

2019 Annual Report

Making Life Better for Everyone

United
Way



River Region United Way



Our Mission:

To improve lives and strengthen our communities by identifying needs and solving critical problems



A Message From Our 2020-21 Chair Of The Board

As your incoming Chair of the Board, I am excited about the work that River Region United Way is doing in our communities.

I first want to thank Jason Goodson, who served as Chair of the Board in 2018-19. Under Jason's leadership, the Board of Directors welcomed new agencies into our affiliate network for the first time since 2006. These included the Cancer Wellness Foundation of Central Alabama, Hope Inspired Ministries, Legal Services Alabama and Butterfly Bridge Children's Advocacy Centers (Autauga and Elmore counties). In 2019, we partnered with United Methodist Children's Home, now operating Mary Ellen's Hearth at Nellie Burge, as well as Aletheia House, formerly known as Chemical Addiction Program. Most recently, we welcomed Service Dogs Alabama as our newest community partner.

In 2019, our work in education through United Way Days Of Action blossomed into a two-week summer reading initiative, partnering with an elementary school in Montgomery and adding another in Macon County. With the help of nearly 100 volunteers, we were able to serve more than 200 students and give away over 2,500 books to help stop the "summer slide" that many students experience, falling behind in their reading skills.

United Way is developing a more robust Community Needs Assessment process as we work to identify the most acute needs in our five-county River Region, as well as gaps in services. It is this process of identifying problems and working together to develop solutions that drives our work.

The Board of Directors began a comprehensive strategic planning process in 2019, and sought input and feedback through focus groups, online surveys and phone interviews to gather information from all of our stakeholder groups as we work to chart a path forward. We are excited about what lies ahead and look forward to sharing more with you in the months to come.

On behalf of the Board of Directors and CEO Jimmy Hill, we want to thank all of our community partners, volunteers and donors for your support. We know that when we all come together -- as problem solvers -- to address needs in our communities, then we truly can strengthen our communities and make life better for everyone.

In Partnership,

W. Rhea Ingram, PhD

2019 Leadership (l to r): Jimmy Hill, President & CEO; Jason Goodson, 2018-19 Chair of the Board; and Mike Hart, 2019-20 Campaign Chair.



Thank You To Our 2019 Board of Directors

2018-19 Chair of the Board
Jason Goodson

Chair-Elect
Rhea Ingram

Board Treasurer
Terrie Channell

- Holly B. Adcock
- Lisa Beers
- Barry Cavan
- Christine Cook
- Suzanne Davidson
- Mitchell Dubina
- Andy Flowers
- Krystal Floyd
- Tammy Hackett
- Michael W. Hart
- Tony Haygood
- Brent Ingram
- Donna Jackson
- Kelvin Lawrence
- Ashley Lough
- Thomas "Lee" Macon, IV
- Delbert Madison
- Kellie McGhee
- Clay McInnis
- Jeremy Moreland
- Brent Pinkston
- Mark Rader
- William Scott
- Robert E. Smith, Jr.
- David Woods

Ex-Officio Members

Community Impact Council - Chair
Bonnie Evans

Allocations Committee - Chair
Joey White

River Region United Way fights for...



HEALTH

Encouraging healthy living and promoting wellbeing



EDUCATION

Helping children & adults achieve their potential



FINANCIAL STABILITY

Promoting income stability and self-sufficiency



BASIC NEEDS

Providing help with fundamental needs



Days Of Action

Our annual Days Of Action project shines a spotlight on some of the basic needs in our communities, and encourages people to take action and make a positive impact by volunteering with River Region United Way. The purpose of the 2019 Days of Action project was to provide summer learning opportunities in a fun setting for pre-k to 6th grade children and to foster a love for reading early in life.

In partnership with the **Macon County Board of Education, Montgomery Public Schools, EAT SOUTH** and the **Kiwanis Club of Montgomery**, RRUW brought the "Can You Dig It?" summer reading program to Notasulga Elementary in Macon County and E.T. Davis Elementary in Montgomery.

Nearly **100 volunteers** assisted teachers with reading activities and learning games centered around good nutrition, healthy eating and learning about how our food is grown. The culmination of the summer reading camp activities was a field trip to EAT SOUTH, an urban teaching farm in downtown Montgomery. Volunteers presented **200 students** with backpacks filled with over **2,500 books** at the end of the week!



