



United Way
of Southwest Alabama



HELLO.
HAVE WE MET?



WHAT DO WE DO?

Mission

The United Way of Southwest Alabama's mission is to improve the quality of life in the community.

Vision

The United Way of Southwest Alabama will strengthen communities by focusing on uniting and mobilizing resources that support the building blocks for a better life: Education, Financial Stability, Health, and Essentials.

Credo

United Way of Southwest Alabama fights for the health, education, financial stability, and access to life's basic essentials for every person in every community we serve.

We are more than the fund-raisers. We are the community convener, planner, and implementer.

We forge unlikely partnerships, address pressing issues and mobilize the best resources, and inspire individuals to join the fight to find solutions for our community's most critical needs.

We recognize the power that comes from a shared purpose. We understand that we are stronger together than we are alone.

United Way of Southwest Alabama needs you to join the fight, because your passion, expertise, and resources will help the fight become a win; a win that's not just a short-term contribution but a long-term solution.

United we fight. United we win. We have one life. To live better, we must Live United.



WHY UNITED WAY?

In every corner of our community, for families large and small, neighbors young and old, for anyone searching for help, hope and a better life, United Way of Southwest Alabama is here.

UWSWA touches the lives of thousands of our neighbors, in all stages of life, keeping our community's safety net strong while creating long-lasting, positive change in key areas:

HEALTH

United Way is building healthier, more resilient communities by promoting healthy eating and physical activity, expanding access to quality health care, and integrating health into early childhood development. By creating solutions that help everyone thrive, we create healthier communities that improve our collective quality of life.

Health Priorities:

- Promoting healthy behaviors
- Access to quality healthcare and prescription drugs
- Access to addiction, behavioral, and mental health counseling

Since 2020, 16,389 individuals in Southwest Alabama have saved \$1,209,818 using the SingleCare Prescription Savings Card.

FINANCIAL STABILITY

United Way, working with partners from all sectors of society, connects people to the resources they need to get on more solid financial ground. When people are able to find decent jobs, provide for their families and save for the future, they and their children are more likely to enjoy healthy lives and succeed in school. The result is thriving communities where everyone has more opportunity to succeed.

Financial Stability Priorities

- Workforce development
- Financial literacy and planning
- Non-emergency income support

During the 2019-20 tax season, the SAFE Coalition filed 2,385 tax returns, which resulted in more than \$3.4 million returned to the community through tax refunds and tax credits.

EDUCATION

United Way adopts a comprehensive approach to education that spans all the way from cradle to career and beyond. By supporting programs that provide quality education for students of all ages, we are investing in brighter, more secure futures for individuals and families living in Southwest Alabama.

Education Priorities:

- Kindergarten readiness
- Reading and math proficiency
- High school graduation
- College and career readiness

In 2020, 518 children under the age of 5 in Choctaw and Mobile Counties together received 4,525 free books through the Dolly Parton Imagination Library program.

ESSENTIALS

United Way knows that individuals cannot succeed without life's basic essentials. Research shows that the most basic needs must be met before individuals and families can tackle other life changes. To strengthen our community, United Way of Southwest Alabama aspires to ensure that our citizens' immediate and basic needs are met during times of crisis and personal challenge.

Essentials Priorities

- Food
- Shelter
- Emergency financial assistance
- Disaster relief and recovery

In 2020, United Way 2-1-1 Help Line answered 17,807 calls and provided 13,536 referrals in Southwest Alabama.



PARTNER AGENCIES

Southwest Alabama County Service Areas

• Choctaw | • Clarke | • Mobile | • Washington

AIDS Alabama South ••••
 Alpha Women's Resource Center ••••
 Altapointe Health Systems ••••
 American Red Cross Serving the Gulf Coast ••••
 Big Brothers Big Sisters of South Alabama •
 Boys & Girls Clubs of South Alabama •
 Boys & Girls Club of Southwest Alabama (Thomasville) •
 Catholic Social Services ••••
 Child Day Care Association •
 Community Action of South Alabama •
 Court Appointed Special Advocate (CASA) Mobile •
 Crittenton Youth Services •
 Dearborn YMCA •
 Drug Education Council ••••
 Dumas Wesley Community Center ••••
 Epilepsy Foundation of Alabama ••••
 Family Promise of Coastal Alabama •

