

United Way of the Ocoee Region

IMPACT REPORT 2024



UNITED WAY
Ocoee Region

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Dr. Matthew Tolbert, Chairman
Southern Adventist University

Bruce Bradford
Community Advocate

Dr. Linda Cash
Bradley County Schools

Nancy Casson
The Red Ribbon

Brenda Choate
Cormetech, Inc.

Kenneth Dew
Simmons Bank

Mike Griffin
Clev/Brad Chamber of Commerce

Matt Jenne
SmartBank

Bill Martin
Pinnacle Financial Partners

Erika Moore
BonLife Coffee

Chris Newton
Engineered Transportation Intl

Adam Osborne
HHM CPAs

Dr. Rubi Porter
Community Advocate

Cindy Slater
Bradley County Commission

Andy Williams
Insurance Incorporated

Janice Baker
Community Advocate

Keith Barrett
Pinnacle Financial Partners

Milan Blake
Bradley County Commission

Lisa Bonadio
Cleveland Housing Authority

Danny Bradley
Whirlpool Call Center

Donna Calhoun
UT Extension - Polk

Gene Chastain
Life Care Centers of America

Danny Clark
Whirlpool Corporation

Andrew Dinsmore
Publix

Dr. Jeff Elliott
Cleveland City Schools

Joe Fivas
City of Cleveland

Tim Henderson
Cleveland Utilities

Carolyn Jackson
Community Advocate
Jackson Furniture

Nan Jenne
Attorney
Patriot Family Homes

Adam Lewis
Bradley County Government

Bill Moats
Ocoee Regional Health Corp

Ashlan Morelock
Community Advocate

John Moses
Pinnacle Financial Partners

David Parris
Rackley Roofing

Tim Poteet
Southern Heritage Bank

Art Rhodes
Church of God Benefits Board

Nate Tucker
Lee University

Dr. Andrew White
Cleveland State
Community College

Matt Wiseman
Waypoint Financial Partners

POLK COUNTY Advisory Board

Candyce Bates
Polk County Schools
Polk County News

Sarah Berry
Copper Hill Brewery

Donna Calhoun
UT Extension - Polk

Bryan Clary
Polk Physical Therapy

Dr. Ryan Goodman
Polk County Schools

Sophia Lancto
Honey & Clove Bistro
Bakery on Main

Lynn McClary
Polk Chamber of Commerce

Sally Moss
Nurse Practitioner

Jackie Rogers
Polk County Clerk

Roy Thomason
Polk County Road
Superintendent

From our CEO *United is the Way*

As we reflect on 2024, we cannot help but feel an overwhelming sense of gratitude for the incredible support and dedication the Ocoee Region has devoted to our cause. Together, we've propelled our mission forward and made remarkable progress. The legacy we have built is a testament to the power of collective action - **the power of a community united.**

As we look ahead, we remain committed to leading the way in identifying our community's most pressing needs, optimizing resources, and championing causes that move the needle by working to meet four bold goals - **break the cycle of poverty, meet immediate basic needs, give kids an equal chance, and build pathways to a healthy community.**

Our focus on **impact** continues to set us apart. We tackle challenges head-on by maximizing donor investments to fund collaborative partnerships, provide critical capacity-building resources, and facilitate a strategic, donor-driven allocation process to ensure every dollar has the most far-reaching and sustainable effect.

Innovation is at the heart of our work and keeps us on the forefront of change by powering fresh ideas, creative approaches, and forward-thinking strategies to drive progress and stay ahead of emerging issues.

Together, we are more than a fundraising campaign; we are a movement. Our aim is to change trajectories and outcomes for our neighbors across the region, creating a ripple effect that will resonate for generations to come. With your continued support, we are confident we can continue to make waves that will shape the future of our community.



Stephanie Linkous
President & CEO

Thank you for serving alongside us. Your unwavering support fuels our passion and drives our determination to make a meaningful impact in the lives of those we serve. **Let's keep our momentum going - united in mission to give everyone the opportunity for a better tomorrow.**



United to Amplify Impact

United Way of the Ocoee Region provides vital funding to a network of agencies, providing a lifeline for thousands of our neighbors in need. Donor investments and grants help address emerging needs in our four impact areas. Together, more than 35 non-profits across Bradley and Polk counties are working in unison with a common goal to benefit the greater good. Our non-profit partners strive to provide programs that **meet immediate basic needs, break the cycle of poverty, give kids an equal chance and build pathways to a healthy community.**

In short, we drive tangible, sustainable results through relationships, investments and transformative action to create thriving communities.



A SAFETY NET FOR THE OCOEE REGION

Your impact on the Ocoee Region through United Way makes a meaningful difference. We provide the strongest and most reliable safety net to serve our entire community, and our four impact areas are prioritized to address the unique needs of Bradley and Polk counties.

Meet Immediate Basic Needs



When our neighbors are devastated by natural disasters, acts of violence, homelessness, hunger or grief, we are prepared to mobilize critical services that stabilize short-term crises.

Break the Cycle of Poverty



By addressing the root cause of problems, we are helping secure people now so they can better position themselves for sustainable financial independence.

