

Impact Report

2023



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From our CEO

The Power of Many. Working as One.

The story of the United Way of the Ocoee Region began more than 85 years ago when a group of visionaries believed that Cleveland could accomplish more when we work together.

In its first year, the Cleveland Community Chest raised \$6,500 to change the lives of families who called Bradley County home. In 2023, we have invested more than \$100 million and impacted the lives of generations across the Ocoee Region – **the true power of a community united.**

But the heart of the United Way of the Ocoee Region's story is so much more than the dollars invested. All great stories are brought to life by the cast of characters – community members who work to create opportunity for a better and brighter tomorrow.

This past year, United Way of the Ocoee Region has been proud to be at the heart of some of our community's most extraordinary stories. We've connected thousands of our neighbors with vital resources during a time of crisis. We've transitioned more than 100 local families from the streets to stable housing. We've identified our area's most pressing needs and helped drive action to move the needle for our community by working to meet four bold goals - **break the cycle of poverty, meet immediate basic needs, give kids an equal chance, and build pathways to a healthy community.**

It is with grateful hearts that we present highlights of our work in the pages of our 2023 Impact Report. But, more importantly, we realize there are so many chapters yet to be written.

Every story also needs a special setting and there is nowhere more special than the Ocoee Region. It is this community and people like you who inspire transformation as we work to advance the common good. Thank you for living united and helping us write the stories for so many. We are better together – just as we have been for the last 85 years.



Stephanie Linkous

President & CEO



Thank you for being part of our movement to drive change by giving back, advocating for important causes, and volunteering your time and talents to improve the community we call home.



United Way of the Ocoee Region

Our Why + How *A Better Tomorrow*

Through our commitment to strategically improving lives by focusing on **four bold goals**, we strive for a community where everyone has the opportunity for a better tomorrow.

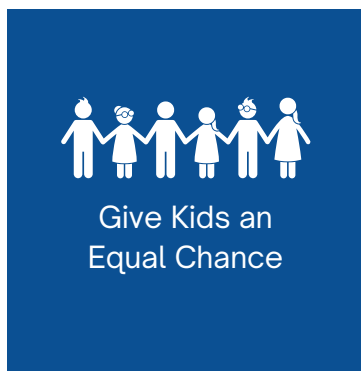
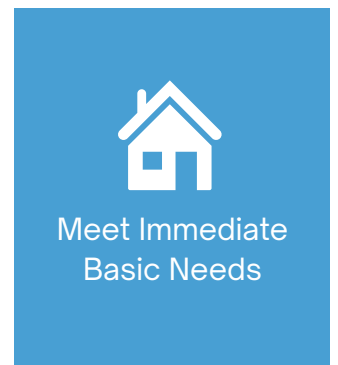
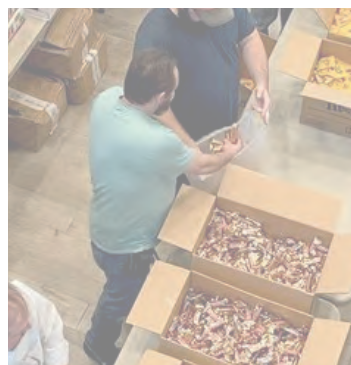
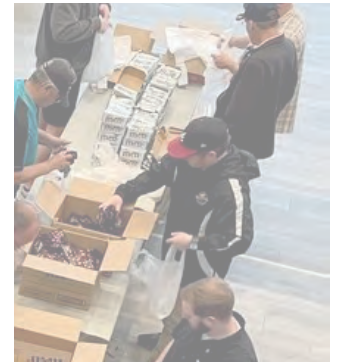
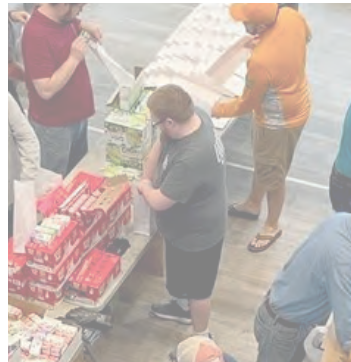
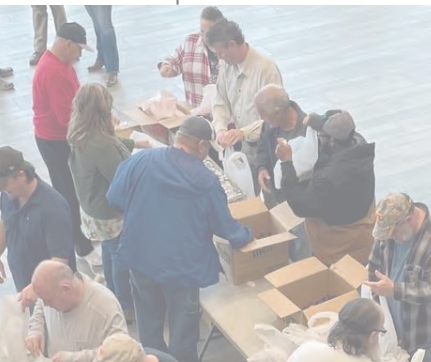
MISSION

The mission of the United Way of the Ocoee Region is to be a community-based organization that leads the effort in **identifying community needs, facilitating collaboration, and maximizing resources** to positively impact our community and the surrounding area, including Bradley and Polk Counties.

Identifying Community Needs - our Community Needs Identification Committee (CNIC) determines our service area's most pressing needs by analyzing national, regional, state and local data, including ALICE population statistics, and disseminates prioritized findings in an annual report.

Facilitating Collaboration - driven by CNIC findings, the United Way facilitates a strategic donor-driven allocation cycle that takes a holistic approach to funding programs that will move the needle to address our community's most pressing needs.