Feeding the Gulf Coast ••••
 Franklin Primary Health Center ••••
 Goodwill Gulf Coast ••••
 Gulf Regional Early Childhood Development Center ••••
 Home of Grace ••••
 Housing First •
 Lifelines Counseling Services ••••
 McKemie Place ••
 Mobile Area Education Foundation •
 Mobile Community Action ••••
 Mulherin Home •
 Ozanam Charitable Pharmacy ••
 Penelope House ••••
 Regional Child Advocacy Center ••••
 Ronald McDonald House Charities of Mobile ••••
 Sickle Cell Disease Association of America, Mobile Chapter ••••
 South Alabama Volunteer Lawyers Program ••••

Southwest Alabama RSVP ••••
 The Arc of Clarke County ••••
 The Arc of Southwest Alabama •
 The Child Advocacy Center •
 The Learning Tree ••••
 The Salvation Army of Coastal Alabama ••
 United Cerebral Palsy ••••
 Via Health, Fitness, & Enrichment Center •
 Victory Health Partners ••••
 Volunteers of America Southeast ••••
 Wilmer Hall Children's Home •
 YMCA of South Alabama •



KEY INITIATIVES

CLARKE COUNTY OUTREACH CENTER (CCOC)

The Clarke County Outreach Center (CCOC) is a central hub for UWSWA partner agencies serving Clarke County to meet and provide their full spectrum of services to residents of the county and is not limited to programs funded by UWSWA. Having a physical presence in Clarke County helps mitigate transportation challenges as well as increase awareness of the programs and services available to residents in Choctaw, Clarke, and Washington Counties. The CCOC opened on May 29, 2019, and was made possible through an Alabama Power Foundation Elevate Grant.

DOLLY PARTON'S IMAGINATION LIBRARY

Dolly Parton's Imagination Library program was designed to encourage reading to preschool children. Each month after a child is registered—up until his/her/their fifth birthday—a carefully selected, age-appropriate book is sent to the child's home. There is no cost to the family; UWSWA provides the books free of charge. Currently, children living in Choctaw County and Mobile County zip codes 36509, 36582, 36587, 36605, 36610, 36615, or 36617 are eligible.

ENGAGING THE NEXT GENERATION (ENG)

Engaging the Next Generation is a collaborative program that was established in 2008 by Mobile United and Mobile County District 1 Commissioner Merceria Ludgood to showcase nonprofit organizations in the Mobile area and to connect them with the innovators of the next generation. In 2019, UWSWA accepted the program management and planning in combination with our Emerging Leaders Affinity Group.

EMERGENCY FOOD AND SHELTER PROGRAM (EFSP)

This program was created by Congress to help meet the needs of hungry and homeless people throughout the United States and its territories by allocating federal funds for the provision of food, shelter, and emergency assistance. In our service area, UWSWA serves as its fiscal manager, and the program is governed by a local board. The most recent funding cycle brought a total of \$365,230 into Mobile and Washington counties to help people in need. This total includes a special CARES Act distribution in the amount of \$214,664.

SINGLECARE PRESCRIPTION SAVINGS PROGRAM (formerly FAMILYWIZE)

SingeCare is dedicated to helping improve the health and well-being of individuals, families, and communities. These cards provide savings for those individuals in our community who have and do not have prescription drug coverage and for medication not covered by insurance.



KEY INITIATIVES

PROJECT BLUEPRINT (PBP)

Project Blueprint is a two-month training and learning opportunity for people interested in learning about nonprofit board structure, board service, nonprofit organization operations and more. In order to keep our citizens engaged in all processes, it is important to make sure everyone has an understanding of nonprofit board service. Topics covered in the program include personal responsibility of serving on a nonprofit board, the unique business of nonprofits, and the services available to assist our neighbors who need the help to prosper. PBP is designed to empower the participants in the knowledge of nonprofit operations and board service and is reflective of our diverse community. Upon completion of the two-month series of informative classes, PBP graduates are ready for placement on local boards of directors and committees.

UNITED WAY 2-1-1

Since its creation in 2007, United Way 2-1-1 has been the nation's premier referral resource for people who seek health and human services information. Locally, through a UWSWA partnership with Lifelines Counseling Services, trained and caring call specialists provide direct access to free and confidential referrals to community services for individuals seeking assistance.

UNITED WAY VOLUNTEER CONNECT

Launched in 2015, United Way Volunteer Connect is a volunteer recruitment and management website developed to increase volunteerism and mobilize resources to meet community needs in South Alabama. Volunteer Connect includes opportunities for individual or group volunteer projects, an online community calendar, and the ability to track volunteers and their hours. In 2019-20, community members spent more than 13,891 hours volunteering, resulting in an economic impact of over \$311,497 in volunteer hours served.

