



UNITED WAY
United Ways of
Alabama

ANNUAL REPORT 2024

United Ways of Alabama

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Reflecting on a Successful 2024 for United Ways of Alabama

Dear Friends and Supporters of United Ways of Alabama,

2024 was a year of significant growth and progress for Alabama's United Way network. The 22 local United Ways, alongside United Ways of Alabama (UWAL), are committed to building stronger, more equitable communities—because change doesn't happen alone. Together, we are making real, lasting change throughout Alabama.

This year, UWAL expanded its team with the addition of Alec Hopkins (Director of Campaigns), Carla Baxley (Accounting), and Marlene Moreland (Campaign Associate). Brooke Mills (Director of Community Initiatives) and Vanessa Robbins (Community Initiatives Specialist) continue their dedicated work to empower the citizens of Alabama through our employment and health initiatives. With the support of our talented staff and volunteers, we've worked across the state to address community needs, respond to emergencies, and support local programs and partners driving impactful change.

Key initiatives included supporting state-level campaigns such as the Alabama State Employee Combined Charitable Campaign and 2-1-1 Connects Alabama. We also partnered with organizations to provide essential services, including COVID-19 wrap-around services, employment opportunities for SNAP recipients, assistance for homeless students, disaster relief, and healthcare navigation through the insurance marketplace.

I am incredibly grateful to work alongside such an exceptional team and board of directors, all of whom share a deep commitment to improving the lives of all Alabamians. As we move into 2025, we will continue to invest in initiatives that deliver tangible benefits to communities, but we know we can't do it alone. Together, we can make a real difference.

As I start my 31st year with United Way, I would like to say, "THANK YOU!" to everyone who partners with us in this vital work.

UNITED is the WAY.

Sincerely,



Becky W. Booker
Executive Director

FINANCIAL SUMMARY

2024 Revenue Sources

Disaster	\$ 283,355.32	7.3%
Donations	\$ 12,904.95	0.3%
Federal Contracts	\$ 830,009.39	21.3%
Fees	\$ 5,114.07	0.1%
Investment Income	\$ 44,519.08	1.1%
State Combined Campaign	\$ 102,226.85	2.6%
State Contracts	\$ 2,387,120.43	61.3%
United Way	\$ 225,876.26	5.8%
Total Revenues	\$ 3,891,126.35	100.0%

2024 Expenses

211 Connects Alabama	\$ 180,572.60	5.0%
Admin and General	\$ 50,253.97	1.4%
ALICE	\$ 25,000.00	0.7%
Disaster	\$ 283,505.32	7.8%
Federal Contracts	\$ 818,383.49	22.7%
Hyundai Campaign	\$ 8,820.63	0.2%
State Combined Campaign	\$ 102,226.85	3%
State Contracts	\$ 2,144,183.36	59%
Total Expenses	\$ 3,492,898.07	100%

The 2024 Financial Highlights are not audited. A complete copy of the audited financial statements for the year ending December 2023 are available for review at: www.unitedwaysofalabama.org. The 2023 audit was presented to the UWAL Board of Directors at the November 2024 meeting.

INDEPENDENT AUDITOR'S REPORT

Auditor's Report and IRS 990

- The 2023 United Ways of Alabama Audit and the 2023 IRS 990 can be found at the United Ways of Alabama website at <http://www.unitedwaysofalabama.org/documents/>

NOTES TO FINANCIAL SUMMARY

At UWAL, we are committed to keeping our donors and the community well-informed. We understand the importance of operating efficiently and responsibly, ensuring that the funds entrusted to us are used in ways that directly benefit the community.

We believe that transparency is essential to fulfilling our mission and achieving success. As an independent 501(c)(3) organization and a proud member of United Way Worldwide, we meet rigorous annual certification requirements, which include:

- Maintaining tax-exempt status under Section 501(c)(3) of the Internal Revenue Code, as well as applicable state, local, or international laws.
- Governance by an active, responsible local board that ensures proper oversight of the organization's policies and financial resources.
- Adoption of a comprehensive Code of Ethics for all volunteers and staff, covering ethical management, fundraising, publicity, and full disclosure.
- UWAL ensures there is full disclosure of any conflicts of interest related to financial decisions, and makes sure that board members, staff, and/or volunteers recuse themselves from votes where there is a potential conflict.
- Demonstrating financial accountability through an annual audit conducted by an independent certified public accountant, in line with generally accepted auditing standards (GAAP).
- Ensuring public transparency by timely filing the IRS Form 990 each year, and making the form available on our website, at our office, or upon request.
- Full legal compliance with all local, state, and federal regulations, including those related to non-discrimination and the Sarbanes-Oxley and USA Patriot Acts.



