



LIVE UNITED

UNITED WAY OF NORTHEAST GEORGIA

2017 ANNUAL REPORT

United Way
of Northeast Georgia



LETTER FROM THE PRESIDENT



2017 was filled with countless challenges and even greater opportunities. What a blessing it has been - that throughout our struggles - we continue to grow. This is a testament to both the giving nature of our region and your belief in us. This is a responsibility we do not take lightly, and it is evident in everything we do.

During these turbulent times, it would be difficult to find a mission more vital than providing access to quality education, financial stability, and a healthy lifestyle to every person in Northeast Georgia. It would also be difficult to assemble a team more dedicated to this cause than those at UWNEGA. It has been an honor to work alongside some of the most passionate, capable, innovative, and committed individuals that I have ever had the pleasure of meeting.

THANK YOU! Thank you for investing in our region. Thank you for supporting our team and embracing each of us individually. As many United Ways across the country have seen consistent decline, we experienced our largest campaign ever! Last year we said it would take the entire region, and this year you proved it.

Thank you, Northeast Georgia, for demonstrating exactly what it means to LIVE UNITED.

UNITED WAY OF NORTHEAST GEORGIA TEAM



Elizabeth Earl
Director of Grant Development



Julie Farmer
Director of Education



Mark Madison
Manager of 2-1-1



Emily Nicholas
Associate Vice President of
Community Impact and Innovation



Julie Paulk
Director of Operations



Matthew Purkey
President/CEO



Gerry Taylor
Vice President of
Resource Development

OUR MISSION

To motivate and mobilize resources to meet the highest priority needs of the people living in Northeast Georgia.

2017 EXECUTIVE COMMITTEE

Richard Boone	Retired, McLane Southeast
Nick Bourke	Retired, Noramco
David Boyce	Nakanishi
Richard Carswell	BB&T
Robert Hardell	Synovus
Bobby Heath	Retired, First American Bank & Trust
Todd Henry	Caterpillar
Ralph Johnson	UGA
Jim Jones	Wells Fargo
Richie Knight	HW Creative Marketing
Marne Matthews	Retired, Synovus
Mike McCleary	Fortson, Bentley & Griffin
Scot Morrissey	OnlineAthens/Athens Banner Herald
Jean Mullis	Jackson EMC
Joe Nemetz	First American Bank & Trust
Dr. Charles Peck	Piedmont Athens Regional

2017 BOARD OF DIRECTORS

Rosa Arroyo Driggers	UGA
Richard Boone	Retired, McLane Southeast
Nick Bourke	Retired, Noramco
Jason Branch	Oconee County School District
Brian Brooks	Regions Bank
Daniel Brown	WLHR Lake Hartwell Radio
Richard Carswell	BB&T
Elaine Cook	Piedmont Athens Regional
Lauren Daniel	Athens Area Association of Realtors
Eddie Daughtery	UPS Athens
Dan Elder	Oconee Well Drillers
Evan Elder	Synovus
Bob Gardner	McLane Southeast
Robert Griffith	Golden Pantry
Mike Hackett	Boys & Girls Club, Athens
Robert Hardell	Synovus
Lawrence Harris	Athens Community Career Academy
Bobby Heath	Retired, First American Bank & Trust
Todd Henry	Caterpillar
Ralph Johnson	UGA
Jim Jones	Wells Fargo
Kay Keller	University of North Georgia
Richie Knight	HW Creative Marketing
Marne Matthews	Retired, Synovus
Mike McCleary	Fortson, Bentley & Griffin
Ryan Moore	Athens-Clarke County Economic Development
Scot Morrissey	Athens Banner Herald/Online Athens
Jean Mullis	Jackson EMC
Joe Nemetz	First American Bank & Trust
Dr. Charles Peck	Piedmont Athens Regional
W. Alan Reddish	Retired, Athens Clarke County
Whit Richardson	Taziki's
Dr. Lorilee Sandmann	UGA
Christy Terrell	GA Power
Marvin White	Madison County Chamber of Commerce
Joey Wilson	AmeriPride
Devin Wood	Harrison Poultry

OUR IMPACT

The Community Impact Department has worked throughout 2017 to promote, inspire, and motivate positive change throughout Northeast Georgia. Through further and deeper engagement with regional leaders, investments in regional nonprofits, and a new focus on strategic investment, we are paving a path for an impactful future in Northeast Georgia.

