





LETTER FROM THE 2021 BOARD CHAIR

Those who came of age during the era of Dr. Martin Luther King, Jr. may recall his reference to The Beloved Community. Philosopher and theologian, Josiah Royce is believed to have coined this term, but King popularized it and Dr. Author Wright made sure it would survive the test of time when he committed all 25 principals in his book by the same name. When I look back on the 2021 year, I realized how closely the United Way Hall County's work is aligned with so many of these principles.

Build Increasing Levels Of Trust And Work To Avoid Fear Of Difference And Others

When our President and CEO, Jessica Dudley, learned about the decades long effort to revitalize the community's oldest standing African American school, EE Butler Center, she quietly volunteered her time with Newtown Florist Club to champion this effort – sometimes carrying her two young children in tow. Aware that United Way of Hall County had struggled over the years to connect with the African American residents, Jessica continued to show-up, listen and be of service in the way that was appreciated and respected. She is relentless in her efforts to make sure that the United Way Board looks like the community we service and that the voice of each and every member is heard. Her willingness to listen, learn newly and release old assumptions is paving the way for a more representative United Way.

Unyielding Persistence And Unwavering Commitment To Justice

It would have been so easy to step over this taboo issue, but the staff, board and volunteers of United Way Hall County continue to pave the way for social justice. In partnership with former Gainesville City School Superintendent, Merrianne Dyer and her colleagues from Scholastics, the United Way Hall County has supported a number of community workshops to address the issue of unconscious bias. Professionals from throughout the community have participated in these sessions and walked away better equipped to challenge their own assumptions. I also had the pleasure of working with a group of volunteers to launch a book-video-podcast club called CommUNITY Converations that is design to enhance our community's understanding of matters related to diversity, equity and inclusion. United Way Hall County crushes taboos and fosters understanding.

Rightously Opposes And Takes Direct Action Against Poverty, Hunger And Homelessness

Travel to any large American city and you will likely see residents stepping over sleeping bodies or trying to avoid eye contact with those who are most in need. At United Way Hall County, we refuse to look away. Instead, dozens of volunteers joined staff to create and install Giving Pantries filled with books and the Compass Center continues to triage homeless and precariously housed individuals and families every day of the week by connecting them with food pantries, shelters and other community resources.

Acknowledges conflict or pain in order to work on difficult issues

Say the word, "suicide" and you are likely to clear a room. United Way Hall County remains committed to partner with the Northeast Georgia Health System, Forum Communications and other organizations to combat the stigma associated with mental health, behavioral health and substance abuse. Every year, some 65 of Hall County family, friends and neighbors intentionally take their lives and another 95 depart this earth following a drug overdose. Through its Mental Health Justice Program, the United Way Hall County partners with Cresssind Community Fund, Jackson EMC, WellRoot and others to support an 8-hour Mental Health First Aid course. To date, the program has trained over 200 members of our community to recognize signs of distress and know what resources to tap in to and what actions to take to keep our family, friends and neighbors safe and sound. United Way Hall County walks towards the pain and confronts it.

Advocates thoroughgoing, extensive neighborhood revitalization without displacement

Working side-by-side with the Salvation Army and Gainesville Parks and Recreation, our President and CEO submitted a powerful application to create a soccer field in an area adjacent to Queen City parkway that had seen better days. Knowing how important play is in the life of young children and adults alike, Jessica used her collaboration skills to set the wheels in motion to revitalize this space. Stay tuned for updates in 2022.

It has been my pleasure to serve as chairman of the United Way Hall County. It is my greatest hope that we continue to fulfil Dr. King's promise of The Beloved Community.

Phillippa Lewis Moss

Director, Gainesville-Hall County Community Services, City of Gainesville Chair, 2021 Board of Directors



UNITED WAY LEADERSHIP

This year United Way of Hall County's tremendous Board of Directors and volunteer leadership have spearheaded the organization's efforts to unite the people, organizations, and resources needed to improve lives in our community.

