Dear United Way Supporter,

We are pleased to share with you our 2016-2017 annual report. In 2016, we concluded 60 years of improving lives in our local community. As times have changed, our commitment to driving change in education, health and financial stability has not. Our United Way continues to transform how we impact the community, and we’re increasingly focused on a long-term goal of measurable impact within key priorities noted on pages 3 and 4.

It’s because of you that our mission and vision comes to life and therefore, we are committed to sharing our results and financial stewardship with you as a supporter of United Way. We hope that we have the opportunity to earn your support again in the future; our work is dependent upon it.

The United Way of Rutherford and Cannon Counties addresses our community’s most critical problems, and that’s a responsibility we take very seriously. We fight for the health, education and financial stability of every person in our community. Thank you for believing, investing and trusting in us.

That’s the power of community building. That’s what it means to LIVE UNITED. To all our partners, donors and volunteers, thank you for everything you do. We couldn’t do it without you and your dedication to our mission.

Sincerely,

ANDY WOMACK
2017-18 Board Chair
United Way of Rutherford and Cannon Counties

MEAGAN FLIPPIN
President and CEO
United Way of Rutherford and Cannon Counties
Now more than ever, business leaders, policymakers, community leaders, nonprofits and individuals are collaborating to affect change on a scale that no single organization can achieve on its own. Together, we raised $3.3 million last year, and harnessed the power of 12,161 donors and 1,080 volunteers, to create lasting change in Rutherford and Cannon counties. When you work with United Way, we amplify your voice and make your dollar go further. When we work together, we create solutions that benefit us all.
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| **3,000** |
| AVERAGE NUMBER OF BABIES BORN EACH YEAR AT SAINT THOMAS RUTHERFORD HOSPITAL. THROUGH THE BIRTHING HOSPITAL INITIATIVE, BABIES ARE NOW AUTOMATICALLY ENROLLED IN RUTHERFORD BOOKS FROM BIRTH, OPERATED BY UNITED WAY |

| **83%** |
| OF K - 6 PARTICIPANTS MAINTAINED/INCREASED READING & ENGLISH GRADES AS IDENTIFIED BY REPORT CARDS, THROUGH A UNITED WAY PROGRAM PARTNERSHIP |

| **$2 MILLION** |
| SAVED BY TAXPAYERS THROUGH REFUNDS USING UNITED WAY’S FREE TAX PREPARATION ASSISTANCE PROGRAM |

| **$450,658** |
| INVESTED INTO 18 PROGRAMS IMPACTING THE AREA OF EDUCATION |

| **200** |
| STUDENTS BENEFITED FROM LEGO ROBOTICS CLASSROOM KITS, PROVIDED BY UNITED WAY. KITS INCLUDED TEACHER TRAINING CURRICULUM AND INTRODUCED STUDENTS TO ROBOTICS, ENGINEERING AND PROGRAMMING |

| **$40,000+** |
| WORTH OF SCHOOL SUPPLIES COLLECTED FOR AT-RISK STUDENTS DURING UNITED WAY’S STUFF THE BUS. |

| **5,534** |
| LOW-INCOME HOUSEHOLDS RECEIVED FREE MEALS TO REDUCE HUNGER, RESULTING IN NOURISHED, MORE PRODUCTIVE CITIZENS OF THE COMMUNITY. |

| **63%** |
| OF INDIVIDUALS MAINTAINED SHELTER AND/OR UTILITIES FOR HOUSEHOLDS EXPERIENCING AN EMERGENCY, SHORTAGE OF INCOME OR LOSS OF EMPLOYMENT. |

| **$16,000** |
| WORTH OF CLOSING COSTS PROVIDED BY UNITED WAY TO CREATE AN AFFORDABLE HOUSING SOLUTION FOR FAMILIES IN RUTHERFORD COUNTY. |

| **$593,057** |
| INVESTED INTO 14 PROGRAMS IMPACTING THE AREA OF FINANCIAL STABILITY |
20K+
ESSENTIAL BABY ITEMS COLLECTED
BY 34 PARTICIPATING COMPANIES FOR UNITED WAY’S
COMMUNITY BABY SHOWER, BENEFITING 500 MOTHERS AND
FAMILIES