Our Community Impact Cabinet, a subcommittee of the Board of Directors, worked tirelessly in 2017 to fulfill our mission to motivate and mobilize resources to meet the highest priority needs in Northeast Georgia.

In partnership with UGA's Fanning Institute, we engaged over 100 regional citizens, pored over 60 data indicators, and spent 30 hours reviewing and prioritizing data to identify focus areas for United Way's future investments.

As we transition into a new model of investments, our partnerships, grantmaking, and volunteerism will all be more strategic, providing us the opportunity to more effectively measure and share the progress and impact resulting from our donors' generous investments.

Partnerships

We invested as a stakeholder in the ongoing Envision Athens Implementation Oversight Committee, working to move forward the identified action items for the future of Athens-Clarke County.

We continued to partner and align philanthropy through Creature Comfort's Get Comfortable Campaign, which raises awareness of and invests in local nonprofits addressing hunger, homelessness, and poverty.

We offered capacity building opportunities to Northeast Georgia nonprofits by providing free trainings led by experts in the nonprofit sector.

Grantmaking

We invested in the future of our region's children through investments in after-school programming, summer camps, quality healthcare, and healthy meals.

We invested in the future of our region's families through investments in parent engagement, home visits, counseling services, shelter, and financial education.

We invested in the future of our region's older adults through investments in accessible healthcare and healthy food.

Community Impact Cabinet

Robert Griffith, *Golden Pantry*

Rosa Arroyo-Driggers, *UGA*

Eve Anthony, *Athens Community Council on Aging*

Kerry Tracey, *Goodwill of North Georgia*

Matt Stevens, *Creature Comforts Beer Co.*

Sarah McKinney, *Athens Area Community Foundation*

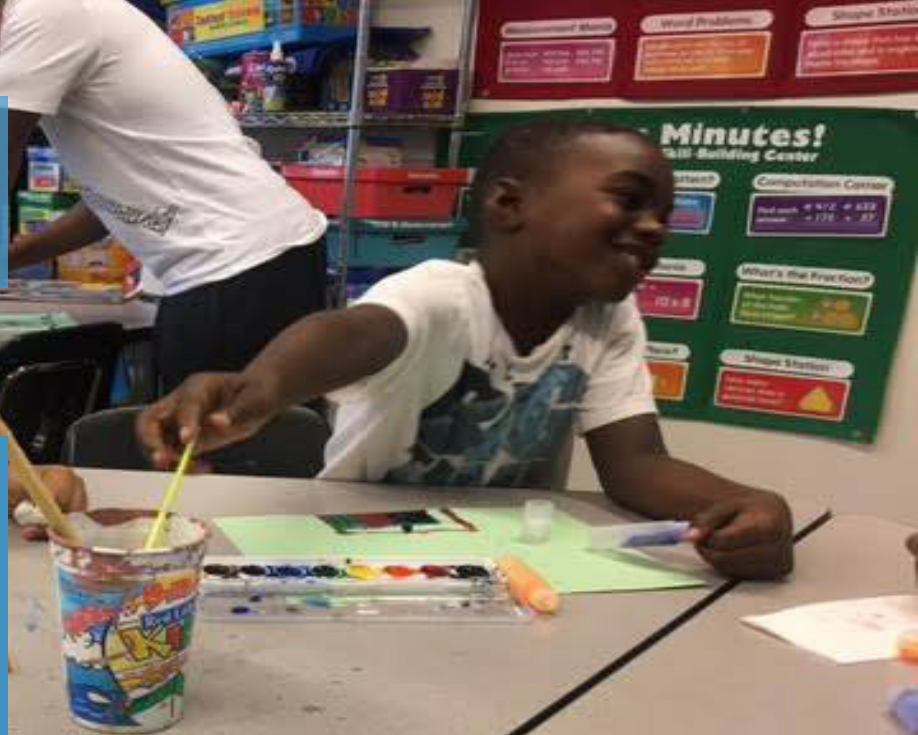
Wendy David, *Retired, United Way network*



