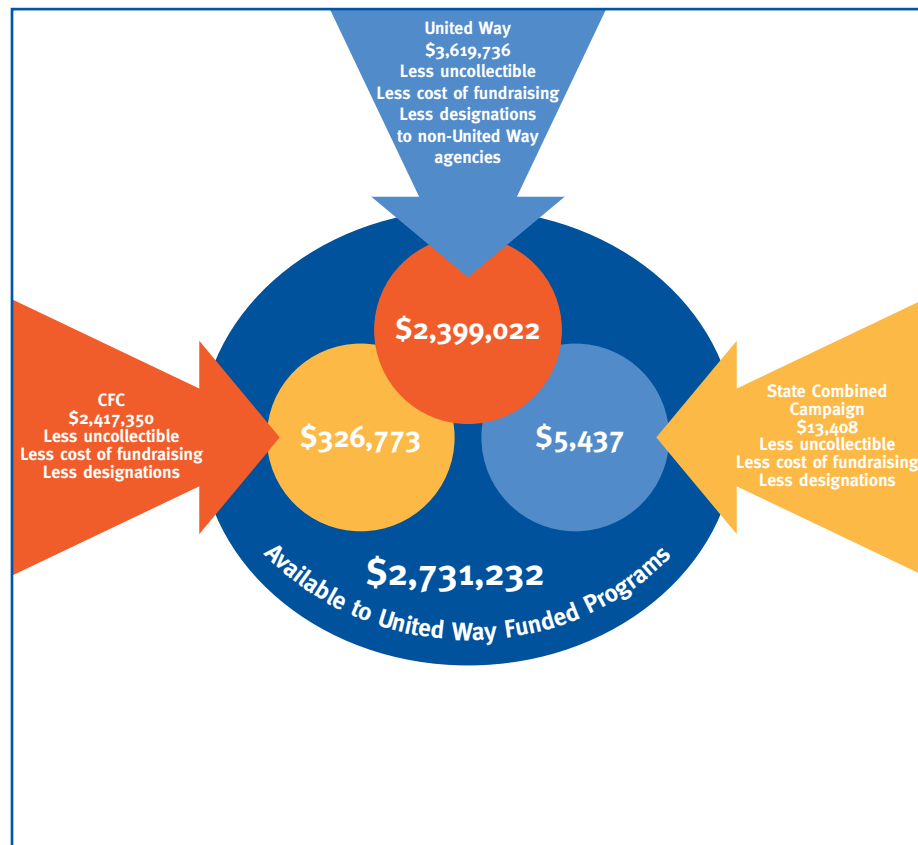


Where Does the Money Come From?



Where does the money come from?

The dollars the Community Wide Campaign generates come from the local United Way campaign, which solicits the area businesses and individuals; the Combined Federal Campaign (CFC), which solicits donations from military and federal government employees; and the Alabama State Employees Combined Charitable Campaign (ASECCC), which gives Alabama State employees the opportunity to contribute.

How is the money invested in the community?

Trained Volunteers allocate the available dollars to all of the United Way funded programs. These volunteers review program outcomes, funding requests, and hear program presentations to determine how programs help us achieve our broad community goals.

If you would like to be an Allocations Volunteer, contact Taralyn Caudle at 256-536-0745 Ext. 112.

United Way Funded Programs*

Education Programs

Community Based/Site Based (*Big Brothers/Big Sisters of North Alabama*) ♦ Project Learn (*Boys & Girls Clubs of Greater Huntsville*) ♦ Preschool Readiness (*Heart of the Valley YMCA*) ♦ FAST - Families and Schools Together (*Family Services Center*) ♦ Education Program (*Harris Home for Children*) ♦ Leadership for a Lifetime (*Girl Scouts of North Central Alabama*) ♦ Helping Girls Graduate (*Girls, Inc.*) ♦ Cub Scouts & Boy Scouts/Juvenile Redirection/Character Education (*Boy Scouts of America, Greater Huntsville*)

