

LIVE UNITED

2022 ANNUAL REPORT



of Northeast Arkansas

BOARD OF DIRECTORS



Thad West
Thad West
Board President
Frito Lay

On behalf of the United Way of Northeast Arkansas Board of Directors and staff, I want to say thank you to our community members for your continued support of the organization's mission. Your generous donations and volunteer efforts are not only appreciated but essential to the continuation of important programs in the areas we serve. Donors and volunteers like you have helped us create a stronger, more united community. Working side by side together, we were able to collect and invest our local human and financial resources, targeting critical needs to build a sustainable, equitable future for our neighbors.

I personally have been a United Way donor and volunteer for 27 years. My introduction to United Way was when I was around 12 years old attending meetings alongside my dad as he was working within the community. I carried the impact of that work with me into adulthood as I entered the Air Force. I was able to continue my work with United Way as I traveled around the world during my military career. Upon returning back home, I again felt the calling to volunteer and serve with the local United Way during Day of Caring, Stuff the Bus, and the Batting for a Better Tomorrow softball tournament. In addition, I served on the Regional Impact Committee, visiting the agencies that received funding thanks to the generosity of community donors. In 2022, I had the honor of serving as the Campaign Chair, leading our campaign into new industries in Northeast Arkansas. Thanks to the dedication of our campaign team and company partners, many workplace campaigns saw exponential growth in their financial commitment to the future of our neighbors. Currently in 2023, I have been entrusted with the privilege of being named Board President.

United Way works to improve the quality of life in Northeast Arkansas by focusing on creating measurable outcomes in the areas of education, health and financial stability. The board and staff work hard to make this mission a reality each day. Ninety-nine cents out of every dollar is donated to local agencies in our community. The people you are supporting are local people – our neighbors. We make a difference by investing in our greatest assets – our children and their families – to create a better tomorrow today. Trust me when I say that your donations are needed and are making an incredible difference in the lives of many. Children and families are granted opportunities they would not have if it weren't for these wonderful agencies and their programs that your funding directly supports.

As we continue on our journey to a stronger community in 2023, we are honored that you have chosen to join United Way of Northeast Arkansas as a partner, supporter and friend. We welcome your feedback and are delighted to serve our communities for another year. United, we can build a brighter, stronger tomorrow.



Mike Phillips
Vice President
St. Bernards



Rob Lance
Treasurer
Evolve Bank & Trust



Mark Morrow
Secretary
Arvest Bank



Michael Nunnally
Past President
City Water & Light



Bethany Noto
Executive Committee
First Horizon Bank



Misty Carr
ABB, Inc.



Keith Cragg
Summit Utilities



Melanie Edens
NEA Baptist



Bryce Goad
Centennial Bank



Audrey Guinn
Jonesboro Radio Group



Mitch Hovis
First National Bank



LaGanzie Kale
KLEK



Steven Lamm
Jonesboro Unlimited



Loretta McGregor
A-State



Drew Milner
Gardner Milner, PLLC



Lydia Parkey
St. Bernards



Bill Pate
Coca-Cola Company



Hannah Stroupe
Simmons Bank



Tony Thomas
City of Jonesboro



Jeremy Wooldridge
Crowley's Ridge Development Council



Kately Provence
A-State
Ex Officio

2022 RETIRED BOARD MEMBERS

Bobby Brown
Hytrol

Brian Emison
First Community Bank

Mike Thompson
First Horizon Bank

Deania Vanhoozer
Arvest Bank

Amanda Waln
Nettleton School District

Jared Woodard
Stanley Woodard Law Firm

LIVE UNITED



MISSION

Working side by side with our community, United Way of Northeast Arkansas collects and invests our local human and financial resources, targeting critical needs to build a sustainable, equitable future for our neighbors.

IN 2022, UNITED WAY OF NORTHEAST ARKANSAS AND IT'S PARTNERS HELPED 69,679 OF OUR NEIGHBORS; 23% OF OUR COVERAGE AREA.

FUNDED PARTNERS



Funded partners of United Way of Northeast Arkansas are non-profit agencies who are working to improve the education, financial stability and health of our community. Our current investments are building the capacity of our partners and supporting programs that work to ensure that everyone in our community can thrive.

IN-HOUSE INITIATIVES



United Way of Northeast Arkansas is proud to offer grant and private donor funded in-house initiatives FREE to our community. These initiatives provide crucial services to the community in the areas of health, education, and financial stability. In 2022, over 34,246 neighbors benefited and participated in our in-house initiatives.