We are committed to continued strategic investment to ensure that every man, woman, and child has access to quality education, financial stability, and a healthy lifestyle.

EDUCATION

Education provides children the necessary foundation to succeed later in life. We are committed to ensuring that children and families have the education opportunities they deserve to learn and to secure stable employment.



In 2017, we continued to provide funding for out of school time programming with Boy Scouts of America of Northeast Georgia, Boys & Girls Club of Athens, Boys & Girls Club of Winder/Barrow County, and Girl Scouts of Historic Georgia. We focused this year on building strategic education partnerships to expand UWNEGA's regional footprint and align with UWNEGA's transition to community impact.

We participated in coalitions targeting improving birth to age 8 outcomes and parent engagement. We met with regional literacy-focused nonprofits, addressed current needs, and joined ongoing efforts. We built relationships with school districts in our service area and have begun to engage local government leaders. We worked with more stakeholders and more effectively advocated for equity for children and their families. We served on the Athens Area Chamber of Commerce Education Committee and focused on post secondary student opportunities and workforce development. We look forward to what these partnerships will accomplish in the upcoming year!



DOLLY PARTON'S IMAGINATION LIBRARY

"My son is more verbal than other children his age. He speaks in complete sentences. He has learned to convey various emotions through his books. His communication skills far exceed expectations for his age."

UWNEGA's Early Childhood Education Initiative-Dolly Parton's Imagination Library (DPIL)-aims to instill a love of learning in children and prepare them for kindergarten. DPIL accomplishes this mission through sending age appropriate books in the mail each month to children between the ages of zero and five in Athens-Clarke and Oconee Counties. A panel of education experts at Dolly Parton's Imagination Library Foundation selects these books to optimize early literacy development for each age group. Reading tips are provided in the inside flaps of each book by United Way Worldwide to give adults concrete action steps to extend the development of vocabulary and pre-literacy skills. Each participant has access to learning and a 60 book personal library upon graduation from the program.

In 2017, we began executing the 3 year Strategic Plan for this program. We improved financial operations and internal and external program communication. We launched a parent engagement campaign to educate our parents, communicate on an ongoing basis, and provide tools and literacy opportunities to the families of our program participants. We initiated an annual Operation Imagination sponsorship campaign for alternative Christmas gifting and secured additional new funding streams. We conducted a qualitative parent survey and partnered with a group of Master's of Business Administration students from the University of Georgia to begin an economic assessment of the positive impact of the Imagination Library locally. We are grateful for the many donors and volunteers who make this program possible.

Clarke County Advisory Board/ Fundraising Committee

Bobby Heath, Chair	Michelle Moulton
Richard Boone	Dr. Mixon Robinson
Jemelleh Coes	Christy Terrell
Bob Gardner	Jesus Tirado
Daniel Mosseri	Nelda Van Schoick
Matthew Moulton	Carol Williams

Oconee County Advisory Board/ Fundraising Committee

Dr. Lisa Vaughn, Chair	Hal Jackson
Nathan Bartlett	Kay Keller
Ellen Beasley	Mychell Lang
Zoe Gattie	Cyndee Moore
Laura Green	Austin Suggs
Lorie Peterson	Josh Tench

IMPROVING KINDERGARTEN READINESS

IN 2017,

54,804

books became part of a
personal in home library

BOOKS



KIDS



4,567

kids received free and age
appropriate books in the
mail each month

1,112

children turned 5 and
graduated from our
program

GRADUATES





2-1-1 is the free and confidential information and referral helpline that connects people to the social services they need. These needs range from rental assistance to food insecurity, childcare to elder care, emergency shelter to affordable housing, and much more.


