UNITED WAY
East Central Alabama

Stronger Together

How Partnerships Change Outcomes

Shannon Jenkins

President & CEO

United Way of East Central Alabama

UNITED WAY
East Central Alabama

UNITED WAY East Central Alabama

VITA

211

Get Connected. Get Help.™

WorkFORCE Connections

HELPING FAMILIES INITIATIVE

Making Alabama's Education Laws Benefit Everyone

THRIVE

Integrative Mental Health Initiative

Hope UNITED

United Way of East Central Alabama's Anti-trafficking Initiative

Dolly Parton's IMAGINATION LIBRARY

Homeless Coalition of Northeast Alabama

Calhoun, Cherokee, DeKalb and Etowah Counties

The R.I.S.E. Initiative

Restore. Invest. Support. Empower.

OUR MISSION

To improve lives by mobilizing the caring power of our community to create lasting change.

UNITED WAY
East Central Alabama

A Different Way to Solve Chronic Absenteeism

HELPING FAMILIES INITIATIVE

Making Alabama's Education Laws Benefit Everyone

DISTRICT ATTORNEY

CALHOUN CLEBURNE

C. LYNN HAMMOND

UNITED WAY

East Central Alabama

1970

ANNISTON

CLEBURNE COUNTY SCHOOLS

UNITED WAY
East Central Alabama

Our HFI Staff

Becky Cox

Lead Case Officer

Marci Hall

Case Officer

Donnie Thornton

Case Officer

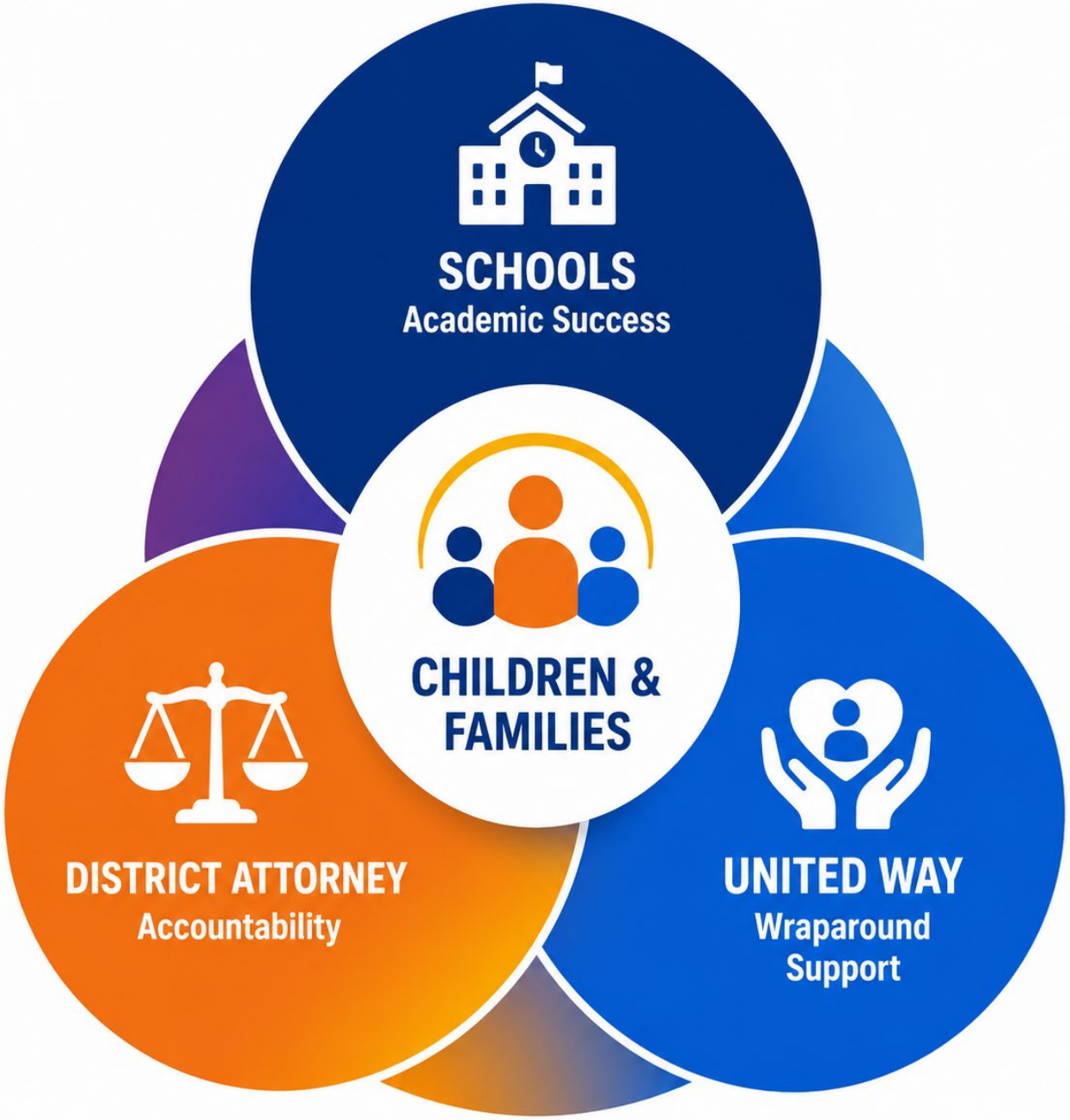
Iesha Beard

Case Officer

Stronger Together.

