

2020

UNITED WAY  
OF BLOUNT  
COUNTY  
ANNUAL  
REPORT



**United Way**  
**of Blount County**

*“The  
moment  
we’re  
in, won’t  
stop the  
mission  
we’re on.”*

— DR. TRENT STEWART —



Dear friends,

2020 has been a challenging year. One year ago, we had no idea that our country would face a global health crisis marred by racial injustice and violence. We had no idea that businesses in our community would begin to suffer from the effects of the COVID-19 pandemic. We had no idea that we would work remotely, social distance from those we know and love, wear masks and continuously sanitize, and cancel events — all to protect each other. The world stopped functioning as we knew it.

But alongside its challenges, 2020 brought the opportunity to pivot, change plans and come together (figuratively, not literally) to ensure that those who needed help received it.

You see, United Way was built for times like these. At the onset of the pandemic, we rose to help our community, immediately releasing \$45,000 from our discretionary fund to start a COVID-19 Response Fund. Our community quickly joined in, giving generously to support those disproportionately affected by this pandemic. In a few short months, we raised \$275,059 and have since awarded \$163,030 in grants, serving 5,791 of our friends and neighbors in need. With hardship, there is hope.

We are grateful that our fall 2020 campaign raised over \$1,971,000 by the time we held our Victory celebration in late November. Our campaign volunteers, staff and board of directors raised this money almost completely virtually... after all, we knew that Blount County was counting on us. So we got creative, held numerous Zoom meetings, and safely made it to Victory. Even after the campaign had ended, our community continued to generously donate. By year end, United Way of Blount County raised \$2,005,653 — truly amazing in such an unprecedented year.

Raising these necessary funds for those struggling to make ends meet in our community is not something we take lightly. Accountability and transparency are at the core of what we do. So we'd like to share with you that for the seventh consecutive year, United Way of Blount County was awarded a 4-Star Rating by Charity Navigator. This is an accomplishment that only 7% of nonprofit organizations in our country have attained. We thank our board members and staff for the incredible, accountable work completed in 2020.

We have many accomplishments to be proud of and thankful for in 2020. No matter the hurdles we face, we will continue this necessary work to help those who need it.

*Kathy Johnson*  
2020 Board Chair

*Jennifer Wackerhagen*  
President & CEO

## ACCOUNTABILITY & TRANSPARENCY

Our success is determined by how well we achieve our mission - to make measurable improvements in people's lives and in the community we serve. Setting high standards for ourselves and for our funded partners is critical to that success. We take our role as a community leader and philanthropic organization very seriously. Our promise is to serve as an effective, efficient and ethical steward of our donors' trust and their contributions.

In 2020, United Way of Blount County received its seventh consecutive 4-star

rating for exceptional transparency and accountability from Charity Navigator,

the world's largest independent evaluator.

"Attaining a 4-star rating verifies that United Way of Blount County exceeds industry standards and outperforms most charities in your area of work. Only 7% of the charities we evaluate have received at least seven consecutive 4-star evaluations, indicating that United Way of Blount County outperforms most other

charities in America," Michael Thatcher, President & CEO of Charity Navigator.

*"Attaining a 4-star rating  
verifies that United Way  
of Blount County exceeds  
industry standards and  
outperforms most charities  
in your area of work."*

