

A group of four women of diverse backgrounds and styles are smiling at the camera. They are all wearing red t-shirts, suggesting they are part of a team or organization. The woman on the far left is wearing a dark blue baseball cap and glasses. The woman next to her is wearing dark-rimmed glasses. The woman on the far right is wearing a light blue baseball cap and sunglasses. The woman second from the right is wearing dark sunglasses. They are outdoors in a park-like setting with trees and a building in the background.

UNITED
IS THE
WAY.

2024
Annual Report



UNITED WAY
West Alabama

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LETTER FROM OUR PRESIDENT & CEO

JACKIE WUSKA WEAR

Dear Friends and Partners,

As we reflect on 2024, we are filled with gratitude for the generosity and unwavering commitment you have once again shown our community.

Whether it was providing books to more than 8,800 children a month in West Alabama through our Dolly Parton Imagination Library or addressing emergency needs such as providing more than 50,000 water bottles to Bibb and Sumter Counties when these regions were on boil water alerts due to unsafe drinking water conditions, your United Way was here in 2024 as the friend you did not know you needed until you need us.

We are proud of how in addition to funding our 30 partner agencies, your support is enabling us to address our community's most critical issues. This year, your United Way helped individuals meet their basic needs by initiating a food insecurity program in partnership with Door Dash resulting in almost 2,500 meals delivered to families in West Alabama.

Your United Way also embarked upon a partnership with Shelton State and the West Alabama Works to invest in a groundbreaking and cost-effective program to train individuals to earn a livable income while providing much needed quality in-home childcare in West Alabama.



In an effort to help break the cycle of crime and address high school graduation, your United Way invested in a program with The City Schools called the Zone. Founded in Spokane, Washington, the Zone targets a high crime neighborhood where residing children's school attendance is low. A social worker works with individual families in this community to meet the gaps and obstacles in the household that are preventing children from going to school ready to learn. Outcomes should prove increased school attendance and graduation rates leading to grant support for expanding this program to other neighborhoods.

Thank you for believing in our mission and in the power of a community that looks out for one another. Your support continues to shape a stronger, safer and more compassionate West Alabama for all who call it home. I am honored to partner with you, and I look forward to what we will achieve together in the year ahead.

Jackie Wuska Wear

Jackie Wuska Wear
President & CEO

ABOUT UNITED WAY OF WEST ALABAMA

At United Way of West Alabama, our mission is to strengthen Health & Wellness, Financial Stability & Mobility, Education & Youth Opportunity, and Disaster Relief & Recovery in our community by developing resources and partnerships. For 78 years, we have been dedicated to fostering positive change and creating lasting impact in the West Alabama region. We do this in large part by raising money for our 30 local nonprofit partner agencies who directly tackle these pressing issues.

Our Vision: We envision a community where every individual has the opportunity to thrive, regardless of their background, economic status, or circumstances. Our vision is one of inclusivity, collaboration, and a shared commitment to creating a brighter future for all residents of West Alabama.

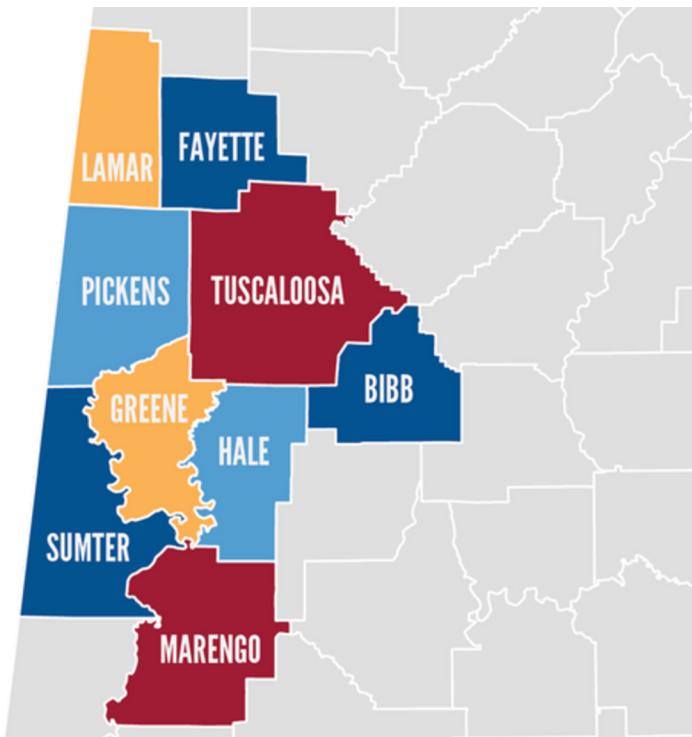
Key Focus Areas: United Way of West Alabama takes a comprehensive approach to community development, focusing on key areas that drive positive change:

- **Health & Wellness:** A healthy community is a thriving community. We support programs that strengthen physical, mental, and emotional well-being for individuals and families.
- **Financial Stability & Mobility:** We are committed to promoting economic self-sufficiency by offering resources that help individuals and families gain stability, build resilience, and move toward long-term financial independence.
- **Education & Youth Opportunity:** We believe that a strong educational foundation, paired with opportunities for learning and growth, is essential for personal and community success.
- **Disaster Relief & Recovery:** When crisis strikes, we are at the forefront of response and long-term recovery, ensuring that individuals and families receive the support they need to rebuild and regain stability.



UWWA OVERVIEW

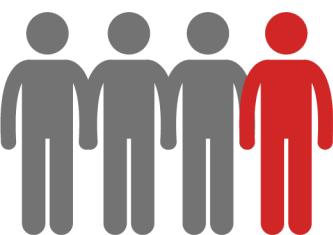
2024



SERVING 9 COUNTIES

United Way of West Alabama serves nine counties: Bibb, Fayette, Greene, Hale, Lamar, Marengo, Pickens, Sumter & Tuscaloosa.

**ONE IN
FOUR**



One in four people in West Alabama was helped by the United Way or one of our partner agencies.

WE ❤️ OUR 30 PARTNER AGENCIES!

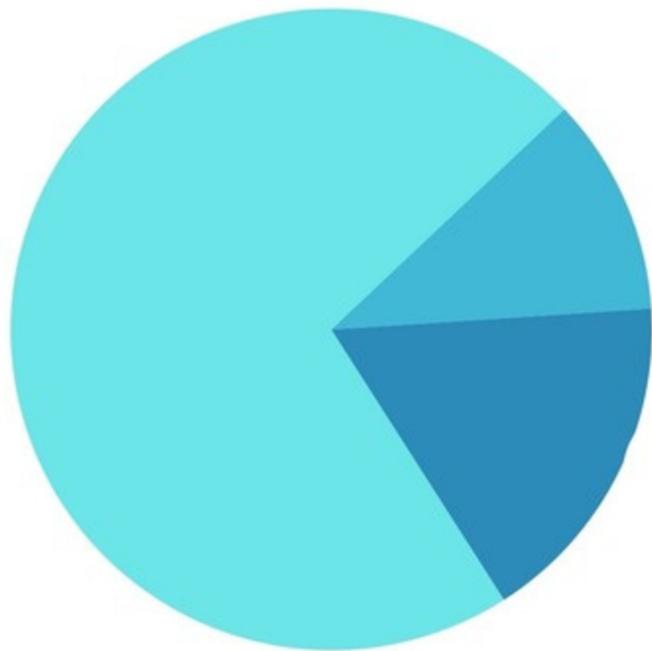
2-1-1 Information & Referral Services
Alabama Head Injury Foundation
American Red Cross
The Arc of Tuscaloosa County
Arts 'n Autism
Big Brothers Big Sisters of West Alabama
Black Warrior Council, Scouting America
Boys & Girls Clubs Inc. of West Alabama
Caring Days Adult Day Care
Catholic Social Services of West Alabama
Child Abuse Prevention Services
Children of the Village Network, Inc.
Easterseals of West Alabama
Family Counseling Service
Five Horizons Health Services
FOCUS 50+
Girl Scouts of North-Central Alabama
Good Samaritan Clinic
Hospice of West Alabama
Phoenix House of Tuscaloosa
The Salvation Army
Sickle Cell Disease Association of West Alabama
Success By 6
Temporary Emergency Services
Theo Ratliff Activity Center
Turning Point
Tuscaloosa's One Place
Tuscaloosa SAFE Center
UCP United
YMCA of Tuscaloosa County

