



**UNITED
WAY**

OF THE OCOEE REGION

**2016
ANNUAL REPORT**

“It takes a village!” We hear those words frequently. The phrase is actually an African Proverb that has been around for generations and it rings just as true today as it did when the words were first uttered. We are a village, and within this village of ours we create what we do, how we make each other feel and what we can accomplish.

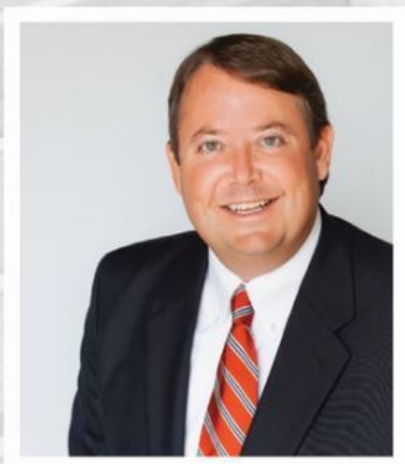
This year, our village took some enormous steps towards ensuring we give care to everyone in need and that we bridge differences to bring together healing. We made strides to ensure every child has a fair shot to succeed, that every family is treated with dignity and respect and that every person has a place to rest their head at night. We have worked hard, together, to address some of our community’s biggest needs. We have further to go, but rest assured that this village will not stop. We will continue to fight for those around us...for each other!

Thank you for not stopping until we are complete, thank you for working, giving and standing up for those most vulnerable in our community. You make this village a great place to call home and when I think of the thousands of donors and volunteers that rally together to make a great impact, I can’t help but feel profound gratitude for the village in which I was placed.



Matthew Jenne

Sr. Vice President and Market Leader, Smart Bank



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UNITEDWAYOCOEE.ORG

OUR WORK

GIVE
ADVOCATE
VOLUNTEER

CHANGING THE ODDS

THIS YEAR, UNITED WAY OF THE OCOEE REGION WORKED WITH



71 COMPANIES



4000+
DONORS



755
VOLUNTEERS



22,345 HOURS
OF SERVICE

5 UNITED WAY
COALITIONS +
42 PARTNER AGENCIES

=



41,922 FAMILIES
EMPOWERED TO IMPROVE
THEIR HEALTH, EDUCATION,
& FINANCIAL STABILITY

IMPACT STORY

IMPACT STORY: STABILITY

Jacob Fuller could not envision himself where he is today - a man starting a promising new career. A self-described “recovering addict,” Jacob has started a new welding career after completing an intensive rehabilitation program. “I learned it’s never too late to start over again. It’s never too late to get clean and work on having a new life,” Jacob recounted. Through the Career Connect Program at The Refuge and Cleveland State Community College, a program funded through United Way, Jacob began a new chapter in his life where he was able to take his skills and turn them into a career. He was able to take a big step forward in his life through this program and he said, “I went from being an addict to deciding between two good paying jobs. I feel so blessed!

IMPACT STORY: HEALTH



Mr. Hall is a 48 year old, Cleveland resident who had been living some time with numerous recurrent abscessed teeth. He had also been experiencing frequent seizures, up to seven per week, that were causing him to become more and more incapacitated. His neurologist informed him that his seizures were most likely being caused by the prolonged infections from his decayed teeth, and recommended he visit a dentist. Due to his limited income and lack of dental insurance, he visited United Way funded Karis Dental Clinic. The dental staff and Dentist, Dr. Ohlsson was able to extract all of his remaining teeth and provided him much needed dentures at an extremely affordable cost. With the infection eliminated, Mr. Hall’s seizures drastically decreased to only two within the last six months and his overall health has been restored.

IMPACT STORY: EDUCATION



"Ariana Wooten joined YCAP last semester, she was referred through her teachers for her grades. When she first started she was very hesitant to come if one of her friends was not there or if she just didn't feel like coming. She would take a while to do her homework and often say negative things about how stupid she was and how she couldn't do her homework. Over this past semester she has really started to work hard on her work. She has begun to complete homework on her own without any help. I was really excited when she came back with a 95% on a book report she did all on her own. Ariana has recently started to see a therapist to help her deal with her issues of being negative and her own self-worth. Over winter break did two day trips to places around Chattanooga. I was really excited to see Ariana show up both days even though her friends did not come. This was really exciting for me because it shows that she is enjoying YCAP for more than just time to spend with friends and she is coming to improve herself. I am excited to see how much more Ariana will grow this coming semester."

- YCAP Staff Member

COALITION DATA

Summer learning loss, the phenomenon where young people lose academic skills over the summer, is one of the most significant causes of the achievement gap between lower and higher income youth and one of the strongest contributors to the high school dropout rate. For many young people, the summer "opportunity gap" contributes to gaps in achievement, employment and college and career success. Our coalition work allows us to pull together passion and expertise to affect change on long-term, complex problems.

