

**United  
Way**



**United Ways of Alabama**

# **ANNUAL REPORT 2023**

## **United Ways of Alabama**

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# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters of United Ways of Alabama,

2023 was a great year for Alabama's United Way network. Alabama's 22 United Ways continue to work and are committed to building better, stronger, and more equitable communities. Because change doesn't happen alone. To live better, we must LIVE UNITED.

Together, with staff and volunteers, United Ways of Alabama and Alabama's United Ways collectively work throughout Alabama to make real change in every community and improve the quality of life for every Alabamian. We carefully invested in community partners and programs that are making real change where it counts, to assist Alabamians during emergencies – everyday emergencies and during natural disasters. We do this by focusing on the real needs every Alabamian and made investments where they had the greatest impact.

United Ways of Alabama strives to be part of the solution through capacity building and statewide opportunities for local United Ways, and by being part of statewide initiatives designed to improve every community in Alabama. We continue to coordinate the Alabama State Employee Combined Charitable Campaign, coordinate 2-1-1 Connects Alabama at the State level, administer the Hyundai Motor Manufacturing Alabama and HAEA United Way Team Member campaigns, working with ADPH to assist individuals quarantining due to COVID exposure with wrap-around services, working with DHR and local partners to provide employment and training opportunities to SNAP recipients, working with ALSDOE to assist public school students who are or at risk of becoming homeless, and responding to disasters during times of crisis, and helping those who need health insurance navigate the marketplace.

I feel blessed by the great team of professionals and volunteers I am so fortunate to work with every day. I have an exceptional staff and an outstanding board of directors. We all care so much about Alabama and the work we do together to make Alabama a better place for us all.

In 2024, we will continue to work hard each day to meet and enhance the needs of every Alabamian. We cannot do it alone and ask everyone to join us to make real change and to have a real impact. I am so grateful to be a part of this movement. I would like to thank everyone who works with us to make real change happen.

Sincerely,



Becky W. Booker  
Executive Director

# FINANCIAL SUMMARY

## 2023 Revenue Sources

Disaster	<b>\$193,280.29</b>	<b>5.64%</b>
Donations	\$12,820.72	0.37%
Federal Contracts	\$903,096.25	26.34%
Fees	\$6,286.45	0.18%
Grants	\$5,100.01	0.15%
Investment income	\$32,657.01	0.95%
State Combined Campaign	\$99,208.66	2.89%
State Contracts	\$1,994,716.29	58.17%
United Way	\$182,084.50	5.31%
<b>Total Revenues</b>	<b>\$3,429,250.18</b>	

## 2023 Expenses

211 Connects Alabama	<b>\$164,144.00</b>	<b>5.13%</b>
Admin and General	\$32,436.07	1.01%
Disaster	\$181,402.16	5.67%
Federal Contracts	\$822,078.01	25.71%
Hyundai Campaign	\$4,364.66	0.14%
State Combined Campaign	\$99,208.66	3.10%
State Contracts	\$1,893,365.92	59.22%
<b>Total Expenses</b>	<b>\$3,196,999.48</b>	

The 2023 Financial Highlights are not audited. A complete copy of the audited financial statements for the year ending December 2022 are available for review at: [www.unitedwaysofalabama.org](http://www.unitedwaysofalabama.org). The 2022 audit was presented to the UWAL Board of Directors at the November 2023 meeting.

## INDEPENDENT AUDITOR'S REPORT

### Auditor's Report and IRS 990

- The 2022 United Ways of Alabama Audit and the 2022 IRS 990 can be found at the United Ways of Alabama website at <http://www.unitedwaysofalabama.org/documents/>

# NOTES TO FINANCIAL SUMMARY

UWAL is dedicated to providing as much information to our donors and the community as possible. We have a responsibility to our donors, partners, and the community itself to ensure we operate efficiently, and the dollars entrusted to us are invested in ways that will produce results for the community.

We believe that transparency is critical in achieving our mission and success. We are an independent 501(c)(3) organization. We are a member of United Way Worldwide and annually complete certification of strict membership requirements that include:

- Tax-Exempt status under Section 501(c)(3) of the Internal Revenue Code as well as corresponding provisions of other applicable state, local or foreign laws or regulations.
- Governance by an active, responsible, and local voluntary governing board that ensures effective governance over the policies and financial resources of the organization.
- A Code of Ethics has been developed and adopted for all volunteers and staff that includes provisions for ethical management, publicity, fundraising practices and full and fair disclosure.
- Diversity and Inclusion policies/statements/practices have been adopted to ensure volunteers and staff broadly reflect the diversity of our service area.
- Financial Accountability as demonstrated through an annual financial audit conducted by an independent certified public accountant whose examination complies with generally accepted auditing standards and GAAP.
- Public Reporting and Disclosure each year by annually filing the IRS Form 990 in a timely manner and providing the IRS Form 990 on our website, at our office, or upon request.
- Legal compliance with all applicable local, state and federal operating and reporting requirements (e.g., nondiscrimination, Sarbanes-Oxley Act, USA Patriot Act).