Platinum
Transparency
2024

Candid.

2024 BOARD OF DIRECTORS AND STAFF

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

Carrie Thomas
Secretary
 United Way of Marshall County,
 Guntersville

Courtney Layfield
 Lake Martin Area United Way,
 Alexander City

Drew Langloh
 United Way of Central Alabama,
 Birmingham

Walter Hill
 Wiregrass United Way,
 Dothan

Justine Bixler
 United Way of Southwest Alabama,
 Mobile

Kathy Thrasher
 United Way of Lawrence County,
 Moulton

Shannon Jenkins
Vice President
 United Way of East Central
 Alabama, Anniston

Marina Simpson
Past President
 United Way of Baldwin County,
 Foley

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

Stephanie Childers
 United Way of Cullman County,
 Cullman

Molli Gipson
 United Way of Etowah County,
 Gadsden

Ricky Powell
 United Way of Monroe County,
 Monroeville

Valerie Barrage
 United Way of North Talladega,
 Talladega

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 United Way of Northwest
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 United Way of Morgan County,
 Decatur

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 Huntsville

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 River Region United Way,
 Montgomery

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 United Way of West Alabama,
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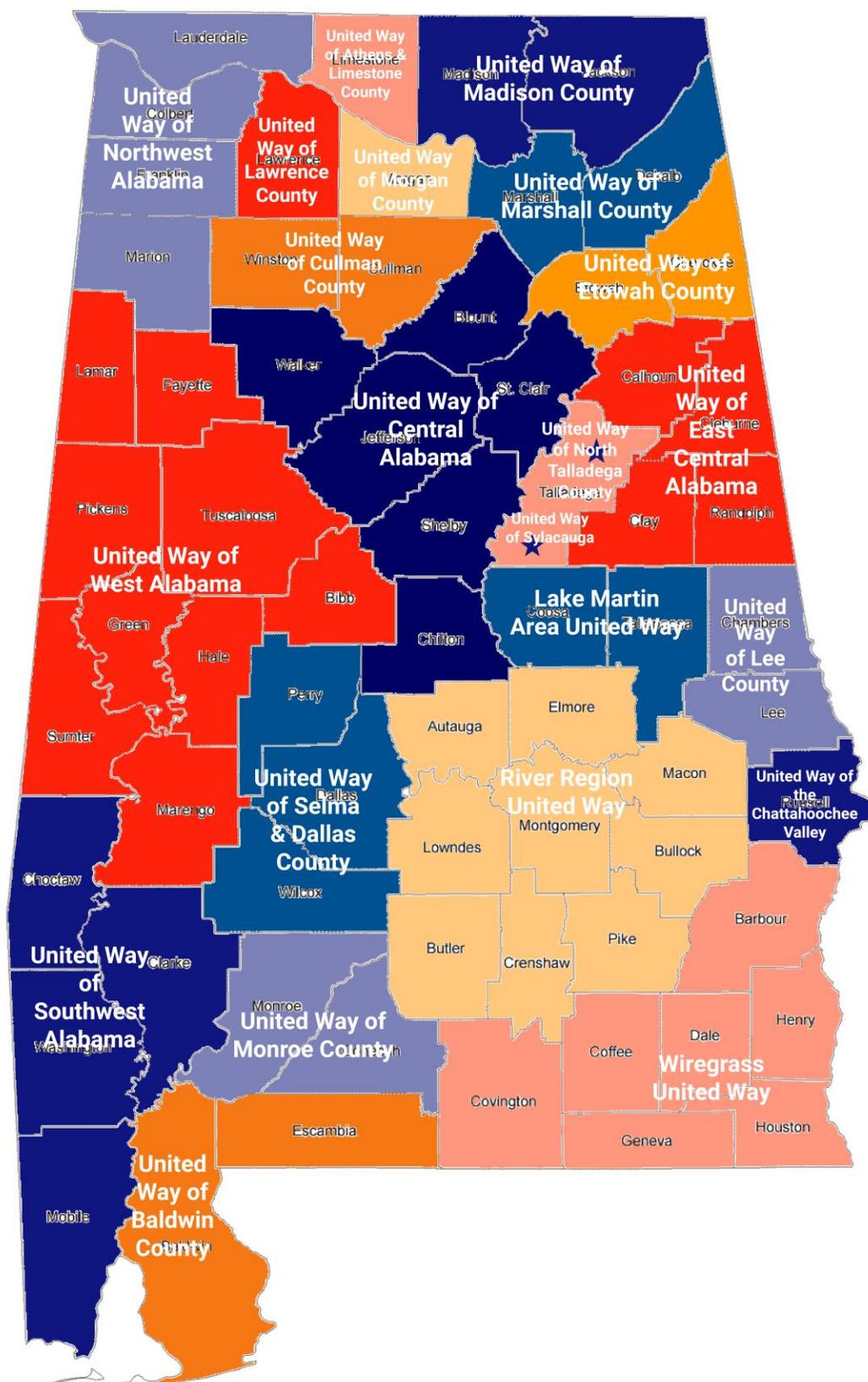
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ALABAMA'S UNITED WAYS

