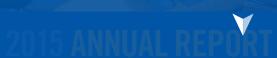
## GREAT THINGS HAPPEN WHEN WELLIVE UNITED

# CLICK HERE FOR A GREAT THING

(VIDEO LINK)



OR SCROLL TO CONTINUE TO ANNUAL REPORT





Inited Way of Greater Chattanooga

# GREAT THINGS HAPPEN WHEN WELLIVE UNITED



**2015 ANNUAL REPORT** 





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As Greater Chattanooga's backbone of community change, we bridge the gap between people and resources, passion and purpose. We ignite social advancement by leveraging a powerful network of organizations, donors and volunteers who share a common passion:

Making this community a better place for all.

THAT'S WHAT IT MEANS TO LIVE UNITED

#### **OUR MISSION**

To Unite People and Resources in Building a Stronger and Healthier Community

#### **OUR VISION**

We mobilize people and organizations who bring the passion, expertise and resources essential to create measurable social improvement in our communities.

#### **AREAS SERVED**

We proudly serve the communities of 16 counties in southeastern Tennessee, northwestern Georgia and northeastern Alabama.



#### **UNITED WAY STAFF**

#### ADMINISTRATION

President & CEO Lesley Scearce, Laura Snow, Susan Whitman

#### **COMMUNITY IMPACT**

VP Jamie Bergmann, Todd Bragg, Meredith Clark, Annie Crawford, Judy Hoppe, Eileen Robertson-Rehberg, Pat Strange, Elizabeth Tallman, Cara Woodall

#### FINANCE

VP Gary Bowman, Latrice Edwards, Mona Geer, Brenda Hammonds

#### INFORMATION TECHNOLOGY

Nathan Chubbuck, Doug Eckert, Doug Morgan

#### MARKETING & COMMUNICATIONS

COO Wayne Collins, Kelley Nave

#### RESOURCE DEVELOPMENT

VP Mike Slocumb, Alesha Casey, Bill Fuller, Martin Hussey, Jenny Johnston, Delores Lewis, Patrick Long, Carol Masters, Justin Whitaker, Elizabeth Williams

#### **UNITED WAY'S 2-1-1**

Tim Chavis, Diane Collins-Jarvis, Renee Eldridge, Beverly Garren

#### CENTER FOR NONPROFITS & THE VOLUNTEER CENTER

VP Laura McCann, Anna Baker, Nick Siler, Cathy Mendez Education, Stability and Support — the building blocks for creating a thriving, hopeful community.



#### **EDUCATION:**

More than just homework help, our school-readiness, mentor and after-school programs build the learning skills needed to stay on track to graduation — and a successful life.

**STABILITY:** By breaking barriers and creating accessible pathways, we empower families to lead more stable lives for their children, who will then be better equipped to provide stability for their own children ... and their children ... and their children ...

**SUPPORT:** Our fundamental responsibility is to help people who need it, including those who will always need it, like the elderly or adults with physical and mental challenges.



We're not here for money. We're not here for glory. We're here to build a stronger, healthier community by uniting people with the resources they need. That's why our success stories aren't just statistics or results. They have a name, a face. The success of one requires the help of many, which is why we rely on donors and volunteers like you. Only by working together and Living United can we continue to make a lasting impact.



Help us share positive vibes and promote our success stories on social media — show the world that **#GreatThingsHappen** when we Live United.



Our impactful partner programs give more than good grades, big resume boosters and exemplary attendance records. They give hope.

#### **PARTNERS IN EDUCATION:**

#### **EARLY CHILDHOOD**

Chambliss Center for Children
Children's Academy for Education & Learning
Communities in Schools of Catoosa County
Helen Ross McNabb/Fortwood Center, Inc.
Little Miss Mag Early Learning Center
Maurice Kirby Child Care Center
Pro Re Bona Early Learning Center
Signal Centers Volunteer Community School, Inc.