RIVER REGION UNITED WAY
DAY OF ACTION 2019

Why not make every day a Day of Action?
To learn more, go to RRUW.org/Volunteer



2019 Community Impact Council



2019-20 Chair
Bonnie Evans

- Nakima Boleware
- Garrysa Wilder Caffey
- Donna Cooper
- Wheeler Crook
- Sallie Hines
- Cindy Howton
- Troy Hughes
- Molly Killingsworth
- Candice King
- Lillie King
- Zachary Lewis
- Paula Mathis
- Charles Reynolds
- Rodger Selph
- Tana Shealey
- Dicie Smith
- Amy Wybenga
- Neal Zeanah

The **Community Impact Council** is charged with assessing needs in our communities – identifying acute unmet needs and the most pressing issues facing the River Region.

(Below) **2019 Program Funding Awards:** The Allocations Committee, along with Board leadership, presented funding awards to affiliate agencies serving health-related needs across the River Region. At the event, funds were also awarded to agencies working in RRUW's other focus areas: education, financial stability and basic needs. (For more on Allocations and our affiliate agencies, please see page 7.)



(Above) **Community Investment Grants** were awarded to address specific community needs in Lowndes and Macon counties – needs that were identified as part of RRUW's annual Community Needs Assessment, a key function of our Community Impact Council. MEOW Cares (short for Music Education On Wheels) was awarded a Community Investment Grant for its special music programming serving children and youth with autism, as well as other students without access to this kind of programming in their communities.



RRUW Board member Donna Cooper receives the **Mathews-Alzheimer-Smith Award**, presented by Dr. Don Bogey at RRUW's Annual Meeting. Donna served as 2017-18 Chair of the Community Impact Council and is a longtime United Way volunteer.

The **Allocations Committee** reviews program funding applications, ensures compliance and accountability, and makes funding recommendations for consideration by the Board of Directors.

2019 Allocations Committee

OUR COMMUNITY PARTNERS

In partnership with its 40+ affiliate agencies, River Region United Way supports programs and services impacting the lives of nearly 130,000 people annually in Autauga, Elmore, Lowndes, Macon and Montgomery counties.

HEALTH

Aletheia House (formerly Chemical Addictions Program)
American Cancer Society
American Heart Association
Autauga/Western Elmore ARC
Cancer Wellness Foundation of Central Alabama
Children's Center of Montgomery
Easterseals - Camp ASCCA
Easterseals Central Alabama
Family Guidance Center of Alabama
Gift of Life Foundation
Health Services, Inc.
Hospice of Montgomery
Medical Outreach Ministries
Mental Health America in Montgomery
Montgomery Area Council On Aging (MACOA)
Montgomery Area Nontraditional Equestrians (MANE)
Service Dogs Alabama
Sickle Cell Foundation of the River Region
YMCA of Prattville

BASIC NEEDS

211 Connects South Central Alabama
American Red Cross of Central Alabama
Brantwood Children's Home
Butterfly Bridge Children's Advocacy Center (Autauga)
Butterfly Bridge Children's Advocacy Center (Elmore)
Child Protect Children's Advocacy Center
Family Sunshine Center
Legal Services Alabama
Maxwell-Gunter Youth Activities
Salvation Army
United Methodist Children's Home (operating Mary Ellen's Hearth at Nellie Burge Community Center)
YMCA of Greater Montgomery (incl. Wetumpka, Millbrook)

EDUCATION

Aid to Inmate Mothers (AIM)
Boy Scouts of America, Tukabatchee Area Council
Boys & Girls Clubs of the River Region
Family Support Center
Girl Scouts of Southern Alabama
Goodwill Industries of Central Alabama
Hope Inspired Ministries (HIM)
Montgomery ARC (MARC)
PASS: Peers Are Staying Straight
Second Chance Foundation

FINANCIAL STABILITY

Catholic Social Services
HandsOn River Region

Chair
Joey White

Vice Chair
Drew Moore

Jennifer Asbury
Jay Baker
Jonathan Capouya
Laura Chambliss
Wil Clowdus
Jacob Cook
Donna Cooper
Jason Crutchfield
Shena Davidson
Bonnie Evans
Jason Gardner
Jan Gill
Henry Jackson
Andrea McCain
Daniel Oakley
Crystal Smith
Clare Watson
Greta Williams
Tara Wizorek
Rodney Zeigler

Pictured (l to r) at the 2019 Program Funding Awards: CEO Jimmy Hill, Allocations Committee Chair Joey White, and Board Chair Jason Goodson.





