

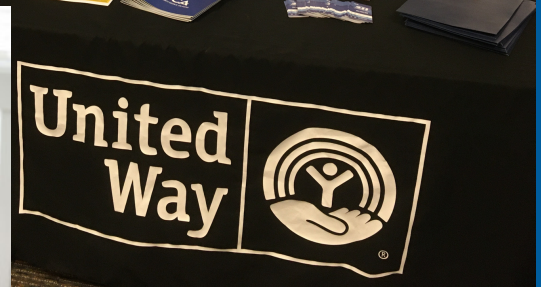
United
Way



United Way
of Northeast Georgia

BETTER UNITED

ANNUAL REPORT 2020





FROM THE EXECUTIVE DIRECTOR

If we could retire a few words from this past year, I most certainly would. Pivot. Unprecedented. Zoom. Though I'd love to forget these words, there is much to be grateful for as well. I continue to be impressed with the tenacity of our volunteers, the dedication of our donors, and the strength of our community. When the hard times hit, we didn't hesitate but instead stood strong and united to weather the storm together.

We are so thankful for the hours and dollars you poured into the community through United Way of Northeast Georgia. You showed that this community can depend on one another when we face challenges and can rely on each other to celebrate the good times too. Cheers to finishing an unexpected year knowing you proved once again that when we LIVE UNITED, we can do anything.

A handwritten signature in black ink that reads 'Kay Keller'.

KAY KELLER

President & CEO

12 COUNTIES, ONE REGION: UNITED.

Though our region is geographically large, we have seen the ways that we all are connected and LIVE UNITED. See what a difference your contributions have made to this entire region.

COVID-19 Community Response Fund

When the pandemic hit, United Way of Northeast Georgia immediately understood there would be even more challenges than usual facing our community. Knowing that, we called on friend and partner Sarah McKinney at the Athens Area Community Foundation and together we started the COVID-19 Community Response Fund. Since March 2020, we have worked with an incredible group of volunteers, reviewing the most pressing needs due to the pandemic. Because of the generosity of donors throughout the region, we distributed hundreds of thousands of dollars to nonprofits and school systems - school systems like Barrow County, which includes Kennedy Elementary, as featured here.



Ms. Keller,

Thank you so much for the generous donation of water bottles for our students here at Kennedy Elementary. In these unprecedented times, it's such a comfort to know that we have such wonderful partners in our community that step up and do what it takes to help our students. Your kindness and generosity is truly appreciated.



Community Impact - New Grantees

In 2020, we accepted the first applications for our Community Impact year-long grants. With previous and new partners joining the ranks of our 2021 Grant Recipients, we are excited to support programs in our three focus areas: basic needs, early childhood success, and workforce development. We are investing in impact, with your help.

Connecting From Afar, Staying UNITED.

Like most organizations, we learned to adapt to our new meeting standards, engaging with one another across the internet instead of the table. But that didn't stop our Board of Directors, committees, Women United or other groups from working hard for the mission of United Way of Northeast Georgia. Because of the devotion of our volunteers and community members, we were able to meet each month, host successful virtual events, and connect with more of our regional residents, proving that we can work and serve united even from a distance.



WHY: THE REASON WE UNITE.

"COVID-19 has impacted every one of us, but those experiencing trauma suffer the most. Most of our clients come to us with nothing but the courage to escape and the desire to start over. COVID-19 has thrown a wrench right in the middle of those plans.

One client had just landed a new job and was excited to take the first step towards independence when the virus hit. As a result, she was unable to start her new job and was incredibly discouraged. We assured her that her stay at our shelter would be extended, and we would work with her to find new employment once everything opened up again. We encouraged her to focus on her personal healing and take the opportunity to meet with our counselor during the shelter in place period. She has not yet been able to look for a new job, but she is in a much better place mentally, emotionally and spiritually. We are confident that she will be one of our success stories once this pandemic is behind us."

- Peace Place

COVID-19 Community Response Fund recipient

"Over a period of 12 years, 3 of our 4 sons attended and graduated from the University of Georgia. During their time on campus we learned of many needs in the Northeast Georgia area. Having been a supporter of United Way for 38 years, it felt natural to channel our gift through this fine organization. Many families and communities of this region truly need help in different ways and United Way is a group they look to for help.

