



UNITED WAY OF EAST TN HIGHLANDS

Annual Report

Our vision is to be a community united to empower every person and organization to reach their full potential and achieve more.

United Way
of East TN Highlands



Dear Friends,

Going into 2022, we reflect on the growth of our organization and the growth of our community. The last two years have taught us that we can create the best strategic plan, follow it to a tee, but no matter how much we plan, life will throw us a curve ball and boy was it a sharp curve!

As a Board of Directors and President & CEO, we set the vision for the organization. We envision a community UNITED to empower every person and organization to reach their full potential and achieve more. We know that vision is attainable – if we work together. If we work together as a board, as an organization, but most importantly as a community united.

United Way of East TN Highlands has been expanding its grantmaking to better address our community's most pressing needs. As COVID continued to create turmoil across the globe and in our community, we started to quickly get a sense of what the nonprofit sector was facing—and then to develop ways to help. We sensed, correctly, that nonprofits would be confronted with a combination of immediate needs and long-term concerns, all caused or exacerbated by the economic and health crisis that was unfolding. We agreed we would attend to these issues while not neglecting our long-term priorities.

We are very proud of our response—what we did, how we did it, and how we continue to step up. For an organization that is 90 years old, this operational agility is truly remarkable. We realize now that the strategic work we have been pursuing has prepared us well for this new world with more demands and far fewer resources. Our expanded grantmaking methods that include emergency relief and social innovation—offer us the flexibility to help in ways most useful to an organization. And, our team structure and staff of subject-matter experts who are deeply immersed in our fields of interest make us better able to work more precisely and effectively on the ground.

We invite you to learn more about United Way this year. We invite you to learn more about the nonprofit organizations in our community who are changing lives for the better every day. We invite you to join us this year as we invest more resources into our community.

Together we can empower the members of our community to create a bright future for all.



Leslie Salling
Leslie Salling
President & CEO



Matt Evans
Matt Evans
Board Chair

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ABOUT US

United Way fights for the health, education and financial stability of every person in our community. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing our best resources. And by inspiring individuals to join the fight against our region's most daunting social crises.

MISSION & VISION

Our mission is to **break the cycle of poverty** by uniting people and resources to strengthen the health, education, and financial stability of every person in our community.

Our vision is to be a community united to empower every person and organization to reach their full potential and achieve more.

OUR STAFF



LESLIE SALLING
President & CEO



MITZI MALONE
Finance
Director



SAM LANCASTER
Marketing
Director



KIM SCHLAGER
Community Outreach
Coordinator



ABRAHAM McINTYRE
Community Impact
Coordinator

2021-22 BOARD OF DIRECTORS



MATT EVANS
Chair
HomeTrust Bank



COLLIN JOHNSON
Treasurer
Johnson City Schools



DONNA DEPEW
Immediate Past Chair
Community Volunteer



DREW HUTCHINSON
Attorney
Baker Donelson



KATHY CAMPBELL
Northeast Community
Credit Union



MARK EADES
BrightRidge



LUKE GUINN
General Shale



RICK VAN HOEVER
Citi



KIM HOLLEY
Cary Street
Partners



KEITH JOHNSON
ETSU



MORGAN MAY
Ballad Health
JCMC & Niswonger



ANDREW McKEEHAN
Carter County Bank



CHRIS ROUNTREE
Citi



DR. LISA INGE STEWART
Ascendis Pharma, Inc.



SHARON SHEPPARD
Ballad Health
Sycamore Shoals



JEREMY WRIGHT
Blackburn, Childers
& Steagall

2021 TOP CAMPAIGNS

AT&T
Ballad Health
Bank of Tennessee
Blackburn, Childers & Steagall
BrightRidge

Citi
City of Johnson City
Eastman Chemical
Eastman Credit Union
First Horizon Bank

ALEXIS DE TOCQUEVILLE SOCIETY

Through annual gifts of \$10,000 or more, our Alexis De Tocqueville Society donors create a strong foundation for our community so that every child, individual and family thrive. We greatly appreciate the below individuals for their continued support of our community at this level.

Gordon Bolton

James Cooper

Rab Summers

2021 CAMPAIGN TEAM

Campaign Chair, Lester Lattany

Andrew McKeehan
Becky Buchanan
Bob Parker
Brenda Whitson
Collin Brooks
Donna Depew
Gary Mabrey
Jason Andes
Johnathan Minga
John Goetz
Jonathan Adkins
Kathy Campbell
Dr. Keith Johnson
Kim Holley

Krista Wharton
Kristen Bare
Dr. Lisa Inge Stewart
Lohan Kotze
Mark Eades
Mark Finucane
Mary Finucane
Mark Fox
Melissa Steagall-Jones
Morgan May
Preston McKee
Rick Van Hoever
Sharon Sheppard
Tim Swecker

YOUR SUPPORT AT WORK IN OUR COMMUNITY IN 2021...

