



UNITING
TO INSPIRE **CHANGE**
AND BUILD
THRIVING COMMUNITIES

321 Day of Caring Volunteers united to inspire change in Muskegon, Oceana, & Newaygo Counties.



GIVE

Every financial gift made to United Way of the Lakeshore in 2015 was put to work right here in Muskegon, Newaygo, and Oceana Counties. All funds raised supported 78 programs that were reviewed by local volunteers to ensure each met quality standards for programming, governance, finance, and capacity.

By living united, each individual donor was able to give a monetary gift with confidence that the contribution would make a significant impact on many lives in our local community.



ADVOCATE

Long-lasting change does not happen simply through the funding of services. Policies at the local, state, and federal level can affect circumstances for our entire community and policy makers must be knowledgeable of the needs of area residents. In 2015, United Way listened to donors, volunteers, and those in need in order to give a louder voice to concerns over issues such as child welfare and connections to resources, ensuring decision makers were aware of our community conditions and priorities.



VOLUNTEER

United Way of the Lakeshore's Volunteer Center connected 83 health and human service organizations with the time and talent of 704 people in 2015. Our online database, Get Connected, allows us to provide valuable human resources to non-profits and rewarding service work to those passionate about various causes in our community. Additionally, 190 youth and 75 senior members of our community had unique opportunities to serve with their peers through Youth United and The Retired Senior Volunteer Program.



When working families succeed, our community thrives.

ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

In early 2015, United Way of the Lakeshore's Board of Directors adopted a new bold goal upon which to measure the organization's community impact:

HELP 10,000 MORE WORKING FAMILIES MEET THEIR BASIC NEEDS BY 2025

+40% of our three-county population struggles to make ends meet.

41,470 sought assistance and resource referral from the 2-1-1 program

\$139,073 was distributed to hundreds of families through United Way's administration of federal emergency needs funds in 2015.

1 IN 4

working families are one unexpected expense away from crisis. They are Asset Limited, Income Constrained, Employed. **THEY ARE ALICE.**



Results from our Voice Muskegon online survey, an employer survey, and 20 Community Conversations with 396 ALICE families told us that the affordability and availability of child care, transportation, housing, and health care, along with the absence of access to emergency resources, financial literacy, and job readiness skills are all keeping working families from getting ahead.

By providing innovative ways to fill these gaps for ALICE, United Way of the Lakeshore will reduce the number of families failing to meet their basic needs by half by 2025.

“
I am so grateful to know that my
granddaughters are safe and
happy at Lights On Afterschool
until I get out of work.
”

– White Lake Community Education site
grandmother raising two grandchildren after
the death of their mother



EDUCATION

\$371,485
invested in 2015

BUILDING AN EDUCATED WORKFORCE

A community with an educated workforce is a community of choice for employers and families. An educated workforce begins with early learning success for our very youngest of students and is strengthened by programs that foster skills development and lifelong learning.

United Way funded 20 community programs and initiatives in 2015 that focus on long-term educational success for the youngest members of our community:

194 YOUNG STUDENTS RECEIVED
HELP TO IMPROVE

early reading scores through Hope Network's Michigan Education Corps one on one reading and skill building.

84 LOCAL TEENS WERE PLACED
IN SUMMER JOBS

at area non-profits through the DTE Summer Youth program.

399 STUDENTS WERE PROVIDED
FREE AFTER-SCHOOL CARE

including homework assistance, reading, and activities through Lights On Afterschool, an ALCOA funded program.

