

**United
Way**



United Ways of Alabama

ANNUAL REPORT 2019

United Ways of Alabama

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters of United Ways of Alabama,

In 2019, United Ways of Alabama and Alabama's 22 local United Ways, together with staff, and volunteers, have collectively generated nearly 70 million dollars to help make real change in every community and 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 working with local United Ways to solve Statewide problems which lead to improvements in 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, administer the Hyundai Motor Manufacturing Alabama and HAEA United Way Team Member campaigns, and responding to disasters during times of crisis.

In late 2018, United Ways of Alabama contracted with the Alabama Department of Human Resources to deliver the A-RESET (Alabama Resources for Enrichment, Self-Sufficiency and Employability Training) to assist SNAP (Supplemental Nutrition Assistance Program) clients who are working toward employment. UWAL has partnered with AIM (Aid to Inmate Mothers), HIM (Hope Inspired Ministries), HandsOn River Region, United Way of Central Alabama, United Way of West Alabama, United Way of Etowah County and the Salvation Army of Coastal Alabama to assist clients to gain skills, training, and experience to find and maintain employment. We hope to expand the program, bringing in more partners to help this population become financially stable.

In 2020, we will continue to work hard 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.

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 make Alabama a better place for us all.

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.


Becky W. Booker
Executive Director

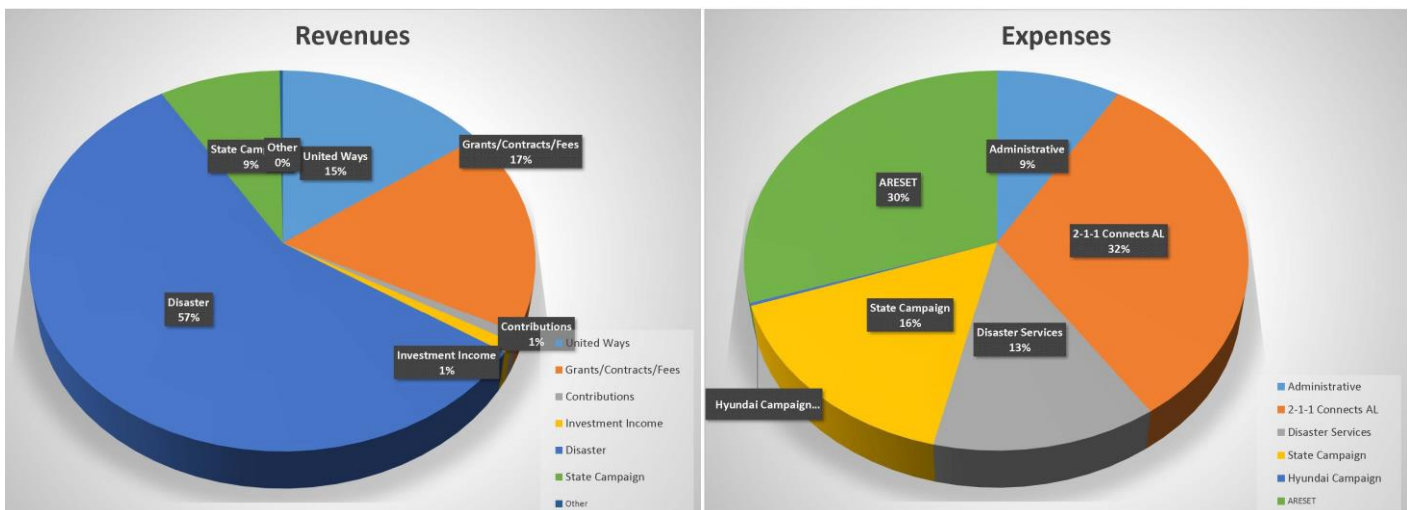
FINANCIAL SUMMARY

2019 Revenue Sources

	Revenue	% of Total
United Ways	\$ 184,515	15.1%
Grants/Contracts/Fees	\$ 213,819	17.5%
Contributions	\$ 10,137	0.8%
Investment Income	\$ 11,525	0.9%
Disaster	\$ 698,033	57.0%
State Campaign	\$ 103,911	8.5%
Other	\$ 2,652	0.2%
\$	1,224,592	100.0%

2019 Expenses

UWAL	\$ 56,549	8.7%
2-1-1 Connects AL	\$ 205,816	31.8%
Disaster Services	\$ 85,511	13.2%
State Campaign	\$ 103,911	16.0%
Hyundai Campaign	\$ 1,565	0.2%
ARESET	\$ 194,694	30.0%
\$	648,047	100.0%