Give Kids an Equal Chance



We are changing the course for future generations by ensuring kids are safe, nurtured and prepared to learn, making them more likely to graduate, succeed and become productive citizens.

Pathways to a Healthy Community



We are breaking barriers to make quality medical and dental care, mental health and substance abuse support, nutritional resources, and fitness programs more accessible.

Leading the Way

In 2024, Your United Way Served ...

43,322 RESIDENTS ACROSS BRADLEY AND
POLK COUNTIES BEHIND THE SUPPORT OF

102 WORKPLACE PARTNERS AND
THOUSANDS OF INDIVIDUAL DONORS,

1,159 COMMUNITY VOLUNTEERS,
CONTRIBUTING TO

42 LOCAL NON-PROFIT PROGRAMS
THROUGH 35 AGENCIES BY INVESTING

\$2.18M TO HELP MEET THE NEEDS OF UNITED
WAY'S FOUR IMPACT AREAS.



▶ Learn More
about UWOR's
Community
Impact

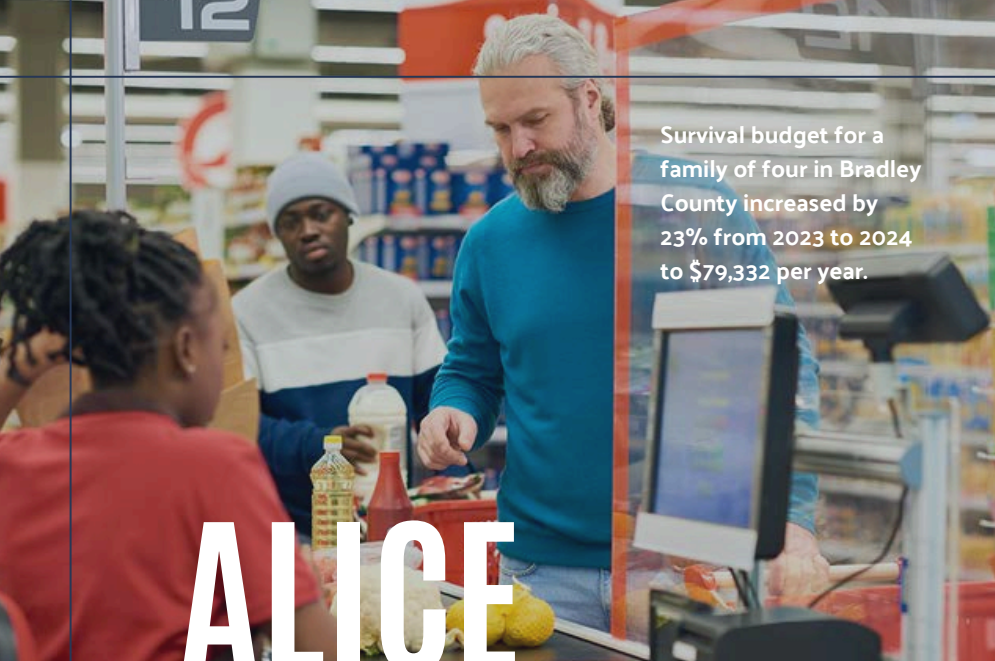


From our
Partners

“

When I'm asked how people can support our agency, I suggest that monetary donations be directed to **United Way** because I know they have the best pulse on the holistic needs of our community and have a proven process in place to allocate those funds responsibly.

Kelley Weber May, Executive Director
Hope Center, Inc., 10th Judicial CAC



ALICE

Survival budget for a family of four in Bradley County increased by 23% from 2023 to 2024 to \$79,332 per year.

ALICE Lives Here

ALICE is an acronym for Asset Limited, Income Constrained, Employed.

The ALICE population is made up of our neighbors earning just above the poverty level, but still living paycheck to paycheck, often one crisis or unexpected circumstance away from a spiral into poverty. These struggling households are forced to make impossible choices everyday between the basics of housing, childcare, food, transportation, healthcare and more. ALICE households are a target population for the United Way's funding and internal programming. **With your support, we can help these families reach stability.**



TN State Report, 2021
ALICE in the Crosscurrents,
2024 Update

ALICE in the Ocoee Region

46%



ALICE families collectively represent 46% of the Ocoee Region's population.



Wages for the most common jobs often don't cover the basics.

70% of the most common jobs in Tennessee pay less than \$20 per hour. However, the hourly wage for a family of four to meet minimum survival budget in Bradley County is almost double at \$38.14.



High rents and barriers to homeownership can undermine stability.

ALICE families commonly lack access to affordable housing, quality childcare and other resources and are often severely rent burdened, spending a third or more of their income on rent alone.

United to Identify Needs



CNIC Identifying and solving needs isn't just a part of the mission of UWOR, it is our mission.

The Community Needs Identification Committee (CNIC) plays a significant role in developing and implementing processes for analyzing data and identifying our service area's most pressing needs. The Committee meets regularly to review information, understand needs and how they may be trending or emerging, and inform data-driven decisioning for funding requests and allocations.

How do we apply CNIC findings?

The most important part of our work is stewarding donor dollars and ensuring that we use those funds to create sustainable solutions to our community's most pressing needs. Each year's CNIC Report is used to guide the United Way's grant making and funds allocations process to ensure we are moving the needle in addressing the Ocoee Region's most relevant and urgent issues.