FINANCIAL OVERVIEW

2024

Our 30 Partner Agencies - 72%

Agency Allocations
Agency Emergency Grants
Designations



Our Administrative Costs - 11%

**The State of Alabama's Standard for Nonprofit Administrative Costs is 30% or less.*

UWWA Community Impact Programs - 17%

- Community Investment Grants
- Promotion of Community Programs & Services
- Young Leaders Society (YLS)
- ReUnited Retirees Affinity Group
- Community Education and Program Evaluation
- Tuscaloosa City Schools Zone Initiative Funding
- Temporary Employee Assistance (TEA)

BOARD OF DIRECTORS

2024

EXECUTIVE COMMITTEE

CHAIRMAN

CHRIS GUNTER / BUFFALO ROCK

CAMPAIGN CHAIR

BROCK JONES / THORNHILL CAPITAL MANAGEMENT

PAST CHAIR

JHEOVANNY GOMEZ / JALAPENOS RESTAURANTS

VOLUNTEER ALLOCATION

TEAM CHAIR

SUSAN BELL / UNIVERSITY OF ALABAMA

VICE CHAIRMAN

NORMAN CROW / TUSCALOOSA CITY COUNCIL

TREASURER

WILL HEWSON / HEWSON FAMILY FOUNDATION

SECRETARY

DAVID COLEMAN / HUNT REFINING COMPANY

MEMBERS AT LARGE

JOHN ENGLAND, JR / TUSCALOOSA CO CIRCUIT JUDGE

SHELLEY JONES / COMMUNITY INVOLVEMENT

STEPHANIE KEMMER / BIBB COUNTY PROBATE

SANDRA HALL RAY / COMMUNITY INVOLVEMENT

CHAD TINDOL / UNIVERSITY OF ALABAMA

DIRECTORS

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ELIZABETH MCGIFFERT / COMM. INVOLVEMENT

DEIDRA DIAZ / UNIVERSITY OF ALABAMA

ETIENNE LUDWIG / BFGOODRICH

ERWIN DUDLEY, SR / UA MEN'S BASKETBALL

JAMES MOWERY / PUBlix SUPER MARKETS

KELLI GANT / WARRIOR MET COAL

YOLANDA PAGE / STILLMAN COLLEGE

SHAWN GILLIAM / MERCEDES-BENZ US INTL

BRIAN PHILLIPPI / NUCOR STEEL TUSCALOOSA

BRIAN GROESCHELL / SMARTBANK

PAM PRUITT / COMMUNITY INVOLVEMENT

JOHN HUMBER / COMM. INVOLVEMENT

MISTY RENFROE / PICKENS CO DHR

AMY JONES / UNIVERSITY OF WEST ALABAMA

BRENDA RYAN / HALE CO COMM INVOLVEMENT

KATRINA KEEFER / DCH HEALTH SYSTEM

JUSTICE SMYTH, IV / TUSCALOOSA CO. EDA

JONATHAN KOH / SHELTON STATE

HARRISON TAYLOR / COMMUNITY INVOLVEMENT

BARBARA KUCHARSKI / COMM. INVOLVEMENT **CHELSEA WINTERS** / CAPITOL PARK TITLE LLC

UWWA AGENCY SERVICES

2024



SUCCESS BY 6

SB6 PROGRAMS	Number of Children Served
DPIL	9,988
JumpStart Kindergarten	243
Bright Minds	2,231
Read for the Record	25,337
Read Across America	568
Community Events & Fairs	7,226
Kindergarten Calendars	6,201
Wash, Read, Repeat!	315
Born Ready/Ready, Set, Grow	294

MILESTONE ACHIEVEMENT

A grant from the Children's Trust Fund made it possible to hire two bilingual family support specialists. Our specialists provide ongoing wrap-around services to our Ready Set GROW families with home visits, providing additional resources and facilitating Cafecitos and Tea Times.

2-1-1 INFORMATION & REFERRAL SERVICES

2-1-1 specialists connected **7,404** callers to vital resources and needed services in West Alabama.

Through Project Dash, the 2-1-1 team assisted with the delivery of **more than 1,000** meals.



DAY OF ACTION

2024



We had a record **581 volunteers** participate in Day of Action!