\$962,000 Dollars raised



30 Nonprofits supported



25,000 Individuals positively impacted



5,255 Seniors received extra care and companionship



171,588 Meals were served to those experiencing food insecurity



5,544 Children received tutoring, mentoring and character-building skills



9,979 Nights of shelter provided to those experiencing homelessness and/or domestic violence



2021-22 GRANT REVIEW COMMITTEE

United Way of East TN Highlands utilizes a Grant Review Committee composed of local volunteers to review applications and act as a panel for presentations from organizations. The panel then discusses and makes a recommendation to the Board of Directors for the best use of funds in regards to which organizations receive grants, and the amount of each grant.

Members include:

Andrea Lewis, Northeast Community Credit Union
 Chasity Trivette, Ballad Health
 Chris Chandley, Citi
 David Reynolds, First Horizon Bank
 Dennis Depew, ETSU College of Business and Technology
 Donna Depew, Nonprofit
 Dr. David Lee Wood, ETSU Pediatrics
 Heather Logan, Ballad Health
 Joe Ebarb, City of Johnson City
 Joy Fulkerson, ETSU
 Morgan May, Ballad Health - Johnson City Medical Center
 Sabra Hayden, Eastman Credit Union
 Sharon Sheppard, Ballad Health - Sycamore Shoals Hospital
 Julia Turpin, Johnson City Library
 Bob Wilson, City of Johnson City
 Spencer Nave, Bank of Tennessee
 Maggie Hubbard, TruPoint Bank
 LaDonna Fair, New Leaf Senior Care
 Tim Swecker, Retired Community Member



HEALTH IN OUR COMMUNITY



40th

Nationally, Tennessee ranks 40th in access to mental health care.

3,111

Because of **your** support, more than 3,000 individuals received mental health services in our area.

Impact Story

Ms. Martin is an elderly woman in our community who lives alone and was not answering the phone for those who normally check in on her. A volunteer from one of our local nonprofits went to complete a welfare check at her home and found her hungry and disoriented. She had not received her meals on wheels for 2 days. She was taken to the hospital where she received medical treatment. She is now at home and doing well.

OUR PARTNERS IN HEALTH

Adult Day Services
 Appalachian Mountain Project Access
 Carter County Drug Prevention
 Change Is Possible (CHIPS)
 Elizabethton Senior Center
 Frontier Health: SAFE House

Frontier Health: Watauga Behavioral
 Jonesborough Senior Center: MyRide
 Johnson County Cancer Support Group
 Johnson County Senior Center: MyRide
 Red Legacy Recovery
 Second Harvest Food Bank

EDUCATING OUR YOUTH



4 OUT OF 5 In our school systems, 4 out of 5 children aren't able to read proficiently by 3rd Grade.

5,544 Because of **your** support, more than 5,500 children received afterschool support to improve their reading level.

Impact Story

Several students in one of our partner afterschool programs were recognized with statewide and national awards. One student was a National SADD (Students Against Drunk Driving) and another was a Student Leadership Council Member. Several students attended leadership events at national conferences, where they learned valuable skills.

OUR PARTNERS IN EDUCATION

Boys & Girls Club of Elizabethton/Carter Co.
Boys & Girls Club of Johnson City/Wash. Co.
Carter County Drug Prevention
Coalition For Kids

Girls Inc. of Johnson City/Wash. Co.
Girl Scouts of the Southern Appalachians
Johnson County Community Center
Sequoyah Council, Boy Scouts of America

CREATING STABLE HOMES



1 OUT OF 2 Half of the families in our community struggle to meet their basic needs at the end of each month.

6,023 Because of **your** support, more than 6,000 individuals moved from crisis to self-sufficiency.

Impact Story

A financial coach has been working with a single mom of three children. He worked with her to change her credit card behavior and increased her credit score 16 points. He also helped her work through improving a home she inherited, increasing it's value by nearly \$100,000.

She's now looking to sell the home and purchase a larger one to fit the needs of her growing family.