**United Way**  
*2023 Membership  
Requirements*  
**Completed**

Platinum  
Transparency  
2023

**Candid.**

# 2023 BOARD OF DIRECTORS AND STAFF

**Jeff Cothran**  
**President**  
 United Way of Selma & Dallas Co.,  
 Selma

**Carrie Thomas**  
**Secretary**  
 United Way of Marshall County,  
 Guntersville

Courtney Layfield  
 Lake Martin Area United Way,  
 Alexander City

Drew Langloh  
 United Way of Central Alabama,  
 Birmingham

Walter Hill  
 Wiregrass United Way,  
 Dothan

Justine Bixler  
 United Way of Southwest Alabama,  
 Mobile

Kathy Thrasher  
 United Way of Lawrence County,  
 Moulton

**Shannon Jenkins**  
**Vice President**  
 United Way of East Central  
 Alabama, Anniston

**Marina Simpson**  
**Past President**  
 United Way of Baldwin County,  
 Foley

Kaye McFarlen  
 United Way of Athens &  
 Limestone Co., Athens

Stephanie Childers  
 United Way of Cullman County,  
 Cullman

Molli Gipson  
 United Way of Etowah County,  
 Gadsden

Ricky Powell  
 United Way of Monroe County,  
 Monroeville

Valerie Barrage  
 United Way of North Talladega,  
 Talladega

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**Treasurer**  
 United Way of Northwest  
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 United Way of Morgan County,  
 Decatur

Daniel Kasambira  
 United Way of Madison County,  
 Huntsville

Jannah Bailey  
 River Region United Way,  
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Jackie Wuska  
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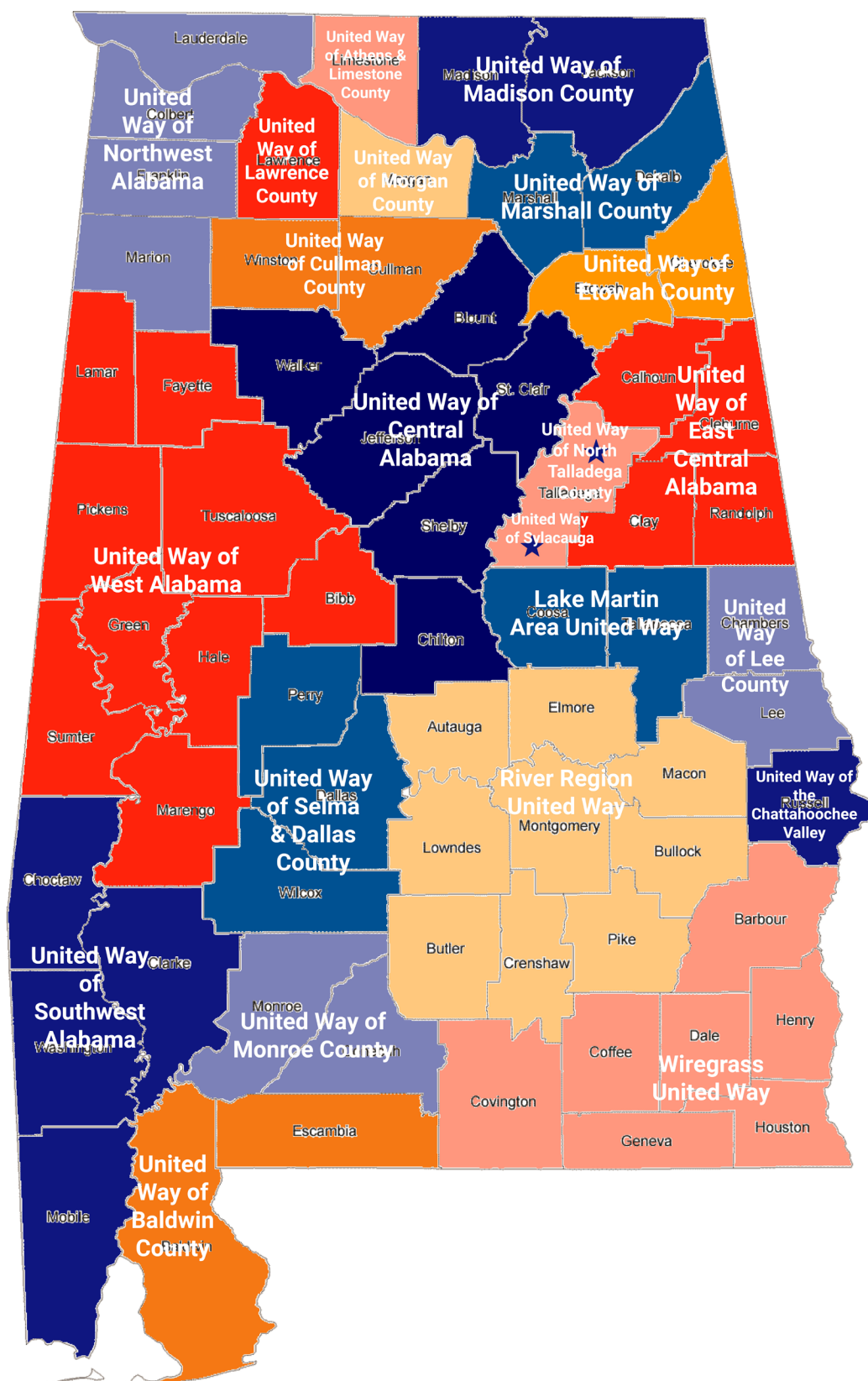
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# ALABAMA'S UNITED WAYS



