



Lake Martin Area
United Way

2024 Annual Report



Lake Martin Area United Way

17 Main Street, Alexander City, AL 35010

256-329-3600

www.unitedwaylakemartin.org

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Our 2025 Campaign, “Give Today, Change Tomorrow,” kicked off on Thursday, August 27 at the City of Alexander City Municipal Complex.

Tallapoosa County Employees served as our 2025 Pacesetters. Local artist, Jonathan Bloom, entertained the attendees, The Wharf Casual Seafood, once again provided a delicious meal, and Oliver Ross Bar Service provided the beverages. Mayor of Alexander City, Woody Baird, welcomed everyone to the Municipal Complex. This year we’re also inviting all our workplaces and individual donors to donate school supplies to help our area schools throughout the year, not just in August. Supplies will be collected throughout the duration of the campaign and shared among our 12 area schools.

2024-25 is also our 40th Anniversary as a United Way and we’ll have different promotions around this exciting anniversary throughout the campaign as well. We look forward to another great year as we work to support our community’s most pressing needs through the work of our 26 partner agencies and 6 community initiatives.

2024 looked different as we looked into new ideas and continued with some of our favorites like the Wedding & Event Expo, Day of Action, supporting students in summer school for reading enrichment, and much more!

We are thankful to every individual donor, business, volunteer and supporter that helped make the **2025 campaign a success by raising \$523,480.39 (or 102%) of our goal!**



**GIVE TODAY.
CHANGE TOMORROW.**



Campaign By the Numbers

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Top Workplace Campaigns

1. Russell Lands - \$69,122.70
2. Russell Medical - \$34,142.32
3. City of Alexander City - \$27,599.30
4. Russell Brands/Fruit of the Loom - \$27,284.52

FINANCIAL SNAPSHOT

Corporate Giving	\$23,757
Employee Giving	\$340,119
Individual Giving	\$108,472
Non-Corporate Foundation	\$41,500
Fundraisers, Special Events, Misc.	\$9,632
TOTAL	\$523,480

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



Lake Martin Area
United Way

2025 CAMPAIGN

BUSINESS
CONTRIBUTORS

150



147

RED FEATHER
LEADERSHIP
DONORS

WORKPLACE
CAMPAIGNS

32



6

CORPORATE &
FOUNDATION
GIFTS

OUT OF AREA
BUSINESS
CONTRIBUTORS

6



2

CIVIC CLUB
CONTRIBUTORS



“Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.” ~ Archbishop Desmond Tutu

Red Feather Society

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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 147 members in 2024, representing 47% of our annual campaign.

Our Young Leaders Society, founded in 2015, has grown to 15 members, each giving at least \$500.

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

Red Feather Society Members

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

Bill & Dedie Hendrix	Ben & Luanne Russell	John Russell & Claudia Thomas	Dr. Eric & Fran Tyler
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GOLD FEATHER SOCIETY (\$5,000 - \$9,999)

Kenneth & Mary Lyman Boone	Dwight & Sherry Henderson	Bill & Pam Peacock
Ralph & Allyn Frohsin	Tom & Beth Lamberth	Rhonda Watson
Randy & Honey Haynes	Hank & Kasi Lamberth	

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

Chad & Leanne Calhoun	Tucker & Donna Nall	Dr. & Mrs. Arnold Taurro
Karen & Tony Channell	Bryan & Karen Ray	Ken & Helen Walton
Greg & Margot Fox	Chris Spraggins	Barbara Yonge Willis

