

**COMPANY INFORMATION (please print clearly):**

\_\_\_\_\_  
CEO First & Last Name \_\_\_\_\_  
Birth Date (month | day | year)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Address | City | State | Zip

\_\_\_\_\_  
Home Email \_\_\_\_\_  
Work Email

\_\_\_\_\_  
Cell Phone \_\_\_\_\_  
Work Phone \_\_\_\_\_  
Home Phone

**CORPORATE GIFT:**

**My Total Gift:**

\$ \_\_\_\_\_

**Cash Gift Enclosed**

**Check Enclosed (# \_\_\_\_\_)**

*Please make check payable to  
United Way of the Lakeshore*

**Bill Me Later**

Monthly

Quarterly

One Time (\_\_\_\_ | \_\_\_\_ | \_\_\_\_)

**DESIGNATIONS (OPTIONAL):**

Muskegon County     Newaygo County     Oceana County

**United Way Greatest Needs Fund:** Donations will be invested in local agencies and programs where needed the most.

Instilling Confidence in Kids (Education)     Ensuring Shelter in Storms (Income)     Providing Comfort in Crisis (Health)

Putting Books in Hand (Education)     Job & Life Training Skills (Income)     Increasing Safety in Numbers (Health)

Name of other United Way or Agency: \_\_\_\_\_

Address | City | State | Zip: \_\_\_\_\_

Designated Amount (Minimum \$50): \_\_\_\_\_

**Note: Optional Designations (minimum of \$50)** may be made to ANY United Way in ANY location. Designations may only be made to nonprofit organizations holding a tax-exempt status from the Internal Revenue Service that provides health and human service programs to the residents of Muskegon, Newaygo and Oceana counties. This includes all United Ways and national organizations that serve the same residents listed above. We make every effort to honor our donor's wishes; however, the Impact Council will have the final discretion on the qualification of an agency or program as "Health & Human Services" organization. We deduct an administrative fee for all designations, except those to United Way community investment partners and most Michigan United Ways. Designations with incomplete or inaccurate information will be disbursed through the Community Investment process.

**INFORMATION REQUEST:**

Volunteering     Leadership Circle     Planned Giving/Stock Transfer     365 Small Business Circle

United After Work (Retirees)     Women United     Young Leaders Circle     Student United



**BOLD GOAL: HELP 10,000 MORE WORKING FAMILIES MEET THEIR BASIC NEEDS BY 2025.**

✓ \_\_\_\_\_  
Signature \_\_\_\_\_  
Date



## EDUCATION

Building a skilled and educated workforce.

- School Readiness
- On Track Math & Reading
- On Time Graduation
- Career Awareness/Life Success

### Be an Everyday Hero for Kids!

**\$1/Day (for 1 year)**

- Instilling confidence in kids
- Putting books in hand

Help prepare our youngest for school. Programs that provide children with quality after-school opportunities, improve math and reading skills, and support college and career readiness to help our next generations get started on a solid path.



## INCOME STABILITY

People have long term self-sufficiency.

- Stable Employment to Living Wage
- Building Savings
- Housing Stability
- Manageable Expenses

### Be an Investor in Families Futures!

**\$10/WEEK (for 1 year)**

- Ensuring shelter in storms
- Job and life training skills

Training support that leads to steady employment at a living wage; safe, affordable, stable housing; financial literacy; child care, transportation and manageable expenses are at the core of helping our working ALICE families build a brighter future.



## HEALTH

Healthy and safe individuals and families.

- Kids Have a Healthy Start
- Access to Care & Counseling
- Safe & Caring Home & Community
- Good Nutrition & Active Lifestyle

### Be a Leader for those in Crisis!

**\$20/WEEK (for 1 year)**

- Providing comfort in crisis
- Increasing safety in numbers

Access to quality care for physical and mental health keeps children on track in school and adults productive at work; abuse prevention and victim support programs ensure a sense of security; creating a sense of community leads to safe neighborhoods.

### Greatest Need Fund

Every day, our funding helps thousands of people in Muskegon, Newaygo, and Oceana counties. All financial gifts made to United Way of the Lakeshore Greatest Needs Fund (undesignated gifts), stay here in our communities to support many local nonprofit programs. Local volunteers review all of the organizations we fund in the areas of quality programming, governance, finance, and administration. United Way does the due diligence that individual donors don't always have the time to do, giving anyone the opportunity to make an impact on many people's lives through a single donation. United Way leverages your dollars through company matching gifts and agencies are able to bring in additional matching dollars through other grants and programs. **Through your United Way, your single gift does the most good!**

OUR WORK

Community Investment

Public Policy

2-1-1

Collaborative Partnerships

Community & Volunteer Engagement

Inclusion

Donor Relationships

Resource Generation

# ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED



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