# STATE COMBINED CAMPAIGN

The 2023 Alabama State Employee Combined Charitable Campaign, or State Combined Campaign, kicked off in late August. 2023 marked the 30<sup>th</sup> anniversary of the campaign. Jean Brown, Commissioner of the Alabama Department of Senior Services, once again chaired the Campaign. This year's kickoff was in person and well attended by both charities and state employees. Governor Ivey recorded an inspiring video message to play in her absence. Overall, it was a very good year for the Campaign.

Campaign highlights include:

- \$866,531 contributed.
- 110% of goal.
- 7,767 contributions.
- 23.6% participated.
- Fifty-three percent (53%) of state employees contributing to the campaign did so through payroll deduction, which also accounted for seventy-seven percent (77%) of the total dollars contributed.
- 61 organizations exceeded goal.
- State Employees have contributed nearly \$22 Million to SCC charities since the campaign's inception in 1993.

There were more than 250 coordinators and keyworkers responsible for this year's success.

Thirty-three percent (33%) of funds contributed, or \$290,333 came from three (3) state departments: Department of Human Resources (\$127,973), Department of Corrections (\$85,608), and the Department of Revenue (\$76,742). Thirty-eight percent (38%) of campaign contributors were employees of these three state departments.





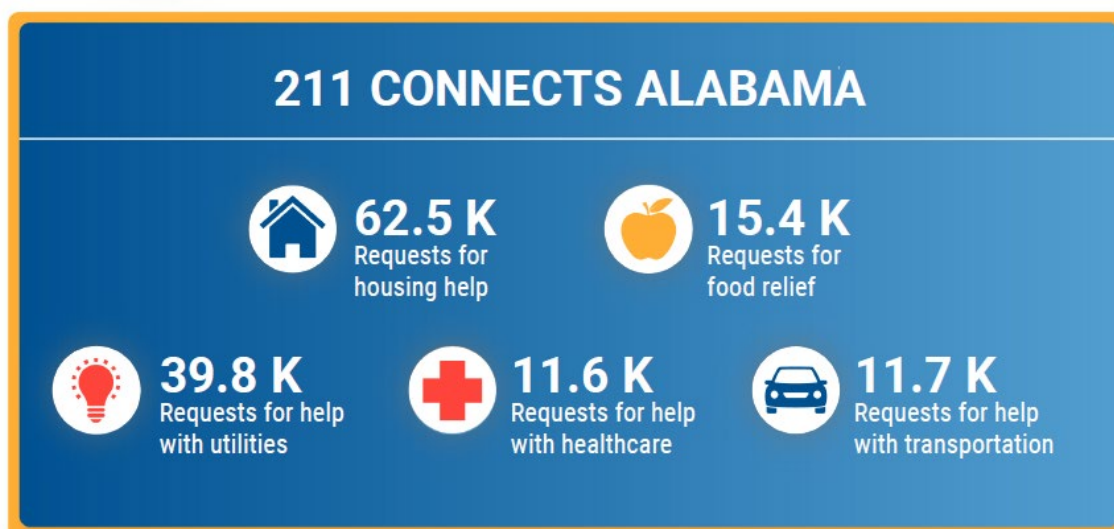
# 2•1•1 CONNECTS ALABAMA



2•1•1 Connects Alabama is a statewide network of regional call centers whose mission is to provide easy access to health and human services available throughout Alabama. The 2•1•1 network continues to increase capacity and foster partnerships across the state. By making services easier to find, our 2•1•1 network strives to empower individuals with the information they need to “Get Help or Give Help” in their local communities. We serve individuals from all walks of life, but more importantly, we serve vulnerable populations such as the indigent or elderly, veterans, and families with small children who often slip through the cracks.

In 2023, 2•1•1 Call Specialists answered nearly 160,000 calls, texts, and chats. These contacts represent 180,924 needs or problems partnered with solutions within our communities. Specialists made 62,478 for housing, 39,768 referrals for utilities assistance, 15,422 for food and meals, 11,563 for health care, 11,704 for transportation, and 10,880 for individual, family, and community support (job training, money management, childcare, and parenting resources, etc.). The 2•1•1 website, [www.211connectsalabama.org](http://www.211connectsalabama.org), had more than 138,000 unique visitors and over 500,000 searches and resource views during 2023.

**2-1-1 Counts** is the first tool to provide real-time, searchable, and visual presentations of data from Alabama’s 2-1-1 call. You will find a snapshot of community-specific needs displayed by ZIP code, area, or call center as recently as yesterday, enabling you to easily check trends, make comparisons and share information. To learn more about needs in your community, visit <https://al.211counts.org>.



## A-RESET

The ability of Alabama's economy to grow is dependent on having a well-educated workforce that is ready for new industry that creates jobs in Alabama. UWAL, local United Ways, United Way partner organizations, and the 2•1•1

