



**Roane County  
United Way**

**Annual Report  
2007**

**What Matters.**



# What is United Way?

United Way is an organization that brings volunteers, individuals and companies together throughout Roane County in order to improve people's lives. Through one unified campaign, dollars are raised to support local programs and services by non-profit agencies working in our community. It is the most efficient way for these organizations to raise money and the most effective way for you to support them.

United Way knows that people like you really want to make a difference in your community. We also know that in order to make lasting changes it takes the whole community to make it happen. Your support of United Way is a meaningful way to impact the lives of your neighbors. It's your way of knowing that you are helping to make a difference. You want to help others. We want to be your partner.

We will bring together people from all across the community – people from government, business, faith groups, nonprofits, and ordinary citizens - to tackle the issues that matter most. United Way is focused on the bottom-line results – the lives we change and the communities we shape.

There are United Way agencies and programs you may not have heard of before. What makes United Way so effective is that clients who are served by some of those lesser-known programs do not fall through the cracks. With just one gift, whether you use payroll deduction or write one check, you are helping those in your community.

## **United Way of America Mission. . .**

To improve lives by mobilizing the caring power of communities.

**We dedicate this** annual report to you – the people of Roane County. Each year, you give of yourself so that others won't be forgotten. You are the reason for another successful campaign and community impact work. We invite you to look through the next few pages to see what your work has accomplished.

Your volunteer efforts are why we can operate effectively and efficiently. Because of the time you spend conducting workplace campaigns, analyzing community needs and making funding recommendations, we can give donors the assurance that their gifts are used accountably and our costs remain low.

As the needs arise and costs of programs and solutions continue to increase, our community needs to know that United Way will be there to help. Thanks to you we can.

Thanks to you, Roane County United Way will be able to accomplish its mission of bringing people and resources together to meet the needs of our community.

The primary interest of United Way is people. The strength of United Way is people.

**It's What Matters**

Roane County is a great place to live and work with beautiful scenery, good people, moderate climate, and many other advantages. However, even here we have people with both temporary and chronic needs for help. The United Way, in partnership with social service agencies, corporate sponsors, government and business leaders, and individual contributors and volunteers, exists to help meet these community needs. The contributions of time, talents, and money are gathered from all sources and allocated to the many needs for maximum impact ... the "United Way". Each contribution is greatly appreciated.

Success of this partnership requires good communication, cooperation, and coordination among the many participants. Achieving these operating conditions is a major goal of United Way. Regular meetings of the Inter Agency Council help to maintain good communications and cooperation among our partner agencies. Frequent meetings with government and business leaders provide input and direction on needs, resources, and priorities. Use of many volunteers on the Board, committees, and allocation panels provides community input.

An example of what can be accomplished with collective and cooperative effort is the Remote Area Medical Clinic held on August 11-12, 2007 at Roane State Community College. The Clinic, which provided free eye and dental care, was coordinated by the Roane County Health Council. Funding was provided by Roane County United Way, Roane State Foundation, and several corporate and individual contributors. Professional services were provided by several local eye doctors, dentist, ophthalmic assistants, dental hygienists, dental assistants, and nurses. Local businesses, churches, civic organizations, and agencies provided food, refreshments, and many volunteer workers for the event. Support was provided by many groups including the Roane County Sheriff's Department and the Roane County Emergency Management Agency. During the two day event 528 patients were provided services with a total value of approximately \$100,000.

The United Way Executive Director, Diana Knobloch, has continued to maintain strong ties with the United Way of America, United Ways of Tennessee, and other local United Way organizations. This has provided an opportunity to compare our operations to that of

other groups and to exchange ideas and support. A positive result of this is the receipt of \$60,000 for the second consecutive year from the United Way organizations of Williamson County and Metro Nashville. This money is used as matching funds for state money and provides five Pre-K classrooms for Roane County schools.

This year, the Transitional Task Force, under the leadership of Board Member Dirk Van Hoesen, has continued the United Way effort to focus our effort on community impact rather than simply fund raising and distribution. This year, the agency allocation panels were realigned with the major focus areas previously defined. Efforts are being directed toward defining specific activities where we could make a significant impact and identifying partner agencies to coordinate the projects. The Task Force has had meetings with Roane County Mayor, Mike Farmer, and Director of Roane County Schools, Dr. McGriff, to help identify areas of need where cooperative community effort might be helpful. The work of the Task Force should continue to improve our response to community needs.

