



Greater Chattanooga

2024 ANNUAL REPORT





We envision a community where every child can thrive, and families can break the cycle of financial hardship.

THANK YOU FOR SERVING ALONGSIDE US

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Dear Neighbor,

United is not just in our name – it’s at the heart of everything we do. **We’re connectors on a mission to ensure every child and family can thrive, and neighbors come together by giving what they can.** It’s YOU who powers this mission, and for that, we can’t thank you enough.

Over the last year, we’ve reached new milestones together:

- Coordinated tutoring for 2,284 elementary students, boosting learning and mentorship.
- Provided \$765,000 in emergency aid and answered more than 73,000 211 requests for critical needs.
- Facilitated 306,429 services through funded nonprofits, a 50% increase, highlighting community collaboration.


The true power of our work comes to life in the stories told by our neighbors throughout this report. As you reflect, remember your own story and why you continue to show up for your community.

Right now, more than 9,500 households with children in Hamilton County are facing financial hardship, making impossible choices daily. Your generosity helps uplift these families for a brighter future.


Looking ahead, our 2030 Impact Agenda will serve as a shared framework in creating opportunities for all children, building upward economic mobility for families, and fostering a more connected community.

We can’t do this alone. With your continued support, we can build a thriving Chattanooga where every child can dream big. Thank you for your unwavering care for our community. We look forward to the year ahead!

United,



Lesley Scarce,
President and CEO
United Way of Greater Chattanooga



Ken Jones
United Way of Greater Chattanooga Board Chair
Senior Director of Procurement, Vendor Relations, & MWOB Purchasing at EPB



A connected community changes *everything.*

We envision a community where every child can thrive,
and families can break the cycle of financial hardship.
With your support, we're driving impact in six core areas.

211 Helpline

Connecting neighbors in need to critical resources.

Community Investment

Investing in our local nonprofits to drive
transformational change.

Nonprofit Support and Innovation

Building deeper connections between nonprofits.

Volunteerism

Offering year-round opportunities to serve our
community.

United for Working Families

Empowering workplaces to offer family-friendly
benefits.

Public Policy Advocacy

Advocating for policies that impact children
and families.



"After losing my job in November 2023, it became incredibly difficult to support my family and keep up with bills. Job opportunities fell through leaving me with no options.

In my desperation, I reached out to 211. The assistance I received was a lifeline. They quickly and kindly covered my gas bill, allowing me to focus on what's next for me and my family.

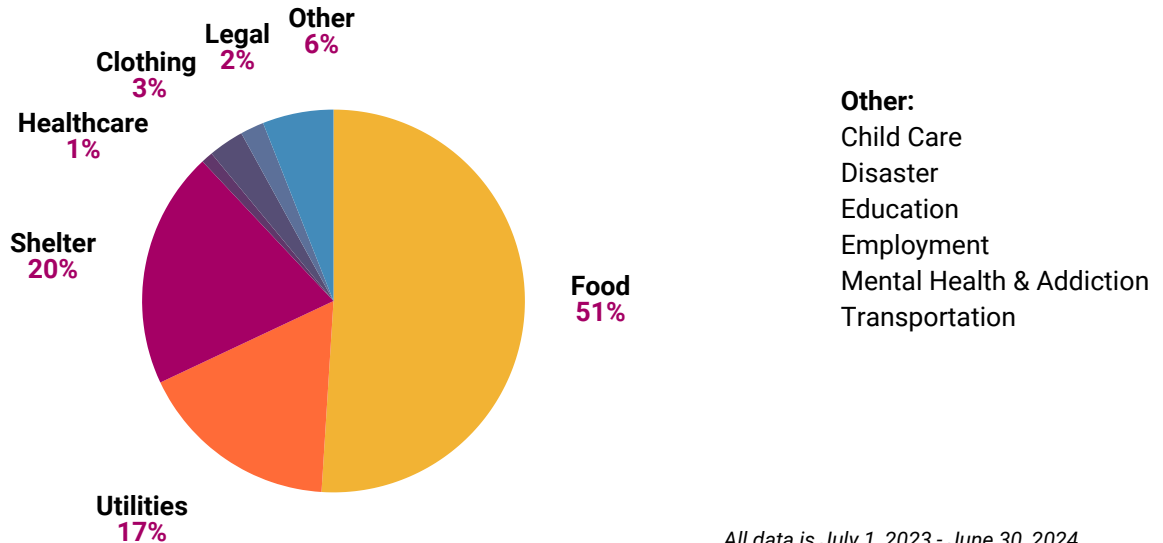
In this challenging season, their support has been the brightest light, giving me hope. I'm deeply grateful for their support."