Connects Alabama network have partnered with the Alabama Department of Human Resources to assist "work-eligible" SNAP recipients with employment and training services through the ARESET (Alabama Resources for Enrichment, Self-Sufficiency, And Employability Training) program. The program is designed to help low-income Alabamians obtain the skills needed to get a job or get a better job. 211 Connects Alabama network screened 70,947 clients for eligibility in 2023.



The purpose of A-RESET is to enable Food Stamp recipients to become more self-sufficient through participation in a wide variety of work experience/readiness activities. All program participants must be recipients of SNAP benefits and who would like to either become employed or find better employment.

### UWAL Partners

- A Cut Above the Rest Training Facility (CARTF)
- Aid to Inmate Mothers (AIM)
- Alabama Goodwill Industries (AGI)
- Alabama Goodwill Industries of Central AL (GICA)
- Build Up
- Crisis Center, Inc. (CCI)
- Goodwill Gulf Coast (GGC)
- HandsOn River Region (HONRR)
- Hope Inspired Ministries (HIM)
- Jimmie Hale Mission (JHM)
- Lifelines Counseling Services, Inc. (LLC)
- Salvation Army of Birmingham (SAB)
- That's My Child (TMC)
- United Way of Central Alabama (UWCA)
- United Way of Etowah County (UWEC)
- United Way of Northwest Alabama (UWNWA)
- United Way of West Alabama (UWWA)
- Wiregrass 211
- Wiregrass Rehabilitation Center (WRC Jobs)

provide services including: • Work Experience • On-the-job Training (OJT) • Supervised Job Search • Pre-Apprenticeship/ Apprenticeship • Internship or Work Experience • Educational Programs • Allowable Educational Programs • Ready to Work (RTW) • Manufacturing Skills and Standards Council (MSSC) • Training Initiative • Career/Technical Education Programs or Other Vocational Training • English Language Acquisition • Integrated Education and Training (IET)/Bridge Programs • Work Readiness Training • Self-Employment Training • WIOA (Workforce Innovation and Opportunity Act) • Job Search Training • Job Retention.

# DISASTER RECOVERY AND RESPONSE

United Ways of Alabama continues to respond to disasters and help those impacted recover. UWAL is a long-time member of ALVOAD (Alabama Voluntary Organizations Active in Disaster). UWAL is the fiscal agent and serves on the Steering Committee for the Governor's Emergency Relief Fund (GERF). UWAL is also the fiscal agent for sports great Bo Jackson's Bo Bikes Bama, which is held in April as a tribute to those who lost their lives in the April 2011 tornados and has raised more than \$3M for response, recovery, and mitigation. A representative from United Way or the 2•1•1 Connects Alabama network also reports to the Alabama Emergency Management Agency Emergency Operations Center when activated. 2•1•1 is the state's designated number to call for non-emergency needs before, during and after a disaster. The 2•1•1 network answered 2,599 disaster calls in 2023.

