

2021  
UNITED WAY  
OF BLOUNT  
COUNTY  
ANNUAL  
REPORT



United Way  
of Blount County



# DEAR FRIENDS—

**Proud.** It's the word we both think of when we reflect on the work United Way of Blount County accomplished in 2021. Following one of the most challenging years, we didn't know what 2021 would hold for our community. No words can overstate the impact of the continuing COVID-19 pandemic. It has altered our way of life, tested our resolve, and had tragic consequences for many. But in this adversity, we all showed up — our donors, our volunteers, our community partners and our staff — to combine our strengths to help those most in need.

**We are proud** of one of the most successful fundraising campaigns in our history. Together our community, under the leadership of Campaign Chair Kevin Painter, raised \$2,123,421 for the most vulnerable in Blount County. Almost 70 individuals and households stepped up and joined our Pillars Society, giving \$1,000 or more to United Way of Blount County. Additionally, our Major Firms division companies made history in 2021 by collectively raising over \$1 million! The campaign was full of energy and excitement, and we were even able to safely hold a few in-person meetings for the first time in a very long time.

**We are proud** that we broadened our revenue stream and received a \$45,000 grant from Arconic Foundation to expand our ALICE educational work, which includes Bridges out of Poverty and Poverty Simulations. We are grateful to train our community on the impact of socioeconomic class, how to better serve individuals in poverty, and how to build empathy and understanding along the way.

**We are proud** that we continue to award COVID-19 Response Fund grants. Blount County gave generously to this fund initially in 2020, and we received additional contributions from DENSO, City of Maryville and TVA to continue helping those affected by the pandemic in 2021.

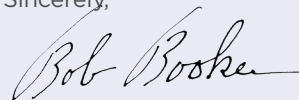
**We are proud** of the priority we placed on building the knowledge, skill and competency to advance equity in our nonprofit work. United Way of Blount

County provided education to help nonprofit workers, volunteers and board members integrate a diversity, equity and inclusion framework into their efforts to create more equitable organizations. We will continue to work toward ensuring that everyone has access to a healthy, well-educated and self-sufficient life.

**We are proud** of the way we work in partnership through the toughest challenges with a solution-oriented mindset for movement and momentum. We hope you will take a few minutes to browse this report to see the impact United Way of Blount County has had on this community -- with you by our side.

We will continue to build on our strengths, drive accountability, and support our most vulnerable population. Thank you, Blount County, for an extraordinary year. We look forward to what 2022 holds for everyone.

Sincerely,



**Bob Booker**  
2021 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 and efficient steward of our donors’ trust and their contributions.

From 2012-2021, United Way of Blount County has received the highest 4-star rating for exceptional transparency and accountability from Charity Navigator.



## Executive Committee

**Bob Booker**, DENSO  
*Chair*

**Kathy Johnson**, CBBC  
*Past Chair*

**Regina Jennings**, PINNACLE FINANCIAL PARTNERS  
*Chair Elect*

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

**Kelly Love**, KIZER & BLACK ATTORNEYS, PLLC  
*Community Impact Chair*

**Kevin Painter**, LECONTE WEALTH MANAGEMENT, LLC  
*Campaign Chair*

**Jane Groff**, CITY OF MARYVILLE  
*Director at Large*

**Christi Sayles**, PINKSTAFF, SIMPSON, & HEADRICK, PC  
*Director at Large*

## Members of the Board

**Jennifer Coffin**, SMARTBANK

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

**Caitlin Darras**, METROPOLITAN KNOXVILLE AIRPORT AUTHORITY

**Keith Edmonds**, PINNACLE FINANCIAL PARTNERS

**Cory Everett**, BLOUNT MEMORIAL HOSPITAL

**Rosemary Garland**, ARCONIC

**Kim Golly**, SHANNONDALE

**Mike Hearon**, FIRST HORIZON

**Katie Powers**, BLACKBERRY FARM

**Deb Skyler**, MARYVILLE CITY SCHOOLS

**Andy Sonner**, WSP GLOBAL, INC.

**Chris Soro**, C2RL, INC.

**Abhijit "AV" Verekar**, AVERO ADVISORS

**Kurt Wilkerson**, CLAYTON

**Alex Willard**, LECONTE WEALTH MANAGEMENT, LLC



# GIVE

## Annual Campaign



The 2021 annual campaign, led by Kevin Painter, showcased the generosity and continued support of our community. The campaign cabinet and volunteers grew the campaign and donors, thereby creating