HEALTH

1,994

1,684 310

INDIVIDUALS IMPACTED



EDUCATION & YOUTH SUCCESS

9,793

3,613 6,180

INDIVIDUALS IMPACTED



FINANCIAL STABILITY

28,399

643 27,756

INDIVIDUALS IMPACTED



BASIC NEEDS

29,493

29,493

INDIVIDUALS IMPACTED



1,994 INDIVIDUALS IMPACTED

We are working to help people thrive. Whether it's increasing access to quality medical care and mental health services, providing access to discounts on prescriptions, or providing education relating to taking care of our health, we're giving people the tools they need to get healthy and stay healthy.

FUNDED PARTNERS AT WORK



1,684

underserved individuals
received healthcare access

INITIATIVES AT WORK



\$35,504 SAVED

on prescription medications for **310** people using the SingleCare prescription discount card program.

WHY WE DO OUR WORK



Healthcare costs in the U.S. were approximately **\$12,218 per person** in 2021, the most expensive in the world.



9.1% of the total population of Arkansas is without health insurance (**270,000 Arkansans**)

PARTNERS

Jonesboro Church Health Center



HEALTH

9,793 INDIVIDUALS IMPACTED

We are working to improve the odds so every child succeeds. With an approach to education that spans from cradle to career, we're making sure children start school ready to learn, achieve on-grade reading levels, maintain strong attendance and graduate on time.

FUNDED PARTNERS AT WORK

216

children received academic tutoring services

342

children received foster care advocacy

10

underserved youth provided with fine arts scholarships

366

underserved youth provided with after-school and summer programs

2,679

children and families provided with human trafficking prevention and restoration education

INITIATIVES AT WORK



6,180 CHILDREN



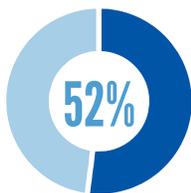
37,643 BOOKS



8 COUNTIES

Dolly Parton's Imagination Library gifts monthly books free of charge to children from birth to age five, through funding shared by Dolly Parton and local affiliates. Enrollees score 18% higher on 3rd grade ACT Aspire testing than non-enrollees.

WHY WE DO OUR WORK



Only **52%** of Northeast Arkansas students are ready or proficient in Reading (grades 3-6).



2021 showed an **11% increase** of the number of children in foster care, totaling 4,854

PARTNERS

- CASA of 2nd Judicial
- CASA of 3rd Judicial (Gateway)
- CityYouth Ministries
- El Centro Hispano/Hispanic Community Services, Inc.
- Hope Found of Northeast Arkansas
- New Life Empowerment Development Council
- The Children's Shelter
- The Foundation of Arts
- The Learning Center



28,399 INDIVIDUALS IMPACTED

We are working for people to find not just short term financial success but long-lasting stability. That means providing tax preparation services, financial counseling to get out of debt and stay out of debt, and a toolkit for financial success. It means empowering adults to be self-sufficient.

FUNDED PARTNERS AT WORK

624

adults participated in Back to Work programs

9

single parent scholarships provided

10

low-income families assisted with homeownership

INITIATIVES AT WORK



\$467,594 REINVESTED

into our community through 379 tax returns processed in 2022



38,045 SUPPLIES

donated, as well as \$14,000 in cash for our annual Stuff the Bus event, impacting 27,377 students

WHY WE DO OUR WORK



1 out of 4 Northeast Arkansas families live in poverty



3 out of 4 families served through funded partners live in poverty

PARTNERS

- Arkansas Single Parent Scholarship Fund
- Breaking Bonds Ministries
- Habitat for Humanity
- Mission Outreach
- Stepping Stone Sanctuary

29,493 INDIVIDUALS IMPACTED

We are working to help our most vulnerable neighbors and those in crisis recover by meeting their basic needs. This means addressing a lack of resources and overcoming barriers to life-saving assistance. Helping those in need survive today propels them to future stability.

FUNDED PARTNERS AT WORK

10,989

food insecure individuals served through local pantries

4,840

food insecure children and seniors received supplemental food packs

3,080

individuals received crisis services

10,584 BACKPACKS

of food sent home with **294** students

INITIATIVES AT WORK



Arkansas 211 connects callers, at no cost, to critical health and human services in their community.

