

2018-2019 ANNUAL REPORT



**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED



United Way of
Washington County, TN

A YEAR IN REVIEW



Kristan Ginnings,
President and CEO

I feel extremely fortunate to live and work in Washington County, TN. Why? Because the residents of our community consistently dedicate their time, expertise and financial support to those who need it the most. This philanthropic spirit cannot be found just anywhere. I understand that this is something organizations like United Way of Washington County, TN must treasure and also harness. When we unite our efforts toward common goals, we can help thousands of people grow and thrive.

In 2018 we made monumental steps towards focusing our efforts on collective community impact. We changed our funding model to a program-based model so we can better gauge our impact with specific data and outcomes. We added five new agency programs to further expand the impact we are making in the community and make sure we are adequately investing in our three pillars: Health, Education and Financial Stability. This year we also implemented our first United Way program called Vello, a virtual volunteer reading program aimed to improve third grade reading proficiency. Also, in an effort to empower leaders in our community we launched a Women's Leadership Society and an Emerging Leaders Society.

I would like to thank our board of directors for their dedicated service and guidance as we transition our organization to do even greater things in our community. I would also like to thank our campaign chair, Gary McAllister, for his hard work and leadership in chairing our 2018 United Way Campaign.

Thank you to the United Way Staff for everything you do every day. Thank you to our partner agencies for everything you do to help the residents in our community. Finally, thank you to our volunteers and our donors, without you we would not be able to make the impact we are able to make in Washington County, TN.

As I reflect on the past year, I'm optimistic about the changes we have made at United Way to help make a greater impact in our community, but there is still more work to be done.

United Way is leading the movement to make sure everyone has the building blocks for a good life: Health, Education and Financial Stability. For a building to be stable, it needs a solid foundation. The same is true for our community. Our efforts are now focused on providing the foundation for lasting, positive impact that improves lives and strengthens the future of our community.

When we all work together, when we truly LIVE UNITED, there's nothing we can't accomplish.

OUR MISSION... IMPROVING PEOPLE'S LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY.

United Way brings communities together to focus on the most important human needs-building partnerships, forging consensus and leveraging resources to make a measurable difference. Focus areas are identified at the local level and vary from community to community.

**United Way fights for the
HEALTH, EDUCATION &
FINANCIAL STABILITY
of every person in our community.**

Staff Members (As pictured)

Karen Lauderdale – Community Impact Coordinator
Mitzi Malone – Finance Director
Kristan Ginnings – President & CEO
Carly Tucker – Intern Office Assistant
Moricina Fain – Executive Assistant





Chairman of the Board
Rick Van Hoever

Changing Lives!

Another year has come and gone and once again our community has demonstrated its care and concern for those in our region that need a special touch in a time of need. Where would our community be without our United Way agency programs? That's a question we don't like to think about and that is why so many of us volunteer our time and leadership to invest and serve the United Way and our partner agencies. I am honored and very grateful for the opportunity to serve as Chairman of the Board this past year. I want to thank the board members who served with me this year for your dedication and faithful service.

Our Campaign Chair, Gary McAllister and his campaign team helped remind us how important it is to continue *Changing Lives and Making a Difference in "Our" Community*. Thank you Gary for your leadership and your passion to serve others.

Finally, I want to thank Kristan and our entire United Way staff for your support and the tireless commitment you give every day to serve our community and our agencies. Let us all continue to change lives, and may God bless each of you.

2018-2019 Board of Directors

- Trish Baise
- Dr. Debra Bentley – *Allocations Chair*
- Ben Berry
- John Bradley
- Yvette Bryan
- Dr. Daryl Carter
- Shannon Castillo
- Zac Clark
- Stephen Darden - *Attorney*
- Margaret Davis
- Donna Depew
- Jeff Derby
- Stephen Dixon - *Treasurer*
- Mark Eades
- Matt Evans
- Mark Finucane
- Tammy Gorzka
- Kim Holley – *Immediate Past Chair*
- Dr. Keith Johnson – *Chair Elect*
- Jeff Keller
- Dr. B. J. King
- Kenny Lawrence
- Gary Mabrey
- Gary McAllister – *Campaign Chair*
- Paul Montgomery
- Judy Moss
- Melissa Steagall-Jones – *Chief Financial Officer*
- Rick Van Hoever – *Board Chair*

Kristan Ginnings
President & CEO

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

vello



Open a world of possible, one kid at a time

Tutoring for the 21st century.