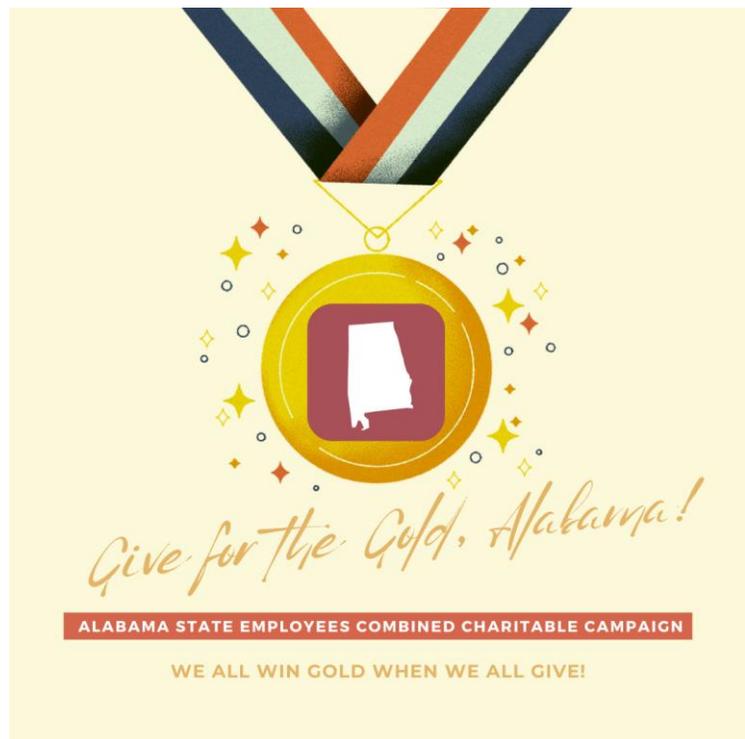


STATE COMBINED CAMPAIGN

The 2024 Alabama State Employee Combined Charitable Campaign, or State Combined Campaign, kicked off in late August. 2024 marked the 31st year of state employees collectively giving in support of community impact through local nonprofits. We are grateful for Commissioner Jean Brown's continued leadership and support of the campaign as its chairperson. Excitement filled the room at this year's kickoff as attendees interacted with nearly 25 charities and federations in attendance, learning about the programs that their contributions fuel. Governor Ivey recorded an inspiring video message to play in her absence. United Ways of Alabama is thankful for the support of state employees for the past three decades!

Campaign Highlights:

- \$891,839 contributed, meeting 113% of the statewide goal!
- 8,216 contributors, totaling 24.31% participation
- Year-over-year, participation increased by 5%
- 59 departments exceeded their goal, with 1 of those departments participating for the first time
- 15 departments increased their total contributions by at least 25%
- State employees have contributed nearly \$22 Million to SCC charities since the campaign's inception in 1993



We are grateful for the partnership of more than 225 coordinators and keyworkers who worked alongside us to ensure this year's success!