2021 BOARD OF DIRECTORS

Phillippa Lewis Moss Chair Elisabeth Baldwin Immediate Past Chair Sarah Bell One Hall Jennifer Loggins Audit Jay Parrish Chair-Elect Kingsley Peeples Treasurer Juli Clay Ethics Bethany Magnus Community Investment

- Rachel Bahin Elisabeth Baldwin Sarah Bell Phil Bonelli Bonner Burton Maria Calkins Juli Clay Liz Coates Priscilla Collins Andrew Davenport Tamara Etterling Sharon Holt Tommy Howard Logan Jones Jennifer Loggins Bethany Magnus
- Christy Moore Phillippa Lewis Moss Melissa Nolan Tate O'Rouke Jay Parrish Kingsley Peeples Beau Sheppard Anne Skleder David Stevens Amy Whitley Erin Williamson Trey Wood Jessica Dudley, *Ex-Officio*

VOLUNTEER LEADERSHIP

GOVERNANCE & PERSONNEL

Jay Parrish, Chair Bonner Burton Tommy Howard Melissa Nolan Anthony Knuckles

ETHICS

Juli Clay, Chair Rachel Bahin David Stevens

FINANCE

Kingsley Peeples, Chair Phillippa Lewis Moss Jennifer Loggins Trey Wood Andrew Beauchamp Michele Puicci

COMMUNITY INVESTMENT

Bethany Magnus, Chair Sarah Bell Bonner Burton Priscilla Collins Sharon Holt Jay Parrish Tate O'Rouke Anne Skleder Beau Sheppard Tommy Howard

AUDIT

Jennifer Loggins, Chair Phil Bonelli Andrew Davenport David Stevens

RESOURCE DEVELOPMENT

Elisabeth Baldwin Tate O'Rouke Amy Whitley Dan Carey Kelly Lee RK Whitehead Philip Wilheit

ONE HALL

Sarah Bell, Chair Rachel Bahin Maria Calkins Liz Coates Tamara Etterling Brandon Evans Christy Moore

ONE HALL UNITED AGAINST POVERTY

One Hall: United Against Poverty began in 2017 when United Way of Hall County conducted a Community Gaps Analysis, bringing together 250 community members to identify and discuss not only the strengths but also the deficiencies of our community. With this research, they were able to develop a "Community Game Plan", which has become the heartbeat of One Hall and their actions to address poverty from a strategic level. One Hall meetings are community-driven conversations held to align community goals and create an actionable plan to tackle to root cause of poverty.

One Hall consists of 6 focus areas that meet monthly: **Health, Education, Financial Stability, Mental & Behavioral Health, and Advocates for Diversity, Equity & Inclusion**. These meetings provide an open, public forum for participants, including a cross-section of residents, community leaders, and subject matter experts to join the conversation.

ONE HALL LEADERSHIP

ONE HALL CHAIR Sarah Bell

EDUCATION Dr. Merrianne Dyer & Karen Borders

FINANCIAL STABILITY
Duane Schlereth & Beth Brown

MENTAL & BEHAVIORAL HEALTH Dr. Monica Newton & Reese Daniel HEALTH

Liz Coates & Jamie Reynolds

ADVOCATES FOR DIVERSITY, EQUITY & INCLUSION

Phillippa Lewis Moss











Active One Hall members advocating for the community

Developed a Jobs and Job Training Newsletter that is sent to over 200 people bimonthly and a Hall County Resource Newsletter that is sent to 450 people monthly





Individuals & families connected with resources and support as it relates to mental health through the Mental Health Justice Program in collaboration with the Gainesville City Police Department

Ben Nemtin "Building Resilience" workshop promoted to community through Reach Out, with 350+ requests for curriculum and countless impacted by Nemtin's message.





Literacy kits distributed to low-income families that contained literacy and community resource information as well as children's books

Community members trained in Mental Health First Aid, with a goal of training 500 by the end of 2022





New "Giving Pantries and Libraries" placed out in the community that will increase access to food, books and other essentials



Read Learn Succeed

70% of children entering kindergarten in our community are not demonstrating reading readiness. That's one of the many reasons why our Read Learn Succeed Program is so focused on the importance of reading from birth to help children achieve success in early childhood literacy and beyond. Through this program over 20,426 books have been given to Longstreet Clinic's Reach Out and Read initiative which provides pediatric patients with a language and age-appropriate book at every well visit from 6 months to 5 years old.