Maximizing Resources - the true power of United Way is our ability to *multiply* through collaborative fundraising efforts that translate every dollar raised into a meaningful lifeline for neighbors in need.



Our Impact *Give. Advocate. Volunteer.*

United Way of the Ocoee Region applies a global approach to tackling our community’s most pressing needs. We are not simply a funnel-through for funding, but strive to make a crucial, lasting impact on our service area through a proven strategic cycle that renews annually.



By supporting United Way through donations, volunteerism, and advocacy, **YOU play a role in the IMPACT cycle** to help improve the lives of thousands of your neighbors across the Ocoee Region.

Together, we are creating a better community to live, work and raise our families.



Get to Know ALICE

The ALICE population is made up of our neighbors earning above the poverty level, but still living paycheck to paycheck, often one crisis or unexpected circumstance away from a spiral into poverty. ALICE households are a target population for the United Way’s funding and internal programming.

Why do we focus on ALICE (asset limited, income constrained, and employed) households?



70% of the most common jobs in Tennessee pay less than \$20 per hour. However, the hourly wage for a family of four to meet stability budget is almost double at \$39.31.

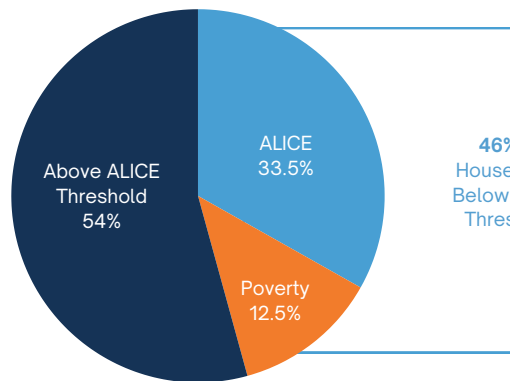


ALICE families collectively represent 46% of the Ocoee Region’s population.



ALICE families commonly lack access to affordable housing, quality childcare and other resources, often creating additional barriers to financial stability.

OCOOE REGION (BRADLEY + POLK COUNTIES) AT-A-GLANCE



- Population:** 127,664
- Number of Households:** 50,031
- Median Household Income:** \$52,793
State Average: \$59,695
- Labor Force Participation Rate:** 57%
State Average: 61%
- ALICE Households:** 33.5%
State Average: 30%
- Households in Poverty:** 12.5%
State Average: 13%

ALICE

Asset Limited,
Income Constrained,
and Employed



Source: United for ALICE, TN State Report, 2021



Scan to learn more at
unitedforalice.org



CNIC



Identifying and solving needs isn't just a part of the mission of United Way of the Ocoee Region, **it is our mission.**

The Community Needs Identification Committee (CNIC) plays a significant role in developing and implementing processes for analyzing data and identifying our service area's most pressing needs. The Committee meets regularly to review information, understand needs and how they may be trending or emerging, and inform data-driven decisioning for funding requests and allocations.

How do we apply CNIC findings?

The most important part of our work is stewarding donor dollars and ensuring that we use those funds to create sustainable solutions to our community's most pressing needs. Each year's CNIC Report is used to guide the United Way's grant making and funds allocations process to ensure we are moving the needle in addressing the Ocoee Region's most relevant and urgent issues.

2023 Community Needs Identified

1. **Stable Housing**
2. **Access to Quality Childcare**
3. **Access to Healthcare**
4. **Mental Health and Substance Abuse**

Additional Community Needs

- Domestic Violence
- Transportation
- Aging Population Needs

2023 CNIC Committee

Chris Newton
Engineered Transportation Intl

Jim Nowack
Community Advocate

Danielle Seals
Cleveland/Bradley Chamber of Commerce

Dr. Matthew W. Tolbert
Southern Adventist University

Dr. Ruthie Wienk
Lee University

Stephanie Linkous
Shawna Staup
Hailey Wood
UWOR



Scan to view or download the complete 2023 CNIC Report

Your Investment *It Matters!*

In 2022-23, United Way of the Ocoee Region served more than **36,500 residents** across two counties with **92 corporate partners**, thousands of individual donors, and **1,495 volunteers**, supporting **40 local nonprofit programs**. Our supporters rallied together to raise **\$1,539,852** for the community campaign, with a total of more than **\$2,177,000** invested to help meet UWOR's four bold goals.



Breaking the Cycle of Poverty

UWOR and our partners address the root cause of problems to build a better future for our community by helping families manage budgets and placing individuals on a path to sustainable financial independence.

CNIC Priority: Stable Housing, Affordable Healthcare, Quality Childcare, Mental Health and Substance Abuse

COMMUNITY PARTNERS

- City Fields
- Family Promise of Bradley County
- Habitat for Humanity
- Junior Achievement - Financial Literacy
- UWOR - Housing United
- The Caring Place - Case Management

INVESTED
\$496,018

10,813

Assisted with Housing, Case Management, and Home Ownership Courses

46%

of Residents across the Ocoee Region are living Paycheck to Paycheck



Meeting Immediate Basic Needs

When our neighbors are devastated by natural disasters, acts of violence, homelessness, hunger, or grief, UWOR and our partners provide critical services to help stabilize short-term crises.