The 2019 Financial Highlights are not audited. A complete copy of the audited financial statements for the year ending December 2018 are available for review at: www.unitedwaysofalabama.org. The 2018 audit and IRS 990 were presented to the UWAL Board of Directors at the November 2019 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.
- A 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 2018 United Ways of Alabama Audit and the 2018 IRS 990 can be found at the United Ways of Alabama website at <http://www.unitedwaysofalabama.org/documents/>



2019 BOARD OF DIRECTORS AND STAFF

Drew Langloh
President

United Way of Central Alabama,
Birmingham

Jimmy Hill
Secretary

River Region United Way,
Montgomery

Walter Hill

Wiregrass United Way,
Dothan

Joanne Hightower

United Way of Etowah County,
Gadsden

Jennifer McNulty

United Way of Northwest Alabama,
Florence

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

Marina Simpson
Vice President

United Way of Baldwin County,
Foley

Jackie Wuska
Past President

United Way of West Alabama,
Tuscaloosa

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

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

Valerie Burrage

United Way of North Talladega,
Talladega

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Chilton County United Way,
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Kathy Beatty

Campaign Associate
United Ways of Alabama
kbeatty@unitedwaysal.org

STATE COMBINED CAMPAIGN

The 2019 Alabama State Employees Combined Charitable Campaign, or State Combined Campaign, kicked off in late August. Alabama Department of Senior Services Commissioner, Jean Brown, chaired the 2019 Campaign. Governor Kay Ivey kicked off the event encouraging everyone to do his/her best. The 2019 SCC had a banner year with the following results:



- \$886,626 contributed (an increase of \$65,415 or 1.2%)
- 113.7% of goal
- 9,141 contributions
- 26.93% participation
- Fifty-two percent (52%) of state employees contributing to the campaign did so through payroll deduction, which also accounted for seventy-seven percent (77%) of the total dollars contributed
- Highest amount contributed since 2009
- 63 organizations exceeded goal
- State Employees have given over \$17,820,895 to SCC charities since the campaign's inception in 1993
- State employees had the option to choose from over 400 charitable organizations participating in this year's campaign

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:

- There are 17 state agencies with 500+ employees
 - 9 of the 17 exceeded their goal
 - These 9 organizations account for \$487,087 of the \$886,626, or more than half of the total raised
- Department of Revenue leading percent of goal (197%) raised in 500+ employees
 - \$64,893 contributed (648 givers)
- Department of Human Resource employees contributed \$126,181 (2,164 givers)
 - This accounts for 14.2% of the total contributed

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

211 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 2019, 2-1-1 Call Specialists answered over 113,000 calls and had over 16,000 text and chat interactions. These contacts represent 178,000+ needs or problems partnered with solutions within our communities.

Top Referrals in 2019


	Count of Needs
Utility Assistance	31,955
Housing	22,029
Food/Meals	9,973
Individual Family and Community Support	9,201
Health Care	6,418
Income Support/Assistance	4,018
Clothing/Personal/Household Needs	3,939
Legal Consumer and Public Safety Services	3,036
Transportation	2,981
Information Services	2,319
Mental Health/Addictions	2,255
Volunteers/Donations	1,049
Employment	1,048
Disaster Services	1,002
Education	613

The 2-1-1 website, www.211connectsalabama.org, saw nearly 39,000 unique visitors conducting searches and viewing resource detail pages more than 229,000 times.




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

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 close to \$2M 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 more than 600 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 members of local VOADs across Alabama.

A-RESET

UWAL has partnered with the Alabama Department of Human Resources to implement the Alabama Resource Enrichment Self Sufficiency Employment Training or A-RESET program.

This program can help SNAP (Supplemental Nutrition Assistance Program) participants gain skills, training, or work experience to increase their ability to obtain regular employment that leads to economic self-sufficiency. UWAL is one of several partners working with DHR to help this population become financially independent.

UWAL has subcontracted with Hope Inspired Ministries, Aid to Inmate Mothers, HandsOn River Region, United Way of Etowah County, United Way of Central Alabama, United Way of West Alabama, Salvation Army of Coastal Alabama, and will be bringing Wiregrass 211 and Friendship Mission on in FY21. This fits perfectly into United Ways' Income focus area.



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 nearly \$330,000 to United Ways and local charities across South Central Alabama. Team Members pledged more than \$264,000 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 2020!