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

Steven & Paula Amberg	Randall & Susan Day	John Kennedy	Michael & Jacqui Rini
Mike & Vivian Autry	Nancy Eady	Nolen & Addie Lamberth	Steve & Regina Robinson
Woody & Kim Baird	Wayne & Janice Embry	Jim & Jan Landers	Jeanne & Mabry Rogers
John & Julie Ballard	Matt & Mandy Fisher	Richard & Lisa Langford	Nancy Gwaltney Sanders
Larry & Denise Bates	Steve & Connie Forehand	David & Kathy Lashley	David Scott
George & Carlotta Beck	Jeff & Kathy Fox	DJ & Courtney Layfield	Jeffrey & Cindy Scroggins
Patricia Bice*	Sollie & Susan Foy	Carol Lee	Eli & Stacy Shaw
Scott & Cindy Blake	Larry & Sandra Fuller	Randy & Ginger Lee, Jr.	Doug & Mary Emily Sheffield
Phil Blasingame	Steve & Sharon Fuller	Willie & Diane Lemmond	Richard & Brenda Silva
Dianne Davis Blount	Fred & Leeanne George	Jason & Jessica Locke*	Kevin & Anna Speaks
Chris & Kylie Brown	Drs. Paul & Michele Goldhagen*	Christopher & Leslie Loftin	Mark & Laura Spencer
Eric & Misty Brown	Andrew E. Gomez	Jeff & Cindy Lynn	Tommy & Jennifer Spraggins
Chris & Patricia Burley	Bill & Harriett Goodwin	Terry & Ellen Martin	Andy & Sue Steele
Dr. Adrian Cargill, Jr.	Scotty & Twila Gordon	Mike & Carol McCaleb	Damon Story
Sandra Carlisle	James & Amie Gray	Patrick McDaniel & Teresa Grier	David & Laurie Sturdivant
Brad & Laura Clifton	Linda Gunn	Joe & Sandra McInnes	Michael Thaxton
Amy Collins*	Clayton & Abby Guy	George & Nancy Miranda	Bill & Sandy Thompson
Billy & Shireen Coleman	Doug & Patty Hamrick	Laura Monroe*	John Thompson
Mabry & Marty Cook	Todd & Lynn Hayes	Dianne Naler	David & Lonna Upton
Drs. Nelson & Katie Cooper	Brock & Amy Hill	Hugh & Sarah Neighbors	Adam & Misty Wade
Skip & Rhonda Courtney*	John & Nancy Hodges	Nick & Kathy Nicholson	Bobby & Bree Walton
Todd & Wendy Cowan	Jerry Holley*	Kimberly G. Oliver	Devereaux & Jeannine Williams
Andy & Ginger Craig	Roger & Cindy Holliday	Neil & Donna Parker	Steven & Leigh Yearkey
Allan & Tammy Cutts	Tony & Melany Iannuzzi	Paige Patterson	Phillip & Cheryl Young
John & Jamie Dark	Gary & Edna Ingram	Jim & Lisa Peace	Tom & Pam Young
Bret & Paula Davenport	Dr. John & Diane James*	Larkin & Richie Radney	Mike Zadroga & Jodi Stoltzner
Mike, India & Sawyer Davis	Rhonda Jaye & Allison J. Ladson	Thomas & Catie Radney	
Randy Dawkins	John & Mary Jo Johnson	Scott & Kathy Railey	

* New Member

LEADERSHIP PARTNERS

Jim Denney Photography
John Denney Photography
Koon's Komer / Ann Koon,
Keith & Jennifer Koon
Lake Martin Area Association of
Realtors*
Ocie & Belle's / Mark Gilliland
Service Printing / Scott Riley
The Mitchell House/Vivian Autry

YOUNG LEADER SOCIETY (\$500)

Caroline Brown	Wesley & Haley Lamborne
Chad & Kimberly Carter	Drew Meacham
Russell D'Olimpio	Matt & Lee Sheppard
Christopher & Diamond	Janardus & Kenyatta Simmons
Graham*	Jade & Tara Snyder*
Scott & KK Hardy	Austin & Casey Teel
Chase & Deidra Horn	Donnie & Amanda Thomas
Elgie & Kristin Joiner	Andrew & Holly M. Williams

GIFTS & GRANTS

Adelia Russell Foundation
Enbridge
Russell Lands
SL Alabama
Valley Bank

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 William & Carolyn Hodo & Mrs. Vanessa Leonard

Thank You to all our Red Feather Members who have contributed or pledged as of 6/30/2024