HEALTH

Safe home and community
Healthy beginnings
Healthy eating and physical activity
Supporting healthy choices
Access to health care

95%
OF STUDENTS INDICATED AN INCREASED
KNOWLEDGE OF WAYS TO KEEP THEMSELVES SAFE
AFTER VIEWING A UNITED WAY PROGRAM
PARTNERSHIP PRESENTATION ON THE
TOPIC OF CHILD ABUSE PREVENTION

$836,146
SAVINGS FROM FAMILYWISE PRESCRIPTION DISCOUNT
CARDS IN RUTHERFORD AND CANNON COUNTIES

70%
OF HOMEBOUND SENIORS WERE ABLE TO
CONTINUE TO LIVE AT HOME, AND EXTEND THEIR
INDEPENDENCE AND HEALTH AS THEY AGE

$1,062,040
INVESTED INTO 34 PROGRAMS IMPACTING
THE AREA OF HEALTH

20K+
ESSENTIAL BABY ITEMS COLLECTED
BY 34 PARTICIPATING COMPANIES FOR UNITED WAY’S
COMMUNITY BABY SHOWER, BENEFITING 500 MOTHERS AND
FAMILIES

HEALTH

Safe home and community
Healthy beginnings
Healthy eating and physical activity
Supporting healthy choices
Access to health care

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CONTINUE TO LIVE AT HOME, AND EXTEND THEIR
INDEPENDENCE AND HEALTH AS THEY AGE

$1,062,040
INVESTED INTO 34 PROGRAMS IMPACTING
THE AREA OF HEALTH

21
INDIVIDUALS GRADUATED FROM
UNITED WAY’S CATALYST PROGRAM TO TRAIN
VOLUNTEER LEADERS FOR NONPROFIT BOARD
LEADERSHIP ROLES

COMMUNITY
LEADERSHIP

United Way strives to
be the primary
community solutions
leader for human
services.

1,103
INDIVIDUALS CONNECTED TO MEANINGFUL
VOLUNTEER EXPERIENCES THROUGH UNITED WAY.

$521,799
IN ASSISTANCE DOLLARS AND 18,066 PEOPLE
SERVED THROUGH CHARITYTRACKER, AN
ONLINE SHARED CASE MANAGEMENT
SYSTEM FOR COMMUNITY ORGANIZATIONS,
PROVIDED AT NO-COST BY UNITED WAY

$14
WORTH OF VALUE IN IMPACT IS DELIVERED IN THE
COMMUNITY FOR EVERY $1 SPENT ON UNITED WAY
ADMINISTRATIVE COSTS.

501
NONPROFIT LEADERS ATTENDED MONTHLY
COMMUNITY TRAINING AND DEVELOPMENT
MEETINGS, FACILITATED BY UNITED WAY, TO ENHANCE
EFFECTIVENESS AND EFFICIENCY IN THE NONPROFIT
SECTOR

67
AGENCIES UTILIZING UNITED WAY’S NO-COST VOLUNTEER CONNECT PLATFORM,
PRESENTED BY VOLUNTEER STATE BANK, ENABLING THEM TO EASILY PROMOTE
VOLUNTEER OPPORTUNITIES, IN-KIND NEEDS, AND SPECIAL EVENTS; GENERATE REPORTS
ON ALL VOLUNTEER DATA; DRASTICALLY REDUCE STAFF TIME NEEDED TO COMMUNICATE
VOLUNTEER NEEDS; AND ALLOW DIRECT ACCESS TO HIGHLY SKILLED VOLUNTEERS.
Children deserve a strong start in life. We make that possible by empowering parents to support their kids, improving the quality of their learning environments and offering solutions to challenges outside the classroom.