SILENCE THE GROWL

Throughout June and July, the Silence the Growl coalition worked with three different sites in Cleveland to bridge the gap in food access and summer learning. Every site offered a math and reading program alongside a summer feeding program for at least six weeks within June and July. MobyMax allowed the sites to assign and assess each student at their own academic level and track their progression throughout the program.

Avg. Attendance for: Summer Learning – 30 || Summer Feeding – 58
46.5% of students saw an increase in academic level due to summer learning program

DAY OF ACTION

26 CORPORATE VOLUNTEER TEAMS



260 VOLUNTEERS



1,457 HOURS WORTH \$34,326.92



AFFINITY GROUPS

Women United

Women United is for donor women of any age:
Ashlan Morelock, AshlanMorelock@unitedwayocoe.org



Young Professionals ages 21-40:
James Vasell, JamesVassell@unitedwayocoe.org

GIVE. ADVOCATE. VOLUNTEER.



United Way Platinum is for donors ages 65+:
James Vassell, JamesVassell@unitedwayocoe.org



ACCOUNTABILITY

STATEMENT OF FINANCIAL POSITION

Assets	30,816,137
Liabilities	2,807,000
Net Assets	28,009,137

STATEMENT OF ACTIVITIES

2016 Revenue

Annual Campaign 2016	2,054,900
Impact Cleveland TVA Grant	1,554,488
BMHEF Investment Returns	2,386,915
Other Grants and Income	487,847
Total revenue	6,484,150

Expenses

Program Funding	2,770,834
BMHEF Grants	994,110
TVA Energy Makeovers	1,579,806
BMHEF Investment Fees	587,306
Support Services	407,883

Total expenses	6,339,939
Change in Net Assets	144,211

*Programming includes all Campaign & Health Endowment Grants as well as all Polk County Grants.

See complete audited financial statements at unitedwayocoe.org

TRANSPARENCY: All supporters, partners, and others have access to all United Way of the Ocoee Region documents on our web-site at www.unitedwayocoe.org/transparency

- > Our mission and how we accomplish it
- > Annual audited financial returns
- > IRS tax return (form 990)
- > Annual Report
- > Board of Directors roster
- > Staff roster
- > Partner listing
- > Bylaws



United Way of the Ocoee Region is a Better Business Bureau Accredited Charity and 4 Star Rated by Charity Navigator

CAMPAIGN INVESTORS

TOCQUEVILLE SOCIETY - The following visionary donors, and foundations made an investment of \$10,000 or more towards our Impact Work.

\$100,000 and above
Mr. & Mrs. Forrest Preston

\$50,000 and above
Mr. & Mrs. Ed Jacobs

\$25,000 and above
Mr. & Mrs. Chuck Jabaley
Mr. & Mrs. Allan Jones

\$15,000 and above
Mr. & Mrs. Robby Card
Mr. & Mrs. Stan & Brenda Lawson
Dr. & Mrs. Rodney and Margo Fitzgerald
Johnson Family Foundation

\$10,000 and above
Mr. & Mrs. Bob Card
Mr. & Mrs. Ronald Jackson
Mrs. Doris Johnson
Mr. & Mrs. Summerfield Johnston
Mr. & Mrs. Sam McReynolds
Mr. & Mrs. John Sheehan
Ms. Cindy Slater
Dr. & Mrs. Paul Smith

CORPORATE CORNERSTONES - The following generous and committed corporations direct resources toward underwriting our cost of doing business and special events.



COMMUNITY CHAMPIONS - Community Champions are organizations that hold employee workplace campaigns, raising at least \$10,000.

\$450,000 and above
Life Care Centers of America

\$225,000 and above
Whirlpool Corporate - Cleveland Operations

\$75,000 and above
Lee University

\$50,000 and above
Ed Jacobs and Associates
Duracell
Check into Cash
Cleveland Utilities

\$30,000 and above
Whirlpool Customer eXperience Center
Eaton Electrical
Easy Auto
Cleveland City Schools
Publix
Bradley County Schools

\$20,000 and above
Wacker Polysilicon N.A., LLC
Jackson Furniture Industries
Brenda Lawson and Associates
Brown Stove
Bayer
Resolute

\$15,000 and above
First Tennessee Bank
Manufacturers Chemical
J&S Restaurants
Bank of Cleveland
Lonza
Peyton's
City of Cleveland

\$10,000 and above
Family Resource Agency
Tennova
Southern Heritage Bank
United Parcel Service (UPS)
Georgia Pacific
Church of God International Offices
Olin Chlor Alkali Products
Southeastern Container
Athens Federal Community Bank
Cormetech

BOARD OF DIRECTORS

Janice Baker
Human Resource Manager
Lonza

Keith Barrett
Area Manager
Pinnacle

Milan Blake
County Commissioner, 3rd District
Chairman Finance Committee

Ron Braam
Community Advocate

Bruce Bradford
Senior Loan Officer
River Valley AgCredit

Mike Callaway
Community Advocate

Dr. Linda Cash
Director of Schools
Bradley County Schools

Nancy Casson*
Owner
The Red Ribbon

Brenda Choate
Human Resources Manager
Cormetech, Inc.

