

2016-2017  
United Way  
of the Lakeshore  
Board of Directors

**Mary Boyd, Vice Chair**

*Mercy Health*

**Sherri Campbell**

*Community Shores Bank*

**Laura Carpenter**

*Arconic*

**Bob Carter**

*Retired Muskegon Sheriff*

**Jessica Chandler**

*Merrill Lynch Company*

**Walter Christophersen,**

**Secretary**

*IBEW Local 275*

**Lee Coggin**

*Baker College*

**Ed Garner**

*Muskegon Area First*

**Lisa Hegenbart**

*Big Brothers Big Sisters*

**Rich Houtteman**

*Consumers Energy*

**Erik Jepsen**

*Kautex Textron, CWC Division*

**Fred Johnson**

*Muskegon County*

*Public Defender*

**Linda Juarez**

*Hackley Community Care*

*Center*

**Erin Kuhn**

*WMSRDC*

**Tyshon Massey**

*UAW Local 539*

**Mark Meyers, Chair**

*City of Norton Shores*

**Gary Nelund**

*State Farm Insurance*

**Dawn Riley**

*Gray & Company*

**Josh Reece**

*Parmenter O'Toole*

**Robert Ross**

*Muskegon Community*

*College*

**Lisa Sabourin**

*Employers Association*

*of West Michigan*

**Stewart Sanders**

*Newaygo County*

*Register of Deeds*

**Dave Sipka**

*Retired Muskegon*

*Superintendent*

**Derrick Smith, Treasurer**

*City of Muskegon*

**Greg VanWoerkom**

*US Representative*

*Huizenga*

**Dwight Vines**

*Sun Chemical Corporation*

United Way  
of the Lakeshore



**TO:** Members of United Way of the Lakeshore

**FROM:** Mark Meyers, Chair

**DATE:** April 17, 2017

**SUBJECT:** Call to Attend Annual Meeting

On Thursday, April 27, we will host the 2017 United Way of the Lakeshore Annual Meeting near Muskegon, Michigan. All members are entitled to one delegate vote; I encourage you to attend this meeting or submit your vote by proxy. All donors to United Way during the last fiscal year are considered members.

**Thursday, April 27, 2017**

**4:00 – 5:00 p.m.**

**Folkert Community Hub**

**640 Seminole Road, Norton Shores**

*Meeting will be followed by Celebrate United Gala and Awards Ceremony.*

*You are encouraged to stay and join us.*

The agenda will include an update on the state of the organization, a review of the 2017 ALICE refresh report, followed by the election of board members.

Enclosed for your review are the proxy statement, minutes from the 2016 Annual Meeting, and board nominations. Also enclosed is a proxy form to be used by any qualifying member that is unable to attend the meeting, but would like to exercise the right to vote.

Walter Christophersen, Board Secretary, will be the organization's designee, and will vote on behalf of the proxies at this year's meeting. To designate someone else to exercise your proxy\*, please insert the person's name on the enclosed proxy form. All proxy forms must be received no later than 5:00 p.m. on April 26 and may be submitted to [stephanie@unitedwaylakeshore.org](mailto:stephanie@unitedwaylakeshore.org) or fax (231) 722-3137.

Any additional voting matters for discussion at the meeting should be sent to Christine Robere, President. She is available to answer your questions at [christine@unitedwaylakeshore.org](mailto:christine@unitedwaylakeshore.org) or (231) 332-4001.

Thank you in advance for your participation at this meeting (either by proxy or in person).

Enclosures

cc: United Way of the Lakeshore Board of Directors

*\*The substitute proxy should be executed by an authorized volunteer representative of the member United Way organization.*

**Uniting to inspire change and build thriving communities. GOAL: 10,000 more working families meet their basic needs by 2025.**

31 East Clay Avenue; Muskegon, MI 49442 ▪ Mailing Address: PO Box 207; Muskegon, MI 49443-0207 ▪ 231-722-3134 or 1-877-722-3134  
Fax: (231) 722-3137 ▪ [www.unitedwaylakeshore.org](http://www.unitedwaylakeshore.org) ▪ Facebook/UnitedWayLakeshore ▪ Twitter: @uwlakeshore



United Way  
of the Lakeshore

## **United Way of the Lakeshore PROXY STATEMENT**

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### Election of Board Members:

United Way of the Lakeshore's Board of Directors approved the attached slate of nominees for election to the board. Nominees are a slate of leaders that were chosen for their valued expertise, leadership and commitment to United Way.