211 HELPLINE

211 is our community resource helpline. From food boxes to rent assistance and everything in between, 211 is here to give our neighbors a helping hand when they need it most.

This past year, we responded to more than 73,000 211 requests through phone calls, texts, and emails.

Our online resource directory is also available 24/7 to easily find local and up-to-date resources.



All data is July 1, 2023 - June 30, 2024

DIRECT EMERGENCY ASSISTANCE

A crisis can hit at any moment—our emergency assistance fund is here to help. This program is a lifeline for those who have exhausted all other resources, supporting individuals facing eviction, families unable to pay utility bills, and more. With your support, we can help our neighbors get back on their feet.



**Provided \$765,000 in
direct emergency assistance.**

Served 3,498 individuals.



“Saying “yes” to our neighbors in need means a baby gets a bath tonight because the water was kept on. Someone’s oxygen won’t be interrupted because the utility bill was paid. A single mom can rest easy knowing she won’t have to move her kids to the car tonight, because we’ve taken care of the rent.”

Brittany Lockwood,
United Way Program Manager

COMMUNITY INVESTMENT

Investing in local nonprofits has been at the heart of United Way's mission for over 100 years. We're proud to have transformed this model to ensure we're reaching historically underfunded nonprofits.

Thanks to our generous donors, we invested \$4.7M in 68 local nonprofits this past year. We were especially thrilled to welcome 17 first-time partners.

This grant process was powered by nearly 100 community volunteers who reviewed every grant application to decide where community dollars should be invested.

"As someone new to Chattanooga, volunteering on the United Way Community Investments Committee has been truly enlightening. It revealed the community's significant needs and highlighted the numerous individuals and organizations dedicated to addressing those needs. ***I'm honored to play a part in these funding efforts, deepening my connection to the community and allowing me to collaborate with some of its outstanding leaders."***

Ben Staples, Community Investments Committee Volunteer,
Senior Vice President of People & Culture at CBL Properties



CELEBRATING COLLECTIVE IMPACT

Our inclusive funding model invests in nonprofits working across essential needs, early literacy, entrepreneurship, workforce development, and many other causes.

Thanks to our generous donors, 306,429 United Way-funded services were provided through our nonprofit partners, a 50% increase from the year before.

