

United  
Way



Lake Martin Area  
United Way

# Annual Report 2022



***BECAUSE OF***



***we can impact someone's tomorrow!***

***THANK YOU for supporting United Way!***



Lake Martin Area  
United Way

17 Main Street  
Alexander City, AL 35010  
256-329-3600  
[www.unitedwaylakemartin.org](http://www.unitedwaylakemartin.org)

# Campaign Highlights

This last year, it felt like things were finally getting back to pre-pandemic normal - at least from a campaign standpoint. Fundraising is always a challenge and filled with wondering if we'll make goal, but our United Way is blessed to be part of an amazingly giving community that believes in taking care of each other and providing for those less fortunate. The support we've received is a testament to the wonderful people and place we all call home.



Our 2023 Campaign, "Because Of You," kicked off on Thursday, August 25, 2022 at the Betty Carol Graham Technology Center on the CACC Alex City Campus. Russell Brands/Fruit of the Loom was our 2023 Pacesetter and boy did they kick things off right! As a company, they embraced the idea of pacesetter and had a lot of fun hosting events, like Queen of Hearts, a dunking booth, golf tournament and many other fun competitions, in addition to their annual workplace campaign. Their efforts paid off by **raising \$31,428.43 as announced at Kickoff. But they didn't stop there...in total, as a company, they raised/pledged \$35,689.87!!**

This year we incorporated collecting new school supplies and non-perishable food donations for our area schools and food banks. Each area school system received 2 large boxes of school supplies and our local Salvation Army received 8 boxes of food for those in need.



This year, we also received an extra special blessing of a donation of \$100,000 from SL Alabama. This one-time gift was part of their efforts to increase their charitable giving and dedication to the local community. SL Alabama has been a faithful supporter of our United Way for many years, both monetarily and through volunteering, and we are grateful and humbled to receive this gift that will provide a long lasting

impact and change lives.

2022 allowed us to get back in to our area businesses, conduct workplace campaigns, and be out and about at community events to help spread the word about United Way and all the great things our 27 partner agencies and 5 community initiatives do in and for our communities.

In addition, we held our full scale Fashion Show again after a 2-year hiatus which was well attended and supported by the local community. The 4th Annual Wedding and Event Expo, Denim and Diamonds and "Football for a Cause" hosted by The Local at 41 Main, were just a few of the other events that added to our campaign total for the 2023 campaign. We have to thank each and every individual, business - small or large - and workplace that helped make this campaign year a resounding success. For the 2023 campaign, **we are excited to have raised \$548,595.82! AND when you add on SL Alabama's generous gift, that brings our total to \$648,595.82!!!**

**THANK YOU to everyone who pledged, donated and continued to support our United Way during this past year.** YOUR support means we were able to fund all 27 of our agencies for 2023, continue and possibly expand our initiative programs and outreach, but most importantly continue to help those in need across our communities.

# 2023 CAMPAIGN BY-THE-NUMBERS

## Top 5 Workplace Campaigns:

1. Russell Lands - \$69,566.82
2. Russell Brands = \$35,689.87
3. City of Alexander City - \$34,573.73
4. Russell Medical - \$33,130.10
5. Valley Bank - \$17,680

**\*SL Alabama Gift - \$100,000**  
*\*one-time gift*

## FINANCIAL SNAPSHOT\*

SOURCES OF SUPPORT  
WE RECEIVED.

Corporate Giving	\$20,800
Employee Giving	\$395,079.82
Individual Giving	\$80,630
Non-Corporate Foundation	\$30,000
Fundraisers & Special Events	\$22,056
<b>TOTAL**</b>	<b>\$548,565.82</b>

\*\*Total DOES NOT include SL Alabama one-time gift

\*The Lake Martin Area United Way financial records are audited each year by Hare & Dunlap CPA Group and are in found to be in sound financial order.

**THANK YOU**




**Give UNITED**



# Red Feather Society 2022

In 1998, several community leaders felt they should take the lead in contributing to the United Way and started the Red Feather Society with **9 founding members, each giving at least \$1,000. In 2022, our 165 members represent 51% of our contributions and are the leaders in our campaign and our community every year.**

Our **Young Leaders Society**, founded in 2015 and comprised of young professionals in their 20's and 30's, has also **grown to 20 members, each giving at least \$500.**

Thank you to each of our Red Feather Society Members whose unwavering support of our United Way allows us to continue the work we do in our communities.

