



# 2022 Impact Report

# 100 Years of Impact

For over 100 years, United Way of Greater Chattanooga has been at the center of building a stronger, healthier community. This past year we've reflected on our legacy and celebrated our impact as a collective community. As we look back on the last century of work, we have so many to thank. Thank you to our countless partners, community members, and leaders who have worked alongside us bringing the UNITED mission to life.

1956



Workplace giving exceeds corporate giving

1988



Mai Bell Hurley becomes the first woman to chair the annual campaign

1922



Following an epidemic, the Chattanooga Community Chest was established

1980



The United Fund is renamed United Way of Greater Chattanooga



2018



Plan for "The Hub for Social Innovation" is announced



Watch: *100 Years of Giving in a United Way*, a poem by Erika Roberts

1990



First Day of Caring is launched

2022



New volunteer-driven, competitive community investment funding model launches

# Mission & Vision

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 of impact alongside our volunteers, community partners, and United Way of Greater Chattanooga employees.



**Watch highlights from our centennial celebration!**



Watch: Lookouts Game



Watch: Impact Days  
+ Block Party



***“As a longtime volunteer for United Way of Greater Chattanooga and this year’s Board of Directors chair, I couldn’t be happier to celebrate 100 years of impact alongside our volunteers, community partners and United Way employees. A lot changes over a century, but one thing that has remained at the forefront of the United Way’s work is improving our community for the better and fostering collaboration in innovative and inclusive ways.***

***I hope 100 years from now, our dedication and passion for a better community will continue to be felt by all - a more UNITED Chattanooga!”***

*- Dr. Edna Varner - United Way of Greater Chattanooga Board Chair*

# Centennial Celebration Highlights

To commemorate 100 years of impact, we dreamed of a celebration that would honor our legacy, engage our diverse community, celebrate our future, and most importantly, have an impact on our neighbors in a meaningful way. With your support, we have surpassed every expectation.



**100 Acts of Kindness**



**Community Awareness Building**



**100 Community Candles**



**Block Party Celebration**



**Block Party Celebration**



**Partnerships with 9 Coffee Shops**



**Record Setting Lookouts Game:**  
2,443 People Wearing Birthday Hats



**Largest Volunteering Event for Impact Days:**  
1,000 Volunteers Supported 75 Projects

# Driving Impact in Three Core Areas

## Community & Corporate Engagement

Through workplace campaigns, community mobilization, and volunteer recruitment and coordination, we help equip those who want to help make a change with the right tools and opportunities.



## 211

A free and confidential service that connects those in need with local resources. Our 211 team serves people day-in and day-out. With a variety of ways to get connected, 211 is one of the greatest assets we have at our disposal.



## Community Investments

An open, inclusive, and competitive funding model that supports on-the-ground nonprofit partners in Hamilton, Sequatchie, Marion, Walker, Dade, and Catoosa Counties.



# Volunteerism

United Way of Greater Chattanooga offers a wide variety of volunteer opportunities and engagement groups. Through iHelp, our volunteer engagement tool, we are able to connect people with various local opportunities that fit their needs and preferences.



Volunteer opportunities fulfilled through iHelp: 665



Individuals registered to volunteer through iHelp: 19,456

# Engagement Groups

Our engagement groups serve one goal: To get local changemakers, leaders, and community members more involved with our mission. Through events, conversations, and specific volunteer opportunities, there's a group for everyone.

**Emerging Leaders:** A diverse network of passionate, young professionals between 21–40 taking collaborative action in philanthropy, volunteerism and leadership.

**Women United:** A group of passionate and hard working female leaders committed to helping entire families become stable and thrive through United Way's impact focus areas.

**Leadership Circle:** A group of donors who exhibit extraordinary foresight and dedication to improve the quality of life for all of our neighbors by contributing at least \$1,000 annually.

**Alexis de Tocqueville Society:** A group of the most generous community-minded investors who donate a minimum of \$10,000 annually.



**Emerging Leaders**

# Impact Days

Impact Days was our largest volunteerism event to date! We mobilized over 1,000 volunteers to support 75 projects throughout the community. From painting cafeterias, cleaning classrooms, renovating playgrounds, and clearing hiking trails, our volunteers showed up! We're so grateful for the commitment and passion from this community.