2019-20 Campaign Chair Mike Hart, CEO of ASE Credit Union, presents the 2019 Campaign Cabinet MVP Award to Jennifer Luster, Senior V.P. with Regions Bank.

2019 Campaign Cabinet



Chair
Michael W. Hart

**Tocqueville Society
Co-chairs**
Lisa & Vernon Taylor

- Cristy Andrews
- Richard Bollinger
- Elton Brooks
- Gene Crane
- Polly Hardegree
- Rex Huxford
- Mike Jordan
- David Lewis
- Jennifer Luster
- Courtney Mann
- Andrea McCain
- Sellars McCurdy
- Lindsey Walters



In Memory of Joseph M. Russell, Jr.

Joseph "Joe" M. Russell, Jr. was a beloved volunteer who served with the RRWV Loaned Executives, a cohort of United Way volunteers who bonded during their time working on the Campaign together. Serving as a Loaned Executive in 2018 until he passed away unexpectedly in 2019, Joe was always looking for opportunities to serve others.

To honor his memory and his selfless, giving spirit, the Joseph M. Russell Jr. Spirit Award was created in 2019 to recognize a Loaned Executive who embodies many of the same qualities we so admired in Joe. We continue to be inspired by Joe's spirit and are pleased to make this an annual award in his memory.



2019 Loaned Executives

Chair
Jamie Brown

- Rose Battle
- Ken Carrick
- Erica Drake
- Elizabeth Finley, CPA
- Barry Harp
- Carson Howe
- Megan G. Hughes, APR

- Amy P. Jones
- Paula Mathis
- Serena Minton
- Susan Morrow
- Heather M. Phillips
- Anthony L. Poelnitz
- Brent Teel
- Chris Walker
- Josie Russell Young



(Photo Left) Loaned Executives Chair Jamie Brown, with MAX Credit Union, presents the inaugural Joseph M. Russell Jr. Spirit Award to Rose Battle of Cadence Bank.

2019 College & University Representatives

The College & University Committee consists of representatives from six area schools of higher education: Alabama State University, Auburn University at Montgomery, Faulkner University, Huntingdon College, Troy University and Tuskegee University. Together, executive leadership, staff and students from these schools collaborated with United Way on projects that are truly "Making Life Better for Everyone."

- Keri Alford, *Faulkner University*
- Candace Cain, *Faulkner University*
- Laura Chambliss, *Troy University Montgomery*
- Krystal Floyd, *Tuskegee University*
- Dr. Davida Haywood, *Alabama State University*
- Joel Hughes, *Troy University Montgomery*
- Dr. Phill Johnson, *Auburn University at Montgomery*
- Kathleen Penney, *Huntingdon College*
- Jim Smith, *Troy University Montgomery*
- Fran Taylor, *Huntingdon College*
- Da'Monta Wiggins, *Huntingdon College*
- Joey Wiginton, *Faulkner University*



River Region United Way named Vaughn Road Elementary as its 2019 Champions for Change School. Students, faculty and staff at local schools came together and got creative in their fundraising for United Way, with Vaughn Road leading all the other elementary schools in the area. As a special thank you to the students, and to help celebrate this honor, the College & University Committee collaborated on a special program, including appearances from all of their school mascots!