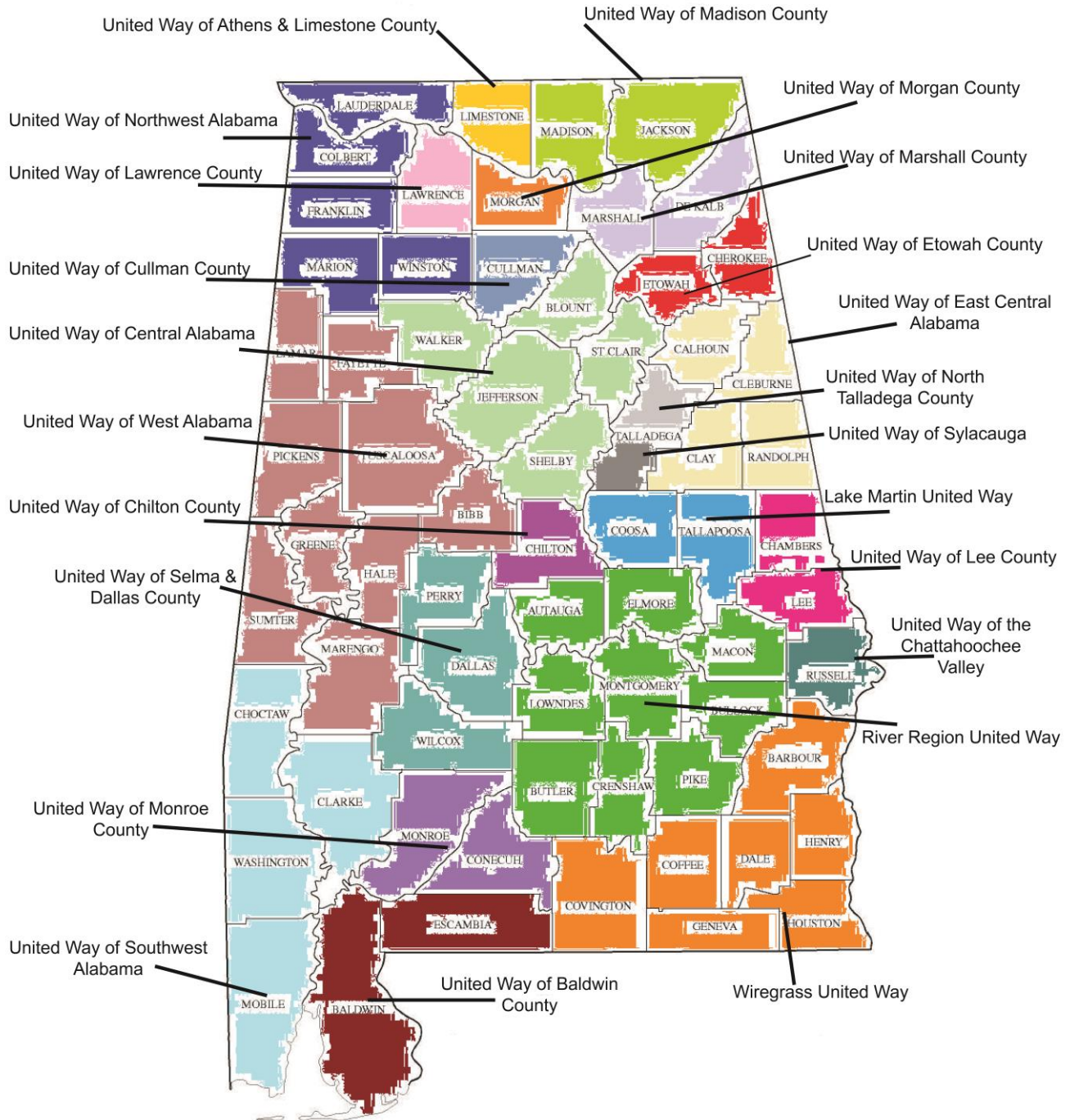
Each year, HMMA team members pledge their support to the United Way and Hyundai makes a generous corporate donation. In total, since HMMA's first United Way campaign in 2004, Team Members and the corporation together have pledged nearly \$3 million to local charities.

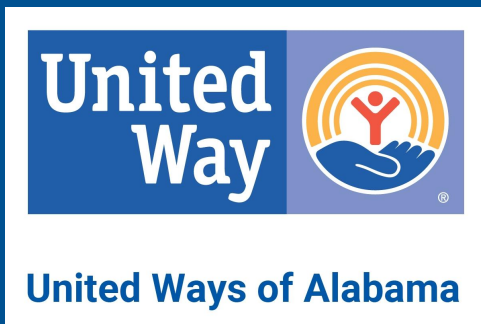
HYUNDAI AUTOEVER AMERICA



Hyundai AutoEver America (HAEA) team members demonstrated their support again this year pledging over \$700 to United Ways of Alabama and local United Ways.

Alabama's United Ways





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