

United Way
of the Lakeshore



Better Together



2023
ANNUAL REPORT

WE ARE BETTER TOGETHER!

THANK YOU so much for your continued partnership and leadership support! For more than 100 years, United Way has remained committed to serving the community through triumphs and challenges. We remain United in Purpose to bring the community together to solve local problems that impact the well-being of our families and help build a thriving community right here at home. Together, we accomplished so much! Here are some of our accomplishments from 2023, made possible by your partnership and leadership support.

EDUCATION: We made progress to ensure every child achieves Success by Six and is Career Ready by 21, our prevention work!

- 150 youth were engaged in specific career readiness training and internships, while hundreds more were engaged in high quality afterschool programming to stay on track, build STEM skills and character.
- Dolly Parton's Imagination Library is currently engaging over 6,000 children and families in Muskegon, Newaygo and Oceana counties by sending a book each month to their homes. 74% of parents reported reading daily with their child and 100% reported reading more frequently – a key indicator of kindergarten readiness. We were chosen by the state to help implement a regional effort for other birth to 5 literacy programming.
- 30 children were prepared to learn through a Retired & Senior Volunteer Program (RSVP) piloted last year that matched volunteer tutors to review letter sounds with kindergartners in two schools on a daily basis. This fall, we are doubling the program by adding two more schools. Volunteers needed!
- Our United Way secured a planning grant to conduct a deep dive on the needs of families, businesses and childcare professionals to improve the childcare delivery system in our region. The results of our plan will be released soon. Through our advocacy, we championed public policy efforts to improve childcare subsidies for working ALICE families and childcare providers to improve worker retention.

INCOME STABILITY: We made progress on our work to create Safe & Stable Homes for children and families!

- Our new Housing & Homeless Network Coordinator position funded by grants helped ensure a smooth transition of our homeless prevention programming and grants. When one of our agencies went out of business, United Way assisted in vetting a new partner to assume this work and took on the management of the two federal HUD grants related to planning and data management. Due to better data management, our community is eligible for bonus funding!
- We received the report of the county-wide housing needs study in Muskegon County, learning that a staggering number of housing units, 9000, are needed over the next five years! Housing is the number one need in all three counties and significant efforts and partnerships are underway to help in this area.
- With the help of several partner agencies and our emergency needs staff, we helped stabilize hundreds of families through emergency crisis....maintaining family stability and keeping them connected to employment.

HEALTH: We made progress on our work to provide for the Health & Healing of our most vulnerable.

- We connected businesses and individuals to mental health services with concerns for the high level of trauma and crisis affecting so many families.
- Recognizing that we are two years away from the last year of our bold goal around ALICE, the board met to set clear priorities for the next two years to ensure we achieve that goal of lifting 10,000 more working families to meet their basic needs.

United Way of the Lakeshore program investments in 2023 were \$2.2 million with over \$900,000 going out to our nonprofit partner agencies in Muskegon, Newaygo, and Oceana counties, and another \$602,087 to partners and initiatives focused on our community solution priorities. Together this work focused on building thriving communities through education, financial stability, and health outcomes. To see a list of all the programs, visit our website at www.unitedwaylakeshore.org/our-programs.

The progress that has been made in 2023 and over the last 104 years was only possible through the generous support of donors and volunteers! On behalf of United Way of the Lakeshore Board of Directors and staff, THANK YOU for choosing to LIVE UNITED!



Rich Houtteman
2023 Board Chair

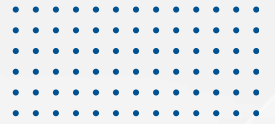


Christine Robere
President & CEO



VOLUNTEER LEADERSHIP

2022 - 2023 BOARD OF DIRECTORS



CHAIR:
Rich Houtteman,
Consumers Energy



VICE CHAIR: Erin Kuhn, West Michigan Shoreline Regional Development Commission



SECRETARY: Ryan Bennett, West Michigan Plumbers Fitters Local #174



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PAST CHAIR: Kathy Moore, Director of Public Health County of Muskegon



Shawn Buckner,
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Kris Collee,
AgeWell Services



Jason Finch, West Michigan Plumbers Fitters Local #174



John Foss,
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Brad Hillerary, Webb Chemical & Trace Analytical



DJ Hilson,
County of Muskegon



Jocelyn Hines,
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Shawntain Jenkins, Grand Valley State University



Pete Klahorst, Meta Tool Technologies



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Jillian Meloche, Nowak Machined Products



