

TOGETHER WE THRIVE



UNITED WAY
East Central Alabama

United Way of East Central Alabama works to improve lives by mobilizing the caring power of our community to create lasting change.

We are committed to creating brighter futures. Through our direct-service programs and valued Community Partners, we strive to:

- Empower children and youth with opportunities to thrive.
- Provide a safety net in times of crisis.
- Strengthen community resilience through innovative solutions.
- Expand access to healthcare for healthier, stronger families.

Together, we're building a foundation for lasting change—one life, one family, and one community at a time.

**YOU are our partner in this work.
Your gift fuels our work and helps
improve lives every day.
THANK YOU for giving!**



Your gift stays here!



Our United Way is LOCAL! When you give here, it stays here to support our United Way's internal direct-service programs and Community Partners.



United Ways do not operate as chapters. Our decisions are not made for us by a national organization. This allows us to reflect the values of our community and respond to our local needs.



We adhere to the strictest fiduciary responsibilities and have been recognized as being in the top 1% of all nonprofits in the U.S. for our excellence & transparency.



CHARITY NAVIGATOR

PERFECT

100



United Way Initiatives

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow.



Last year, our local 211 received 5,006 calls and made over 11,000 referrals for clients in need of resources.

2-1-1 is a free and confidential referral and information helpline linking individuals to vital health and human services around the clock throughout East Central Alabama.



HopeUNITED, United Way of East Central Alabama's Anti-Trafficking Initiative, exists to partner, collaborate, and provide services to help stop and prevent sex trafficking in local communities and beyond. Our efforts include prevention through building community awareness, education, and training, as well as intervention through connections with local & statewide resources.



In the past year, HopeUNITED served 24 clients through preventing exploitation and providing recovery resources to trafficking victim-survivors.





UNITED
WAY

VITA



**1,509 clients received
FREE tax assistance
resulting in \$1,368,362
in refunds.**



The Volunteer Income Tax Assistance (VITA) program provides free tax preparation & filing for low to moderate-income households in Calhoun County. The initiative supports financial stability and maximizes tax refunds for hard-working individuals.



Martha's Hope

Martha's Hope provides shelter for men, women, and families experiencing temporary or chronic homelessness. Martha's Hope has provided emergency shelter to 179 individuals since opening in February 2025, giving them a safe place to stay and a path toward a brighter future. Empowerment Coaches work closely with each individual, developing personalized care plans and connecting them with resources to achieve independence.

HEALTHY COMMUNITIES

Improving health
and well-being for all.

Thrive is an integrative mental health initiative to address the escalating mental illness crisis among homeless, low-income, uninsured, and under-insured populations. We seek to breakdown the barriers to mental health access for our most vulnerable residents.



THRIVE
Integrative Mental Health Initiative



United Way Initiatives

YOUTH OPPORTUNITY

Helping young people realize their full potential.



**SUCCESS
ACADEMY**



85% of students were successful in graduating from Success Academy and transitioning to their next step.

The Success Academy is a youth diversion program providing an environment that promotes education, offers mental health support, and supports student success. The program's goal is to prepare students with the skills and mindset needed for a successful transition into adulthood or back into their home school.



**Helping Families
Initiative**



Last year alone, HFI connected **754** students to wrap-around services for assistance with vital essential needs.

In collaboration with the local District Attorney's office, Helping Families Initiative offers a supportive and comprehensive approach to ending school chronic absenteeism. HFI offers connections to wrap-around services, crisis intervention, and case management with the goal of improving student success and graduation rates. HFI currently serves the Calhoun County, Cleburne County, Oxford City, and Anniston City School systems.



5,681 children served through
Imagination Library in 2024!



54,705 Imagination Library
books mailed in 2024!

Imagination Library provides an age-appropriate book each month to children from birth to five years of age. With United Way of East Central Alabama as the local champion, the program is free to children and their families living in Calhoun, Cleburne, and Randolph County.