CNIC Priority: Stable Housing, Affordable Healthcare

COMMUNITY PARTNERS

- People Helping People
- Family Resource Agency
- Legal Aid of East Tennessee
- Outreach Ocoee, Inc.
- UWOR - Ocoee Connect

INVESTED
\$478,578

7,167

Assisted with Food, Clothing, Legal Services, and Transportation

\$6.50

The Cost of a Single Sac Pac Meal



Giving Kids an Equal Chance

We believe every child should have an equal opportunity to succeed. Statistically, early childhood care leads to on time high school graduation. Those students are more likely to find jobs that pay a livable wage, live healthier lives, and avoid the judicial system.

CNIC Priority: Quality Childcare, Affordable Healthcare

COMMUNITY PARTNERS

- The Caring Place - Sac Pac
- Feeding God’s Lambs
- Benton United Methodist Church - Sac Pac
- The HOPE Center - Children’s Advocacy
- Big Brothers Big Sisters of Chattanooga
- Copper Basin High School Crisis Closet
- Boys & Girls Club of the Ocoee Region
- LUDIC Spectrum Center
- Woodsong Forest Education Foundation
- YMCA - Childcare and YCAP
- CASA of Bradley County
- UWOR - Imagination Library

INVESTED

\$602,500

9,430

Assisted with Childcare, Special Advocacy, Books and Therapy

624

Children with Adverse Experiences Received Advocacy



Building Pathways to a Healthy Community

When it comes to accessing medical and dental services, a person’s zip code should never be a barrier. By making it easier for individuals to access quality healthcare, wellness programs and nutritious foods, we’re working to help everyone get - and stay - healthy.

CNIC Priority: Affordable Healthcare, Mental Health and Substance Abuse

COMMUNITY PARTNERS

- Bradley Cleveland Public Ed Foundation
- Centerstone of Tennessee
- Cleveland Lions Club
- Karis Community Health
- Lee University - MFT Collaborative Care
- New Hope Pregnancy Care Center
- On Point
- OrphanWise
- Walter E. Boehm Birth Defects Center
- Medical Foundation of Chattanooga
- Living Water Missions International
- YMCA - Wellness Programs
- UWOR - COPE Trainings

INVESTED

\$600,000

9,206

Assisted with Screenings, Medical and Dental Care, and Special Provider Trainings

13

Partners Addressing Healthcare Needs in our Communities

UWOR Programs *Filling the Gap*

In addition to the valued partner agencies funded through our collaborative allocation process, United Way of the Ocoee Region is uniquely innovative and goes a step further to fill gaps in service identified as needs in our community through five **strategic internal programs**.

36,582 Individuals Served in 2023

Partner Programs
53%

UWOR Programs
47%



Ocoee Connect
Crisis Hotline and
Referral Resource



Housing United
Rapid Rehousing
Based Program



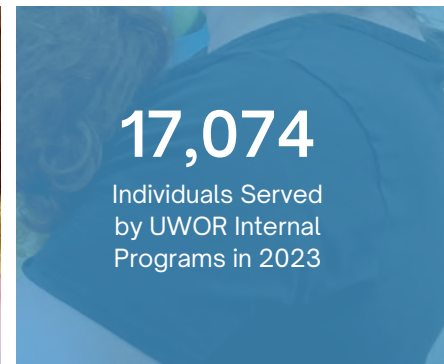
William Hall Rodgers
Christmas Food
Basket Program



AmeriCorps
VISTA
Program



Read United
Imagination
Library



Ocoee Connect *Answering the Call*

UWOR Internal Program > Ocoee Connect is the region’s exclusive resource and referral hotline, administering utility assistance through Cleveland Utilities’ Project Round Up and Chattanooga Gas’ Energy to Give programs, in addition to providing referrals for housing, food, childcare, healthcare, family services and legal aid.

We understand that navigating available resources can be daunting in the midst of crisis, so if our team is unable to directly provide the service needed, we connect callers to a local agency to ensure timely and reliable assistance.

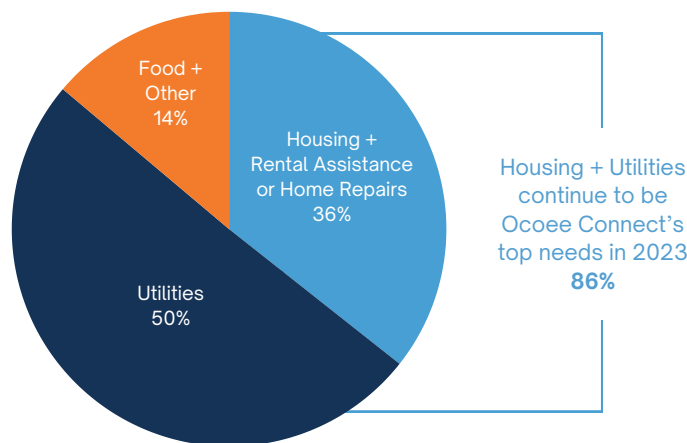


Putting Ocoee Connect Data to Work

Data collected from Ocoee Connect calls provides a real-time snapshot of ongoing and emerging needs in our community. United Way leverages the information gathered to better understand trends and keep a pulse on the changing landscape of local issues.