VOLUNTEER INCOME TAX ASSISTANCE (VITA) PROGRAM

The VITA program provides communities with free federal and state e-filing assistance. VITA partners with community organizations, such as UWSWA, to recruit and train volunteers to assist individuals with tax preparation and to educate taxpayers about tax credits for which they may qualify. UWSWA also serves as lead for the South Alabama Free E-Filing (SAFE) Coalition, a group of agencies delivering VITA filing assistance. During the 2019-20 tax season, the SAFE Coalition filed 2,385 tax returns, which resulted in more than \$3.4 million returned to the community through tax refunds and tax credits.

WASHINGTON COUNTY DENTAL & VISION PROGRAM

The Washington County Dental and Vision Program provides limited dental and vision care for the residents of Washington County who meet specific requirements. Eligibility is determined on a case-by-case basis, but applicants must have established permanent residence in Washington County for at least six months prior to applying.



GET INVOLVED!

SPONSOR UWSWA 2020/21 EVENTS AND INITIATIVES

Sponsoring a United Way of Southwest Alabama event feels good but makes good business sense too. Studies show consumers are more likely to support organizations involved in the local community. United Way's brand is recognized throughout the world and carries tremendous value. Interbrand, a global valuation company, places United Way in the top 10 of the world's most valuable brands, with a value of **\$34.7 million**.

Corporate Event Sponsors benefit from high profile exposure by allowing your company/organization to reach top community leaders, corporations, and families through ongoing joint promotional opportunities. With United Way's landmark as one of the ten most recognizable world-wide, it's a win-win way to enhance your company's image, increase your sales and visibility, and double the impact of your charitable contribution.

Sponsorship levels include:

• Sapphire: \$20,000+	• Diamond: \$10,000	• Platinum: \$5,000
• Gold: \$2,500	• Silver: \$1,500	• Bronze: \$750
		• Copper: \$500

INVITE YOUR COLLEAGUES TO SERVE AS A COMMUNITY IMPACT VOLUNTEER

Annually, local nonprofit organizations in Choctaw, Clarke, Mobile, and Washington Counties have the opportunity to apply for United Way partnership and funding. One of the keystones of our process is that these applications are reviewed by community volunteers. Not only does volunteer participation ensure that our supporters have a say in how their contributions are invested, but it's also a great opportunity for them to learn about community needs and the local organizations that are doing amazing things to address these needs.

INVITE YOUR COLLEAGUES TO PARTICIPATE IN WOMEN UNITED OF SOUTHWEST ALABAMA

Women United harnesses the power and dedication of women leaders to transform our communities in Southwest Alabama. We invite your female employees to join a community of like-minded women who contribute their personal passions, best ideas, and unique strengths to the missions of building stronger communities. Women who give a personal gift of \$1,000 or \$1,500 combined with a spouse are eligible for membership.

INVITE YOUR COLLEAGUES TO PARTICIPATE IN EMERGING LEADERS

United Way's Emerging Leaders is a network of young professionals between the ages of 21 and 40 who aspire to make our community better through philanthropy, volunteerism, and advocacy. Any one between 21-30 years of age who gives a gift of \$125 or anyone between the age of 31-40 who gives a gift of \$250 is eligible for membership.



YOUR QUESTIONS

What is United Way?

United Way of Southwest Alabama is an independent local nonprofit organization that focuses on human service needs of communities in this area. UWSWA is much more than a fund-raising organization. We are conveners, planners, and implementors. United Way is about changing lives. That's why the United Way, together with other community-minded supporters, works to implement solutions that lead to positive outcomes for the community. Our primary service area includes Choctaw, Clarke, Mobile and Washington counties.

Who runs United Way of Southwest Alabama?

Governance is provided by a thirty member Board of Trustees including a seven member Executive Committee, and a twenty-three member Board of Trustees. Our leadership is comprised of local volunteers who are responsible for setting policies and the organizational operating budget plus overseeing the direction of the United Way of Southwest Alabama.

What is the difference between United Way of Southwest Alabama and United Way Worldwide?

United Way Worldwide is the international organization dedicated to leading the United Way movement in making a measurable impact in every community across the world by focusing on the underlying causes of the most serious problems.

The United Way movement includes over 1,800 community based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. There are no fund-raising quotas, and all resources are under local control and decision-making. Dues to United Way of America are 1.5% of our budget and are recouped by our community many times over in training, marketing, services and access to national corporations.

How do I know that my donation is wisely spent?

