

CAMPAIGN

Presentation Outline



UNITED WAY
Lakeshore

THANK YOU FOR YOUR HELP IN 2023!

- Over 100,000 individuals in Muskegon, Newaygo and Oceana Counties were helped by the 80+ 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

OUR COMMUNITY NEEDS YOUR CONTINUED HELP!

- 45% of our local families are just barely getting by in our community
- These families are just one unexpected expense away from crisis.
- We all know, or have ourselves been, a working family or individual 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.
- Payroll deduction is an easy way to give!
- All dollars stay in our community!

HOW TO GIVE THROUGH UNITED WAY USING OUR 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 dollar for dollar by Robert Tuttle Foundation.
- Payroll Deduction: Select amount, select frequency, **MUST PROVIDE SIGNATURE**.
- One-time giving is available by check or card. Please know that you can note down "Call Me" if you don't want to put down your information on the form.
- Online giving is available at www.unitedwaylakeshore.org/donate - please 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 if you'd like to be publicly recognized.
- **BE AN EVERYDAY HERO** for just \$1/day, \$365 per year!
- Whatever you give, one time or recurring, everything help us lead the way to a better future, 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 FOR STANDING WITH US TO INSPIRE CHANGE AND FOR YOUR ONGOING COMMITMENT TO HELPING OUR COMMUNITIES THRIVE!



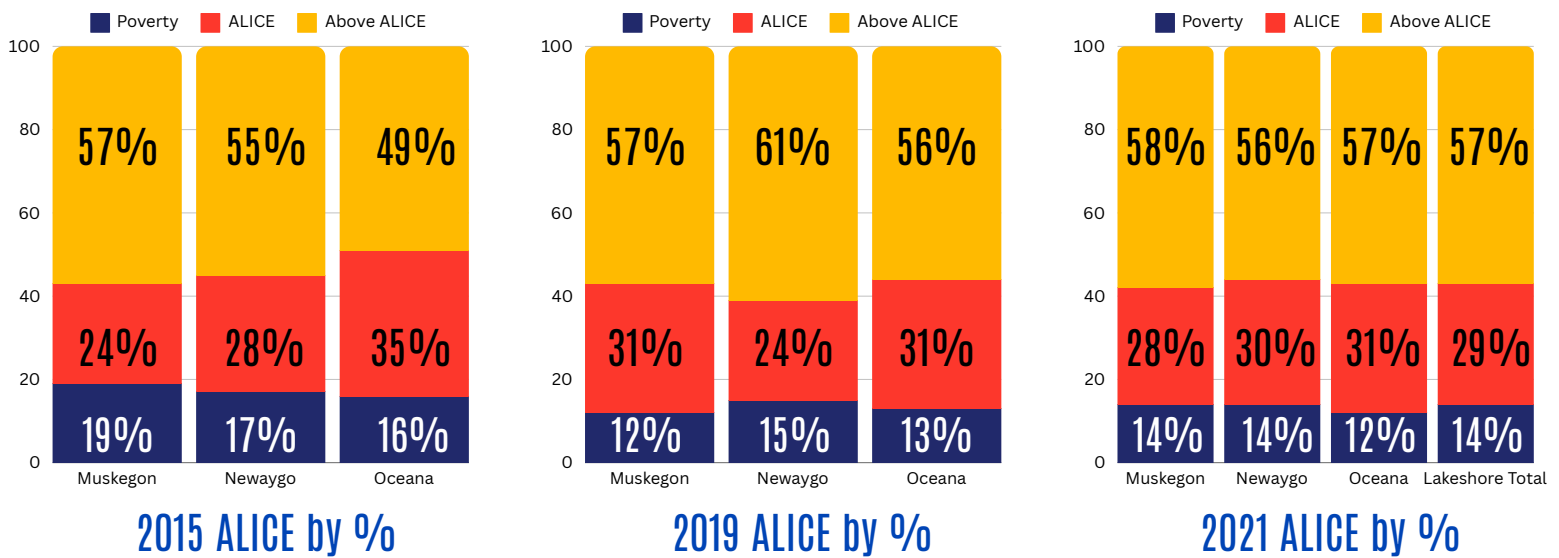
OUR BOLD GOAL: 10,000 MORE WORKING FAMILIES MEET THEIR BASIC NEEDS BY 2025.

