

# History 1955 – 2021



- 1955** The United Fund was organized  
Campaign goal set at \$37,000, raised \$38,276  
Jack Deacon drew up original Constitution
- 1972** Name changed to United Way of Jonesboro  
Martha Hannah served as Interim Director  
Gene Beck was hired as full-time Director
- 1973** Name changed to United Way of Greater Jonesboro  
\$10,000 set aside to help tornado victims
- 1982** Beth Walker became Executive Director
- 1983** The Loaned Executive Program began
- 1985** Offices moved to 907 Union Street
- 1986** June Morse hired as Executive Director
- 1987** United Way of America's 100th Anniversary  
First class stamp issued  
Pillars received the first day issue
- 1988** Marilyn Hummelstein served as first female president of United Way of Greater Jonesboro
- 1990** Martha (Hannah) Secrease retired after 21 years
- 1994** Day of Caring began
- 1996** Campaign goal of \$721,000 was reached
- 1997** Record amount of \$784,000 raised for campaign
- 1998** Shootings at Westside Middle School  
Westside Crisis Fund Committee was formed
- 1999** Bonnie May hired as Executive Director  
United Way moved to City building 407 Union
- 2000** Carol Ann Belk hired as Executive Director  
\$677,176 was raised
- 2001** Terrorist attacks at World Trade Center  
Campaign raised \$707,246
- 2002** Kevin Lawrence hired as Executive Director  
United Way Campaign raised over \$740,000
- 2003** Sara Howell created the first Pillar's art  
First Gary Schuchardt Memorial 5K Run/Walk
- 2004** Campaign Kick-Off set \$760,000 goal  
Nanette Heard joined the staff as Bookkeeper
- 2005** Happy 50th Anniversary United Way of NEA!  
New United Way logo was unveiled  
First "Stuff the Bus" held in Corning and Newport  
Organized volunteers to serve Katrina evacuees  
Campaign goal was \$704,000, raised \$711,163  
Ruth Baker became Executive Assistant  
Imagination Library program began
- 2006** Name changed to United Way of Northeast Arkansas
- 2007** Governor Mike Beebe announced the proposition of statewide 2-1-1
- 2008** Kevin Lawrence accepted position with CWL  
Wendy Kirk hired as Executive Director  
First Randolph County Day of Caring  
Paula Robertson joined as Community Impact Coordinator with departure of Melanie Polsgrove
- 2009** VITA (Volunteer Income Tax Assistance) began
- 2010** Wendy Kirk moved to United Way of Madison County/Huntsville; Director Carol Damron left and Nanette Heard became Executive Director  
Ruth Baker became Accountant  
Megan Scribner joined as Executive Assistant
- 2011** An anonymous donor committed to give \$10,000 per year for 3 years to fund "Education Matters" scholarships
- 2012** The 19th annual Day of Caring put 500 volunteers to work at a value of \$78,925 in "man hours"
- 2013** Megan Scribner resigned for new position  
Paula Robertson became Executive Assistant  
Jenny Keller hired as Director of Resource Development
- 2014** Inaugural Live United with the Stars raised \$7,328.97  
Student United Way began at Arkansas State
- 2015** Happy 60th Birthday United Way of NEA!  
In its 6th year, VITA program expanded appointment days and nearly tripled the number of clients served  
Most volunteers ever on Day of Caring
- 2016** Jenny Keller left to take a new position  
Shaile Creekmore joined staff as Director of Business Development  
Tiffany Gipson joined staff as Director of Community Impact
- 2017** 4th Live United with the Stars set proceed record  
Paula Robertson began semi-retirement
- 2018** 4th annual Batting for a Better Tomorrow Softball Tournament sets proceeds record
- 2019** Tiffany Gipson left to take a new position, Erin Calhoon joined as Director of Programs & Events
- 2020** Courtney Swindle joined as Executive Assistant  
The Jonesboro Tornado Recovery Fund was established and distributed over \$104,548  
COVID-19 Response Fund raised \$64,211
- 2021** Shaile Creekmore and Courtney Swindle left for new positions; Erin Calhoon became Director of Resource Development and Brittany Oliver joined as Accountant/VITA Program Coordinator. Jenny Keller re-joined staff as Executive Assistant.  
Inaugural NEASings event raised \$51,590