NEW IN 2023



Scan to learn more

WHY WE DO OUR WORK

FOOD INSECURITY

26,413 TOTAL IMPACTED



1 in 3 Arkansas children are facing food insecurity

CRISIS INTERVENTION

3,080 TOTAL IMPACTED



1,400+ crisis calls received in 2022 (7.6% increase), with 1,050 direct services provided in Northeast Arkansas

PARTNERS

- American Red Cross
- Cherry Valley Food Pantry
- Family Crisis Center
- Food Bank of Northeast Arkansas
- Helping Neighbors Kids Pack
- Helping Neighbors Senior Pack
- Legal Aid of Arkansas



4,583 TOTAL VOLUNTEER HOURS

A-STATE UNITED WAY



Committee through volunteer A-State completing service projects throughout the community, while raising money for the Arkansas State Food Pantry.

\$2,160

total donated

120

hygiene items donated

21

members in the 2022-23 school year



DAY OF CARING

Since 1994, local businesses have joined hands and hearts for what is now one of the largest community service project days in the area!

50

projects

\$25,000

saved in our community



550+

volunteers

2,233

volunteer hours



VOLUNTEERS

FUNDED PARTNER

PROGRAM

2022 FUNDING

American Red Cross	Disaster Services	\$23,333.28
AR Single Parent Scholarship Fund	AR Single Parent Scholarship Fund	\$9,600.00
Breaking Bonds Ministries	Breaking Bonds Ministry Facility	\$9,999.96
CASA of 2nd Judicial District	CASA of 2nd Judicial District	\$12,000.00
Gateway CASA of 3rd Judicial District	CASA of 3rd Judicial District	\$6,666.72
Cherry Valley Food Pantry	Food for the Hungry	\$2,000.04
CityYouth Ministries	Building Blue Bridges	\$6,132.00
El Centro Hispano	"La Escuelita" Bilingual After School Program	\$23,333.28
Family Crisis Center	Domestic Violence & Rape Crisis Services	\$30,000.00
Food Bank of NEA	Backpack Program	\$41,666.64
Habitat for Humanity	Habitat's Home Ownership Program	\$2,666.64
Helping Neighbors Food Pantry	Kid's Pack Program	\$6,666.72
Helping Neighbors Food Pantry	Senior Pack Program	\$7,333.32
Hope Found of NEA	Hope Found of Northeast Arkansas	\$2,499.96
Jonesboro Church Health Center	Healthcare for the Underserved	\$12,000.00
Legal Aid of Arkansas	Legal Services for Domestic Violence Victims	\$6,666.72
Mission Outreach	Getting Back to Work Program	\$8,900.04
New Life Empowerment Development Council	Computer Literacy for All	\$15,999.96
Stepping Stone Sanctuary	Back to Work Program	\$2,000.04
The Children's Shelter	Empowering the Future	\$5,214.36
The Foundation of Arts	Tuition Assistance Program	\$3,999.96
The Learning Center of NEA	Applied Behavior Analysis	\$13,333.32

In addition to funded partner distributions, United Way of Northeast Arkansas distributes additional funding to donor designated organizations and our in-house initiatives, such as Dolly Parton's Imagination Library.

REGIONAL IMPACT COMMITTEE

The Board of Directors has charged the Regional Impact Committee with the responsibility to make funding recommendations for the Northeast Arkansas community as a whole.

Mark Belk
Chair
Northwestern Mutual

Joan Ball
Cherry Valley Food Pantry

Selena Barber
Arvest Bank

Laura Bean
Simmons Bank

Adam Bodeker
The Perkins Law Firm

Bobby Brown
Hytrol

Keith Cragg
Summit Utilities

Clinton Diles
City Water & Light

Nancy Elphinstone
Retired

Brian Emison
First Community Bank

Michael Hallmark
Encore Bank

Pam Haun
Waddell, Cole & Jones

W. Curt Hawkins
Waddell, Cole & Jones

Matt Lawless
Cross Bank

Julie Matthews
Simmons Bank

Mark Morrow
Arvest Bank

Kembralyn Redman
First Community Bank

Jennifer Smith
Encore Bank

Tony Thomas
City of Jonesboro

Henry Torres
A-State

Deania Vanhoozer
Arvest Bank

Amanda Wain
Nettleton School District

Jon Wilbanks
Retired

Heather Coats
Ex Officio
United Way of NEA

Michael Nunnally
Ex Officio
City Water & Light

Thad West
Ex Officio
Frito Lay

Erin Calhoon
Ex Officio
United Way of NEA

LEADING CORPORATE PARTNERS

WORKPLACE GIVING LEADERS

PLATINUM

100% Employee Participation in Workplace Campaign

Arvest Bank
Cadence Bank
City Water & Light
Downtown Jonesboro Alliance
Encore Bank
Evolve Bank & Trust
First Community Bank
First Financial Mortgage
First National Bank
First Security Bank
Paslode
Signature Bank
Simmons Bank