2024 Community Needs Identified

- Stable Housing
- Access to Quality Childcare
- Access to Healthcare
- Mental Health and Substance Abuse

Additional Community Needs

- Domestic Violence
- Transportation
- Aging Population Needs
- Financial Instability

2024 CNIC Committee

Donna Calhoun
UT Extension - Polk

Chris Newton
Engineered Transportation Intl

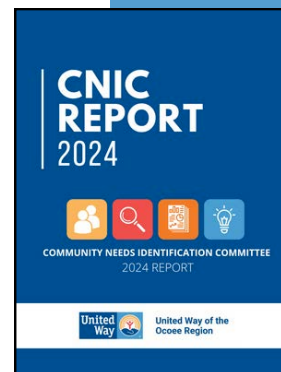
Jim Nowack
Community Advocate

Danielle Seals
Clev/Brad Chamber of Commerce

Dr. Matthew W. Tolbert
Southern Adventist University

Dr. Ruthie Wienk
Lee University

Stephanie Linkous
Shawna Staup
Hailey Wood
UWOR



Download the
2024 CNIC Report





UWOR'S FOUR FOCUS AREAS DRIVE BOLD IMPACT

United to Meet Immediate Basic Needs

A resilient, prepared and safe community strengthens and enhances the lives of its residents, affording them the necessary tools to thrive in the midst of crisis.

When local residents - no matter their socioeconomic status - are devastated by natural disasters, acts of violence, mental health concerns, homelessness or grief, United Way and our partners provide critical services to help stabilize short-term crises.

10,334

Assisted with food, clothing, legal services and transportation

\$6.50

The cost of a single Sac Pac meal for one weekend

INVESTED

\$481,074



COMMUNITY PARTNERS

- People Helping People
- Family Resource Agency
- Legal Aid of East Tennessee
- Outreach Ocoee, Inc.
- UWOR - Ocoee Connect

CNIC PRIORITIES

- Stable Housing
- Affordable Healthcare
- Mental Health and Substance Abuse

United to Break the Cycle of Poverty

A thriving community is where everyone can earn a livable wage, grow their savings, and achieve both economic independence and mobility.

UWOR and our partners address the root cause of problems to build a better future for our community by helping families manage budgets and placing individuals on a path to sustainable financial independence.

13,458

Assisted with housing, case management, and home ownership courses

46%

of residents across the Ocoee Region are living paycheck to paycheck



INVESTED

\$496,018



COMMUNITY PARTNERS

- City Fields
- Family Promise of Bradley County
- Habitat for Humanity
- Junior Achievement - Financial Literacy
- UWOR - Housing United
- The Caring Place - Case Management

CNIC PRIORITIES

- Stable Housing
- Affordable Healthcare
- Quality Childcare
- Mental Health and Substance Abuse

DID YOU KNOW?

12.5% of Ocoee Region households are living in poverty, higher than the state average.

18% of children are living in poverty in Bradley County, ranking 15th among Tennessee's 30 most populous counties.

United to Give Kids an Equal Chance

A thriving community is where families have access to high-quality, affordable childcare to ensure every child enters school prepared to learn.

We believe every child should have an equal opportunity to succeed. Statistically, early childhood care leads to on time high school graduation. Those students are more likely to find jobs that pay a livable wage, live healthier lives, and avoid the judicial system.

10,416

Assisted with childcare, special advocacy, books and therapy

1,366

Children with adverse experiences received advocacy



On average, **50%** of parents with two or more children are paying almost a third of their income on childcare costs.

DID YOU KNOW?

More than **80%** of economically disadvantaged students are behind in reading and math.

INVESTED

\$602,500



COMMUNITY PARTNERS

- The Caring Place - Sac Pac
- Feeding God's Lambs
- Benton United Methodist Church - Sac Pac
- The HOPE Center - Children's Advocacy
- Big Brothers Big Sisters of Chattanooga
- Copper Basin High School Crisis Closet
- Boys & Girls Club of the Ocoee Region
- LUDIC Spectrum Center
- Woodsong Forest Education Foundation
- YMCA - Childcare and YCAP
- CASA of Bradley County
- UWOR - Imagination Library

CNIC PRIORITIES

- Affordable Healthcare
- Quality Childcare

Almost **20%** of our neighbors in the Ocoee Region reported 14+ days of poor mental health over the last 30 days.



United to Build Pathways to a Healthy Community

A thriving community is where everyone has access to nutritious foods and quality, affordable healthcare programs.

When it comes to accessing medical and dental services, a person’s zip code should never be a barrier. By making it easier for individuals to access quality healthcare providers, wellness programs and nutritious foods, we’re working to help everyone get - and stay - healthy.

9,114

Assisted with screenings, medical and dental care, and provider trainings

12

Partners addressing healthcare needs in our communities

INVESTED

\$600,000



COMMUNITY PARTNERS

- Bradley Cleveland Public Education Foundation
- Centerstone of Tennessee
- Cleveland Lions Club
- Karis Community Health
- Lee University - MFT Collaborative Care
- New Hope Pregnancy Care Center
- On Point
- OrphanWise
- Walter E. Boehm Birth Defects Center
- Medical Foundation of Chattanooga
- Living Water Missions International
- YMCA - Wellness Programs

CNIC PRIORITIES

- Affordable Healthcare
- Mental Health and Substance Abuse



Ocoee Region residents living below the Federal Poverty Level experience **eight times greater odds** of being food insecure.

