

**United  
Way**



**United Ways of Alabama**

# ANNUAL REPORT 2018

## United Ways of Alabama

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# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters of United Ways of Alabama,

I look back and reflect on our achievements in 2018 as a network; our work with our partners across the state to strengthen families, help our youth succeed, and ensure all Alabamians live healthier lives. United Way is about bringing people together to identify and solve community issues, improving and making Alabama a better place for us all. That is what it means to LIVE UNITED.

Together, with staff and volunteers, United Ways of Alabama and Alabama's 23 local United Ways have collectively generated more than 66 million dollars to help make real change in every community. To improve the quality of life for every Alabamian. These dollars were carefully invested in community partners and programs that are making real change where it counts. We do this by focusing on the EDUCATION of our youth and the FINANCIAL STABILITY and the HEALTH of every Alabamian. We are working to advance the common good.

United Ways of Alabama is part of the solution through capacity building and educational opportunities for local United Ways, and by being a part of statewide initiatives designed to improve every community in Alabama. We continue to: coordinate the Alabama State Employees Combined Charitable Campaign, manage and improve 2-1-1 Connects Alabama at the State level, and administer the Hyundai Motor Manufacturing Alabama and HAEA United Way Team Member campaigns, and during times of crisis, respond to disasters.

I feel blessed by the great team of professionals and volunteers I am so fortunate to work with every day. I have a great staff and an outstanding board of directors. We all care so much about Alabama and the work we do together; to try to make Alabama a better place for us all.

In 2019, we will continue to work hard each and every day to meet and enhance the needs of every Alabamian. We cannot do it alone and ask that everyone do their part to make real change and to have a real impact. I am so grateful to be a part of this movement. I would like to thank everyone who works with us to make real change happen.

  
Becky W. Booker  
Executive Director



United Ways from across Alabama joined with United Ways across Tennessee in Chattanooga for a day long marketing learning session led by United Way Worldwide Director of Network Communications, Neil Parekh.

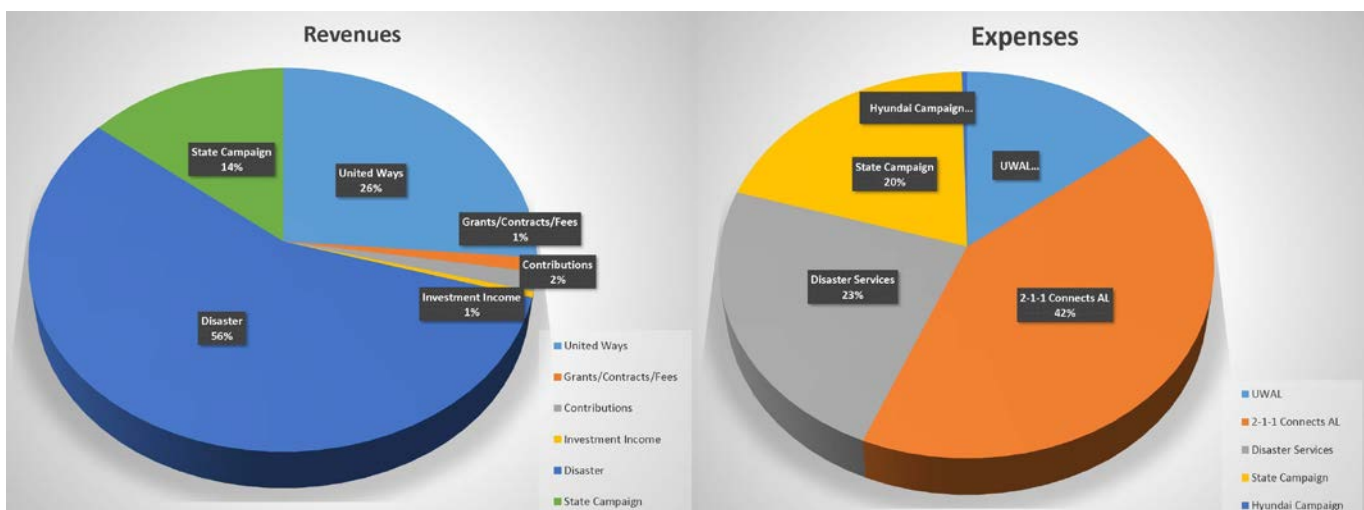
# FINANCIAL SUMMARY

## 2018 Revenue Sources

Local United Ways	\$	186,174	23.3%
Grants/Contracts/Fees	\$	8,504	1.1%
Public Support	\$	11,270	1.4%
Investment Income	\$	3,558	0.4%
Public Support - Disaster	\$	397,803	49.7%
State Campaign	\$	99,493	12.4%
Other	\$	93,727	11.7%
	\$	<u>800,530.28</u>	<u>100.0%</u>