1,456 Households Assisted by Ocoee Connect in 2023

CALLER REQUESTS BY NEED



Utility Assistance Qualifications

- Bradley or Polk Resident
- Proof of Income
- Copy of Utility Bill
- Documentation of Hardship

Applicants are vetted through Charity Check to avoid duplication

\$568,555

Invested locally through Ocoee Connect since 2020

Key Utility Assistance Partners



\$265

Average Utility Assistance per Household

Housing United *Opening Doors*

UWOR Internal Program > Housing United is a collaborative, rapid rehousing-based program established in response to the identification of housing stability as an urgent and recurring need in our community. A research-based solution that prioritizes stable housing and ongoing support to produce positive outcomes, rapid rehousing programs like Housing United aim to prevent eviction, quickly transition the homeless to housed, and provide resources that ensure long-term sustainability.



HOUSING UNITED PROGRAM ELEMENTS + QUICK STATISTICS



The Housing Navigator is employed by United Way and works with landlords to keep an ongoing, up-to-date list of available units, negotiate screening barriers, and connect clients to suitable stable housing quickly. The program also provides income-based workshops and flexible deposit and short-term rent assistance.

22 **New Landlords Engaged in 2023**
26% increase over previous year



The Housing United Case Manager is employed by The Caring Place and works with clients for six months upon being placed in housing to identify potential hurdles and ensure independent sustainability.

131 **Total Households Served in 2023**
44% increase over previous year



Mitigation funds provide financial assurance to landlords who rent to Housing United clients in case of damage to the unit within the first year of tenancy.

NATALIE'S* STORY

Within 35 days of entering the Housing United program, Natalie, a young single mother whose newborn was recently removed from her care partially due to insufficient housing, moved into her new home, marking a significant step in her journey toward stability. Today, with reliable housing and a steady income, Natalie is thriving and is on track to regain custody of her son.



*Name changed to protect identity

\$268,866

invested locally through Housing United since inception

\$595

Average Monthly Rent Assistance

92%

of Housing United clients remain successfully and independently housed after six months

Case Management
Key Partner



AmeriCorps VISTA

UWOR Internal Program > United Way of the Ocoee Region facilitates the federally-funded AmeriCorps VISTA (*Volunteer in Service to America*) program for Bradley County and the surrounding area.



AmeriCorps

SITES SERVED IN 2023

- Boys & Girls Club of the Ocoee Region
- City Fields
- CASA of Bradley & Polk Counties
- Community Kitchen
- Feeding God's Lambs
- Foundation House Ministries
- Habitat for Humanity
- Junior Achievement - Ocoee Region
- Karis Community Health
- The Leonard Center
- Museum Center at Five Points
- New Hope Pregnancy Care Center
- OrphanWise
- People Helping People
- Project Free 2 Fly
- The Caring Place
- United Way of McMinn & Meigs
- Unity Center
- Willowbend Farms
- Woodsong Forest School
- United Way of the Ocoee Region

HOW DOES VISTA WORK?

The UWOR AmeriCorps team recruits students, recent graduates and young professionals to serve a one-year (or 10-week summer) VISTA term with a local non-profit organization. UWOR provides ongoing support and development, monitors progress, and facilitates federally-mandated reporting throughout each VISTA's term.

WHAT ARE THE GOALS OF VISTA?

The goal of the VISTA program is to help young adults better understand and address poverty by expanding non-profit capacity to explore innovative solutions and execute strategic programming.

In turn, the VISTA gains valuable life and professional development experience, as well as direct exposure to the impact of civic service and community engagement, at a pivotal point in their careers.

WHAT ARE THE BENEFITS OF VISTA?

VISTA members receive federal benefits from the AmeriCorps program and additional assistance from UWOR, including:

- Annual living stipend
- Monthly grocery stipend
- Education award presented at the conclusion of service
- Forbearance or deferment of student loans during service
- Relocation stipend and settling-in allowance
- VISTA healthcare benefits or allowance

Summer VISTAs

23
VISTAs

17

Sites Served for a 10-Week Term

One-Year VISTAs



34
VISTAs

94% Term Completion Rate



Record served in 2023

20
Sites



"I decided to become a VISTA because I wanted to be part of something bigger than myself. Now I have this incredible opportunity to play a part in making my community a better place while growing my own education for the future."

- Emily

\$600,000

generated by VISTAs for partner agencies in our community in 2023



Read United

UWOR Internal Program > United Way of the Ocoee Region administers Dolly Parton’s Imagination Library program for Bradley County through our Read United initiative. Regardless of a family’s income, Imagination Library delivers high-quality, age-appropriate books monthly to children from birth to age five. The broader Read United program supports the benefits of reading through high school graduation.



