



impact.



UNITED WAY OF GREATER CHATTANOOGA
ANNUAL IMPACT REPORT
2020-2021





"WE ARE THE WORLD'S NEIGHBORS, MAKING OUR COMMUNITIES BRIGHTER, GREATER, FIGHTING FOR EVERY PERSON IN EVERY NEIGHBORHOOD. WE, THE COMING OF THE COMMON GOOD. SO DARE TO CARE, TO BE HOPE-SIDED. WE'RE NEVER DIVIDED, FOR WHEN WE LIVE TO GIVE, WE ALWAYS LIVE UNITED" - "LIVE UNITED"

– Amanda Gorman, National Youth Poet Laureate

It's true – when we dare to care, we fill ourselves and our neighbors with hope. United Way of Greater Chattanooga envisions a community where all individuals reach their full human potential through access to pathways of success and stability. The crises of the recent past have only emphasized the great importance of this work. But they did not slow us down – we showed up for one another. And we want you to see what that looks like. We want you

to understand how United Way of Greater Chattanooga connects resources to solutions in order to empower and build a stronger, resilient community.

Lesley Searce

President & CEO

United Way of Greater Chattanooga

Our Vision - A stronger, healthier community

We envision a community where all people achieve their full human potential through education, stability, and health & well-being. By uniting people and resources, we are actively closing the gap between our vision and reality.



Crisis Response

When 2020 presented different crises, from the COVID-19 pandemic, to the April 2020 tornadoes, to the everyday needs working households experience, we worked hard to unite resources and help those in need. Since then, we have remained at the forefront, continuing to help make an impact in our community. We are uniquely suited to this kind of role – harnessing the caring power of community is what we strive to do daily. Together, we can reimagine and rebuild a stronger, more resilient Greater Chattanooga.

42,400

Calls answered through
211

868,000

Dollars raised through
Restore Hope Fund

24M+

Dollars distributed
through TN CARES

113,000

Dollars raised for
Neediest Cases

Transformation Response

We invest in transformational community impact through our data-driven Community Investment (CI) grantmaking model. Grant selections are made by a team of community volunteers, ensuring our community is heard and involved. Partner nonprofits selected to receive funding are awarded different kinds of grants based on the program or initiative described in the application

– Impact, Innovation, Capacity or Traditional Grants. Awards support organizations doing impactful work to solve community problems across three focus areas: Education, Stability and Health and Well-being.

34 agencies received Community Investment grants, funding over 60 programs.

Success stories

Our funded partners are on the front lines every day making sure help is provided to the people who need it most. The impact they make on our community would not be possible without you. These funded partners capture great stories, and they deserve to be shared. These stories are told through the lens of our impact areas, to give better insight into how our partners fuel our mission and vision.

Read the stories by
visiting
unitedwaycha.org/success
on your phone or browser

How we engage

Do you ever wonder how to get involved with United Way? It starts with engagement. And results in impact. iGAVE, a model and acronym we developed and use to model the path of engagement for people in our community, can be broken down like this: true engagement (E) involves volunteerism (V), advocacy (A) and generosity (G), and these things lead to impact (I). This model encourages donors within our corporate partners to become more active in our local community year-round, not just during their campaign.



IMPACT – GENEROSITY – ADVOCACY – VOLUNTEERISM – ENGAGEMENT

682

Members in
Engagement Groups

909

Giving circle donors
(Alexis de Tocqueville
+ Leadership)

9,954

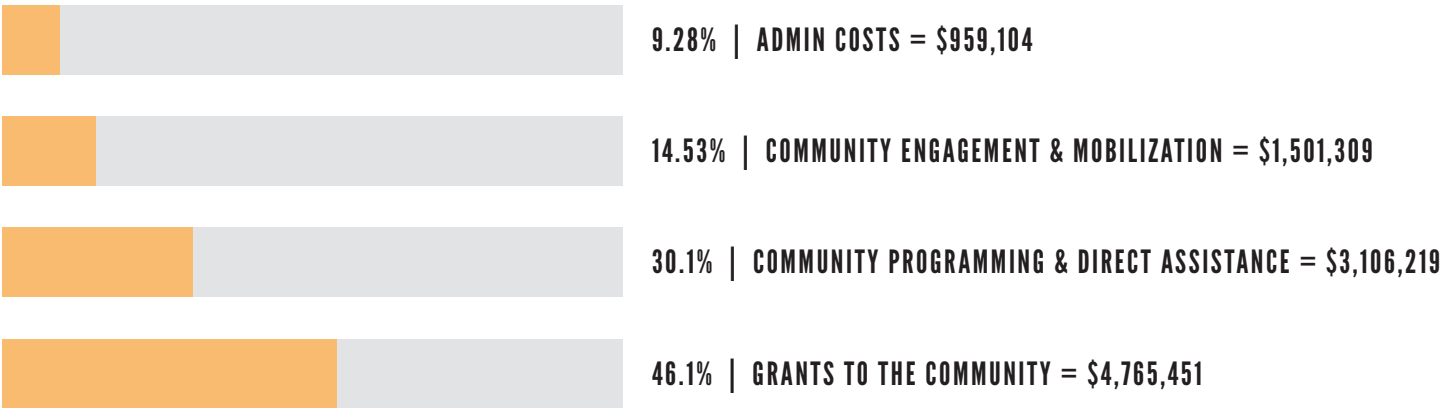
Total donors

Volunteerism & Engagement

Volunteerism and engagement are at the root of all the work we do at United Way of Greater Chattanooga and comes in all shapes and sizes. With thousands of volunteer opportunities happening every year, we mobilize the members of our community to find opportunities that fit their needs.



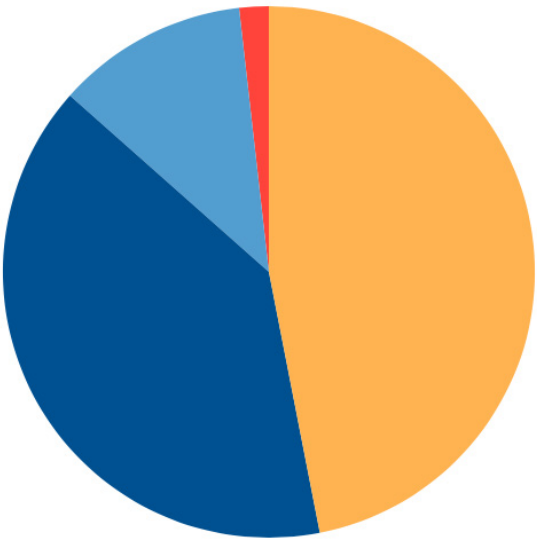
Expenses



TOTAL = \$10.3 MILLION IN EXPENSES

Resources

- CAMPAIGN, UNDESIGNATED | \$4,849,079**
These funds are raised and used to support: any community grant, United Way of Greater Chattanooga programs that serve the community, and other fundraising efforts.
- CAMPAIGN, DESIGNATED/RESTRICTED | \$4,094,007**
These funds are raised and directed towards specific agencies and programs by donors.
- ENDOWMENT & INVESTMENT DRAWS | \$1,205,000**
This is an annual draw of dollars from Endowment and Investment earnings to support administrative overhead, fundraising, and 211 operations.
- EARNED & OTHER INCOME | \$183,997**
Revenue earned from administering special programs in the community and other support services for the nonprofit community.



* The above financial figures are unaudited

Read the whole report at unitedwaycha.org/impactreport