UWOR INTERNAL PROGRAMS DELIVER

DIRECT IMPACT

United to Fill the Gap

In addition to the valued partner agencies funded through our collaborative allocation process, United Way of the Ocoee Region is uniquely innovative and goes a step further to fill gaps in service identified as needs in our community through five strategic internal programs. In 2024, UWOR's internal programs accounted for 43% of all individuals served while collectively receiving just 13% of United Way's total funding allocation.

43,322 Individuals Served in 2024

Partner Programs
57%

UWOR Programs
43%



Ocoee Connect
Crisis Hotline and
Referral Resource



Housing United
Rapid Rehousing
Based Program



William Hall Rodgers
Christmas Food
Basket Program



AmeriCorps
VISTA
Program



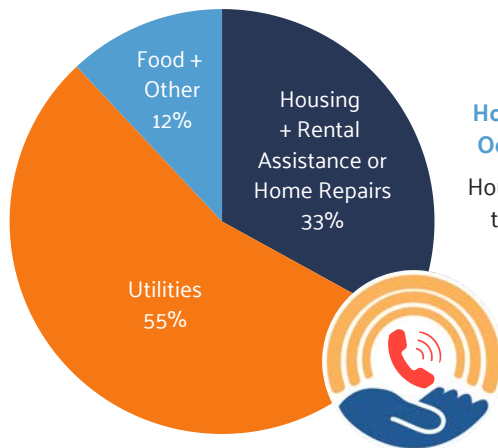
Read United
Imagination
Library

Answering the Call

Ocoee Connect

[UWOR Internal Program]

Ocoee Connect is the region's premier resource and referral hotline, offering essential utility assistance through Cleveland Utilities' Project Round Up and Chattanooga Gas' Energy to Give programs. Beyond utilities, we connect thousands of neighbors in the midst of crisis with vital resources, including housing, food, childcare, healthcare, family support, and legal aid.



1,493

Households Assisted by
Ocoee Connect in 2024

Housing + Utilities continue
to be Ocoee Connect's
top needs (88%)

Putting Ocoee Connect Data to Work

Data collected from Ocoee Connect calls provides a real-time snapshot of ongoing and emerging needs in our community. United Way leverages the information gathered to better understand trends and keep a pulse on the changing landscape of local issues.

Key Utility Assistance Partners



Quick Stats

\$280.10

Average Utility Assistance
per Household

\$1,241,445

Invested Locally through
Ocoee Connect since 2020

Utility Assistance Qualifications

- Bradley or Polk Resident
- Proof of Income
- Copy of Utility Bill
- Documentation of Hardship

Assistance is limited to once per calendar year and applicants are vetted through Charity Check to avoid duplication of services.

Opening Doors Housing United



[UWOR Internal Program]

Housing United is a collaborative, rapid rehousing-based program established in response to the identification of housing stability as an urgent and recurring need in our community.

A research-based solution that prioritizes stable housing and ongoing support to produce positive outcomes, rapid rehousing programs like Housing United aim to prevent eviction, quickly transition the homeless to housed, and provide resources that ensure long-term sustainability.

United to House Families Across the Ocoee Region



The **Housing Navigator** recruits and works with landlords to keep an ongoing, up-to-date list of available units, negotiate screening barriers, and connect clients to suitable stable housing quickly.

The program also provides income-based workshops and flexible deposit and short-term rent assistance, in addition to mitigation funds that provide financial assurance to landlords in case of damage to a unit within the first year of tenancy.



The **Housing United Case Manager** is housed at The Caring Place and works with clients for six months upon being placed in housing to identify potential hurdles and ensure independent sustainability.



RECORD
229 Households
Served in 2024

75% increase
over previous year

97%

of Housing United clients remain
successfully and independently
housed after six months

\$333,530

invested locally through
Housing United since inception

Ana's Story **Housing United**

Like Ana, single mothers make up 77% of the ALICE population in Tennessee, an increase of 19% since 2022. This is her story.

In 2024, Housing United helped Ana*, a devoted single mother of three, find the stability and security her family desperately needed. After escaping a domestic violence situation earlier in the year, Ana made the brave decision to move her children to Cleveland, hoping to give them a fresh start. With nowhere else to turn, she stayed with a friend – but her time there was short-lived, leaving her once again searching for a place to call home.

Caring for her children with disabilities made finding stable employment challenging. The weight of uncertainty was overwhelming, but Ana refused to give up. In September, a school counselor, recognizing the family's urgent need, contacted Housing United. Understanding the gravity of their situation, the team prioritized Ana's enrollment, offering the support she had been desperately seeking.

With Housing United by her side, Ana crafted a plan to rebuild her life. Together, they worked to find affordable childcare so she could pursue steady employment, while also navigating the process of securing stable housing. After weeks of waiting, a breakthrough came – one of Housing United's landlord partners agreed to lower the rent on a unit, making it affordable for Ana and her children. With financial assistance from Housing United, Ana signed the lease, and for the first time, she and her children had a safe home of their own.