TELETHON

with **WSFA12 News** **SEPT 17 2019**

River Region United Way

14 HR Telethon
2 HRS 16 MINS
of Promotion
\$242,013
Promo Value

\$16,339
RAISED

\$2,500 Largest Gift \$5 Smallest Gift
(\$106 Average Gift)

82 Volunteers
125 New Donors

82 Volunteer Hours
159 Total Gifts and Pledges

WEBSITE ACTIVITY
Sept. 6-22
(2019 to 2018 Comparison)

Most Notable Tweet from **Gov. Kay Ivey**

14,085 Post Reach
20,913 Post Impressions

24 Posts
1,612 Post Engagement

Shared **9 Personal Stories**
(30 sec. videos)

21,637 Page Engagement
137,847 Page Reach
552,777 Page Impressions

TELETHON WEBPAGE

- ↑46% Web Users
- ↑56% Session Growth
- ↑51% Pageview growth
- ↑223% Donate Page Visits
- ↑400% Videos Page Visits
- ↑81% Campaign Page Visits
- ↑53% Agencies Page Visits
- ↑69% Home Page Visits

#3 in pageviews

Gift from farthest away: **ALASKA**

4 Catering Sponsors
Bibb St. Pizza
Chick-Fil-A EastChase
Krispy Kreme
SUBWAY

Beverage Sponsor
Coca-Cola Bottling Company
UNITED



Students from area colleges came together, along with scores of United Way volunteers, to help raise funds through for RRUW through WSFA's Telethon.

The Tocqueville Society



of the River Region United Way

When he came to America in 1831, Alexis Charles-Henri Clerel de Tocqueville traveled extensively, including many parts of Alabama, recording his observations of life in the young nation. Perhaps his most important observation was that Americans helped each other in times of need.

Named in his honor, the Tocqueville Society of River Region United Way was formed in 1987 to foster, promote and recognize the vital importance of voluntary community service and personal giving at an exceptional level. This notable society is designed to deepen the understanding, commitment and support of RRUW, helping to create long-lasting changes by tackling our community's most critical problems.

Tocqueville Society Members

Ordre de Fraternité

Margaret and Jimmy Lowder ♣

Ordre de Liberté

John Caddell

Membres de la Société

Ginny and Eddie Adair
Mary and Sam Adams
Ann and John Albritton, Jr.
Jane and Greg Allen
Owen Aronov
Nan and Ronnie Barganier
Linda and Sandy Benkwith
Sally and Young Boozer, III
Lynda and Dave Borden
Maureen and Arthur Britton
Cathy Caddell and Charlie Warnke
Dorothy Cameron
Gail and George Clements
Julie and Lanny Crane
Katherine and Eric Crum
Elizabeth Crump
Ginny and Ben Cumbus
Catherine and Brooks Darby
Suzanne and Steve Davidson
Leah and Chris Dubberly

Beth and Joel Dubina
Nancy and Lee Ellis
Laura and Barrie Harmon, III
Camille and Inge Hill, Jr.
Joyce Hobbs ♣
Lucy and Bill Jackson
Mary and Keith Karst
Jeila and Knox Kershaw
Jane and James Klingler
Eleanor and Pee Wee Kohn
Pat and Jerry Kyser, Sr.
Gage and Mark LeQuire
Mary Lynne Levy
Carol and Jamie Loeb, Jr.
Joan B. Loeb* ♣
Laura and Mike Luckett
Lucy and Hans Luquire
Shannon and Dax Maxwell
Heather and William McConnell
Jennifer and Forrest McConnell, III
Beverly and Reese McKinney
Kathie and Mac McLeod, Jr.
Carla and Ted Meadows
Amy and Tom Methvin
Susu and Temple Millsap, III
Joan and Bill Mitchell
Pat and John Moorehouse

Tamika and Steven Reed
Emilie and Bruce Reid
Cathy and Jim Ridling
Jeanie and Bill Rue, Jr.
Carlyn and Steve Russell
Janey and Keith Sabel
Dawn and Adam Schloss
Cindy and Bob Seibels
Janet and Ned Sheffield
Beverly and Richard Stabler
Winnie and Charlie Stakely
Trey Starke, III
Brenda and Karl Stegall
Robin and Eddie Stewart
Linda and Todd Strange
Lisa and Jimmy Stubbs
Lisa and Vernon Taylor
Helen Till
Laurie Jean Weil and Tommy Wool
Lisa and Andy Weil, III
Sheila and Bobby Weil, II
Pat and Billy Williamson, Jr.
Mary Lee and John Yelverton, III