***“Standing on the shoulders of the countless leaders and visionaries who came before us, who believed that we are stronger when we are united in purpose and service, we are continuing to ensure that every member of our communities reach their full, human potential. Let’s turn to the next 100 days, and the next 100 years with great anticipation at what we can continue to accomplish, UNITED.”***

***– Lesley Scarce - President & CEO of United Way of Greater Chattanooga***



# Steps-to-Success

## Solving Challenges Through the Steps-to-Success Model

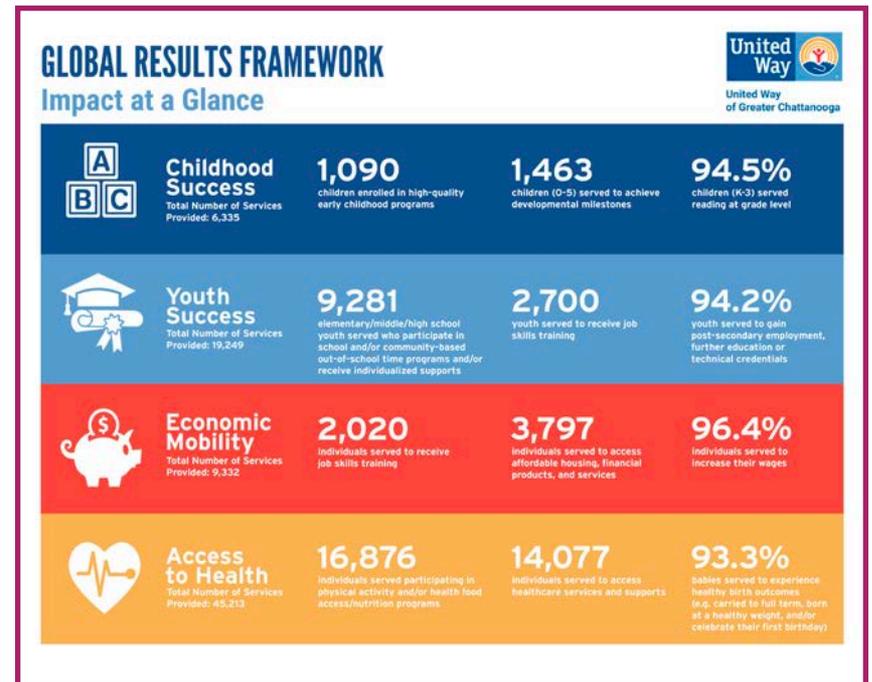
Our community investment funding follows the Steps-to-Success Model, focusing on 9 key milestones. This framework provides a comprehensive approach to supporting individuals from birth to childhood, into adulthood and beyond.



# 2021-2022 Funding Milestones

Looking back on our 2021-2022 funded partners, we're excited to share the milestones and success stories from on-the-ground efforts.

Total services provided: **95,743**  
Total dollars invested: **\$3,404,151**



## Success Stories

### Partnership for Families, Children and Adults:

A victim of spousal abuse was welcomed with open arms and received the support she needed physically, mentally, and emotionally. Through counseling, this woman was able to create lasting relationships. "I felt like I gained another family. The staff at Partnership for Families, Children, and Adults have compassion and love for abused women as well as children and for that I am grateful."

## Success Stories

### Chattanooga Room in the Inn:

A multi-generational household was able to receive the support they needed and get back on the path of stability. The Chattanooga Room in the Inn was able to provide a voucher for the whole family and help the daughter find a full-time job. Their child advocate was also able to help the family find ways to get their children plugged in and equip the family to build a better future.

## Success Stories

### *Northside Neighborhood House:*

When a woman found herself out of work, she turned to the Coffee Community Collective for guidance on how to find employment. Located in Soddy-Daisy, TN, the Coffee Community Collective helps bring much-needed resources to our neighbors living north of the river. The staff helped her create an Indeed account and build out her resume, while also helping support her during this time of being in between jobs. After a few weeks of assistance, the woman stopped by in her new uniform to thank the staff for all that they've done.