#### YOUTH

Big Brothers Big Sisters of Gr. Chattanooga
Boy Scouts
Boys and Girls Clubs of Chattanooga
Communities in Schools of Catoosa County
Chattanooga's Kids on the Block
Council for Alcohol & Drug Abuse Services (CADAS)
Girl Scouts
Girls Inc. of Chattanooga
Helen Ross McNabb/Fortwood Center, Inc.
Northside Neighborhood House
YMCA
Walker County 4-H

**2015 INVESTMENT:** \$3,581,726

#### PROJECT READY FOR SCHOOL

The best time to start preparing kids for success in school and in life is at the very beginning.



18,145

got free books to help parents build their kids' learning skills.



6,060

families tracked their child's development through Learning Checkups. 87% of children who took the Learning Checkup had ageappropriate learning skills.

#### EARLY CHILDHOOD INSTITUTE

This program empowers early learning programs and their teachers to provide children with the highest-quality learning experiences.

**77** 

teachers in 10 programs were provided professional development

90%

of participating Pre-K classrooms demonstrated strong or exemplary classroom environments

**79%** 

of participating children entering Kindergarten had age-appropriate literacy skills

#### **YOUTH ON TRACK**

These programs helps kids stay on track for graduation with academic support and quality out-of-school programs.

**87%** 

of kids using Lexia Learning improved their reading skills

87%

of students served by partner youth programs were academically on track for success

89%

of kids served by partner youth programs demonstrated positive behavior in — and out — of school



# EDUCATION AND GRADUATION FOR ALL STUDENTS

High school is hard. It simply is.
The unique combination of social, academic and economic pressures make navigation especially difficult for people like Trenton, who struggled with poor grades, low self-esteem and little motivation.
That all changed when Trenton joined Catoosa Performance
Learning Center and found a network of support. Now, thousands of students — Trenton included — will graduate high school and enter the world armed with the most powerful weapon: a solid education.

#### **DID YOU KNOW?**

Students with caring support from an adult mentor are 55% more likely to enroll in college and 130% more likely to hold leadership positions.

**VIDEO LINK: CLICK TO SEE TRENTON'S STORY** 





# PRESCHOOL PREPARATION FOR ALL CHILDREN

Individual attention, specialized curriculum and a caring, patient heart were what Thomas needed to help manage his sensory processing disorder. Thankfully, he got the support he needed at Little Miss Mag Early Learning Center, an institution supported by our Early Childhood Institute, which provides free training and extra provisions for early education professionals. Now Thomas — and several thousand other children — can enter public school better prepared for success.



#### **DID YOU KNOW?**

Early childhood education has a big community payoff — and that means all of Greater Chattanooga is affected. For every \$1 invested in early education, there's a potential return of up to \$17!



Stable, strong families form a stable, strong community. That's why we are devoted to creating rock-solid opportunities and hope for a better life.

#### **PARTNERS IN STABILITY:**

AIM Center Chattanooga Room in the Inn Chattanooga Goodwill Industries Epilepsy Foundation of Southeast Tennessee Family Crisis Center of Walker, Dade, Catoosa, Chattooga Counties Family Promise of Greater Chattanooga Helen Ross McNabb Center/Fortwood Center Legal Aid of East Tennessee Marion County Community Ministries Orange Grove Center, Inc. Northside Neighborhood House Partnership for Families, Children and Adults Primary Health Care Center of Dade Co. The Salvation Army Signal Centers **Special Transit Services** Speech and Hearing Center St. Luke the Physician Interfaith Clinic

**2015 INVESTMENT:** \$2,396,468

#### BUILDING STABLE LIVES NEIGHBORHOOD PROGRAMS

Our neighborhood-based programs boost families over the hurdles in front of stability and success.

#### $\frac{\text{MORE } 1/2}{\text{THAN}}$

of all participating families are gaining stability and independence by finding employment, entering an education program and living in safe, affordable housing.