Scan to learn more about Dolly's Imagination Library

41,716

Imagination Library books mailed in 2023

4,529 children enrolled



William Hall Rodgers



UWOR Internal Program > Almost 100 years ago during the Great Depression, William Hall Rodgers launched a Christmas food basket fund to “fill the need he saw in Bradley County.” With the support of our community, United Way of the Ocoee Region still facilitates this namesake program to coordinate, pack and distribute hundreds of food boxes to our community’s most vulnerable every holiday season.

760

Christmas food boxes distributed in Bradley and Polk Counties in 2023



110+

William Hall Rodgers Christmas Food Basket program volunteers in 2023



Interested in Affinity Group membership? Visit our website.

Affinity Groups *Giving Circles*

In 2022-23, more than 230 leadership donors invested over \$477,000 to support UWOR initiatives and community partners. Formed by our most generous givers with shared philanthropic values, Affinity Group members impact thousands through the projects, programs and services they fund annually.



Alexis De Tocqueville Society

The Tocqueville Society is United Way’s premier giving network, comprised of donors who make an annual gift of \$10,000 or more, setting a trailblazing example of leadership giving for our community.



Pillar Society

The Pillar Society exemplifies the spirit of our community and a commitment to philanthropy in its most generous form. This group of \$1,000+ annual leadership donors signifies the stabilizing force behind UWOR’s annual community campaign.



Women United

The purpose of Women United is to inspire, educate and encourage female leaders to effect change in our community through philanthropy.



Young Professionals Circle (YPC)

The mission of the Young Professionals Circle is to encourage professionals to build community through philanthropy, volunteerism, leadership and giving.



COMMUNITY CAMPAIGN

\$1,539,852 *High Five!*

Goal-Crushing, Record-Setting 2023 >

This year's Community Campaign began in July 2023 with our annual Day of Action when Campaign Co-Chairs Kim Brooks and Andrew Dinsmore kicked off a record-breaking day of volunteerism and challenged our community to come together to raise at least \$1,500,000 to benefit the Ocoee Region. **We wrapped the campaign in February 2024 with a total of \$1,539,852!**



2023 Campaign Co-Chairs
Andrew Dinsmore
Publix Supermarkets
Kim Brooks
Olive Branch



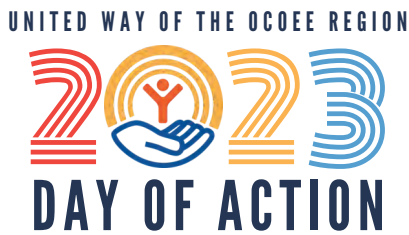
The Ocoee Region in Action
400 Volunteers
24 Sites
1,206 Hours of Service

2023 Day of Action

A record 400 volunteers donated their time and talents during UWOR's largest annual signature volunteer event to tackle 24 projects that benefitted local schools and non-profit organizations.



Sign Up for 2024 Day of Action
July 26, 2024



Beyond donations, our partners often invest their time and advocacy to help neighbors in need. Every dollar, every hour and every conversation represents the power of a community united.

Workplace Campaigns

Harnessing the Power of Corporate Philanthropy

Workplace campaigns are the leading source of funds that contribute to the annual United Way Community Campaign. In fact, 82% of the \$1.5 million raised in 2023 was generated from local employees participating in workplace campaigns through payroll deductions.

In return, statistics have shown that offering employees convenient and meaningful ways to give back at work - financially or through volunteer opportunities - increases engagement, creates mission alignment, improves retention, and boosts overall job satisfaction.



92 Workplace Campaigns contributed more than

\$1.2M

to the UWOR Community Campaign in 2023



Top 15 Workplace Partners



\$251,727

Grant funding secured and leveraged by United Way to benefit the Ocoee Region in 2023





UWOR's #1 Corporate Partner, **Whirlpool Corporation**, hosted the most profitable Appliance Sale in the last three years, raising almost \$170,000 in a single day. Every Day, Care. Every Day, Live United.



2023 Celebrity Bagging Winning Team
Rotary Club of Cleveland

Signature Fundraisers

Hosted annually, signature fundraising events engage supporters and raise critical funds to supplement traditional workplace campaigns and major affinity group fundraisers.



Whirlpool Appliance Sale

Each year, Whirlpool Corporation hosts a public appliance sale with all proceeds benefitting United Way. With \$84,651 in sales plus a dollar-for-dollar Whirlpool Foundation match, nearly \$170,000 was reinvested into the Ocoee Region, making the 2023 Whirlpool Appliance Sale one of UWOR's most successful fundraisers of the year.



Make a Change Day

In partnership with Bradley County Schools, Make a Change Day is a student-led, hands-on fundraising experience that empowers 11,000 Bradley County students to *make a change* by collecting spare change to support programs that directly benefit their fellow students. In 2023, several corporate sponsors and affiliate groups volunteered to prepare supplies for the event, which raised more than \$15,000.



Celebrity Bagging

A long-standing regional United Way event, our partners at Food City host volunteer teams of local celebrities to bag groceries and collect tips that benefit the UWOR community campaign. For the second consecutive year, UWOR and our local Food City earned first place in the region for Celebrity Bagging funds raised with a total of \$6,117.



United Way Wednesdays

During the month of April, several local restaurants partner with UWOR to donate a portion of their Wednesday sales to benefit the Community Campaign.