**MICHAEL  
THATCHER**

PRESIDENT & CEO OF  
CHARITY NAVIGATOR



## Executive Committee

**Kathy Johnson**, CBBC  
*Chair*

**Mike Honeycutt**, SMARTBANK  
*Immediate Past Chair*

**Bob Booker**, DENSO MANUFACTURING TENNESSEE, INC.  
*Chair Elect*

**Jeff Ingle**, MARYVILLE COLLEGE  
*Secretary/Treasurer*

**Dr. Jane Qualls**, UNIVERSITY OF TENNESSEE  
*Community Impact Chair*

**Chris Soro**, CZRL, INC.  
*Campaign Chair*

**Caitlin Darras**, METROPOLITAN KNOXVILLE AIRPORT AUTHORITY  
*Director at Large*

**Alex Willard**, LECONTE WEALTH MANAGEMENT, LLC  
*Director at Large*

## Members of the Board

**Jennifer Coffin**, SMARTBANK

**Amy Cowden**, BLOUNT COUNTY MAYOR'S OFFICE

**Keith Edmonds**, PINNACLE FINANCIAL PARTNERS

**Cory Everett**, BLOUNT MEMORIAL HOSPITAL

**Tammi Ford**, BLOUNT PARTNERSHIP

**Rosemary Garland**, ARCONIC

**Kim Golly**, SHANNONDALE

**Jane Groff**, CITY OF MARYVILLE

**Mike Hearon**, FIRST HORIZON

**Regina Jennings**, PINNACLE FINANCIAL PARTNERS

**Kelly Love**, KIZER & BLACK ATTORNEYS, PLLC

**Adriel McCord**, FIRST HORIZON

**Katie Powers**, BLACKBERRY FARM

**Christi Sayles**, PINKSTAFF, SIMPSON, & HEADRICK, PC

**Deb Skyler**, MARYVILLE CITY SCHOOLS

**Andy Sonner**, WSP GLOBAL INC.

**Kurt Wilkerson**, CLAYTON

# GIVE

## ANNUAL CAMPAIGN

The 2020 annual campaign, led by Chris Soro, was conducted almost entirely virtually. But that didn't stop the community from coming together to raise \$1,971,000 by campaign end, and \$2,005,653 by year end.

In addition to the generosity shown through our COVID-19 Response Fund, donors supported the ongoing recovery efforts of our supported programs with:



**\$8,000+**  
IN NEW CORPORATE OR  
EMPLOYEE CAMPAIGNS.

ALMOST  
**\$7,800**  
IN NEW DONATIONS FROM  
INDIVIDUAL DONORS.



**2** NEW MEMBERS OF THE  
ALEXIS DE TOCQUEVILLE  
SOCIETY (\$10,000+)



**TWENTY FOUR**  
NEW MEMBERS OF THE  
PILLARS SOCIETY (\$1,000+)

## CHAMPIONS

A vital piece of the campaign's success, Champions are chosen based on their motivation and desire to be involved and give back to our community. This dedicated group of volunteers communicates with the business community, works closely with campaign coordinators, serves as advocates for United Way, and much more. The 2020 Champions were essential to the campaign and showed flexibility as many workplaces moved into virtual environments.



# GIVE



## TOP 50 MOST GENEROUS WORKPLACES

United Way of Blount County's 2021 Most Generous Workplaces is determined by a company's philanthropic contributions to United Way during the previous fiscal year. Combined, the top 50 organizations and their employees generously invested to help our local community through United Way of Blount County-supported programs in the areas of health, education and self-sufficiency.

- |   |                                      |                                   |   |                                       |
|---|--------------------------------------|-----------------------------------|---|---------------------------------------|
| 1 CLAYTON                                   | 11 RENASANT BANK                     | 21 JOSEPH CONSTRUCTION            | 31 STANDARD AERO                                  | 41 REGIONS BANK                       |
| 2 DENSO<br>MANUFACTURING<br>TENNESSEE, INC. | 12 OAK RIDGE NATIONAL<br>LABORATORY  | 22 BLOUNT COUNTY<br>SCHOOLS       | 32 GALLAHER &<br>ASSOCIATES, INC.                 | 42 WALMART                            |
| 3 ARCONIC                                   | 13 CORNERSTONE<br>OF RECOVERY        | 23 C2RL, INC.                     | 33 SMITH FUNERAL &<br>CREMATION SERVICES          | 43 TOYOTA TSUSHO<br>NEXTY ELECTRONICS |
| 4 FIRST HORIZON                             | 14 PINNACLE FINANCIAL<br>PARTNERS    | 24 WEST CHEVROLET                 | 34 ATMOS ENERGY                                   | 44 MCNABB CENTER                      |
| 5 CBBC                                      | 15 LECONTE WEALTH<br>MANAGEMENT, LLC | 25 CHILHOWEE RV CENTER            | 35 METROPOLITAN<br>KNOXVILLE AIRPORT<br>AUTHORITY | 45 UNIVERSITY OF<br>TENNESSEE         |
| 6 BLOUNT MEMORIAL<br>HOSPITAL               | 16 SMARTBANK                         | 26 LDA ENGINEERING                | 36 PCS, INC.                                      | 46 CATE-RUSSELL<br>INSURANCE          |
| 7 CITY OF ALCOA                             | 17 AUBREY'S RESTAURANT               | 27 BLOUNT PARTNERSHIP             | 37 MARYVILLE COLLEGE                              | 47 ALCOA CITY SCHOOLS                 |
| 8 TWIN CITY<br>DEALERSHIPS                  | 18 VISUAL VOICE                      | 28 MARYVILLE CITY<br>SCHOOLS      | 38 THE DAILY TIMES                                | 48 PRONOVA                            |
| 9 CITY OF MARYVILLE                         | 19 IMPACT ASSOCIATES,<br>INC.        | 29 UNITED WAY OF<br>BLOUNT COUNTY | 39 ENTERPRISE-<br>RENT-A-CAR                      | 49 KIZER & BLACK,<br>ATTORNEYS, PLLC  |
| 10 CONSOLIDATED<br>NUCLEAR SECURITY, LLC    | 20 BLOUNT COUNTY<br>GOVERNMENT       | 30 UNITED PARCEL SERVICE          | 40 NEWELL BRANDS                                  | 50 HOME FEDERAL BANK                  |

