



Lake Martin Area
UNITED WAY

2025 ANNUAL REPORT



17 Main Street, Alexander City, AL 35010
256-329-3600
www.unitedwaylakemartin.org

A MOMENT OF THANKS



Courtney Layfield, Executive Director

Every year, our community shows what is possible when generosity meets purpose, and this year was no different! In 2025, your support fueled real change for individuals and families across Coosa and Tallapoosa counties. You helped children access safe after-school programs, ensured families received essential services, and strengthened the network of nonprofits that serve as the backbone of our communities.

We kicked off our 2026 campaign in August 2025 and we are proud to share the results with you, as well as all the other amazing things you helped us accomplish through your generosity this past year.

This report is a celebration of YOU! Your compassion, your belief in local solutions, and your commitment to building a stronger Lake Martin area for all. Thank you for standing with us, investing in your neighbors, and proving once again that **United is the Way.**

A handwritten signature in black ink that reads "Courtney Layfield".

OUR MISSION & VISION



Vision Statement

United Way envisions a vibrant community where collaboration is the cornerstone for accessing resources and opportunities that all people need to thrive and succeed.

Mission Statement

To empower our communities through the mobilization of people and resources to foster meaningful connections, drive impactful solutions, and improve lives.

In 2025, your generosity helped us expand access to essential services, empower young people, support families working toward stability, and build a more resilient region prepared to meet challenges head-on. Our mission remains clear: connect resources to needs, amplify the work of local nonprofits, and ensure EVERY dollar entrusted to us creates a meaningful impact.

IMPACT AREAS

United Way works to strengthen lives and communities through our 4 pillars - guiding every investment, partnership, and initiative we support.

HEALTHY COMMUNITY

Improving health and well-being for all.

YOUTH OPPORTUNITY

Helping young people realize their full potential.

FINANCIAL SECURITY

Creating a stronger financial future for every generation.

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow.

2026 CAMPAIGN

Our 2026 Campaign was powered by thousands of acts of kindness and generosity from donors who believe in the power of collective action. From workplace giving campaigns to corporate gifts, individual donors to grants and fundraisers, **every dollar helps to create meaningful change.**

The **2026 Campaign, "Hands United Hearts Aligned"** kicked off on August 25, 2025 at the City of Alexander City Municipal Complex. Russell Brands / Fruit of the Loom served as our 2026 Pacesetter. A special thanks to then-Mayor Woody Baird for welcoming us to the complex; to Scott Blake for the music; Wharf Casual Seafood for the delicious food and Oliver Ross Bar Service for our beverages.



Our Campaign Committee set an ambitious goal of \$520,000 for the 2026 campaign. This goal, which was more than the previous several years, meant we had to get creative in our fundraising, try new things, and work to convey our impact in new and different ways.

We continued with favorites like Day of Action and the Wedding and Event Expo, supporting children in summer school, and added our first Murder Mystery fundraiser with an 80's twist! New this year, we also added United for ALICE as one of our programs to help bring awareness of those who live and work alongside all of us, but who are struggling to make ends meet (i.e. ALICE) and showcase how the work United Way and our partner agencies do everyday helps our neighbors who need a hand up in their time of crisis.

2026 Campaign TOTAL: \$556,411

- Number of Donors: 1,172
- Workplace Campaigns: 36
- Red Feather Leadership Donors: 137
- Corporate & Foundation Gifts: 9
- Out of Area Business Contributors: 8
- Civic Club & Community Group Contributors: 5
- Small Business Donors: 17
- Fundraisers & Events: 4
- Partner Agency Donors: 13

Every contribution, large or small, helps us move closer to a community where every person has the opportunity to thrive.