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Imperial Dade



Jack Russell,
Rolar Products



Tamica Sain,
MillerKnoll



John Schaub,
Howmet Aerospace



Dr. John Selmon,
Muskegon Community College



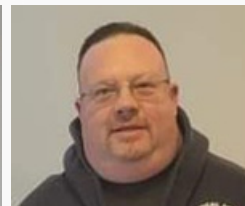
Pat Shafer,
Community Advocate



Jim Steffel, Warner, Norcross + Judd



Kim Suarez,
Community Advocate



Paul Watson, Howmet Aerospace, UAW1243 President



Matt Werksma



Kay Williams, Community Advocate



Jonathan Wilson,
DTE Energy



VOLUNTEER LEADERSHIP



COMMUNITY COMMITTEE CHAIRS

NEWAYGO COUNTY:

CHAIR Chris Wren, Newaygo County Government
Sherri Anderson Patterson, Community Advocate
Tyler Cook, Fremont Insurance
Michael Danhof, Huntington Bank
Jason DeKuiper, White Insurance Agency
Lou Deleguardia, Edward Jones
Jason Finch, UA Local #174
Martha Gabrielse, Community Advocate
Rod Glupker, CBD Store of Michigan
Lori Little, Gerber Federal Credit Union
Blake Prewitt, NCRESA
Jason Ross, Corewell Health
Stewart Sanders, Newaygo Register of Deeds
Sandra Siegel, Family Health Care, Inc.
Darcie Witte, Fifth Third Bank

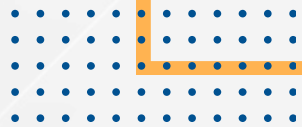
OCEANA COUNTY:

CHAIR – Kay Williams, Community Advocate
Ari Aguinaga, GHSP Hart
Shelley Berry, GHSP Hart
Eva Berumen Renya, Oceana Hispanic Center
Kortni Garcia, District Health Department #10
Paul Inglis, Community Advocate
Ron Maynard, The Right Place
Mark Platt, Hart Public Schools, Superintendent
Tom Sims, Storybook Village of Pentwater
Deb Swanker, Shelby State Bank
Stevie Walker, Gray & Company/Seneca Foods Corp

COMMITTEE CHAIRS

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Campaign Cabinet: **Jack Russell**
Oceana Community Committee: **Kay Williams**
Newaygo Community Committee: **Chris Wren**
Community Impact Strategy Council: **Lori O'Brien**
Community Engagement Advisory Council: **Pat Shafer**
Executive Committee: **Rich Houtteman**
Finance Committee: **Stacy Mellema**
Building Committee: **Steve Jackson & Mark Evans**
Labor Participation Committee: **Walter Christopherson**
Labor United: **Ryan Bennett**
Mission United: **Sunny Crenshaw**
Personnel Committee: **Tamica Sain**
Resource Development Task Force: **Jim Steffel**
RSVP Advisory Council: **Laura Carpenter**
Seniors United: **Kim Suarez**
Young Leaders Circle: **Jillian Meloche**

Our work in the community is only possible with the support of the United Way of the Lakeshore Board of Directors, Committees, and Campaign Cabinet, as well as our corporate and nonprofit partners.



Our Bold Goal: 10,000 more working families meet their basic needs by 2025.

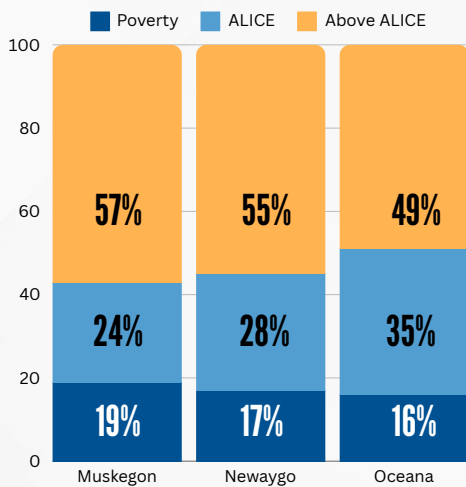
WHEN COMBINED WITH THOSE LIVING BELOW THE FEDERAL POVERTY LEVEL, 4 in 10 HOUSEHOLDS ACROSS THE LAKESHORE ARE STRUGGLING TO MEET THEIR BASIC NEEDS.



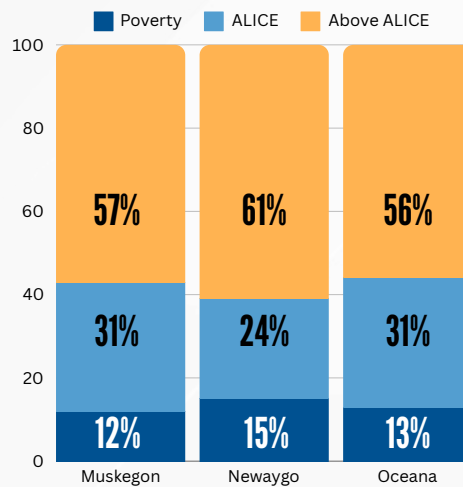
It's no secret that people experiencing poverty have a hard time meeting their basic needs. But so do many families with incomes above the federal poverty level. These are ALICE households: Asset-Limited, Income-Constrained, Employed. Simply put, ALICE households earn too much to be considered poor, 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.