a lasting legacy of support and impact for Blount County. Our community came together to raise \$2,123,421 by the Campaign Victory celebration, and \$2,180,413 by year end.

For the second year in a row, companies and donors continued to find creative and non-traditional ways to support United Way through special events at their workplaces, as well as out in the community.



## Champions

United Way Champions are a select group of volunteers, chosen based on their motivation and desire to be involved and give back to our community. This dedicated group is a key component to the campaign. Over the course of the year they engage and learn about our partner agencies, communicate with the business community, work closely with campaign coordinators, serve as advocates for United Way, and much more.

**Gretchen Anderson**, COMMUNITY VOLUNTEER  
**Sarah Calkin**, EXPRESS STRATEGIC SERVICES  
**Katie Connatser**, AVERO ADVISORS  
**Dale Cunningham**, DENSO  
**Laura Beth Denton**, ALLEVIA TECHNOLOGY  
**Mary Martin**, SMARTBANK  
**Stacy Martin**, ARCONIC  
**Chuck Morrow**, LAFORCE INSURANCE COMPANY  
**Justin Poole**, CORNERSTONE OF RECOVERY  
**Jackson Turner**, EDWARD JONES  
**Susan Zerambo**, CBBC BANK

### Co-chairs

**Charlotte Chance**, FARMERS INSURANCE  
**Donnelle Curran**, SIMMONS BANK



# GIVE

## Top 50 Most Generous Workplaces

United Way of Blount County's 2022 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. Look weekly for our yard signs around town and special recognition on social media.



- |  |  |                                       |  |   |
|--|--|---------------------------------------|--|---|
| 1. Clayton                             | 8. Enterprise Rent-a-Car               | 19. Blount County Schools             | 30. United Way of Blount County              | 41. Regions Bank  |
| 2. DENSO Manufacturing Tennessee, Inc. | 9. Aubrey's Restaurant                 | 20. Impact Associates, Inc.           | 31. Atmos Energy                             | 42. Newell Brands   |
| 3. Arconic                             | 10. City of Alcoa                      | 21. West Chevrolet                    | 32. Cornerstone of Recovery                  | 43. McNabb Center   |
| 4. CBBC                                | 11. City of Maryville                  | 22. Joseph Construction               | 33. PCS, Inc.                                | 44. Toyota Tsusho Nexty Electronics                             |
| 5. First Horizon                       | 12. Blount County Government           | 23. Gallaher & Associates, Inc.       | 34. Maryville City Schools                   | 45. Cate-Russell Insurance                                      |
| 6. Blount Memorial Hospital            | 13. Renasant Bank                      | 24. Blount Partnership                | 35. United Parcel Service                    | 46. Maryville-Alcoa-Blount County Parks & Recreation Commission |
| 7. Twin City Dealerships               | 14. Pinnacle Financial Partners        | 25. Smith Funeral & Cremation Service | 36. Maryville College                        | 47. Simmons Bank  |
|  | 15. Consolidated Nuclear Security, LLC | 26. The Daily Times                   | 37. Alcoa City Schools                       | 48. Home Federal Bank   |
|  | 16. LeConte Wealth Management, LLC     | 27. LDA Engineering                   | 38. LeConte Realty Foundation                | 49. Knoxville Airport Hilton                                    |
|  | 17. Oak Ridge National Laboratory      | 28. Visual Voice                      | 39. Metropolitan Knoxville Airport Authority | 50. Drew Miles Insurance Agency, LLC                            |
|  | 18. SmartBank                          | 29. C2RL, Inc.                        | 40. StandardAero                             |   |

# ADVOCATE

## Homeless Task Force

2021 saw the expansion of several main goals surrounding the Homeless Task Force. A Place To Stay, a new nonprofit focused on referral and general support for our homeless population, began with a United Way of Blount County grant. UWBC funds supported various service day events that helped our homeless population get vaccinated for the flu, COVID-19 and Hepatitis, as well as general support.