The United Way of Rutherford and Cannon Counties, in partnership with Girl Scouts of Middle Tennessee, provided a STEAM (science, technology, engineering, arts and math) training for staff members of the Murfreesboro City ESP (extended school program). Girl Scout representatives led the training for ESP staff members for a nine-week STEAM program, with materials and supplies provided by United Way.

Children who participate in the Summer STEAM program at the ESP sites will experience real-world, hands-on lessons that provide student-led opportunities for discovery, and cultivate evaluation and problem-solving skills. The kits will equip students with knowledge of and experience with information and skills needed in today's workforce.
WHY IS EDUCATION IMPORTANT?

A good start in language and literacy development is a **strong predictor** of successful literacy achievement in the early grades, reports of fewer literacy difficulties and preparation for lifelong learning.*

1 in 6

children living in poverty** in our community, and more than 1,500 youth are identified as homeless under the McKinney-Vento act within Cannon County, Murfreesboro City and Rutherford County school systems.

1/2

According to the US Department of Labor, **more than half** of the fastest growing occupations will require substantial mathematics or science preparation.

HERE’S HOW WE’RE HELPING:

United Way helps children and youth achieve their full potential.

12.5K

children (and increasing daily) enrolled in Rutherford County and Cannon County Books from Birth. Since United Way took on program operation in 2015, enrollment increased by 18%.

1/4

Twenty-five hundred back to school kits provided for at-risk kids K - 5th grade in Cannon County, Murfreesboro City and Rutherford County schools during United Way’s Stuff the Bus.

STEAM

A United Way program partnership allows schools to increase STEAM opportunities for students and reinforces academic standards by providing free admission to students who qualify for free/reduced lunch.

*TN Department of Education
**US Census Bureau

2016-17 PROGRAM PARTNERSHIPS

- Adult Literacy Program of Read To Succeed
- Ann Campbell Early Learning Center Program of Middle Tennessee State University Foundation
- Bradley After-School Program of the City Schools Foundation
- Cannon County Imagination Library of Cannon Reads
- Comprehensive Youth Development Program of Middle Tennessee Council of Boy Scouts of America
- Explorer’s Club Program of the Discovery Center
- Girl Scout Troop Program of Girl Scouts of Middle Tennessee
- Holloway Harbor Child Care Program of Holloway High School
- Indigent Care Fund Program of the City Schools Foundation
- Mobile Outreach Program of the Discovery Center
- One-to-One Mentoring Program of Big Brothers Big Sisters of Middle Tennessee
- Project Learn Program of Boys & Girls Club of Rutherford County
- SPARK! Program of the Discovery Center
- Summer Literacy Program of Project Transformation
- Wee Care Day Care Program of Wee Care Day Care Center
- Youth CAN Program of Mid-Cumberland Human Resource Agency
FINANCIAL STABILITY

People of all ages should have an opportunity to improve their economic status. We give people the tools to better manage their money, get on solid financial ground and find a career with potential for advancement.

“Do good and good will come to you” is a mantra that Shari tries to live by every day. Shari has been giving back to United Way through her career at Publix for many years, and now one of her dreams is coming true as a recipient of a United Way program partnership. Through Habitat for Humanity, Shari has accomplished her goal of becoming a home owner.

Housing instability — including frequent moves, overcrowding, and the threat of eviction or foreclosure — creates stress, depression and hopelessness for far too many families. United Way supports Habitat for Humanity to help individuals and families acquire the access, skills and financial education necessary for them to be successful homeowners.
FAMILIES ON STABLE FINANCIAL GROUND.

Where can people turn who have needs that are unmet or undermet? United Way’s 211 is a vital public communication vehicle covering a wide variety of local support services.

1 in 5

Who are eligible for the Earned Income Tax Credit (EITC) benefit are leaving money on the table – money that can make a big difference in paying bills and providing food for families.

Affordable housing was ranked as the top concern for 500 survey respondents identified as low-income citizens of Rutherford County.

HERE’S HOW WE’RE HELPING:

United Way helps families to be financially stable and independent.

9K

Referrals made through 211 for individuals seeking assistance. Top needs requested include—housing and income support.