Just before the holidays, the family moved in, filling their new space with warmth, relief and hope. Today, Ana is actively working toward a brighter future – strengthening her job prospects with the support of the City Fields Workforce Development Team (a United Way non-profit partner) and taking meaningful steps toward self-sufficiency.

Ana's journey is a testament to the power of community, compassion and resilience. It is an important reminder that when we come together, we can transform lives and open doors to new beginnings.

Her story represents the true impact of working UNITED.



*Name and likeness changed to protect privacy

Shaping Leaders AmeriCorps VISTA



[UWOR Internal Program]

United Way of the Ocoee Region facilitates the federally-funded **AmeriCorps VISTA (Volunteer in Service to America)** program for the Ocoee Region - one of more than 40,000 programs across the nation.

How does VISTA Work?

The UWOR AmeriCorps team recruits students, recent graduates and young professionals to serve a one-year VISTA term with a local non-profit organization.



AmeriCorps

UWOR provides ongoing support and development, monitors progress, and facilitates federally-mandated reporting for each VISTA's term.

What are the goals of the VISTA Program?

The goal of the VISTA program is to help young adults better understand and address poverty by expanding non-profit capacity to explore innovative solutions and execute strategic programming. In turn, the VISTA gains valuable life and professional development experience, as well as direct exposure to the impact of civic service and community engagement, at a pivotal point in their careers.



Celebrating a Decade of Service

The VISTA program celebrated 10 years of service to the Ocoee Region in 2024. Over the last decade, UWOR has facilitated **200 VISTAs** at **65 unique sites**, generating a total of more than **\$4.5 million in cash and in-kind donations** for local non-profit partners.

AGENCIES SERVED IN 2024

Boys & Girls Clubs of the Ocoee Region
City Fields
Family Promise
Family Resource Agency
FCA Ocoee
Foundation House
Free 2 Fly
Habitat for Humanity
Hope4One
Junior Achievement of the Ocoee Region
Karis Community Health
Museum Center at 5ive Points
Ocoee Outreach
The Caring Place
United Way of McMinn & Meigs Counties
United Way of the Ocoee Region
Unity Center
YCAP (YMCA)

40 VISTAS

served 22 different sites in 2024 with
an **87.5%** term completion rate

\$580,000

generated by VISTAs
for partner agencies in
our community in 2024

Read United



[UWOR Internal Program]

UWOR funds Dolly Parton's Imagination Library program for Bradley County through our Read United initiative. Regardless of a family's income, Imagination Library delivers high-quality, age-appropriate books monthly to children from birth to age five. **In 2024, UWOR enrolled 4,495 children in the program.**



43,173

Imagination Library
books mailed in 2024



William Hall Rodgers



[UWOR Internal Program]

During the Great Depression, William Hall Rodgers launched a Christmas food basket fund in Cleveland. With the support of our community, UWOR is still making spirits bright through this namesake program by coordinating, packing and distributing hundreds of food boxes to our community's most vulnerable every holiday season.



Learn More about
UWOR's William Hall
Rodgers Program

737

Christmas Food Boxes
distributed in Bradley
and Polk Counties in 2024

306 Volunteers

registered applicants,
packed and
distributed food boxes

ANNUAL IMPACT REPORT AND AWARDS

CELEBRATION

United in Mission

More than 220 United Way advocates gathered in March 2024 to honor our community's most deserving award winners, celebrate fundraising totals, and recognize the UWOR impact made possible by the generosity of the Ocoee Region.



2023 Campaign
Co-Chairs
Kim Brooks and
Andrew Dinsmore



2024 Event Sponsor



The family of **Herbert Lackey** (Community Advocate) accepted the William F. Johnson Service Award on his behalf.

William F. Johnson, Sr. Community Service Award



Dr. William Johnson, Community Advocate

The William F. Johnson Award recognizes an outstanding volunteer who has demonstrated continuous service to the United Way.

Presented by 2023 recipient Alan Smith.

Charlotte Thorogood Woman of Impact Award



Ashlan Morelock, Community Advocate

The Charlotte Thorogood Woman of Impact Award honors a female leader who has effected change through outstanding service.

Presented by 2022 recipient Erika Moore.

Lieutenant Colonel Jim Tucker Service Leadership Awards



Demetrius Ramsey

Bradley Cleveland Community
Services Agency (BCCSA)



Katie Rinaudo

CareEquip by OrphanWise
(Accepted by Jordan Freshwater)

The Lt. Colonel Jim Tucker Service Leadership Award recognizes a Bradley County nonprofit leader who has demonstrated outstanding commitment to service excellence.

Awards presented by 2023 recipient Diana Jackson.



RESOURCE DEVELOPMENT

IMPACT FUND

\$3,930,058 IN TOTAL COMMUNITY SUPPORT

Day of Action kicked off our 2024-25 Resource Development season in July when Campaign Co-Chairs **Adam Osborne** and **Nate Tucker** led a record-breaking day of volunteerism and challenged our community to come together to raise at least \$1.55 million to benefit the Ocoee Region.



