



Lake Martin Area
United Way

2023 Annual Report



Lake Martin Area United Way

17 Main Street, Alexander City, AL 35010

256-329-3600

www.unitedwaylakemartin.org

Table Of Contents

2024 Campaign

Campaign By the Numbers

Red Feather Society

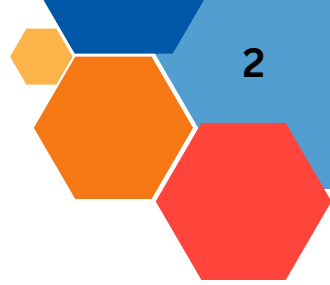
2024 Monetary & In Kind Donors

Partner Agencies & 211

2023 Recap

Fair Share & Media Support

2023 Board of Directors



2024 Campaign

The **2024 Campaign, “Give Where You Live,”** kicked off on Thursday, August 3 at the City of Alexander City Municipal Complex. This was a fitting location with the **City of Alexander City serving as our 2024 Pacesetter.** We changed things up a little this year with entertainment by our favorite local band, Blackberry Breeze Duo. The Wharf Casual Seafood provided an amazing buffet for the event. Mayor Woody Baird welcomed everyone and gave tours of the Municipal Complex. Many people said they hadn’t been in the building since it was the old Russell Corp Main Office. All city employees, as well as the community, were invited to attend the festivities!

Special thanks to our event sponsors - Ivy Creek Hospice and The Wharf Casual Seafood.

Thanks to the generosity of the **City employees, they raised \$30,476.55 as the pacesetter company** to get the 2024 campaign started out strong!

2023 was busy with multiple disasters, but we were still able to host our Annual Fashion Show & Silent Auction, the Wedding & Event Expo, 2 Day of Action volunteer days, support students in summer school for reading enrichment, and so much more! We are thankful to every individual donor, business, volunteer and supporter that helped make the **2024 campaign a success by raising \$539,317.22 (or 105%) of our goal!**



YOUR GIFT STAYS LOCAL!



SUPPORTING
27

nonprofit
partner
agencies

ACROSS
2
COUNTIES

HELPING

22,020

=

43%

individuals, including
children and families
in 2021

of the population of
Coosa and Tallapoosa
counties



Campaign By the Numbers



Lake Martin Area
United Way

Top Workplace Campaigns

- Russell Lands - \$66,186.55
- Russell Brands/Fruit of the Loom - \$31,263.98
- City of Alexander City - \$30,476.55
- Russell Medical - \$28,523.38

2024 CAMPAIGN

**BUSINESS
CONTRIBUTORS**

183



146

**RED FEATHER
LEADERSHIP
DONORS**

**WORKPLACE
CAMPAIGNS**

24



4

**CORPORATE &
FOUNDATION
GIFTS**

**OUT OF AREA
BUSINESS
CONTRIBUTORS**

4



Alexander City
& Dadeville

5

**CIVIC CLUB
CONTRIBUTORS**

FINANCIAL SNAPSHOT

Corporate Giving	\$27,500
Employee Giving	\$316,870.38
Individual Giving	\$120,110.24
Non-Corporate Foundation	\$30,000
Civic Clubs	\$3,100
Fundraisers, Special Events, Misc.	\$41,916.60
TOTAL	\$539,317.22

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

Red Feather Society

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. This dedicated group of leaders has grown to 161 members in 2023, representing 47% of our annual campaign.

Our Young Leaders Society, founded in 2015, has grown to 17 members, each giving at least \$500.

Our heartfelt thanks to each of these members for their unwavering support!

2023

Red Feather Society Members

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

Bill & Dedie
Hendrix

Ben & Luanne
Russell

John Russell & Claudia
Thomas

Dr. Eric & Fran
Tyler

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

Kenneth & Mary Lyman Boone
Ralph & Allyn Frohsin

Randy & Honey Haynes
Hank & Kasi Lamberth
Bill & Pam Peacock

Rhonda Watson
Barbara Younge Willis

SILVER FEATHER SOCIETY (\$2,500 - \$4,999)

Chad & Leanne Calhoun
Karen & Tony Channell
Greg & Margot Fox

Tucker & Donna Nail
Neil & Donna Parker
Chris Spraggins

Dr. & Mrs. Arnold Tauro
Ken & Helen Walton

RED FEATHER SOCIETY (\$1,000 - \$2,499)