We found that United Way of Northeast Georgia is very diligent in studying the needs of the region and evaluating the organizations that provide assistance. These knowledgeable professionals spend many hours studying to ensure the gifts we give to them are delivered to the most needy people in a way that maximizes our contribution. "

- Lynne and Dennis Madison
Tocqueville Donors

"Charles is a local gentleman whose need for assistance has increased during the COVID pandemic and ACCA's Meals on Wheels has onboarded him as a new client. Due to some extensive health issues and a recent surgery, Charles is unable to stand long enough to prepare meals for himself. Charles says "I am grateful for the meals. The shepherd's pie and turkey noodle casserole are especially good. My volunteers are like angels. They do not leave until they see me and make sure that I am okay." Charles mentioned to one of his volunteers that his recovery from surgery was especially difficult without a walker. The volunteer reported this to Meals on Wheels staff, and we were able to get a donated walker out to Mr. Charles in just a few days, helping him to keep his mobility and independence during his recovery."

- Athens Community Council on Aging
2021 Grant Recipient - Meals on Wheels program



SNAPSHOT OF IMPACT

54 schools and nonprofits

received more than \$316,000 in funding from the COVID-19 Community Response Fund to help with challenges brought on by the pandemic

1,085 hours

were worked by our volunteers writing letters to seniors, working on-site for Days of Caring projects and more

22 programs

became our first grant recipients in our Community Impact model

8,200+ inquiries

for help were connected to resources through 211

46,681 books

delivered to children from birth to age five in Clarke and Oconee counties through our Dolly Parton's Imagination Library programs

FINANCIAL REVIEW

In 2020, we not only marked our final year of partner agency funding, but we also worked diligently to have our finances in order as we transitioned to the Community Impact model. As such, we ensured we had all of our 2021 granting dollars in our account, ready to distribute without interruption throughout the entire year of 2021. The hard work of our Board members, Finance committee, Endowment Trustees and more makes it so we can confidently support our grantees each year without hesitation.

In 2020, through workplace campaigns, individual donor support, and community giving, dollars came in so we could meet the needs of our neighbors.

RAISED
\$1.65M

\$1.19M

INVESTED

Through funding for partner agencies, 211, Dolly Parton's Imagination Library programs, pandemic relief through the COVID-19 Community Response Fund, and educational trainings and events for local nonprofits, we invested in impact together.

130,530+

PEOPLE SERVED

in our 12-county region.

FINANCIAL STATEMENT

United Way of Northeast Georgia, Inc.
Statement of Activities - Cash Basis
For the year ended December 31, 2020

SUPPORT

Workplace Campaign	\$1,481,329.29
Planned Giving	\$0
211	\$44,672.10
Dolly Parton's Imagination Library	\$71,200.64
Women United - Power of the Purse	\$8,822.99
Investment Earnings	\$47,153.69
TOTAL SUPPORT	\$1,653,178.71

EXPENDITURES

Allocations	\$47,000.00
Northeast Georgia (1)	\$502,991.96
Planned Giving - Admin Fees	\$835.81
211	\$44,209.86
Dolly Parton's Imagination Library (1)	\$95,644.61
Women United - Power of the Purse	\$1,116.91
TOTAL EXPENDITURES	\$1,191,799.15
INCREASE (DECREASE) IN NET ASSETS	\$461,379.56

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

In 2020, we continued to support our internal programs, worked with our Women United group to host a successful event for Dolly Parton's Imagination Library, ensured 211 was readily available for free with the most up-to-date information, finished our final year of funding legacy partner agencies, and remained engaged with our individual donors and workplace campaigns. Overall, we were able to continue supporting our community because of the generosity of our donors.

FINANCIAL STATEMENT

Throughout the years, we have been proud supporters of these 26 partner agencies, and this year is no different. We continue to be champions of these organizations and the work they are doing. Many of these organizations are 2021 grant recipients and we are proud to continue working alongside all of them to ensure opportunities and resources are available for our neighbors throughout the region.

