & Girls Club*

Ryan Hammock - *Pinnacle Bank*

Lawrence Harris - *Athens Community Career Academy*

Alicin Hendricks - *Jackson Spalding*

Todd Henry (Chairman) - *Caterpillar, Inc.*

Ralph Johnson - *University of Georgia*

Mike McCleary - *Fortson, Bentley & Griffin*

Demond Means - *Clarke County School System*

Jean Mullis - *Jackson EMC*

Joe Nemetz - *First American Bank & Trust*

Beth Patrick - *St. Mary's Good Samaritan Hospital*

Dr. Charles Peck - *Piedmont Athens Regional Health System*

Whit Richardson - *Taziki's Mediterranean Cafe*

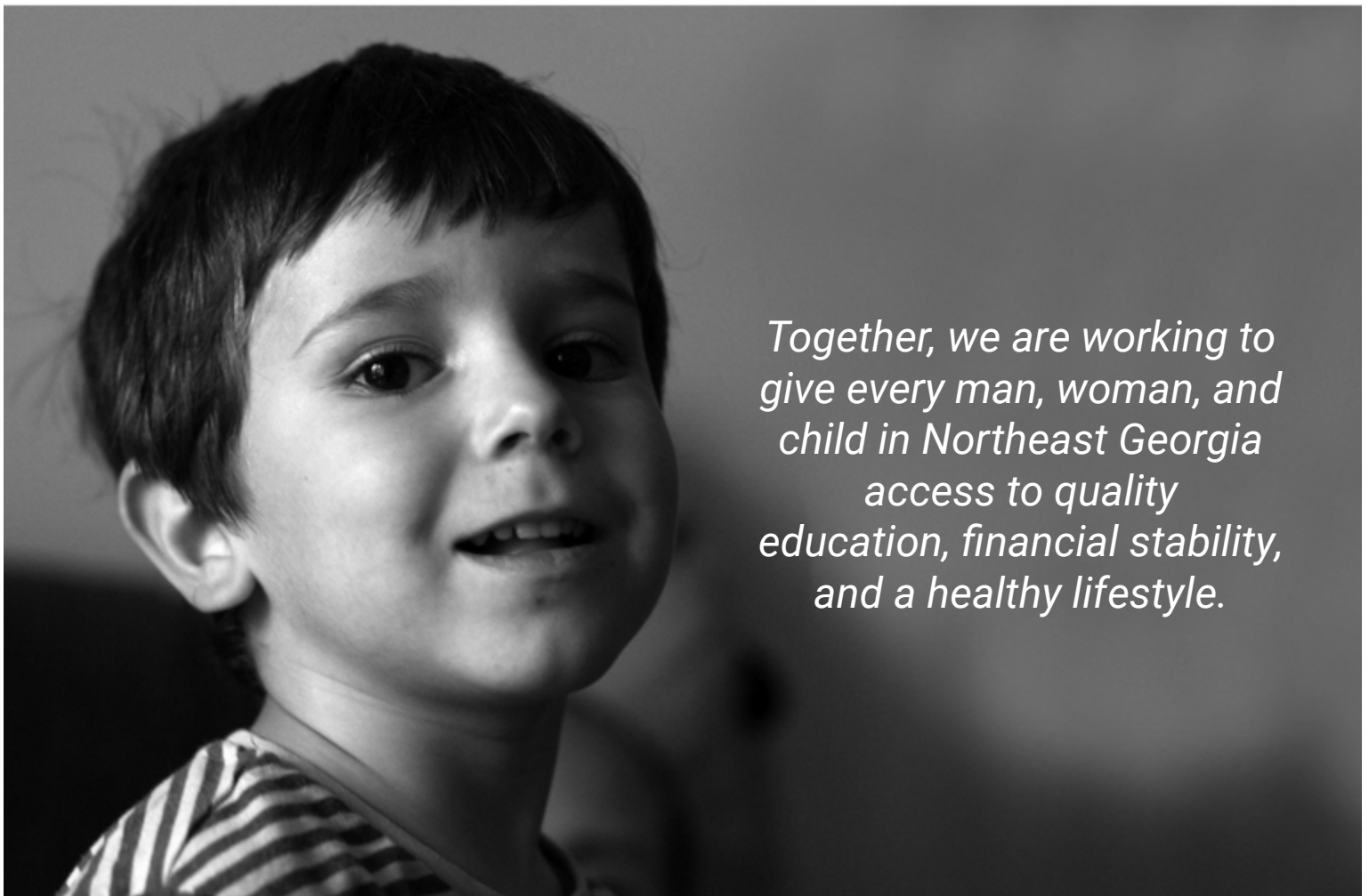
Samantha Rickman - *Stephens County Hospital*

Dr. Anna Scheyett - *University of Georgia*

Jason Smith - *Piedmont Athens Regional*

Tie Velasco - *Impact Community Consulting*

Devin Wood - *Harrison Poultry*



*Together, we are working to
give every man, woman, and
child in Northeast Georgia
access to quality
education, financial stability,
and a healthy lifestyle.*

United Way of Northeast Georgia

1 Huntington Road, Suite 805

Athens, GA 30606

unitedwaynega.org

CHANGE DOESN'T HAPPEN ALONE.



Help us to get the word out.

Please share how **YOU** plan to join the fight and transform our community with United Way of Northeast Georgia.

Be sure to include #uwnega



facebook.com/unitedwaynega



instagram.com/uwnega



**United Way
of Northeast Georgia**