Thirty-four percent (34%) of funds contributed, or \$309,599, came from three (3) state departments: the Department of Human Resources (\$136,011), the Department of Corrections (\$100,668), and the Department of Revenue (\$72,919). Thirty-nine percent (39%) of campaign contributors were employees of these three state departments.

211 CONNECTS ALABAMA



United Ways of Alabama

211 Connects Alabama is an essential statewide service that connects individuals with vital health and human services throughout Alabama. By acting as a centralized network of regional call centers, 211 aims to make it easier for residents to access the resources they need, whether they are seeking help or looking to contribute to their community. The service is particularly focused on assisting vulnerable populations, such as low-income individuals, the elderly, veterans, and families with young children, who often face difficulties accessing support.

In 2024, the 211 call specialists were busy helping, answering nearly 170,000 calls, texts, and chats. These contacts led to nearly 480,000 connections to necessary services across the state. Key areas of assistance include housing, utility support, food and meals, healthcare, transportation, and community support services like job training and childcare. The 211 website also saw significant traffic, with more than 138,000 unique visitors and over half a million searches and resource views, helping individuals navigate available resources more efficiently.

By continuously growing its network and fostering partnerships, 211 Connects Alabama strives to ensure that individuals, particularly those in need, are empowered with the information and services that can improve their lives.

211 Counts is a valuable tool that offers real-time, searchable, and visually represented data from Alabama's 211 call network. It provides insights into community-specific needs by displaying data broken down by ZIP code, area, or call center. This information is updated frequently, sometimes as recently as the previous day, allowing users to track trends, make comparisons, and easily access the latest figures related to calls for help in various communities.



With this tool, community leaders, organizations, and individuals can better understand the needs within their local areas and take proactive steps in addressing them. To explore and learn more about specific needs in your community, you can visit the 211 Counts website at <https://al.211counts.org>.

A-RESET

The growth of Alabama's economy is closely tied to having a skilled and educated workforce ready to meet the demands of emerging industries. To support this goal, the **ARESET (Alabama Resources for Enrichment, Self-Sufficiency, And Employability**



Training) program was established. It is a partnership between **UWAL**, local United Ways, United Way partner organizations, the **2•1•1 Connects Alabama network**, Alabama Community College System, Alabama Department of Labor, the Alabama Family Service Center Network and with the Alabama Department of Human Resources serving as the program's lead entity.

ARESET specifically targets low-income Alabamians who are work-eligible SNAP recipients, helping them develop the skills necessary to secure or improve employment opportunities. In 2025 alone, the 211 Connects Alabama network screened 95,011 clients for eligibility, ensuring that those who qualify can access important resources designed to enhance their job prospects. A primary goal of ARESET is to promote self-sufficiency among SNAP recipients by providing access to a range of work experience and readiness activities. These activities aim to equip participants with essential skills and training, enabling them to either enter the workforce or pursue better job opportunities. The program is available to all SNAP recipients who are committed to improving their employment prospects and achieving long-term financial stability.

UWAL Partners provide services including: • Work Experience • On-the-job Training (OJT) • Supervised Job Search • Pre-Apprenticeship/ Apprenticeship • Internship or Work Experience • Educational Programs • Allowable Educational Programs • Ready to Work (RTW) • Manufacturing Skills and Standards Council (MSSC) • Training Initiative • Career/Technical Education Programs or Other Vocational Training • English Language Acquisition • Integrated Education and Training (IET)/Bridge Programs • Work Readiness Training • Self-Employment Training • WIOA (Workforce Innovation and Opportunity Act) • Job Search Training • Job Retention.

UWAL ARESET Partners include: Aid To Inmate Mothers, Alabama Goodwill Industries Birmingham, Crisis Services of North AL, The Foundry, Goodwill Gulf Coast, Hands On River Region, Hope Inspired Ministries, Lifelines Counseling Services, Inc., Lovelady Center, United Way Of Central Alabama, United Way Of Etowah County, United Way Of Lee County, United Way Of Northwest Alabama, United Way Of West Alabama, Wiregrass 211, and Work Faith Birmingham.

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 \$3M for response, recovery, and mitigation. A representative from United Way or 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. The 2•1•1 network answered nearly 1,000 disaster calls in 2024.