# IMPACT

## COVID-19 RESPONSE FUND

Our community began shutting down on March 16—something that seemed so fast and unexpected to many of us. But by March 20, we had already established a COVID-19 Response Fund with \$45,000 in initial funding, and an operational plan to go along with it. And by March 25, the first grant was awarded.

In 2020, United Way of Blount County awarded 29 COVID-19 Response Fund Grants:

**BIG BROTHERS BIG SISTERS OF EAST TENNESSEE** – virtual outreach and mentoring for participants

**BLOUNT COUNTY COMMUNITY ACTION AGENCY** – meal delivery for seniors through Meals on Wheels

**BLOUNT COUNTY COMMUNITY ACTION AGENCY** – senior veteran meal outreach

**BLOUNT COUNTY HABITAT FOR HUMANITY** – homeowners escrow assistance

**BOYS & GIRLS CLUB OF BLOUNT COUNTY** – extended service hours support

**CAMP IN THE COMMUNITY** – food boxes for campers

**CENTRO HISPANO** – Hispanic outreach and basic needs support

**COMPASSION COUNSELING** – telehealth therapy services

**EPILEPSY FOUNDATION OF EAST TENNESSEE** – rent and utility assistance and food support

**FAMILY PROMISE OF BLOUNT COUNTY** – transitional housing rent

**GATE – GATEWAY TO INDEPENDENCE** – telecommunication programming

**GATE – GATEWAY TO INDEPENDENCE** – PPE materials for staff

**GIRLS INC. OF TN VALLEY** – meal boxes for girls in need

**GOOD NEIGHBORS OF BLOUNT COUNTY** – rent and utility assistance (six grants awarded)

**LTVEC BIRTH TO THREE PROGRAM** – tele-intervention support services

**MCNABB CENTER** – basic financial assistance for Firm Foundations clients

**MCNABB CENTER** – telehealth support and phone cards for mental healthcare services

**MCNABB CENTER** – PPE materials for staff

**NEW HOPE BLOUNT COUNTY CHILDREN'S ADVOCACY CENTER** – telehealth therapy services

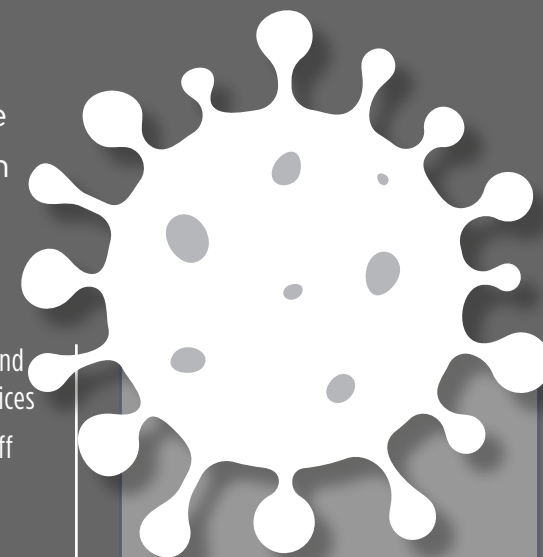
**NEW HOPE BLOUNT COUNTY CHILDREN'S ADVOCACY CENTER** – air purifiers for therapy rooms