The total amount above includes all donations and pledges received between August 2025 and March 2026



2026 CAMPAIGN BY THE NUMBERS

TOP 10 WORKPLACE CAMPAIGNS

-  1. Russell Lands - \$73,676.21
-  2. State Employees Campaign (SCC) - \$38,517.37
-  3. Blue Cross Blue Shield - \$30,488.02
-  4. Russell Medical - \$26,303.23
-  5. City of Alexander City - \$22,581.13
-  6. Russell Brands/Fruit of the Loom - \$22,530.18
-  7. Publix - \$20,825
-  8. Alexander City Schools - \$17,092.00
-  9. Pediatric Associates of Alex City (PAAC) - \$15,043.92
-  10. Seoyon E-Hwa - \$12,461

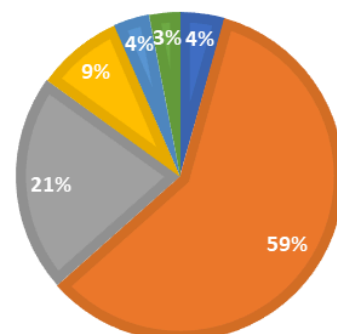


The Lake Martin Area United Way financial records are audited by Don Wallace, CPA and are found to be in sound financial order. Copies of our annual audits and IRS 990 forms are available upon request at the United Way office.

Corporate Giving	\$26,273
Employee Giving (i.e. Workplace campaigns)	\$337,346
Individual Giving	\$116,782
Non-Corporate Foundations	\$45,000
Grants	\$15,000
Fundraisers, Special Events, Misc.	\$16,010
TOTAL	\$556,411

2026 CAMPAIGN

■ Corporate Giving ■ Employee Giving ■ Individual Giving
■ Foundation ■ Grants ■ Fundraisers & Misc.



RED FEATHER SOCIETY

In 1998, a group of distinguished community leaders stepped forward, believing that leadership meant more than holding a title - it meant giving back through philanthropic leadership and from that belief, the Red Feather Society was created.

Red Feather Society members aren't just donors; they are leaders in business, government, and civic life - but more importantly, they have a shared dedication to building a stronger, brighter future for everyone in the communities we serve.

What began with just 9 founding members, this group has grown to 137 members today who exemplify the spirit of leadership, service and shared responsibility. This elite group represents 47% of our annual campaign and we are most thankful for every dedicated member!



Red Feather Society Members

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

Bill & Dedie
Hendrix

Ben & Luanne
Russell

John Russell
Thomas

Dr. Eric &
Fran Tyler

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

Kenneth & Mary Lyman Boone
Ralph & Allyn Frohsin
Randy & Honey Haynes
Dwight & Sherry Henderson

Hank & Kasi Lamberth
Tom & Beth Lamberth
Carl McMillian*

Tucker & Donna Nall
Bill & Pam Peacock
Rhonda Watson
Barbara Yonge Willis

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

Karen & Tony Channell
Greg & Margot Fox
Brock & Amy Hill

Roger & Cindy Holliday
Bryan & Karen Ray
Chris Spraggins

David & Laurie Sturdivant
Dr. & Mrs. Arnold Tauro
Ken & Helen Walton

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

Steven & Paula Arnberg
Mike & Vivian Autry
Woody & Kim Baird
John & Julie Ballard
Larry & Denise Bates
George & Carlotta Beck
Patricia Bice
Scott & Cindy Blake
Phil Blasingame
Chris & Kylie Brown
Chris & Patricia Burley
Cam & Leigh Anne Caldwell*
Chad & Leanne Calhoun
Laura & Brad Clifton
Amy Collins
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
Randy & Susan Day
Jeff & Laura Ellis*
Wayne & Janice Embrey
Matt & Mandy Fisher
Steve & Connie Forehand
Jeff & Kathy Fox
Larry & Sandra Fuller
Steve & Sharon Fuller
Fred & Leanne George
Drs. Paul & Michele Goldhagen
Bill & Harriett Goodwin
Scotty & Twila Gordon
James & Amie Gray
Linda Gunn
Clayton & Abby Guy
Todd & Lynn Hayes
John & Nancy Hodges
Jerry & Sherry Holley
Scott Howard*
Tony & Melany Iannuzzi
Rhonda Jaye & Allison J. Ladsen
John Kennedy