31,498 SENIOR VOLUNTEER
HOURS

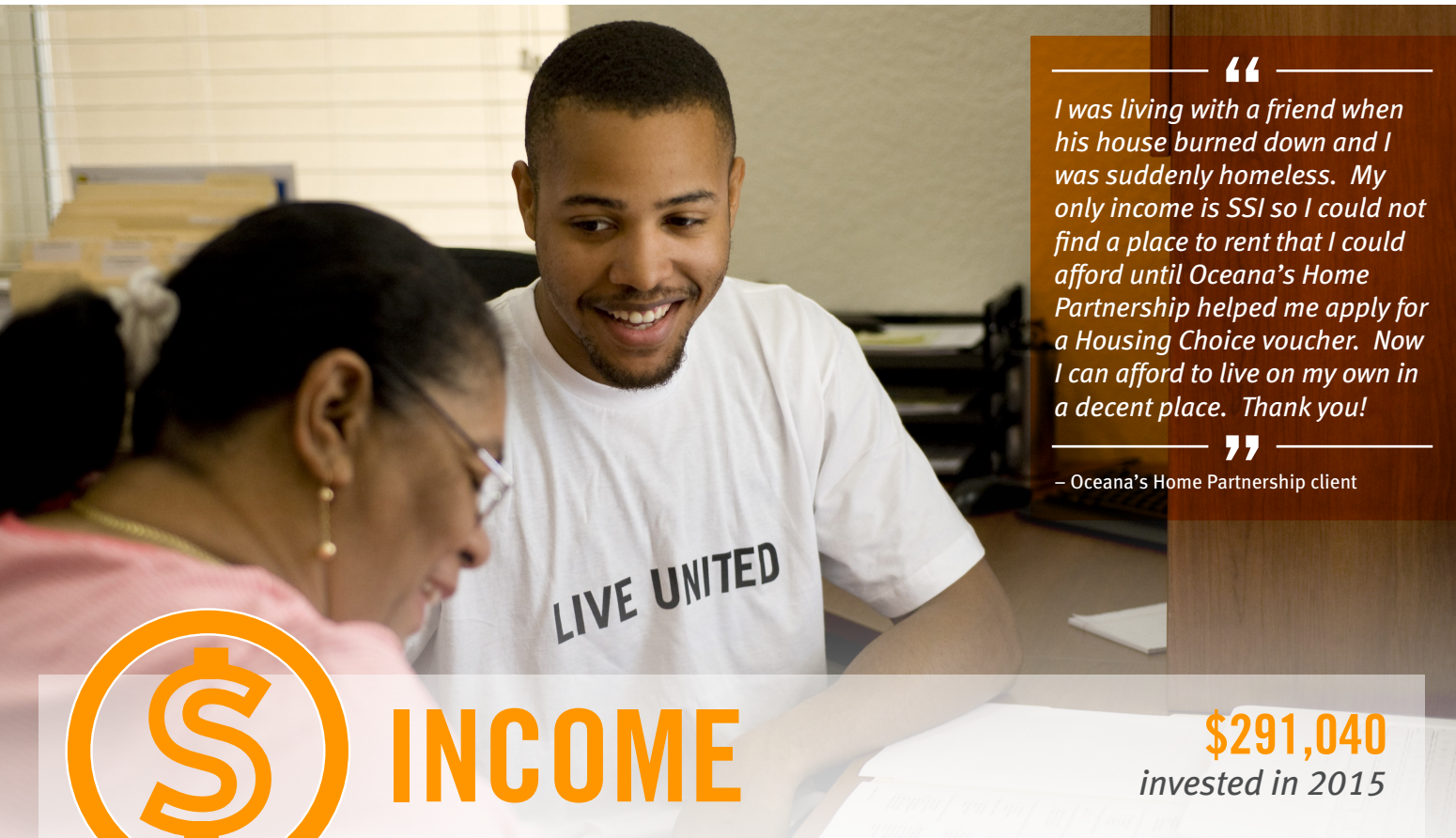
were spent helping students achieve their academic goals.

154 CHILDREN RECEIVED FREE,
AGE-APPROPRIATE BOOKS

through this year's pilot program of Dolly Parton's Imagination Library.

2,014 CHILDREN WERE INTRODUCED
TO NEW EXPERIENCES

under the guidance of trained and caring adults through youth mentoring programs.



“
 I was living with a friend when his house burned down and I was suddenly homeless. My only income is SSI so I could not find a place to rent that I could afford until Oceana’s Home Partnership helped me apply for a Housing Choice voucher. Now I can afford to live on my own in a decent place. Thank you!
 ”
 – Oceana’s Home Partnership client



INCOME

\$291,040
invested in 2015

INSTILLING LONG-TERM SELF-SUFFICIENCY

Too many families are struggling just to get by in our three counties. When families lack adequate housing, heating, medical care, and food, our entire community suffers.

United Way works with over 20 programs that not only help in times of crisis, but also work to put families on a path to financial sustainability:

4,650 FAMILIES RECEIVED FINANCIAL ASSISTANCE
and education to help with issues such as utility payments, money management, and other hardships.

1,047 FAMILIES OBTAINED ACCESS TO
safe and affordable housing through placement, subsidies and support.

120 FAMILIES WERE HELPED BY DISASTER RELIEF
when they were hit by an unexpected emergency.

297 POTENTIAL HOME BUYERS
received financial education and home-buyer readiness training, and 3 families became first-time homeowners.

1,793 LOW-INCOME TAX PAYERS RECEIVED HELP FILING
for \$1.16 million in tax refunds and credits at Volunteer Income Tax Assistance sites.