Ready, set, read!

Vello is the innovative, 1:1 tutoring program from United Way that matches tutor teams with local classrooms for guided reading support. Vello mobilizes passionate professionals to tutor students in reading through a safe and secure digital setting. Together, students and tutors read e-books using super simple screen sharing and audio.



Women's Leadership Society



New in 2018, over 150 area women professionals representing a wide variety of businesses and industries gather for quarterly networking sessions featuring a guest speaker. Professional development, philanthropy and community service opportunities are highlighted, creating social but impactful events.

Emerging Leaders Society

Beginning in early 2019, this group of young professionals in our area will host monthly events that include social gatherings at area establishments, service projects in our community and fundraising activities to support our United Way. By establishing new connections with one another, area businesses, and agencies early in their careers participants are helping change lives and make a difference in our community.



26th ANNUAL WEEK OF CARING

June 18 – 22, 2018

Week of Caring is an annual week long event dedicated to Volunteerism. It coincides with the National Volunteer Week. The amazing corporate partners and individual supporters from the community donate hundreds of hours to complete service projects with local non-profits.

Projects were completed by:

Blackburn, Childers & Steagall
First Covenant Trust & Advisors
The Mall at Johnson City

Eastman
General Shale
Nuclear Fuel Services

Week of Caring Sponsor:

Bank of Tennessee





Campaign Chair
Gary McAllister

Changing Lives and Making a Difference in “Our” Community

When people ask me, what does the United Way do in Washington County, my first response is always the same. The United Way Changes Lives and Makes a Difference in “Our” Community. I always emphasize the word “Our”, because the United Way is truly a community effort. While supporting over twenty different agencies, almost everyone in our county is touched or knows someone who has used one of these amazing organizations.

This past year I had a lot of great experiences. But I was most impressed by the passion and dedication of the Staff and Volunteers of all our agencies. The care and love they show for their clients and the people they serve is truly amazing.

Being Campaign Chair this year was an honor and a privilege. I could not have done it without your help and support. I cannot say Thank You enough. Because of each one of you, we have and will continue to change lives and make a difference in our community. A community that is a better place to live because of all of you!



2018 Leadership Giving Print
Artist: Freddy L. Young (FLY)

2018 Campaign Team



Campaign Chair
Gary McAllister

Vice Campaign Chair
Jenn Owen

Leadership Giving Co-Chairs
Jeff & Jennifer Keller



Division Leader
Kenny Lawrence

Division Leader
Yvette Bryan

Automotive
Adrienne Bays

Financial
Jennifer Beard
Ebony Daniels
Matt Osborne
Kelly Price
Clem Wilkes

Food Services
Eddie Brookshire

Medical A
Nichole Huff
Carla Peterson
Brooke Story

Medical B
Kathleen Petretta



Division Leader
Melissa Steagall-Jones

Division Leader
Eric Horvath

Industrial
Mark Eades
Mike Stovall

Contractors
Zac Clark

Professional
Stephen Darden
Stephen Dixon
Tricia Nguyen

Services A
Chris Rountree

Public
Dr. B. J. King

Services B
Jessica Mottern



TOP 20 WORKPLACE GIVING



Citi
Eastman
Ballad Health
BrightRidge
AT&T
City of Johnson City
First Tennessee Bank
East Tennessee State University
KATZ Americas
Blackburn, Childers & Steagall, PLC

SunTrust Bank
Bank of Tennessee
Kennametal
Wallace Imports
Atmos Energy
Enterprise Rent-A-Car
Johnson City Bedding
Regions Bank
Nuclear Fuel Services
Frontier Health

TOP 10 INDIVIDUALS

Jeff & Jennifer Keller
James H. Cooper
Cregg & Judy Moss
Preston McKee and Shuly Cawood
Mr. & Mrs. Mitch Cox
Charles E. Parker

