



## Rural Community Connects Volunteers with the Help of Broadband Technology

**Name:** United Way of Cannon County

**Location:**  
Woodbury/Cannon County

**Products/Services:**  
Volunteer network

**Leadership:** Rachel Holder,  
President and CEO

**Founded:**  
1887

**Reach:**  
Nationwide

**Innovative Insight:** *"The partnership with Hands on Nashville will provide volunteers with a comprehensive one-stop-shop to coordinate them with organizations and projects that meet their interests and skill sets."*

**Importance of the Internet:**  
The Hands on Nashville program's website has seen a huge increase in traffic recently, from 9,000 visitors in 2008 to more than 30,000 so far in 2009.

**Woodbury, TN** - United Way of Rutherford and Cannon Counties is teaming up with a volunteer center in Nashville to form a new program that will link local nonprofits with volunteers. The new program, the Volunteer Opportunity Link, was announced Wednesday to the United Way's 47 partner agencies at the monthly Agency Executive Council luncheon.

Rachel Holder, president and CEO of United Way, said the partnership with Hands on Nashville will provide volunteers with a comprehensive one-stop-shop to coordinate them with organizations and projects that meet their interests and skill sets.

"It's been a goal to provide nonprofit organizations with more than just funding," Holder said.

Brian Williams, executive director for Hands on Nashville, said the program manages over 350,000 volunteers each year and links them with over 250 nonprofits throughout the Midstate.

"We're excited to have this relationship," Williams said. "This is very forward thinking of United Way."

Williams said it was an excellent time to enter into the partnership because of the economic downturn. He said volunteers increase dramatically in tough economic times.

Williams noted that the program's website has recently seen a huge increase in traffic, from 9,000 visitors in 2008 to more than 30,000 visitors in the first quarter of 2009.

Representatives from approximately 15 nonprofit organizations attended the lunch, including the Boys & Girls Clubs of Rutherford County, St. Clair Senior Center and Meals on Wheels. Volunteers will be able to register with the program online for volunteer opportunities in one week.

### **About TN 95:**

*Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at [www.connectedtn.org](http://www.connectedtn.org) or call 615-242-9508.*