Income Programs

Financial Literacy/Lift Housing (*Family Services Center*) ♦ Stepping Stones to Independence/Living on My Own (*ARC of Madison County*) ♦ Single Family Fire/Services to Armed Forces (*American Red Cross Madison/Marshall County Chapter*) ♦ Emergency Financial Assistance (*Catholic Center of Concern*) ♦ Bread & Bed/Social Services (*The Salvation Army*) ♦ Operation Believe/Project Pride (*Christmas Charities Year Round*)

Health Programs

Caring House/Charity Hospice Care (*Hospice Family Care*) ♦ SANE/DVNE/Hope Place/Crisis Services/Outreach Services (*Crisis Services of North Alabama*) ♦ Aging in Place (*Care Assurance System for the Aging & Homebound*) ♦ Healthy Children/Bright Smiles (*HEALS Clinic - Health Establishments at Local Schools*) ♦ Both Parents/Counseling Program (*Family Services Center*) ♦ SCAN/Child Abuse Intervention/Healthy Families (*National Children's Advocacy Center*) ♦ Pathfinder (*Pathfinder, Inc.*) ♦ Alabama Stroke/Corporate Wellness & Cardio/Get With the Guidelines (*American Heart Association*) ♦ Commit to be Fit (*Girls, Inc.*) ♦ Saving Lives (*American Cancer Society*)

*United Way of Madison County does not charge or assess membership fees or dues or application fees to its partner agencies.

United Way of Madison County Community Investment Report 2010



Lisa Washington - WHNT Channel 19, Melissa Riopka - WAAY Channel 31, Kim Essex - WAFF Channel 48

LIVE HERE. GIVE HERE.



From left to right: Nick, Kirsten, Madison, Nate

LTG Ret James M. Link

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Education

2018 Education Goal: All high schools maintain a minimum graduation rate of 90%

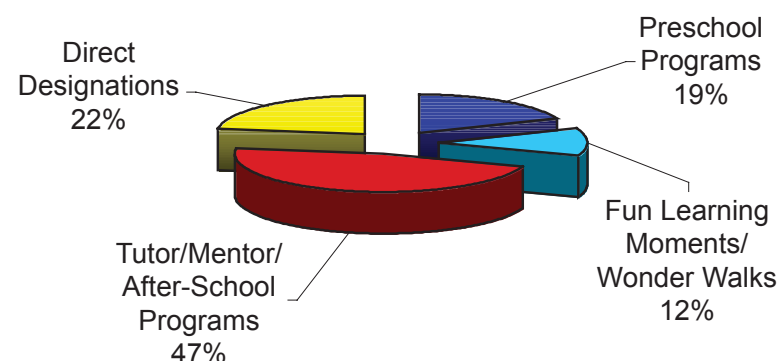
Improving the high school graduation rate is the nationwide goal for all United Ways because **quality education leads to a stable job with a livable wage.**

The most recent Madison County Needs Assessment (2008) identified local community priorities that are related to improving the high school graduation rate:

- Affordable, quality child care/pre-kindergarten
- Children not performing at grade level

Like an investment advisor, United Way manages your dollars to get the greatest return on community outcomes. More than 60 volunteers are involved in studying the issues, evaluating program results, and making investment decisions as depicted in the graphs below. In addition to these funds, individual donors directed an additional \$212,500 to specific local health and human service organizations through United Way of Madison County.

Total United Way Allocated Dollars
\$1,014,812



United Way of Madison County is Maximizing Community Impact by:

- Supporting quality preschool programs in targeted neighborhoods.
- Promoting positive parental involvement through Fun Learning Moments™ and Wonder Walks.
- Funding tutoring, mentoring and after-school programs at the lowest performing schools.

Focusing on children early in their academic career maximizes your investment to improve the high school graduation rate.