The Compass Center

The Compass Center is a community resource center helping individuals and families navigate existing services and providers throughout Gainesville and Hall County. In 2021, The Compass Center assisted over 1,500 clients with needs such as rent and utility assistance, shelter, healthcare, employment, transportation and much more. The center also distributed hygiene kits, blessing bottles, and backpacks of school supplies that were assembled by volunteers from local companies and organizations.





Dinner From the Farm

We enjoyed a night of celebrating and showing appreciation for our Leadership Giving Circle donors with our annual Dinner From the Farm event. This year's Leadership Giving Circle, which consists of supporters who gave \$1,000 or more, pledged \$534,542 during the 2021 Campaign.



Week of Caring

Over 100 volunteers from 17 companies and organizations celebrated our 2nd Annual Week of Caring by tackling various service projects throughout the community. 16 handson service projects were completed, providing much-needed help to 10 local non-profit organizations. Some projects included packing food boxes at Georgia Mountain Food Bank, refreshing the landscaping at Sisu, painting at the Salvation Army, delivering food for Meals on Wheels, and serving lunch at Good News at Noon. Additionally, 270 hygiene kits and snack bags were assembled. The Week of Caring shows that we can maximize our impact when people come together and Live United.

HEALTH 🌮

Socioeconomic factors such as income, wealth and education are fundamental causes of a wide range of health outcomes. Children in poor families are approximately 4x as likely to be in poor or fair health as children in families with incomes at or above 400% of the poverty level.

When it comes to accessing health services, a person's zip code, standing in life, job and financial status should not serve as a harsh barrier to quality healthcare. Yet for many, this is a daily reality.

We strive to make it easier for families and individuals to receive quality health care, access to needed prescriptions, mental health counseling, substance abuse treatment, access to nutritious foods, and more. **Our aspiration is that all residents of Hall County are healthy and safe.**

EDUCATION BC

Many Hall County children lack the support needed to strengthen their literacy, stay on track in school, graduate high school and find a career.

Even more astounding, **70% of Hall County children entering kindergarten are not demonstrating reading readiness**. These children are at risk of being left behind throughout school and life.

United Way of Hall County is working to ensure every child gets a strong start in life by providing access to needed resources. **Our aspiration is that all residents of Hall County will have opportunities to learn in order to help them achieve their potential.**

FINANCIAL STABILITY

For too many families, the cost of living outpaces what they earn. **Over 54% of Hall County families face barriers to self-sufficiency.** These are Hall County residents that live in poverty or barely above.

Many households are one paycheck away from being forced to make impossible choices. When funds run short, families must decide between paying for things like quality childcare and rent, electricity and food, filling a gas tank or a needed medical prescription.

Our aspiration is that all residents of Hall County have opportunities to meet their basic needs and achieve self-sufficiency.

Programs Funded

Brenau University Brenau Center for Counseling & Psychological Services Center Point GA Wilheit Services The Children's Center for Hope & Healing Pathfinder Edmondson Telford Child Advocacy Center Forensic Services & Training, Child Abuse & Neglect Gateway Domestic Violence Center Comprehensive Support for Domestic Violence Survivors Georgia Healthy Family Alliance Gainesville Strike Force

Good News Clinics Sam Poole Medical Clinic Good News Clinics Counseling and Mental Health Services Good News Clinics Green Warren Dental Clinic Hall-Dawson CASA Program Advocacy Rape Response Survivor Services Sisu of Georgia Health Services

Programs Funded

Boys and Girls Clubs of Lanier Success Academy Brenau University RISE Summer Program Center Point GA Pregnant & Parenting Support & Education Gainesville/Hall Alliance for Literacy Adult Basic Literacy Goodwill of North Georgia Workforce Development for Young Adults Junior Achievement of Georgia JA Biz Town & Finance Park The Educational Foundation & Museum of Beulah Rucker Empowering through Mentoring, Education, & Networking

Programs Funded

Family Promise of Hall County Homestead Good News at Noon Transitional Housing & Restoration Program for Homeless Women North Georgia Works! Resident Substance Abuse Screenings and Tracking Program Rainbow Children's Home Beyond the Basics

Sisu of Georgia

Financial Assistance to Families Society of St. Vincent de Paul Georgia St. Michael Conference The Salvation Army Gainesville The Lodge Emergency Shelter The Salvation Army Gainesville Social Services Program

AWARDS & RECOGNITION

United Way of Hall County knows that we are stronger together, and that it takes passionate community champions working toward shared goals to address our community's most daunting needs. Together we can create pathways out of poverty and not only change lives, but change what's possible.