$1,600

Is the average EITC refund, and 218 taxpayers were connected with the credit during United Way’s Volunteer Income Tax Assistance program in 2017.

124

Individuals achieved permanent housing after participating in a United Way program partnership, which provides temporary housing for individuals, while supporting employment, until permanent is obtained.

2016-17

PROGRAM PARTNERSHIPS

Food Bank Program of Rutherford County Emergency Food Bank
Emergency Services Program of American Red Cross
Field Study Scholarships Program of the Discovery Center
Food Bank Program of Smyrna-La Vergne Food Bank
Free Civil Legal Services to Underserved Program of Legal Aid Society of the Mid-Cumberland
Habitat for Humanity Builds Program of Rutherford County Habitat for Humanity
Kids First Family Membership Program of the Discovery Center
Life Recovery Program of The Salvation Army
Meals on Wheels Program of Mid-Cumberland Human Resource Agency
Partner Agencies Program of Second Harvest Food Bank
PATH Program of the Guidance Center
Rent/Utility Assistance Program of the Community Helpers of Rutherford County
Third Shift Sheltering Program of The Salvation Army
A community is only as healthy as the people who call it home. We expand access to quality, affordable care, give parents the tools they need to raise healthy children and get everyone more active and eating better.

United Way goes beyond traditional collaboration. Our collective impact approach to solving complex social problems engages the wisdom and experience of the community through the alignment of efforts across sectors. Together, United Way, the Rutherford County Health Department, Saint Thomas Rutherford Hospital, Rutherford County Government and countless community organizations host an annual Community Baby Shower, where at-risk mothers and families have access to prenatal care, educational workshops, community resources and essential baby items at no-cost.
ACCESS TO HEALTH

2016-17
PROGRAM PARTNERSHIPS

Aging in Place Program of Mindful Care Adult Day Services
Bernard House Safe Shelter Program of Domestic Violence, Inc.
Camp Ability Program of Special Kids
Cannon County Child Abuse Program of Child Advocacy Center of Rutherford County, Inc.
Crisis Call Center Program of Family & Children’s Services
Darkness to Light Community Education Program of Child Advocacy Center of Rutherford County, Inc.
Drug Endangered Children Program of Child Advocacy Center of Rutherford County, Inc.
Enhanced Student Assistance Program of STARS (Students Taking A Right Stand) Nashville
Healthcare Oversight Program of Journeys in Community Living
Healthy Lifestyles Program of St. Clair Street Senior Center
HELP Program of Cannon County Senior Citizens Center
Homemaker Program of Mid-Cumberland Human Resource Agency
Hope & Healing Program of Rutherford County Primary Care and Hope Clinic
Hope for the Uninsured Program of Rutherford County Primary Care and Hope Clinic
Kids on the Block Program of STARS (Students Taking A Right Stand) Nashville
Nurse Home Visit Program of Nurses for Newborns
Poison Help Hotline Program of Poison Control Center
Positive Parenting Program of The Family Center Project Rescue Program of Cannon County Rescue Squad
Rutherford County Child Abuse Services Program of Child Advocacy Center of Rutherford County, Inc.
Senior Center Program of Cannon County Senior Center
Service to the Armed Forces Program of American Red Cross
Sexual Assault Services Program of Domestic Violence, Inc.
Student Assistance Program of STARS (Students Taking A Right Stand) Nashville
Supervised Visitation Program of Kymari House Teeth for Life Program of Interfaith Dental Clinic
Triple Play Program of Boys & Girls Clubs of Rutherford County
Volunteer Program of CASA of Rutherford County
Wellness Program of Cannon County Senior Citizens Center

WHY IS GOOD HEALTH IMPORTANT?

Each year, more than 2,000 babies in Rutherford County and nearly 100 in Cannon County are born with low birthweights.*

Tennessee is ranked 5th highest state for child/adolescent obesity rate. Contributing factors include a lack of neighborhood parks and recreation opportunities.*

Three thousand residents in Rutherford County and nearly 1,800 in Cannon County are uninsured. Access to affordable prescription medication is vital to the health and well-being of individuals and communities.*

HERE’S HOW WE’RE HELPING:

United Way helps improve people’s health.