### BUILDING STABLE LIVES COMMUNITY PARTNERS RESULTS

1,036

people were living in safe, affordable housing

22,993

people had accessed health services

1,063

people had found steady employment or entered an education program 14,902

people had received food, transportation and other basic needs

#### **CONNECTING PEOPLE TO RESOURCES**

211 is an info and referral phone service that connects people with the social services that can get to the root causes of their needs. In 2015:

47,500+ calls

12,000+ households needed help with basic needs

392 calls for free VITA income tax assistance

1,453 calls for health info

**867** calls for employment assistance

488 people were referred to "Building Stable Lives" Life Coaches

300+ callers connected to help through the Chattanooga Times Free Press Neediest Cases Fund

211



# STABILITY FOR HARD WORKING FAMILIES

For Tiara, a car, a job and a home was once a distant fantasy.
Thanks to our Building Stable Lives Neighborhood Program, this single mother faces the future with legal assistance, housing vouchers, job training, a reliable car and a newfound motivation to rise higher. As Tiara now pursues her nursing degree, she and her daughter don't just dream of a better life. They are moving toward it.



#### **DID YOU KNOW?**

Increasing postsecondary-degree attainment in Hamilton County to 75% would lift more than 8,000 adults out of poverty and increase wages by more than \$1 billion each year.

**VIDEO LINK: CLICK TO SEE TIARA'S STORY** 



#### ENRICHING LIVES FOR EVERYONE

Numbers and salaries pale in comparison to the value of a smile. Just ask the folks that work with Antoine, a "positively upbeat," developmentally disabled community member who — with the help of our learning opportunities and continued support from Orange Grove Center — enjoys an independent lifestyle, excels at his job and spreads encouragement to all who come his way.



#### **DID YOU KNOW?**

124 clients of Orange Grove Adult Services are gainfully employed, and a part of our community's workforce!



We make it our mission to help the most vulnerable live healthy, productive lives. And our community is stronger for it.

#### **PARTNERS IN SUPPORT:**

American Red Cross, Southeast Tennessee Region
Walter E. Boehm Birth Defects Center
Four Points
Jewish Federation of Greater Chattanooga
LaFayette Area Empty Stocking Fund
Partnership for Families, Children and Adults
Nourishing Children of Catoosa
Orange Grove Center
Signal Centers
The Speech & Hearing Center
YMCA

**2015 INVESTMENT:** \$1,387,359

1,034

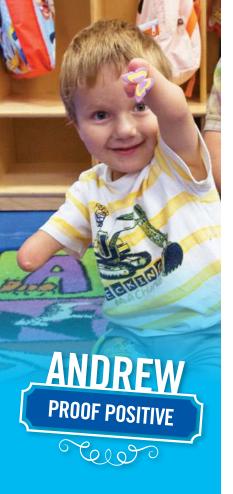
PEOPLE SERVED WERE ABLE TO LIVE INDEPENDENTLY

5,050

INDIVIDUALS WERE HELPED AFTER DISASTERS AND WITH EMERGENCY BASIC NEEDS

1,306

ADULTS AND CHILDREN
WITH MENTAL AND PHYSICAL
CHALLENGES GOT THE HELP
THEY NEEDED





# CREATING POSSIBILITIES FOR CHILDREN AND ADULTS

"He would just look at his toys and cry ..."

That was Andrew. He used to view playtime — and his childhood — through the confines of a stroller. But, through Signal Centers' Assistive Technology Program, Andrew found strength, confidence and the therapy he needed. Now? He's fully mobile. And he loves to play with his toys.

Technology can be a catalyst for amazing things. In Andrew's case, it helped him learn how to play and live like a typical child — one step at a time.

# 2015





**GRADNATION SUMMIT:** Last summer, we partnered with the Hamilton County Department of Education and America's Promise to lead a community-wide GradNation Summit — a movement committed to creating more high school graduates. The event spurred on more than 300 participants from education, business, nonprofit and faith-based organizations to work to raise graduation rates and build bold strategies to achieve this goal.

**CHATTANOOGA MENTORING COLLECTIVE:** Caring adults are critical to helping kids achieve personal and academic success. This new group's mission is to boost mentoring resources and opportunities for all children in Hamilton County. Already, more than 25 schools and 25 community partners have joined and are ready for the official launch in Spring 2016!

**CHAgives:** In collaboration with Causeway, we harnessed the collective power of community philanthropy on Giving Tuesday. More than 100 local organizations brought in over \$102,000 in one day — amplifying a powerful counterpoint to holiday consumerism.



#### causeway



#### THE SOCIAL INNOVATION CHALLENGE:

This summer, we will partner with Causeway to inspire innovative nonprofit collaboration by funding new ideas with the potential to make a powerful social impact.