2024 Campaign Co-Chairs

Nate Tucker
Lee University

Adam Osborne
HHM CPAs



2024 Day of Action

A record 500 volunteers donated their time and talents during UWOR's largest annual signature volunteer event to tackle 26 projects that benefited local schools and non-profits.



DAY OF ACTIONS SPONSORS

Best Buy Metals
Coca-Cola Consolidated
Elder's ACE Hardware
First Horizon Bank
Jackson Furniture
RMR Legal PLLC

Cleveland Utilities
Eaton
Food City
Rotary Club of Cleveland

Amazon CHA2
Domino's
Publix
Whirlpool



OCOE REGION IN ACTION

500 Volunteers
26 Sites
2,000+ Hours of Service



Workplace Campaigns

United Way harnesses the power of corporate philanthropy and brings colleagues together in giving back to the community they call home.

Workplace campaigns are one of the leading sources of funds that contribute to the annual United Way Community Campaign.

In return, statistics have shown that offering employees convenient and meaningful ways to give back at work - financially or through volunteer opportunities - increases engagement, creates mission alignment, improves retention, and boosts overall morale and job satisfaction.



102 Workplace Campaigns
contributed more than

\$1.18M

to the UWOR
Community Campaign
in 2024



**From our
Partners**

TOP 15 WORKPLACE PARTNERS



“ ———

Our employees are the heart of our company. Their generosity is a testament to the culture of service and community that defines Cleveland Utilities. We truly believe in the work of United Way, and together we are committed to powering more than just homes and businesses – **we power hope, opportunity, and stronger communities.**

Tim Henderson, President & CEO
Cleveland Utilities

Affinity Groups

Engagement Groups and Leadership Giving Circles

At UWOR, we are passionate about uniting people as changemakers. Our Affinity Groups create spaces for like-minded community members to get involved, leverage their influence, develop professionally, and share their passion for giving back. These supporters inspire their peers and use their networks to create positive change. In 2023-24, leadership donors invested over \$416,500 to support UWOR initiatives.



Alexis De Tocqueville Society

The Tocqueville Society is United Way's premier giving network, comprised of donors who make an annual gift of \$10,000 or more, setting a trailblazing example of leadership giving for our community.



Pillar Society

The Pillar Society exemplifies the spirit of our community and a commitment to philanthropy in its most generous form. This group of \$1,000+ annual leadership donors signifies the stabilizing force behind UWOR's annual community campaign.



Women United

The purpose of Women United is to inspire, educate and encourage female leaders to effect change in our community through philanthropy.



Young Professionals Circle (YPC)

The mission of the Young Professionals Circle is to encourage professionals to build community through philanthropy, volunteerism, leadership and giving.



[▶ Learn more about YPC >](#)



YPC Leadership Cabinet
Zach Brooks and
Andrew Dinsmore

Signature Fundraisers

Hosted annually, signature fundraising events engage supporters and raise critical funds to supplement traditional workplace campaigns and major affinity group fundraisers.



Whirlpool Appliance Sale

Each year, **Whirlpool Corporation** hosts a public appliance sale with all proceeds benefitting United Way. With \$79,085 in sales plus a dollar-for-dollar Whirlpool Foundation match, over \$158,000 was reinvested into the Ocoee Region, making the 2024 Whirlpool Appliance Sale one of UWOR's most successful fundraisers of the year.



Make a Change Day

In partnership with **Bradley County Schools**, Make a Change Day is a student-led, hands-on fundraising experience that empowers 10,000 Bradley County students to make a change by collecting spare change to support programs that directly benefit their fellow students. In 2024, several corporate sponsors and affiliate groups volunteered to prepare supplies for the event, which raised more than \$13,000.



Celebrity Bagging

A long-standing regional United Way event, our partners at **Food City** host volunteer teams of local celebrities to bag groceries and collect tips that benefit UWOR. For the third consecutive year, UWOR and our local Food City earned first place in the region for Celebrity Bagging funds raised with a total of more than \$7,200.



Giving Tuesday

To celebrate the national generosity movement, **BonLife Coffee Roasters** partners with United Way to donate a portion of their Giving Tuesday sales to UWOR and we surprise a handful of our partners with a pick-me-up cup.



United Way Wednesdays

During the month of April, several local restaurants partner with UWOR to donate a portion of their Wednesday sales to benefit the Impact Fund.





2024 Celebrity Bagging
Winning Team
Rotary Club of Cleveland



WOMEN UNITED

GALA

A Night in Casablanca

[Here's Looking at You, Cleveland]

In September 2024, almost 300 generous supporters were transported to an evening in 1940s Casablanca for the annual Women United Gala - UWOR's largest signature fundraiser.



The 2024 theme - **Here's Looking at You, Cleveland** - raised auction paddles and sponsorships totaling a record-breaking \$285,000, and catapulted Women United over \$1.25 million in total funds raised to benefit United Way.

