



UNITED WAY
East Central Alabama

Newsletter:
May 2025



Martha's Hope

A Community Challenge That Demands a United Response

Homelessness is not confined to any one city or neighborhood—it is a shared challenge affecting all corners of Calhoun County. Whether it's a family forced from their home due to rising costs or an individual battling chronic health or addiction issues without a place to rest, homelessness is a reality far too many of our neighbors face. Recent Point-in-Time counts conducted by the Homeless Coalition of Northeast Alabama have revealed a troubling rise in homelessness across our region: 147 individuals without stable shelter, 111 of whom are chronically homeless—up sharply from prior years. Even more alarming, sheltered family homelessness has seen a 16% over the last few years, underscoring the growing strain on local housing and support systems.

These aren't just statistics. ***They are families, veterans, seniors, and young people—each with a story and a need for compassion.*** That's why United Way of East Central Alabama has launched our **Day of Kindness** campaign: a week of service, support, and giving to confront this crisis together. Every act of kindness matters—and thanks to generous anonymous donors, every donation made during this week will be matched, doubling your impact. Whether you give time, resources, or simply spread awareness, your participation helps us build a community where no one is left behind.

Let's Unite to End Homelessness.

Give Today:



www.uweca.org/donate

2022 - 2025 Calhoun County Homelessness Trends:



Sheltered Family Homelessness



Chronic Homelessness



Martha's Hope

DAY OF KINDNESS

June 13, 9:00 AM - 2:00 PM
1431 Gurnee Avenue

REGISTER NOW



Join us to make a difference by beautifying the campus, constructing 56 shelter beds, and painting interiors.

Be the Difference: Join Us for a Week of Kindness and Impact

This June, United Way of East Central Alabama invites you to step up, give back, and stand united in the fight to end homelessness. Our 2025 Day of Kindness is more than a one-day event—it's a full-on movement of compassion, service, and community-powered change, all benefiting the mission of Martha's Hope.

Day of Kindness – Friday, June 13 | 9:00 AM – 2:00 PM

Roll up your sleeves and join us on the campus of Martha's Hope at 1431 Gurnee Avenue, where we'll come together to create a more welcoming and restorative environment for those we serve. Volunteers will help construct **56 new shelter beds, paint interiors, and revitalize the space inside and out.** Your time and effort will directly impact the comfort and dignity of individuals seeking refuge and stability.



Boil for a Cause – Friday, June 13 | 6:00 PM at Sinclair Social

Cap off this powerful day with an evening of food, music, and fellowship at our Boil for a Cause Low Country Shrimp Boil! Plates are just \$30, and for an extra \$10, you can sponsor a meal for a guest at Martha's Hope. It's the perfect blend of good food and a great cause, all in the name of community support.

Merch for a Cause – Pre-Order by May 22

Support Martha's Hope in style! Grab your "Merch for a Cause" and show the world that you stand with those in need. All proceeds go directly to support the shelter. Pre-order now to guarantee your size (merch will also be sold at the Boil). Order here: www.uweca.org/store.



How You Can Help:

- **Volunteer:** Be part of the transformation at Martha's Hope on June 13
- **Buy Your Plate:** Reserve your Boil for a Cause ticket now: <https://www.ticketleap.events/tickets/united-way-eca/boil-for-a-cause>.
- **Give Hope:** Make a donation that goes twice as far thanks to our generous matching donors: <https://www.uweca.org/donate>
- **Spread the Word:** Every voice matters—share the message, bring a friend, and inspire others to take action.



Shop Here





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From Fear to Freedom: Karen's Journey Through Martha's Hope



When Karen arrived at Martha's Hope, she had fled domestic violence from another state with nothing but the courage to seek a safer life. Homeless, afraid, and uncertain about the future, she found more than shelter within our doors—she found a community of hope, healing, and faith.

With the compassionate support of our Empowerment Coaches, Karen began rebuilding her life one step at a time. Her first job was at a local fast-food restaurant—a humble beginning that gave her purpose and momentum. But Karen knew her story didn't end there. Empowered by faith and encouraged by her coach, she pushed forward. Soon, she landed a job at a local nursing home, and not long after, she was offered a position at the local hospital.



Even in her time of need, Karen chose to give back. She volunteered daily at Martha's Hope—folding laundry, cleaning, and washing dishes. These small, humble acts revealed a heart filled with gratitude and a desire to bless others even as she was being lifted up herself.

Today, Karen is preparing to complete her Empowerment Coaching journey. With a new apartment and a down payment secured for her first car, she stands as a living testament to what's possible when faith, hard work, and a caring community come together.

At Martha's Hope, we believe everyone deserves the chance to start again—with hope, with dignity, and with purpose. Karen's story is proof of what your support makes possible.

Because of you, we can be a light for those still searching for hope.

**UNITED IS
THE WAY™
TO COMMUNITY
RESILIENCY**

 **Martha's Hope**
DAY OF KINDNESS
June 13, 9:00 AM - 2:00 PM
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REGISTER NOW 



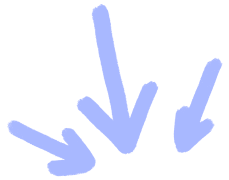
Join us to make a difference by beautifying the campus, constructing 56 shelter beds, and painting interiors.

Double Your Impact: Dollar-for-Dollar Match!

During our United to End Homelessness Campaign, every dollar you give will be matched up to \$50,000 – doubling the impact you make for those in need. Your generosity can go twice as far to provide shelter, hope, and a brighter future for those experiencing homelessness. Help make every dollar count!



Sponsored By:



\$25 makes possible...

one week of meals for an emergency shelter guest at Martha's Hope.

\$50 makes possible...

one week of crucial mental health support for a person in crisis experiencing homelessness.

\$150 makes possible...

one week of shelter services for a family of four ensuring parents and children stay together as they navigate their way to stability.

\$500 makes possible...

one month of case management with an empowerment coach helping guests take the next steps toward employment and permanent housing..

\$1,000+ makes possible...

transformative change through ongoing comprehensive support services, giving a client the opportunity to build the skills necessary for lasting independence.

SCAN HERE



Give Online: Simply scan the QR code to make a secure donation or click [here](#).

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