**CHATTANOOGA 2.0:** For our community to be successful, we need an educated, ready workforce. It's estimated that 83% of jobs in Hamilton County will require some kind of degree beyond high school — and only 38% of residents in Hamilton County currently have any kind of postsecondary education. That's a tremendous opportunity!

United Way is leading the Chattanooga 2.0 core team alongside the Hamilton County Department of Education, Benwood Foundation, Chamber of Commerce, McKenzie Foundation, Public Education Foundation, Community Foundation of Greater Chattanooga and the Urban League.



#### **BOARD OF DIRECTORS**

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#### YOUR DONATION DOES MORE

Wise investors know to put money where it will undoubtedly grow.

Here, your contributions get a powerful return on investment — in the most important way.

The impact value is unbeatable:



## GREAT THINGS HAPPEN WHEN WER GIVE UNITED!

Our campaigns raise more than money.

They raise hope, inspiration, a stronger generation and a better community.

Our campaign's success in inspiring and connecting our community to Education, Stability and Support is all thanks to our generous donors.

#### Because of you, our 2015 fundraising results:

Raised (All-Time Campaign High)

\$12,960,831

in North Georgia

\$573,487

in Marion County

\$30,480

in Sequatchie County

\$4,200

#### THANK YOU.

Community Campaign movers and shakers:

- CHATTANOOGA CHAIR: Keith Sanford, Former President of First Tennessee Bank, now President of the Tennessee Aquarium
- NORTH GEORGIA CHAIR: Damon Raines, Walker County Schools Superintendent
- MARION COUNTY CHAIR: Judy Graham, Director of the Sequatchie Valley Head Start

ALSO THANKS TO 400+ corporate partners and nearly 22,000 generous donors who pledged last year. **Because of you, Great Things WILL Happen in 2016.** 

#### **FINANCIALS**

#### TREASURER'S REPORT

Report of receipts, disbursements and allocated funds for year ending December 31, 2015

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CHANGE IN NET ASSETS	\$300,172	
TOTAL DISBURSEMENTS	\$11,380,205	100.00%
<b>DISBURSEMENTS AND EXPENSES</b> Funds Distributed for Community Program and Services Admin Cost Net of Admin Income, Assets	\$9,828,992 1,551,213	86.37% 13.63%
TOTAL RECEIPTS	\$11,680,377	100%
Other Receipts	1,030	0.01%
Utility Assistance Other Partnership Designations	35,428 1,604,472	13.74%
Grants/Other Income	240,879	2.06% 0.30%
Endowment	1,335,000	11.43%
Campaign Contributions	\$8,463,568	72.46%

#### COMMUNITY INVESTMENT IN IMPACT AREAS

Education \$3,581,726
Stability \$2,396,468
Support \$1,387,359
Community Capacity \$2,463,439



#### Frank Schriner - Treasurer

An audited financial statement will be prepared by CPAs and will be on file at United Way.

United Way of Greater Chattanooga does not charge funded partner agencies membership dues or service charges.

# GREAT THINGS HAPPEN EVERYWHERE!

United Way makes great things happen beyond the borders of Hamilton County! In Catoosa, Dade and Walker Counties in Georgia and Marion County in Tennessee, United Way supports many of the same services found in Hamilton County, and more! Here are just a few regional results.

#### **NORTH GEORGIA 2015 RESULTS**

- 4,553 children received a free book each month through Project Ready for School
- 1,400+ parents monitored their child's development with free Learning Checkups
- 71% of eligible students who were identified as at-risk to drop out of high school earned their diplomas on time
- 1594 children participated in quality out-of-school-time programs
- 2,700+ children's hunger needs were met
- 885 individuals received basic-needs support so they could stay stable
- 1,343 individuals received healthcare services, regardless of ability to pay

#### **MARION COUNTY 2015 RESULTS**

- 947 children in Marion County received a free book each month through Project Ready for School
- 367 parents monitored their child's development through Learning Checkups
- 256 families received utility assistance
- 263 uninsured individuals received routine health care
- 30 patients received critical dental care at no charge

## GREAT THINGS HAPPEN WHEN PEOPLE VOLUNTEER

United Way's Volunteer Center serves as a bridge to engage the community in United Way's work in Education, Support and Stability. However, it also engages the community in the work of all nonprofit organizations in our region.