### Other Business:

Any other matter which may properly come before the United Way of the Lakeshore's meeting and be voted on must be in compliance with the Michigan Not-for-Profit Corporation Law and Articles of Incorporation and By-Laws. Any new voting matters should be shared with Christine Robere, United Way of the Lakeshore's President and CEO, by April 26, 2017.

# BOARD OF DIRECTORS ANNUAL MEETING MINUTES

United Way  
of the Lakeshore



Tuesday, April 26, 2016  
Muskegon Harbor Holiday Inn

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United Way of the Lakeshore celebrated 2015 achievements with a crowd of about 250 people at its annual meeting held on Tuesday, April 26, 2016 at the Holiday Inn Muskegon Harbor.

Christine Robere, President & CEO, reviewed the prior year and shared the determination of board members, volunteers, donors, and staff to address the organization's new bold goal to assist families that are ALICE (Asset Limited, Income Constrained, Employed) to see 10,000 more working ALICE families meet their basic needs by 2025. Robere said, "Our staff and volunteers hosted more than 30 community conversations and trainings with donors, and agency and community leaders; and, we garnered hundreds of responses from an online survey administered by the Johnson Center at Grand Valley State University. By the end of the year, we had heard from close to 400 ALICE families about their greatest barriers to success. Obstacles that clearly emerged were access to quality and affordable childcare services, difficulties with transportation, and meeting basic needs related to income stability, health, and education for job readiness. These interactions have allowed our volunteers and donors to focus the lens on our work and show us where our grants and volunteer efforts are more likely to have the greatest impact. We will continue to have conversations with ALICE over the coming years for the valuable input needed to guide our work."

Highlights from 2015 included Day of Caring projects in each community, continued engagement of youth with DTE Energy Foundation's summer youth internship program, and continued leadership and learning opportunities with the Youth United program. We once again saw growth in education thanks to LightsOn Afterschool programming which helped 399 elementary and middle school students, and the Michigan Education Corps expanded preschool program at Orchard View Early Childhood Center. The RSVP program had 75 members serving at 18 nonprofit sites. The 4<sup>th</sup> Annual Ride United event was successful again with over 100 riders who helped raise dollars and awareness of the benefits of an active lifestyle. Dozens of volunteers in all 3 counties reviewed agency reports and made recommendations for renewed funding, resulting in an investment of \$2.41 million in programs and services.

Board Chair Lee Coggin then called the 2016 Annual Meeting to order. The minutes of the 2015 annual meeting were presented and accepted by the membership, and will be filed as presented. Next, Dwight Vines, a member of the Board Development Committee, presented the committee's slate of candidates. Recommended for a first 3-year term include Walter Christophersen, IBEW 275; Rich Houtteman, Consumers Energy; Erik Jepsen, CWC Textron; Erin Kuhn, West Michigan Shorelines Regional Development Commission; Gary Nelund, State Farm Insurance; and Lisa Sabourin, Employers Association of West Michigan. Recommended for a 2<sup>nd</sup> 3-year term is Dwight Vines. Board Member Bob Carter made the motion that nominations be closed and a unanimous ballot cast. Motion passed. New board members were welcomed to the board by the membership. Retiring board members Jeff Alexander, Mark Mangione, Priscilla Wilcox, Jane Johnson and Peg West were recognized by the membership with esteem, a gift and a plaque commemorating their service. Lee Coggin then presented a motion to update the By-Laws. For more than 40 years, United Way has had a special relationship with the American Red Cross that included shared facilities, staff, and board members. With the regionalization of the Red Cross, and UW's move, the situation changed. It is recommended that we eliminate the special partnership position on the UW Board held by the American Red Cross. UW will still keep a seat on the board for an agency director to represent the interest and views of all agencies. Article V, Board of Directors; Section 2.a.i, which states that one representative appointed by the Board of Directors of the American Red Cross, Muskegon-Oceana Chapter, shall be appointed to the board each year. Motion supported by Priscilla Wilcox. Hearing no opposition the motion passed.

