2013
Annual Report

United Way
United Way of Northwest Alabama
Our **vision** is that all children achieve success in life.

Our **mission** is to provide children facing adversity, with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

**Accountability Statement:**
We partner with parent/guardians, volunteers and others in the community and hold ourselves accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success
Board of Directors

Trent Randolph, President  
Northwest Shoals Community College

Kristen McCaney, Vice President  
SaraLee and current Big Sister

Chris Letsinger, Treasurer  
Charter Communications and past Big Brother

Amy Crumpton Jones, Secretary  
Navistar HR

Pam Fleming - Helen Keller Wellcare Director

Derrick Robinson - WVNA and current Big Brother

Marsha Moore – Listerhill HR

Sherri Baker – Sheffield City Schools

Kyle Brown – Assistant DA

Leslie Ouelette – Homemaker & Business Owner

Tammie Wilson – Colbert County DHR

Anita Crittenden—Bank Independent

Donna Abroms—Homemaker

Derrick Chatman—TVA

Honorary Board Member—Mitch Hayes – Attorney
Gina D. Mashburn  
CEO  
gina@bbbshoals.org

Samantha Hamilton  
Case Manager  
samantha@bbbshoals.org

Carla Belue  
Red Bay Buddies Coordinator  
carla_belue@yahoo.com

Jill McDougle  
Aim High Mentoring Coordinator  
jmcdougle@coes.k12.al.us
As I reflect on the year 2013 my mind pulls toward disappointing events and adversity that occurred. But simultaneously, I am also reminded of the accomplishments made by our agency and the amazing mentors in our programs that help achieve such positive outcomes for our Littles.

Marie Curie said, "Life is not easy for any of us. But what of that? We must have perseverance and above all, confidence in ourselves. We must believe that we are gifted for something and that this thing must be attained."

I have chosen to adopt this mantra in my personal and professional life. Life is not easy. There are going to be hardships and setbacks along the way. Galatians 6:9 says, "Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."

Our Vision at BBBS of the Shoals is “That all children achieve success in life.” And we are dedicated to that vision. So when setbacks occur, we are going to take notice, reevaluate, gird our loins and go forward with renewed passion to serve the precious children facing adversity in the Shoals Area.

Best Regards,

Gina D. Mashburn, CEO
Our Programs

Community Based
Our community based program serves children facing adversity in Colbert, Franklin and Lauderdale counties. Adult volunteers who have been thoroughly screened spend at least 4 hours a month with their Little

School Based
School based Mentoring allows high school students and adults from the community to visit mentees in the safe and structured environment of the school setting.

- Aim High Mentoring at Sheffield City Schools sponsored by The Alabama State Dept. of Child Abuse and neglect Prevention
- Red Bay Buddies at Red Bay schools sponsored by Sunshine Mills, Inc.

Program Activity for 2013

Total Children Matched in all programs: 200

Volunteers
New Inquires 72
Interviews 57
New Ready to be Matched 61
Matches Made 55
Match Support Contacts 216
Reference Checks 178
Background Checks 234
Volunteers closed 144

Clients
New Inquires 31
Interviews 35
New Ready to be Matched 65
Total Ready to be Matched 66
Matches Made 55
Match support contacts (child) 138
Match support contacts (custodian) 112
Children closed 152
2013 Fundraising Events

- **Bowl for Kids Sake** our major fundraiser for the year was held March 7th, 9th, & 10th at Lauderdale Lanes in Florence. Corporate sponsors and community groups helped us make our 28th Annual event a success by donating $17989!

- **Sweet Tastes of the Shoals** hosted by Regency Square Mall was held on June 28th from 6:00pm until 7:30pm. Tickets for this delectable event were sold for $5 each and attendees stuffed themselves with lavish desserts furnished by area restaurants. This event raised $1567.

- **Start Something “Reel” Bass Tournament** our second annual bass tournament fundraiser “netted” 15 boats and 30 fishermen to wet a hook to raise funds for BBBS and win prize money. We gave out $3250 in prizes while raising $5039 for our programs!

