







United Way of the Lakeshore

2021 UNITED WAY ANNUAL REPORT

United

UNITING TO INSPIRE CHANGE AND BUILD THRIVING COMMUNITIES.



Thank you for your partnership and support!

THANK YOU so much for your continued partnership and leadership support!

2021 was another tough year for everyone in our communities. The way you responded gives us all hope for a better tomorrow.

United Way has is committed to serving the community through triumphs and challenges. We remain committed to uniting the caring power of the community to help people in need. Here are some of our accomplishments from 2021, thanks to you:

Big Moves in Childcare. We are so much closer to removing the barrier of childcare for our working families. The Tri-Share Childcare pilot program was launched in Muskegon early in the year by Goodwill Industries. It has now extended to five surrounding counties. This program splits the costs of quality childcare between the family. their employer, and the state. The Y Early Learning Center was opened last June to serve infants through schoolaged children to provide a safe and nurturing environment. This center is state of the art and has provided muchneeded care to children in our area.

Collection Drives. Our community started strong last year, collecting the most coats we have ever seen in a single drive. More than 1,500 coats were distributed to our families in need. In the spring, baby products were collected for the annual community baby shower where 156 babies were supported with diapers and other essentials. During Stuff the Bus, our community showed incredible love and support for our local teachers by donating supplies.

Community Outreach and Advocacy. A new ALICE report launched in April and volunteers rallied to become ALICE Ambassadors. These volunteers took a critical deep dive into the demographics and disparities that are reflected in the report to help support our families through advocacy and outreach. Light Up the City continued to

strengthen the bonds between police forces and the Muskegon Heights Community while promoting safety in their neighborhoods. We continued our partnerships in career readiness to support growth for 100 youth.

Crush COVID-19 Campaign. The Muskegon COVID-19 Emergency Response Volunteers took action to support our local hospitals, nursing homes, and public health department with the newly launched vaccines in March Over 200 volunteers supported our vaccination and testing efforts in some way. Volunteers called, transported, helped register, and educated our local community about COVID-19 vaccines.

Pandemic Response and Recovery. We continued our efforts to support nonprofit agencies with grants of support to meet needs. Hundreds of families were assisted with temporary housing needs due to COVID-19 and helped with more permanent housing. Mobile food pantries were provided to support the hunger needs in our communities. Over \$455,000 in Emergency Food and Shelter Funds were distributed to area agencies and churches that served thousands.

Education. The Dolly Parton Imagination Library program serves over 5000 children in our area by sending a book a month in the mail to children up to age 5. Muskegon expanded the opportunity for preschool for our littlest learners through the new PreK for All program launched in the late summer and supported by United Way and local businesses. STEM programming in afterschool programs in Whitehall, Montague, Muskegon Heights, and Orchard View received sustaining funding.

Honoring Those Who Served. Volunteers surrounded our fallen veterans with several memorial cleanups throughout the county. Cleaning the headstones of these veterans has become a favorite tradition for United Way. Thousands of individuals came out to support our veterans at the Heroes United Festival which featured

Veterans Day Parades in both Fremont and Muskegon and featured the Budweiser Clydesdales. Heroes United not only paid tribute to veterans and United Way but was the kickoff party that launched Mission United – a fund that supports veteran programs through local agencies.

Program Funding. Nonprofit agencies in Muskegon, Newaygo and Oceana counties were awarded more than \$1.4 million for programs that focus on building thriving communities through health, education, and financial stability. To see a complete list of the programs, visit our website at www.unitedwaylakeshore.org/partners.

The progress that has been made in 2021 and over the last 100 years was only possible through the generous support of donors and volunteers like you! On behalf of the United Way of the Lakeshore Board of Directors and Staff, THANK YOU for choosing to LIVE UNITED by asking how you can help and paying it forward all the time!

Sary Nelund **Board Chair**

Christine S. Robere Christine Robere President/CEO

LIVE UNITED

www.unitedwaylakeshore.org



Serving 114,878 Community Members Across The Lakeshore!