Each year, **Russell Lands**, gives back, not just financially but also by sponsoring our annual leadership dinner. We are thankful to have been able to host this annual dinner this fall at SpringHouse for all our Red Feather members as a token of thanks.



*Thank you*

## 2022 Red Feather Society Members

### ALEXIS DE TOCQUEVILLE SOCIETY (\$10,000 +)

	Bill & Dedie Hendrix	Paige Patterson
Ben & Luanne Russell	John Russell & Claudia Thomas	Dr. Eric & Fran Tyler

### GOLD FEATHER SOCIETY (\$5,000 - \$9,999)

Kenneth & Mary Lyman Boone Christopher Cartwright	Ralph & Allyn Frohsin Randy & Honey Haynes	Hank & Kasi Lamberth Bill & Pam Peacock
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### SILVER FEATHER SOCIETY (\$2,500 - \$4,999)

Chad & Leanne Calhoun Karen & Tony Channell Dr. Kevin Henderson & Sue Hunt	Tom & Beth Lamberth Tucker & Donna Nall Neil & Donna Parker Chris Spraggins	Ken & Helen Walton Rhonda Watson Barbara Yonge Willis
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### RED FEATHER SOCIETY (\$1,000 - \$2,499)

Nancy Bolton Ammons Steven & Paula Amberg Mike & Vivian Antry Woody & Kim Baird Steve & Kim Baker John & Julie Ballard Larry & Denise Bates George & Carlotta Beck Scott & Cindy Blake Phil Blasingame Dianne Davis Blount Steven Bowen Annette Brasher* Jerry & Shirley Britton Chris & Kylie Brown Eric & Misty Brown Chris & Patricia Burley Sandra Carlisle Mickey & Donna Carter Billy & Shireen Coleman Dave & Lynn Commander Mabry & Marty Cook Drs. Nelson & Katie Cooper Todd & Wendy Cowan Andy & Ginger Craig Allan & Tammy Cutts John & Jamie Dark Mike & India Davis Randy Dawkins Randall & Susan Day Dr. Brian & Laura Dix	Fred & Becky Dobbs James & Cameron Dodwell Walter & Debbie Dowdle Nancy Eady Wayne & Janice Embry Matt & Mandy Fisher Steve & Connie Forehand Jeff & Kathy Fox Greg & Margot Fox Sollie & Susan Foy Larry & Sandra Fuller Steve & Sharon Fuller Fred & Leanne George Charles & Sarah Beth Gettys Drs. Paul & Michelle Goldhagen Bill & Harriett Goodwin Linda Gunn Clayton & Abby Guy Dwight & Sherry Henderson Brock & Amy Hill John & Nancy Hodges William & Carolyn Hodo Jerry Holley Roger & Cindy Holliday Tony & Melany Iannuzzi Gary & Edna Ingram Rhonda Jaye & Allison J. Ladson John & Mary Jo Johnson Al & Christi Jones John Kennedy Nolen & Addie Lamberth	Mark & Johnette Lamborne Jim & Jan Landers Richard & Lisa Langford David & Kathy Lashley DJ & Courtney Layfield Carol Lee Randy & Ginger Lee, Jr. Willie & Diane Lemmond Dr. James & Katy Leonard* Vanessa Leonard Chris & Leslie Loftin Jeff & Cindy Lynn Terry & Ellen Martin Mike & Carol McCaleb Joe & Sandra McInnes George & Nancy Miranda* Dianne Naler Hugh & Sarah Neighbors Nick & Kathy Nicholson Kimberly Gaston Oliver Joe & Lynne Parker Jim & Lisa Peace Janet Price Larkin & Richie Radney Thomas & Catie Radney Scott & Kathy Railey Bryan & Karen Ray Michael & Jacqui Rini* Ryan & Traci Robinson Steve & Regina Robinson Mabry & Jeanne Rogers	Dr. Chante' Ruffin Nancy Gwaltney Sanders David Scott Tamela Seymour* Doug & Mary Emily Sheffield Richard & Brenda Silva Kevin & Anna Speaks Mark Spencer Tommy & Jennifer Spraggins Andy & Sue Steele David & Laurie Sturdivant Bobby & Rita Tapley Gerry & Selena Tapley Dr. & Mrs. Arnold Tatro Michael Thaxton Bill & Sandy Thompson* John & Sandra Thompson Tim & Catherine Thomson Jim & Sherry Tremelling David & Lonna Upton Adam & Misty Wade David & Dr. Jennie Wheeler Phillip & Lorraine Whitley Devereaux & Jeannine Williams Benita Willoughby* Steven & Leigh Yearkey Phillip & Cheryl Young Tom & Pam Young*  Anonymous (2)
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\*New Member