PARTICIPATING TEAMS

- AAF Tuscaloosa
- Alabama ONE
- Alabama Power Company
- BFGoodrich
- Bryant Bank
- City of Tuscaloosa
- Epsilon Kappa Sorority
- Exchange Club
- Fitts Agency
- Hunt Refining Company
- JamisonMoneyFarmer
- J.M Smucker
- Junior League of Tuscaloosa
- Mercedes-Benz U.S. International
- Morgan Stanley The Warr Group
- Morrow Realty
- Nucor Steel Tuscaloosa
- Prystup Packaging
- ReUnited
- SmartBank
- Spire
- Synovus Bank
- The Chamber of Commerce of West AL
- The Radiology Clinic
- The Westervelt Company
- TMS Counseling LLC
- Tuscaloosa County PARA
- Tuscaloosa Latino Coalition
- UA Capstone International
- UA School of Social Work
- UA Strat Comm
- Visit Tuscaloosa
- VitAL/ UA College of Arts & Sciences
- Warrior Met Coal
- West Alabama Bank
- Young Leaders Society
- Young Tuscaloosa

CAMPAIGN HIGHLIGHTS

2024



CAMPAIGN CHAIR
BROCK JONES

2024-2025 Campaign Goal
\$4,650,000

2024-2025 Campaign Total
\$4,658,023

TOP 12 OVERALL CAMPAIGNS

1. Hunt Refining Company
2. The University of Alabama
3. Mercedes-Benz US International
4. Publix Super Markets
5. Phifer Incorporated
6. The Westervelt Company
7. Nucor Steel Tuscaloosa
8. Blue Cross and Blue Shield of AL
9. Alabama Power Foundation
10. BFGoodrich Tire Company
11. Prystup Packaging
12. Parker Towing Company

CAMPAIGN HIGHLIGHTS

2024



TOP 10 CORPORATE DONATIONS

1. Hunt Refining Company
2. Publix Super Markets
3. Mercedes-Benz U.S. International
4. Nucor Steel Tuscaloosa
5. Phifer Incorporated
6. The Westervelt Company
7. Prystup Packaging
8. BFGoodrich Tire Company
9. Alabama Power Foundation
10. Regions Bank

CAMPAIGN HIGHLIGHTS

2024

TOP 25 EMPLOYEE GIVING CAMPAIGNS

1. Hunt Refining Company
2. The University of Alabama
3. Mercedes-Benz U.S. International
4. Blue Cross and Blue Shield of AL
5. Publix Super Markets
6. Phifer Incorporated
7. The Westervelt Company
8. Nucor Steel Tuscaloosa
9. Alabama Power Foundation
10. BFGoodrich Tire Company
11. Bryant Bank
12. Parker Towing Company
13. Prystup Packaging
14. Tuscaloosa County Schools
15. Tuscaloosa City Schools
16. Randall-Reilly
17. City of Tuscaloosa
18. Alabama ONE Credit Union
19. DCH Health System
20. Thompson Tractor Company
21. Warrior Met Coal Mining
22. Regions Bank
23. JamisonMoneyFarmer
24. Lear Corporation
25. United Way of West Alabama

TOP 25 EMPLOYEE PER CAPITA CAMPAIGNS

1. United Way of West Alabama
2. Thornhill Capital Management
3. Hunt Refining Company
4. Duncan Coker Associates
5. Hudson-Poole Jewelers
6. Bryant Bank
7. H. A. Edwards
8. Prince Glover Hayes
9. Ward Scott Morris Architecture
10. The Warr Group at Morgan Stanley
11. Raymond James & Associates
12. Cadence Bank
13. Way, Ray, Shelton & Co.
14. TUSCOM
15. SmartBank
16. Keller Williams Realty Company
17. JamisonMoneyFarmer
18. Prystup Packaging
19. Parker Towing Company
20. Thompson Tractor Company
21. PELA GeoEnvironmental
22. Townsend Honda
23. Lush MedSpa
24. Regions Bank
25. Synovus Bank

100% EMPLOYEE GIVING

2024

Alabama Head Injury Foundation
American Red Cross
Arcadia Elementary School
Arts 'n Autism
Bank of Moundville
Big Brothers Big Sisters of West AL
Black Warrior Council Boy Scouts
Bryant Bank
Cadence Bank
Caring Days Adult Day Care
Catholic Social Services of West AL
Child Abuse Prevention Services
Children of the Village Network
Easterseals of West Alabama
Family Counseling Service
Five Horizons Health Services
Flatwoods Elementary School
FOCUS 50+
Girl Scouts of North-Central Alabama
Good Samaritan Clinic
H.A. Edwards, Inc.
Hamner Real Estate, LLC
Hospice of West Alabama
Hudson-Poole Jewelers
Lush MedSpa