Women United

EVENT SPONSORS

PALLADIUM

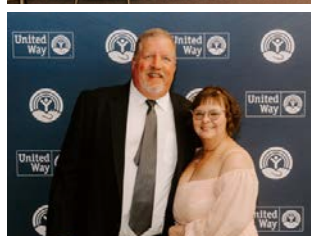
BonLife Coffee Roasters
Coca-Cola Consolidated
HHM CPAs
RMR Legal PLLC

MEDALLION

Cormetech
Erlanger Health System
First Horizon Bank
Impressions Catering
Karen Liner - Bender Realty
Vitruvian Health - Bradley Medical Center

PLATINUM

Bank of Cleveland
Banyan Family Night Clinic
BCPEF
Bullins Trucking Company
Carolyn Jackson
CC Blankinship Custom Home Builders
Cleveland Utilities
Easy Auto
The Flooring Center, Inc.
Insurance Incorporated
KACE Builders / TriStar Trucking
Old National Bank
Simmons Bank
Southern Heritage Bank
Tarver Distributing
Tucker Foundation
Wright Brothers Construction Company



Volunteerism + CSR

Corporate Social
Responsibility

United Way of the Ocoee Region facilitates four annual signature volunteer events and offers customized projects and service opportunities to connect individuals with causes they are most passionate about, and organizations with community needs that align with their core values.



Signature Volunteer Events

- Day of Action - our community's largest organized annual volunteer event
- Celebrity Bagging
- William Hall Rodgers Christmas Food Basket Program
- Make a Change Day



Customizable Volunteer Experiences

Based on an individual or corporate partner's preference, UWOR customizes volunteer projects to support one or more of our agency's four bold goals. Volunteer opportunities may include donation collection, or hands-on projects such as kit building, home improvements or other activities to support partner agencies or fundraising efforts.

COPE - Cost of Poverty Experience - Training Simulation

The Cost of Poverty Experience (COPE) is an eye-opening exercise led by UWOR certified professionals that simulates a month in the life of a real family navigating poverty by replicating both challenges and resources in the community available for families in need. COPE is an ideal educational, in-service or staff training opportunity.



*According to the Nonprofit Leadership Center,
one volunteer hour equates to \$33.49 (2024)



40,792

Total Volunteer Hours
in 2024
(1,159 volunteers)

\$1.37M*

monetized value
poured directly into
our community



DID YOU KNOW?

80% of employees would donate, advocate or volunteer more if their employer offered them a convenient way to give back.

Community Partners

Difference Makers

2024 Community and Campaign Partners

ABCOR Packaging
Advanced Photographic Solutions
Amazon CHA2
AT&T
Avail Senior Living
Auxiliary 2598 Veterans of Foreign Wars
Bank of Cleveland
Banyan Family Night Clinic
Beaty Fabricating
Bender Realty
Benton United Methodist Women
Berry Engineers
Best Buy Metals
BonLife Coffee Roasters
Boundless Moving
Boys and Girls Clubs of the Ocoee Region
Brad/Clev Public Education Foundation
Brad/Clev Community Service Agency
Bradley County Commission
Bradley County Employees
Bradley County Schools
Bradley Medical Center - Vitruvian Health
Brown Stove Works
Bullins Trucking
Caldwell Design & Engineering
Caterpillar Foundation
CC Blankenship Custom Home Builders
Chattanooga Gas
Chattanooga Sports
Church of God International Offices
City of Cleveland Employees
Clev/Brad Chamber of Commerce
Cleveland City Council
Cleveland City Schools
Cleveland Daily Banner
Cleveland Family YMCA
Cleveland State Community College
Cleveland Utilities
Cleveland Utilities Project Roundup Grant
Coca-Cola Bottling Co. United
Coca-Cola Consolidated
Collins Oil Company
Companion Funeral & Cremation Service
Cooper & Cooper of Raymond James
Cormetech, Inc.
CPQ Professional Imaging
Crye-Leike Realtors
Cuthbertson Construction
Domino's Pizza