ANNUAL CELEBRATION

Impact Report & Awards Luncheon

United in Mission

More than 220 United Way advocates gathered in March 2023 to honor our community's most deserving award winners, celebrate fundraising totals, and recognize the UWOR impact made possible by the generosity of the Ocoee Region.

During the event, Dr. Matthew Tolbert was installed as the 2023-24 Chairman of the Board.



**2023-24
Board of Directors
Chairman**

Dr. Matthew Tolbert
*Southern Adventist
University*



2023 Event Sponsors



Impact Report & Awards Luncheon

Celebrating Community Leaders

William F. Johnson, Sr.
Community Service Award



F. Alan Smith
Community Advocate

The William F. Johnson Award recognizes an outstanding volunteer who has demonstrated continuous service to the United Way.

Presented by 2022 award recipient Dr. Matt Tolbert

Charlotte Thorogood
Woman of Impact Award



Ashley Flowers
WCLE Mix 104.1

The Charlotte Thorogood Woman of Impact Award honors a female leader who has effected change through outstanding service.

Presented by 2022 award recipient Erika Moore

Lt. Colonel Jim Tucker
Service Leadership Award



Diana Jackson
Life Bridges

The Colonel Jim Tucker Service Leadership Award recognizes a Bradley County nonprofit leader who has demonstrated outstanding commitment to service excellence.

Presented by UWOR CEO Stephanie Linkous

Pillar Society Leadership
Appreciation Award



Terry and Sandy Henry
Life Care Centers of America

Terry and Sandy (not pictured) Henry were recognized for their leadership as the 2022 Co-Chairs of the Pillar Society, impacting our community by driving growth in the UWOR's most significant donor circle.



85th ANNIVERSARY

United Way Day in Bradley County

Thriving at 85!

2023 marked the 85th Anniversary of United Way of the Ocoee Region. In celebration, partners, donors, community members and government officials gathered on the grounds of the United Way office to officially proclaim May 11 as **United Way Day** in Bradley County. In addition, 1st Street between Church and Ocoee Streets in Cleveland - parallel to the famed UWOR mural - was renamed “United Way.”

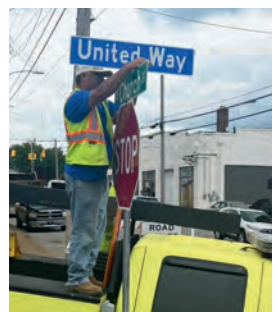




Over 85 years, UWOR
has invested more than

\$100M

to impact generations
throughout the Ocoee Region





WOMEN UNITED GALA

Prohibition Ends Here

Hats Off to You!

The West was wild - for United Way ...

In September 2023, almost 300 generous supporters gathered in their best hats and boots for the annual Women United Gala. The 2023 theme - **Prohibition Ends Here** - raised paddles and donations totaling more than \$180,000, and catapulted Women United over \$1,000,000 in total funds raised to benefit United Way.



Women United

Women United Gala surpasses

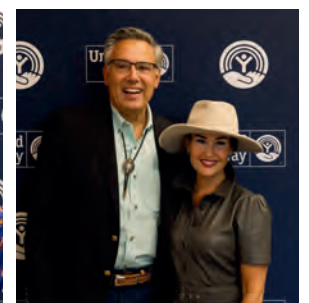
\$1M

in funds raised over the course of seven years





*Women
United*





LEAD UNITED

Lead United Non-Profit Summit

That's a Bright Idea!

United Way of the Ocoee Region hosted its first **Lead United Non-Profit Summit** in October 2023, welcoming representatives from 42 non-profit organizations, including four peer United Way agencies, from across the region. Special guests included Lexi Savage, VP of Network Engagement for United Way Worldwide, and Alex Counts, author of *Changing the World Without Losing Your Mind*.



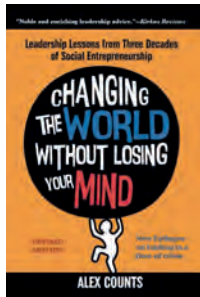
42

non-profit agencies from across the region came to the table for UWOR's first Lead United Summit



Lexi Savage
Alex Counts
Stephanie Linkous





Alex Counts, nationally acclaimed author of *Changing the World Without Losing Your Mind*, headlined a monumental day of education and inspiration to fuel non-profit leaders in our region.



Volunteer Experiences

United Way of the Ocoee Region facilitates four annual signature volunteer events and offers customized projects and service opportunities for all interests.



Signature Volunteer Events

- Day of Action - our community’s largest organized annual volunteer event
- Celebrity Bagging
- William Hall Rodgers Christmas Food Basket Program
- Make a Change Day



Customizable Volunteer Experiences

Based on a corporate partner’s preference, UWOR customizes volunteer projects to support one or more of our agency’s four bold goals. Volunteer opportunities may include donation collection, or hands-on projects such as kit building, home improvements or other activities to support partner agencies or fundraising efforts.

COPE - Cost of Poverty Experience - Training Simulation

The Cost of Poverty Experience (COPE) is an eye-opening exercise led by UWOR certified professionals that simulates a month in the life of a real family navigating poverty by replicating both challenges and resources in the community available for families in need.

