

2025

Photo provided by Natural State Droneworks



ANNUAL REPORT

MEET OUR TEAM

2026 BOARD OF DIRECTORS

Mark Morrow
President
Arvest Bank

Pedro Ramirez
Campaign Chair
Centennial Bank

Audrey Guinn
Campaign Co-Chair
Jonesboro Media Group

Mitch Hovis
Treasurer
First National Bank

Misty Carr
Secretary
ABB

Bethany Noto
Past President
First Horizon Bank

Bill Pate, Coca-Cola Company

Drew Milner, Gardner Milner, PLLC

Drew Weeks, Simmons Bank

Ernesto Saucedo, Swept Away

Jim Bryant, Pinnacle IT

Jon Warren, Hytrol

Keith Cragg, Summit Utilities

Kim Hauge, Farmers & Merchants Bank

Krissy Cantwell, FMH Conveyors

Marie Markland, Halsey Real Estate

Melanie Edens, Baptist Memorial Hospital

Mike Phillips, St. Bernards Healthcare

Nate Schimmel, City Water & Light

Sarah Newbern, St. Bernards Healthcare

Steven Lamm, Jonesboro Unlimited

Thad West, Frito Lay

Tony Thomas, City of Jonesboro



This year, as we reflect on the incredible work accomplished in 2025, we are filled with pride and appreciation for the positive impact you have made. Because you choose to invest your financial contributions, your time as a volunteer, or your unwavering encouragement, you have helped turn our mission into action and challenges into solutions.

We are excited to continue our journey together in 2026, knowing that with your support, we will create an impact with our neighbors, our community, and across Northeast Arkansas. Thank you for trusting our United Way team. It is truly an honor to get to serve our neighbors that we dearly love with each of you everyday. Working for United Way is more than a job, it is a commitment to action. We strive to live in a community where connections are made, relationships are built, and support is given. Thank you for making our mission come to life!

Executive Director, Heather Coats
Development Director, Erin Calhoon

INVEST



...IN YOUR NEIGHBORS



...IN OUR COMMUNITY



...IN NORTHEAST ARKANSAS

**“UNITED IS THE WAY WE CREATE
LASTING CHANGE IN OUR COMMUNITIES,
BY OWNING THE MOMENT AND MAKING
A DIFFERENCE TOGETHER.”**

- Bethany Noto, 2025 Board President



57,797

individuals served



43

nonprofit partners



\$716,000

invested locally



100+

company partners

FUNDED PARTNERS MAKING AN IMPACT

United Way seeks to improve lives across Northeast Arkansas by mobilizing the caring power of our community.

19.62% of households living in Northeast Arkansas are living on incomes below the federal poverty line and an additional 35.77% of households are working hard but cannot afford the basic necessities (ALICE).

From strengthening local resiliency to advancing health, youth opportunity, and financial security, United Way of Northeast Arkansas seeks to achieve a community where all can thrive.



Photo provided by El Centro Hispano

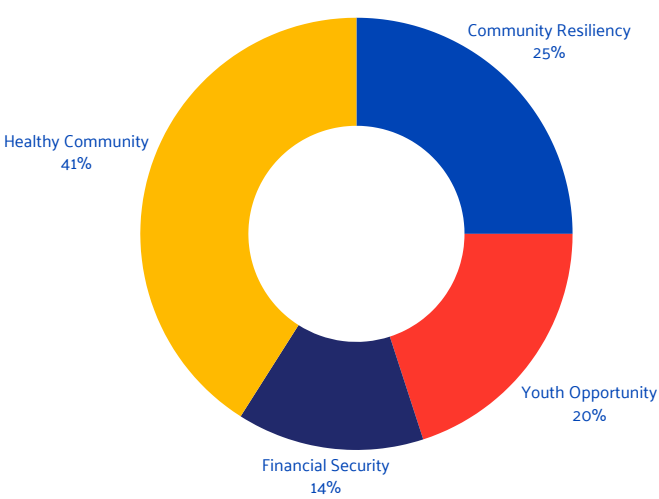
2025 FUNDED PARTNERS

GRANT FUNDED AGENCY

- Cherry Valley Food Pantry
- Food Bank of NEA
- Helping Neighbors Food Pantry
- Jonesboro Church Health Center
- AR Single Parent Scholarship Fund
- Legal Aid of Arkansas
- Mission Outreach
- CASA of 2nd Judicial District
- CityYouth Ministries
- El Centro Hispano
- Family Crisis Center
- Hope Found of NEA
- The Hope House

ALLOCATION

- \$10,000
- \$40,000
- \$32,000
- \$22,500
- \$8,000
- \$11,000
- \$15,000
- \$13,360
- \$15,000
- \$23,000
- \$45,000
- \$8,000
- \$10,000



2025 IMPACT BY THE NUMBERS



HEALTHY COMMUNITY

1,582

underserved
individuals received
healthcare access

14,721

underserved
individuals received
supplemental food

We improve access to nutritious food and quality health services, so people have the resources needed to lead healthy lives.