## Poverty Awareness

The need for poverty awareness and education continues to grow rapidly. Thanks to a grant from Arconic Foundation, we are now able to reach the regular requests for Bridges out of Poverty trainings, Poverty Simulations and ALICE Awareness discussions. In 2021, we certified two additional Bridges trainers, provided 6 Bridges workshops, and led Poverty Simulations for Maryville High School staff and Leadership Blount. We already have a nearly full calendar for these events in 2022.



### VIRTUAL OR IN-PERSON BRIDGES TRAININGS HELD IN 2021:

Church of the Redeemer  
A Place to Stay staff and board  
Maryville Housing Authority staff

Community Training  
Maryville College  
Community Training

*Contact our office at 865-982-2251 ext. 15 if you'd like to schedule a poverty education opportunity.*

# ADVOCATE

## Diversity, Equity & Inclusion



Our office prioritized education and awareness for our nonprofit communities as it pertains to Diversity, Equity and Inclusion. Great work is happening in our community, but is it all equitable? We hosted a 4-part summer webinar series covering various DEI topics and

concluded with a half-day seminar led by Evetty Satterfield from Advancing Lives LLC, and a Racial Wealth Gap simulation led by Bread for the World. All nonprofit staff, regardless of level and position, have a stake in advancing equity work in our community.

## Impact

Beyond all the outreach work listed in this report, we continued to raise the necessary funds to support 43 nonprofit programs in the areas of health, education and self-sufficiency. More than 41,000 lives were positively changed through United Way of Blount County-funded services, and 81% of them are living as ALICE or in poverty.

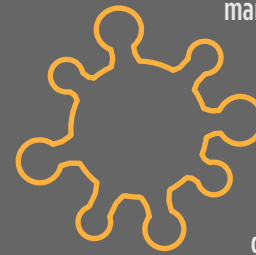
Our largest areas of impact in 2021 were basic needs and prevention and treatment services.



## COVID-19 Response Fund

The COVID-19 pandemic has continued to impact

many of our community members' health and financial security.



Throughout 2021, our COVID-19 Response Fund supported 11 grant requests and expanded the

COVID-19 needs of our current partner nonprofits, totaling \$137,354. The fund is still available to any nonprofit serving clients impacted by the pandemic.



# VOLUNTEER

## Volunteer Blount



Volunteer Blount, our comprehensive volunteer database for Blount County, launched in May. Local agencies post their volunteer opportunities, special events, and corporate engagement activities online in hopes of increasing the variety of ways for locals to get involved. Our goal is to engage volunteers, give users an enjoyable experience, build lasting relationships, and make good things happen for Blount County.

The new platform includes opportunities from our current community partners, as well as several other nonprofit organizations in Blount County, bringing our entire community together to make Blount County a better place to live, work, and play. Volunteers are truly the heart of our community.

VISIT THE WEBSITE:

[VOLUNTEER.UNITEDWAYBLOUNT.ORG](https://volunteer.unitedwayblount.org)