WorkFORCE Connections

WorkFORCE Connections offers educational opportunities and work-ready skills, empowering qualified youth in Calhoun & Cleburne Counties to overcome barriers and create a brighter future. The end result connects youth to long-term employment success while meeting the workforce needs of local high-demand industries.



38 high school seniors graduated
from the program in 2024 earning
credentials and connected to a
career or post-secondary education!



PARTNERS & INITIATIVES

United Way of East Central Alabama Funded Partners & Initiatives

Serving Calhoun County

United Way Community Partners

2nd Chance, Inc.

Arc of Calhoun & Cleburne Counties

Big Brothers Big Sisters of Northeast Alabama

Boys & Girls Clubs of East Central Alabama

Calhoun/Cleburne Children's Center

Community Enabler Developer

Girl Scouts of North-Central Alabama

Interfaith Ministries of Calhoun County

Jacksonville Christian Outreach Center (JCOC)

Jacksonville Meals on Wheels

Piedmont Benevolence Center

Scouting America (Greater Alabama Council)

St. Michael's Medical Clinic

YMCA of Calhoun County

United Way Initiatives

2-1-1 Helpline

Dolly Parton's Imagination Library

Helping Families Initiative

HopeUNITED Anti-Trafficking Initiative

Martha's Hope

Success Academy

THRiVE Integrative Mental Health Initiative

Volunteer Income Tax Assistance (VITA)

WorkFORCE Connections



UNITED WAY

East Central Alabama

Serving Cleburne County

United Way Community Partners

2nd Chance, Inc.

Arc of Calhoun & Cleburne Counties

Calhoun/Cleburne Children's Center

Girl Scouts of North-Central Alabama

Scouting America (Greater Alabama Council)

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Dolly Parton's Imagination Library

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WorkFORCE Connections

Serving Randolph County

United Way Community Partners

Boys & Girls Clubs of East Central Alabama

Girl Scouts of North-Central Alabama

HOPE Fund of Randolph County

Randolph County 4-H Clubs

Randolph County Learning Center

Scouting America (Greater Alabama Council)

Tri-County Children's Advocacy Center

Wedowee Senior Center

Woodland Senior Center

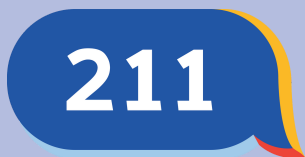
United Way Initiatives

2-1-1 Helpline

Dolly Parton's Imagination Library

HopeUNITED Anti-Trafficking Initiative

Martha's Hope



NEED HELP?

Contact 211

Your link to community resources!

Dialing 2-1-1 connects you to a trained Resource Specialist that has access to a comprehensive database of services in our community. 2-1-1 is available 24/7 and is answered locally during typical office hours Monday through Friday.

CALL

Dial **211** or **888-421-1266**

TEXT

Text your zip code to **898-211**

CHAT

Visit **211connectsalabama.org**

Get Connected. Get Answers.

2-1-1 is an information & referral helpline, linking callers to important community resources such as:

*Food Assistance • Utility & Housing Assistance
Senior Citizen Support • Disaster Relief
Health & Mental Health Services
State & Federal Services
Support for Children, Youth, & Families
and much more!*

WHAT A DOLLAR BUYS

Your gift each pay period has the potential to make a BIG impact!*

\$
5



per pay period provides **5 uninsured individuals** access to critical mental health care.

\$
10



per pay period provides **104 individuals** with crisis food assistance.

\$
15



per pay period provides **45 pre-k children** with free books to encourage early childhood literacy.

\$
25



per pay period provides **4 weeks** of housing for a family experiencing homelessness.

**based on 52 pay-periods per year.*

Give today!



Payroll Deduction: Fill out your pledge form today, or ask your employer if your company participates in payroll deduction.



Credit Card or Bill-at-Home: Give by Credit Card or choose to be billed at home by visiting uweca.org/donate/.



PayPal: Give today by scanning the QR Code.



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