Steven E. Weaver
Marvin Eichorn
James L. Harlan, II
Clarinda Jeanes-Roe
Mr. & Mrs. Gordon Bolton
Philip Cox

12th Annual

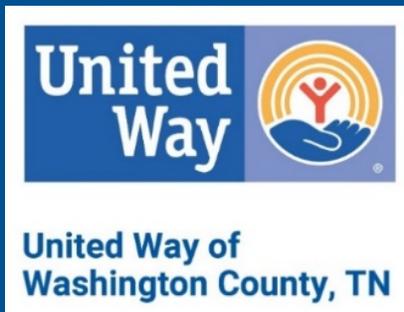
FOOD CITY &



CELEBRITY BAGGING EVENT

Nov. 20, 2018





Statement of Financial Position

March 31, 2018

ASSETS

Cash Assets	
Cash	641,888
Restricted Cash	73,593
Unconditional Promises to Give, Net	873,161
Other Receivables	-
Prepaid Expenses	2,482
Total Current Assets	\$1,591,124
Property and Equipment	105,411
Less Accumulated Depreciation	(105,276)
Total Property and Equipment	135
Total Assets	\$1,591,259

LIABILITIES & NET ASSETS

Liabilities:	
Allocations to Agencies	1,097,370
Designations Payable	120,945
Accrued Compensation	14,235
Total Current Liabilities	\$1,232,550
Noncurrent Liabilities:	
Accrued Compensation	8,612
Total Liabilities:	\$1,232,550
Net Assets:	
Unrestricted	233,989
Temporarily Restricted	116,108
Total Net Assets	\$350,097

TOTAL LIABILITIES AND NET ASSETS	\$1,591,259
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ALLOCATIONS COMMITTEE



Allocations Co-Chairs: Dr. Debra Bentley & Matt Evans
President & CEO: Jerome Julian

Jennifer Beard
 Amanda Bennett
 Dr. Debra Bentley
 Angelitti Bradley
 John Bradley
 Dr. Steven Campbell
 Shannon Castillo
 Dr. Jerold Cordell

Judy Cordell
 Donna Depew
 Stephen Dixon
 Matt Evans
 Linda Flynn
 Kristan Ginnings
 Birgit Goldfarb
 Tammy Gorzka

Sarah Harold
 Carshonda Harris
 Sabra P. Hayden
 Amanda Hudson
 Dr. Keith Johnson
 Jim Lauderdale
 Joshua McFall
 Harvey Mitchell

Matt Overby
 Erica Pearson
 Mark Sanders
 Dr. Josh Simmons
 Brooke Story
 Ashley Taylor
 Brenda Whitson
 Jeremy Wright

2018-2019 Partner Agency Allocations

Agencies	2017-2018	2018-2019
Adult Day Services	42,000.00	42,000.00
American Red Cross of Northeast Tennessee	83,000.00	83,000.00
The Arc of Washington County	47,000.00	48,000.00
Boys & Girls Club of Johnson City / Washington County	148,000.00	155,000.00
Coalition For Kids	127,000.00	131,000.00
Contact 211 of Northeast Tennessee	28,000.00	30,000.00
Family Promise of Greater Johnson City	30,000.00	31,000.00
Frontier Health	20,000.00	20,000.00
Girl Scout Council of the Southern Appalachians	48,000.00	46,000.00
Girls Inc. of Johnson City / Washington County	115,000.00	124,000.00
Johnson City Schools Shoe Fund	12,100.00	12,100.00
Keystone Dental Care	42,000.00	41,000.00
Personal Support Services	20,000.00	20,000.00
The Salvation Army of Johnson City	225,000.00	227,000.00
Sequoyah Council Boy Scouts of America	45,000.00	42,000.00
Washington County Schools Shoe & Clothing Fund	13,900.00	13,900.00
Total Allocations	\$1,046,000.00	\$1,066,000.00

2018 PARTNER AGENCY PROGRAMS

HEALTH

Adult Day Services

A program which supplies daily supervised care and activities for physically, mentally or emotionally challenged adults or those who are frail due to age.

Contact 211 of NE/TN

Information and Referral Helpline – Take incoming calls from individuals in need of information on community resource contacts.