### GIFTS & GRANTS

Adelia Russell Foundation  
Alabama Power  
Commissioner T.C. Coley  
Constellation  
Home Depot Foundation  
Russell Lands  
SL Alabama  
Valley Bank

### YOUNG LEADER SOCIETY (\$500)

Dr. Steven Baker\*  
Caroline Brown\*  
Terry & Sheri Carter  
Ed & Meredith Collari  
James & Amie Gray  
Miles Hamlett\*  
Scott & KK Hardy  
Dr. Tate Hinkle  
Chase & Deidra Hom  
Elgie & Kristin Joiner

Wesley & Haley Lamborne  
Craig & Cecily Lee  
Victor Mason\*  
Jimmy Rathel\*  
Eli & Stacy Shaw  
Matt & Lee Sheppard  
Janardus & Kenyatta Simmons\*  
Donnie & Amanda Thomas  
Jennifer Timmons\*  
Mike & Leanne Waldrop

### LEADERSHIP PARTNERS

Jim Denney Photography  
John Denney Photography  
Mark Gilliland, Ocie & Belle's  
Ann Koon, Keith & Jennifer Koon,  
Koon's Korner  
Tim Price Landscaping/Lake Martin  
Garden Shop  
The Mitchell House/Vivian Antry

## Businesses that Donated (monetary or in-kind) to the 2023 United Way Campaign

AAA General Contractors	Destination Resort	Mary Kay Cosmetics/April Butler	Tallapoosa County Sheriff's Girls Ranch Employees
Abernathy & Britton, CPA	Dianne Davis Blount, Attorney PC	McClendon's Bridals	Tallapoosa County Tourism
Alabama Department of Transportation (Alex City Office)	Dianne Naler, CPA	Meals on Wheels Employee	Tallapoosa Properties
Alabama Power	Domestic Violence Intervention Center (DVIC) Employees	Medicine Express Family Pharmacy	Tallapoosa Publishers, Inc.
Alex City Marine, LLC	Duke Energy	Me Mama's Grub Hub	Tapley Appliance Center
Alexander City Board of Education	Empowered to Conquer Employees	Merle Norman Cosmetics Studio	Taylor Made Designs
Alexander City Dental Group	Envirocare	Mimi's Baked Goods	TCR Child Care Corporation Employees
Alexander City Housing Authority	Epic Events	Mitchell & Company	The Funky Goat
Alexander City Rescue Squad Volunteers	Farmers Insurance - Mary Jo Johnson	Mitchell E. Gavin, Attorney at Law	The Local at 41 Main
Alexander City Veterinary Clinic	Farmers & Merchants Bank	Morris Haynes Law Firm	The Mitchell House
Allegiance Staffing	First Realty of Alexander City	Movement Mortgage	The Pace Place at Lake Martin
Allstate Insurance	Gary Ingram Grading & Paving	Mrs. B Photobooth	The Learning Tree Employees
American Red Cross Employees	Girl Scouts of Southern AL Employees	NuSonics	The Lighthouse of Tallapoosa County Employees
Area 51 Entertainment	Grace's Flowers	Oliver Ross Bar Service/Ocie & Belle's	Thompson Tractor
ARISE, Inc., Employees	Graceful Elegance	Overlook Farms	Tim Price Landscaping / Lake Martin Garden Shop
AT&T	Gunn Homes and Land	Paradise Bed & Breakfast	Treats with Tay
Ballard Construction Company	Half Moon Market & Interiors	Pecan Hill Event Rentals	Unlimited Designs
Barnes & Radney, P.C.	Hare & Dunlap, CPA	Pediatric Associates of Alexander City (PAAC)	Valley Bank
Barton Ridge	Heritage Pediatrics	Plunder Design - Luxe Linx	Volunteer Connections of Central Alabama (VCCA) Employee
Be Our Guest Travel - Audra Claire Boyd	Hill Petroleum	RK Photobooth	Waterside at Azalea Cove
Benton Clearing & Grading	Holiday Cove Vacation Rentals	R. VanHouten Photography	Weddings by Madi
Bice Motors	Holman Floor Company	Radney, Radney & Jackson	Wells Fargo Bank
Big Fish Realty	Home Depot Alexander City	Radney's Funeral Home, Inc.	Wendy's
Blackberry Breeze Band	Hometown Pharmacy	Ray Dunn Insurance & Financial Services	Williams Companies
Blue Cross Blue Shield of Alabama	Hyundai	Raymond James	Worthy Insurance
Boy Scouts Tukabatchee Area Council Employees	Inprint4u	River Bank & Trust	Zajac's
BridgeWays Employees	Ivy Creek Healthcare	Root 49 at Lake Martin	Zazu's Verandah
Brown Nursing Home	JLT Events & Rentals	Russell Brands/Fruit of the Loom	
Build-A-Bride Auburn	Jim's Formal Wear	Russell Do-It Center	<b><u>Civic / Study Clubs:</u></b>
C&T Electric	Kerley Motor Company	Russell Lands	Alexander City Lions Club
Camp ASCCA Employees	KwangSung America Corporation	Russell Medical Center	Twentieth Century Study Club
Central Alabama Community College (CACC)	Lakay's Flowers & Gifts	Sav-A-Life Employees	
Chick-fil-A Alexander City	Lake Broadcasting/WKGA	Scott Accounting	<b><u>Foundations:</u></b>
Chris Rainz Music	Lake Martin Area United Way staff	Sellers CPA	Adelia Russell Foundation
City of Alexander City	Lake Martin Community Hospital	Sigma Corporation	Alabama Power Foundation
City of Dadeville	Lake Martin Dadeville Area Chamber of Commerce	Sim's Electric	Amazon Smile Foundation
Cloud Nine	Lake Martin Realty	SK Services	
Constellation	Lake Martin Signature Construction	SL Alabama	
Coosa County Board of Education	Lake Martin Tours	Southern Star Pet Grooming & Boarding	
Coosa County Commission	Lake Martin Trailblazers Employees	Spacewalk Alex City	
Coosa County Sheriff's Dept	Lake Martin Wedding & Event Rentals	State Farm Insurance - Harold Cochran	
Copper Bridal	Lamberth & Lamberth DDS	State Farm Insurance - Karen Channell	
Copper's Grill at Stillwaters	Lauren Minix Photographer	State of Alabama Employees	
Cornerstone Insurance - Scotty Gordon Agency	Lee Marketing Group	Steele & Partners	
Country Financial - Shelia Martin	Liquor By The Lake	Stifel	
Dadix, Inc.	Love Lake Martin Realty	Stillwaters Golf Club	
Dark Insurance Agency	Madix Corporation	Tallapoosa County Board of Education	
Daughtry Insurance Agency	MAM Legacy	Tallapoosa County Commission	
Delta		Tallapoosa County Sheriff's Dept	