#### **VOLUNTEER CENTER 2015 RESULTS**

**13,000** registered users (and more than 280 partner nonprofits/businesses) are now using iHelpChattanooga.org, up from 7,885 in 2014

800 volunteer opportunities were posted on the iHelpChattanooga.org website

700 phone/email inquiries were fielded concerning community volunteering

**4,000+** volunteer were hours served on Day of Caring at projects throughout the region

200,000+ volunteer hours were served

**65** volunteers were recruited and mobilized in a single day to process 3,000 flowers donated in memory of the July 16 shooting victims

**Built** a strong partnership with Volkswagen of America and engaged them in tracking their staff volunteer hours via iHelpChattanooga.com



At one amazing volunteer event, a local company was matched to help Chattanooga's Forgotten Child Fund (FCF). One of the company's employees, who volunteered that day, had been helped by FCF as a child. Thanks to reconnecting, he is now a staunch advocate. This is how Great Things Happen.

# GREAT THINGS HAPPEN WHEN YOU UNITE

When nonprofits can do their work more effectively and efficiently, our whole community benefits! United Way's Center for Nonprofits offers immense value to their 277 members through its professional-development workshops, resource library, trainings, and more.

"My board members were really impressed with the thoroughness of the Center for Nonprofits' board-development workshops. Thank you for inspiring my board!" — Bea Lurie, President and CEO of Girls Inc.

#### **CNP 2015 RESULTS**

**1,440** inquiries for assistance and referrals from the nonprofit community were answered

**588** CNP workshop and event attendees

**277** CNP members joined the network this year

**113,300** job seekers reviewed 300 posted nonprofit positions

**160** people used CNP's grant research center

3.347 grant services were provided, an increase of 42% over 2014



United Way Emerging Leaders and Young Professional were among the 49 who attended the 2015 Board Leadership Forum, which helped prepare them to become nonprofit board members

#### **INVEST IN ACTION**

It's not possible to list every great thing our community partners accomplish, but here's a quick list of results that will give you a feel for how your donations are making an impact in Education, Stability and Support through our powerful network of community partners.

**AIM Center, Inc.:** 488 members increased job skills through supported employment services and 91% of AIM Center members gained or maintained employment as a result of job placement services provided by AIM Center's Employment Resource Unit.

**American Red Cross:** 832 victims of disaster received emergency basic needs and support services.

**Big Brothers Big Sisters of Greater Chattanooga:** 368 students in Hamilton County and North Georgia were matched with caring adult mentors and 90% of students reported academic competency.

**Boehm Birth Defects Center:** 291 parents and caregivers were provided financial assistance or family-related services for medical bills, transportation, equipment, meals or emergency support.

**Boy Scouts:** 64% of scouts reported to have thriving positive behavior in school and community. 3,865 scouts in Hamilton County and North Georgia were provided character- and leadership-development skills through the Boy Scouts.

**Boys and Girls Club of Chattanooga:** 97% of eligible students graduated from high school on time. 92% of youth exhibited positive behavior in school and community.

**Chambliss Center for Children:** 88% of children entered kindergarten with age-appropriate literacy skills.

**Chattanooga Goodwill (Furniture Bank):** 841 individuals who were homeless or displaced were provided with furniture or household goods through the Furniture Bank.

**Chattanooga Room in the Inn:** 94 homeless women and children were provided temporary shelter and assistance in securing stable housing and employment.

**Chattanooga's Kids on the Block (North Georgia):** 87% of reported students in North Georgia indicated that Kids on the Block's program helped them make responsible decisions and positive and healthy life choices.

**Children's Academy for Education and Learning:** 70% of participating children were on target with appropriate developmental skills.

**Communities in Schools of Catoosa County:** 71% of eligible students enrolled in the CHASYN program at the Performance Learning Center in Catoosa County who were identified as at-risk to drop out of high school graduated on time.