**ROANE COUNTY UNITED WAY  
2007/08 BOARD OF DIRECTORS**

Darrell Akins  
*Akins Crisp Public Strategies*

Missy Gallaher  
*Roane County Schools*

Ken Beauchamp  
*Facilities Manager, Roane State*

Paul Goldberg  
*Roane State*

Dinia Burnette  
*US Bank Corp.*

Carol Grametbauer, Secretary

Bob Capell

Becky Layne

Kathy Cole

Mary Ann Owings

Bobby Davis

Greg Palko  
*Oak Ridge National Lab*

Mike Emery  
*Oak Ridge National Lab*

Tom Pickel

Dirk Van Hoesen  
*Oak Ridge National Lab*

John Sublett  
*Scandlyn Lumber*

## **A Message from our 2007/08 Campaign Chair. . .**

**Darrell Akins**

We were very fortunate to have an experienced campaign team to lead our fund raising efforts this past year. I want to thank Tom Pickel, Kathy Cole, Becky Layne, Mary Ann Owings and Missy Gallaher for their support and dedication to United Way. And special thanks to our very capable staff Diana Knobloch and Paulette Lawson.

Based on the resources available, past campaign performance and the projected needs of the agencies, the team set a goal of \$330,000. "What Matters" was adopted as the slogan for the campaign. This theme was prevalent throughout the whole campaign.

*Caring Matters* – Roane County is a caring community. There was no doubt of this as we not only made our goal but exceeded it by \$36,000! I am excited to report that we can expect over \$366,000 to help support the efforts of Roane County agencies and programs.

*Volunteerism Matters* – Campaign activities kicked off in September with our annual Day of Caring and breakfast which was hosted by The Henry Center. Community and company volunteers gathered to complete several projects for our partner agencies. Our annual Pump Day event also brought out volunteers to help raise money for United Way. We want to thank Rocky Top Markets for their continued involvement and support of this event. We thank our event chair, Becky Layne, and her coordinators, Gail Lyke, Karin Cisson, Amy Arriola and Joan McFarland not to mention the volunteers who came out to pump gas throughout the community.

Other campaign events included a Gospel Sing featuring Grammy award winning artist Sherman Andrus. He was joined by The Dudley Evans Family Singers and The Roane County Community Chorus. We thank these groups for their support and offering their talents. A benefit basketball game coordinated through the efforts of Missy and Willie Gallaher brought folks out for some friendly competition. We thank all those that came out and supported this event and especially Harriman High School for allowing us to use their facilities, the Harriman Fire Department, Harriman High School faculty and past alumni who played a great game!

*Partnerships Matter* – United Way brings volunteers, companies and resources throughout our community together to make lasting changes in people's lives. Without the partnerships we have with our local agencies and donors we could not provide the support services to our community. We also thank the support of the Roane County News, WKTS Radio, and BBB Communications who help to get our message out to the community.

I want to thank the members of a hard working campaign team, our corporate sponsors, the many volunteers who assisted in our activities, our agency partners and their representatives, and especially our corporate and individual contributors. Your efforts and gifts help many people in the County during times of need and in difficult situations. This is truly "What Matters".

## **2007/08 CAMPAIGN TEAM AND VOLUNTEERS**

**Campaign Team Members** – Darrell Akins (Chair), Kathy Cole, Johnny Griffin, Becky Layne, Mary Ann Owings, Tom Pickel, and Missy Gallaher

**Day of Caring**..... Kathy Cole, Chair  
Kick Off Program – Sheila Crabtree and Kingston Elementary School,  
Junior Color Guard from Bowers Elementary, Ginger Patterson, The Henry Center, Moira Kaye (Channel 10), ORNL Credit Union  
T-Shirt Contest Winner – Chelsea Langley

### **Day of Caring Projects and Teams...**

- ★ Kingston Rotary Club – Planted flower bulbs at Kingston Public Library
- ★ TVA Kingston Fossil Plant – Painting projects at Michael Dunn Center
- ★ Knights of Columbus – Painting projects at Michael Dunn Center
- ★ Roane State Faculty – Flower Bed Cleanup at Harriman Riverfront Park
- ★ Roane State Faculty – Clean old school kitchen at Michael Dunn Center
- ★ Roane State Faculty – Painting project at The Henry Center
- ★ Oliver Springs HS Beta Club and Student Council – Completed a bathroom renovation project at OSHS