**SALVATION ARMY** – gas cards, food pantry support and hot meals

**SECOND HARVEST FOOD BANK OF EAST TENNESSEE** – food to support local pantries

**SENIOR CITIZENS HOME ASSISTANCE SERVICE** – meal deliveries for seniors

**SENIOR CITIZENS HOME ASSISTANCE SERVICE** – PPE materials for staff



**\$275,059**

TOTAL COVID-19 RESPONSE  
FUND RAISED IN 2020

**\$163,030**

TOTAL COVID-19 RESPONSE  
FUND GRANTS IN 2020

**5,791**

TOTAL SERVED IN 2020



# I M P A C T

## COVID-19 RESPONSE FUND

We would like to thank the following individuals, companies and organizations for their generous contributions to our COVID-19 Response Fund:

### Individuals

Alan Smuckler  
Alyssa Ikner  
Anjanae Brueland  
Arlene Anderson  
Barry Davis  
Bill & Dr. Cathy Hammon  
Caitlin Darras  
Candy Daugherty  
Catherine S. Beals  
Charles & Clara McNutt  
Charles & Mary Beth West  
Dan & Sissy Caldwell  
David & Sarah Wilson  
Deb Skyler  
Don Myers  
Dorinda Shaw  
Doug Floyd  
Duncan Crawford  
Edha Meadows Brown  
Emilee Robertson  
Emily Mantooth  
Frances Williamson  
Gilford Knight

Glenda & Darrell Eastridge  
Hannah Shuler  
Helen Beresford  
Jake Working  
Jan McCoy  
Jane Groff  
Janie Haley  
Janine Stinnett  
Jean & Rob Williamson  
Jennifer Norred  
Jennifer Roberts  
Jennifer Wackerhagen  
Jerry Heiny  
Jill Baltutat  
Jodi Daws  
Jodi Self  
John & Carolyn McAmis  
John & Michele DiDiego  
John Pittenger  
Julie Stansberry  
Kathleen Rossini  
Kelly Rose  
Kelly Stephens  
Kenneth Main  
Keri Brill

Kesha Waters  
Kevin Painter  
Kurt Wilkerson  
Larry Graves  
LaVona French  
Lisa Atkinson  
Lynn Learch  
Maureen Manville  
Megan Seaton  
Mike & Cindy Baker  
Nancy Dial  
Neal Atchley  
Nick Meals  
Pam Young  
Pete Carter  
Philip Starck  
Rebekah Gordon  
Robert Adamcik  
Robert Beasley  
Robert Haresnape  
Ronald Appuhn  
Roy & Ruth Fox  
Ruth Hanson  
Ruth & Dural Howard  
Sharon Hannum  
Silvia Roca

Steven & Delia Turaski  
Sybil Knight  
Tammy Jurinsky  
Tanya Martin  
Teresa Ingram  
Teresa McDowell  
Teri Brahams  
Tom & Kathy Howard  
Valerie Hendrix  
Wendy Wand  
William Dempster

### Companies and Organizations

Arconic Foundation  
Atmos Energy  
AVANT  
Blount Community Fund  
BCI Knoxville  
Brookfield Renewable  
CBBC  
City of Alcoa Electric Department  
City of Maryville Electric Department

Clayton  
Cook Bros. Homes  
DENSO North America Foundation  
Downtown Referral Group  
East Tennessee Foundation  
First Horizon Foundation  
Leadership Blount  
LeConte Realty Foundation  
LeConte Wealth Management LLC  
Miles Insurance Agency  
SERVPRO of Blount County  
Truist Foundation  
TVA  
United Ways of Tennessee  
The Village Tinker

## More UWBC Impact Work



Secured grants to ensure Blount County's drug task force, Be Aware Blount, could immediately shift to virtual operations.



Awarded an additional 14 federal relief grants totaling \$220,525 to aid in emergency food and shelter assistance for Blount County residents impacted by the pandemic.



Countless staff hours were devoted to finding and sharing grant and federal aid opportunities for our local nonprofits, including training and support for Tennessee Community Cares relief.



Coordinated a CANpaign drive among 18 local companies, collecting over 19,000 pounds of food to be distributed to six local food pantries.