AUSTIN EDMONDSON

Each year, the Give Award is presented to an individual or group for instilling a giving spirit in our community. This year, we recognize Austin Edmondson, an individual who truly believes in Living United. He has worked tirelessly over the years to spread the work of United Way of Hall County and gain participation in the Annual Campaign. As a founding member of the Alexis de Tocqueville Society in 1995, Austin volunteered to be the first member and enthusiastically stepped into the role of chairman of the new society. By 2002, under his leadership, 28 members had been recruited resulting in \$1,280,000 in donations to make Hall County a stronger, safer and healthier community.



REV. ROSE JOHNSON & THE NEWTOWN FLORISTS

This award is given to an individual or group who strives to represent those in our community who often don't have a voice. This year's recipient is Rev. Rose Johnson and the Newtown Florists for leading advocacy efforts across our community. They have organized community-wide discussions with law enforcement, the judicial system, our faith-based community, and civic organizations. They advocated for the renovations of the EE Butler Center and affordable housing, supported the development of the black-owned businesses directory, and created an African American health disparities committee, and that is just to name a few.



THE WISDOM KEEPERS

Each year, the Volunteer Award is presented to an individual or group for going above and beyond in volunteer service. The Wisdom Keepers are a shining example and inspiration for how to live a life devoted to philanthropy. From building Giving Pantries, organizing food drives, advocating for affordable housing, cochairing the One Hall Financial Stability committee, helping answer Compass Center calls, leading a Reach out and Write initiative, and working to ensure that we are an age-friendly community - their service has made an enormous impact in our community.



PUBLIX SUPER MARKETS

The Chairman's Award is given to a company or organization that demonstrates high campaign excellence and whose support extends far beyond the Annual Campaign. This year we recognize Publix Super Markets for their long standing partnership and continued leadership at United Way. Not only does Publix remain our number one campaign in employee giving and company match, they also are working hard to ensure that kids have what they need to be successful in school. This year Publix has committed \$30,000 in school supplies. Their generosity has allowed us to partner with Gainesville City and Hall County School Systems to ensure their students have what they need to be successful.

TOP 10 COMPANY CAMPAIGNS

Publix Super Markets \$252,744 Northeast Georgia Health System \$103.750 **Fieldale Farms** \$66.140 **Conditioned Air Systems** \$65.446 **Hall County Schools** \$53.419 Wilheit Packaging **Gainesville City Schools** \$46,115 Truist \$37,791 **Quick Trip United Community Bank** \$23,688

HOSCH CORPORATE GIVING SOCIETY

Named in honor of United Way of Hall County's founding board chair, Lester Hosch, members of Hosch Corporate Giving Society are companies that give an employee match or corporate gift of \$2,000 or more.

ABB

Conditioned Air Systems Fieldale Farms Harris Products Group Jackson Electric Corp. Northeast Georgia Health System Publix Super Markets The Longstreet Clinic Truist United Community Bank Whitehead Die Casting Wilheit Packaging

EMPLOYEE GIVING CAMPAIGNS (\$5,000+)

Thank you to the Hall County employers and employees who give so generously to support our community through workplace giving. Cammpaigns listed below represent employee giving levels from \$252,000 to \$5,000 and were received January 1, 2021 - December 31, 2021.