Steven & Paula Arberg
Mike & Vivian Autry
Woody & Kim Baird
John & Julie Ballard
Larry & Denise Bates
George & Carlotta Beck
Scott & Cindy Blake
Phil Blasingame
Dianne Davis Blount
Chris & Kylie Brown
Eric & Misty Brown
Chris & Patricia Burley
Dr. Adrian Cargill*
Sandra Carlisle
Chad & Kimberly Carter*
Mickey & Donna Carter
Brad & Laura Clifton*
Billy & Shireen Coleman
Mabry & Marty Cook
Drs. Nelson & Katie Cooper
Todd & Wendy Cowan
Andy & Ginger Craig
Allan & Tammy Cutts
John & Jamie Dark
Bret & Paula Davenport*
Mike, India & Sawyer Davis
Randy Dawkins
Randall & Susan Day
Dr. Brian & Laura Dix
James & Cameron Dodwell
Nancy Eady
Wayne & Janice Embry

Matt & Mandy Fisher
Steve & Connie Forehand
Jeff & Kathy Fox
Sollie & Susan Foy
Larry & Sandra Fuller
Steve & Sharon Fuller
Fred & Leanne George
Charles & Sarah Beth Gettys
Andrew E. Gomez*
Bill & Harriett Goodwin
Scotty & Twila Gordon*
James & Amie Gray*
Linda Gunn
Clayton & Abby Guy
Doug & Patty Hamrick
Todd & Lynn Hayes*
Dwight & Sherry Henderson
Brook & Amy Hill
John & Nancy Hodges
William & Carolyn Hodo
Roger & Cindy Holliday
Tony & Melany Iannuzzi
Gary & Edna Ingram
Rhonda Jaye & Allison J. Ladson
John & Mary Jo Johnson
John Kennedy
Nolen & Addie Lamberth
Tom & Beth Lamberth
Jim & Jan Landers
Richard & Lisa Langford
David & Kathy Lashley
DJ & Courtney Layfield

Carol Lee
Randy & Ginger Lee, Jr.
Willie & Diane Lemmond
Vanessa Leonard
Christopher & Leslie Loffin
Jeff & Cindy Lynn
Terry & Ellen Martin
Mike & Carol McCaleb
Patrick McDaniel & Teresa Grier*
Joe & Sandra McInnes
Anthony Miller*
George & Nancy Miranda
Dianna Naler
Hugh & Sarah Neighbors
Nick & Kathy Nicholson
Kimberly Gaston Oliver
Paige Patterson
Jim & Lisa Peace
Janet Price
Richard & Dr. Beverly 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
Cindy Scroggins*

Eli & Stacy Shaw*
Doug & Mary Emily Sheffield
John & Katie Shelton*
Richard & Brenda Silva
James M. Smith*
Wayne & Joyce Smith*
Kevin & Anna Speaks
Mark & Laura Spencers
Tommy & Jennifer Spraggins
Andy & Sue Steele
Damon Story*
David & Laurie Sturdivant
Michael Thaxton
Bill & Sandy Thompson
John & Sandra Thompson
Tim & Catherine Thornton
Jim & Sherry Tremelling
David & Lonna Upton
Adam & Misty Wade
Bobby & Bree Walton*
David & Dr. Jennie Wheeler
Phillip & Lorraine Whitely
Devereaux & Jeannine Williams
Steven & Leigh Yearkey
Phillip & Cheryl Young
Tom & Pam Young
Mike Zadroga & Jodi Stolzner*

Anonymous (2)

* New Member

GIFTS & GRANTS

Adelia Russell Foundation
Alabama Power
Foundation
Home Depot Foundation
Russell Lands
SL Alabama
Valley Bank

YOUNG LEADER SOCIETY (\$500)

Carmen Baird*
Caroline Brown
Terry & Sherri Carter
Russell D'Olímpio*
Miles Hamlett
Scott & KK Hardy
Chase & Deidra Hom
Elgie & Kristin Joiner
Wesley & Haley Lambome
Craig & Cecily Lee
Drew Meacham*
Matt & Lee Sheppard
Janardus & Kenyatta Simmons
Austin & Casey Teel*
Donnie & Amanda Thomas
Mike & Leanne Waldrop
Andrew & Holly M. Williams*

LEADERSHIP PARTNERS

Jim Denney Photography
John Denney Photography
Ocie & Belle's, Mark Gilliland
Koon's Korner / Ann Koon,
Keith & Jennifer Koon
Service Printing / Scott Riley
The Mitchell House / Vivian Autry

Each year, Russell Lands and Mr. & Mrs. Ben Russell, graciously sponsor our annual leadership dinner at SpringHouse. This dinner is a way for us to show our gratitude to each of our Red Feather, Young Leader and Leadership Partners for their continued and generous support.

This support allows us to continue the work we do across Coosa and Tallapoosa counties, changing lives and making a difference.