♣ *Founding Member*

* *Deceased*

Vernon & Lisa Taylor, 2019-20 Co-chairs of The Tocqueville Society



The Tocqueville Society Award 2019 Honorees Linda & Todd Strange

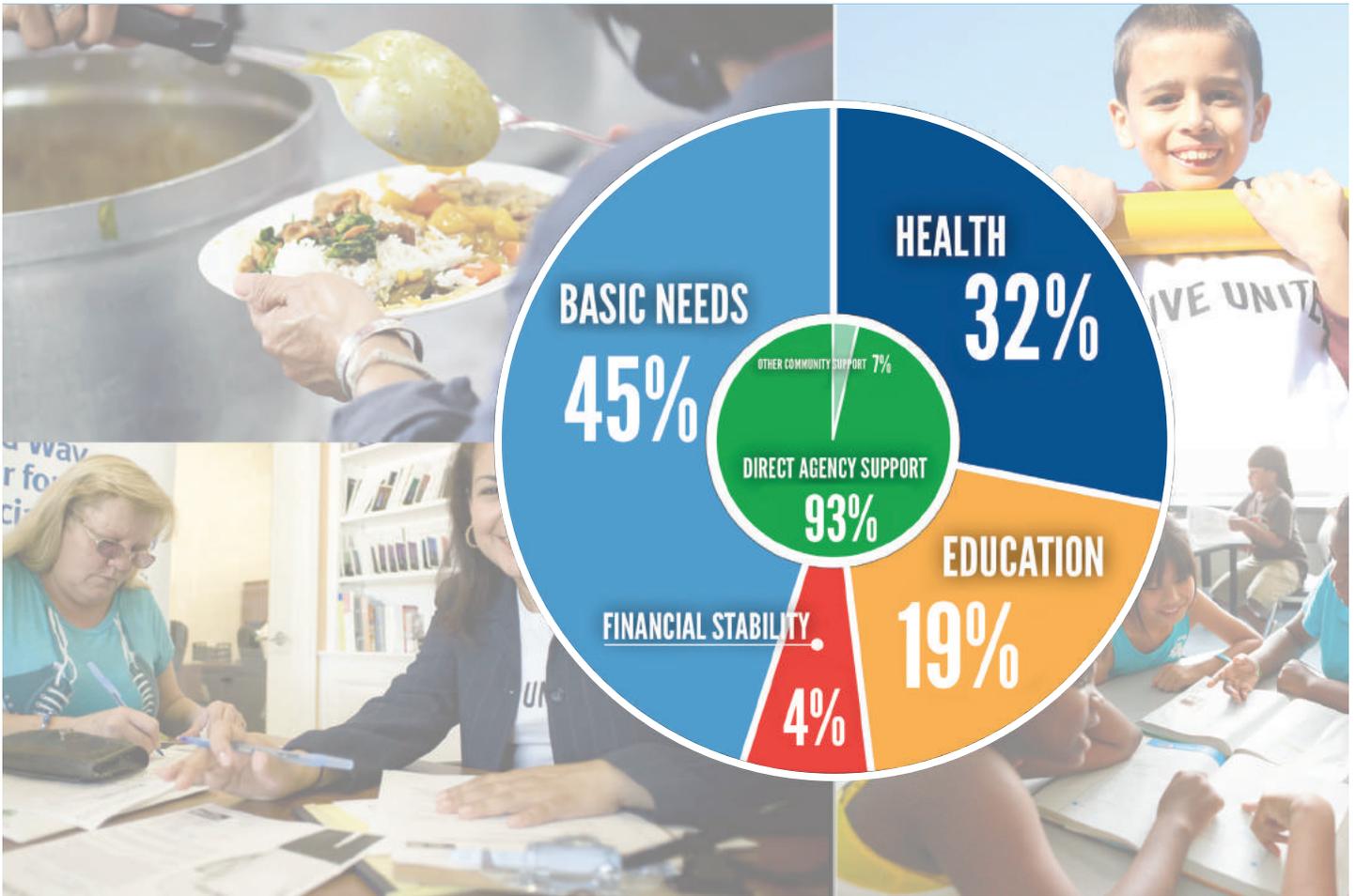
At its fall gathering, The Tocqueville Society of River Region United Way proudly recognized members Linda and Todd Strange as the 2019 Honorees for their dedication, compassion and lifetime of philanthropy to our community.