Basic Need Services

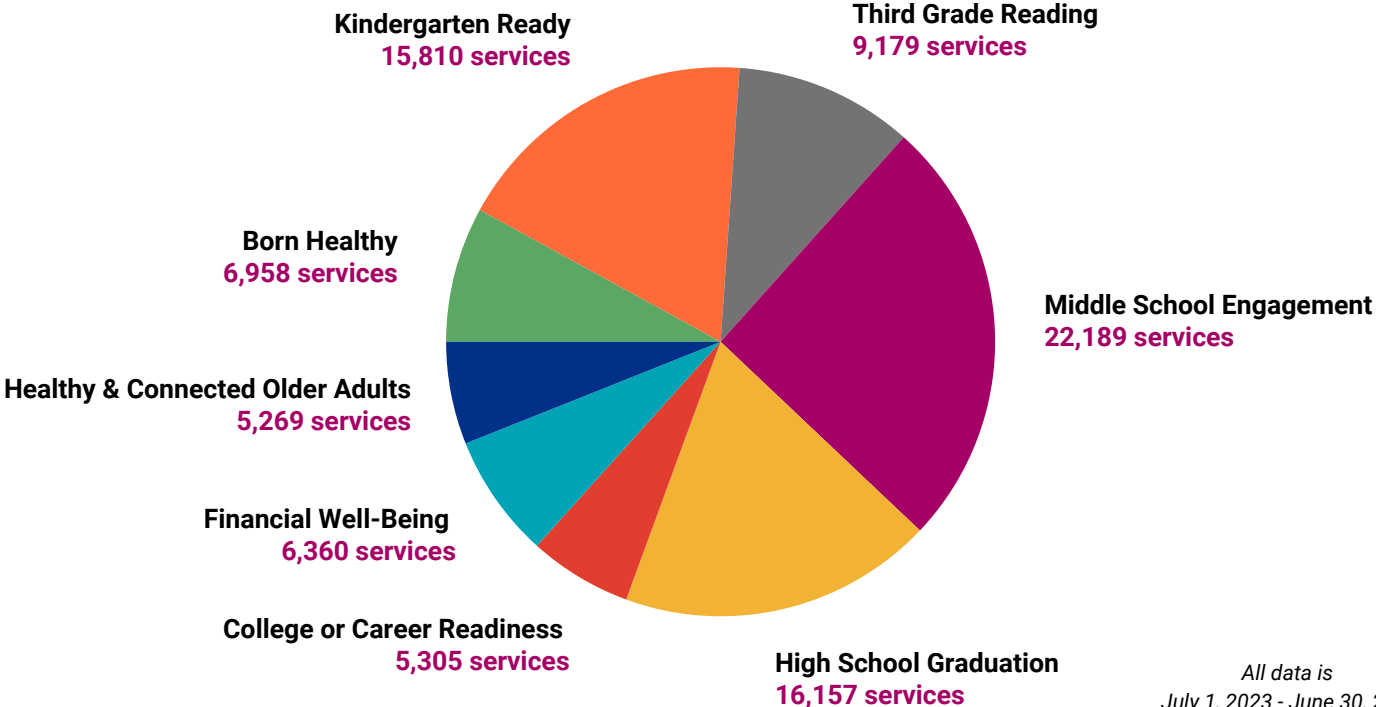
Over 70% of the services we fund are considered basic needs, with food security being the greatest need. Last year, more than **33,000 United Way-funded meals** were provided.

See full list of nonprofit funded partners at unitedwaycha.org/communityinvestments



UNITED WAY-FUNDED SERVICES OUTSIDE OF BASIC NEEDS

We're not just showing up in times of crisis, *we're also providing pathways to long-term stability*, helping to break the cycle of financial hardship.



All data is
July 1, 2023 - June 30, 2024

“United Way of Greater Chattanooga’s support has been crucial to our success. Last year’s funding helped secure my role as Director of Outreach and Education, allowing me to focus on developing our programs.

In June 2024, I became Executive Director of The Pop-Up Project, and today, we provide free dance classes to over 500 kids each week, with 50% from underserved communities. We’re at 23 locations, including public schools and community centers. Our Studio34 hub offers classes for all ages.

Thanks to United Way, we’re transforming Chattanooga with more joy and belonging.
***Thank you United Way for supporting our work and believing in our mission.
Thank you for believing in me.”***

Louie Marin-Howard,
Executive and Program Director at The Pop-Up Project Chattanooga

The power of our community investment model goes beyond the dollars – collaboration among nonprofits is the true driver of transformational change.

2023-2024 Funding in Action:

Out-of-School Programming

More than 4,200 school-aged children participated in a United Way-funded out-of-school program that has been proven to enhance academic performance and social skills.

Improved School Attendance

2,439 school-aged children improved school attendance thanks to United Way-funded services.

Parent School-Based Engagement

More than 2,100 parents became more engaged in school-based activities with their children thanks to United Way-funded services.

Upward Economic Mobility

1,877 adults completed a United Way-funded vocational training, earned a certificate, or secured a promotion or wage increase, enhancing their career pathways and economic opportunities.



TUTORING PROGRAM


We're proud to have reached 2,284 students through our tutoring program, launched in the spring of 2023.

The tutoring program leverages a high-dosage, low-ratio model for students in 1st through 8th grades. During the 2023–2024 school year, students from 31 schools participated in out-of-school programming at seven different partner sites.

