Message from Lesley Searce, President & CEO

“You can’t understand most of the important things [in life] from a distance...you have to get close.” – Bryan Stevenson, Just Mercy

Even the need to remain physically distant has not stopped our work to lean in and get close. Our community has faced a difficult year. We have responded to disaster in the wake of the Easter tornadoes, addressed job loss and instability during the COVID-19 pandemic, entered a season of reckoning in the face of racial injustice and seen an increase in the number of our ALICE neighbors (Asset Limited, Income Constrained, Employed). No organization, institution or business alone can address the myriad of issues or close these gaps that contribute to disparities in education, health and economic mobility. We must do it together. That’s what it means to LIVE UNITED.

I am proud that United Way spans boundaries – we work across sectors to engage businesses, nonprofits, faith-based organizations, government and community residents. In fact, we estimate that last year alone, we connected over 100,000 community members to ways to get help or give help through our work. Yet as wide as our reach is, we are only as impactful as we are willing to get close.

In this report, you will see a glimpse of what we can achieve when we get close to community. This work has been uncomfortable at times – yet full of beauty and resilience. I invite you to get close to community with United Way in ways you never have before. Get close by reading and sharing stories of hope, examining community data, innovating virtually alongside us in the Hub, joining an affinity group, investing in community through donations or giving your time through virtual volunteer opportunities. However you decide to move towards the growing needs of our city, we promise you will be forever changed.

OUR VISION

We envision a community where everyone achieves their human potential through education, income stability and healthy lives.

OUR APPROACH

We invest in innovative solutions, convene the right partnerships and mobilize the best resources to fight our most dire social problems. Together, we drive measurable, lasting impact for our community.

OUR BOARD OF DIRECTORS

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Elaine Swafford
Edna Varner
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Bruce Zeiser
HOW WE IMPACT COMMUNITY
UNITED WAY PROGRAMS & INITIATIVES

21,000+
People connected to local resources through our 2-1-1 Call Service

197
Individuals connected and collaborated in a regional COVID-19 Community Impact Task Force, coordinated and facilitated by Venture Forward

24,743
Children in our service area received Imagination Library books

29,477
Children benefited from United Way education initiatives

18
Individuals completed a first time home buyer course, which was led by community leaders and promoted financial stability

216
Venture Forward Member Organizations

COMMUNITY INVESTMENT PROCESS

Through a volunteer driven investment process, funding is strategically given to local partners to empower projects and initiatives that address some of our community’s most pressing issues. United Way believes in the power of collaboration and alignment, and the community investment process is a clear example of the good that can happen when we work together. Last year, the process involved:

29
Programs funded

22
Nonprofits involved

From our Community Investment Process, nonprofits share images of how funding helped them accomplish their project and goal. *Left: Northside Neighborhood House and Helen Ross McNabb open up their “Coffee, Community, Collective” space. *Right: Boys & Girls Club of Chattanooga expands Club site to CGLA and Chattanooga Preparatory School.

COVID-19 & TORNADO RESPONSE

From creating COVID-19 task forces for nonprofit and community leaders, to establishing the Restore Hope Fund, to partnering with the Community Foundation of Greater Chattanooga to support front line nonprofits helping those affected by Easter tornadoes, we were able to see first-hand how generous and connected our community truly is.

*Data as of August 7, 2020

2-1-1

2-1-1 is a free and confidential service helping people across the Tennessee valley find the local resources they need when they need them. Our trained staff can direct individuals to resources in our area like:

INSURANCE ASSISTANCE
CHILD & YOUTH SERVICES
FOOD
HEALTHCARE

VETERAN SERVICES
UTILITY ASSISTANCE
HOUSING
EMPLOYMENT

Through a unique partnership with Blue Care Tennessee, EPB and the Hamilton County Department of Education, 2-1-1 kiosks are now conveniently placed in four local schools, with plans to expand into more community spaces.

1,815
Local adults and children received rent and/or utility assistance through the Restore Hope Fund

7
Nonprofits that were on the front lines of tornado relief received assistance, in partnership with Community Foundation of Greater Chattanooga

3,096+
Calls to 2-1-1 about local COVID-19 resources

$423,372+
Invested into the community through the Restore Hope Fund

13
Nonprofits helped facilitate Restore Hope Fund applications

$598,527+
Raised for tornado relief efforts, with Community Foundation of Greater Chattanooga
COMMUNITY INVESTMENT PARTNERS

United Way of Greater Chattanooga is proud to support a network of local nonprofits that collaboratively work to provide coordinated and comprehensive services to our community. The following agencies received funding through our reimaged community investment process in 2019:

AIM Center, Inc.
Big Brothers Big Sisters of Greater Chattanooga
Boehm Birth Defects Center, Inc.
Boys & Girls Clubs of Chattanooga, Inc.
Boy Scouts of America, Cherokee Area Council
Camelia Foundation, Inc.
Chambliss Center for Children
Chattanooga Goodwill Industries, Inc.
Chattanooga Room in the Inn, Inc.
Chattanooga United Veterans Resource Center
Communities in Schools of Catoosa County
Council for Alcohol and Drug Abuse Services, Inc. (CADAS)
Epilepsy Foundation of Southeast Tennessee
Family Crisis Center of Walker, Dade, Catoosa & Chattooga Counties, Inc.
Family Promise of Greater Chattanooga
Four Points, Inc.
Girl Scout Council of the Southern Appalachians, Inc.
Girls Incorporated of Chattanooga
Helen Ross McNabb Center
Jewish Federation of Greater Chattanooga
LaFayette Area Empty Stocking Fund, Inc.
Legal Aid of East Tennessee, Inc.
Little Miss Mag Early Learning Center
Marion County Community Ministries, Inc.
Northside Neighborhood House
Orange Grove Center, Inc.
Partnership of Families, Children and Adults, Inc.
The Salvation Army
Signal Centers, Inc.
SMILES, Inc.
Speech and Hearing Center
Tri-State Food Pantry
Walker County 4-H
YMCA of Metropolitan Chattanooga

In late 2019, the United Way of Tennessee network released a state-wide study on ALICE. By leveraging objective data to redefine the struggle for financial stability, UWGC is focusing on developing local strategies where nonprofits, corporations, policymakers and the faith community can work together to better address the problems faced by hardworking, but struggling, Tennesseans.

By focusing on the root issues behind ALICE, like access to childcare, housing, transportation, healthcare and education, we can become leaders in serving this population. With the City of Chattanooga, our Early Learning Scholarship is one way that we try to eliminate the barrier between quality childcare and affordable pricing, something many ALICE families face. In 2019-2020, this program was able to support 37 families and cover up to 40% of monthly childcare tuition for working guardians.

The graph below illustrates the population of both ALICE households and households below the federal poverty line in our six-county service area:

*Data was taken in 2019, before COVID-19 pandemic. We anticipate both ALICE and poverty numbers to increase.
**Data was compiled from United For Alice, National Overview
WHERE DOES THE IMPACT COME FROM?  

HINT...YOU!

Through our community investment process, direct funding, internal programming and more, you are helping fund solutions that will positively impact greater Chattanooga. Thank You!

*Administrative costs include staff salaries, technology and building maintenance. These costs are covered by our endowment.

2019 EXPENSES

- *Administrative Costs: $956,504
- Capital Projects: $270,000
- Community Engagement and Mobilization: $1,533,544
- Community Projects and Programming: $2,999,313
- Funding to Outside Agencies: $5,747,059
- TOTAL: $11,506,420

2019 REVENUE

- Corporate Gifts: $1,502,420
- Employee and Individual Gifts: $5,916,348
- Endowment and Investment Draws: $1,205,000
- Grants: $2,452,999
- Special Events, Earned Revenue, Other: $429,653
- TOTAL: $11,506,420

HOW WE ENGAGE

Thank you for engaging with us in 2019! Whether through an engagement group, workplace campaign or volunteer effort, your involvement in our work to promote access to education, health and stability made a difference. See how we engaged with our community in 2019:

- 1,300+ Members in Giving and Engagement Groups
- 750 Day of Caring Volunteers
- 180+ Workplace Campaigns
- 1,194 Volunteer opportunities fulfilled through iHelp
- 1,194 Nonprofit professionals engaged through Venture Forward membership and trainings
- 17,300 Individuals registered to volunteer through iHelp

$\text{1,300+ Members in Giving and Engagement Groups}$

$\text{750 Day of Caring Volunteers}$

$\text{180+ Workplace Campaigns}$

$\text{1,194 Volunteer opportunities fulfilled through iHelp}$

$\text{1,194 Nonprofit professionals engaged through Venture Forward membership and trainings}$

$\text{17,300 Individuals registered to volunteer through iHelp}$
Message from Charlie Brock, 2020 Campaign Chair

Raising money isn't our business, impact is our business. I am inspired and motivated by the powerful work United Way of Greater Chattanooga has been able to drive in our community. United Way is a trusted resource here to empower and educate us on the opportunities available to better serve our community.

One of our biggest priorities in the year ahead is to better understand what ALICE families need to be stable and educate our community and employers on ways to best serve. As a result of COVID-19, we expect the number of ALICE families to drastically increase. We have all seen how the pandemic altered our workforce, and the rise of unemployment numbers presents new challenges for our area and country. United Way of Greater Chattanooga works tirelessly to use data, strategic partnerships and community voice in all areas of work, but specifically to ALICE, to better understand what this population needs to be financially stable and how to best serve the newly unemployed population. Through research, innovation and collaboration, United Way strives to ensure everyone has the opportunities to succeed, especially ALICE and the unemployed.

As we navigate this unusual season and reimagine the way we engage with one another, let’s think of a new kind of goal that isn’t limited by a dollar amount. I look forward to working with you in the year ahead to impact our community like never before to create meaningful impact.

"Raising money isn't our business, impact is our business"