# BOARD OF DIRECTORS ANNUAL MEETING MINUTES

United Way  
of the Lakeshore



Tuesday, April 26, 2016  
Muskegon Harbor Holiday Inn

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Erik Jepsen, Director of Operations for CWC Textron, and 2015 Campaign Chair for United Way, thanked the dedicated team of volunteers who led the 2015 Campaign efforts saying, “Thanks to their incredible efforts and the generosity of nearly 8,000 financial donors and more than 150 volunteers, I am happy to report that we raised more \$2,456,200 million to fund more than 80 essential health and human services programs, administered by more than 50 nonprofit agencies in our tri-county region.” Jepsen added, “I have so much admiration for everyone involved in this truly united community process. From the hardworking employees who genuinely want to help and see it as their responsibility to give, to the willingness of the campaign team volunteers to go forth to share the need of working families in all of our communities, each and every one of them understands and wants to help meet that need. They know that ALICE is their friend, family member, and neighbor.”

Jepsen recognized and thanked the Campaign Cabinet, who volunteer to be division leaders for various employee sectors in United Way workplace campaigns, many of whom will be returning as division chairs for the 2016 Campaign: Mike & Kay Olthoff, Tocqueville Society; Brad & Janice Hilleary, Leadership; Bob Carter, Retirees; Janet Day, Women’s Leadership; Christie Hill and Jacquie Johnson, Alcoa; Mary Carlson and Joe Graftema, Mercy Health; Anthony Chandler, Government; Erik Gentzkow and Brendan Bolhuis, Manufacturing; Andy Zorn, Construction/Utility; John Severson, Education; Josh Reece, Professionals; Jonathan Pittman, Commercial/Retail; Brett Burza, FIRE (Finance, Insurance, Real Estate); Lori Rasmussen and Penny Albertie, Human Service Agencies; Ryan Bennett, Labor Chair; Tim Smith, MEA Labor.

Jepsen also thanked Board of Directors member Jessica Chandler, Loaned Executive chair, and those volunteers who were Loaned Executives to help with the 2015 Campaign: Debbie Anderson, Steve Barnard, Sara Brush, James Curtis, Melody Dawson, Jennifer Grinnell, Andrea Jones, Steve Keglovitz, Cyndi Langlois, Teresa McDaniel, Lauren Meldrum, Matt Mills, Lori O’Brien, Kim Parmer, Janet Perrault, Toni Pruitt, Donielle Routt, Diane Russick-Rodriguez, Farrah Starr, Regina Starr. Jepsen praised the team of volunteers, saying, “It takes leadership from both volunteers and donors to make a campaign successful.” Jepsen added, “We had more than 150 Campaign volunteers. Nearly half of the dollars raised, almost \$1 million, represented 1,250 donors of \$500 or more. It’s impressive and truly humbling to see the outpouring of generosity in all of our communities.”

The Harley-Davidson Sweepstakes continued to inspire in 2015. There were 221 new donors who gave at least \$50. Furthermore, 724 donors increased their gifts by at least \$50, resulting in \$163,112 in new and increased giving. In recognition of one’s support, a gift of \$50 or more ensures that the contributor was entered into the drawing for the 2016 Harley-Davidson® FLHX Street Glide® motorcycle. In addition, those increasing their gift by \$50 over their 2014 Campaign gift earned an additional entry. Jepsen announced that the 2015 Harley-Davidson winner is Jim Bos. Second and third place winners are Steve Sanders and Becky McElfish, who each received gift certificates from Hot Rod Harley Davidson. He also announced a new partnership with Betten Baker for the 2016 campaign and said more details would be available soon.