Michele Coley Allstate
Parker Towing Company
Pathway Financial Resources
PELA GeoEnvironmental
Phoenix House
SmartBank
Southland Benefit Solutions
Spire Alabama Corporation
STARS Academy & Success Prep
Synovus Bank
Temporary Emergency Services
The Arc of Tuscaloosa County
The Salvation Army
Tuscaloosa SAFE Center, Inc.
TUSCOM
United Community Bank
United Way of West Alabama
Verner Elementary School
Visit Tuscaloosa
Warrior Investment Group
Way, Ray, Shelton & Co.
West Alabama Sickle Cell Association
YMCA Barnes Branch
YMCA Downtown Tuscaloosa

CAMPAIGN HIGHLIGHTS

2024



2024 CAMPAIGN CABINET **BROCK JONES,** **CHAIR**

Brock Jones / Thornhill Capital Management

Bert Sims / Way, Ray, Shelton & Co.

Brian Groeschell / SmartBank

Dr. Brian Wilhite / North River Internal Medicine

Caroline Strawbridge / University of Alabama

Chad Tindol / University of Alabama

Chris Gunter / Buffalo Rock

Deidra Diaz / University of Alabama

Jack Partlow / Partlow Geological

Jenny Rob Hayes / Community Volunteer

Jheovanny Gomez / Jalapenos Restaurants

Jonathan Koh / Shelton State Comm. College

Josh Hayes / Prince Glover Hayes

Justice Smyth / Economic Dev. Authority

Dr. Karen Braxton / University of West Alabama

Kelsey Rush / Visit Tuscaloosa

Dr. Kristin Reed / University General Dentistry

Lin Moore / Pritchett-Moore

Lydia Avant / Tuscaloosa City Schools

Mark Nelson / County of Tuscaloosa

Martin Colvin / BankFirst

Mary Harmon Young / Mary Harmon & Co.

Mollie Rowe / Eutaw Housing Authority

Nicki May / Bibb Medical Center

Dr. Paul Diaz / Riverview Dental Designs

Quin Kelly / Stillman College

Richard Rush / City of Tuscaloosa

Ryan Stallings / SmartBank

Sandra Hall Ray / Community Volunteer

Stacey Ashe / Robertson Bank

Stephanie Kemmer / Bibb County Probate

Tanya Winstead / The Chamber of Commerce of West Alabama

Terri Brewer / Tuscaloosa County Schools

Thornton Jones / Pritchett-Moore

Wade Drinkard / Community Volunteer

Whitney Rose Dubose / City of Northport

Zach Wolfe / County of Tuscaloosa

CAMPAIGN HIGHLIGHTS

2024



LOANED EXECUTIVES

ASHANTI RYALS / DCH HEALTH SYSTEM

CALLIE ATKINSON / WAY, RAY, SHELTON & CO.

CARLOS BARRENTINE / CADENCE BANK

EMILY OATES / PARKER TOWING COMPANY

ERICA NUNN / RAYMOND JAMES & ASSOC.

HARRISON FREEMAN / HUNT REFINING COMPANY

HOLLY CARR / NUCOR STEEL TUSCALOOSA

JENIFER PHUNG / JAMISONMONEYFARMER

LABRISCA BLAKNEY / BRYANT BANK

LEAH BANKS / ALABAMA POWER

FOUNDATION

LILLIE MCINTYRE / CITY OF TUSCALOOSA

MEGAN ROAKES / ALABAMA ONE

MELISSA PERRY / NUCOR STEEL TUSCALOOSA

SAM BLUMENFELD / THE WESTERVELT CO.

TY MILLER / SMARTBANK

WALKER WING / BFGOODRICH TIRE CO.