## New Community Investment Model

After a strategic 3-year transition, our new funding model officially launched this year. The annual community investment process provides annual grants to organizations driving impact and addressing our community's interconnected challenges focused on education, stability, and health & wellbeing.



100% volunteer-driven to ensure an inclusive review process.



Open to all qualifying nonprofits in the greater Chattanooga 6-county region.



Data-driven to deliver the highest impact.

## New Community Partners

In addition to our long-standing partners, we're excited to welcome 37 new nonprofit partners to the United Way of Greater Chattanooga network for the 2022–2023 funding year.



# Fiscal Year 2022–2023 Funded Partners:

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|   |   |  |   |
|---|---|--|---|
| 12th Judicial District<br>Children’s Advocacy<br>Center | Chattanooga Technology<br>Council                   | Jewish Federation of<br>Greater Chattanooga                                | Ringgold United Methodist<br>Church, Nourishing<br>Children in Catoosa  |
| A Step Ahead Chattanooga                                | Cherokee Area Council,<br>Boy Scouts of America     | La Paz Chattanooga   | Signal Centers  |
| AIM Center, Inc.  | Children’s Advocacy<br>Center of Hamilton County    | LAUNCH   | Skyuka Hall School  |
| Austin Hatcher Foundation<br>for Pediatric Cancer       | Communities In Schools<br>In Schools (CIS)          | Legal Aid of East<br>Tennessee   | Smiles, Inc.  |
| Big Brothers Big Sisters<br>of Greater Chattanooga      | Crabtree Farms of<br>Chattanooga, Inc               | LifeSpring Community<br>Health   | The Company Lab<br>(CO.LAB)   |
| Boys and Girls Clubs<br>of Chattanooga                  | East Lake Expression<br>Engine                      | LIFT Youth Center Inc  | The Enterprise Center   |
| Chambliss Center<br>for Children                        | Family Crisis Center of<br>WDCC, Inc                | Lookout Mountain<br>Conservancy  | The Kidney Foundation<br>of the Greater<br>Chattanooga Area             |
| Chattanooga Area<br>Food Bank                           | Family Promise of Greater<br>Chattanooga            | Marion County<br>Imagination Library/<br>Governor’s Literacy<br>Foundation | The Sexual Assault<br>Victim’s Advocacy<br>Center, Inc.                 |
| Chattanooga Autism<br>Center                            | First Things First                                  | Mark Making  | The Speech & Hearing<br>Center  |
| Chattanooga Girls Rock                                  | Foundation House<br>Ministries                      | Northside Neighborhood<br>House  | Tri-State Food Pantry   |
| Chattanooga Girls<br>Leadership Academy                 | Four Points, Inc.                                   | Nurture the Next   | United Methodist<br>Neighborhood Center, Inc.<br>- The Bethlehem Center |
| Chattanooga Goodwill<br>Industries, Inc.                | Girl Scouts of the<br>Southern Appalachians         | Orange Grove Center  | Volunteer Behavioral<br>Health Care System                              |
| Chattanooga<br>Neighborhood Enterprise                  | Girls Inc. of Chattanooga                           | Partnership for Families,<br>Children and Adults, Inc.                     | Volunteers in Medicine<br>Chattanooga, Inc.                             |
| Chattanooga Prep, Inc.                                  | green spaces  | Project Return   | Walker County 4-H   |
| Chattanooga Room in<br>the Inn                          | Habitat for Humanity of<br>Greater Chattanooga Area | Purpose Point Community<br>Resource Center                                 | YMCA of Metropolitan<br>Chattanooga                                     |
|   | Helping Hands Ending<br>Hunger INC.                 | Reflection Riding<br>Arboretum and Nature<br>Center                        |   |

# 2022–2023 Funding Overview

*In the coming year, our community investment grants will be distributed through 3 funding streams:*

- Impact - **\$3.9M**
- Innovation - **\$343K**
- Capacity Building - **\$186K**



## Volunteer Review Committee

*\*Our new community investment funding model is 100% volunteer-driven to ensure an inclusive review process.*

**66 Volunteer Advocates**

**19 Committee Members**

**14 Financial Reviewers**

\*Interested in Joining?:  
[unitedwaycha.org/civolunteers](http://unitedwaycha.org/civolunteers)

## Nonprofit Resources

United Way of Greater Chattanooga is on a mission to inspire and spark innovative solutions across the nonprofit community. That means equipping and empowering nonprofits through community building, professional development, and advocacy.