Community Builder Awards were presented to ADAC Automotive, Barber Steel of Oceana County, Consumer’s Energy, Jackson-Merkey Contractors, and Muskegon Community College. The Community Builder Award goes to organizations that work throughout our communities by participating in various philanthropic efforts with the belief that they can change lives by working with United Way.

# **BOARD OF DIRECTORS ANNUAL MEETING MINUTES**

United Way  
of the Lakeshore



Tuesday, April 26, 2016  
Muskegon Harbor Holiday Inn

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The Spirit of the Lakeshore Award was presented to CWC Textron and UAW 539. The Spirit of the Lakeshore Award is the highest honor given to the organization that embodies the “spirit” of the United Way of the Lakeshore and its mission. It is awarded to an organization that sets examples for others by helping United Way of the Lakeshore continue its strong growth and human service effort. Erik Jepsen, Director of Operations received the award on behalf of the company, which allowed him to serve as the 2015 Campaign Chairman. He was joined by Tyshon Massey, President of UAW Local 539, and fellow United Way Board member and other members of their volunteer team, who helped raise funds for the community impact work and presented Jepsen with his first donation of the 2016 Campaign, a jar of change saved by his young daughter Camille.

Mary Anne Gorman, Executive Director of Harbor Hospice, received the Community Impact Award for Staff. This award is presented to a staff person of a human service agency who embodies the true spirit of impact through collaboration, collective action, and selfless commitment for the common good that results in measurable improvements in the community.

Community Impact Award recipients from the three counties were: Muskegon – Phyllis Wahlberg (Every Woman’s Place); Newaygo – Jim Rynberg (Newaygo County Community Committee), and Oceana – Dawn Riley (Oceana County Community Committee). This is the highest honor an individual can receive from United Way of the Lakeshore in recognition of one’s efforts to improve results for the people of their community. This award recognizes the unique accomplishments of the volunteer honored and positions them as an example for others to follow.

Martha Giacobassi and Mike & Kay Olthoff each were awarded the Legacy of Caring Award. To the same high degree compared with other strong organizations, United Way has a sound history built on the foundation of caring community leaders. United Way’s strength is its partnership with these individuals.

The 2016 campaign video was shown. Signature sponsors were thanked. And finally, Lee Coggin was honored for his time as the United Way Board Chair.

The annual meeting and celebration concluded at approximately 7:30 p.m.

*Respectfully submitted by: Stephanie Ladegast and Christine Robere*



United Way  
of the Lakeshore

## **United Way of the Lakeshore 2017 - 2018 RECOMMENDED BOARD SLATE**

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### **United Way of the Lakeshore Strategy**

United Way of the Lakeshore's mission is to inspire change and build thriving communities. We adopted a focus around Poverty in 2015 with a special focus on helping working families succeed – ALICE households who are Asset Limited, Income Constrained, yet Employed. We set a bold goal to lift 10,000 more working families to meet their basic needs by 2025. Our strategies are around Education, Income and Health, the building blocks for a good life. We invite people and organizations to give, advocate and volunteer.

### **NOMINEES TO UNITED WAY OF THE LAKESHORE BOARD OF DIRECTORS**

To be considered for United Way of the Lakeshore board membership, all members should possess wisdom and a commitment to the United Way mission. Directors must exhibit a commitment of both time and active attention to fulfill their fiduciary obligations generally this means that directors should ensure that they have the time to prepare for meetings; attend board and committee meetings consult with management as needed; and be engaged in critical decision-making for the organization.

We also expect our directors to stay informed about issues that are relevant to our mission. The governance committee's evaluation of nominees takes into account the ability of nominees to contribute to the diversity of geography, gender, ethnic background, and professional experience represented on the board. The committee reviews its effectiveness in balancing these considerations when assessing the composition of the board.

Eight individuals have been nominated for election; the nominees are listed below.