COVID WRAP-AROUND

UWAL, local United Ways, 2•1•1 Centers, and local United Way partners continued its partnership with the Alabama Department of Public Health with the COVID-19 Wrap-around services initiative in 2024. This program is designed to provide individuals needing to quarantine to prevent the spread of the disease vital wraparound services such as food, cleaning, and person care items. This program also allows for transportation to and from testing and vaccination sites. The Alabama 211 network screened nearly 70,000 clients for eligibility in 2024. UWAL, United Ways, and United Way partner agencies provided services to nearly 3,000 families in 2024 through this program. Services included hoteling, food/groceries delivered, cleaning supplies, and personal items which allowed individuals to quarantine for at least 5 days, helping to stop the spread of COVID. The program also helped remove any barriers for individuals who needed testing or a vaccine.



Healthcare Navigation

UWAL, HandsOn River Region, Lifelines Mobile, and the United Way of Northwest Alabama have partnered with AIDS Alabama to help consumers, small businesses, and their employees as they look for health coverage options through the Marketplace, including completing eligibility and enrollment forms. The 2-1-1 Connects Alabama network screened 95,303 callers to identify those who needed health coverage. Our navigators helped 18,479 Alabamians unfamiliar with the ins and outs of the healthcare system, helped 201 Alabamians get the best care and coverage, and did outreach at 123 events across the State.

Homeless Children and Youth

The 2-1-1 Connects Alabama network has teamed up with the Alabama State Department of Education to identify public school students who are at risk of or are experiencing homelessness. Through this partnership in 2024, the 211 network screened 94,654 clients to ensure that every student in the public school system has the necessary resources to succeed academically.



This program helps connect homeless students, or those at risk of becoming homeless, to community resources and pairs them with a Local Education Liaison in their school system to advocate on their behalf. It serves children and unaccompanied youth living in situations such as: shelters, motels, or campgrounds due to lack of housing, cars, parks, abandoned buildings, or public transportation stations, or "doubled up" with others due to loss of housing or economic hardship.

Eligible children and you have the right to:

- Receive a free, appropriate public education.
- Enroll in school immediately, even if lacking documents normally required for enrollment.
- Enroll in school and attend classes while the school gathers needed documents.
- Enroll in the local school; or continue attending their school of origin.
- (the school they attended when permanently housed or the school in which they were last enrolled) if that is your preference and is feasible.
- Transportation to and from the school of origin if you requested.
- Receive educational services comparable to those provided to other students, according to the needs of the child or youth.



HYUNDAI MOTOR MANUFACTURING ALABAMA



2024 marked the 21st year of the Hyundai Motor Manufacturing Alabama (HMMA) campaign. Over 1,600 Team Members rallied around local charities across South Central Alabama, contributing more than \$361,000 to the annual campaign. With a corporate gift of \$70,000, HMMA and its Team Members gave a collective \$431,000 to United Ways of Alabama – a record-breaking year!

Each year, HMMA team members and its corporate leadership demonstrate their passion for change by being an active agent in community impact. In total, since HMMA's first United Way campaign in 2004, Team Members and the Corporation together have pledged over \$5.5 million to local charities. United Ways of Alabama is proud to be HMMA's chosen partner and looks forward to another outstanding campaign in 2025!



HYUNDAI AUTOEVER AMERICA



Hyundai AutoEver America (HAEA) team members demonstrated their support again this year by pledging over \$500 to United Ways of Alabama. This is HAEA's 11th United Way campaign.

211 IMPACT REPORT



In 2024, Alabama's 211 Contact Center Specialists responded to 169,043 requests for help. That's 463 calls, texts, and emails per day.

211 CONNECTS ALABAMA



36,329
Requests for
housing help



12,636
Requests for
food relief



41,943
Requests for help
with utilities



7,400
Requests for help
with healthcare



10,209
Requests for help
with transportation

211 is America's most powerful tool for identifying and responding to community needs.

As the nation's most comprehensive source of information about local resources and services, **211 is a 24/7 go-to resource** in times of disaster, personal crisis, or daily challenge -- connecting people with locally available help. It's free, confidential, available in more than 180 languages and supporting 99% of the U.S. population.

Every day, 211's community resource specialists help people find local resources such as food, health care and insurance assistance, stable housing and utilities payment assistance, employment services, veteran services, child care, caregiving and family services, crisis and emergency counseling, disaster assistance, and more.

If anyone you know needs help,
encourage them to call 211, or
visit www.211connectsalabama.org



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