COPE is an ideal educational, in-service or staff training opportunity.



Record-Breaking
9,190
 Total Volunteer Hours in 2023
 (1,495 volunteers)

\$292,242*
 monetized value poured
 directly into our community



*According to the National Leadership Center, one volunteer hour equates to \$31.80 (2023)

Community Partners

2023 Community and Campaign Partners

Advanced Photographic Solutions
 Allan Jones Foundation
 Allstate Insurance - George Gray
 Arendale Construction & HVAC
 AT&T
 Bank of Cleveland
 Beaty Fabricating
 Bender Realty
 Best Buy Metals
 BMO Financial Group
 BonLife Coffee Roasters
 Boys and Girls Club
 Brad/Clev Public Education Foundation
 Brad/Clev Community Service Agency
 Bradley County Employees
 Bradley County Schools
 Brown Stove Works
 CapStar Bank
 Caterpillar Foundation
 CC Blankenship Custom Home Builders
 Chattanooga Gas
 Church of God International Offices
 City of Cleveland Employees
 Cleveland Apple Festival
 Clev/Brad Chamber of Commerce
 Cleveland City Schools
 Cleveland Family YMCA
 Cleveland State Community College
 Cleveland Utilities
 Cleveland Utilities Project Roundup Grant
 Cooper & Cooper of Raymond James
 Cormetech, Inc.
 CPQ Professional Imaging
 Crye-Leike Realtors
 Duracell
 Easy Auto
 Eaton Corporation
 Elder's Ace Hardware
 Exact Sciences
 Family Resource Agency
 FedEx
 First Horizon Bank
 Flowers Bakery
 Food City
 Global Charities Foundation
 Harting, Bishop & Arrendale
 HCA - Caring for the Community

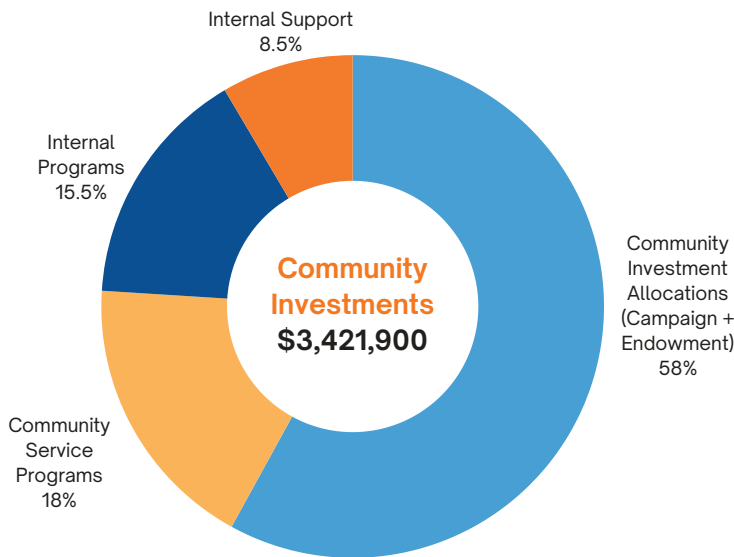
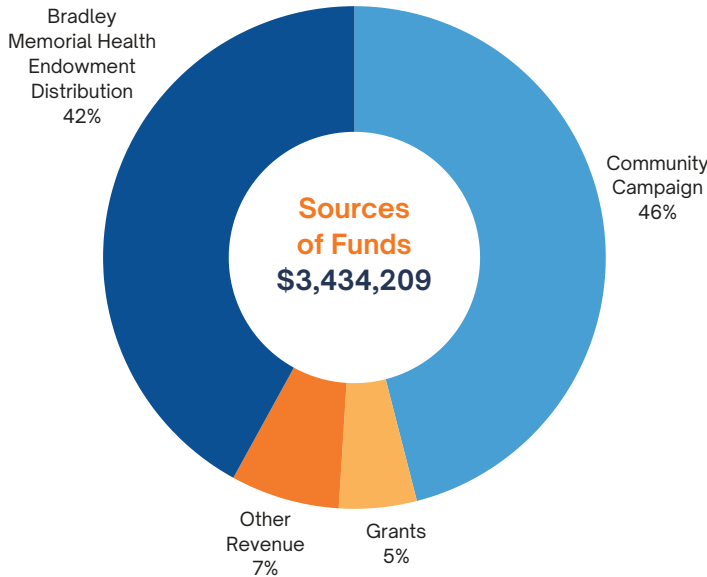
HHM CPAs
 Jackson Furniture Industries
 KACE Properties
 Lamar McKenzie State Farm
 Lee University
 Life Care Centers of America
 Lincoln Financial Group
 Lola Beans
 McDonald's (Smith Management)
 Medical Center Pharmacy
 Mohawk
 Mountain View
 Nelson Custom Builders
 O'Reilly Auto Parts
 Olin Corporation Charitable Foundation
 Pentecostal Theological Seminary
 Pinnacle Bank
 Polk County Dept of Education
 Publix
 Regions
 Resolute Forest Products
 River Counties Assoc of Realtors
 Salsarita's
 Shaw Industries
 Simmons Bank
 Simple Café
 SmartBank
 Solenis
 Southeastern Container
 Southern Heritage Bank -
 Div of First Citizens National Bank
 State of Tennessee Employees
 Target
 Tennova
 Terra Running Company
 The Flooring Center
 Truist Foundation
 Turner Industries
 United Community Bank
 United Health Group
 United Way of the Ocoee Region
 Unum
 UPS - United Parcel Service
 VEC - Volunteer Electric Cooperative
 Whirlpool
 Wright Brothers Construction



Interested in becoming a Partner?
 Visit Campaign Central.