We are measuring our impact by tracking fourth-grade reading standards in Huntsville: 81.7% fully met all standards during the 2008-09 school year.¹

1. Alabama State Department of Education

Income

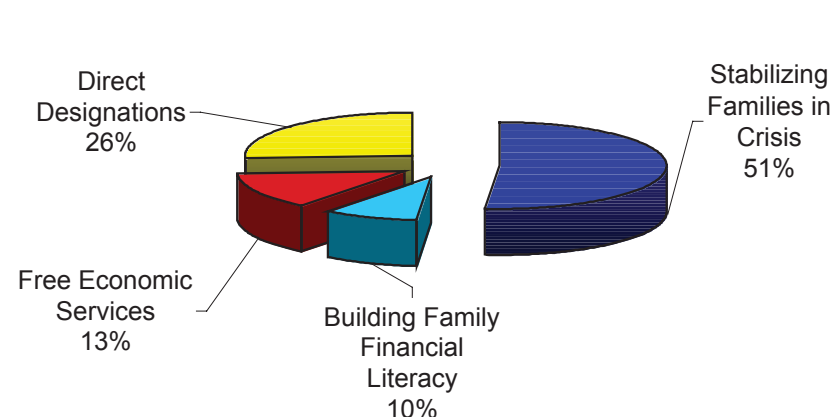
2018 Income Goal: 50% increase in the number of lower-income families who are financially stable

Helping families become more financially stable and rise above the federal poverty level is the nationwide goal for all United Ways because **a livable wage will support a family through retirement.**

The most recent Madison County Needs Assessment (2008) identified local community priorities that are related to improving the income level of families:

- Not knowing how to budget and save
- Paying too much for housing

Total United Way Allocated Dollars
\$725,553



United Way of Madison County is Maximizing Community Impact by:

- Stabilizing families in crisis by funding programs that address immediate needs such as utility assistance, food and clothing.
- Building family financial literacy by funding programs that teach financial skills and assist with home ownership.
- Providing free services, such as information/referral through 2-1-1 and income tax preparation (C.A.S.H. - Creating Assets, Savings, and Hope).

Focusing on families in financial crisis and helping them to become financially stable maximizes your investment in our community.

We are measuring our impact by tracking the number of families (two children and two adults) earning a livable yearly income (\$58,000¹): 46% of families in Madison County do not earn a livable yearly income.²

1. <http://www.livingwage.geog.psu.edu/counties/01089>

2. 2008, American Community Survey

Health

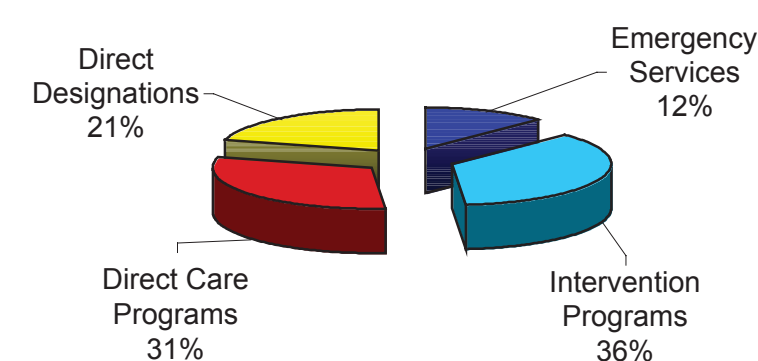
2018 Health Goal: 30% increase in the number of healthy youth and adults

Helping families stay healthy and avoid risky behaviors is the nationwide goal for all United Ways through **access to affordable, preventative health care.**

The most recent Madison County Needs Assessment (2008) identified local community priorities that are related to improving the health of families.

- Health care being too expensive
- Limited access to dental care

Total United Way Allocated Dollars
\$990,867



United Way of Madison County is Maximizing Community Impact by:

- Funding services that address emergency health issues.
- Funding programs that intervene and improve existing physical or psychological problems.
- Funding free and/or low cost programs that prevent health problems and provide direct health care and support.

Funding programs that are affordable and accessible maximizes your investment to get and keep families healthy.

We are measuring our impact by tracking the number of healthy adults in Huntsville: In 2008, only 1 in 3 adults were considered healthy.¹

1. Center for Disease Control