

Presentation Outline - Muskegon

THANK YOU FOR YOUR HELP IN 2021!

- Nearly 114,000 individuals in Muskegon, Newaygo and Oceana Counties were helped by the 78 programs supported through funding and partnership with United Way of the Lakeshore last year, thanks to donors like you!
SEE ANNUAL REPORT - <https://www.unitedwaylakeshore.org/AboutUs> for details

- Many others still need our help, as you will see from our video...

SHOW VIDEO or

THEY CAN WATCH VIDEO ONLINE AT [unitedwaylakeshore.org](https://www.unitedwaylakeshore.org), under the campaign toolkit menu

OUR COMMUNITY NEEDS YOUR CONTINUED HELP!

- 43%** of Muskegon families are **just barely getting by**.
- These families are just **one unexpected expense away from crisis**.
- We all know, or have ourselves been, a working family who is struggling** from paycheck to paycheck.
- ALICE** - Asset Limited Income Constrained Employed - **families are working hard but are still forced to go without necessities** like preventative health care, quality child care, car insurance, healthy food because there just isn't room in the budget to cover it all.

SEE ALICE REPORT - [unitedwaylakeshore.org/alice](https://www.unitedwaylakeshore.org/alice)—for more information and full report

UNITED WAY IS REMOVING BARRIERS AND FILLING GAPS!

- These kinds of **tough choices threaten the health, safety and future of our entire community**.
- That is why United Way has adopted a bold goal of helping **10,000 more working families meet their basic needs by 2025**, cutting the number of local families with these struggles in half!
- United Way will **continue to partner with your favorite local programs that improve the education, financial stability and health** of our community while **focusing on providing assistance to working families who currently have none** available to them.
- While our agency partners provide a lot of valuable services, working families have told us that there are **still some gaps** in our community. United Way is working with local and regional experts to bring **new initiatives here in the areas of child care, community loan programs, employer resource networks, housing programs and transportation**.



WHY GIVE THROUGH UNITED WAY?

- Local skilled volunteers **evaluate programs** for capacity, efficiency and effectiveness so you can be confident **your dollars are well invested**.
- Your gift, whether it is \$1 / week or \$100/week becomes part of a much **larger impact** when pooled with the gifts of thousands of others.
- Many programs require the donor support that United Way provides in order to bring **additional government funding** to our community.
- Payroll deduction makes it **easier to give**.
- All **dollars stay in our community** and administrative costs are kept in line with industry standards (according to Guide Star industry rankings).

HOW TO GIVE THROUGH UNITED WAY?

SEE PLEDGE FORM

- Fill in the top of the form with **up-to-date contact info**.
- Provide **Birth Date** – Young leaders *under 40 who give \$500+ have their gift matched* by Robert Tuttle Foundation.
- **Payroll Deduction:** Select amount, select frequency, **MUST PROVIDE SIGNATURE**.
- One-time giving available by check or card, (Can put 'call me' if don't want info on the form).
- **Online giving** available at www.unitedwaylakeshore.org/donate - list employer in campaign field to be included in workplace campaign results.
- **Sign and Return BOTH copies to Campaign Coordinator.**

WONDERING WHAT TO GIVE TO UNITED WAY?

- **Be a Leader for \$10/week:** List your name as you wish to be publicly recognized!
- **Be an Everyday Hero for just \$1/day, \$365 per year!**
- **Whatever you give, all dollars help us find a better way, together!**

OTHER WAYS TO LIVE UNITED:

Volunteer: unitedwaylakeshore.org/volunteer to find the perfect opportunity for you.

Advocate: Use your voice to educate neighbors, colleagues, friends, family and elected officials on the needs of child care, transportation, etc.

THANK YOU AGAIN FOR UNITING WITH US TO INSPIRE CHANGE AND BUILD THRIVING COMMUNITIES!



WHAT A DOLLAR DOES

\$1 Per Week



Love of Reading for Kids

2 children will receive a book a month for an entire year

\$2 Per Week



Support & Recovery

Provides 5 counseling sessions for a survivor of domestic violence

\$3 Per Week



Strength to Say No

An entire classroom will learn how to prevent and report sexual abuse

\$5 Per Week



Shelter In Storms

Provides a family with appliances like a washer, dryer, stove, or fridge

\$10 Per Week



Senior Support

Provides 20 rides for seniors to get to medical appointments

A Dollar A Day Makes A Big Difference!



1 Boy Scout sponsored for camping & annual program.



2 families to have a "comfort care" kit after a disaster fire.



20 hours of tutoring for students in after-school programs & the opportunity to go on a field trip.



7 memberships and uniforms covered for Girl Scouts.



2 hard-working families to have car insurance during a crisis.



1 client to stay in a safe emergency shelter when fleeing domestic violence.



3 families to have food for an entire month.



13 manuals & training for CASA (Court Appointed Special Advocates) volunteers.



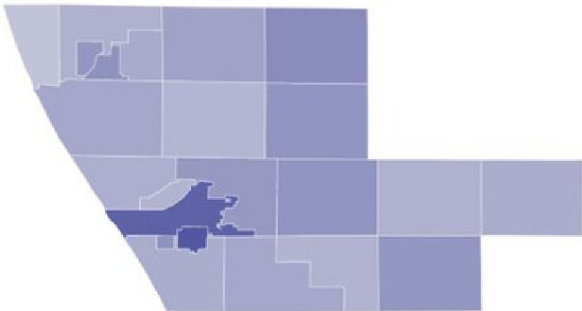
Consider Being An **Everyday Hero**

43% of Muskegon Households Are Struggling:

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the cost of household essentials (housing, child care, food, transportation, health care, & a basic smartphone plan). Below the ALICE Threshold includes those living as ALICE & those living under the federal poverty level.

Population: 173,566	Number of Households: 66,148
Median Household Income: \$50,366 (state average: \$59,584)	Unemployment Rate: 6.7% (state average: 5.0%)
ALICE Households: 31% (state average: 25%)	Households in Poverty: 12% (state average: 13%)

MUSKEGON MUNICIPALITIES & THE PERCENTAGE LIVING UNDER THE ALICE THRESHOLD



Blue Lake township, 36%	Moorland township, 29%
Casnovia township, 31%	Muskegon charter township, 40%
Cedar Creek township, 42%	Muskegon city, 65%
Dalton township, 27%	Muskegon Heights city, 70%
Egelston township, 42%	North Muskegon city, 28%
Fruitland township, 33%	Norton Shores city, 31%
Fruitport charter township, 33%	Ravenna township, 41%
Holton township, 46%	Roosevelt Park city, 44%
Laketon township, 30%	Sullivan township, 28%
Montague city, 41%	White River township, 21%
Montague township, 29%	Whitehall city, 43%
	Whitehall township, 32%

2021 IMPACT SNAPSHOT

114,000
FAMILIES SERVED!

EDUCATION:

21,088

Families connected to educational programs.

6,792

Children enrolled in the Imagination Library Program

5,183

Students enrolled in mentorship & leadership development programs

683

Students enrolled in job training programs and/or provided college access mentorship.

7,456

Individuals (adults and children) enrolled in literacy programs

INCOME:

35,274

Families helped and funded in income stability programs.



180 families found permanent housing



HEALTH:

36,740

Families helped in health based programs.



25,547

Individuals who recieved educational training on Human Trafficking & Child Abuse Prevention

1,410

Families connected to mental health & wellbeing programs

5,263

Families connected with food assistance programs

211 HELPLINE:

20,932

211 help call connections made.

5,645

Individuals enrolled in housing programs



12,034

Rides given to those in need