OUR PARTNERS IN FINANCIAL STABILITY

Adult Day Services
Appalachian Mountain Project Access
Carter County Drug Prevention
Elizabethton Senior Center
Change Is Possible (CHIPS)
Frontier Health: SAFE House

Frontier Health: Watauga Behavioral
Jonesborough Senior Center: MyRide
Johnson County Cancer Support Group
Johnson County Senior Center: MyRide
Red Legacy Recovery
Second Harvest Food Bank

ENABLING SOCIAL INNOVATION

The United Way of East TN Highlands established the Social Innovation Fund in 2020 with \$85,000 of private, donor designated funds. The fund is used to support new programs aimed to meet social needs by filling gaps in our community related to health, education, or financial stability.

\$30,000

Invested in local social innovation efforts.




2021 SOCIAL INNOVATION GRANT WINNERS

- DEI Alliance of Northeast Tennessee and Southwest Virginia**

A local group formed to provide businesses and community agencies with education on diversity, equity and inclusion to help grow the economy in our region.
- Girl Scouts of the Southern Appalachians: Girl Scouts Have a RPL Effect**

A program that matches girl scouts doing community projects with community and business leaders that will act as a mentor to the scout.
- Johnson County Senior Center: MyRide Johnson County**

A program from the Johnson County Senior Center that works with volunteers that provide a free ride to those seniors that need to get to doctor's appointment, the grocery store, and even the hairdresser.



Scan this QR code to see up-to-date information regarding the Social Innovation Fund and the grant winners from each year.

VOLUNTEERING WITH UNITED WAY

Our staff works year-round to create opportunities to connect your employees with their community. These activities and services not only strengthen our community, but they provide significant benefits to your company and your employees in both tangible and intangible ways.

2,556

Volunteers mobilized in our community.



HOW TO GET INVOLVED


- Specialized Volunteer Opportunities**

For those who make corporate gifts of \$5,000 or more, opportunities can be handcrafted and tailored to your group of volunteers throughout the year.
- Week of Caring**

Each June, United Way of East TN Highlands joins in a regional effort to coordinate a Week of Caring to bring volunteer teams to local nonprofits to complete projects to improve our community.
- Celebrity Bagging with Food City**

On the Tuesday before Thanksgiving, companies and individuals volunteer to bag groceries at a local Food City as a fundraiser to benefit United Way.

Scan this QR code to find out more about partnering with United Way through giving and volunteering.



STATEMENT OF FINANCIAL POSITION

AS OF MARCH 31, 2021, COMPARED TO MARCH 31, 2020

ASSETS	2021	2020
Current Assets		
Cash	\$ 901,129	\$ 266,058
Restricted Cash	94,101	43,440
Certificates of Deposit	64,998	-
Unconditional Promises to Give, Net	580,143	653,490
Other Receivables	2,851	2,701
Prepaid Expenses	-	5,696
Total Current Assets	<u>1,643,222</u>	<u>971,385</u>
Property & Equipment		
Property & Equipment	71,649	69,384
Less accumulated depreciation	(64,708)	(62,648)
Total Property & Equipment	<u>6,941</u>	<u>6,736</u>
Total Assets	<u>\$ 1,650,163</u>	<u>\$ 978,121</u>
LIABILITIES & NET ASSETS	2021	2020
Current Liabilities		
Accounts Payable	\$ 9,343	\$ 11,240
Allocations to Agencies	612,600	485,585
Designations Payable	69,822	48,465
Accrued Compensation	13,895	13,453
Paycheck Protection Program	<u>54,462</u>	<u> </u>
Total Current Liabilities	<u>760,122</u>	<u>558,743</u>
Total Liabilities	<u>760,122</u>	<u>558,743</u>
Net Assets		
Without Donor Restrictions	429,777	275,057
With Donor Restrictions	<u>460,264</u>	<u>144,321</u>
Total Net Assets	<u>890,041</u>	<u>419,378</u>
Total Liabilities & Net Assets	<u>\$ 1,650,163</u>	<u>\$ 978,121</u>

Together,
we can be the **hand-raisers**,
the **game-changers**,
the **problem-solvers**.

We can be the **voice** for
those who are struggling.
We can create **positive** change
by forging unlikely **partnerships**,
finding new **solutions** to old problems and
mobilizing the best resources.

Every dollar counts and
every person can make a difference.
Together We Can.



OUR LOCATIONS

Washington County

1907 N Roan Street
Suite 409
Johnson City, TN 37601
(423) 220-1229

Carter County

546 E Elk Ave
 Elizabethton, TN 37643
(423) 543-6975

FOLLOW US!

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united-way-of-east-tn-highlands



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