WHEN COMBINED WITH THOSE LIVING BELOW THE FEDERAL POVERTY LEVEL, 4 IN 10 HOUSEHOLDS ACROSS THE LAKESHORE ARE STRUGGLING TO MEET THEIR BASIC NEEDS.

It's no secret that people experiencing poverty have a hard time meeting their basic needs. But so do many families with incomes above the federal poverty level. These are ALICE households: Asset-Limited, Income-Constrained, Employed. Simply put, ALICE households earn too much to be considered poor, but not enough to cover the cost of living in their county.

ALICE represents men and women of all ages and races who go to work each day, but still face tough financial choices. ALICE is the person who frets over bills, skips meals, and always takes the extra shift. ALICE is glad to have a job, proud of their work, and happy to contribute to the community. But ALICE knows that one major financial setback—a car repair, an unexpected medical expense, a job loss—could push them into a desperate situation.

ALICE Rates Over Time:



Updates On ALICE Since Bold Goal

- Since 2015, wages have increased overall, the cost of living has outpaced it and risen by 24.7%. From 2019 to 2021, the Household Survival Budget's average annual costs (excluding taxes) increased 12% for a single adult, 9% for a single senior, and 8% for a family of four from 2019 to 2021.
- The average household size in Michigan is 2.46
- We saw 4,434 households move above the poverty line into ALICE (3,385 (M), 567 (N), 391 (O)).
- 1,649 families moved above the ALICE threshold since 2015 (677 (M), 189 (N), 783 (O)).

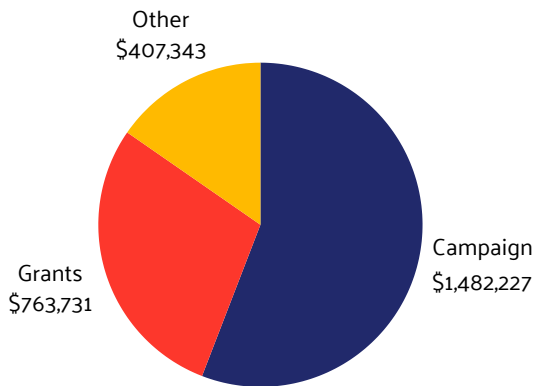
SINCE WE INTRODUCED OUR BOLD GOAL, WE HAVE CHANGED THE ODDS FOR
14,964 INDIVIDUALS

FISCAL YEAR 2023

Per Audited Financial Statements

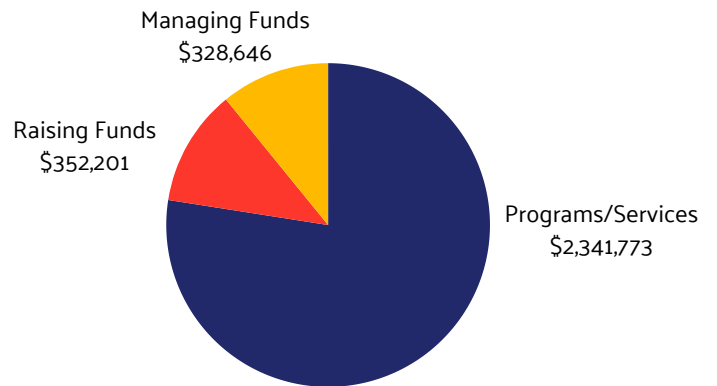


REVENUE SOURCES



TOTAL REVENUE \$2,653,301

EXPENSES



TOTAL EXPENSES \$3,022,620

Program & Services	\$2,341,773
Managing Funds	\$328,646
Raising Funds	\$352,201
End of Year Net Asset Balance	\$3,070,022

IMPACT AREAS

PRIORITIES FOR 2025 IMPACT WORK

Healthy Families
 Access to Care
 Mental Health
 Domestic Violence
 Healthy Lifestyles

Economic Mobility
 Housing
 Financial Coaching
 Transportation

Childhood Success
 Ages 0-3 School Readiness
 Early Literacy Support
 Services
 Childcare Support Services

Youth Success
 Chronic Absenteeism
 Family Engagement

FOUNDATION:
 Equity, Diversity, Inclusion, & Belonging | ALICE | Volunteerism | Advocacy