In memory of Mrs. Sandra Thompson

Thank You to all our Red Feather Members who have contributed or pledged as of 6/30/2023

2024 Monetary & In-Kind Donors

A&E Event Planning & Solutions
Abernathy & Britton, CPA
Alabama Department of Transportation (Alex City Office)
Alabama Paper & Supply
Alabama Power
Alex City Marine, LLC
Alexander City Board of Education
Alexander City Dental Care
Alexander City Housing Authority
Alexander City Rescue Squad
Alexander City Veterinary Clinic
Allegiance Staffing
Allstate Insurance - Alice Parmer Agency
Annie Bartol Art
Area 51 Entertainment
ARISE, Inc
AT&T
Ballard Construction Company
Barbara's Studio of Dance
Barnes & Radney, PC
Benton Clearing & Grading
Bice Motors
Blackberry Breeze Band
Blue Cross & Blue Shield of AL
Boy Scouts Tuckabatchee Area Council
BridgeWays
C&T Electric
Catie Radney Art
Central Alabama Community College (CACC)
Central State Bank
Chique Hair & Nails
Chris Rainz Music
City of Alexander City
City of Dadeville
Cloud Nine
Coosa County Board of Education
Coosa County Commission
Coosa County Sheriff's Department
Cornerstone Insurance - Scotty Gordon Agency
Dadix, Inc
Dark Insurance Agency
Delta
Destination Glamping Resort
Dianne Davis Blount, Attorney PC
Dianne Naler, CPA

Domestic Violence Intervention Center (DVIC)
Dr. Steven Mackey Dermatology
EcoLab
Ellaby Boutique
Empowered to Conquer
EnviroCare
Epic Events
Euphoria Custom Gifts & More
Eventure Wedding & Event Planning
Farmers & Merchants Bank
Farmers Insurance - Mary Jo Johnson
First Bank
First Horizon
First Realty of Alexander City
Flutterflies
Food Bank of East AL
Fuller & Sons Woodworks
Gary Ingram Grading & Paving
Girl Scouts of Southern AL
Grace's Flowers
Gunn Homes & Land
Half Moon Market & Interiors
High Pointe Insurance Group
Hill Petroleum
Holiday Cove Vacation Rentals
Holman Floor Company
Home Depot Alexander City
Hometown Pharmacy
Imagination Travel
Inprint4u
Ivy Creek Hospice
Jackson Drugs & Gifts
Jamie Dark Interiors
Jes & Gray Living
Jim Denney Art
John Denney Art
Kessa's Bake Shop
Lake Broadcasting/WKGA
Lake Martin Area Association of Realtors
Lake Martin Area United Way Staff & Board
Lake Martin Dadeville Area Chamber of Commerce
Lake Martin Event Rentals
Lake Martin Garden Shop
Lake Martin Realty
Lake Martin Signature Construction
Lake Martin Tallapoosa County Tourism

Lake Martin Tours
Lake Martin Trailblazers
Lakeside Dance
Lauren Minix Phototgraphy
Lee Marketing Group
Love Lake Martin
Lucky Flight Bottle Shoppe
Madix Corporation
MAM Legacy
McClendon's Bridals
Me Mama's Grub Hub
Meals on Wheels
Merle Norman Cosmetics
Mistletoe Bough Bed & Breakfast
Mitchell E. Gavin, Attorney at Law
Morris Haynes Law Firm
Movement Mortgage
Mrs. B Photobooth
Niffers at Lake Martin
NuSonics
Oasis Salon & Spa at Lake Martin
OGS Tournaments
Oliver Ross Bar Service
Paradise Bed & Breakfast
Pediatric Associates of Alexander City (PAAC)
Picket Fence Antiques
Piggly Wiggly New Site
Popular Soundz
Pri-Care
Prime Fitness
Radney, Radney & Jackson Regions Bank
River Bank & Trust
Robinson Iron
Robinson Titles
Root 49 at Lake Martin
Russell Brands/Fruit of the Loom
Russell Do-It Center
Russell Lands
Russell Medical
Scent Wizards
Scott Accounting
Sellers CPA
Seoyon E-Hwa
Shay Aesthetics & Wellness
Sherwin Williams
SIGMA Corporation
Simple Kimmie