97% of babies (born into at-risk families) established regular visits by a medical professional to monitor growth, development and health needs through a United Way program partnership.

Seventeen playgrounds and common areas refurbished during United Way’s Hometown Huddle to promote healthy lifestyles and physical activity.

24K individuals helped through the use of FamilyWize prescription discount cards. The largest percentage of prescription savings were for medications associated with mental illness.

*Robert Wood Johnson Foundation
CORPORATE SUPPORT

United Way works with 377 corporate partners.
Together, we affect change on a larger scale than any single organization can accomplish alone.

Corporate Recognition of Tocqueville Society and Leadership Investors

2016-17 Tocqueville Society Investors ($10,000+)
2 General Mills and the General Mills Foundation
1 Ingram Content Group
1 Rutherford County Government
1 Saint Thomas Rutherford Hospital
1 Schneider Electric
1 Thompson Services Inc.

2016-17 Leadership Investors ($1,000 - $9,999)
229 General Mills and the General Mills Foundation
66 Publix Super Markets Charities and Publix Super Markets
25 Nissan North America, Inc. Smyrna Facility
13 Middle Tennessee State University
11 Guaranty Trust Company
7 Yates Services
6 United Way Rutherford & Cannon Counties
6 Bridgestone LaVergne Plant
and the Bridgestone Americas Trust Fund
5 Ingram Content Group
5 Rutherford County Schools
4 Consumers Insurance USA, Inc.
4 UPS
3 CFC
3 Franklin Synergy Bank
3 Pinnacle Financial Partners
3 Rutherford County Chamber of Commerce
3 SunTrust Banks
2 Schneider Electric
2 Adient US
2 City of Murfreesboro
2 Fifth Third Bank and the Fifth Third Foundation
2 First Tennessee Bank/First Horizon
2 FirstBank
2 Murfreesboro Electric
2 Raymond James
2 Rutherford County Government
2 Tennessee Employees Charitable Campaign
2 US Bank and the US Bank Foundation
1 Atmos Energy
1 Bank of America
1 CapStar
1 Consolidated Utility District
1 Enterprise
1 Ford of Murfreesboro
1 Genesco
1 Grannis & Associates, P.C.
1 Interstate Warehousing
1 Kennametal
1 Middle Tennessee Electric Membership
1 Nationwide Mutual Insurance Company Nationwide
1 PICA Group
1 Regions Bank
1 Saint Thomas Rutherford Hospital
1 SWBC, Inc.
1 Tractor Supply Company
1 Volunteer State Bank
$500,000+

GENERAL MILLS

$499,999 - $250,000

Nissan Smyrna Facility

$249,999 - $100,000

Publix Super Markets Charities

$99,999 - $50,000

RGS Rutherford County Schools

INGRAM

$99,999 - $50,000

MIDDLE TENNESSEE STATE UNIVERSITY

BRIDGESTONE La Vergne Plant
CORPORATE & ORGANIZATIONAL SUPPORT

Corporate support inclusive of corporate gifts/matches, workplace giving, special events, grants, sponsorships and ticket sales.

$49,999 - $25,000

Rutherford County Government
Guaranty Trust Company
UPS
Nissan North America, Inc. Headquarters
City of Murfreesboro
Heritage Farms Dairy, Inc.
State Farm and the State Farm Foundation
Schneider Electric
Pinnacle Financial Partners
Town of Smyrna

$24,999 - $10,000

Murfreesboro City Schools
Rich Products Corp.
Saint Thomas Rutherford Hospital
Middle Tennessee Electric Membership
Consumers Insurance USA, Inc.
Target
Community Health Systems, Inc.
Combined Federal Campaigns
Regions Bank
MAHLE Filter Systems North America, Inc.
Fifth Third Bank
Ford of Murfreesboro
Franklin Synergy Bank
Rutherford County Chamber of Commerce
Murfreesboro Electric
United Way Rutherford & Cannon Counties