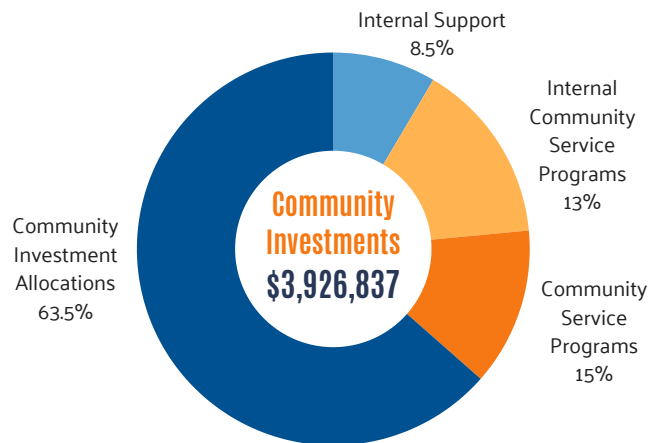
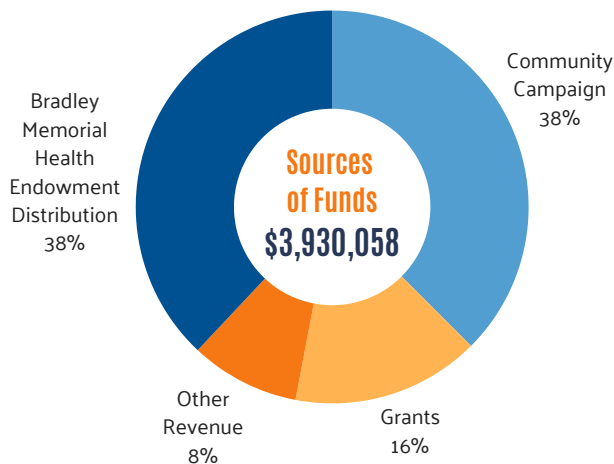
Dorcas Circle Community Hall Church
Duracell
Dynamic Group Management
Easy Auto
Eaton Corporation
Elder's Ace Hardware
Erlanger
Everhart & Associates
Express Athletics
Family Resource Agency
FB&J Enterprises
Fiesta 99.1
First Horizon Bank
Flowers Bakery
Food City
Formulated Solutions
George R. Johnson Foundation
Good Coin Giving Fund
Grace Point Church
Harry S Truman Club of Bradley Co
HCA - Caring for the Community
HHM CPAs
Impressions Catering of Cleveland
Insurance Incorporated
International Paper
Jackson Furniture Industries
JHM Certified Public Accountants
Jones Management
Junior Auxiliary
KACE Properties
Keith Street Animal Clinic
Knights of Columbus
Lee University
Legal Aid of East Tennessee
Life Care Centers of America
LUDIC
Mars Chocolate North America
McDonald's (Smith Management)
McReynolds Family Foundation
Medical Center Pharmacy
Misfit Tacos
Mix 104.1 WCLE
Mohawk Industries
Mtn View - A Watson Family Dealership
Nationwide and the Nationwide Foundation
Odd Fellows Lodge No. 97
Old National Bank
Old Navy
O'Reilly Auto Parts

Olin Corporation
Paychex
Pentecostal Theological Seminary
Pinnacle Bank
Polk County Dept of Education
Polk County Road Department
Polk Resource Hub, Inc.
Project Free2Fly
Publix
Rackley Roofing
Regions Bank
Reliance Inc.
Re/Max Experience
Resolute Forest Products
Revive Aesthetics
River Stone Wine, Spirits & Brew
Rotary Club of Cleveland
RMR Legal PLLC
Salsarita's
Salvation Army of Cleveland
Shaw Industries
Simmons Bank
SmartBank
Solenis
Southeast Bank
Southeastern Container
Southern Heritage Bank - Div of First Citizens National Bank
Starplex Scientific
State of Tennessee Employees
Sunrise Rotary
Tarver Distributing
Tennessee Board of Regents
Terra Running Company
The Flooring Center
T-Mobile
Trinity Foundation
TriStar Trucking
Triumph Sheets
Tucker Foundation
United Community Bank
United Health Group
Unum
VEC - Volunteer Electric Cooperative
Wacker Polysilicon LLC
Whirlpool
Whit's Frozen Custard
William J. Brown & Associates
Wright Brothers Construction



\$627,688

Grant funding secured and leveraged by United Way to benefit the Ocoee Region in 2024



UWOR undergoes an annual financial statement audit by an independent CPA firm. Financials are from the unaudited Statement of Activities for the fiscal year ending December 31, 2024. For a copy of our full Financial Statement and Form 990, visit unitedwayocoe.org.



Join us in giving back to the Ocoee Region by visiting unitedwayocoe.org/give or scanning the QR Code to support our mission and unite our community.

Your UWOR Team

The United Way of the Ocoee Region's staff is dedicated to improving the lives of our neighbors every day. We strive to embody the "Live United" tagline through financial support and participation in local, state and regional opportunities for leadership development, networking and volunteerism.

President and CEO

Stephanie Linkous

Vice President of Marketing and Community Engagement

Nicole Gibbs

Vice President of Operations and Human Resources

Cindy Lawson

Vice President of Finance

Jennifer Sheely

Director of Resource Development

Blair Deacon

Director of Community Impact

Shawna Staup

Director of Grants and Data Assessment

Hailey Wood

Executive Administrative Assistant

Darlene Hicks



Internal Programs Staff

Housing United - Housing Navigator

Olivia Gaines

Housing Support Specialist

Tabitha Maruca

Ocoee Connect Specialist

Emily Garner

AmeriCorps VISTA Manager

Brielle Nunnery

AmeriCorps VISTA Staff

AmeriCorps VISTA Leader

Bethany Almendarez

VISTA - UWOR

Jahsoulay Walton

DID YOU KNOW?

All United Way agencies are measured on 24 strategic success factors and rated as Emerging, Growing or Thriving.

Thriving United Way

In 2024, UWOR was rated as a **Thriving United Way**, considered as highly proficient, demonstrating best practices and leadership within the network.



UWOR won the 2024 Torch Award for Ethics in the Non-Profits category from the Better Business Bureau (BBB) of Southeast TN and Northwest GA.



We are creating opportunity.

We are rallying our community.

We are fostering connections.

We are paving pathways.

We are championing change.

We are leading UNITED.

Thank You

Thank you for **giving** your time and resources, **advocating** for our work and believing in our mission, and **volunteering** to make a difference in our community by giving everyone the opportunity for a better tomorrow.

 423.479.2020

 85 South Ocoee Street - Cleveland, TN 37311

 www.unitedwayocoe.org



@UnitedWayOcoee