# PARTNER AGENCIES



**Because of You, we were fortunate to be able to continue to fund each of our amazing partner agencies again for 2023!** Each one is dedicated to their mission to help those in the community and reach their target populations in Coosa and/or Tallapoosa counties. **This past year, our 27 partner agencies impacted the lives of 22,020 lives and we expect to see even more lives reached in 2023!** Together we are doing amazing things and changing lives!

Alexander City Rescue Squad  
 American Red Cross, Central East Alabama  
 ARISE, Inc.  
 Boy Scouts Tukabatchee Area Council  
 BridgeWays  
 Camp ASCCA  
 Coosa County Sheriff's Reserve  
 D.A.R.E. / S.A.F.E. Alexander City  
 D.A.R.E. Tallapoosa County  
 Domestic Violence Intervention Center  
 Empowered to Conquer  
 Food Bank of East Alabama  
 Girl Scouts of Southern Alabama, Inc.  
 Goodwater Head Start & Early Head Start (*TCR Child Care Corp*)

Habitat for Humanity of Alex City Area  
 Head Start - Chambers/Tallapoosa  
 Lake Martin Trailblazers  
 Meals on Wheels  
 Rape Counselors of East Alabama, Inc.  
 Sav-A-Life  
 TallaCoosa Aid to People (TAP)  
 Tallapoosa County Sheriff's Girls Ranch  
 The Learning Tree  
 The Lighthouse of Tallapoosa County  
 The Salvation Army  
 Tri-County Children's Advocacy Center  
 Volunteer Connections of Central Alabama (VCCA)



MANY NEEDS.  
ONE NUMBER.

Get connected to the help you need...quickly, easily and confidentially.

CALL: 211 AVAILABLE 24/7

**2-1-1** continues to be a vital program of United Way and an important resource to our community at-large in 2022. Our call center partners across the state were as busy as ever taking calls to help with emergencies and every day needs.