WILL FOSTER / BANKFIRST

DONORS

2024



Contributions between \$10,000-\$1,000,000

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Shelley Jones
Sabrina Keating
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 Amy Trice
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 Susan Warner
 Kara & Michael Warr
 Carole & Terry Waters
 Cindy & Beau Wicks
 Liza & David Wilson
 Beverly & Frank Wingard
 Elizabeth & Bryan Winter
 Sandee & Bob Witt
 Jackie Wuska Wear & Jason Wear
 *3 anonymous members

Contributions between \$10,000-\$1,000,000



Jenny & Jordan Plaster

ADT FAMILY OF THE YEAR



DONORS

2024

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**Contributions between
\$5,000-\$9,999**

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Dr. Robert O. Mellow
John A. Owens
Mr. Davis E. Richards

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**Contributions between
\$3,500-\$4,999**

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*1 anonymous member

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HOMER BUTLER JR. AGENCY OF THE YEAR



Charles Nash presents the award to Delshonda Thomas, Executive Director of The Arc, at the 2024 Campaign Kickoff luncheon at Bryant Conference Center.

HOMER S. BUTLER, JR. AGENCY OF THE YEAR AWARD IS AWARDED TO THE ARC OF TUSCALOOSA COUNTY

The Arc of Tuscaloosa was honored as the 2024 Homer Butler Jr. Agency of the Year for its exceptional service to individuals with intellectual and developmental disabilities. Chartered in 1957 and evolving alongside changing educational laws, The Arc has remained steadfast in its mission to support those who were historically excluded from traditional systems of care. Today, the organization operates four locations and three training programs that help adults develop employment skills, build independence, and experience meaningful community inclusion. From job coaching and grooming skills to respite care and creative enrichment activities, The Arc continues to advocate for dignity, respect, and choice for every individual it serves.



The Homer Butler Jr. Agency of the Year Award recognizes a United Way agency that exemplifies extraordinary mission delivery, operational excellence, and partnership. Named for United Way's longtime CEO Homer Butler, who served the organization for 20 years, the award has become one of the community's most respected nonprofit honors. The Arc of Tuscaloosa stood out this year not only for its impactful programming, but also for its transparency, strong financial stewardship, and deep engagement with United Way initiatives—from welcoming volunteers on the Day of Action to hosting Young Leaders Society events and sharing the joyful talents of their Sounds of Joy performers. Their compassion-driven leadership, staff, board, and volunteers embody the spirit of this award, and United Way is proud to celebrate their continued dedication to our community.

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2024

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Rick Funk / Community Involvement

Brian Groeschell / SmartBank

Byron Heifner / BankFirst

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Nicole Montalto / Nucor Steel Tuscaloosa

Susan McGuire / Community Involvement

Charles Nash / Community Involvement

Will Patton / Hunt Refining Company

Jasmine Rainey / Visit Tuscaloosa

Trenton Shepherd / Way, Ray, Shelton & Co.

Sammy Watson / Community Involvement

Debbie Watson / BankFirst

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2024



youngleaderssociety
of WEST ALABAMA

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AFFINITY GROUPS

2024



WEST ALABAMA YOUNG LEADERS AWARDS RECIPIENTS

David Reynolds Spirit Award

Charlie Bailey

United in Spirit Award

Estella Hare

Will Hewson

Danielle Kimbrough Spikes

Joseph Marchant

Lesley Powell

PROGRAMS

January	Annual Planning Session
February	Bracketology Fundraiser
March	West Alabama Young Leaders Awards
April	Lunch & Learn with Tommy Cobb
May	Day of Action / Family Fish Fry
June	Serve Lunch at Caring Days
July	Tequila & Tacos Tasting at Jalapenos
August	UWWA Campaign Kickoff Lunch
September	Annual Pie Eating Contest
October	Board Training with Jackie Wuska
November	Tinsel Trail decorating
December	Holiday Social



AFFINITY GROUPS

2024



PRESIDENT PAM PRUITT

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Susan Cork
Angela Crigler
Evelyn England
John England
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Charles Nash
David Nichols
Brenda Parker
Bill Petty
Sandra Hall Ray
Yvette Segrest
Gregory Singleton
Amy Trice
Donna Winn

AFFINITY GROUPS

2024

PROGRAMS

January	Annual Planning Session
February	Pickleball Lessons at FOCUS 50+
March	Volunteer at Table of Grace
April	Volunteer at Table of Grace
May	Day of Action
June	Pop-Up Pickleball at FOCUS 50+
July	Planning Session II & Lunch
August	Brockstars at UWWA Campaign Kickoff Lunch
September	Back to School Roundup
October	Dogtoberfest Pet Blessing & Parade
December	Holiday Social at Sanctuary on 25th



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