- **Christmas Gift Wrap** fundraiser at Regency Square Mall “wrapped up” our fundraising attempts for the year bringing in $3577. A special Thank You goes out to Youth Leadership Shoals, the UNA Honors Students, Florence Neons and many others who manned the gift wrap station.
2013 Calendar

January
- Jan. 8th Board Meeting
- Volunteer Appreciation Month & Statewide Bigs of the Year Election
- The agency welcomes UNA Public Relations Intern, David McCreary

February
- February 12th Board Meeting
- Agency Self Assessment Due to BBBSA
- Legislative visits to Montgomery
- ATO Megaskate party for Littles

March
- March 12th Board Meeting – canceled
- March 7, 9 & 10th Bowl for Kids Sake
- March 19-21 Staff Training on Child Abuse and Neglect prevention at NCAC in Huntsville

April
- April 9th Board Meeting
- Review/update Service Delivery Manual
- Child Abuse and Neglect Prevention Month activity (Child Fingerprinting)
- April 25th ATO - Chuck E. Cheese night for Littles
- ATO's Caffeine High party raises $3000 for our programs
- April 27th Belk Charity Sale
- CEO, Gina Mashburn & Aim High Coordinator Jill McDougle attend Legislative Day/CTF Rally at the Alabama State House

May
- May 14th Board Meeting
- May 2-3 Program Director Training for CEO in Miami
- May 9th SHS Mentor Thank you Party
- Red Bay Buddies High School Seniors receive a BBBS pin for service.
Calendar continued

June

- June 11th Board Meeting—canceled
- Agency receives grant along with other BBBS state agencies for VISTA volunteer.
- On the 8th the agency held it's annual picnic at Gattman Park in Muscle Shoals, including Bigs, Littles, parents, staff and board members.
- Sweet Taste of the Shoals and BBBS Fashion Show was held at Regency Square Mall on the 20th. To showcase some of our program participants, Bigs and Littles from both of our programs modeled clothing from the mall stores for the crowd.
- Agency Bigs & Littles are treated by Walmart to Superman 3-D movie premiere.
- CEO attends BBBSA National Conference in Denver.
- Financial Audit of 2012 is completed.

July

- July 16th Board Meeting
- The agency held it's annual Pool Party on July 18th at Royal Avenue Recreation Center for our Littles and Bigs.
- July 9th Board Meeting
- July 20th Our agency was chosen to participate in Long Lewis Lincoln's Drive for your Cause at Walmart raising $6840
2012 Calendar Continued

August

- August 13th Board meeting
- Sheffield City Schools/BBBS school based mentoring program is funded for the 13th year.
- Bethany Hargett, started her UNA Social Work internship at BBBS of the Shoals.
- Charter Media event to raise donations of school supplies for BBBS clients.
- UNA’s Office of Student Engagement hosts a Toga Run to benefit BBBS raised $255

September

- September 10th Board Meeting
- United Way Kickoff and Day of Caring
- CEO attends statewide Director’s Retreat
- Geek Gathering event hosted by locals to benefit BBBS raised $973

October

- October 8th Board Meeting
- BBBS night at Five Guys Burgers and Fries
- BBBS staff attended the Children’s Policy Council Regional Workshop.
- A Parent Conference was held for parents/guardians of BBBS clients. Subjects covered were: New agency rules & standards, child safety, introduction to parent orientation guide and a presentation of United Way’s 211 service.
- The agency participated in UNA’s Volunteer fair.
- Carla Belue was selected by the Shoals Area Commission on Employees with Disabilities as Employee of the Year for a small business.
- ATO Fraternity hosted a Fall Festival on UNA’s campus for our program participants.
- Dr. McGuire of Valley Chiropractic presented the agency with a donation as a result of his new patients recruitment.
2012 Calendar Continued

November

- Our second annual bass tournament, “Start Something Reel” was held on Saturday, November 2nd netting $5039

- November 12th Board Meeting

- Highland Park Baptist Church in Muscle Shoals hosted “Gifts from Heaven” for our Littles and Bigs. Attendees were treated to a lite breakfast, a Christmas message and gifts for the children.

- UNA’s Delta Phi Alpha held a Bake Sale to benefit BBBS.

- Merrill Gardens hosted a silent auction to benefit BBBS raising $1821.

December

- December 10th Board Meeting—New Officers Elected

- Junior Service League donates boxes and bows for Christmas Gift Wrap Fundraiser

- CEO attended our state association Christmas party and meeting in Birmingham.

- Staff attended a luncheon at UNA with social work intern, Bethany Hargett.

- Our Gift Wrap Fundraiser was held at Regency Square Mall, from December 2nd through the 24th.

- CEO Evaluation was conducted.
2013 Diversification of Funding $125,548

- 43587; 34%
- 1123; 1%
- 26016; 21%
- 38630; 31%
- 16192; 13%

2013 Expenses $123,307

- 103522; 83%
- 5572; 5%
- 14213; 12%

Net Income $2241
2013 Agency Events