2025 Monetary & In-Kind Donors



1918 Catering LLC
A&E Event Planning & Solutions
Abernathy & Britton, CPA
Adelia Russell Foundation
Alabama Department of Transportation (Alex City Office)
Alabama Power
Alex City Marine, LLC
Alexander City Board of Education
Alexander City Dental Care
Alexander City Housing Authority
Alexander City Kiwanis Club
Alexander City Lions Club
Alexander City Rescue Squad
Alexander City Veterinary Clinic
Allstate Insurance - Alice Parmer Agency
Amazin Grazin
ARISE, Inc
Auburn AV
Auburn Networks LLC
Azalea Cove Waterside
Ballard Construction Company
Balloons & Sweets Event Planning
Barbara's Studio of Dance
Barnes & Radney, PC
Bice Motors
Blue Cross & Blue Shield of AL
Boy Scouts Tuckabatchee Area Council
C&T Electric
Central Alabama Community College (CACC)
Central State Bank
Chris Rainz Music
City of Alexander City
City of Dadeville
CMC Recycling
Constellation Energy
Coosa County Board of Education

Coosa County Commission
Coosa County Sheriff's Department
Cornerstone Insurance - Scotty Gordon Agency
Dark Insurance Agency
Delta
Domestic Violence Intervention Center (DVIC)
Downtown Dreaming
EcoLab
Eli Lilly & Company
Empowered to Conquer
Enbridge
Explore Lake Martin
Tourism
Eventure Wedding & Event Planning
Formal Events & Planning
Farmers & Merchants Bank
First Horizon
Food Bank of East AL
Girl Scouts of Southern AL
Grace's Flowers
Gunn Homes & Land
Hare & Dunlap
Hill Petroleum
Holiday Cove Vacation Rentals
Holman Floor Company
Home Depot Alexander City
Hyundai
Jackson Refrigeration
Jes & Gray Living
K3 Photography
Lake Broadcasting/WKGA
Lake Martin Area
Association of Realtors (LMAAR)
Lake Martin Area United Way Staff & Board
Lake Martin Dadeville Area Chamber of Commerce
Lake Martin Garden Shop
Lake Martin Signature Homes
Lake Martin Trailblazers
Lamberth & Lamberth

Lauren Minix Photography
Little Plume & Paper
Love Lake Martin
Lucky Flight Bottle Shoppe
Madix Corporation
MAM Legacy
Mary Kay - April Butler
McClendon's Bridals
Meals on Wheels
Merle Norman Cosmetics
Mitchell E. Gavin, Attorney
Montgomery Bridal Directory
Morris Haynes Law Firm
Mrs. B Photobooth
New Water Farms
Niffers at Lake Martin
NuSonics
Oliver Ross Bar Service
Pediatric Associates of Alexander City (PAAC)
Peoples Mortgage
Piggly Wiggly New Site
Popular Soundz
Publix & Publix Charities
Radiant Creations
Radney, Radney & Jackson
Raymond James
Regions Bank
River Bank & Trust
Russell Brands/Fruit of the Loom
Russell Craig Sounds
Russell Do-It Center
Russell Lands
Russell Lands Lake Martin Realty
Russell Medical
Sav-A-Life
Scott Accounting
Seoyon E-Hwa
SIGMA Corporation
Simplie Kimmie
Sim's Electric
SL Alabama
Southern Star
St. James Episcopal Church

State Farm Insurance - Karen Channell
State of Alabama Employees
Steele & Partners
Stifel
Synovus
Tallapoosa County Board of Education
Tallapoosa County Commission
Tallapoosa County Sheriff's Department
Tallapoosa County Sheriff's Girls Ranch
Tallapoosa Properties
Tallapoosa Publishers Inc (TPI)
TCR Child Care Corporation
The GRAND Bakery
The Learning Tree
The Lodge at Lake Martin
The Mitchell House
The Party House
The Well Counseling Center
The Wharf Casual Seafood
Thompson Tractor
Those Lake Martin Guys at Lake Area Realty
TM & CO Salon
TLC Realty
Valley Bank
Volunteer Connections of Central Alabama (VCCA)
Walmart
Wells Fargo
Wendy's
Williams Companies
Winn Dixie
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 29,263 individuals!!! This is only possible through the generosity of our donors!