Delita Cobb
Plant Manager
Duracell Packaging

Dr. Phil Cook*
Vice President of Admissions
Lee University

Dr. Russell Dyer
Director of Schools
Cleveland City Schools

Ron England
Project Manager
TEKsystems

Cesar Escarcega
Plant Manager
Eaton Electrical

Dr. Bill Estes
Dean, Helen DeVos College of Education
Lee University

Gary Farlow*
President/CEO
Bradley/Cleveland Chamber of Commerce

Ralph Baldwin
Publisher
Cleveland Daily Banner

Cameron Fisher*
Communications Coordinator
Church of God International Offices

Dr. Rodney Fitzgerald*
Community Advocate

Joe Fivas
City Manager
City of Cleveland

Coleman Foss*
CEO
Tennova Healthcare, Cleveland

Mike Griffin*
Community President
First TN Bank

Dr. Shane Griffith
Associate Professor and Director of
Graduate Studies in Business
Lee University

Tim Henderson
President & CEO
Cleveland Utilities

Terry Henry*
Senior Vice President of Accounting
Life Care Centers of America, Inc.

Taylor Howard
Senior Vice President, Lending
Athens Federal Community Bank

Chuck Jabaley
Community Advocate

Carolyn Jackson
Community Advocate

Matt Jenne*
President
SmartBank

Steve Ledbetter
President
Southern Heritage Bank

Don Lorton*
Community Advocate

Paulette Madson
Director of Human Resources
CSC Investments

Tanya Mazzolini*
Vice President of Accounting
Life Care Centers of America, Inc.

* indicates member of the Executive Committee

Bill Moats
CEO
Ocoee Regional Health Corporation

Erika Moore
Owner
Bonlife Coffee

Jeff Morelock
Insurance Incorporated

Chris Newton*
Director of Human Resources & Compliance
Brenda Lawson & Associates

Verrill Norwood, Jr.
Community Advocate

Jim Nowack
Community Advocate, IT Projects
Eaton Corporation

Dr. Rubi Porter*
Community Advocate

Art Rhodes
President & CEO
Church of God Benefits Board

Ron Sellers
Community Advocate

Dr. Bill Seymour*
President
Cleveland State Community College

Randall Slack
Manager
Elder's Ace Hardware

Alex Starling
General Manager
Publix

Barbara Stone
Community Advocate

Thomas Tirabassi
Vice President, Supply Chain Management
Olin Corporation

Dr. Matthew Tolbert*
Department Chair of Social Sciences & Associate
Professor of Psychology
Cleveland State Community College

Mickey Torbett*
Community Advocate

Donnie Upshaw
Vice President of Human Resources
Check Into Cash

Dicky Walters
Plant Leader
Whirlpool Corporation - Cleveland Operations

Gabriele Weber
Manager, Employee Relations and Global Mobility
Wacker

Andy Williams*
Senior Executive of Sales & Account Management
Ed Jacobs & Associates

Nelson Wooldridge*
Community Advocate

PARTNERS

The following are our funded partners with UWOR to help accomplish our goals and give people the opportunity to become healthy, education and financially-stable.

American Red Cross
Andor
BCPEF Telemedicine
Benton United Methodist Church
- Feed the Kids Program
Bradley Baptist Association
- Ocoee Outreach
Bradley Cleveland Community Services Agency
- Emergency Shelter
- Home Delivered Meals
Boehm Birth Defects Center
Boy Scouts, Cherokee Area Council
Boys and Girls Club of Benton
Boys and Girls Club of the Ocoee Region
CASA of Bradley and Polk Counties
Center for Social Impact
Centerstone
Cleveland Family YMCA
-LIVESTRONG Program
-Scholarship Program
Copper Basin Crisis Center
Copper Basin Health Care Foundation
- Backpacks for School Program

Copper Basin High School
- Crisis Closet
- Key Club
Family Cornerstones
Family Promise of Bradley County
Family Resource Agency
- Family Violence Program
Fellowship of Christian Athletes
Foundation House Ministries
Girl Scouts of Southern Appalachians
Girls on the Run
Helping Paws Healing Hearts
Imagination Library of Bradley County
Imagination Library of Benton
Imagination Library of Copper Basin
Impact Cleveland
Junior Achievement
Karis Dental Clinic
Legal Aid of East Tennessee
Lion's Club of Bradley County
Lion's Club of Polk County
LUDIC (Lee University Developmental Inclusion Class)
Museum Center at Five Points
The Caring Place
The HOPE Center
The Refuge
Unity Center

Welcome Valley Baptist Church
- Community Services
YMCA of Metro Chattanooga
- YCAP
Zion Baptist Church
- Sack Pack Program

