

2019-2020 IMPACT REPORT



United Way
of Greater Chattanooga

2-1-1 IMAGINATION LIBRARY MARION COUNTY
BUILDING STABLE LIVES NEEDIEST CASES
WORKPLACE CAMPAIGNS REIMAGINE
EMERGING LEADERS COMMUNITY INVESTMENT
PROCESS HUB FOR SOCIAL INNOVATION
WOMEN UNITED HAMILTON COUNTY RESTORE
HOPE FUND DATA LAB IMPACT IS OUR
BUSINESS TORNADO RELIEF SEQUATCHIE
COUNTY INNOVATION FUND VENTURE
FORWARD 2-1-1 KIOSKS CATOOSA COUNTY
EARLY LEARNING SCHOLARSHIP MENTORING
TOCQUEVILLE SOCIETY DAY OF CARING
WALKER COUNTY ALICE IMPACT FUND DADE
COUNTY GIVE ADVOCATE VOLUNTEER 2-1-1
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WOMEN UNITED HAMILTON COUNTY RESTORE

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

Charlie Arant	Tom Greenholtz	Matt Royal
Russ Blakely	John Guerry	Chris Sislo
Amber Cambron	Zan Guerry	Ken Smith
Jim Catanzaro, Jr.	Lurone Jennings, Sr.	Mike St. Charles
Jay Dale	Ternae Jordan	Elaine Swafford
Alnoor Dhanani	Michael Mathis	Edna Varner
Patti Dungan	Tom McCallie	Tom White, <i>Chair</i>
Scott Fosse	Donna McConnico	Bruce Zeiser
Tom Glenn		

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.*



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.



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*

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 reimagined community investment process in 2019:

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

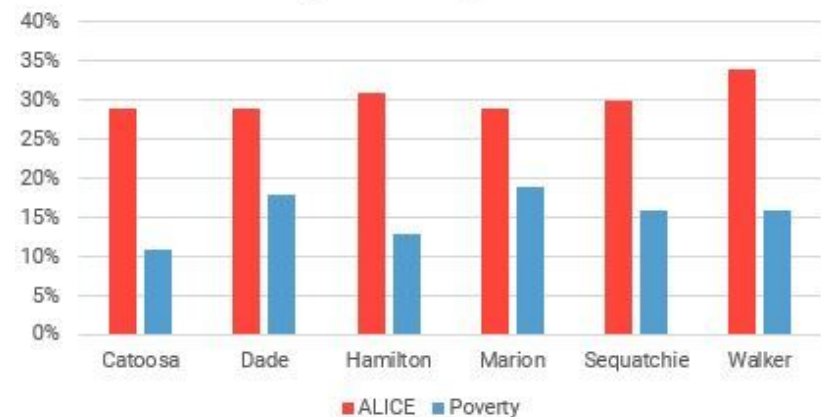
By focusing on the root issues behind ALICE, like access to **childcare**, **housing**, **transportation**, **healthcare** and **education**, we can become leaders in serving this population. With the City of Chattanooga, our Early Learning Scholarship is one way that we try to eliminate the barrier 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:

WHO IS ALICE?