“
With the help of WISE I went from living in an unsafe and abusive home, to escaping to a shelter but without a job, to finally being employed and having a safe and decent place of my own.
”

– Newaygo County domestic violence survivor and WISE client.



HEALTH

\$559,006

invested in 2015

ENSURING HEALTHY & SAFE INDIVIDUALS AND FAMILIES

Good health and safety influences everything from how well a child learns to how much an adult can earn. When individuals and families are healthy and safe, they are able to contribute to a thriving community.

United Way supports 36 programs that ensure healthy living for our lakeshore residents:

816 CHILDREN & ADULTS
RECEIVED COUNSELING

and assistance with situations involving domestic violence and abuse.

1,630 SENIORS & DISABLED
PERSONS WERE CONNECTED

to care, meals, advocacy and transportation to meet their special needs.

5,988 FAMILIES WERE
STRENGTHENED

through access to healthy behavior support, parenting education, and mediation services.

110 RIDE UNITED
BIKE RIDERS

raised dollars and awareness for healthy programs.

4,051 YOUTH
LEARNED

about the dangers and consequences of smoking.



“ Donating a few dollars a week doesn't make much of a difference in my paycheck, but it makes a big difference to my community, especially when combined with everyone else's donations. ”

– Workplace campaign donor



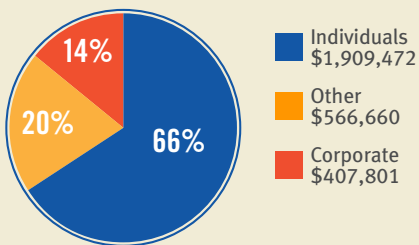
2015 CAMPAIGN

7,852 DONORS RAISED \$2.28 MILLION

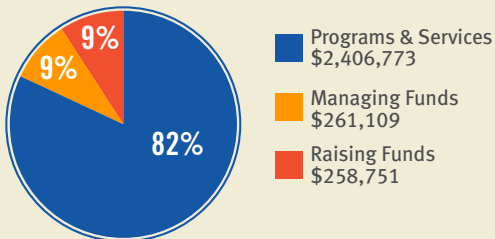
with help from corporate support to inspire change and build thriving communities through education, income and health programs.

FISCAL YEAR 2015

Revenue Sources



Expenses



2015 CAMPAIGN CABINET

- Erik Jepsen, Chair, CWC Textron
- Penny Albertie, Retired Red Cross
- Ryan Bennett, UA174
- Brendan Bolhuis, Beacon Recycling
- Brett Burza, Raymond James
- Mary Carlson, Mercy Health
- Bob Carter, Retired Muskegon County Sheriff
- Anthony Chandler, City of Norton Shores
- Janet Day, Retired
- Joe Graftema, Mercy Health
- Erik Gentzkow, Cannon Muskegon
- Christie Hill, ALCOA
- Brad & Janice Hilleary, Webb Chemical
- Jackie Johnson, ALCOA
- Mike & Kay Olthoff, Nichols
- Frank Peterson, City of Muskegon
- Jonathan Pittman, Lakes Mall
- Lori Rasmussen, EWP/Webster House
- Josh Reece, Parmenter O'Toole
- John Severson, MAISD
- Dave Sipka, Past Chair – Retired MAISD
- Tim Smith, MEA Labor representative
- Andy Zorn, Clifford Buck Construction

2015 LOANED EXECUTIVES

- Jessica Chandler, Chair, Merrill Lynch
- Debbie Anderson, Child Abuse Council
- Steve Barnard, County Waste Water
- Sara Brush, County of Muskegon
- James Curtis, McKenzie Price Agency
- Melody Dawson, Fifth Third Bank
- Jennifer Grinnell, Life Circles
- Andrea Jones, PNC Bank
- Steve Keglovitz, Labor Representative
- Cyndi Langlois, Muskegon Community College
- Teresa McDaniel, Fifth Third Bank
- Lauren Meldrum, Health West
- Dan Michaels
- Matt Mills, Parmenter O'Toole
- Lori O'Brien, ALCOA
- Kim Parmer, Cannon Muskegon
- Janet Perrault, Disability Connection
- Toni Pruitt, Mercy Health
- Donielle Routt, Nowak Machine
- Diane Russick-Rodriguez
- Farrah Starr, Edward Jones
- Regina Starr, ALCOA

2015-2016 BOARD OF DIRECTORS

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2015 SIGNATURE SPONSORS