## 2018 Expenses

UWAL	\$	61,208	13.9%
2-1-1 Connects AL	\$	177,303	40.4%
Disaster Services	\$	99,271	22.6%
State Campaign	\$	84,357	19.2%
Hyundai Campaign	\$	1,695	0.4%
MASCC	\$	15,136	3.4%
	\$	<u>438,969</u>	<u>100.0%</u>



The 2018 Financial Highlights are not audited. A complete copy of the audited financial statements for the year ending December 2017 are available for review at: [www.unitedwaysofalabama.org](http://www.unitedwaysofalabama.org). The audit was presented to the UWAL Board of Directors at the November 2018 meeting.

# NOTES TO FINANCIAL SUMMARY

UWAL is dedicated to providing as much information to our donors and the community as possible. We have a responsibility to our donors, partners, and the community itself to ensure we operate efficiently and the dollars entrusted to us are invested in ways that will produce results for the community.

We believe that transparency is critical in achieving our mission and success. We are an independent 501(c)(3) organization. We are a member of United Way Worldwide and annually complete certification of strict membership requirements that include:

- Tax-Exempt status under Section 501(c)(3) of the Internal Revenue Code as well as corresponding provisions of other applicable state, local or foreign laws or regulations.
- Governance by an active, responsible, and local voluntary governing board that ensures effective governance over the policies and financial resources of the organization.
- Code of Ethics has been developed and adopted for all volunteers and staff that includes provisions for ethical management, publicity, fundraising practices and full and fair disclosure.
- Diversity and Inclusion policies/statements/practices have been adopted to ensure volunteers and staff broadly reflect the diversity of our service area.
- Financial Accountability as demonstrated through an annual financial audit conducted by an independent certified public accountant whose examination complies with generally accepted auditing standards and GAAP.
- Public Reporting and Disclosure each year by annually filing the IRS Form 990 in a timely manner and providing the IRS Form 990 on our website, at our office, or upon request.
- Legal compliance with all applicable local, state and federal operating and reporting requirements (e.g., nondiscrimination, Sarbanes-Oxley Act, USA Patriot Act).

## INDEPENDENT AUDITOR'S REPORT

### Auditor's Report and IRS 990

- The 2017 United Ways of Alabama Audit and the 2017 IRS 990 can be found at the United Ways of Alabama website at <http://www.unitedwaysofalabama.org/documents/>