We also worked with 40 schools in Hamilton County for in-school tutoring, with one or two tutors in nearly every public elementary school. **For our volunteer tutors, it's more than just after-school and in-school support – it's about mentorship and building confidence to make a real difference.**





A young man with short dark hair, wearing a white long-sleeved shirt and a grey backpack, is walking away from the camera on a paved path. The background is a blurred outdoor setting with green foliage.

Stories of impact from our nonprofit partners

Michael's Journey: From Foster Care to Independence

Michael entered the Goodwill Industries of the Greater Chattanooga Area Vocational Adjustment Training program, a United Way-funded program, with no work experience. He was facing developmental delays, and had recently aged out of the foster care system. Despite these challenges, he set ambitious goals for financial savings, education, and employment.

Today, Michael not only achieved but exceeded these goals. He is now a student at Chattanooga State, pursuing a degree in Culinary Arts, works full-time at Goodwill, and is financially independent. At Goodwill's annual awards banquet, he received the 'Rise Up' award, recognizing his outstanding achievement in overcoming barriers to secure and maintain employment.



Newborn Delivered at Home Receives Vital Care and Support

At LifeSpring Community Health, a nonprofit pediatric clinic and United Way-funded partner, the team faced an unexpected challenge when a new mom arrived with her newborn, born at home. Without the usual hospital support, the team rallied together to guide her through every step.

A Community Health Worker provided interpretation services and accompanied the new mom to the health department for legal paperwork. Nurses quickly assessed the baby's health, while the pediatrician helped with birth certificate forms, screenings, and discussed the importance of RSV prevention. The baby even received the immunization that same day.

This teamwork highlights LifeSpring's dedication to caring for every family and creatively problem-solving to serve our neighbors, no matter the situation.

NONPROFIT SUPPORT & INNOVATION

Building a more connected community around our nonprofits empowers them to serve more individuals and adjust to the changing needs of our community. We offer networking opportunities, capacity building training, and innovation idea jams to build deeper connections among our nonprofits.



Served 335 individuals in the nonprofit community through programming.

Connected 94 individuals through monthly nonprofit small group gatherings.



Our Celebrate Awards honor the best of the best in the nonprofit community every year!

2024 Winners:

Nonprofit Organization of the Year

La Paz Chattanooga

Nonprofit Leader of the Year

Rachel Gammon,
Northside Neighborhood House

Live United, Not Divided Award

Chattanooga Symphony & Opera

Innovation in Action Award

LIFT Youth Center

Volunteer of the Year

Stacey Keating



“Twenty years ago, La Paz Chattanooga was founded with a simple, yet powerful mission: to empower our Latino community through advocacy, education and inclusion. This award is a testament to the hard work and dedication of our incredible team, past and present. It is also a tribute to the resilience and strength of the Latino community.”

Every day, we witness stories of courage, determination, and hope that inspire us to keep showing up.”

Stacy Johnson,
CEO of La Paz Chattanooga,
2024 Nonprofit Organization
of the Year

VOLUNTEERISM

Connecting neighbors who want to serve their community is a core part of our work. The following programs support volunteerism:

ihelp

An online volunteer portal where agencies can manage their volunteer projects and community members can sign up to help. Last year, 1,545 volunteer spots were filled through the ihelp program.

Engagement Groups

These mission-specific groups give local changemakers a community they can make a difference with. Our most engaged group is Emerging Leaders, young professionals between 21 – 40 taking collaborative action in volunteerism and leadership.

Onsite Volunteerism

Launched just this past year, our team has already partnered with local organizations to bring volunteering directly to our corporate partners. This inclusive model includes projects like building snack packs, stuffing backpacks, and more.



“As an adult, it’s hard to meet people and really find your community. I was fortunate to find Emerging Leaders because it allowed me to build connections with other people who have the same values and interests as I do.”

Stacey Keating,
Vice President of Corporate
Communications at CBL Properties



Day of Caring 2023

Day of Caring, sponsored by Elder's Ace Hardware, is our largest volunteering event of the year, bringing together corporate partners and community members to give back for one inspiring day of service. In 2023, we hosted over 500 volunteers who completed more than 40 projects across the community in just one day.