**Campaign Thermometers**... Michael Dunn Center

**Pump Day Coordinators**..... Becky Layne (Chair)  
Harriman – Amy Arriola and Karin Cisson  
Rockwood -Gail Lyke  
Kingston – Joan McFarland

### **Special Campaign Events . . .**

Gospel Sing – Louise Warmley and Diana Knobloch  
Benefit Basketball Game – Missy & Willie Gallaher  
Turkey Shoot – South Roane County VFD  
Golf Tournament – TVA Kingston Fossil Plant

## 2007/08 Roane County United Way Campaign Recognitions

We sincerely thank each and every one of our contributors. For without them we could not continue to provide the level of support and services to the Roane County Community. On these pages we recognize those companies in our community that support United Way.

**Community Contributors** – Corporate gifts or employee campaigns that totaled \$250 - \$499

Employee Campaign . . .	Ametek Inc. Ashland Oil Bank of America Exelon Corporation Jacobs Engineering Ridgeview Psychiatric Hospital
Corporate Gift . . .	Roane Veterinary Hospital

**Community Builders** – Corporate Gifts of \$500-\$1000 and/or employee campaigns totaling \$500 - \$3599

Employee Campaigns . . .	AT & T Chattanooga CFC Citizens National Bank Enrichment Credit Union First Bank of Tennessee Griffin Insurance Mid East CAA Oak Ridge Associated Universities OMI ORNL Federal Credit Union Pro2Serve Regions Bank Richards Industries Roane County Government Thermo Fisher Scientific US Bank Corp
Corporate Gifts . . .	First Bank of Tennessee Rocky Top Markets Thermo Fisher Scientific

**Community Leaders** – Corporate gifts of \$1000+ and/or employee campaigns \$3600 +

Employee Campaigns . . .      Bechtel Jacobs LLC  
   B&W Y12  
   Kroger  
   Michael Dunn Center  
   Roane County Schools  
   Roane Medical Center  
   Roane State Community College  
   Smoky Mountain CFC  
   UT Battelle

Corporate Gifts . . .      Bechtel Jacobs  
   B&W Y12  
   Energy Solutions  
   Regions Bank  
   US Bank Corp.  
   UT Battelle

**Meeting & Event Sponsors** – We would like to recognize the following companies for contributing above and beyond their regular corporate gifts to help offset our campaign and event costs

Campaign Sponsors – These companies have donated above and beyond their regular campaign commitments to help offset our campaign costs:

B&W Y12	United Community Bank
Bechtel Jacobs LLC	ORNL Credit Union
Citizens National Bank	Enrichment Credit Union

Leadership Dinner Sponsors-

Sexton Automotive Group	Energy Solutions
Whitestone Country Inn	Rarity Communities
Akins Crisp Public Strategies	Laura’s Liquor & Wine Store
Kingston and Rockwood Rotary Clubs	

## **The Fund Distribution Process . . .**

Traditionally, the Allocations Committee fulfills two purposes. The first is to effectively and responsibly distribute funds raised. The second is the education of community volunteers to the services United Way agencies provide and the specific financial needs of those agencies.

United Way board members chair the individual panels with community volunteers representing a cross section of Roane County citizens. The panel categories are Families Living on the Edge – Children’s Services, Families Living on the Edge – Crisis Services, Community Care – General Services, Community Care – Safety Services, Community Care – Youth Services. Each of the agencies supported by our United Way is placed in one of these six panels. The panels review the individual requests, hear presentations by agency representatives, and where appropriate, conduct on-site visits.

This year’s campaign exceeded our goal of \$330,000 goal. We were excited to raise \$365,000! The Allocations Committee worked diligently to arrive at a fair allocations budget for the participating agencies. Due to the increasing needs of seniors qualifying for home delivered meals & an existing waiting list, the panel felt that every effort should be made to continually fund this program at the highest level.

The Committee also felt strongly about increasing funding to our emergency service agencies – Rescue Squad and Volunteer Fire Departments. Since these agencies cover the broadest range of the community populace they felt it was in the community’s best interests to fund them to the extent that we can.