Agency Name	2020 Allocation	2020 Per Month
ABHS Fine Finish	\$15,766.67	\$1,313.89
Harmony House	\$4,333.33	\$361.11
Reins of Life	\$12,500.00	\$1,041.67
Northeast GA Boy Scouts	\$22,166.67	\$1,847.22
Salvation Army	\$42,000.00	\$3,500.00
YWCO Girls Club	\$20,000.00	\$1,666.67
ABHS Jackson Creative	\$11,000.00	\$916.67
The Cottage Sexual Assault Center	\$17,333.33	\$1,444.44
Project Safe	\$21,366.67	\$1,780.56
Athens Neighborhood HC	\$12,166.67	\$1,013.89
Boys & Girls Club	\$41,666.67	\$3,472.22
ABHS Custom Industries	\$5,000.00	\$416.67
Project ADAM	\$25,000.00	\$2,083.33
The Tree House	\$16,000.00	\$1,333.33
Boys & Girls Club - Winder	\$17,333.33	\$1,444.44
Council on Aging	\$48,000.00	\$4,000.00
Hope Haven	\$42,233.33	\$3,519.44
Food Bank of Northeast GA	\$16,666.67	\$1,388.89
Oglethorpe Senior Center	\$6,666.67	\$555.56
Prevent Child Abuse Athens	\$17,666.67	\$1,472.22
Action Inc., Full Plate	\$16,000.00	\$1,333.33
Extra Special People	\$24,133.33	\$2,011.11
Madison-Morgan Co. Caring Place	\$2,000.00	\$166.67
Family Counseling Services	\$42,666.67	\$3,555.56
American Red Cross	\$38,333.33	\$3,194.44
Girls Scouts of Historic GA	\$9,000.00	\$750.00
TOTAL	\$547,000.00	\$45,583.33

WE ARE BETTER UNITED.

2020 BOARD MEMBERS

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

Paul Chambers - *AT&T*

Kevin Clark - *POP Yachts/POP RVs*

Evan Elder - *Synovus*

Broderick Flanigan - *Flanigan Portrait Studio*

Carol Gittens - *Eaton Corporation*

Robert Griffith - *Golden Pantry Food Stores*

Mike Hackett - *Boys and Girls Clubs of Athens*

Ryan Hammock - *Pinnacle Bank*

Lawrence Harris - *Clarke County School District*

Alicin Hendricks - *Jackson Spalding*

Todd Henry - *Caterpillar, Inc.*

Scott Lowry - *Fortson, Bentley & Griffin*

Dr. Tony Mallon - *University of Georgia*

Dr. Angela Moton - *Barrow County School System*

Jean Mullis - *Jackson EMC*

Beth Patrick - *St. Mary's Healthcare System*

Tonya Powers - *Franklin Co. Industrial Building Authority*

Whit Richardson - *Taziki's*

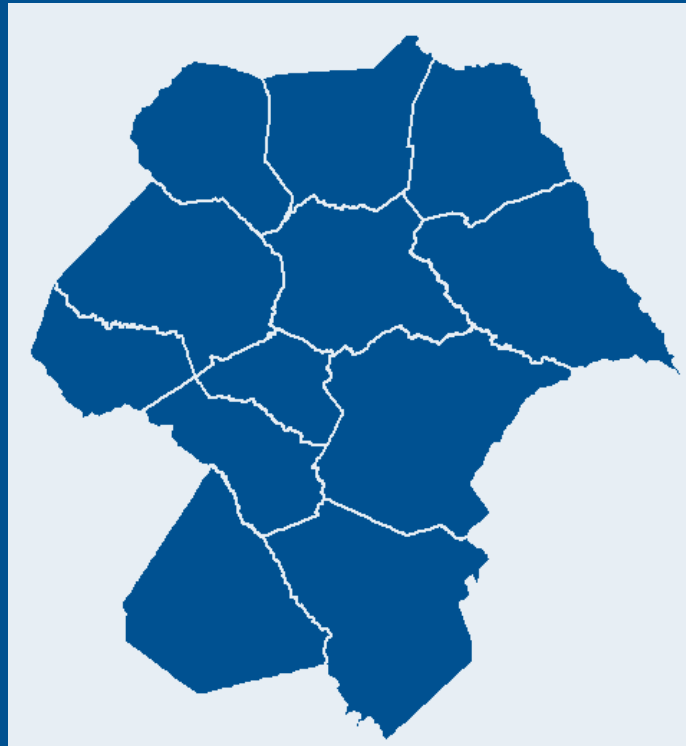
Jason Smith - *Piedmont Athens Regional*

Dr. Lisa Vaughn - *Malcom Bridge Middle School*

Devin Wood - *Harrison Poultry*

Thank you for your support

as we work to motivate and mobilize resources to meet the
highest priority needs of individuals and families in
Northeast Georgia.



We are BETTER UNITED.