CALL 2-1-1


TEXT 898-211


SEARCH ONLINE
at www.referweb.net/uwng

In 2017, we received 8,040 personal contacts via phone calls, texts (sent to 898-211), and emails from individuals and families searching for assistance in Northeast Georgia. This is nearly 1,000 more contacts than last year, and we could not be more thankful to our community for helping us do this by telling their neighbors, giving out 2-1-1 cards, and putting up storefront decals. We have way too many community champions for 2-1-1 to thank, and hope that everyone who did one of these things knows how grateful we are.

These are not just phone calls, these are conversations with individuals and families that assure them that someone is on their side and can connect them to the resources they need.

Thanks to the new strategic model that has been in place since 2-1-1 became a part of United Way, we have been able to leverage volunteer efforts to make over 1,100 follow-up calls. These calls allow us to determine who is helped by our referrals, which referred agencies are helping our callers, and why some needs are going unmet, so that we can connect with community partners to fill those gaps.

With help from the Athens Homeless Coalition, Action Ministries, and Interfaith Hospitality Network (and many others) we were able to create an Athens-Clarke County Basic Needs Resource Map and begin conversations to connect our 2-1-1 database to in-person outreach efforts.

Every day, all day, in over 140 different languages, and even by text, 2-1-1 is available for free so that no need goes unmet because of a lack of information. By stepping into further partnerships, we can take steps as a community to fill the gaps in resources for our region's greatest needs.

AFFINITY GROUPS

Planned Giving/Endowment

The Endowment Fund is a permanent pool of capital that will remain intact 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 2017 with 73 Legacy Society members that include 31 past or present members of United Way of Northeast Georgia Board of Directors. As of December 31, 2017, the Endowment Fund contained \$320,752 in Current Assets and \$632,435 in Deferred Assets.



Women United

United Way Women United's (WU) mission is for women to advocate for issues important to them and take a leadership role in advancing United Way's work in Northeast Georgia.

Women United encourages women to become philanthropic contributors by supporting early childhood literacy through programs such as Dolly Parton's Imagination Library. With a continued focus on leadership and supporting early childhood literacy, Women United raised more than \$17,000 during the 2017 Power of the Purse Luncheon. With a concentration to raise awareness of Dolly Parton's Imagination Library, the committee fine-tuned the luncheon with higher-end silent auction items and a simple ask to attendees to support the children of Athens-Clarke and Oconee Counties. The most resounding and repeated comment following the event was that "it was the most fun PoP ever!"

FINANCIAL REPORT

United Way of Northeast Georgia, Inc. Income Statement *For 12 Months Ending December 31, 2017*

Revenue

Workplace Campaign - NEGA	\$2,410,895.00
Workplace Campaign - Stephens County	\$89,105.00
Planned Giving	\$100.00
211 Revenue	\$75,206.64
DPIL Revenue	\$86,356.62
WLC	\$25,171.70
Investment Earnings	\$19,160.34
Administration	\$13,600.00
Special Events	\$69,724.12
Total Revenue	\$2,789,319.42

Expense

Allocations - Northeast GA	\$1,616,850.33
Allocations - Stephens County	\$68,199.88
UWNEGA Expenses	\$566,249.20
211 Expenses	\$75,767.63
DPIL Expenses	\$132,395.15
Planned Giving Campaign	\$1,099.75
Women United	\$32,890.55
Total Expenses	\$2,493,452.49

Increase In Net Assets 2017 **\$295,866.93**

** Workplace Campaign reflects pledges made, not cash received. On average, UWNEGA receives 89% of pledges made. All other revenue/expenses are reported on cash basis.*