Sim's Electric
SL Alabama
State Farm Insurance - Harold Cochran
State Farm Insurance - Karen Channell
State of Alabama Employees
Steele & Partners
Stifel
Studio West
Sure Shot
Tallapoosa County Board of Education
Tallapoosa County Commission
Tallapoosa County Sheriff's Department
Tallapoosa Properties
Tallapoosa Publishers Inc (TPI)
TCR Child Care Corporation
The Funky Goat
The GRAND Bakery
The Learning Tree
The Local at 41 Main
The Miller Hotel
The Mitchell House
The Pace Place at Lake Martin
The Salvation Army
The Well Counseling Center
The Wharf Casual Seafood
Thompson Tractor
Those Lake Martin Guys at Lake Area Realty
Town & Country Cleaners
United Way of the Midlands
Unlimited Designs
UPS
Valley Bank
Vendetta Bladeworks
Wayside Animal Hospital
Wells Fargo Bank
Wendy's
Wickles Pickles
Williams Companies
Winn Dixie Community Bag Program
Worthy Insurance

Partner Agencies

Each of our partner agencies is dedicated to helping our communities grow and thrive across Coosa and Tallapoosa Counties. This past year, they impacted the lives of 29,281 individuals!!! This is only possible through the generosity of our donors!

Alexander City Rescue Squad
 American Red Cross, Central East AL
 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
 (DVIC)
 Empowered to Conquer
 Food Bank of East Alabama
 Girl Scouts of Southern Alabama Inc

Goodwater Head Start & Early Head Start
 (TCR Child Care Corp)
 Head Start - Chambers/Tallapoosa
 Lake Martin Trailblazers
 Meals on Wheels
 Rape Counselors of East Alabama (RCEA)
 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)

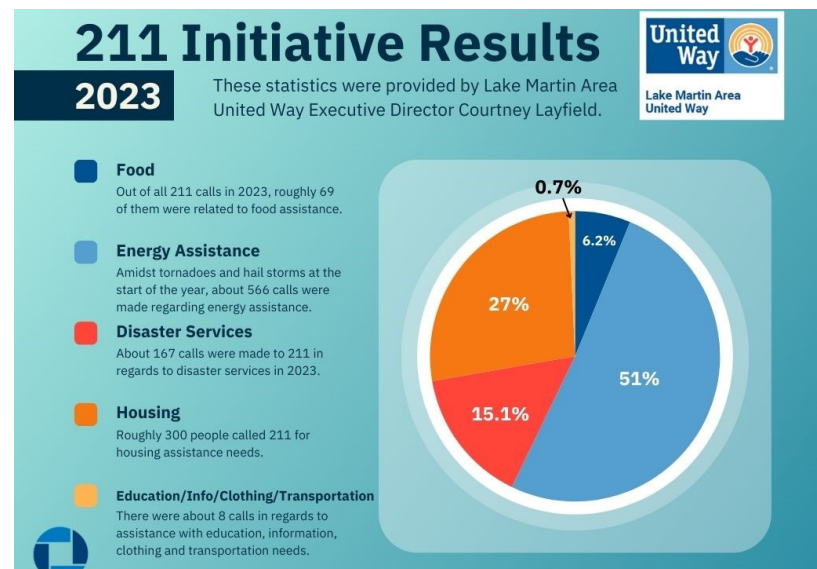
2-1-1 Connects

2-1-1 continues to be a vital United Way program and an important resource to our community at-large again in 2023. Our call center partners across the state were as busy as ever taking calls and assisting with resources for emergency and every day needs.

In 2023, almost 1,200 calls were made to 2-1-1 from our area.

Callers were seeking assistance with utilities/energy assistance, housing, food, and disaster services. This statewide service is fully funded in partnership with all the United Ways in Alabama to provide emergency assistance and non-emergency referrals. The 2-1-1 system proved to be vital in 2023 by helping coordinate resources and organizations following several disasters early in the year.

2-1-1 serves individuals from all walks of life and is available 24/7/365 by calling, chatting or texting to 2-1-1 or 1-888-421-1266. Translators are available if needed.



2023 was BUSY!



2023 was quite the year for our United Way and BUSY is an understatement!

DISASTER RESPONSE AND RECOVERY was a defining feature of 2023 for us. It started with **tornadoes on January 12** which caused major damage and loss of property in both Coosa and Tallapoosa counties. This was followed a couple short months later by a massive **hail storm on March 25** in the town of Camp Hill, demolishing almost every car in the small town of 1,000 people and affecting 80% of the homes/roofs in the area. Then sadly on **April 15**, we experienced what no one ever should, a **mass shooting in Dadeville** leaving 4 lives lost and many more injured. It has been a long, hard road of recovery for each of these events.