**United Way**  
2018 Membership  
Requirements  
**Completed**

# 2018 BOARD OF DIRECTORS AND STAFF

**Jackie Wuska**  
**President**

United Way of West Alabama,  
Tuscaloosa

**Jimmy Hill**  
**Secretary**

River Region United Way,  
Montgomery

Walter Hill  
Wiregrass United Way,  
Dothan

Joanne Hightower  
United Way of Etowah County,  
Gadsden

Marina Simpson  
United Way of Baldwin County,  
Foley

Shannon Jenkins  
United Way of East Central  
Alabama, Anniston

Kathy Thrasher  
United Way of Lawrence  
County, Moulton

Ricky Powell  
United Way of Monroe County,  
Monroeville

**Drew Langloh**  
**Vice President**

United Way of Central Alabama,  
Birmingham

**Beth Haddock**  
**Past President**

United Way of Northwest  
Alabama, Florence

Becky Benton  
United Way of Lee County,  
Auburn

Becky Goff  
United Way of Cullman County,  
Cullman

Jill Chenoweth  
United Way of Southwest  
Alabama, Mobile

Jeff Cothran  
United Way of Selma & Dallas  
Co., Selma

Kaye McFarlen  
United Way of Athens &  
Limestone Co., Athens

Carol Fortuna  
Chilton County United Way,  
Clanton

**Clay Vandiver**  
**Treasurer**

United Way of Madison County,  
Huntsville

Sharon Fuller  
Lake Martin Area United Way,  
Alexander City

Kathleen Ross  
United Way of Morgan County,  
Decatur

Carrie Thomas  
United Way of Marshall County,  
Guntersville

Misty McGhee  
United Way of North Talladega,  
Talladega

Amanda Williams  
United Way of Guin,  
Guin

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Becky Booker  
Executive Director  
United Ways of Alabama  
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Sharilyn Hamer  
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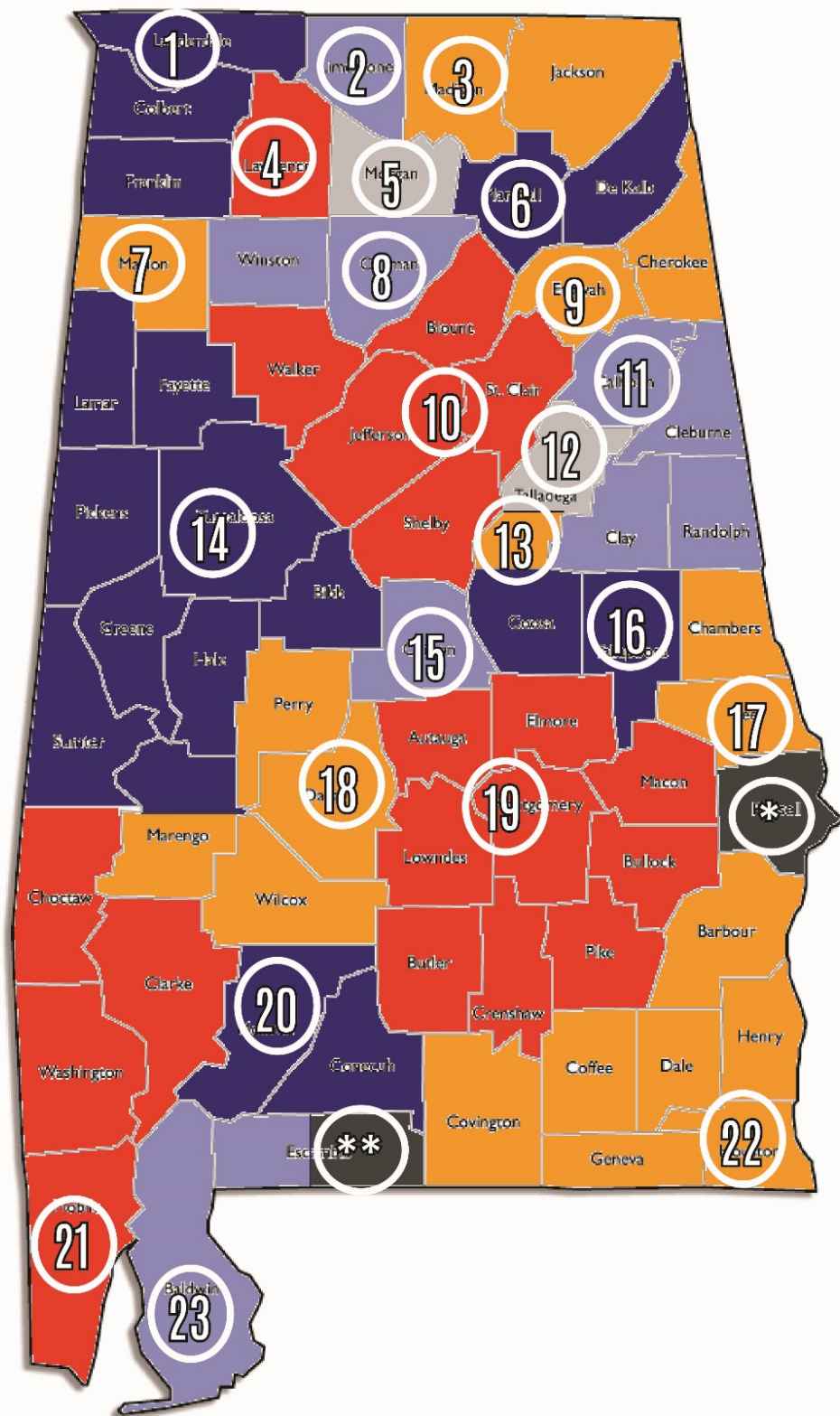


# ALABAMA'S UNITED WAYS

## United Ways in Alabama

1. United Way of Northwest Alabama
2. United Way of Athens & Limestone Co.
3. United Way of Madison Co.
4. United Way of Lawrence Co.
5. United Way of Morgan Co.
6. United Way of Marshall Co.
7. United Way of Guin
8. United Way of Cullman Co.
9. United Way of Etowah Co.
10. United Way of Central Alabama
11. United Way of East Central Alabama
12. United Way of N. Talladega Co.
13. United Way of Sylacauga
14. United Way of West Alabama
15. Chilton Co. United Way
16. Lake Martin Area United Way
17. United Way of Lee Co.
18. United Way of Selma & Dallas Co.
19. River Region United Way
20. United Way of Monroe Co.
21. United Way of Southwest Alabama
22. Wiregrass United Way
23. United Way of Baldwin Co.