#### **PROPOSED TO BE ELECTED TO A SECOND 3 YEAR TERM (2020):**

Mark Meyers, City Administrator, City of Norton Shores  
Sherri Campbell, Vice President, Community Shores Bank  
Derrick Smith, Finance Director, City of Muskegon  
Bob Carter, Retired Muskegon County Sheriff  
Greg VanWoerkom, District Director, US Rep Huizenga

#### **PROPOSED TO BE ELECTED FOR A FIRST 3 YEAR TERM (2020):**

John Severson, Muskegon Area Intermediate School District, Superintendent  
Pat Shafer, Retired, Muskegon Lakeshore Chamber of Commerce  
Kendra Olsen, Retired Educator



## United Way of the Lakeshore VOTING PROXY

*Annual Meeting of the Membership Thursday, April 27, 2017*

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A proxy may be submitted if a United Way of the Lakeshore member is unable to be present at the Annual Meeting. This proxy may be used to submit a member United Way's vote and designate Walter Christophersen, United Way of the Lakeshore's Board Secretary, to be such member's lawful substitute and proxy OR this proxy may be used to designate another representative other than Mr. Christophersen to be such member's lawful substitute and proxy at the annual meeting.

The form below may be used to indicate how you would like to cast your vote. If completed, your vote will be cast accordingly, see Instructions for Proxyholder below.

Member Name: \_\_\_\_\_

The undersigned representative of a member organization of United Way of the Lakeshore does hereby constitute and appoint (please check one)

\_\_\_\_\_ Walter Christophersen, United Way of the Lakeshore Board Secretary

\_\_\_\_\_ Other \_\_\_\_\_

to be such member's lawful substitute and proxy. *To designate someone other than Mr. Christophersen, please insert in the blank space above the name of the registered delegate you desire to exercise your proxy.*

This proxy designates a representative in the name of such member to vote in person at the Annual Meeting of the members of United Way of the Lakeshore to be held on Thursday, April 27, 2017 from 4:00 to 5:00 p.m. at the Folkert Community Hub, 640 Seminole Road, Norton Shores, Michigan and at any adjourned and reconvened meeting thereof, at the discretion of the management, on such business as may properly come before the meeting on the items set forth below and more fully described in the Proxy Statement. Said member hereby revokes any proxy or proxies heretofore given to any other person or persons whomsoever.

Instructions for Proxyholder: The form below may be used to indicate how you would like to cast your vote. United Way of the Lakeshore and the Board of Directors recommend a vote of approval for all ballot measures. If left blank or incomplete, your proxy will be so voted unless otherwise indicated below. In accordance with Michigan Not-for-Profit Law, proxies will not be accepted on-site at the annual meeting. Proxies must be received and accounted for by Stephanie Ladegast, Executive Assistant of United Way of the Lakeshore by 5:00 p.m. on April 26 via email [stephanie@unitedwaylakeshore.org](mailto:stephanie@unitedwaylakeshore.org) or fax (231) 722-3137.

**1. Approval of the minutes of the 2016 Annual Meeting**

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

**2. Nominees for the United Way of the Lakeshore Board of Directors**

Proposed to be elected to a second 3-year term (through 2020):

Mark Meyers, City Administrator, City of Norton Shores

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Sherri Campbell, Vice President, Community Shores Bank

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Derrick Smith, Finance Director, City of Muskegon

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Bob Carter, Retired Muskegon County Sheriff

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Greg VanWoerkom, District Director, US Representative Huizenga

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Proposed to be elected for a first 3-year term (through 2020):

John Severson, Superintendent, Muskegon Area Intermediate School District

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Pat Shafer, Retired, Muskegon Lakeshore Chamber of Commerce

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

Kendra Olsen, Retired Educator

\_\_\_\_\_ For      \_\_\_\_\_ Against      \_\_\_\_\_ Abstain

In Witness Thereof, said member has executed this proxy the \_\_\_\_\_ day of \_\_\_\_\_, 2017.

Member Organization Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Country: \_\_\_\_\_

Signature: \_\_\_\_\_