ABB

Bank of America Bates, Carter & Co. Boehringer Ingelheim Brenau University Carroll Daniel Construction Conditioned Air Systems Fieldale Farms Gainesville City Schools Gold Creek Foods Hall County Schools Jackson EMC Kroger Peach State Bank & Trust

- Publix Super Markets Quick Trip Regions Bank Rushton & Co. Stewart, Melvin & Frost The Longstreet Clinic The Norton Agency Truist Turner Wood & Smith United Community Bank Whitehead Die Casting Wilheit Packaging Material
- ZF Gainesville

LEADERSHIP GIVING CIRCLE

The United Way of Hall County Leadership Giving Circle is a group of business and community leaders who exemplify commitment and caring through their philanthropic nature, and are change agents in Hall County. The Leadership Giving Circle comprises of six leadership giving levels and was founded as a way to honor and thank donors who give \$1,000 or more annually. As a member of the Leadership Giving Circle, you secure a place within Hall County as a guardian for the future. The power and value of your investment go far beyond the dollars. That is because leadership ultimately inspires, motivates, and transforms - your life and the lives of others while connecting the community.





Tocqueville Society \$10,000+

David and Gail Chester Brian and Kristin Daniel Austin and Regina Edmondson George and Starlet Jones Andy and Brooke Kalinauskas Doug and Diane Magnus Abit and Kayanne Massey Pete and Cathy Miller Allen and Meg Nivens Matt and Baya Pruitt George and Sandra Romberg Lorry and Sherrie Schrage Dr. Anne Skleder Lessie Smithgall Jim and Peggy Walters RK and Laura Whitehad Doug and Amy Whitley Philip and Mary Hart Wilheit Philip and Addie Wilheit Charlie and Dancy Wynne

Pillar Society \$5,000+

Alan and Nancy Atwood Phil and Lindsay Bonelli Edgar and Sarah Dunlap Rob and Leslie Fowler Kenny and Brenda Gee Anne George David and Becky Smith Carolyn Terrell



Torch Society \$2,500+

Danny and Lynda Askew Larry and Elisabeth Baldwin Clayton and Angela Blehm Steven and Julie Brock Steve and Carol Burrell Tom and Maria Calkins Jerry and Karen Coker

Arnold and Joyce Evans Brett and Laura Fowler Phil and Lisa Hartley Paul Higgins Rusty and Susan Hopkins Ben and Virginia Lancaster Jim and Diana Latimer Russell Layton Wayne and Phillippa Moss Sam and Pat Rauch Warren and Jamie Stribling Ches Tredway Trey and Morgan Wood Joe and Cathy Wood



Cornerstone Society \$1,500+

Emily Bagwell & Ben Kastner Mary Benefield Paul Braza David Brewer Naida Brewer Gwenell Brown Dan and Amy Carey Counte Cooley Steven and Donna Cornelison Sam and Margie Couvillon Larry and Merrianne Dyer Headen and Emily Embry Nick Etter Patricia Fox Martha Fridge Randall and Susan Frost Steven and Susan Gilliam Dennis and Gail Greene Bryan and Joy Griffin Susan Hosford Arden and Jean Hothem Jack and Caroline Keener Buddy and Evie Langston Morgan and Kelly Lee Doug and Tricia McDuff Mark Nestle Jennifer Phelps Renee Richards Lee Rogers Catherine De Sando Zachary Shafner LeTrell Simpson Charles Snead Tread and Debbie Syfan Frank Westcoatt

Builder Society \$1,000+

Gordon Allen Tricia Atkins Brenda Bahel Sherry Bain Perry and Tracy Barnett Robert and Sarah Bell Kyle and Erin Bochat Peter Bouxsein Charles and Jane Bradley Robin Brawner Phil and Judy Bush James Butts Chuck Carter Jr. Bryan Chadwick David Cholewinski Joseph Cinesi Brooks and Juli Clay Amelia Colling Judith Cotignola Jessica Cotignola Nick Crosby Mitchell Daniel Judgewin Daniel Reese and Susan Daniel John and Sally Darden Trever Davies Juliana Dean Brad and Sherri Dixon

Melissa Dostie Dennis Dougherty Matt and Katie Dubnik Zachary Dubose Kit Dunlap Monica Eldridge John and Lydia Ferguson Hop and Mindy Ferran Jimbo and Jenny Floyd Mike and Pat Freeman Chip and Leslie Frierson Kurt and Lisa Fullerton Jasmine Garcia John and Sylvia Garland



Builder Society \$1,000+.

