



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.



UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY.

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Visit Us Online
Learn more about our impact in 2018
visit www.unitedwaynega.org

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.

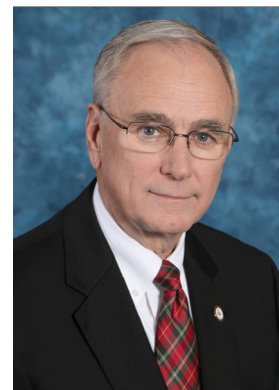
The “inner workings” of a nonprofit are often not cause for celebration, but this team did significant work on some of the not-so-exciting-but-oh-so-necessary practices, policies and procedures that truly keep an organization ticking forward.

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



UNITED WE FIGHT. UNITED WE WIN.



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

PLANNED GIVING/ENDOWMENT FUND

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.

2018 BOARD OF DIRECTORS

** indicates a member of the Executive Committee*

Rosa Arroyo-Driggers	UGA Admissions
Dr. Jason Branch	Oconee County Board of Education
Brian Brooks	Regions Bank
Daniel Brown	WLHR Lake Hartwell Radio
Montez Carter	St. Mary's
Elaine Cook	Athens Regional Health System
Dan Elder	Oconee Well Drillers
Evan Elder	Synovus
Bob Gardner	McLane Southeast
*Robert Griffith	Golden Pantry
Mike Hackett	Boys and Girls Club
Ryan Hammock	Wells Fargo
*Robert Hardell	Athens First Bank & Trust
Lawrence Harris	Athens Community Career Academy
*Todd Henry	Caterpillar, Inc.
*Ralph Johnson	UGA Facilities Management
*Kay Keller	University of North Georgia
Richie Knight	HW Creative Marketing
*Mike McCleary	Fortson, Bentley & Griffin
*Rhodes McLanahan	First American Bank
Dr. Demond Means	CCSD
Jean Mullis	Jackson EMC
*Joe Nemetz	First American Bank
Beth Patrick	St. Mary's
*Dr. Charles Peck	Athens Regional Health System
Alan Reddish	Mercer Group
Dr. Rotonya Rhodes	Greene County Schools
Whit Richardson	Taziki's
Samantha Rickman	Stephens County Hospital
Dr. Lorilee Sandmann	UGA College of Education
Dr. Anna Scheyett	UGA School of Social Work
Joey Wilson	AmeriPride
Devin Wood	Harrison Poultry

LIVE UNITED®



ELIZABETH EARL
Director of Development



MARK MADISON
Director of Community Impact



GERRY TAYLOR
VP of Resource Development



EMILY NICHOLOS
Associate VP of Community Impact and Innovation



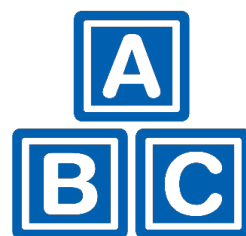
JULIE PAULK
Director of Operations



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.

United Way is a lead partner in Envision Athens, the 20-



year community and economic development strategy for Athens-Clarke County. Our work aligns with and supports the work of EDUCATE Athens towards improving youth workforce development.

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!





EARLY LITERACY DOLLY PARTON'S IMAGINATION LIBRARY

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 improve 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



DOLLY PARTON'S IMAGINATION LIBRARY ADVISORY COMMITTEE MEMBERS

Clarke

Bob Gardner, Chair
Jamellah Coes
Daniel Mosseri
Dr. John Norris
Rachel Ranscheart
Dr. Mixon Robinson
Crystal Rosenberg
Jesus Tirado
Nelda Van Schoick
Carol Williams
Brittany Wise

Oconee

Dr. Lisa Vaughn, Chair
Ellen Beasley
Delena Brockmann
Amanda Davis
Zoe Gattie
Hal Jackson
Dr. Cyndee Moore
Lorie Petersen



UNITED WE FIGHT



WE FIGHT

Every day, people in our community struggle with issues that may seem impossible to solve. Limited access to health services. Lack of education. Financial instability. Tough problems that threaten the future of individuals and communities with seemingly nowhere to turn. But there is a next step. There is 2-1-1.

At 2-1-1 we join our community in its struggles by answering the call. We provide a 24/7 bilingual helpline and text line that connects members of our community to over 300 health and human service resources. In 2018 we answered more than 6,800 calls and texts that connected people to health clinics, homeless shelters, financial assistance, food pantries, and much more. Whether you need to take your first step out of crisis, or help others along their journey, 2-1-1 is here to answer the call.