$9,999 - $5,000

Enterprise
Haynes Brothers Lumber Company
Adient US
First Tennessee Bank/First Horizon
Raymond James
Atmos Energy Corp.
Interstate Warehousing
Adams Family Foundation
City Auto
Backer-Springfield
Grange Insurance Co
SEC, Inc.
Journeys In Community Living
Tennessee Employees Charitable Campaign
SunTrust Bank
Sonoco
Redstone Federal Credit Union

FirstBank
Murfreesboro Young Professionals
Bank of America
US BANK and the US Bank Foundation
Shell Oil Company Foundation
HCA Foundation
Pfizer Foundation

$4,999 - $1,000

FedEx
United Ways of Tennessee
Boys & Girls Clubs of Rutherford County
InterMetro Industries
Wilson Bank & Trust
Community Care of Rutherford County
Nationwide Mutual Insurance Company
Aetna
Wal-Mart
Cardinal Health
Governor’s Books Foundation
Tennessee Society Children
The Community Foundation of Middle Tennessee
PICA Group
Kennametal
Consolidated Utility District
Comcast Corporation & Foundation
Ingram Barge
Advance Financial
Quality Exteriors
Rutherford County Habitat for Humanity
Southwestern-Great American Inc.
First Community Mortgage, Inc
Tractor Supply Company
Vallen
Domestic Violence, Inc.
Bridgestone Americas, Inc.
Spectra Energy aka Enbridge
Crye-Leike
Roscoe Brown, Inc.
WestRock
The Nurture Nook
Mid-Cumberland Human Resource Agency
Diversicare
Taylor Communications, Inc.
Tommie E. Reynolds Fund
TriStar StoneCrest Medical Center
SWBC
National Dance Clubs
Miller Loughry Beach Insurance Services
Flor Company
Grannis & Associates, P.C.
BancorpSouth
Iberiabank Mortgage
Ascend Federal Credit Union
CCS - Board of Education
SSOE Inc.
Pitney Bowes
Belk, Inc.
Tangerine Salon and Spa
City of La Vergne
St. Clair Street Senior Center
Genesco Inc.
CapStar
Border States Electric

Asurion
Builders Mutual
Smith Design/Build Corp., Inc.

$999 - $1

LifePoint Health
Dillards
Volunteer Behavioral Health Care
IBM
The Service Guyz
Reliant Bank
Interfaith Dental Clinic
Ford Lincoln of Franklin
Denso Manufacturing Tn 202
Rutherford Co Primary Care & Hope Clinic
Commercial Insurance Association
Eli Lilly
Allstate Insurance Co.
La Quinta Inns & Suites
International Paper
AAA Michigan
Family & Cosmetic Dentistry of Smyrna
Child Advocacy Center of Rutherford, Inc
Kellogg's
OHL
Macy & Company
USAA United Service Automobile Assoc.
Farmers Insurance Group
Trinidad/Benham Corp.
Advance Title Services LLC
Belle Meadows Farm Wedding and Events
Blue Sky Construction
CB&S Bank
Coleman & Stearns, Attorneys At Law
Edward D. Jones, Co.

Hick - Lo Farms
Kious, Rodgers, Barger, Holder & King, PLLC
Lewis Bakery
McFarlin Financial Partners
The Kimberly Family Foundation
Woodbury Lions Club Charities, Inc.
LOWE'S
HVHC, Inc.
Illinois Tool Works
STARS / Williamson Co.
The Salvation Army
Honeywell Hometown Solutions
Constellation Energy
Vulcan Materials Co.
Morgan Stanley Waller Lansden Dortch & Davis
Abbott Laboratories
Andrews Cadillac & Land Rover
City of Brentwood
Willis Towers Watson
Special Kids, Inc.
Pinnacle Financial Partners - Nashville
Read to Succeed
JCPenney
Underwriters Laboratories National
First National Bank of Middle Tennessee
New York Life
Johnson & Johnson
Franklin's Printing
Adams Mabry Swann
American Paper & Twine
Chamber of Commerce Diplomats
Windham Professionals
Deloitte
Coca-Cola Bottling Co. Consolidated
AMEC Foster Wheeler