- \* United Way of Chattahoochee Valley  
 \*\* United Way of Escambia Co., FL



# STATE COMBINED CAMPAIGN

The 2018 Alabama State Employees Combined Charitable Campaign, or State Combined Campaign, kicked off in late August. Alabama's Secretary of the Department of Early Childhood Education, Jeana Ross, once again chaired the Campaign. The 2018 SCC had a banner year with the following results:



- \$868,568 contributed (an increase of \$65,415 or 7.5%)
- 111.8% of goal
- 9,572 (up from 8,917) contributions
- 28.6% (up from 26.72%) participation
- Forty-three percent (43%) of state employees contributing to the campaign did so through payroll deduction, which also accounted for seventy-eight percent (78%) of the total dollars contributed
- Highest amount contributed since 2009
- 66 organizations exceeded goal
- State Employees have given over \$16,938,878 to SCC charities since the campaign's inception in 1993

There were more than 250 coordinators and keyworkers responsible for this year's success.

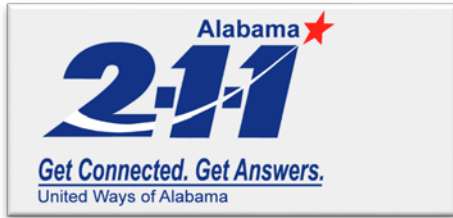
There were many highlights and so many benchmarks. A few include:

- Department of Revenue leading percent of goal (183%) raised in 500+ employees
- Department of Human Resource employees contributed \$110,768 (1,644 givers)
- Department of Corrections employees contributed over \$106,394 (1,136 givers)
- 15 state agencies 500+ employees
  - Contributions (\$536,429) represent 62% of Campaign

*love your* **STATE** *by giving back*  
STATE COMBINED CAMPAIGN



# 2-1-1 CONNECTS ALABAMA

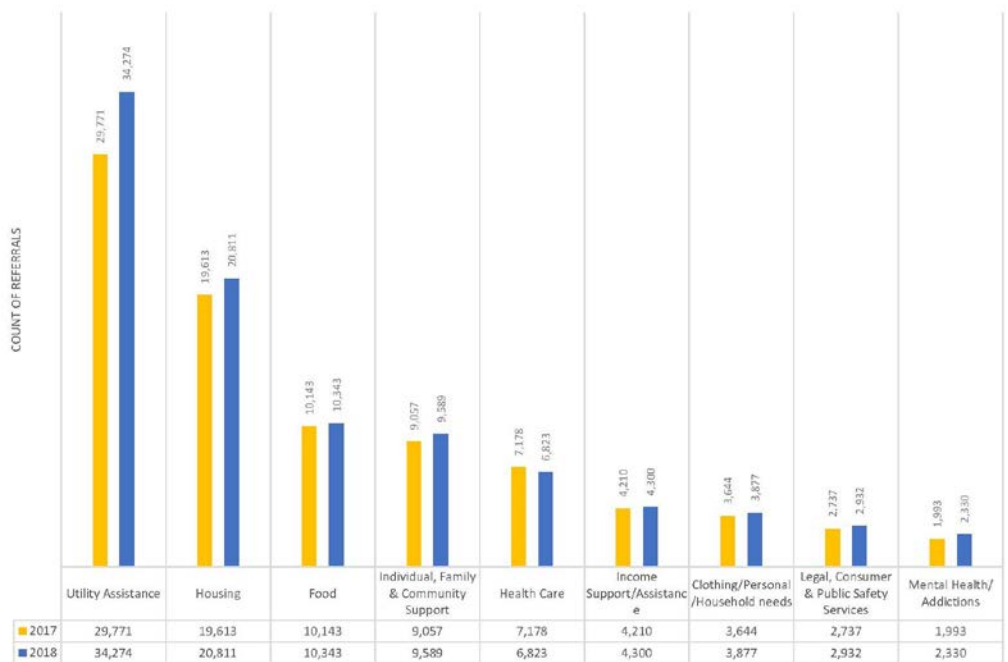


2-1-1 Connects Alabama is a statewide network of regional call centers whose mission is to provide easy access to health and human services available throughout Alabama.


The 2-1-1 network continues to increase capacity and foster partnerships across the state. By making services easier to find, our 2-1-1 network strives to empower individuals with the information they need to “Get Help or Give Help” in their local communities. We serve individuals from all walks of life, but more importantly, we serve vulnerable populations such as the indigent or elderly, veterans, and families with small children who often slip through the cracks.