## COMMUNITY PARTNERS

Big Brothers Big Sisters of East Tennessee	Girls Inc. of TN Valley
Blount County Community Action Agency	Good Neighbors of Blount County
Blount County Habitat for Humanity	Great Smoky Mountain Council, Boy Scouts of America
Boys & Girls Club of Blount County	Haven House, Inc.
CASA of the Tennessee Heartland	The Hearing and Speech Foundation
East Tennessee Children's Hospital Rehabilitation Center	Legal Aid of East Tennessee
East Tennessee Kidney Foundation, Inc.	LTVEC Birth to Three Program
Epilepsy Foundation of East Tennessee	Maryville Kiwanis Foundation – Imagination Library
Family Promise of Blount County	McNabb Center
The Florence Crittenton Agency	New Hope Blount County Children's Advocacy Center
Gate – Gateway to Independence	Second Harvest Food Bank of East Tennessee
Girl Scouts of the Southern Appalachians	Senior Citizens Home Assistance Service, Inc.
	SPARK
	Trinity Health Ministries, Inc.

**CLS Clubs**—Three CLS Clubs (Community, DENSO and Clayton) met virtually in 2020 and each allocated \$5,000 grants to Smoky Mountain Meals on Wheels, New Hope Blount County Children's Advocacy Center and Girls Inc. of TN Valley. CLS members also participated in a Back To School service project at the Boys & Girls Club of Blount County, as well as a Secret Santa for Seniors project with Smoky Mountain Meals on Wheels.

**Other Partnerships**—Leadership Blount / Blount Partnership / Partner in Prevention (2nd year)/ SERVE (Maryville City Schools)/Connect United

# A Story of Hope

“When I first met April she was homeless, helpless, hopeless, trying to do her best to provide a decent life for herself and her 2 1/2 year old son. Her future was in limbo.

Surviving with her son was her main concern. She was living in a women's shelter with her son here in Maryville. April had a very grim outlook, no matter where she turned.

She came to Trinity Dental Clinic (a United Way of Blount County community partner), and we were able to provide dentures for her. As these before & after pictures show SHE IS HOMELESS, HELPLESS and HOPELESS NO MORE. She now has comfortable housing, and she definitely can be more confident as she faces the future.

Funding from United Way of Blount County allows Trinity Dental Clinic to do very important work, and returning smiles to their original owner is a business we love!”

—Benalee Hutsell, Clinic Manager, Trinity Health Ministries/Trinity Dental Clinic





# ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

ALICE represents households that earn more than the federal poverty level, but less than the basic cost of living for the county. ALICE is your childcare worker, the



cashier at the grocery store, the gas station attendant, the waitress, the home

health aide, the office clerk. ALICE cannot always pay the bills, has little or nothing in savings, and is forced to make tough choices such as deciding between quality childcare or paying the rent. One unexpected car repair or medical bill can push these financially strapped families over the edge.

In 2020, United Way of Blount County received a grant from the East Tennessee Foundation to purchase expanded Blount County pages of the ALICE Report and additional community indicators. These tools provide us with a deeper understanding into the demographics

of households that are struggling in our community.

Unfortunately, COVID-19 has impacted this population greater than others -- by age, race and income -- as can be seen by the following statistics:

1. **A higher percentage of our local senior population (50%) lives as ALICE or below and is especially vulnerable both physically and mentally due to forced isolation during the pandemic.**
2. **A larger population of minorities (67% Black and Hispanic) live as ALICE or below and are impacted by COVID-19 more than caucasians.**
3. **Lower income jobs are impacted greater than middle or high income jobs.**



BOTTOM WAGE WORKERS  
15% DECREASE



MIDDLE WAGE WORKERS  
2% DECREASE



HIGH WAGE WORKERS  
1% DECREASE

*As of October 2020 in Tennessee, employment rates among workers in the bottom wage (<\$27K) decreased by 15%, as compared to middle wage (\$27K - \$60K), which decreased by 2% and high wage that decreased by 1%.*