Long Term Recovery Committees (LTRCs) were set up in both Coosa and Tallapoosa counties raising over \$55,000 for the recovery efforts. Donations were received from individuals, corporations, fundraisers, along with grants from the United Church of Christ, Enbridge, Alabama Power, other area churches, Hometown Organizing Project, Faith Chapel Christian Center and others. Designated funds by county or incident have been closely monitored and used as directed. These LTRCs have been working with case management to help the survivors of the tornadoes and hail storms recover. To date, 8 individuals and/or families have been helped with several more to come. The **Caring for Dadeville Committee** was formed, with our United Way as a member. This committee met regularly working to disburse all funds collected to help support the medical, funeral, and other expenses for the shooting survivors and victim's families.



DAY OF ACTION - Because 1 Day of Action wasn't enough, we held 2 Day of Action events again in 2023! First we were at **Benjamin Russell High School and Reeltown High School on June 23** where **85 volunteers** came out to help clean, paint, landscape, and beautify the schools on a very hot June morning. A special thank you to our sponsors for this event: The Home Depot Alex City, Russell Do-It Center, Alabama Paper & Supply, and Sherwin Williams.



Next up on **July 14, we headed to Central Elementary in Coosa County where 75 volunteers** put in a lot of sweat equity on a humid July morning to clean, landscape, clean up the elementary playground, pressure wash and much more. A special thank you to our sponsors: Commissioner Brandon Davis, Alabama Paper & Supply, Russell Do-It Center, Home Depot Alex City, and First Bank.

Thank you to everyone who helped make Day of Action (x2) a huge success!!!

FUNDRAISERS 2023! We were excited to host our **5th annual Lake Martin Wedding & Event Expo in February raising over \$2,500!** Also in February, the **Lake Martin Dadeville Chamber hosted a Valentine's Charity Ball** raising **\$10,000** for our United Way!



The **Fashion Show & Silent Auction** was held in October, **raising another \$7,500** thanks to the over 150 attendees, 13 VIP tables, 2 local stores modeling and 58 silent auction items!



Stay tuned to see what we have planned for 2024!

Fair Share Sponsors

Thank you to our 2024 Fair Share Card Sponsors. These 14 area business offer wonderful discounts to those donor who give their “Fair Share” each year. Fair Share is generally recognized as the equivalent of donating 1 hours pay per month.

Thank you to these wonderful sponsors in helping us thank these donors for their support!

Lake Martin Area United Way serving Coosa and Tallapoosa Counties www.azhwywaylakemartin.org

General's Café \$1.00 off any entrée 888 Hwy 12, New Hope (206) 234-3271	United Way Lake Martin Area United Way	Chapman's 15% off full priced apparel and shoes 200 220 HWY Martinez, GA 30148
20% off Gift Items (regular priced items only) 260 2nd St NW 2014 Cherokee Hill, New Hope	THANK YOU! Fair Share Discount Donor Card	10% off any regular priced item (206) 382-9225
10% off* *not to be used with other promotions 118 Calhoun St. The Square		TRIPLE C CAFE \$1.00 OFF any entrée NEW 618 Hwy 201, New Hope (206) 271-0221

Present card before ordering. Valid for cardholder in Coosa and Tallapoosa locations only unless otherwise stated. Not valid with any other offer or discount. Customer retains card. Expires 12/31/24.

Lake Martin Area United Way serving Coosa and Tallapoosa Counties www.azhwywaylakemartin.org

Jake's ON BEARD Free drink with \$10 purchase (Plus alcoholic drinks only)	FORWARD MARTIN Buy 1 entrée & get a second at 25% off valid on Thursday's Only (206) 244-1266	JR'S Free drink with \$10 purchase (Does not include alcoholic drinks only)
Koon's Korner FREE dessert with any deli plate See menu for details. Valid at all locations.	Give Where You Live Your community thanks you!	10% discount on purchases every Tuesday (Including Church Supplies) FOR HEAVEN'S SAKE's Christian Bookstore 148 Calhoun Street - New Hope (206) 271-0126
McDonald's Buy one small McCafe! Get one free	LAKE MARTIN GARAGE 50% off Major Repairs for 50 hours & Veterans 8117 Hwy 121, New Hope (206) 424-1331	Flashed Dool Center Alexander City or Russell Building Supply - Decatur \$10.00 off any purchase of \$50.00 or more

Present card before ordering. Valid for cardholder in Coosa and Tallapoosa locations only unless otherwise stated. Not valid with any other offer or discount. Customer retains card. Expires 12/31/24.

Media Support

Each year our Media Partners are an invaluable part of our campaign. These partners help us to spread the word about United Way and our partner agencies, promote our events, provide features and stories and so much more!



Lake Broadcasting



2023 Board of Directors



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Amanda Thomas, 1st Vice President
Patrick Craddock, 2nd Vice President
Tucker Nall, Secretary/Treasurer
Abby Guy, Immediate Past President

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Sherri Carter, Executive Assistant



Lake Martin Area
United Way