GOLD

50-99% Employee Participation in Workplace Campaign

Black Hills Energy
First Horizon Bank
Jonesboro Public Schools
Jonesboro Radio Group
Southern Bank
Waddell, Cole & Jones

SILVER

25-49% Employee Participation in Workplace Campaign

ABB
Benjamin F. Edwards
Cadence Insurance
Centennial Bank
Farmers & Merchant Bank
Focus Bank
Jonesboro Chamber of Commerce
Northwestern Mutual
Regions Bank
Success Credit Union

CORPORATE GIFT LEADERS

CHAMPION

Frito Lay
Hytrol Conveyor Company

GAME CHANGER

ABB
Trinity Rail

VISIONARY

Arvest Bank
Centennial Bank
Farmers & Merchants Bank

BENEFACTOR

Black Hills Energy
Dillard's
Farm Credit Mid-America
Kroeter, Inc.
NEA Baptist Memorial Hospital
Rainwater & Cox
Simmons Bank
St. Bernards Healthcare
Summit Utilities
West Prairie Grain/Southern Brown Rice
Woodsprings Pharmacy

IN-KIND LEADERS

Backbeat Music
City of Jonesboro
Frito Lay
James Bickham Visuals
Jonesboro Radio Group
KAIT8

Kroger
Sam's Club
Sepio Technology
St. Bernards Healthcare
Wildflower Event Venue

OVERALL LEADERS

*partners listed by giving level

TOP BANKS

Simmons Bank
Arvest Bank
First Community Bank
Centennial Bank



TOP MANUFACTURERS

Frito Lay
Hytrol
ABB



TOP HOSPITAL

St. Bernards



OVERALL LEADER

City Water & Light



Remembering a United Way Champion, Michael Nunnally, for his unconditional commitment and service to our community. You were greatly loved and will be deeply missed.

"His lord said to him, 'Well done, good and faithful servant; you have been faithful over a few things, I will make you ruler over many things. Enter into the joy of your lord.'
Matthew 25:23

CAMPAIGN TEAM

The Board of Directors has charged the Campaign Team with the responsibility to raise funds within our community each year for United Way's Annual Campaign. Funds are raised primarily through workplace campaigns, individual donors, grants, event sponsorships and corporate gifts.

Thad West
Campaign Chair
Frito Lay

Mike Phillips
Campaign Co-Chair
St. Bernards

Pedro Ramirez
Team Leader
Centennial Bank

Mark Morrow
Team Leader
Arvest Bank

Audrey Guinn
Team Leader
Jonesboro Radio Group

Teresa Roche
Team Leader
Arvest Bank

Bethany Noto
Team Leader
First Horizon Bank

Erica Huffstetler
Pro Land Title

Ashley McClain
Arvest Bank

Drew Weeks
Simmons Bank

Andrew Guiltner
City of Jonesboro

Bryan Doss
Helena Agri-Enterprises

Nathan Pierce
First Financial Bank

Lauren Ray
First Horizon Bank

Mitch Hovis
First National Bank

Brittney Flowers
Centennial Bank

Victor Rodriguez
First Security Bank

Sarah Newbern
St. Bernards Healthcare

Trent Wooldridge
City Water & Light

Emilee Taylor
Nettleton Public Schools

Heather Skinner
Stephens Inc.

Kassie Wright
New Horizon Real Estate

YOU CAN GIVE.

YOU CAN ADVOCATE.

YOU CAN VOLUNTEER.

UNITED WAY OF NORTHEAST ARKANSAS STAFF



Jenny Keller
Executive Assistant



Erin Calhoon
*Director of Resource
Development*



Heather Coats
*Director of Community
Impact*



Tamra Wackerly
*Marketing and Events
Coordinator*



Austin Shultz
Accountant



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