



**United Way of
East Central Alabama**

Newsletter - October 2024



Annual Giving Campaign Kick-Off!

United Way of East Central Alabama is thrilled to announce the kickoff of our annual giving campaign! Your generous donations stay right here in our community, making a real difference in the lives of our neighbors. Your gift supports local initiatives like the Imagination Library, which provides free books to children, our 211 Helpline which connects individuals with essential resources, and the Martha's Hope Center to End Homelessness, which offers case management to those experiencing homelessness.

Every dollar counts in helping us continue the important work of supporting those in need and driving change across East Central Alabama. Let's unite for hope and make a difference today!

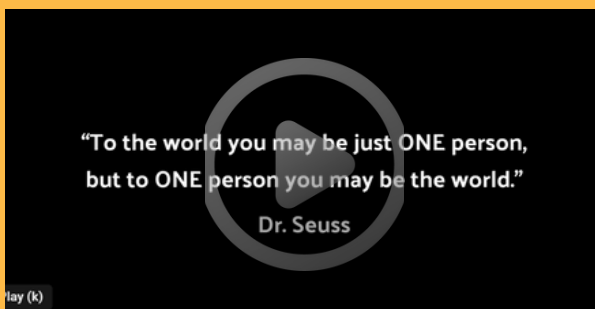
Give today!

There are several ways to give and be part of this vital mission. Ask your employer about participating through Payroll Deduction or give by Credit Card or Bill-at-Home by visiting:

uweca.org/donate

*Have you seen
our 2024 video?*

Watch our **AMAZING THINGS** video now by clicking below!



Upcoming Events



Calhoun County Day of Action:

November 7, 2024

8:30 am - 12:00 Noon

[Click Here to Register!](#)



United for Hope

Focus Story:

United for Hope

2024 Community Luncheon



On August 24, 2024, United Way of East Central Alabama held its annual Community Luncheon, "United for Hope!" The event was a remarkable success, bringing together over 400 community leaders, partners, and supporters to celebrate our organization's achievements and recognize those who have made extraordinary contributions to the region!

The event was particularly memorable, as it featured the presentation of the prestigious "United Way's Lifetime of Excellence" Award to Patricia M. King, CEO of Sunny King Automotive Group. Known for her dedication to philanthropy and community service, King's contributions have left an indelible mark on East Central Alabama.

Shannon Jenkins, CEO of United Way of East Central Alabama, expressed his deep appreciation to the attendees, underscoring the importance of collective effort in making a difference. "It is always an honor to have you in the building," Jenkins said. "We are so grateful that you are with us today, celebrating the work we do and the power of partnerships."

Jenkins also highlighted the critical role of United Way's community partners, asking representatives in attendance to stand and be recognized. These partnerships, he explained, are the backbone of United Way's mission, allowing the organization to provide essential services across the region.

A key highlight of the luncheon was the exciting update on Martha's Hope and the Holloway House, a transformative initiative to provide emergency and transitional housing with wraparound services. Jenkins shared that the project is moving closer to reality, with finalized plans and bids being solicited from local contractors. "We are so much closer to construction," Jenkins said, signaling a major milestone for this vital community project.

As mentioned above, the pinnacle of the afternoon came with the presentation of the "Lifetime of Excellence" Award to Patricia "Patty" King. In a heartfelt tribute, Jenkins celebrated King's long-standing commitment to the community, particularly through the philanthropic work of Sunny King Automotive Group. Since 2014, the company has donated over \$182,000 to United Way, alongside its support for numerous local organizations.

"Patty King is a blessing to our community," Jenkins remarked. "Her love for this area is evident in the many nonprofits that have benefited from her generosity. She continues a legacy of leadership and giving that has made a lasting impact."



LIVE here.
GIVE here.
HELP here.



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Welcome to the Team!



We were thrilled to announce that Jason Lindell joined the United Way of East Central Alabama's Resource Development Team this Summer, as our new Donor Relationship Manager! Jason brings years of valuable experience in the non-profit field to our organization. He, along with his wife, Dr. Natalie Lindell, and their three kids, are proud residents of Anniston.



Mary O'Dell is our new Integrated Care Coordinator for our THRIVE mental health initiative. With her extensive experience in mental health care and social work, Mary is dedicated to ensuring our clients receive the comprehensive, coordinated care they deserve. She is passionate about supporting mental health and well-being, and we are excited to have her on board!



Karen Phillips serves as our Program Development Lead for THRIVE! Karen will be leading the charge in developing THRIVE's innovative programs and services. With over 35 years of expertise in the field, she will be pivotal in providing essential mental health support to those in need. Her leadership will help make a lasting impact in our community!

Community Listening Session Results

In September, UWECA conducted a community listening session with our Leadership Calhoun County Class (LCC) to gather insights on the most urgent needs within our community. The members of LCC pinpointed access to transportation, mental health services, resource awareness, and homelessness as the critical issues we face. They believe that enhancing transportation options and establishing a full-time mental health clinic could help alleviate some of these challenges. Above all, the LCC emphasized a desire for greater unity in Calhoun County.

Our Greatest Needs

1. Transportation
2. Mental Health Access
3. Resource Awareness
4. Homeless Services