The partnership became the solution.

UNITED WAY
East Central Alabama



Compliance AND Compassion

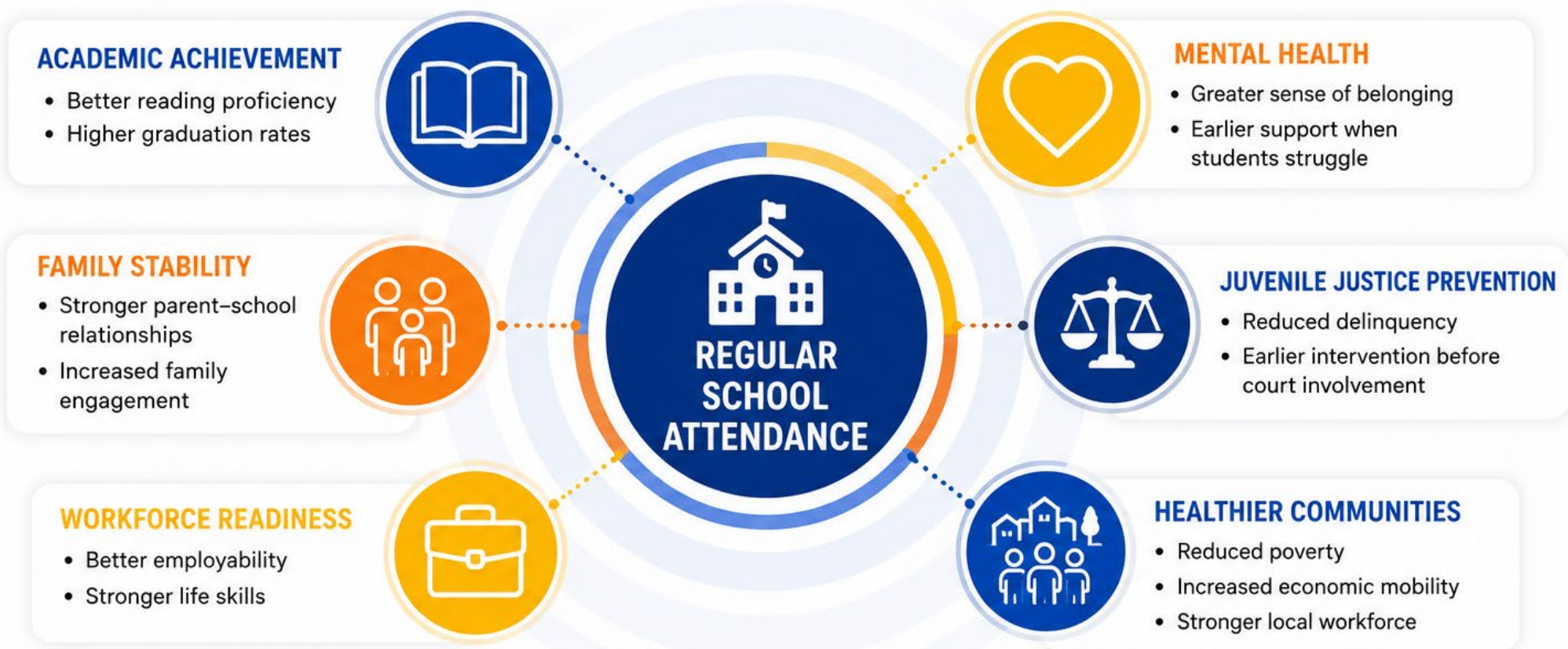
A different approach can change the conversation.

CONSIDER A SIMPLE COMPARISON

TRADITIONAL RESPONSE		HELPING FAMILIES INITIATIVE
“Why isn’t your child in school?”	VS.	“How can we help?”
Investigation	VS.	Relationship
Consequences first	VS.	Support first
Family as the problem	VS.	Family as the partner

ATTENDANCE CHANGES EVERYTHING

Attendance is more than showing up—
it's **the foundation** for almost every long-term outcome.



Attendance isn't the goal. Attendance is the gateway.
When students are consistently present,
nearly every outcome we care about begins to improve.

UNITED WAY
East Central Alabama

WHY UNITED WAY?

United Way brings unique strengths that help partners achieve better outcomes for children and families.

CONVENER

United Way naturally brings schools, government, nonprofits, healthcare, and businesses together around a shared goal.

COMMUNITY RESOURCE NETWORK

Hundreds of trusted relationships across our community mean families can access the right help, quickly.

WRAPAROUND SERVICES

We connect families to critical supports—housing, food, transportation, mental health, utilities, and more.

SYSTEMS THINKING

United Way doesn't just solve today's problems—we help build systems that prevent tomorrow's.

COMMUNITY TRUST

Families often engage differently with a neutral community partner than with a government agency alone.

SHARED IMPACT

We measure success by community outcomes—not organizational ownership.

Helping Families Initiative isn't successful because any one organization is involved.

It's successful because partners work together—and United Way helps bring them together.

UNITED WAY
East Central Alabama

Q&A