Corporate support listing based on dollar amount contributed to United Way and United Way program partnerships.
RECOGNITION OF UNITED WAY ENGAGEMENT

Top Ten Award Winners
(by dollar amount)

1. General Mills and the General Mills Foundation
2. Publix Super Markets Charities and Publix Super Markets
4. Yates Services
5. Rutherford County Government and Schools
6. Ingram Content Group
7. Bridgestone La Vergne Plant and the Bridgestone Americas Trust Fund
8. Middle Tennessee State University
9. Guaranty Trust Company
10. UPS

Silver Award
AT&T
Haynes Brothers Lumber
Interstate Warehousing
Miller Loughry Beach
Pinnacle Financial Partners
Schneider Electric
SunTrust
U.S. Bank

Gold Award
Adient
First Tennessee Bank
Middle Tennessee Electric Membership Corporation
Redstone Federal Credit Union
Regions Bank
Volunteer State Bank

Platinum Award
FirstBank
Rutherford County Chamber of Commerce
Saint Thomas Rutherford Hospital

Top Schools
(by dollar amount)

Elementary School
Rockvale Elementary School

Middle School
Christiana Middle School

Best High School
Blackman High School

Circle of Excellence Award Winners
(bitmap participation, total dollar increase, community involvement, corporate gift, sponsorship or special event)

Bronze Award
Atmos Energy
Consumers Insurance
Fifth Third Bank
MAHLE Filter Systems
Target
Town of Smyrna
Wilson Bank & Trust

Silver Award
AT&T
Haynes Brothers Lumber
Interstate Warehousing
Miller Loughry Beach
Pinnacle Financial Partners
Schneider Electric
SunTrust
U.S. Bank

Gold Award
Adient
First Tennessee Bank
Middle Tennessee Electric Membership Corporation
Redstone Federal Credit Union
Regions Bank
Volunteer State Bank

Platinum Award
FirstBank
Rutherford County Chamber of Commerce
Saint Thomas Rutherford Hospital

Top Schools
(by dollar amount)

Elementary School
Rockvale Elementary School

Middle School
Christiana Middle School

Best High School
Blackman High School

Community Impact Award
Volunteer State Bank

Engagement Award
UPS

Innovation Award
Ingram Content Group

Legacy Award
Publix

Rise Award
Nissan North America, Inc.

Employee Campaign Manager (ECM)
Newcomer of the Year
Jay Sanders,
Middle Tennessee Electric Membership Corporation

Employee Campaign Manager of the Year
Shelly Morton,
Bridgestone

Volunteer of the Year
Phil Holt,
First Tennessee Bank/Retired

Community Impact Award
Volunteer State Bank

Engagement Award
UPS

Innovation Award
Ingram Content Group

Legacy Award
Publix

Rise Award
Nissan North America, Inc.

Employee Campaign Manager (ECM)
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Jay Sanders,
Middle Tennessee Electric Membership Corporation

Employee Campaign Manager of the Year
Shelly Morton,
Bridgestone

Volunteer of the Year
Phil Holt,
First Tennessee Bank/Retired
PHILANTHROPIC LEADERS

United Way recognizes the extraordinary generosity of the following philanthropic leaders.

ALEXIS DE TOCQUEVILLE SOCIETY

With an annual gift of $10,000 or more, Alexis de Tocqueville Society members are creating a profound and lasting impact throughout Rutherford and Cannon counties.