## COVID WRAP-AROUND

UWAL, local United Ways, 2•1•1 Centers, and local United Way partners continued its partnership with the Alabama Department of Public Health with the COVID-19 Wrap-around services initiative in 2023. This program is designed to provide individuals needing to quarantine to prevent the spread of the disease vital wraparound services such as food, cleaning, and person care items. This program also allows for transportation to and from testing and vaccination sites. The Alabama 211 network screened nearly 100,000 clients for eligibility in 2023. UWAL, United Ways, and United Way partner agencies provided services to more than 1,400 families in 2023 through this program. Services included hoteling, food/groceries delivered, cleaning supplies, and personal items which allowed individuals to quarantine for at least 5 days, helping to stop the spread of COVID. The program also helped remove any barriers for individuals who needed testing or a vaccine.



## Healthcare Navigation

UWAL, HandsOn River Region, Lifelines Mobile, and the United Way of Northwest Alabama have partnered with AIDS Alabama to help consumers, small businesses, and their employees as they look for health coverage options through the Marketplace, including completing eligibility and enrollment forms. The 2-1-1 Connects Alabama network screened 84,654 callers to identify those who needed health coverage. Our navigators helped 16,604 Alabamians unfamiliar with the ins and outs of the healthcare system, helped 328 to get the best care and coverage, and did outreach at 131 events.

## Homeless Children and Youth

The 2-1-1 Connects Alabama network has partnered with the Alabama State Department of Education to identify public school students who are at risk of or are homeless. The 211Connects Alabama network screened more than 70,000 clients to ensure that any student in the public school system has the tools they need to success in school.



This program connects homeless students or students at-risk of becoming homeless with community resources and a Local Education Liaison at the local school system to advocate on behalf of the student. Children or unaccompanied youths that live in any of the following situations: In a shelter • In a motel or campground due to the lack of an alternative adequate accommodation • In a car, park, abandoned building, or bus or train station • Doubled up with other people due to loss of housing or economic hardship.

Eligible children and you have the right to:

- Receive a free, appropriate public education.
- Enroll in school immediately, even if lacking documents normally required for enrollment.
- Enroll in school and attend classes while the school gathers needed documents.
- Enroll in the local school; or continue attending their school of origin.
- (the school they attended when permanently housed or the school in which they were last enrolled) if that is your preference and is feasible.
- Transportation to and from the school of origin if you requested.
- Receive educational services comparable to those provided to other students, according to the needs of the child or youth.



## HYUNDAI MOTOR MANUFACTURING ALABAMA



2023 marked the 20<sup>th</sup> consecutive year that Hyundai Motor Manufacturing Alabama (HMMA) and its approximately 4,000 Team Members demonstrated their generosity and compassion for their communities by contributing more than \$364,000 to United Ways and local charities across South Central Alabama. Team Members pledged more than \$294,500 in support. Team Members give not only dollars – they give time, sharing their talents with local charities across the River Region.

Each year, HMMA team members pledge their support to the United Way and Hyundai makes a generous corporate donation. In total, since HMMA's first United Way campaign in 2004, Team Members and the corporation together have pledged nearly \$6 million to local charities. United Ways of Alabama is proud to be HMMA's chosen partner and looks forward to another outstanding campaign in 2024!



## HYUNDAI AUTOEVER AMERICA



Hyundai AutoEver America (HAEA) team members demonstrated their support again this year pledging nearly \$1,000 to United Ways of Alabama. This is HAEA's 10<sup>th</sup> United Way campaign.

# NEED HELP?

CONTACT 2-1-1

*Your link to community resources*

**CALL** Dial 2-1-1 or 888-421-1266

**TEXT** Text zip code to 898-211

**CHAT** Visit [211connectsalabama.org](http://211connectsalabama.org)

Child & Family Services • Food Assistance  
• Utilities & Housing Services • Education &  
Training Services • Health & Mental Health  
Services • Disaster Relief & Recovery



Where can I find affordable housing?

Where do I go during a disaster?

What senior services are available in my area?

Are there after-school programs in my area?

Where can I get help with food for my family?

How do I get connected to services for veterans?

Where can I find affordable housing?

I need help with medical bills and prescriptions...



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