Jean & Adolph "Bucks" Weil, Jr. Award 2019 Honorees Jimmy & Margaret Lowder

Jason Goodson, 2018-19 Chair of the Board, presents Jimmy and Margaret Lowder, founding members of The Tocqueville Society, with the Jean & Adolph "Bucks" Weil, Jr. Award at the 2019 Annual Meeting.



2019 TOTAL COMMUNITY INVESTMENT




HEALTH
32% \$800,514



EDUCATION
19% \$477,512



FINANCIAL STABILITY
4% \$66,265



BASIC NEEDS
45% \$145,861

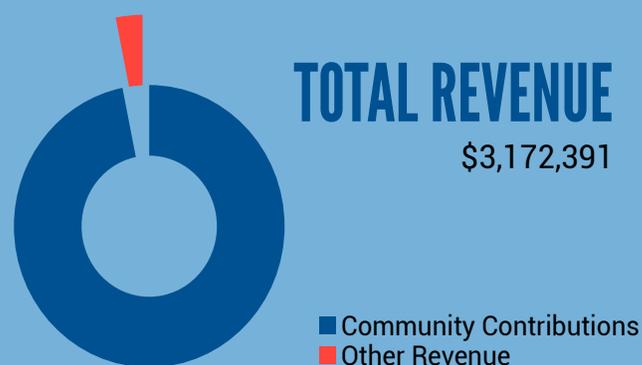
2019 FINANCIAL SUMMARY

STATEMENT OF FINANCIAL POSITION

	2019	2018
CURRENT ASSETS	\$5,816,006	\$5,787,786
OTHER ASSETS	1,915,772	1,774,036
TOTAL ASSETS	\$7,731,778	\$7,561,822
CURRENT LIABILITIES	\$2,196,225	\$2,396,832
OTHER LIABILITIES	31,882	14,500
TOTAL LIABILITIES	\$2,228,107	\$2,411,332
NET ASSETS	5,503,671	5,150,490
TOTAL LIABILITIES & NET ASSETS	\$7,731,778	\$7,561,822

TOTAL REVENUE

		2019
COMMUNITY CONTRIBUTIONS	97%	\$3,071,647
OTHER REVENUE	3%	100,744
TOTAL REVENUE		\$3,172,391



STATEMENT OF FINANCIAL POSITION

	2019	2018
NET PUBLIC SUPPORT	\$3,071,647	\$3,603,558
OTHER REVENUE	100,744	101,413
NET PUBLIC SUPPORT & OTHER REVENUE	\$3,172,391	\$3,704,971
PROGRAMS SERVICES	2,198,326	2,345,426
MANAGEMENT & GENERAL	166,935	183,051
FUNDRAISING	453,949	427,474
TOTAL PROGRAM & OTHER EXPENSES	2,819,210	2,955,951
INCREASE (DECREASE) IN NET ASSETS	\$353,181	\$749,020

TOTAL EXPENSES

		2019
PROGRAM SERVICES	78%	\$2,198,326
MANAGEMENT & GENERAL	6%	166,935
FUNDRAISING	16%	453,949
TOTAL EXPENSES		\$2,819,210



For complete audited financial statements: RRUW.org/Accountability

Impacting 130,000 Lives Every Year





Thank You To Our Top Corporate Partners

United, we fight for the health,
education, financial stability
and basic needs of every person
in the River Region.

Alfa Insurance Companies
Publix Super Markets
Hyundai Motor Manufacturing Alabama
United Parcel Service
Alabama Power
The Colonial Company
Regions Bank
International Paper
City of Montgomery
Jackson Thornton
River Bank & Trust
Montgomery Water Works & Sanitary
Sewer Board
Enterprise Holdings
Stifel Nicolaus
Caddell Construction Company
Blue Cross & Blue Shield of Alabama
ServisFirst Bank
Spire Alabama
Aldridge, Borden & Company
Warren Averett
SABIC Innovative Plastics
Beasley Allen Law Firm
ASE Credit Union
Truist (Formerly BB&T)
The Starke Agency
Raymond James Morgan Keegan
Montgomery Area Chamber of Commerce
Dixie Electric Company
Goodwyn, Mills and Cawood
Rushton Stakely
Synovus Bank
MAX Credit Union
Baptist Health
Harmon Dennis Bradshaw
Thompson Tractor Company
Morgan Stanley

This listing of our Top Corporate Partners reflects contributions pledged for the 2019 Campaign, as well as support from employees through workplace giving campaigns.