ALICE, Poverty Percentage for Service Area



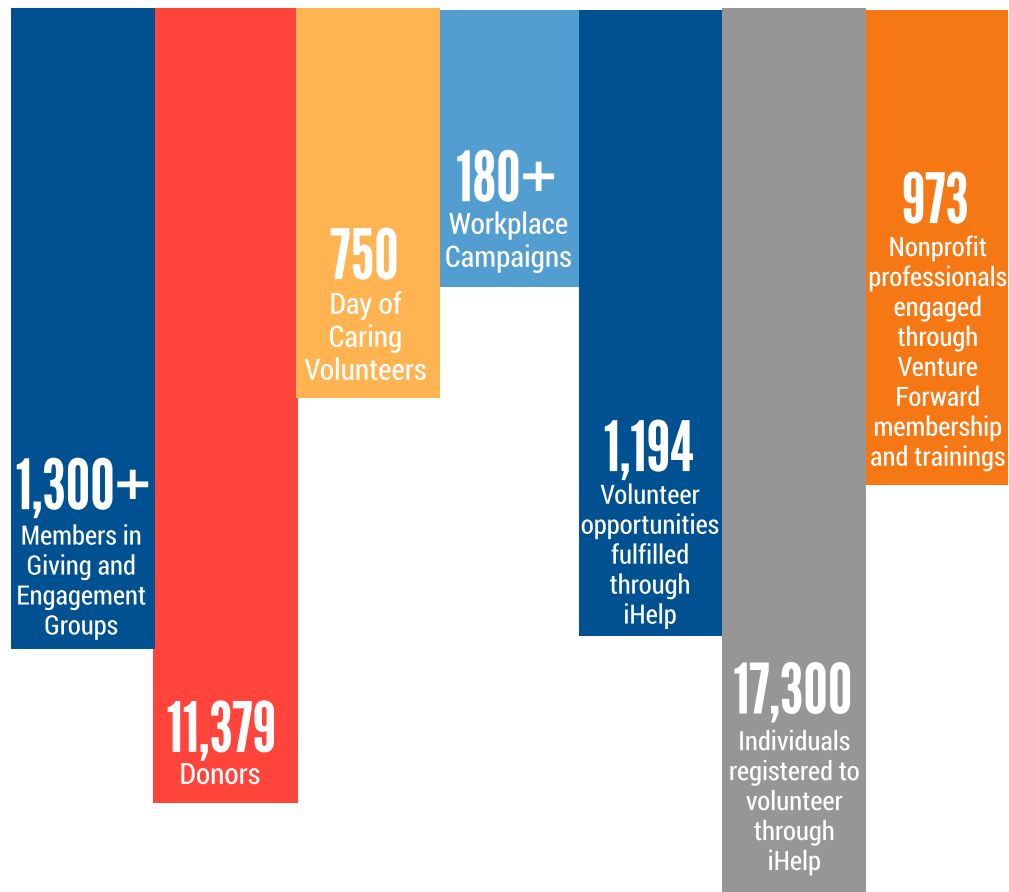
*Data was taken in 2019, before COVID-19 pandemic. We anticipate both ALICE and poverty numbers to increase.

**Data was compiled from United For Alice, National Overview



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:



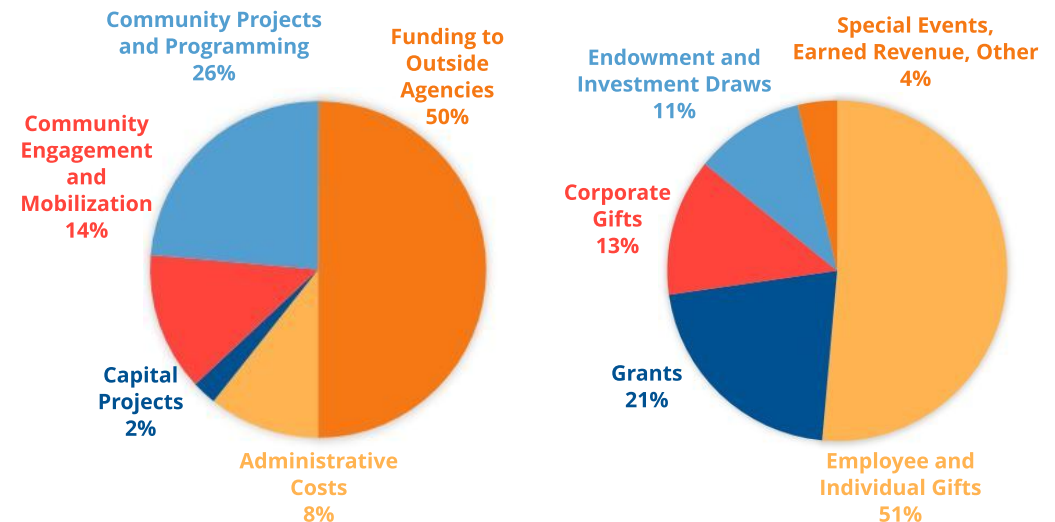
WHERE DOES THE IMPACT COME FROM? HINT...YOU!

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
<u>Funding to Outside Agencies</u>	<u>\$5,747,059</u>
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
<u>Special Events, Earned Revenue, Other</u>	<u>\$429,653</u>
TOTAL	\$11,506,420

IMAGES FROM THE YEAR



Emerging Leaders hosted "Great Conversations," where local leaders shared in their experiences with young professionals. Left to Right: Tim Kelly, Wade Hinton, Tim Piersant, Candy Johnson.



Community Impact partners collaborate with one another on how to best address and solve some of our community's biggest problems.



In July 2019, we broke ground on the John P. Guerry Hub for Social Innovation. The building officially opened its doors to the community in January 2020.



Day of Caring is United Way of Greater Chattanooga's annual volunteering event where corporate leaders volunteer their time and energy at local nonprofits.

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"



United Way
of Greater Chattanooga

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Stay engaged with us and our community!
Follow us on social media:

@UnitedWayCha

www.unitedwaycha.org