Crisis Helpline – Take incoming crisis calls; assess the situation and take action where emergency intervention is needed. Provide a voice for the lonely and others in need.

Reassurance Program - At the least, a daily call to elderly, handicapped or mentally fragile area residents to check on their well-being or to remind them to take their medications or treatments.

Frontier Health

Greenwood Challenge – This program is an outdoor learning experience that teaches mental and physical problem solving skills. The learned skills assist individuals in working through conflicts with peers and in group situations

Adventure Program – This is an intensive outpatient program for adolescents 13-18 who need help with substance abuse or other psychiatric issues.

Child Abuse Prevention Program – Basic parenting education is available as seminars, workshops and support groups to assist parents to be successful and to prevent abuse or neglect. 8-week parenting classes are also available. Any parent may attend by requesting the service. It is specifically designed for parents of small children.

Keystone Dental Care

Keystone Dental Care's mission is to provide relief of dental pain and infection, eliminate active disease, stabilize oral health and to provide oral health education. KDC serves adults over 19 years of age who are at 200% federal poverty guidelines without dental insurance. The clinic uses a sliding scale fee based on income.

Personal Support Services

Promotes self-sufficiency and prevents institutional placement by providing cost effective in-home support for individuals in threat of harm due to abuse, exploitation, or neglect.



Adult Day Services



2018 PARTNER AGENCY PROGRAMS

EDUCATION

The Arc of Washington County

Respite Centers – Strengthens individuals with disabilities and their families by providing services that allow the parent/caregiver a “break” while providing enriching experiences for the individual.

Boys & Girls Club of JC/WC

Year round center-based programming during non-school hours for youth ages three to eighteen in the core areas of character & leadership development; education and career development; health and life skills; the arts; and sports, fitness, and recreation all which help develop our youth to become better community citizens.

Coalition For Kids

Awesome Kids Club After-School Tutoring & Mentoring Program - The *Awesome Kids Club* (AKC) After School Tutoring & Mentoring Program is designed to help children at-risk build a solid educational foundation. They have two off-site locations, Mountain View Elementary and South Side Elementary. The AKC program runs in the 3:00-5:30pm timeframe each school day where our children are provided a nutritious snack and a safe, enriching atmosphere to spend their after-school hours. The program strives to provide a place where children are served in a consistent and positive environment which promotes learning and healthy interaction.

Coalition For Kids

Kids In Action Evening Program - The *Kids In Action* (KIA) Evening Program works in conjunction with our AKC after-school program. This program is open to children from our AKC programs and is conducted five nights a week at our main facility. Transportation is provided from AKC sites Mountain View and South Side to Kid City. Each evening opens with a family-style hot meal prepared on site by our Food Service Coordinator and then, depending on the day of the week, our Coalition Kids can be found enjoying a wide variety of activities such as horseback riding, sports clinics, Boy Scouts, youth groups, learning centers as well as small group projects. The evening program concludes at 8 pm when children are transported home. KIA seeks to provide enrichment activities many of our children would not have the opportunity to participate in due to their current socioeconomic situation.



Boys
&
Girls
Club

Coalition For Kids

Community Kids Activities Club Summer Program - Coalition For Kids does not stop reaching our children when school lets out in May. The *Community Kids Activities Club* (CKAC) kicks off a summer calendar packed with exciting activities. Throughout the summer, children arrive at Kid City for a day beginning at 7:30 am and lasting until 5:30 pm. The action-packed days include trips to the pool, Vacation Bible School, summer camp opportunities, community service projects, career concept field trips as well as large group field trips within and beyond our community. Our children are offered a wide variety of activities specifically designed to instill confidence, foster leadership, strengthen character and cultivate a passion for knowing God and walking with Him.

Girl Scout Council of the Southern Appalachians

Builds girls of courage, confidence, and character who make the world a better place. Girls gain skills in STEM, outdoors, life skills, entrepreneurship, and more through the Girl Scout Leadership Experience.

Girls Inc. of JC/WC

This center-based program provides a safe, supportive and supervised environment during non-school hours offering intentional programs and services that promote academic, personal, social and recreational development.