2017 United Way of Northeast Georgia Funded Agencies

ABHS Custom Industries	\$15,000
ABHS Fine Finish	\$47,300
ABHS Jackson Creative	\$32,000
Action Inc., Full Plate	\$45,500
American Red Cross	\$111,000
Athens Community Council on Aging	\$144,000
Athens Neighborhood Health Center	\$36,500
Boy & Girls Club - Winder	\$45,800
Boys & Girls Club - Athens	\$125,000
Community Connections	\$40,000
Extra Special People	\$62,400
Family Counseling Service	\$128,000
Food Bank of Northeast Georgia	\$52,800
Girl Scouts of Historic GA	\$27,000
Harmony House	\$9,200
Hope Haven	\$118,700
Kids In Action at The Pencil School	\$8,750
Madison-Morgan Co. Caring Place	\$6,000
Northeast Georgia Boy Scouts	\$64,300
Oglethorpe Senior Center	\$19,000
Prevent Child Abuse Athens	\$48,100
Project ADAM	\$71,000
Project Safe	\$53,900
Reins of Life	\$32,000
Salvation Army	\$128,000
The Cottage Sexual Assault Center	\$49,000
The Tree House	\$43,000
YWCO Girls Club	\$53,600

TOTAL **\$1,616,850**

2017 United Way of Stephens County Funded Agencies

4-H	\$6,600
Boy Scouts	\$5,000
Boys & Girls Club	\$10,800
Campfire USA Georgia Council	\$7,000
Circle of Hope	\$8,200
Power House for Kids	\$4,600
Reins of Life	\$3,300
Stephens Co. Food Bank	\$4,900
Toccoa Soup Kitchen	\$10,800
Toccoa-Stephens Co. Literacy Council	\$7,000

TOTAL **\$68,200**

FUNDED AGENCIES



WHY I LIVE UNITED

Northeast Georgia is a wonderful place to live, work, and raise a family. While many of us feel fortunate to live here, there are far too many issues confronting local children and families who are just trying to get by on a daily basis. Thriving communities are built upon strong foundations where every man, woman and child has access to a healthy lifestyle, an education that opens doors to opportunities, and financial independence. Unfortunately, there is a gap that exists between those in need and the resources that are available to improve their quality of life. United Way of Northeast Georgia (UWNEGA) helps bridge that gap by providing resources addressing the highest priority needs in our community.

At some point in our lives, regardless of our financial situation, we must rely on help from someone else. For many of us, that help can come from our families, friends and neighbors. It can come from resources that we have due to our financial stability, well-being and education. However, less fortunate individuals in our community must rely on assistance outside these traditional resources that might otherwise be available to them. There is not a silver bullet that can address each of these resource gaps. However, through a diligent analysis of community needs, UWNEGA targets the key building blocks by addressing deficiencies such as the lack of a quality pre-K education, children living in poverty, children not attending school, and the need for workforce development and healthcare access.

Many of our community's problems are correlated, and only by working together will we address the complex causes of poverty, school/work readiness, healthcare access, and many other issues in a way that no single agency, donor, volunteer, or sector of the community can do alone. UWNEGA effectively confronts these challenges by taking money that is raised locally and investing it in our local communities. These dollars are spent extremely efficiently by directing them toward the most pressing needs in our community. The non-profits supported by UWNEGA have proven, measurable, and sustainable programs working to meet our current community needs.

We all have a vested interest in creating a healthy, prosperous community. In the long run, we all win when children succeed in school, when families are financially stable, and when people are healthy. Please consider joining my family and my employer in contributing to UWNEGA. Collectively, we can pool our resources and fortify the foundation of our community for years to come.

Rhodes McLanahan
President/CEO, First American Bank & Trust



OUR VISION

Create 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 the people living in Northeast Georgia.



**United Way
of Northeast Georgia**

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Athens, GA 30606