

HOW WE LIVE UNITED

May 2010

Dates to Remember

June 18:
Day of Action at
Convention Hall—
Call to volunteer

August 26:
Campaign Kick-
off at Convention
Hall



Currently 1,152 children are enrolled in Dolly Parton's Imagination Library, right here in Etowah County.

Meet the Staff

Joanne Hightower
Executive Director

Donna Rodgers
Finance Manager

Pat Presley
Executive Assistant

Jessica Brown
Marketing and
Resource Director

Susan Carter
211/First Call for
Help Director

Alaina Young
Success By 6
Director

Board Approves Five Year Strategic Plan

United Way of Etowah County's Board of Directors recently approved a Strategic Plan to be implemented through 2010-2015. Over a six month span, focus groups were conducted with local employers, schools, donors and other non-profit partners to determine the specific needs of the community.

The areas of focus include our community goals of education, financial stability, health and safety net. There are also in-house initiatives including 2-1-1 and Success By 6.

Task force groups were formed to put immediate focus on education and financial stability. The focus groups revealed that 37% of children in Etowah County do not have school readiness skills. Through a series of action steps, United Way hopes to achieve several goals which include an increase in the number of children who enter kindergarten ready to learn.

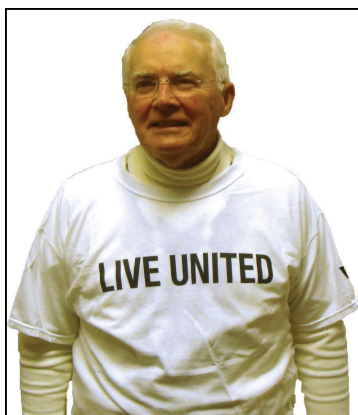
The studies also revealed that 23% of Etowah County working families are classified as low-income. A major step that will be taken to



improve financial stability is to develop a "One-Stop Shop" at Family Success Center where low-income families can receive assistance.

Executive Director Joanne Hightower said, "If we're successful with our strategic plan, it means Etowah County continues to be a good place to live and work."

Meet Loyal Contributor Tom McKenzie



Tom McKenzie has been giving back to his community for over 60 years. While working at his first job with Alabama Power Company in Mobile, Tom both donated and volunteered his time to the United Way. He has been equally active since his move to Gadsden.

Tom has served on the board for United Way of Etowah County. He was also chairman for the 1987-1988 campaign where he helped coordinate the first **\$1 million** campaign. More recently, Tom was instrumental in the 2004 capital campaign to move United Way closer towards owning our own building. United Way of Etowah County salutes Tom McKenzie!

2-1-1 Assists with Disaster Relief in Alabama

Representatives from United Way of Etowah County assisted in the recovery efforts after an F-3 tornado hit the area in late April. The tornado damaged or destroyed over 1,000 homes in Albertville, Alabama.

Susan Carter, 2-1-1 Director and Tracey Webb, Director of Success by 6 traveled to Albertville in the days following the tornado. They helped out at Marshall County's 2-1-1 Call Center and at the Disaster Resource Center.

There are many other individuals and organizations who have also assisted with the relief efforts in Albertville. Over 2,900 volunteers from all over Northeast Alabama have been registered through the Disaster Resource Center.

Another disaster threatens the region after a recent offshore oil rig explosion. Since the explosion on April 20, oil has been pouring into the Gulf of Mexico at a rate of nearly one

thousand barrels each day.

The Alabama Department of Environmental Management and the Governor's Office of Faith-Based Community Initiatives have instructed those wishing to volunteer in Alabama to call 2-1-1 for more information. Since the oil spill, 2-1-1 Call Centers in the region have seen a 300 percent increase in call volume from people requesting assistance.

Memorials and Honorariums

A gift to United Way of Etowah County in memory of a loved one, or in honor of an accomplishment is a very personal and loving tribute.

When you send an honorarium, we will promptly send at appropriate acknowledgement to the bereaved

family or to the person you wish to honor. The acknowledgement will not include the amount of your gift. We also acknowledge your gift to inform you that we have completed your request.

Your thoughtful memorial or honorarium gift also helps

carry on the work of improving lives and community conditions far down the road.

Please remember United Way in your will or estate plans, and tell us when you do so we can thank you!



Did you Know...

2-1-1 is a free call connecting you to information and referral to health and human services in Etowah County?

United Way of Etowah County

P.O. Box 1175

Gadsden, Alabama 35902

Phone: 256-547-2581

Fax: 256-546-4360

Mission Statement

United Way is improving lives by mobilizing the caring power of our community.

Give. Advocate. Volunteer.

LIVE UNITED



United Way of Etowah County

Visit our website at www.unitedwayec.com