Sequoyah Council Boy Scouts of America

It is the mission of the Boy Scouts of America to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. **Cub Scouting** is for children ages 5-10 years or Kindergarten through 5th grade. **Boy Scouting** is for boys ages 11-17 or 6th grade through High School. **Venturing** is for young men and women ages 14-20 (or 13 years old and have completed the eighth grade) through age 20. **Learning for Life** is a non-traditional subsidiary that provides in-school and career education to students (boys and girls) in grades K-12. **The Exploring Program** strives to provide a hands on experience to allow young men and women ages 14-20 to explore various career disciplines.



2018 PARTNER AGENCY PROGRAMS

FINANCIAL STABILITY

American Red Cross of NE/TN

Community Resilience – Delivers prevention preparedness, and education services to individuals and the community with a goal of lessening the impact of emergencies.

Emergency Services (Disaster Response and Service to Armed Forces) – Assist those affected by disaster. Coordinate with the community to prevent, prepare for and respond to disasters. Provide emergency communications as well as other assistance and support for Military families.

Family Promise of Greater Johnson City

Provides food, shelter and services to homeless families. They structure goals and match services to meet specific needs of each family in order to create stability and independence.

The Salvation Army of Johnson City

Feeding Program – Providing meals and food supplies to individuals in the community.

Emergency Assistance & Social Services – Physical, social and financial assistance for individuals in the community. Material items include clothes, household items, furniture, etc. Financial needs include money for bills and financial counseling with the goal for the individual's self-sufficiency.

Emergency Shelter – Provides emergency shelter to men, women and children in a safe, nurturing and caring environment.

Community Center Programs – Provides programs for fellowship, learning, and character building for children, adults, and senior citizens through these programs and summer camps.



The Salvation Army of JC



THE HEISSE JOHNSON HAND UP FUND, IS A PROGRAM TO UNDERWRITE AT LEAST A PORTION OF THE UTILITY BILLS FOR DESERVING FAMILIES AND INDIVIDUALS THAT MIGHT OTHERWISE FACE THE LOSS OF SERVICE IN THEIR HOMES BECAUSE OF INSUFFICIENT MEANS.



In 1989, through the vision of the Rev. Dr. Heisse Johnson, the Hand Up Fund became a reality. The success of this program was enhanced by **BrightRidge, Atmos Energy,** and as of June 2013 the **Jonesborough Water Department,** allowing customers to designate specific amounts on their utility bills for the Hand Up Fund.



HOW ARE FUNDS ADMINISTERED?

Designated gifts from generous customers of BrightRidge, Atmos Energy, and the Jonesborough Water Department are forwarded to the United Way of Washington County, TN. Money donated to the HAND UP FUND goes directly to aid people in our community.

The United Way of Washington County, TN agrees to accept the contributions through the utility companies or by direct donation and deposit them in an account to be used solely for HAND UP.



WHAT HAS BEEN THE HISTORY OF HAND UP?

At its inception in 1989, this program (formerly the Keeping Warm Program) served 135 clients and dispensed \$7,038.51. Through the generosity of the BrightRidge and Atmos Energy customers and direct contributors, this program has expanded significantly. In the last 9 years, HAND UP aided an average of 8,573 clients and dispensed \$595,769.08 (\$66,196.56 annually).



FEMA

Emergency Food and Shelter Program (EFSP) Washington County, Tennessee



Criteria for Eligibility of Funds

- Must be a private voluntary non-profit with 501(c)(3) status or units of government
- Have an accounting system that is audited annually
- Practice non-discrimination
- Have demonstrated the capability to deliver emergency food and/or shelter programs
- Must have a voluntary board, if they are a private organization
- Must have a Federal DUNS number

2018-2019 Local Recipient 501(c)(3) Organizations

Fairview Housing
Good Samaritan Ministries
SAFE House Johnson City
The Salvation Army of Johnson City

Grant Review Committee

Steve Baldwin – Munsey Church
Kalen Collins – American Red Cross of Northeast Tennessee
Adam Dickson – Alderman - Jonesborough, TN
Willie Shrewsbury – Washington County, TN

Kristan Ginnings – Local Board Chair



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