Nolen & Addie Lamberth
Jim & Jan Landers
Richard & Lisa Langford
David & Kathy Lashley
DJ & Courtney Layfield
Willie & Diane Lemmond
Jason & Jessica Locke
Christopher & Leslie Loflin
Jeff & Cindy Lynn
Terry & Ellen Martin
Patrick McDaniel & Teresa Grier
Sandra & Joe McInnes
Anthony Miller
George & Nancy Miranda
David & Jackie Mobley*
Laura Monroe
Hugh & Sarah Neighbors
Nick & Kathy Nicholson
Kimberly G. Oliver
Paige Patterson
Jim & Lisa Peace
Larkin & Richie Radney
Thomas & Cate Radney
Michael & Jacqui Rini

Steve & Regina Robinson
Jeanne & Mabry Rogers
Nancy Gwaltney Sanders
David Scott
Jeffrey & Cindy Scroggins
Doug & Mary Emily Sheffield
Richard & Brenda Silva
James M. Smith*
Mark & Laura Spencer
Tommy & Jennifer Spraggins
Andy & Sue Steele
Damon & Tammie Story
Michael Thaxton
Marilyn Thomas*
Bill & Sandy Thompson
John Thompson
David & Lonna Upton
Adam & Misty Wade
Bobby & Bree Walton
Joe Welch*
Devereaux & Jeanne Williams
Tom & Pam Young
Mike Zadrozna & Jodi Stoltzner

Anonymous (2)

*New Member

LEADERSHIP PARTNERS

Koon's Komer / Ann Koon,
Keith & Jennifer Koon
Liver Ross Bar Service / Mark Gilliland
Service Printing / Scott Riley
The Mitchell House/Vivian Autry

YOUNG LEADER SOCIETY (\$500)

Jason & Ally Cromer*
Rusty & Amber D'Olimpio
Charles & Lizi Arbogast Gwin*
Scott & KK Hardy
Chase & Deidra Horn
Elgie & Kristin Joiner
Drew Meacham
Eli & Stacy Shaw
Matt & Lee Sheppard
Janardus & Kenyatta Simmons
Jade & Tara Snyder
Austin & Casey Teel
Donnie & Amanda Thomas
Erin Vickers*
Andrew & Holly M. Williams

GIFTS & GRANTS

Adelia Russell Foundation
Enbridge
Publix Charities
Russell Lands
Valley Bank
Walmart

In memory of Mrs. Sandra Carlisle & Mrs. Claudia Thomas

Thank You to all our Red Feather Members who have contributed or pledged as of 6/30/2025

Each year, Mr. & Mrs. Ben Russell and Russell Lands graciously sponsor our annual leadership dinner at SpringHouse as a way for us to show our gratitude to each of our Red Feather Society members for their continued generous support allowing us to continue to make a difference across Coosa and Tallapoosa counties. Thank you for your generosity!

*You lead.
Others follow.*

IMPACT STORIES

Because every gift has a story behind it. Impact you can see.

We wish we could share a story from every agency partner - here are a few from this past year.



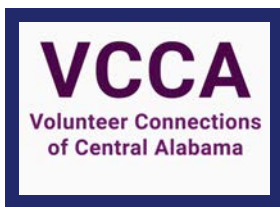
When Fear Ends, Hope Begins.

When she arrived, she wasn't looking for a new beginning, only safety. Years of abuse had left her fearful and alone, and her 14-year-old son was quietly unraveling and failing in school under the weight of chaos at home. Because of donor support, they found more than a shelter - they found stability and hope. In a safe, supportive space, she began to heal. Through counseling and encouragement, she rediscovered her strength and learned to trust again. And as her confidence grew, so did her son's. Free from daily fear, his failing grades turned into straight A's, and his belief in himself returned. Today, she is saving money, making plans, and building a future defined not by survival, but by possibility. Your generosity helped turn fear into hope and gave a family a new chance to thrive.



Small Gifts. Big Joy.