**Council for Alcohol and Drug Abuse Services (CADAS):** 281 youth in high-risk neighborhoods and schools were provided substance-abuse-prevention programs

**Family Crisis Center of Walker, Catoosa, Dade and Chattooga Counties:** 776 domestic-violence victims were assisted in obtaining temporary protective orders.

**Four Points (North Georgia):** 350 children who were separated from their families maintained contact with their non-custodial family members through supervised visitation.

**Girl Scouts:** 98% of girls reported they attended school 95% of the time or more, 97% of girls had positive behavior in school, and 100% reported academic competency.

**Girls Inc.:** 72% of girls attended school 95% of the time or more, 95% of girls were reported to have no behavior issues at school, and 91% reported academic competency.

**Helen Ross McNabb Center:** 360 adults diagnosed with a severe and persistent mental illness were provided mental health counseling and support services.

**Jewish Federation:** 782 seniors were provided services to help them remain independent.

**LaFayette Area Empty Stocking Fund:** 1,958 underprivileged people received supplemental food help during the Christmas season.

**Little Miss Mag:** 93% of eligible children entered kindergarten with age-appropriate literacy skills.

**Maurice Kirby Child Care Center:** 80% of children were on target with appropriate developmental skills.

**Northside Neighborhood House:** 2,618 people were provided food, transportation or emergency resources through the Emergency Assistance program. 81% of those served did not need follow-up emergency resources.

**Orange Grove Center:** 124 adults with disabilities in Hamilton County and North Georgia were employed in the community.

**Partnership for Families, Children and Adults:** 1,200 clients were provided financial education to build a more stable financial future through the Consumer Credit Counseling program.

**Primary Healthcare Center of Dade County:** 1,343 individuals received accessible, affordable and quality primary healthcare services, regardless of ability to pay.

**Pro Re Bona Early Learning Center:** 81% of children were on target with appropriate developmental skills.

**Salvation Army:** 7,718 clients in Hamilton County and North Georgia were provided food, transportation and emergency resources in times of crisis.

**Signal Centers:** 791 clients were provided assistance through technological devices through the Assistive Technology program.

**Special Transit Services:** In 2014, more 21,000 trips were provided to people for employment, training and education opportunities.

**Speech and Hearing Center:** 356 children under 5 years old were identified early with auditory or communication impairments and received services.

**Volunteer Community School:** 97% of children were on target with appropriate developmental skills.

**Walker County 4-H:** 888 youth in Walker County were taught values, leadership, public speaking and workforce preparation through this program.

YMCA of Metropolitan Chattanooga: East Lake out of school program: 80% of students served through the East Lake out-of-school program reported academic competency. YCAP: 100% of YCAP students were reported to be academically on track with an average grade of C or higher as well as 100% having positive behavior in school and the community.

#### **IMPACT GRANTS**

**Family Promise of Greater Chattanooga:** 586 homeless individuals transitioned into permanent housing. 80% of unemployed individuals or families were referred to vocational-training programs in order to secure a stable income.

**Legal Aid of East Tennessee:** This grant provides health services at two Community Health Centers located in Building Stable Lives neighborhoods. 77 people received legal services through this grant.

**Nourishing Children of Catoosa County:** 1,660 students on free or reduced-cost-lunches in Catoosa County received a free snack sack each weekend during the Fall semester of 2015 to ensure they did not go hungry over the weekend.

St. Luke's Interfaith Health Clinic (Marion County): 263 uninsured people received routine healthcare.

Marion County Community Ministries: 256 families received assistance with their utility bills to avoid service disconnection.

Smiles, Inc. (Marion County): 30 patients in Marion County received free dental care.

#### **North Georgia Community YMCA Without Walls (Backpack Blessings):**

412 students in Walker County received weekly weekend snack sacks to reduce weekend hunger.

#### **Epilepsy Foundation of Southeast Tennessee (Southeast Veteran's Coalition):**

16,742 veterans and their families were provided burial assistance, end of life care and legal assistance.

#### **HERE'S TO GREAT THINGS AHEAD**













#### **DONATE OR VOLUNTEER!**

**(f) (o) (iii) (iii) (D)** LiveUnitedChattanooga.org

**United Way of Greater Chattanooga** 