In 2018, 2-1-1 Call Specialists answered over 113,000 calls and nearly 2,000 texts and chats. These contacts represent 130,000+ needs or problems partnered with solutions within our communities. Specialists made 34,274 referrals for utilities assistance, 20,811 for housing, 10,343 for food, 9,589 for individual, family and community support, and 6,823 for health care.

AIRES PROBLEM NEEDS




The 2-1-1 website, [ww.211connectsalabama.org](http://ww.211connectsalabama.org), saw nearly 230,000 searches during 2018.




**Dial 2-1-1**

- Find help locally
- Dial 2-1-1 to get connected
- Or toll free 888-421-1266




**Text Messaging**

- Text us for services at 888-421-1266
- Get help during a crisis



**2-1-1 Website**

- Visit us on the web and search our online database



**Live Chat**

- To live chat with one of our specialists, visit us at [211connectsalabama.org](http://211connectsalabama.org)

## DISASTER RECOVERY AND RESPONSE

United Ways of Alabama continues to respond to disasters and help those impacted recover. UWAL is a long-time member of ALVOAD (Alabama Voluntary Organizations Active in Disaster). UWAL is the fiscal agent and serves on the Steering Committee for the Governor's Emergency Relief Fund (GERF). UWAL is also the fiscal agent for sports great Bo Jackson's Bo Bikes Bama, which is held in April as a tribute to those who lost their lives in the April 2011 tornados and has raised more than \$1.3 M for response, recovery and mitigation. A representative from the 2-1-1 Connects Alabama network also reports to the Alabama Emergency Management Agency Emergency Operations Center when activated. 2-1-1 is the state's designated number to call for non-emergency needs before, during and after a disaster. Last year, as a system, we responded to 764 disaster related calls, texts and chats. We manned the Alabama EOC to assist in a coordinated response to those affected by disasters that impacted Alabamians. Not only are we represented on ALVOAD's executive committee, we also are member of local VOADs across Alabama.

## HELP ME GROW ALABAMA



The United Ways of Alabama and the 2-1-1 Connects Alabama network continues to work with the Alabama Partnership for Children to link children and their families to services and support, ensuring Alabama's children have an opportunity to thrive. Help Me Grow Alabama

expanded statewide in 2016 and currently serves all 67 counties in the state through funding from the Alabama Department of Early Childhood Education through the Preschool Development Grant, the Alabama Department of Human Resources, and the Alabama Department of Mental Health through a Project LAUNCH Grant from the Substance Abuse and Mental Health Services Association. Now, every family in Alabama is able to dial 2-1-1, ask for Help Me Grow Alabama and speak with a Care Coordinator who will answer questions, connect them to services, follow up to ensure a connection is made, and enroll them in developmental observation if interested.

## HYUNDAI MOTOR MANUFACTURING ALABAMA

Hyundai Motor Manufacturing Alabama (HMMA) and its 3,000 Team Members



demonstrated their generosity and **HYUNDAI MOTOR MANUFACTURING ALABAMA** compassion for their communities again this year contributing more than \$340,000 to United Ways and local charities across South Central Alabama. Team Members pledged more than \$278,000 in support. Team Members give not only dollars – they give time, sharing their talents with local charities across the River Region. United Ways of Alabama is proud to be HMMA's chosen partner and looks forward to another outstanding campaign in 2019!

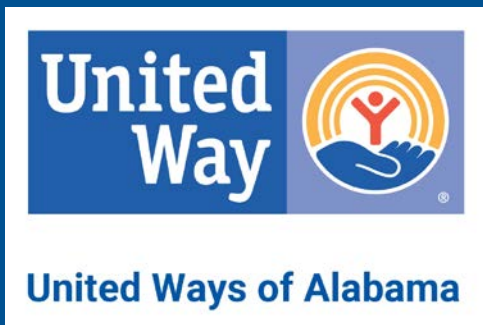


Each year, HMMA team members pledge their support to the United Way and Hyundai makes a generous corporate donation. In total, since HMMA's first United Way campaign in 2004, Team Members and the corporation together have pledged more than \$2.4 million to local charities.

## HYUNDAI AUTOEVER AMERICA



Hyundai AutoEver America (HAEA) team members demonstrated their support again this year pledging nearly \$1,000 to United Ways of Alabama and local United Ways. This is HAEA's 6<sup>th</sup> United Way campaign.



[www.unitedwaysofalabama.org](http://www.unitedwaysofalabama.org)

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