**In 2022, over 800** calls were made to 2-1-1 from our area. Callers were seeking assistance primarily with energy assistance, housing, food and health needs. This statewide service is fully funded through our United Way, and all the United Ways across Alabama, to provide emergency assistance and non-emergency referrals to agencies that can assist in times of need. The 2-1-1 system is a vital resource during natural disasters by helping to coordinate those in need to resources and organizations that can provide help in their time of need. As part of this initiative, our United Way annually participates in local mock disaster drills to stay prepared, as well as working throughout the year to keep our referral resources updated.

### 2-1-1 Calls At-A-Glance: 2021

- ◆ **800+** Calls from Tallapoosa & Coosa counties
- ◆ Top Referral Requests/Needs:  
Energy Assistance, Housing, Food, & Health Needs

## 2022 - Getting Out and Giving Back

### DAY OF ACTION 2022

Because 1 Day of Action isn't enough, we held 2 Day of Action events this year! **First we went to Dadeville Elementary and Stephens Elementary Schools on June 24** where **107 volunteers** spent their time helping clean, paint, landscape, and beautify both schools on a very hot June morning. A

special thank you to our sponsors for this first Day of Action: Sellers CPA, Commissioner T.C. Coley, Heritage Pediatrics, Home Depot Alex City, Russell Do-It Center, and Mrs. Matilda Woodyard-Hamilton.

Then on **July 29, we were at it again in Coosa County at Central High School. 65 volunteers** put in a lot of sweat equity on a hot July morning to clean, paint, do a lot of landscape cleanup and much, much more. A special thank you to our sponsors: Home Depot Alex City and Mrs. Beatrice Reichert.

**Thank you to EVERYONE who helped to make Day of Action (twice) a huge success!!**

### FUNDRAISERS GALORE FOR 2022!



We were excited to host our 3rd annual **Lake Martin Wedding & Event Expo** in February 2022 which brought in just over \$3,500 for our campaign. Additionally, the Lake Martin Dadeville Area Chamber of Commerce also held their annual **Denim & Diamonds** event in November 2022, which benefits our United Way and raised over \$6,400 for our campaign!

We were so excited to be able to bring back a fan favorite this year as well - our **Fashion Show & Silent Auction!** The event included a

runway, emcee, event lighting, food, VIP tables, entertainment and a Silent Auction! Held on October 20, the event was a huge success with over 200 attendees, 15 VIP tables, 6 local stores modeling and 72 auction items raising over \$11,000 for our campaign.



It was great to get back to hosting events and fundraisers like we used to and can't wait to do more in 2023!

### HOME DEPOT VETERANS PROJECTS ARE BACK!

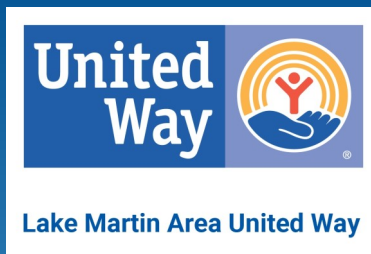
We were also excited to partner once again with our local Home Depot and other area businesses to surprise a local veteran and Alex City Police Officer, Donald McCook, with a new roof, landscaping, painting and pressure washing of his home in Dadeville in late October. This project was in partnership with the Home Depot Foundation and many other generous sponsors coming together for this home makeover.



### WHAT'S NEXT??

Our United Way has learned a lot post-COVID, adapted as needed and continued to work hard to provide valuable and needed resources and services to the communities we serve. Some things may never go back to the way they were before, but change isn't always bad thing. What's next you ask? Stay tuned to our social media and other media partners for exciting announcements and more information on things to come. We look forward to great things happening in 2023!





## **2022 BOARD OF DIRECTORS**

### **Executive Committee:**

**Abby Guy**

President

**Sandra Carlisle**

1st Vice President

**Amanda Thomas**

1st Vice President

**Patrick Craddock**

Secretary

**Nancy Ammons**

Past President

### **Full Board Members:**

Vivian Autry

Carolyn Beeker

Scott Blake

Kathy Fox

Sherry Henderson

Stephanie Kendrick

Craig Lee

Jeff Lynn

Tucker Nall

Kenyatta Simmons

Wayne Smith

David Stover

Pastor Christopher Todd

Holly Williams

### **Staff:**

**Courtney Layfield**

Executive Director

**Sherri Carter**

Executive Assistant

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