Don & Melanie Alexander
Drs. Susan T. Andrews and Randall Rickard
Mayor Ernest G. & Peggy Burgess
Don A. & Melanie Clayton
Michael A. & Panny Dinapoli
Emergency Physicians
of Saint Thomas Rutherford Hospital
Gordon & Cindy Ferguson
The LaRoche Family Foundation,
Ted & Gloria LaRoche Family
David & Jeanette Lee
Pat & Pam Murphy
Elizabeth Rhea
Jim & Billie Thompson
David & Lori Tincher
Mr. & Mrs. Larry Tolbert
Don & Hanna Witherspoon
Andy & Cherry Womack

LEGACY SOCIETY

In 2016, United Way launched a Legacy Society comprised of committed investors who are supporting the long-term success of Rutherford and Cannon counties through an outright gift, will or estate plan.

Don & Melanie Alexander*
Dr. Jill Austin*
Billy Bruce*
Mayor Ernest G. & Peggy Burgess
Dr. James and Beverly Calder*
Don A. & Melanie Clayton
Meagan Flippin*
Emergency Physicians of Saint Thomas Rutherford Hospital*
Retta L. Gardner
Brian & Pat Hercules*
Bill & Kathy Jones*
Jason N. & Julie R. P. King*
Mr. & Mrs. Lee Moss*
Joanne O’Connell*
Greyson & Amy Painter*
Ms. Wanita Quakenbush
Casey & Marcie Rainey*
Elizabeth Rhea*
The Salas Family*
Matthew & Julie Stump*
Carolyn Tumbleson*
Don & Hanna Witherspoon*
Andy & Cherry Womack*

*Legacy Society Founding Members
LEADERSHIP INVESTORS

PILLAR LEADERSHIP SOCIETY INVESTORS ($9,999 - $5,000)

Mr. & Mrs. Roger Barnes
Michael and Alisia Deblois
Roger and Mary Fathera
Retta L. Gardner
Mr. Shaun D Gregoire
Brian & Pat Hercules
Daren Kaiser
Randall & Jo Ann Magruder
Casey & Marcie Rainey
Ms. Kathrina Reed
Terri & Cathy Rowlison
Mr. Richard Smith

1 member of this society wishes to remain anonymous

CORNERSTONE LEADERSHIP SOCIETY INVESTORS ($4,999 - $2,500)

Mark Ashworth
Laura Atkins
Ms. Denise Augustine
Dr. Jill Austin
Teresa Bellentine
Mr. Jorge Barajas
Renee Barker
KeShena Bell
Mr. Joshua Bly
Anthony Boothe
Paul Bridges

1 member of this society wishes to remain anonymous

BUILDER LEADERSHIP SOCIETY INVESTORS ($2,499 - $1,000)

Joyce Addario
Ms. Beverly Akins
Betty J. Alexander
Felix Allen, Jr.
Nancy and Jerry Allen
Richard Allen
Hope Anderson
Toney Anderson
Mr. David Anthony
Ms. Melissa Armstrong
Mr. Marcus Arnold
Candi Bailey
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33 members of this society wish to remain anonymous
Workplace includes investments through United Way campaigns at participating companies whose employees live and/or work in Rutherford or Cannon counties.

Community includes individual donors giving outside a workplace campaign.

Other revenue includes out-of-area designations, events, as well as corporate and community foundation grants.

TOTAL $3,379,443

REVENUE SNAPSHOT

EXPENSE SNAPSHOT

Program includes program partnerships, grant programs, 2-1-1 expense, and United Way community initiatives and events, such as Books from Birth, Volunteer Income Tax Assistance, Stuff the Bus, Hometown Huddle, Days of Action and the Community Baby Shower.

Fundraising includes the cost associated with fundraising to support United Way's mission.

Administrative includes rent and utilities, salaries and benefits, management, office supplies and equipment.

TOTAL $3,275,200

*Typically the variance between revenue and expense is the result of pledge loss. Pledge Loss is the commitments unable to be fulfilled by donors. Reasons for not fulfilling a pledge vary. Most often the reason is that donors leave employment with the companies where they are making their contributions through payroll deduction.
# United Way of Rutherford and Cannon Counties

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The United Way of Rutherford and Cannon Counties’ Board is charged with providing strategic leadership and stewardship to the organization.

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Emergency Physicians of Saint Thomas Rutherford Hospital

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