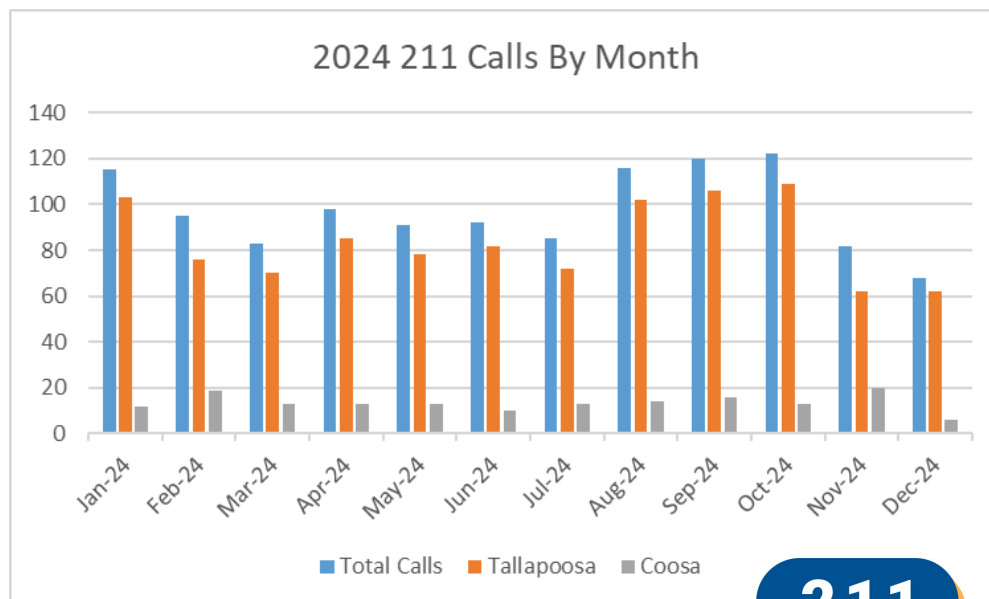
Alexander City Rescue Squad
 American Red Cross, Central East AL
 ARISE, Inc.
 Boy Scouts Tukabatchee Area Council
 BridgeWays
 Camp ASCCA
 Coosa County Sheriff's Reserve
 D.A.R.E. / S.A.F.E. Alexander City
 D.A.R.E. Tallapoosa County
 Domestic Violence Intervention Center (DVIC)
 Empowered to Conquer
 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 is an important tool for our United Way and community at-large. The high costs of good and services, extreme temperatures and difficulty making ends meet for many across our area means 2-1-1 is in high demand. **In 2024, 1,167 calls were made to 2-1-1 from across our area.**

Callers were seeking assistance primarily with energy assistance, housing, food and health needs. This statewide service provides emergency assistance and non-emergency referrals to local organizations that can assist in times of need. It is a vital resource during natural disasters by helping to coordinate resources and share information. We work diligently throughout the year to keep our referral resources updated to best serve the public.



2024 Reflections & the Future

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In 2024-25, we are celebrating our **40th Anniversary** as a United Way and reflecting on where we started and where we want to grow these next 40 years. Turning 40 is a milestone year for most of us and it's no different for our United Way. This year we looked back at our humble beginnings in 1984 as the United Way of Alexander City with 16 agencies, to growing up to become the Lake Martin Area United Way in 1996, to **today with 26 partner agencies, 6 community initiatives, and reaching almost 30,000 people annually!** We also engaged in updating our Strategic Plan, our Mission Statement and Vision Statements to better reflect who we are as an organization today and who we want to be for the next 40 years.