When you give to United Way of Southwest Alabama's you entrust your hard-earned dollars to a local organization that takes this trust very seriously. The organization is committed to the highest standard of fund responsibility, transparency and stewardship. United Way volunteers allocate funds to local agencies and closely monitor agency services to hold them accountable for integrity in their programming and business operations.

Just as important, United Way of Southwest Alabama's own operating expenses and records are audited by an independent accounting firm and carefully scrutinized by a volunteer finance committee to protect this trust. Local administration costs are only 13%, which means 87% of every dollar raised goes into local programs and services benefiting residents in communities in our four county areas.

How can I get more involved?

United Way of Southwest Alabama and its partner organizations need and appreciate volunteer participation. The United Way of Southwest Alabama's program Volunteer Connect is helping increase volunteerism and mobilizing resources to meet our community needs. Volunteer Connect is an easy-to-use website that matches volunteers with the right opportunities in our communities. Contact United Way of Southwest Alabama at (251) 433-3624 for more information or visit Volunteer Connect at volunteer.uwswa.org.

What requirements must United Way agencies meet?

To be eligible to apply for funds through United Way of Southwest, nonprofits must meet the following requirements: be a United Way of Southwest Alabama partner; a 501 (c) 3 non-profit health or human service agency serving residents of our service area; document cost-effective delivery of high-priority programs and services; demonstrate sound financial and administrative management practices; comply with all applicable laws; be governed by a board of directors; and demonstrate impact through measurable outcomes (i.e. show that they get results).

2021 CAMPAIGN

ALLOW UWSWA TO BE YOUR PHILANTHROPIC PARTNER

Continue the discussion for UWSWA assisting in making your philanthropic and social responsibility efforts as seamless and meaningful as possible.

RUN AN OUTSTANDING 2021 EMPLOYEE CAMPAIGN

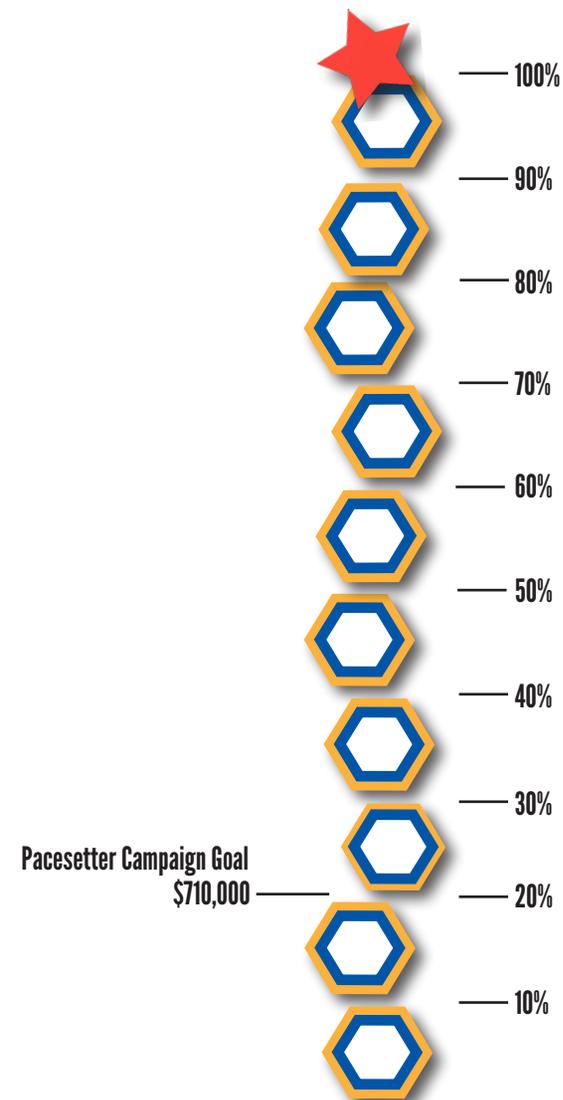
- Appoint an enthusiastic Employee Campaign Coordinator
- Set a goal to educate and thank every employee
- Allow your team members to share their stories with colleagues around their roles and experiences with UWSWA or if they have benefited from the services supported by UWSWA through our partner agencies
- Provide leadership in couraging employees to support UWSWA

PROVIDE A CORPORATE GIFT

SUPPORT UWSWA EFFORTS WITH AN IN-KIND GIFT

PROVIDE A SPONSORSHIP

PROVIDE A LOANED EXECUTIVE



2021 CAMPAIGN GOAL :

\$3,550,000



2021 Sapphire, Platinum, and Gold, Sponsors