2024 Governor's Volunteer Stars Award

This award recognizes a single nonprofit from each of Tennessee's three Grand Regions for their outstanding community involvement and service. United Way of Greater Chattanooga was honored this year as the award winner for all of East Tennessee.

UNITED FOR WORKING FAMILIES

We're walking hand in hand with local employers to help shape the future of family-friendly workplaces. What started as a stand-alone event with over 400 community leaders has turned into a movement, focusing on flexibility for shift workers, parental leave policies, childcare support, and more.

This program connects community-minded leaders with the resources they need to make meaningful changes in their organizations.

Learn more at unitedwaycha.org/workingfamilies



How are we supporting working families?

2023 and 2024 Best Place for Working Parents® Designation

This designation recognizes our commitment to supporting working parents through our family-friendly policies and practices.

ALICE@Work

This 3-day comprehensive cohort program, launched in 2024, equips people leaders with the tools and data they need to better support their ALICE (Asset Limited, Income Constrained, Employed) employees.

Insight Sessions

Last year, we hosted two Insight Sessions for our partners. The first, on childcare, brought together 20+ partners to address gaps in Hamilton County. The second was an ALICE simulation, where 30+ partners experienced the daily challenges faced by our ALICE community.



LOCAL FUNDRAISING

Our donors are the driving force behind our work, empowering us to serve more neighbors in need every year and build deeper connections in the community.

Corporate Partners

We're proud to have partnered with **294 businesses last year** to craft unique engagement plans on how to give back. These organizations are partnering with United Way to volunteer, give or advocate for a stronger community.

Leadership Club

A group of donors who exhibit extraordinary dedication to improving the quality of life for all neighbors by **contributing \$1,000 or more annually**.

Tocqueville Society

Our most generous community-minded investors who **donate at least \$10,000 annually**, with some members giving more than \$100,000 each year.



Donate Today

Let's not just meet families where they are, let's meet families where they dream.





“The United Way is one of our community’s great pillars. My hope is that everyone in the community can find an opportunity to get involved.

Together, we can forge a future where we live united, not divided.”

Wade Hinton

CEO and Founder of Hinton & Company

United Way of Greater Chattanooga
2024 Campaign Chair



7,302 donors trusted United Way of Greater Chattanooga to invest in a brighter future.



FINANCIALS AT-A-GLANCE

FUNDING

Campaign, Undesignated \$5,713,083

Funds raised and used for community investments, impact programs, and fundraising efforts.

Campaign, Designated \$3,965,379

Funds raised and directed to a specific purpose or nonprofit.

Endowment and Investment Draws \$1,059,184

Annual draw of dollars from endowment and other investment earnings to support administrative overhead, fundraising, and 211.

Earned and Other Income \$1,017,667

Revenue earned from special programs, services performed, and other non-donation revenue.

EXPENDITURES

Impact Programs \$4,592,813

211, Nonprofit Support, Volunteerism, Tutoring, United for Working Families, and others.

Community Investments \$4,249,739

Grants and designated donations for the 2024 - 2025 grant cycle.

Corporate Engagement and Fundraising \$1,719,682

Relationship building with corporate partners and donors to secure financial support through networking, marketing, and events.

Administrative \$1,193,079

2024 Platinum Seal of Transparency from Candid.

Platinum
Transparency
2024

Candid.

This seal recognizes our commitment to outstanding transparency and accountability. The Platinum Seal is the highest tier offered by Candid's program and demonstrates our willingness to be open and accountable to donors, supporters, and the public.



We're community changemakers just like you.

"I've been with United Way of Greater Chattanooga for nearly 39 years, and what I love most about my job is making a real difference in people's lives. Every day, I get to show empathy to those who society often overlooks due to their circumstances.

Our 211 team is incredible—they work tirelessly to help people who wouldn't know where to turn without us, providing critical intervention and connecting them to the resources they need."

Tim Chavis, United Way 211 Navigator



STAFF FAMILY FUN DAY 2024



**A connected
community changes
*everything.***





THANK YOU
FOR SERVING ALONGSIDE US

unitedwaycha.org

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