Our nonprofit community includes professional circles to help connect like-minded members from various backgrounds and missions.

Nonprofit professionals engaged through circles: 120

**Nonprofit Celebrate Award winners: 5**

The Shaw Innovation in Action Award: Gaining Ground Grocery

The Elder's Ace Hardware Volunteer of the Year Award: Iain Hoefle with Chattanooga Community Kitchen

Collaboration of the Year Award: The Community Foundation of Greater Chattanooga and Habitat for Humanity

The Roper Nonprofit Leader of the Year Award: Amy Jo Osborn, President and CEO of the Austin Hatcher Foundation for Pediatric Cancer

The Double Cola Nonprofit of the Year Award: Children's Advocacy Center of Hamilton County (CAC)

# 211 Team

A free and confidential service helping people across the Tennessee Valley that connects those in need with the right resources. These needs include food, employment, housing, education, crisis response, and more. At United Way of Greater Chattanooga, we have a dynamic team of community resource specialists, navigators, bilingual specialists, and leaders who work every day to serve those in our community.

57,490

Needs Fulfilled through  
211 Information and  
Referral Services

9,737

Community Resource  
Directory Visits

## Biggest areas of need:



52.3% - Food



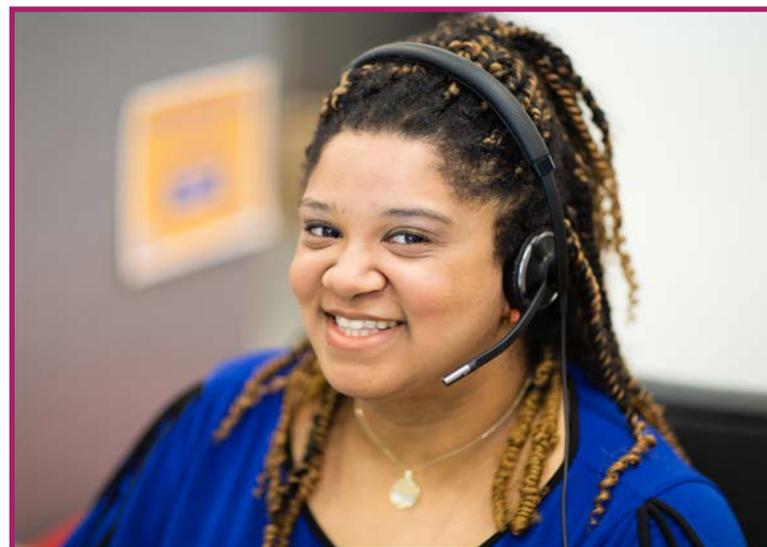
18.1% - Utilities



14.4% - Housing & Shelter



1.6% - Healthcare & COVID



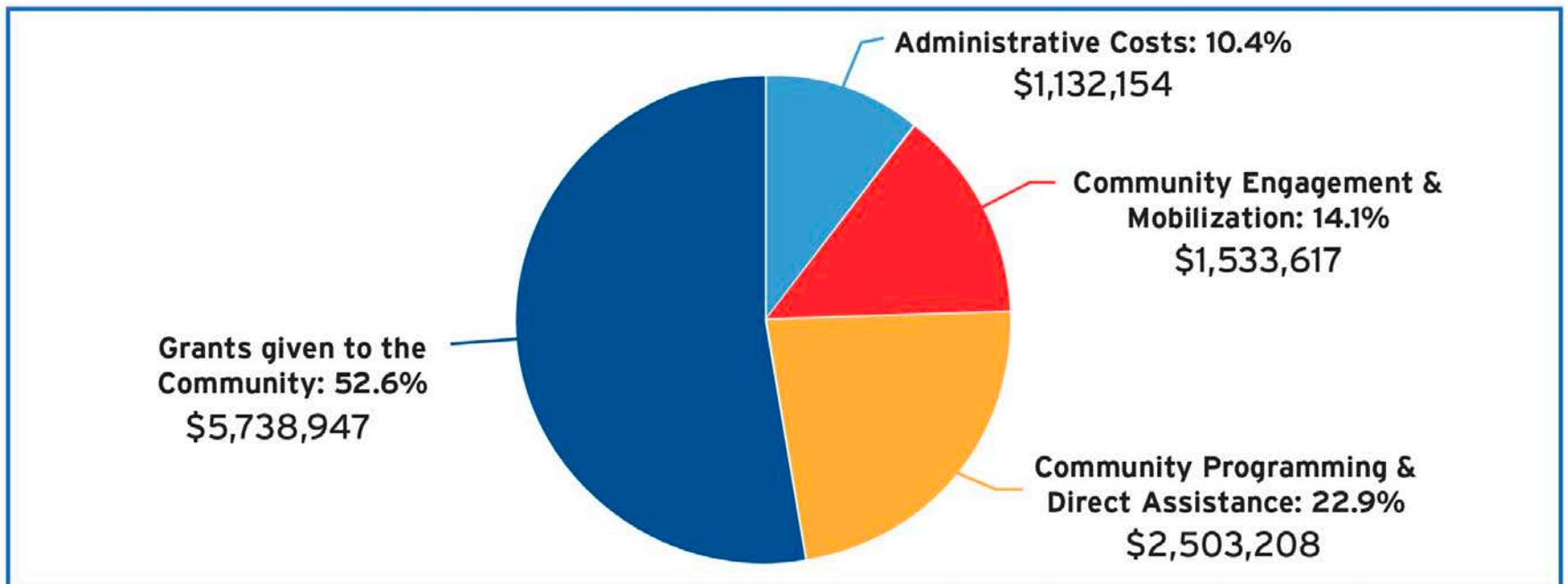
# 211 Stories & Bridge Fund

Bridge Fund is the emergency assistance fund that bridges the gap between crisis and stability for our most vulnerable neighbors.

*Through the Bridge Fund, we have fulfilled over \$200,000 in requests.*

**"A woman was able to participate and graduate in the Google IT Certification program and passed with flying colors. This provides her with more stability than before and allows for her to advance in her career journey. This would not have been possible without financial assistance through the Bridge Fund."**

## Expenditures



**DONATE  
TODAY:**