FINANCIAL SECURITY

76

underserved individuals
received multiple
specialized services to
“Get Back to Work”

208

individuals working
toward recovery and
reintegration received
free legal services

We connect people to education, tools and job training so they have financial freedom and peace of mind.



YOUTH OPPORTUNITY

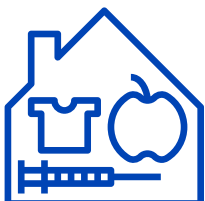
129

children in foster care
received a volunteer
advocate until
reaching a safe home

358

underserved children
received specialized
after school care &
educational support

We create pathways for young people to reach their goals, from early childhood education to college and career success.



COMMUNITY RESILIENCY

93

individuals impacted by
domestic violence
received specialized
services and support

1,105

underserved individuals
received access to
safe shelter and
advocacy services

We help communities prepare for, prevent and respond to challenges from crisis support to disaster relief.

VOLUNTEER IMPACT

As a fundraising organization, volunteers continue to serve as the heartbeat of our work at United Way. From our annual events to workplace campaigns, our team relies on volunteers to bring our work to life across Northeast Arkansas.



6,477

volunteer hours



FORE UNITED WAY

Our inaugural FORE United Way golf tournament brought out a multitude of volunteers who helped raise more than \$60,000 toward our annual goal. The tournament began an annual tradition we hope to continue for years to come as United Way's largest annual fundraiser.

Thank you to our 2025 sponsors: First Horizon Bank, Simmons Bank, Jonesboro Media Group, K8, Optimum, ABB, E.C. Barton & Company, Right Fiber, Frito Lay, First National Bank, FMH Conveyors, Lawrence Healthcare, Coca-Cola, Swept Away, Southern Bancorp, Bank OZK, Evolve Bank & Trust, Empower, FNBC, Focus Bank, NEA Baptist, Pinnacle IT, Professional Title Services and Ridge Realty.



STUFF THE BUS

Our 2025 Stuff the Bus event brought in over 44,000 school supplies to support students across Northeast Arkansas. The event covered seven counties and benefited 20 local school districts. This supply drive provides students with needed supplies for the school year that otherwise may be financially impossible for families to afford without this drive.

Thank you to our 2025 sponsors: K8, Jonesboro Media Group, Right Fiber, Regions Bank, Swept Away, Black Hills Energy, Farmers & Merchants Bank, Great Dane, Southern Bank and Cross Bank.



BATTING FOR A BETTER TOMORROW

Our 10th annual Batting for a Better Tomorrow fundraiser raised more than \$27,000 toward our annual campaign goal. With the help of our committed volunteers, we had 18 teams play and nearly 1,000 fans in attendance during the day.

Thank you to our 2025 sponsors: Arkansas Children's Hospital, Arkansas Flooring, Arvest Bank, Bailey Contractors, Centennial Bank, Farm Credit Mid-America, First Community Bank, First National Bank, First Security Bank, FNBC, Glen Sain, MOR Media, Mark and LeAnn Morrow, NEA Baptist, Nix Title & Escrow, Play It Again Sports and Thad West.



DAY OF CARING

Last year's Day of Caring was our largest to-date, with more than 615 volunteers coming together to complete 75 service projects across our community. 48 local organizations, nonprofits, and individuals benefited from the event and we had 42 companies serving for the day.

Thank you to our 2025 sponsors: St. Bernards Healthcare & Medical Group, Centennial Bank, Farmers & Merchants Bank, Empower, Craighead Electric Cooperative Corporation, Rainwater & Cox, Image Realty, First Security Bank and Nestle.