As a School Resource Officer, there are lots a good moments with the kids. One that stands out most was participating in Shop with the Sheriff. Because of donor support, I was able to help select children I knew personally who truly needed a brighter Christmas. At the store, what seemed like a simple shopping trip became something unforgettable as I watched children pick out gifts they never expected to receive and saw relief wash over parents' faces. Your generosity did more than buy presents — it created joy, dignity, and hope when it was needed most. ~ SRO Trent Davenport



Because of You, Help Was Within Reach

While many know VCCA for free tax preparation, the impact of donor support reaches far beyond filing returns. Recently, one of their site coordinators helped a client estimate her 2025 taxes so she could apply for pharmaceutical assistance. Without approval, her medication would have cost over \$1,200 per month, an impossible expense on her fixed income. Because of the guidance she received, she was able to apply for the help she needed. Your support didn't just provide tax assistance, it helped protect her health and eased a financial burden she simply could not carry alone.

Each of our valued partner agencies is dedicated to helping our communities grow and thrive across Coosa and Tallapoosa Counties. In 2025, over 24,000 lives were impacted through the amazing work our partner agencies - all made possible by the generosity of our donors!

PROGRAMS & INITIATIVES



Introduced in 2025, United for ALICE is a statewide program and report that provides real data about struggling households in Alabama.

ALICE (Asset Limited, Income Constrained, Employed) is working, but doesn't make enough to cover basic living costs and needs. ALICE is an **essential worker with income above the Federal Poverty Level but making less than the cost of basic needs.**

Learn more at UnitedforALICE.org/Alabama

2-1-1

Get Connected. Get Help.™

2-1-1 continues to be a critical lifeline for our community. As rising costs strain household budgets, more residents are turning to 2-1-1 for help with **energy assistance, housing, food, and other needs.** This statewide service provides both emergency support and everyday referrals, and plays a vital role during natural disasters by coordinating resources and sharing timely information. United Way maintains and updates local referral listings year-round to ensure every caller can quickly and easily connect to reliable help.

31% Coosa & 32% Tallapoosa

Households, respectively, are ALICE households; most are single-female-headed or those over age 65

1,158

Calls were made to 211 in 2025

2-1-1 is a **FREE 24/7/365 service** with translation and texting services available



DAY OF ACTION

2 DAYS + 3 SCHOOLS = SUCCESS

Volunteers from across the community came together on June 27 and July 18 to clean, paint, landscape, and refresh Jim Pearson Elementary, Dadeville High School, and Central Coosa High School—making a visible difference for students and staff. Special thanks to our sponsors: Home Depot Alex City #6889, Russell Do It Center, and Mrs. Martha Dee White.

440 Hours

over 2 days at 3 school locations

110 Volunteers

or 220 hands giving back to their community

ONE BUSY YEAR. ONE UNITED COMMUNITY.

We certainly kept busy this year launching a refreshed logo and website, new fundraisers and programs, and all while staying true to our mission. Here are a few things we did along the way...



Publix Appreciation Day

During the government shutdown in late 2025, we collected non-perishable food and monetary donations to help the most vulnerable in our community.



We attended numerous community events, like the CACC Trunk or Treat and Youth Explosion Back to School Bash!



ACMS Band's Rock Your Socks Fundraiser donated **197 pairs** of NEW socks to our United Way! We happily shared them with our partner agencies and the community!



We rewarded almost 400 kids for working hard at summer enrichment camps!

In partnership with our friends at Liberty Gutters, we collected toys for Christmas and ensured 33 children from 13 area families had a wonderful Christmas!



80's themed murder mystery dinner & fundraiser at the mill 280



6th Annual Wedding & Event Expo at The Mitchell House





Lake Martin Area
UNITED WAY

PARTNER AGENCY VISITS

Each year, our volunteer Board Members visit with each of our partner agencies to see their work in action and witness how your generosity fuels real change. These visits are a powerful reminder that your support doesn't just fund programs—it strengthens lives, families, and entire communities. Experiencing that impact firsthand is always one of the most rewarding parts of our year.



ABOVE: Ken Cowart, Alex City Rescue Squad President & Paula Davenport, Board Member

BELOW L to R: Martha Henk (Food Bank of East Alabama Director), Kenyatta Simmons (2nd VP United Way), & James Simmons (Food Bank Warehouse Manager)



ABOVE L to R: Eric Strong, Girls Ranch Director & Jaden Tuck, Board Member

Media Partners

Each year our Media Partners provide invaluable support to our United Way and our annual campaign. From covering our events, to helping us spread the word about United Way, our partner agencies, programs and initiatives, we are thankful for their ongoing support!