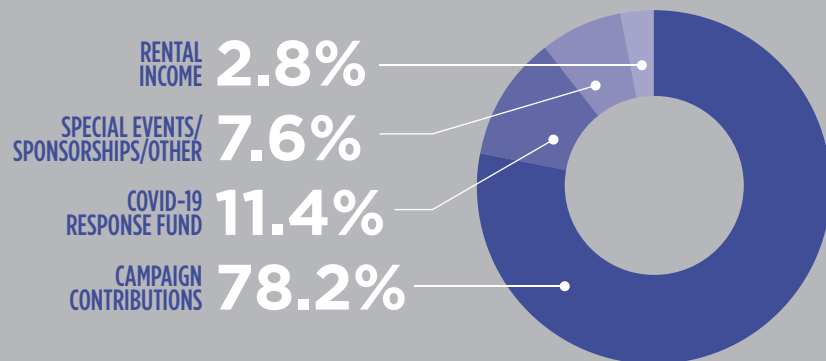


*In Blount County, small business revenue decreased by as much as 67% over the course of the year.*

# 2020 FINANCIALS

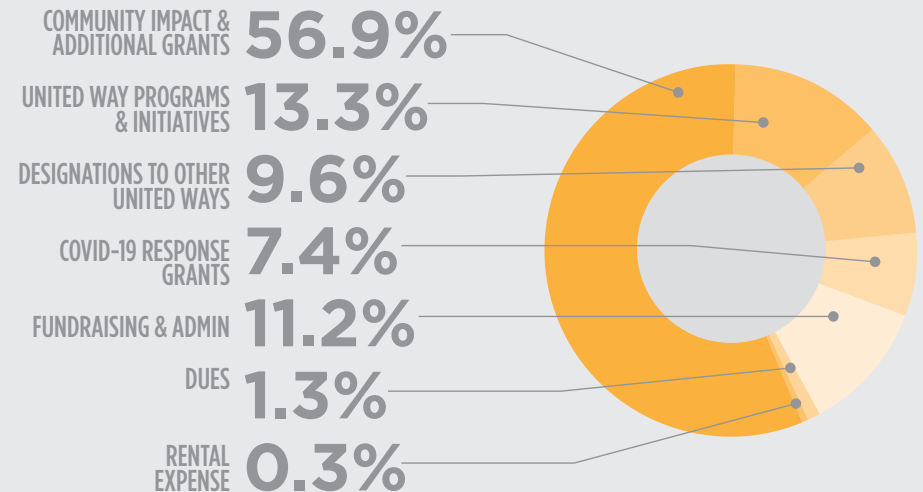
## Revenue

Campaign Contributions .....	1,895,320
Special Events Revenue .....	68,610
<b>Total Campaign Receipts.....</b>	<b>1,963,930</b>
COVID-19 Response Fund.....	275,059
PPP Loan - Forgiven .....	75,439
Rental Income .....	68,250
Meeting & Media Sponsors.....	21,300
Program Income .....	15,031
Interest Income.....	2,916
Miscellaneous .....	304
<b>Total Revenue .....</b>	<b>\$2,422,229</b>



## Expenses

Community Impact Grants.....	1,236,506
Program Expenses.....	280,431
Designations to Other United Ways.....	210,451
COVID-19 Response Grants.....	163,660
Fundraising Expenses.....	139,362
Management & General Expenses.....	97,918
United Way National & State Dues .....	28,942
Building Maintenance Expense.....	15,000
CLS Club Grants.....	15,000
Special Events Expense .....	6,671
Rental Expense.....	5,477
<b>Total Expenses .....</b>	<b>\$2,199,418</b>
<b>Excess Receipts.....</b>	<b>\$222,811</b>
Carry Over COVID-19 Fund Balance.....	(111,399)
Board Restricted for COVID-19 Relief in 2021 .....	(45,000)
<b>Net Income .....</b>	<b>\$66,412</b>





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## United Way of Blount County Staff

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**Alyssa Ikner**, FINANCE & ADMINISTRATION MANAGER

**Sarah Jurinsky**, RESOURCE DEVELOPMENT ASSOCIATE

**Emily Mantooth**, RESOURCE DEVELOPMENT MANAGER

**Marie Owen**, ADMINISTRATIVE COORDINATOR

**Julie Stansberry**, COMMUNICATIONS MANAGER

**Jennifer Wackerhagen**, PRESIDENT & CEO

**Wendy Wand**, VICE PRESIDENT

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## MEDIA SPONSORS



ARCONIC



**Blount Memorial**  
Hospital