### BY THE NUMBERS

**30** SOCIAL SERVICE  
AGENCIES/GROUPS  
UTILIZING

**106** REGISTERED  
VOLUNTEERS

**57** & **21**  
NEEDS EVENTS  
REGISTERED

**552** VOLUNTEER  
HOURS  
SUBMITTED

**\$12,233**  
VALUE IN VOLUNTEER HOURS



## Community Partners

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

**CLS Clubs (Connect. Lead. Serve.)** —Three CLS Clubs (Community, DENSO and Clayton) allocated \$5,000 grants to New Hope Children's Advocacy Center for its therapy program, Smoky Mountain Meals on Wheels to stock food pantries at Cherokee Health and Maryville Housing Authority, and Girls, Inc. of TN Valley for its Girls Voices curriculum. CLS members also participated in service projects at the Boys & Girls Club, Smoky Mountain Meals on Wheels and Century Harvest Farm. Additionally, these clubs provided financial support to the United Way of Blount County DEI Workshop, Shop with a Cop and Smoky Mountain Meals on Wheels Senior Santa.



## A STORY OF HOPE

*When you're on a single fixed income, what do you do when your home needs over \$15,000 worth of repairs? Ms. Smith purchased her home with her*

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***"We know strong, stable homes help build strong stable communities."***

*— Blount County Habitat for Humanity*

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*late husband 26 years ago, and she couldn't afford the necessary repairs on it. So she turned to United Way community partner Blount County Habitat for Humanity for help. The Home Repair Program project manager found health, safety, and mobility challenges: lack of a permanent walkway, missing interior lighting, ceiling damage, failing windows, and more. Between their staff, skilled volunteers, subcontractors, and funders like United Way, the Home Repair Program was able to make Ms. Smith's home a safe place to live. "We know strong, stable homes help build strong stable communities."*

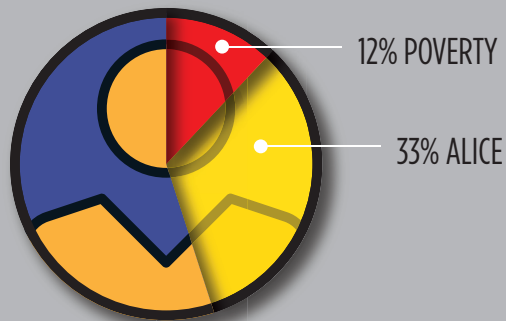


# ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

## ALICE

45% of Blount County households are struggling = over 23,000 households



## LABOR FORCE



23% of Blount County residents in the labor force hold full-time salary positions.



34% of residents in the labor force hold unpredictable hourly or part-time positions without benefits such as health insurance, paid time off, or sick leave.



21% are out of the workforce

- Students
- Adults with 1 or more health issues
- Family caregiving responsibilities (taking care of older parents, children, etc)

During the pandemic...



36% of hourly workers reported working fewer hours because:

- Their employer had less business or needed fewer staff
- Caregiving needs
- Fear of catching COVID-19
- Health issues



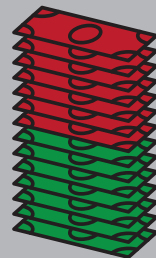
43% reported they couldn't find a job that pays enough to survive.



30% of households below the ALICE threshold with children reported a household member had to work reduced hours or quit a job due to child care issues.

## PAY

**41%** of Blount County jobs pay less than \$15 an hour.  
((\$31,200 annual income, if full-time, 52 weeks a year)



Over half of TN's top 20 growth occupations pay less than \$15 an hour, such as food preparation and retail.

2007

2018

The number of low-wage jobs increased by 113% from 2007-2018...

2007

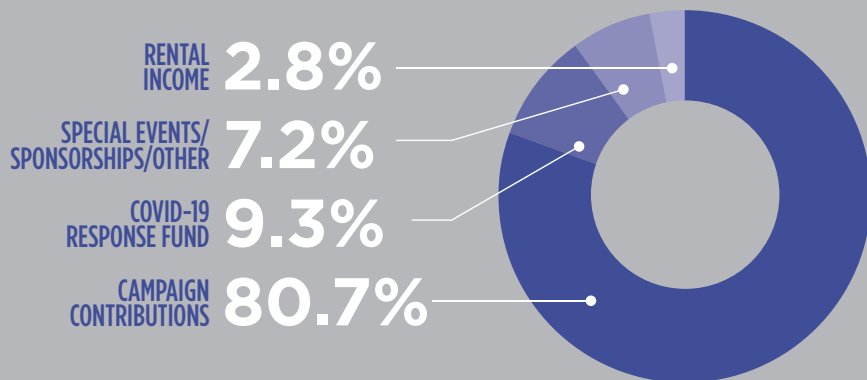
2018

...while the number of high-wage jobs decreased by 45%.