Lake Broadcasting



Tallapoosa
Publishers, Inc.

The
Outlook
www.alexcityoutlook.com



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

FANNY'S Buy 1 entrée, get 2nd entrée at 1/2 price 254-233-7086 17 Russell Plaza Rd Alex City	20% off Gift Items (regular priced items only) 254-234-2136 38 Cullen 1074 Cherokee Rd, Alex City	Jack's ON BROAD Free drink with \$10 purchase (New drinks \$10.00 only)
15% off one piece regular price apparel or shoes 254-234-4737 28 Main St, Alex City	Thank you for giving your Fair Share! Lake Martin Area UNITED WAY	10% off in-store purchases 254-267-0870 368 N Broadmax St, Dadeville
JB'S Free drink with \$10 purchase* (Dine in & New alcoholic drinks only)	Russell Dett Center - Alexander City or Russell Building Supply - Dadeville \$20.00 off any purchase of \$100.00 or more	10% off in-store purchases* EXCLUDES all custom orders 114 N Broadmax St, Ste 3, Dadeville
Koon's Korner FREE dessert with any deli plate See store for details. Valid at all locations.	10% discount on purchase every Tuesday (Excluding Church Supplies) For Heaven's Sake Christian Bookstore 140 Calhoun St, Alex City 254-234-4739	General's Café \$1.00 off any entrée 1003 Hwy 22, New Site 256-234-2121
McDonald's Buy one small McCafe® Get one free	10% off regular priced items from these vendors located in The Square • Camden Collections • Celtic Rhythms Art • Color Me Amie • Coosa Collectables • Custom Candles • Doll House (Alex City only) • Half Moon Market & Interiors • Hutch & Son • Marie Norman • Mitchell Interiors • Nonnie's Nest • Picket Fence Antiques • Sherry Serene Designs • Southern Renaissance • Splendid Seeker • SFG Salvage • Restored, Gilded Ltd • Sweet Tee Boutique • The Nail Studio • Victoria Miniatures	NEED HELP? Call... 2-1-1 Coosauddale

Present card before ordering. Valid for cashholder in Coosa and Tallapoosa locations only unless otherwise stated. Not valid with any other offer or discount. Customer retains card. Expires 12/31/25

Fair Share Sponsors

Thank you to our 2026 Fair Share Donor Reward Card Sponsors. These area businesses offer wonderful discounts to those donors who donate or pledge their "Fair Share" each year. Fair Share is generally recognized as the equivalent of 1 hours pay per month.

Thank you to these wonderful businesses for their support of our United Way!