# Resources

With a variety of different revenue streams, we make sure that each dollar counts and is put towards making direct impact in our community. Your donations, along with other financial support, enable us to create and invest in innovative solutions.



# Funding

## **Campaign, Undesignated - \$5,573,945**

- These funds are raised and used to support community grants, United Way of Greater Chattanooga programs that serve the community, and other fundraising efforts.

## **Campaign, Designated/Restricted - \$3,702,925**

- These funds are raised and directed towards specific agencies and programs by donors.

## **Endowment & Investment Draws - \$1,207,925**

- This is an annual draw of dollars from Endowment and Investment earnings to support administrative overhead and fundraising.

## **Earned & Other Income - \$114,073**

- Revenue earned from administering special programs in the community and other support services for the nonprofit community.

**DONATE  
TODAY:**



***“I often hear the phrase ‘put a band-aid on it’ as a critique, but when your child is bleeding, that’s what they need. United Way of Greater Chattanooga’s role is sometimes providing those band-aids to our community through 211 and other programs to meet immediate needs in crisis.***

***But, United Way is more than a band-aid. They provide thought leadership and transformational funding to solve root problems in our community.***

***As 2022 campaign chair, I’ve visited community partners and can tell you firsthand, United Way is showing up. If you are touched by the human need in this community and you want to help provide band-aids, braces, or both - I hope you’ll join me in supporting the work of United Way of Greater Chattanooga.”***

*– Chris McKee - Executive VP of McKee Foods*



**Our first century of work is just the beginning.**

**We continue to answer the call of our neighbors in need.  
With your help, we can continue to build a stronger, healthier community.  
When we’re UNITED, every dollar makes a meaningful difference.**



**DONATE  
TODAY:**

