



United Way
of Bradley County

Southern Heritage Bank food drive to help replenish United Way agencies' supplies

For the past 11 years, Southern Heritage Bank has provided assistance in the community through its "Cleveland Helping Cleveland."

The event, planned for Nov. 8 through Nov. 12, will help replenish the food pantries to several United Way of Bradley County agencies. This is actually the 12th time that Southern Heritage Bank has sponsored the food drive.

Southern Heritage Bank has worked with United Way through this food drive since 1999, when the bank saw the need to replenish the food for agencies' pantries and clients. Thus, the Southern Heritage Bank annual food drive was initiated - a community project that would meet an unfulfilled need near the Thanksgiving holiday.

"Eighteen companies and schools are helping us this year during the food drive," said Southern Heritage Bank President Lee Stewart. "Many have been involved in the food drive from the beginning, and others are joining us for the first time.

"I am so proud to see our community come together for this project. It shows how much they want to help others in our community, and we appreciate their support," he added.

These local companies, schools, and other organizations are involved in the collection of non-perishable food to benefit several United Way of Bradley County agencies' pantries and clients.

Food will also be collected at the three local Southern Heritage Bank branches throughout the week.

Companies, along with Southern Heritage Bank, involved in this year's drive are: Benchmark Physical Therapy, Bender Realty, the Cleveland Fire Department, Cleveland Family YMCA, Cleveland Utilities, Crye-Leike Realtors, Eaton Corporation, Manufacturers Chemicals, Peyton's Southeastern and Volunteer Energy Cooperative. This will be the first time that Crye-Leike Realtors and Volunteer Energy Cooperative have participated in the food drive.

Also, schools conducting food drives to help with this event include: Blue Springs Elementary School, Charleston Elementary School, Cleveland High School, the Goal Academy, Michigan Avenue Elementary School, Park View Elementary School, Walker Valley High School and Yates Primary School.

"It is rewarding to see the returning companies and the new companies that will be participating, and we are especially proud to see the many schools in our community get involved also," Stewart said. "This shows what great school systems we have, and what great children, teachers and administrators we have in our local systems who take time to help us in this special endeavor."

United Way agencies that will receive the food include the Cleveland Emergency Shelter, the Harbor Safe House, Hiwassee Mental Health Center, Signal Center and the Boys and Girls Clubs of Cleveland. Programs receiving grants from United Way through the Bradley Memorial Health Endowment Fund will also receive food for their clients.

Southern Heritage Bank's Denise DeArmond is again coordinating the food drive, and said that if any other company or school wants to be involved in the food drive, they can contact her at the bank.

"We welcome anyone who wishes to participate, no matter how big or small, whether it is another company or school or even classroom, that wants to collect food for this event," she said. "You can also individually drop off food any day during the week at our three sites.

"On Friday, November 12, we will be in our parking lot at our Keith Street main office accepting any food that you might want to drive by and drop off," she said. DeArmond added that WCLE Radio will be at the bank that day helping collect the food, and photographs from the event will be published in the Cleveland Daily Banner, so that day will be a great time to bring food to the main branch.

DeArmond also added that monetary donations may be made during the event. Checks should be made payable to United Way of Bradley County.

A trailer which will house the food collected during the event, provided by Ocoee River Transport, will be located at the Southern Heritage Bank main office.

Containers for food drop-off will also be located at Southern Heritage Bank branches at Georgetown Road and Villa Drive, and at Dalton Pike at Treasury Lane.

Only non-perishable items should be donated during the food drive. Organizers ask that no glass items be donated to ensure safety in transporting the items.

Organizers remind everyone that while the drive is being held two weeks before Thanksgiving, food donated should not be limited to holiday items but should include everyday food staples. Items that are especially needed include canned vegetables and fruit, soups, rice, beans, canned tuna and chicken, macaroni and cheese, cereal and peanut butter.

Other items such as diapers, soap, shampoo and personal necessities may also be donated, as several United Way agencies will have uses for them also. Organizers ask that donors try to separate these items from food items when dropping off donations.

Brenda Abel, United Way of Bradley County President and CEO, said the United Way appreciates Southern Heritage Bank and all those who are participating for the support.

"These donations will help many in need in our community, and also help our agencies stock their pantries so they can utilize their funds to provide services to their clients," Abel explained. "As we see in our United Way campaign, this is another example of how our community cares for its neighbors."

If you would like to find out more about the food drive, contact Denise DeArmond at Southern Heritage Bank at 303-1732.



CLEVELAND HELPING CLEVELAND – Several of the participants in this year’s “Cleveland Helping Cleveland” food drive to benefit United Way of Bradley County agencies recently met at Southern Heritage Bank. The bank is coordinating the event for the 12th consecutive year. From left are: (front row) Jim Davis of Crye-Leike Realtors; Dylan Guill, Ally Ciamei and Noah Dockery of Walker Valley High School; and Larry McSpadden of Southern Heritage Bank; (second row) Linda Rader of Manufacturers Chemicals and Southern Heritage Bank’s Brenda Brown; (third row) Jan Runyon of Cleveland Utilities, Blue Springs Elementary School’s Angela Lawson, Denise DeArmond of Southern Heritage Bank and Josh Mowery of the Cleveland Fire Department; (back row) Robert Bradley of Bender Realty and Madison Trehwitt of Southern Heritage Bank.