Henry Gilbert Anna Gines Brian and Peggy Gracey Jack and Barbara Griffeth Justin Hairfield Bill and Stacy Hall Chris and Melissa Hollifield Christoper Henry Josh and Sharon Holt Tommy and Emmie Howard Martha Jacobs Nancy Jensen Lindsey Johnson Tom Jones & Caroline Grandy Scott and Dawn Justus Dan and Sherry Kell Rodney Kent Danielle Kramer Arthur E. Kunberger Patricia Kutka Matthew Kuwamoto Spencer Leigh **Douglas Leizens**

Tracey Lipscomb Jim and Carolyn Mahar Thomas Maugeri Julie McDaniel Christopher McNeal Cindy Melley Zachary Mellot Angela Moore Marty and Jan Nix Bob and Amanda Norton Frank and Nancy Norton Patrick and Tate O'Rouke John and Maureen Oliaro John and Patricia Pace Jay and Katie Parrish **Brenn Peters** Vonamala Phona Patrick and Erin Pitts Thomas and Teresa Prather Ron and Nancy Quinn John Reiben Andrew Rizk Blake and Lauren Samples

Kyle Saunders Robert Schuetze Kavla Sellers Ashley Sexton Elizabeth Shelton Hal and Caroline Silcox Janie Silva Nicole Sparks Michael Suttles **Rachael Sweeney** Emily Thompson Zach Tibbs Mallory and Kathy Tillman Nora Trigueros John Turner Frank and Tracy Waggoner Jimmy and Jackie Wallace Christopher Ward Tara Watson Thomas and Anne Webb Carrie-Ann Weiland Will White Aaron Wiggle Henriette Wilhelm



\$250+ (20-29 yrs. old), \$500+ (30-39 yrs. old)

Jennifer Clarke Adams Kyle and Erin Bochat Phil and Lindsay Bonelli Kellsie Brisbois Jimmy Carney Rebecca Creel Juliana Dean Nick and Erica Deaton Ashley Dodd Brandon and Jessica Dudley Alexander Edinger

- Brett and Laura Fowler Brennan Garrison Carlee Harrod LaMonika Hill-Marshall Kelsey May Jacob McConnell Natalie Moreno Patrick and Tate O'Rouke Emily Owenby DeAna Peek Patrick and Erin Pitts
- Dr. Hannah Reaume Blake and Lauren Samples Carly Sherwood Wanda Simmons Derek Standridge Stephen Stowe Ashley Truelove Frank Vetrano Trey and Morgan Wood

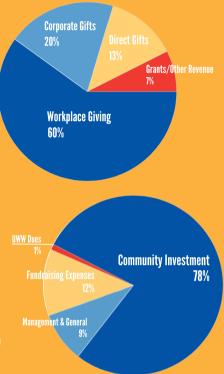
CONDENSED FINANCIAL STATEMENT

Revenue

Campaign	\$1,265,354
Other Revenues	\$231,302
Expenses Program Expenses	\$977,361
Management & General	
Fundraising	\$145,192
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Total Public Support & Revenue	\$1,496,656
Total Public Support & Revenue	\$1,496,656 \$1,238,659
	\$1,238,659
Total Expenses	\$1,238,659 \$257,997
Total Expenses Increase (decrease) in net assets Net assets, 4/30/19	\$1,238,659 \$257,997

Condensed Statement of Financial Activities: Jan. 1, 2021 - Dec. 31, 2021

The Condensed Statement of Activities has not been audited. A complete copy of the audited financial statements for the year ending April 31, 2020 is available for review. Visit unitedwayhallcounty.org/financialsandreports



2021 COMMUNITY PARTNERS



Change Won't Happen Without Y<u>ou!</u>

CONNECT WITH US!

f /unitedwayhallcounty @unitedwayhallco in United Way Hall County



United Way of Hall County

UNITED WAY OF HALL COUNTY 527 Oak Street Gainesville, GA 30501 unitedwayhallcounty.org 770-536-1121