EDUCATION PROGRAMS: TOTAL INVESTED \$739,452

Hope Network - Reading Corps (Pre-K - 3rd Grade) (M)	\$13,000
Pathfinders - Lights on After School (M)	\$25,000
White Lake Community Education	
(Whitehall/Montague) (M)	\$24,000
Orchard View Cardinal Elementary -	
Lights On Afterschool (M)	\$15,000
Read Muskegon (M)	\$30,000
Step Up - Program Coordinator (M)	\$5,000
The Arc Muskegon - Advocacy & Outreach (M)	\$20,000
Girl Scouts MI Shore to Shore (M, N, O)	\$10,100
Boy Scouts of America -	
Scoutreach Leadership Development (M, N)	\$13,712
Boys & Girls Club of the Muskegon Lakeshore (M)	\$25,000
Big Brothers Big Sisters of the Lakeshore (M,O)	\$62,000
Child Abuse Council - Preventing through Education (M)	\$24,000
Dolly Parton's Imagination Library (M,O)	\$125,000
Dolly Parton's Imagination Library - NC RESA Affilate (N)	\$8,560
Youth Employment Training (M,N,O)	\$235,000
Child Care Programs & Facilities (M,O)	\$92,500
Staircases Youth Services (0)	\$2,300
Oceana College Access Network (0)	\$5,000
TrueNorth Community Services - TrueMentors (N)	\$4,280

FINANCIAL STABILITY PROGRAMS: TOTAL INVESTED \$687,223

\$180,000
\$109,387
\$60,000
\$81,000
\$15,000
\$30,000
\$20,352
\$20,000
\$22,000
\$30,000
\$20,125
\$6,496
\$5,200
\$5,500
\$9,416
\$8,036
\$64,711

HEALTH PROGRAMS: TOTAL INVESTED \$328,134

Mediation & Restorative Services (M,O)	\$50,500
Child Abuse Council (M)	\$29,400
The Hope Project - Counseling/Recovery/Sex Trafficking	\$18,000
Catholic Charities of West Michigan - Behavioral Health Services (M,N,O)	\$95,742
Legal Aid West Michigan - Domestic Violence Intervention (M, N)	\$52,704
Volunteer for Dental - Dental Program (M)	\$12,500
COVID-19 Response	\$40,000
Communities Overcoming Violent Encounters (COVE)	\$9,600
Association for the Blind & Visually Impaired (N)	\$1,712
Empowerment Network (N)	\$856
Newaygo County Compassion Home (N)	\$5,136
Prevention of Child Abuse & Neglect (N)	\$3,424
TrueNorth - Weekend Power Packs (N)	\$8,560

GENERAL STATS:

- 20,932 Help Calls Answered by 211
- Over 200 Volunteers Serving As COVID-19 Emergency Response Volunteers
- 672 Aided With Holiday Programing
- 360 Students Supported with Stuff the Bus
- Over 1,500 Coats were Donated for the Warmth Drive
- 17,500 Volunteer Hours Logged with Over 6,000 Volunteers Connected to Volunteer Opportunities
- 107 AmeriCorps Seniors Members Enrolled In The Retired & Senior Volunteer Program

DOLLY STATS:

- 6,792 Children Enrolled In The Dolly Parton's Imagination Library Program In 2021
- 81,504 Books Were Distributed
- 91% of surveyed parents reported that the Imagination Library through United Way of the Lakeshore helped prepare their child for kindergarten!
- 94% of surveyed parents reported that the Imagination Library through United Way of the Lakeshore helped them as a parent!
- 72% of Dolly Parents Read To Their Children Daily!



Our Finances (Preliminary Results for 2021):

Total Support

Individuals, Corporate, Grants, Endowments, & Other Support

Total Expenses

Program Expenses, Managing Funds & Organization, Fund Raising

\$2,618,446

\$2,504,126

\$114,320

Thank you to all of our participants!

Go to unitedwaylakeshore.org to find out more!

End of Year Net Asset Balance: \$4,029,441

THANK YOU 2021 LEADERSHIP CIRCLE DONORS!

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While United Way of the Lakeshore has made every attempt to ensure the accuracy of this list, some names may have been inadvertently missed. Please visit unitedwaylakeshore.org/annual-report for the most up-to-date listing, and be sure to let us know if you were inaccurately omitted.

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