In 2018 we made 6,800 connections through calls and texts in our Northeast 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.

Women United Committee members Colleen Pruitt (Clarke County Mentor Program) and Laura Lowery (Piedmont Athens Regional Foundation), help to set up the "Power of the Purse" Silent Auction, benefitting Dolly Parton's Imagination Library
 ATHENS, GA
 September 2018

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	
Workplace Campaign - NEGA	\$2,325,758.02
Workplace Campaign - Stephens County	89,113.67
211 Revenue	39,584.00
DPIL Revenue	135,269.62
Women United Revenue	24,688.68
Investment Earnings (Losses)	(1,072.19)
Special Events	35,699.31
Total Revenue	\$2,649,041.11
Expenses - Cash Basis	
Allocations - NEGA	\$1,558,950.00
Allocations - Stephens County	56,500.00
UWNEGA Expenses	597,517.11
2-1-1 Expenses	83,906.07
DPIL Expenses	110,483.73
Women United Expenses	25,476.84
Total Expenses	\$2,432,833.75
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	
Workplace Campaign - NEGA	\$1,825,834.89
Workplace Campaign - Stephens County	70,606.56
2-1-1 Revenue	39,584.00
DPIL Revenue	135,269.62
Women United Revenue	24,688.68
Investment Earnings (Losses)	(1,072.19)
Special Events	35,699.31
Total Revenue	\$2,130,610.87
Expenses - Cash Basis	
Allocations - NEGA	\$1,558,950.00
Allocations - Stephens County	56,500.00
UWNEGA Expenses	597,517.11
2-1-1 Expenses	83,906.07
DPIL Expenses	110,483.73
Women United Expenses	25,476.84
Total Expenses	\$2,432,833.75
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	

2018 UNITED WAY OF NORTHEAST GEROGIA INVESTMENTS

NORTHEAST GEORGIA FUNDED AGENCIES	2018 ALLOCATION	2018 ADJUSTED ALLOCATION (5% REDUCTION)
ABHS Fine Finish	\$47,300	\$44,935
Harmony House	\$13,000	\$12,350
Reins of Life	\$37,500	\$35,625
Northeast Georgia Boy Scouts	\$66,500	\$63,175
Salvation Army	\$126,000	\$119,700
YWCO Girls Club	\$60,000	\$57,000
ABHS Jackson Creative	\$33,000	\$31,350
The Cottage Sexual Assault Center	\$52,000	\$49,400
Project Safe	\$64,100	\$60,895
Athens Neighborhood Health Center	\$36,500	\$34,675
Boys & Girls Club	\$125,000	\$118,750
ABHS Custom Industries	\$15,000	\$14,250
Project ADAM	\$75,000	\$71,250
The Tree House	\$48,000	\$45,600
Boy & Girls Club - Winder	\$52,000	\$49,400
Athens Community Council on Aging	\$144,000	\$136,800
Hope Haven	\$126,700	\$120,365
Food Bank of Northeast Georgia	\$50,000	\$47,500
Oglethorpe Senior Center	\$20,000	\$19,000
Prevent Child Abuse Athens	\$53,000	\$50,350
Action Inc., Full Plate	\$48,000	\$45,600
Extra Special People	\$72,400	\$68,780
Madison-Morgan Co. Caring Place	\$6,000	\$5,700
Family Counseling Service	\$128,000	\$121,600
American Red Cross	\$115,000	\$109,250
Girl Scouts of Historic GA	\$27,000.00	\$25,650
Northeast Georgia Total	\$1,641,000	\$1,558,950
STEPHENS COUNTY FUNDED AGENCIES	2018 ALLOCATION	
Boy Scouts	\$4,600	
Campfire USA Georgia Council	\$6,300	
Circle of Hope	\$7,700	
Power House for Kids	\$4,600	
4-H	\$5,700	
Boys and Girls Club	\$10,000	
Reins of Life	\$2,600	
Stephens Co. Food Bank	\$7,500	
Toccoa Soup Kitchen	\$8,800	
Toccoa-Stephens Co. Literacy Council	\$6,200	
Stephens County Total	\$64,000	

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WE ARE WHAT IT MEANS TO LIVE UNITED®

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**United Way of
Northeast Georgia**