2025 CAMPAIGN TEAM LEADERS

Mark Morrow, Campaign Chair, Arvest Bank
Pedro Ramirez, Campaign Co-Chair, Centennial Bank
AnnaLisa Meredith, Farm Bureau
Audrey Guinn, Jonesboro Media Group
Drew Weeks, Simmons Bank
Hannah Hosman, Arvest Bank
Jim Bryant, Pinnacle IT

2025 LOANED EXECUTIVES

Alberto Garcia, First Horizon Bank
Bekah Herring, NYIT
Berenice Zavala, Swept Away
Candace Cerrato, First Community Bank
Carson Maynard, City Water & Light
Curtis Norris, Allen Engineering
Joey Pettit, Regions Bank
Joshua Perez, St. Bernards
Kassidy Reeves, FedEx
Lynette Hirsch, City of Jonesboro
Macy Montgomery, UniFirst Corporation
Madison Campbell, Farmers & Merchants Bank
Mya Perez, Advocate Health
Natasha Garrett, Arvest Bank
Nichole Gray, Southern Bank
Shelby Jackson, Hytrol
Tracy Bibb, Running Threads

In addition to fundraising through events, United Way recruits our Campaign Team to help us achieve our annual fundraising goal. This team is comprised of seasoned Team Leaders and a new group of Loaned Executives each year.

The 2025 Loaned Executive class not only spent time learning and serving in our community, but went above and beyond in their fundraising efforts. The team hosted a Christmas wreath sale, a Week of Warmth fundraising event and a March Madness fundraiser. Additionally, this group of volunteers helped implement workplace campaigns and a penny drive with our local school districts. Together, the team made an immense impact in our community through their service.

**“UNITED IS THE WAY
VOLUNTEERS UNITE TO
MAKE AN IMPACT GREATER
THAN ONE OF US COULD
MAKE ALONE.”**

- Mark Morrow, 2025 Campaign Chair



COMMUNITY CONNECT

The work of United Way is vast. Our team developed Community Connect as a way to highlight the work being done through our network that is “beyond funding”. Community Connect is simple—it connects immediate needs with immediate solutions. Community Connect is made possible by community connections, direct designations, grants, and business partners.

MEETING SPACE & AARP TAX PREPARATION

United Way is happy to offer our building free of charge for area nonprofits as their meeting space. We welcomed multiple agencies all year long, including the AARP Foundation, as they prepared a total of 175 free tax returns for three months in the United Way office.

JPS SUCCESS ACHIEVEMENT ACADEMY

Through a partnership with Ditta Door and Bailey Construction, United Way served as a bridge to provide funding to purchase food for SUCCESS school’s food pantry.

INDIVIDUAL REQUESTS

At times, United Way receives referrals to help with individual needs across our community. From critical auto repairs, immediate needs for grandparents raising their grandchildren, clothing needs, as well as utility needs—we were there to help.

HOLIDAY ASSISTANCE

During the holidays, we are always ready to partner with agencies to give them a boost with their holiday take home food boxes and meals. From purchasing turkeys and hams to helping with all the sides, we were able to assist in providing some holiday hope and cheer.

JUNIOR AUXILIARY OF RANDOLPH COUNTY

United Way provided books and stuffed animals to help with a project working to provide these items for more than 20 children being placed into foster care.

AIRBNB

When storms hit our area in the spring of 2025, our partnership with Airbnb allowed over 35 families to be placed in Airbnb homes at no cost to them, saving displaced families over \$14,000 in costs.

2025 COMMUNITY CONNECT IMPACT

NONPROFIT AGENCY	TOTAL INVESTED	NONPROFIT AGENCY	TOTAL INVESTED
AARP Tax Preparation	\$235	Humane Society	\$3,700
American Cancer Society	\$3,500	Individual Requests	\$1,156
American Red Cross	\$1,000	Junior Auxiliary of Jonesboro	\$1,000
Arkansas Children’s Hospital Foundation	\$4,500	Jonesboro Business Association	\$1,000
Arkansas Hunters Feeding the Hungry	\$1,500	JPS Success Academy	\$2,000
A-State Food Pantry	\$629	Junior Auxiliary of Randolph County	\$239
Bono Church of Christ Food Pantry	\$2,500	Le Bonheur Children’s Hospital	\$545
Breaking Bonds Ministries	\$1,000	Make-A-Wish	\$1,000
Bridge of Hope Ministries	\$1,781	NEA Children’s Advocacy Center	\$1,000
Central Baptist Church	\$620	Nettleton Public Schools	\$152
Cherry Valley Food Pantry	\$1,000	Options on Main	\$3,810
Children’s Homes, Inc	\$1,360	Red Wolves for St. Jude	\$14,000
CityYouth Ministries	\$480	Salvation Army	\$250
Dolly Parton’s Imagination Library	\$41,399	Stepping Stone Sanctuary	\$1,500
Family Crisis Center	\$452	Temple Baptist Church	\$1,001
Foundation of Arts	\$1,000	The Hope House	\$325
Friends of the Craighead County Library	\$1,000	The Learning Center	\$1,000
Good Tidings	\$3,000	Together We Foster	\$1,000

United Way...