DAY OF ACTION - We planned to host 2 Day of Action events again in 2024, but Mother Nature threw us a curve ball and we had to cancel the day in Coosa County, but we'll be back to Central High School in 2025! We were able to host a very successful Day of Action at **Alexander City Middle School and Horseshoe Bend Schools on June 21**. We are so very thankful to the **95 volunteers** who came out to help clean, paint, landscape, and beautify the schools on a very hot June morning. A special thank you to our 2024 sponsors: The Home Depot Alex City, Russell Do It Center, CMC Recycling, Karen Channell State Farm, District 2 Commissioner Steve Robinson, TLC Real Estate and the Alexander City City Council. Thank you to EVERYONE who helped to make Day of Action 2024 a huge success!!



5th Annual Lake Martin Wedding & Event Expo ~ We were excited to host our annual Lake Martin Wedding & Event Expo on February 25 at the historic Mitchell House in Dadeville, which brought in **over \$2,500 for our campaign**.

We are also **grateful to our friends at Niffers at Lake Martin** for hosting **Charity Bingo which raised another \$2,700 for the campaign**.

We have a few new things planned for 2025 and can't wait to share all the details soon!



The Lake Martin Area continues to grow and we were **excited to welcome Publix Supermarkets to our area in November 2024**. Publix is the #1 Global Corporate Leader with United Way Worldwide with a long history of community support. We look forward to building new relationships with our local store and working together to help our community continue to grow and thrive!

Fair Share Sponsors

Thank you to our 2025 Fair Share Card Sponsors. These 13 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.unitedwaylakemartin.org

FANNY GOLDMINE 256-215-7090 57 Russell Farms Rd Alex City Buy 1 entrée, get 2nd entrée at 1/2 price	Celebrating 40 years Proudly serving the Lake Martin Area since 1984	Jake's ON BROAD Free drink with \$10 purchase (Non alcoholic drinks only)
15% off full priced apparel and shoes Cloud Nine 256-329-9797 26 Main St, Alex City	half moon Market & Interiors 110 Calhoun St. @ The Square 15% off* *not to be used with other promotions	HAYNIES SHOES & CLOTHING ON BROAD 10% off any regular priced item 54 Broad St, Alex City
JR'S Free drink with \$10 purchase (Dine In & Non alcoholic drinks only)	Thank You for your support!	
Jackson Drugs & Gifts 256-234-2538 1974 Cherokee Rd, Alex City 20% off Gift Items (regular priced items only)	NEED HELP? Call... 2-1-1 Connects Alabama	General's Café \$1.00 off any entrée 11051 Hwy 22, New Site 256.234.2121
Koon's Korner FREE dessert with any deli plate See store for details. Valid at all locations.	TRIPLE R CAFE RRR \$1.00 OFF any entrée 9535 US Hwy 231, Rockford 256-377-1333	10% discount on purchase every Tuesday (Excluding Church Supplies) For Heaven's Sake Christian Bookstore 140 Calhoun St, Alex City 256-234-0730
McDonald's Buy one small McCafe' Get one free	United Way Lake Martin Area United Way	Russell Doit Center ~ Alexander City or Russell Building Supply ~ Dadeville \$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 12/31/25.

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



2024 Board of Directors

EXECUTIVE COMMITTEE

Amanda Thomas, President
Patrick Craddock, 1st Vice President
Tucker Nall, 2nd Vice President
Kenyatta Simmons, Secretary/Treasurer
Sandra Carlisle, Immediate Past President*

FULL BOARD

Scott Blake
Michel Bryan
Riley Goree
Lizi Arbogast Gwin
Sheriff Michael Howell
Jessica Locke
Stacy Shaw
Wayne Smith
David Stover
Bridget Thornell
Adam Wade
Denise Walls
Holly Williams

STAFF

Courtney Layfield, Executive Director
Sherri Carter, Executive Assistant



*In memory of our Immediate Past
President, Sandra Carlisle

A United Way champion through
and through. She may have left this
earthly life, but she will live forever
in our hearts and will be deeply missed.



Lake Martin Area
United Way