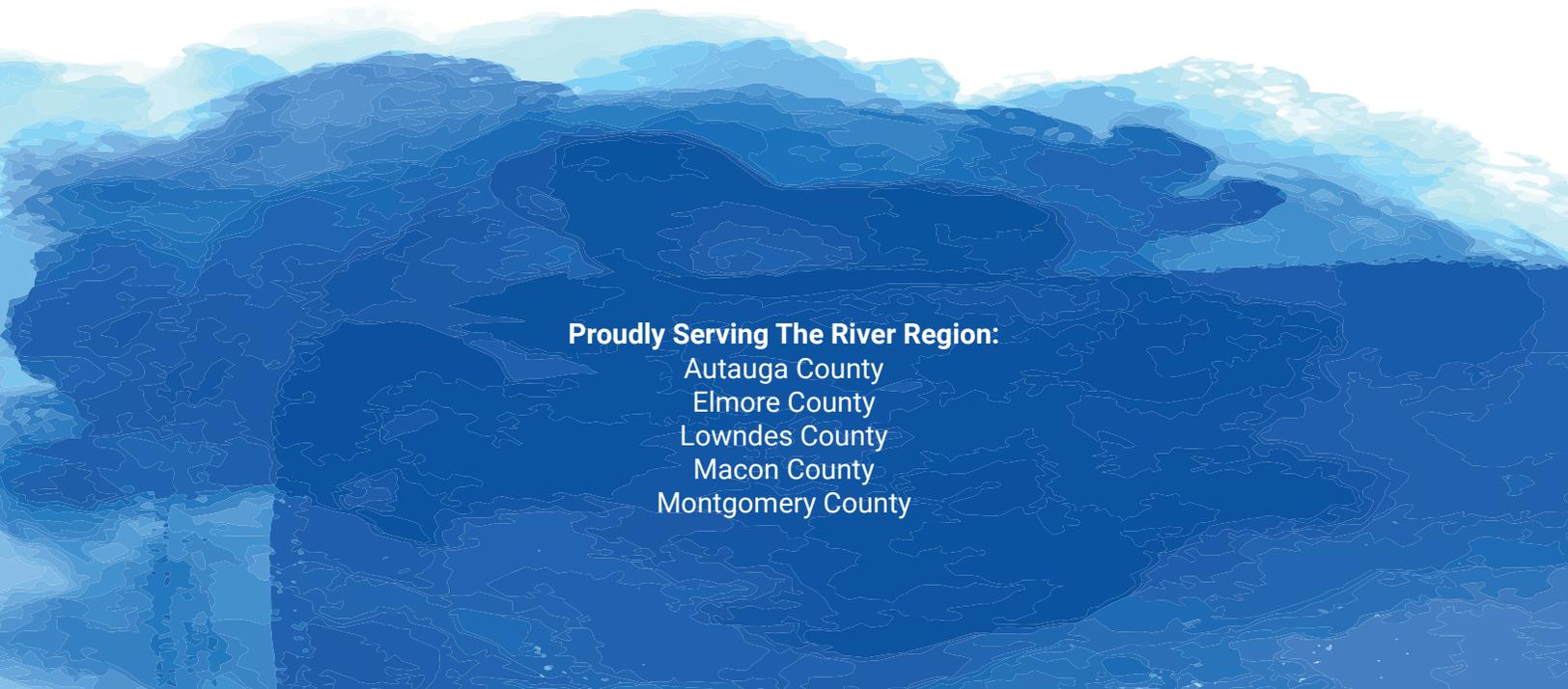


**United
Way**



River Region United Way

PO Box 868, Montgomery, AL 36101
334-264-7318 | RRUW.org



Proudly Serving The River Region:

Autauga County
Elmore County
Lowndes County
Macon County
Montgomery County