



**UNITED WAY**  
East Central Alabama

Newsletter:  
**February 2025**



## **United Way of East Central Alabama Celebrates 70 Years of Community Impact**

In 2025, United Way of East Central Alabama proudly marks its **70th anniversary** of service, standing as a beacon of hope and transformation in our community since its founding in 1955. Over the past seven decades, United Way has tackled critical challenges in health, education, financial stability, and disaster relief, making a profound difference in the lives of countless individuals and families.

“This milestone celebrates our shared history and the power of community,” said Shannon Jenkins, President & CEO of United Way of East Central Alabama. “Thanks to the generosity of our donors, the dedication of our volunteers, and the partnerships we’ve built, we’ve accomplished so much together. We look forward to continuing this legacy of service for generations to come.”

As part of the 70th-anniversary celebration, United Way will host a series of events throughout the year, including volunteer opportunities, fundraising campaigns, and a special event to highlight the impact of its programs. Stay tuned for more details and join us in making this year one to remember.

### **A Legacy of Collaboration**

United Way traces its roots back to the 1920s when the Kiwanis and Rotary Clubs of Calhoun County joined forces to create the first Community Chest. Since then, it has grown to become the largest fundraising effort in the region, **generating over \$1 million annually to support 28 Community Partners and four core initiatives.**

Staying true to its mission, United Way focuses on building a brighter future by addressing immediate needs and investing in long-term solutions in **education, income, and health**—the building blocks of a good quality of life.

United Way invites you to join us in celebrating this momentous occasion and continuing the work to create stronger, healthier, and more vibrant communities. Together, we can make a lasting difference.





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**How We Have Grown in 70 Years:  
Meet the United Way Team!**

# Shannon Jenkins



**President  
& CEO**



## Lynn Collins



**Chief  
Financial  
Officer**

## Jessica Smith



**Director of  
Community  
Engagement &  
Success Academy  
Program Director**

## Kim Robertson



**Program  
Services  
Coordinator**

## Angie McVeigh



**Director of  
Resource  
Development**

## Jason Lindell



**Donor  
Relationship  
Manager**

## Pam Stack



**HopeUNITED  
Outreach  
Coordinator**

## Morgan Schaffer



**HopeUNITED  
Prevention  
Educator**

## Carey Jenkins



**2-1-1  
I & R Lead  
Specialist**

## Ara Bain



**2-1-1  
I & R  
Specialist**

## Rodney Fomby



**Success  
Academy  
Director of  
Student  
Success**

## Jasmine Whatley



**Success  
Academy  
Counselor/  
Social  
Worker**

## Manda Browning



**Success  
Academy  
Classroom  
Lead**

## Beth Clanton



**Success  
Academy  
Academic  
Advisor**

## Ke'Ana Wynn



**Youth  
Opportunity  
Specialist**

## Amber Butler



**WFC  
Program  
Director**

## Grady Lacher



**HFI Case  
Officer**

## Becky Cox



**HFI Case  
Officer**

## Marci Hall



**HFI Case  
Officer**

## Teresa Simmons-Ross



**HFI Crisis  
Intervention  
Specialist**

## Betsy Wright



**WFC  
Program  
Coach**

## Jamarkis Scales



**WFC  
Program  
Coach**

## Kyle Bryan



**Martha's  
Hope,  
Program  
Director**

## Mary O'Dell



**THRiVE  
Integrated  
Care  
Coordinator**

## Karen Phillips



**THRiVE  
Program  
Development  
Lead**

## Julie Talley



**Assistant  
Director &  
Lead  
Empowerment  
Coach**

## Shirley Kulp



**Martha's Hope  
Administrative  
Assistant & Volunteer  
Coordinator**

## Trey Chappell



**Martha's  
Hope  
Facility  
Monitor**



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*Give today!*

## Make a Start-of-the-Year Gift and Transform Lives in East Central Alabama

As the year kicks-off, you have the power to make a lasting impact in East Central Alabama. Your gift to United Way supports programs that uplift families, empower individuals, and strengthen our community. Together, we can create brighter futures and opportunities for those who need it most.



Will you join us in making a difference? Here's how your contribution can help:

- **\$10 per month (\$120 annually):** ----->

Provides 5 uninsured individuals access to critical mental health care.

- **\$20 per month (\$240 annually):** ----->

Supplies 104 individuals with crisis food assistance.

- **\$30 per month (\$360 annually):** ----->

Provides 45 pre-k children with free books to encourage early literacy.

- **\$50 per month (\$600 annually):** ----->

Covers 4 weeks of housing for a family experiencing homelessness.



Every gift—no matter the size—helps change lives and ensures our neighbors have the resources they need to thrive.

### Ways to Give:

- Ask your employer about **Payroll Deduction**.

- Donate by Credit Card or Bill-at-Home at:

<http://uweca.org/donate>.

Be the difference that makes our community thrive.  
Give today and help us meet urgent needs while  
building a stronger East Central Alabama!



United Way of East Central Alabama  
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ph 256.236.8229  
[www.uweca.org](http://www.uweca.org)

## *Upcoming Events*



**VITA Free Tax Assistance Sites are now open in Anniston, Oxford & Weaver**  
Visit [uweca.org/vita](http://uweca.org/vita) for times & locations



**Read Across America 2025:**  
February 28, 2025 - [Click Here to Register as a Volunteer Reader](#)



Intro to Human Trafficking and Online Exploitation: February 19, 2025 • [Click Here to Register](#)