360 Destinations	CVS Health	Lamberth & Lamberth	State Farm Insurance -
A&E Event Planning & Solutions	Dark Insurance Agency	Lauren Minix Photography	Karen Channell
Abernathy & Britton, CPA	Darlin' & Dainty	Liberty Gutters & Covers	State of Alabama
Adelia Russell Foundation	Permanent Jewelry	Local on Dexter	Employees
Alabama Department of Transportation (AC Office)	Delta	Maison Taureau	Steele & Partners
Alabama Healthy Marriage & Relationship Education Project	Domestic Violence Intervention Center (DVIC)	MAM Legacy Florals	Stifel
Alabama Power	EcoLab	Martin's at Lake Martin	Sunset Farms Wedding Venue
Alexander City Board of Education	Ellen Piper Designs & John's Menswear	McClendon's Bridals	Synovus
Alexander City Chamber of Commerce	Eli Lilly & Company	Meals on Wheels	Tallapoosa County Board of Education
Alex City Lions Club	Empowered to Conquer	Mitchell E. Gavin, Attorney	Tallapoosa County Commission
Alex City Rescue Squad	Enbridge	Montgomery Bridal Directory	Tallapoosa County Sheriff's Department
Alex City Rotary Club	Eula Mae's	Morris Haynes Law Firm	Tallapoosa County Sheriff's Girls Ranch
Alexander City Veterinary Clinic	Explore Lake Martin	Mrs. B Photobooth	Tallapoosa Properties
Allen Studio & Co.	Tourism	Niffer's at Lake Martin	Tallapoosa Publishers Inc (TPI)
Allstate Insurance - Alice Parmer Agency	Farmers & Merchants Bank	Oliver Ross Bar Service	TCR Child Care Corporation
ARISE, Inc	First Horizon	Oscar's Cafe'	The GRAND Bakery
Auburn AV	Food Bank of East AL	Our Journey of Hope	The Learning Tree
Ballard Construction Company	Grace's Flowers	Outreach Ministry	The Lodge at Lake Martin
Barbara's Studio of Dance	Gunn Homes & Land	Paradise Bed & Breakfast	The Miller Hotel
Barnes & Radney, PC	Hare & Dunlap	Pediatric Associates of Alexander City (PAAC)	The Mitchell House The Topsy Gypsy
Beta Sigma Phi Sorority	Heritage Pediatrics	Peoples Mortgage	The Well Counseling Center
Bice Motors	Hill Petroleum	Petal House Flowers & Gifts	Thompson Tractor
BCBS of AL	Holiday Cove Vacation Rentals	Piggly Wiggly New Site	Twentieth Century Study Club
Bone & Arrow Designs	Holman Floor Company	Popular Soundz	Valley Bank
C&T Electric	Home Depot Alexander City	PNC Financial	Volunteer Connections of Central Alabama (VCCA)
Calison DAF	Inprint4u	Prime Fitness	Walmart
Central Alabama Community College (CACC)	J&B Elite Photobooth	Publix & Publix Charities	Wells Fargo
Central State Bank	K3 Photography	Radiant Event Rentals	Wendy's
Chick-fil-A Alexander City	King of Pops	Radney, Radney & Jackson	Wharf Casual Seafood
Chris Rainz Rainwater Music	Koon's Korner	Raymond James	Williams Companies
City of Alexander City	LA's To Go & Catering Lake	Regions Bank	Worthy Insurance
Constellation Energy	Broadcasting/WKGA	River Bank & Trust	Zazu's Verandah
Coosa County Board of Education	Lake Martin Area United Way Board & Staff	Robinson Iron	
Coosa Co Sheriff's Dept	Lake Martin Dadeville Area Chamber of Commerce	Russell Brands/Fruit of the Loom	
	Lake Martin Garden Shop	Russell Do-It Center	
	Lake Martin Lift	Russell Lands	
	Lake Martin Signature Homes	Russell Lands Lake Martin Realty	
	Lake Martin Trailblazers	Russell Medical	
		Scott Accounting	
		Seoyon E-Hwa	
		Service Printing	
		Sim's Electric	
		SL Alabama	
		Southern Star	

Donations and pledges received between August 2025 and March 2026



2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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

FULL BOARD

Lizi Arbogast	Jessica Locke
Scott Blake	David Stover
Michel Bryan	Bridget Thornell
Paula Davenport	Jaden Tuck
Riley Goree	Adam Wade
Sheriff Michael Howell	Denise Walls

STAFF

Courtney Layfield, Executive Director
Sherri Carter, Executive Assistant

2025 PARTNER AGENCIES

Alexander City Rescue Squad	Empowered to Conquer	TCR Child Care Corp ~ Head Start
American Red Cross	Food Bank of East Alabama	Coosa Co
ARISE	Girl Scouts of Southern Alabama	The Learning Tree
Boy Scouts Tukabatchee Council	Head Start Chambers/Tallapoosa	The Lighthouse of Tallapoosa Co
BridgeWays	Lake Martin Trailblazers	The Salvation Army
Camp ASCCA	Meals on Wheels	Tri-County Children's Advocacy Center
Coosa County Sheriff's Reserve	Rape Counselors of East Alabama	Volunteer Connections of Central Alabama (VCCA)
SAFE/DARE Alexander City	Sav-A-Life	
DARE Tallapoosa County	TallaCoosa Aid to People (TAP)	
Domestic Violence Intervention Center	Tallapoosa Co Sheriff's Girls Ranch	



In memory of Wayne Smith, former board member and longtime supporter of United Way, Dadeville, and Tallapoosa County. You are greatly missed!