Financials



When We Live United, Every Dollar Counts

Donor Power

\$6.50

One 5-lb bag of supplemental meals for local students through The Caring Place

\$10

One meal voucher through the Walter E. Boehm Birth Defects Center

\$25

12 books mailed per year to a child through Imagination Library

\$50

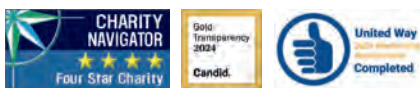
One hour of case management services through Housing United

\$100

Dental care services for the underinsured or uninsured through Karis Dental

\$150

One night in a domestic violence emergency shelter through Family Resource Agency



UWOR undergoes an annual financial statement audit by an independent CPA firm. Financials are from the unaudited Statement of Activities for the fiscal year ending December 31, 2023. For a copy of our full Financial Statement and Form 990, visit unitedwayoccoee.org.

UWOR Team

The United Way of the Ocoee Region’s staff is dedicated to improving the lives of their neighbors every day. They embody the “Live United” tagline through financial support and participation in local, state and regional opportunities for leadership development, networking and volunteerism.

President and CEO

Stephanie Linkous

Chief Financial & Chief Operating Officer

Tanya Mazzolini

Director of Community Impact

Shawna Staup

Director of Marketing & Community Engagement

Nicole Gibbs

Director of Resource Development

Blair Deacon

Human Resources Manager

Cindy Lawson

Senior Staff Accountant

Jennifer Sheely

Community Impact Coordinator

Hailey Wood

Executive Administrative Assistant

Darlene Hicks

Internal Programs Staff

Housing Navigator - Housing United

Olivia Gaines

Ocoee Connect Specialist

Emily Garner

Ocoee Connect Support Representative

Tabitha Maruca

AmeriCorps VISTA Supervisor

Brielle Nunnery

AmeriCorps VISTA Staff

VISTA - Resource Development

Mary Alley

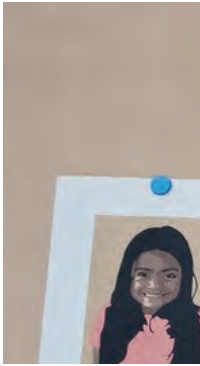
VISTA - Community Impact & Volunteerism

Jesse Snyder

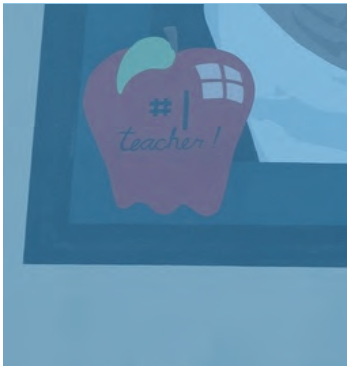
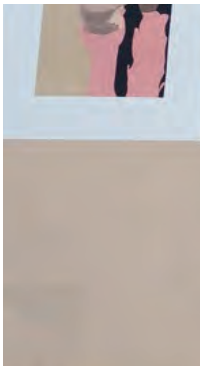
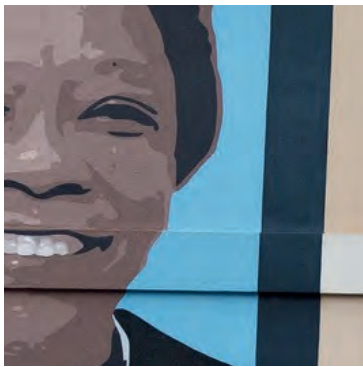
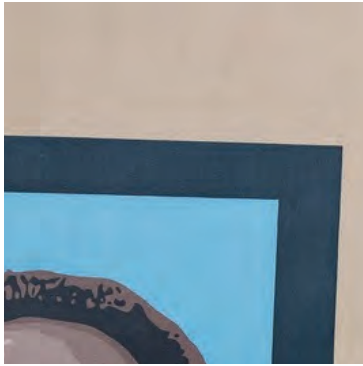
VISTA - Marketing

Morgan Varner





Give.
Advocate.
Volunteer.
#LiveUnited



United Way of the
Ocoee Region



Join Us in Giving Back
to the Ocoee Region

Thank You

Thank you for **giving** your time and resources, **advocating** for our work and believing in our mission, and **volunteering** to make a difference in our community by giving everyone the opportunity for a better tomorrow.

 423.479.2020

 85 South Ocoee Street - Cleveland, TN 37312

 www.unitedwayocoe.org



@UnitedWayOcoee