Concerning crisis intervention agencies, the allocations panel would like to see this group of agencies work better to streamline services, seeing too much duplication of service efforts among these groups. Efforts were taken to begin the process of streamlining these efforts and funds were directed accordingly.

We want to thank this year’s allocation volunteers for their time and dedication to making our county a caring community where individuals, families and neighbors thrive.

## 2007/08 Allocation Volunteer Panels

**Families Living on the Edge/Children's Services** – Bobby Davis, Chair, Missy Gallaher, Diana Linville, Laura Overstreet, Martha Stevens

**Families Living on the Edge/Crisis Services** – John Sublett, Chair, Teresa Ferguson, Donna Isham, Dinia Burnette, Brenda Murphy

**Health Care** – Paul Goldberg, Chair, Glenda Walls, Mike Laman, Bruce Cantrell, Bruce Knobloch, Danice Turpin, Joann Knies

**Community Care/Safety** - Bob Capell, Chair, Barbara Capell, Harriet Walker, Mike Laman, Glen Long, Rick Christensen

**Community Care / Youth** – Greg Palko, Chair, Rhonda Kodman, Cindy Conrad, Karon Foster, Tony Malinauskas

**Community Care / General Services** – Ken Beauchamp, Chair, Connie Aytes, Dale Kindrick, David Lasater, Fred Taylor

### Roane County United Way Community Investments

	<u>2007</u>	<u>2008</u>
4H Volunteers	\$ 5,700	\$ 5,700
East Roane County VFD	\$ 7,650	\$ 7,900
South Roane County VFD	\$ 7,650	\$ 7,900
West Roane County VFD	\$ 5,000	\$ 7,900
Boy Scouts	\$ 9,000	\$ 9,200
CASA of the Tennessee Heartland	\$ 5,500	\$ 7,000
Child & Family Tennessee	\$ 2,700	\$ 5,500
Child Advocacy Center	\$ 4,500	\$ 4,500
Children's Fund	\$ 2,296	\$ designations only
Council on Aging	\$ 4,000	\$ 3,500
Epilepsy Foundation of East TN	\$ 500	\$ 500
FISH of Roane County	\$ 1,500	\$ 1,500
Florence Crittenton Agency	\$ 2,504	\$ 2,630
STARS – Florence Crittenton	\$ 6,952	\$ 6,161
Girl Scouts	\$ 4,000	\$ 4,500
Henry Center	\$ pd thru MDC	
Homeless Program	\$ 3,000	\$ 3,000
HOPE of East Tennessee	\$ 1,800	\$ 1,800
Imagination Library	\$ 1,000	\$ did not apply
Literacy Council	\$ 2,120	\$ 2,000
Michael Dunn Center	\$ 57,650	\$ 59,000
National Kidney Foundation	\$ 2,800	\$ 4,200

Pathways Community Shelter	\$ 8,715	\$ 9,715
Ridgeview Psychiatric Hospital	\$ 5,500	\$ 5,500
Roane County Cooperative Ministries	\$ 2,500	\$ 2,500
Roane County Health Council	\$ 5,000	\$ 5,000
Roane County Rescue Squad	\$ 43,500	\$ 44,800
Salvation Army	\$ 10,500	\$ 10,500
Second Harvest	0	\$ 5,000
Senior Nutrition Program	\$ 21,000	\$ 21,000
Youth Athletic Association	\$ 11,000	\$ 11,200
YWCA	\$ 10,000	\$ 10,000
United Way Social Services	\$ 34,030	\$ 34,750
211 East TN Inform & Referral		\$ 500
		<hr/>
Total to Agencies/Programs	\$290,068	\$304,856
Administrative -	52,522	54,377
<b>Total Anticipated Community Investment</b>	<b>\$342,590</b>	<b>\$359,233</b>



The program consists of several components. These various components are designed to be selected and tailored to the individual situations of the clients. Some of the components, such as promoting financial self-sufficiency books at local libraries, are offered in a cost effective manner to attract clients. Those clients, who cannot afford the cost, if any, of a program, will be asked to do volunteer work to “pay” for the program. A commitment of time or money demonstrates a willingness to work to achieve financial self-sufficiency.