# 2021 FINANCIALS

## Revenue

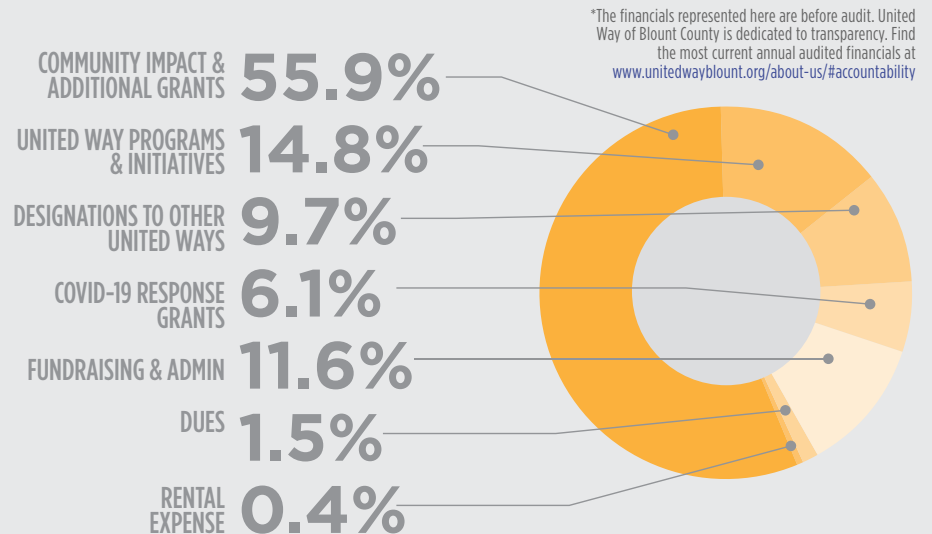
Campaign Contributions .....	1,933,497
Special Events .....	84,948
COVID-19 Response Fund Gifts .....	95,050
Carryover from COVID-19 Response Fund .....	127,304
Rental Income .....	68,250
Grants & Program Income .....	57,162
Meeting & Media Sponsors.....	27,150
Interest .....	1,967
Miscellaneous .....	350
<b>Total Revenue .....</b>	<b>\$2,395,678</b>



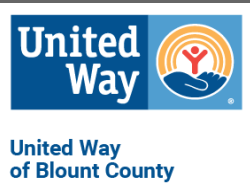
## Expenses

Community Impact Grants .....	1,247,865
Program Expenses.....	322,626
Designations to Other United Ways .....	218,925
Fundraising Expenses.....	147,845
COVID-19 Response Fund Grants .....	137,354
Management & General Expenses.....	100,896
United Way National & State Dues .....	34,166
CLS Club Grants.....	15,000
Building Maintenance Expense .....	12,000
Rental Expenses.....	8,917
<b>Total Expenses .....</b>	<b>\$2,258,739</b>
Change in Net Assets .....	\$136,939
Board Restricted for 2022 .....	(44,769)

**Net Income .....** **\$92,170**



\*The financials represented here are before audit. United Way of Blount County is dedicated to transparency. Find the most current annual audited financials at [www.unitedwayblount.org/about-us/#accountability](http://www.unitedwayblount.org/about-us/#accountability)



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## United Way of Blount County Staff

**Lisa Atkinson,** COMMUNITY RESOURCE COORDINATOR

**Alyssa Ikner,** DIRECTOR OF FINANCE & ADMINISTRATION

**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

[www.unitedwayblount.org](http://www.unitedwayblount.org)



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## MEDIA SPONSORS