Making everyone's lives better... That's what matters.



ESTABLISHED 1955

MAL WEIR 9-23-05

100% EMPLOYEE GIVING LEADERS

ARVEST BANK
CITY WATER & LIGHT
EVOLVE BANK & TRUST
FIRST COMMUNITY BANK

FIRST NATIONAL BANK
FNBC
FOOD BANK OF NEA
JONESBORO MEDIA GROUP

LEGAL AID OF ARKANSAS
PASLODE
SIGNATURE BANK
SOUTHERN BANK

CORPORATE PARTNERS & EVENT SPONSORS

ABB
Arkansas Children's Hospital
Arkansas Flooring
Arkansas Community Foundation
Arvest Bank & Foundation
Bank OZK
Bailey Contractors
Black Hills Energy
BNSF
Cadence Bank
Centennial Bank
Coca-Cola
Craighead Electric Cooperative
Cross Bank
Crumbl
Dillard's
Delta Kappa Gamma
E.C. Barton & Company
Empower
Evolve Bank & Trust
Farm Credit Mid-America
Farmers & Merchants Bank
First Community Bank
First Horizon Bank & Foundation

First National Bank
First Security Bank
FMH Conveyors
FNBC
Focus Bank
Frito Lay
Glen Sain
Great Dane
Ground Crew
Hytrol
Image Realty
JCPenney Community Foundation
Jonesboro A&P Commission
Itowns Grill
Kalmer Solutions
Kiwanis Club of Greater Jonesboro
Lawrence Healthcare
Lost Pizza
Merck
Mid-South Sales
MOR Media
NEA Baptist Memorial Hospital
NEABOR
Nestle

NicePak
Nix Title Company
Optimum
Paslode
Pinnacle IT
Play It Again Sports
Potbelly
Professional Title Services
Rainwater & Cox
Regions Bank
Ridge Realty
Right Fiber
Shadrachs Coffee
Signature Bank
Simmons Bank & Foundation
Southern Confections
Southern Bancorp
Southern Bank
St. Bernards Healthcare & Medical Group
Sue's Kitchen
Sunstar Insurance
Swept Away
Thrivent
Trinity Rail
Walmart

EMPLOYEE GIVING PARTNERS

ABB
Bay Public Schools
Benjamin F. Edwards
Big River Steel
Black Hills Energy
Cadence Bank
Carle Health
Centennial Bank
City of Jonesboro
Colson Caster
Craighead County
Eli Lilly & Company

Encore Bank
Entergy
Farmers & Merchants Bank
FedEx
First Horizon Bank
First Security Bank
Frito Lay
Jonesboro Church Health Center
Jonesboro Public Schools
Jonesboro Chamber of Commerce
Nettleton Public Schools
Northwestern Mutual

O'Reilly Auto Parts
Regions Bank
Shelter Insurance Claims Office
St. Bernards Healthcare
Success Credit Union
Summit Utilities
Target
The Jonesboro Sun
The Learning Center
Trinity Rail
Union Pacific Railroad
Waddell, Cole & Jones

IN-KIND PARTNERS

Airbnb
Andy's Frozen Custard
Anthem Pictures
Arkansas State University
Bayer Crop Science
Bill's Cost Plus
City of Jonesboro
City Water & Light
Coca-Cola

Sam's Club
Shadrachs Coffee
St. Bernards Healthcare
Swept Away
Target
The Gardens at Harmony
Top Notch Entertainment
Walmart
Watson Ice

FAB15

Through corporate donations, employee giving, and/or special events, our FABULOUS FIFTEEN company partners led the way in overall dollars raised for United Way in 2025. Thank you to each of these companies for their leadership and dedication to improving the lives of thousands of our neighbors.



OVERALL LEADERS BY SECTOR



OVERALL: CITY WATER & LIGHT



BANK: ARVEST BANK



HEALTHCARE: ST. BERNARDS



MANUFACTURER: FRITO LAY



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