### Program Implementation Comments

Roane County United Way’s approach to the Project Freedom programs is to identify organizations, such as churches and community oriented organizations that will take over the ownership of the various programs. They collaborate with United Way and manage staff, continuously improve, and fund the minor, miscellaneous expenses of the program.

Two comments on the costs of the program. First, the extensive use of volunteers to conduct the various program components keeps costs down. Second, the use of the already established facilities of United Way and other Roane County organizations provides a minimal overhead environment for this program

## Volunteer Income Tax Assistance Program

Dana Peterka – Site Coordinator  
Paulette Lawson  
Joan Higgins  
Grant Palmer

Tony Malinauskas  
Joe Castle  
Marie Anderson  
Ken Parmant

### Other Program Partnerships –

- ★ **Angel Food Ministries** - Hands of Mercy, Bethel Presbyterian Church, First Baptist Church Kingston, and Luminary United Methodist Church
- ★ **Project Freedom Programs** – Rockwood and Kingston Public Libraries, Kingston Church of Christ, UT Extension Office
- ★ **Volunteer Income Tax Assistance** – IRS
- ★ **Roane County Inter Agency Council** – Is a networking group of service agencies that meets monthly. Any agency providing services is welcome to attend.



*Jim Leitnaker with the Kingston Rotary Club plants daffodil bulbs as a Day of Caring project*



*Volunteers from TVA work on a project at Michael Dunn Center*

*The Salvation Army displayed their mobile unit at Wal-Mart's Agency Fair*



**Roane County United Way, Inc.**  
**Statement of Activities and Change in Net Assets**  
**As of December 31, 2007 and 2006**

**Income**

	<b>2007</b>	<b>2006</b>
<b>Revenue and Public Support -</b>		
Campaign applicable to current period	\$163,782	\$268,496
Campaign applicable to prior period	187,942	84,292
Miscellaneous gifts and donations	87,386	93,135
Less – Amounts designation by donor	( 4,047)	( 2,377)
Less – Uncollected pledges	( 3,648)	( 1,820)
<b>Total Public Support</b>	<b>\$431,415</b>	<b>\$441,726</b>

**Other Revenue –**

Interest & Dividend Income	\$ 2,067	1,722
Unrealized Gain (Loss) on Investments	( 4,696)	1,613
In-Kind Contributions	3,498	2,000
Miscellaneous	4,015	8,758
<b>Total Other Revenue</b>	<b>\$ 4,884</b>	<b>14,093</b>

**Total Public Support & Other Revenue    \$436,299            \$455,819**

**Allocations and Expenses**

**Program Services**

Agency Allocations	\$356,765	\$341,807
Social Services Program	42,449	34,551
Total Program	\$399,214	\$376,358

**Support Services**

Campaign	\$ 18,687	\$ 27,226
Management and General	21,802	21,133
United Way of America	3,422	3,226
Total Support Services	\$ 43,911	51,585

**Total Program & Support Services            \$443,125            427,943**

Change in Net Assets                            \$( 6,826)            27,876

NET ASSETS – Beginning of Year            \$145,270            \$117,394

NET ASSETS – End of Year                    \$138,444            \$145,270

**Volunteers** – United Way relies heavily on volunteers to accomplish their mission. Volunteers help to keep our administration costs low. They are the backbone of the work that we do.

The Roane County United Way would like to thank all the individuals who contributed to the success of this year's activities from campaign, to fund distribution, to our volunteer tax preparation program. None of these activities would be possible without their contribution.



The Roane County United Way is a not-for-profit organization exempt from income tax under section 501c(3) of the Internal Revenue Code and provides supporting services and other assistance to public and private agencies and community organizations to meet the human service needs of the general public of Roane County. RCUW is a local autonomous organization governed by a local board of directors and operates under a charitable solicitation permit issued by the State of Tennessee.

RCUW pays annual dues of 0.138% to United Ways of Tennessee and 1% to United Way of America. RCUW deducts 9% of the total amount pledged to RCUW supported programs to cover fundraising and year-round administration costs. RCUW does not charge fees for processing and distribution of pledges.

**Contact Us:**

Roane County United Way  
PO Box 317  
2735 Roane State Highway  
Harriman, TN 37748  
Phone: 865.882.7711  
Fax: 865.882.9899  
Web address: [unitedwayroane.org](http://unitedwayroane.org)