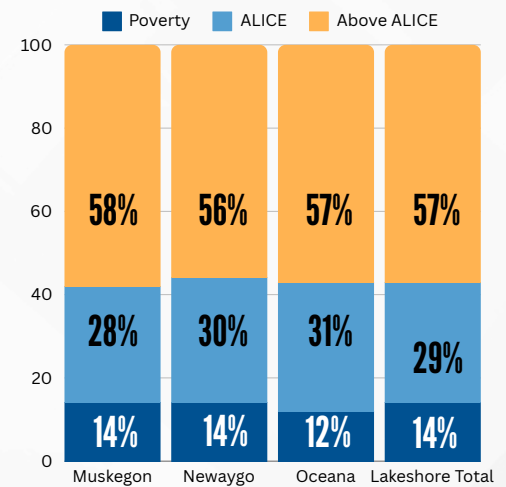
ALICE Rates Over Time:



2015 ALICE by %



2019 ALICE by %



2021 ALICE by %

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 our bold goal we have changed the odds for **14,964 individuals** (moving them above an income threshold).

KEY SUCCESSES & IMPACTING EVENTS

2015 - Bold Goal & ALICE Report Released.



2015 - Reading Corps Begins

Reading Interventionists that work one-on-one with students. Orchard View Preschool Pilot shows great results.



2016 - Community Conversation Plan

Community Conversations with ALICE families and summit identified key issues: childcare, transportation, financial stability, & literacy.



2016 - Dolly Parton's Imagination Library Expanded Throughout Muskegon County



2016 - Childcare Reimbursement Expanded

Childcare summit is held. Senator Hanson successfully seeks increase in childcare reimbursement to 130% of poverty from 124%.



2016 - DTE Summer Youth Program Expands

Youth Internship program expands to \$150K and expands to Newaygo & Oceana. The program now covers our entire regional footprint.



2016 - Employer Resource Network Begins

ERN begins with 4 interested companies who will have a success coach in their workplace.



2016 - Urban Safety Corps Launches

Fight the Blight AmeriCorps team with the County of Muskegon & MCSC.



2017 - ALICE Grants Launch

Board set aside \$100K for new ALICE grants in 2016 for programs launched in 2017; 8 new agencies added.



2017 - Dolly Parton's Imagination Library Expands to Oceana

Dolly expands to Oceana County. Nichols 25K match, MAISD partners with a 28K contract. We invest into Read Early. Read Often.



2017 - Jobs for Michigan Graduates

DTE Summer Youth Internship program expands to add Jobs for Michigan Graduates in Muskegon Heights. The program is at \$200K with 150 youth engaged.



2017 - Transportation Program Development

Several transportation programming options are developed in Muskegon, Newaygo, & Oceana County.



2018 - Reading Corps Pre-K Students Prove Program Concept

Students start from 9% national average in the year and improve to 16-26% ABOVE the national average. Read Muskegon starts 2-Gen Literacy programming.



KEY SUCCESSSES & IMPACTING EVENTS

2018 - United Way of the Lakeshore Celebrates 100 Years!



2018 - Volunteer for Dental Launches

New program for underserved adults to receive dental care and oral health education.



2019 - Childcare Connections Expanded

United Way of the Lakeshore invests in the expansion of childcare and opportunities for childcare providers.



March 2020

The COVID-19 Pandemic Begins. Benefits are expanded, thousands are receiving unemployment during the shutdown, businesses struggle to remain open. Thousands of individuals are also facing devastating health threats at the spread of the virus.



2020 - Emergency Fund Created & Community Emergency Relief Team Expands

Thousands of volunteers band to serve the community during the shutdown. Masks, emergency food, and supplies were being delivered and managed by volunteers. This includes health providers who served during the testing and vaccinations. United Way is in Disaster Relief Mode for 2 years.



2020 - Equity Work Expanded - DEI Statement Adopted by Board. Impact Strategy Team puts emphasis on disaggregated data & disparities.



2020 - Emergency Housing

United Way becomes the source of emergency and immediate housing needs during the pandemic. Coordinating with shelters and the local hospitals to place individuals in temporary housing while being COVID-19 positive. This helped slow the spread and keep families living in safe housing.



2020 - Childcare Navigators Help Families Return to Work
2 childcare navigators help families apply for assistance and programming as they return to work during the pandemic.



2021 - Tri Share Program Launched & Y Learning Center Created.

Tri-Share Childcare pilot begins with Goodwill Industries. The Y Early Learning Center opens to serve infants through school aged children.



2022 - Mission United Adopted for Veteran Based Programming - Formalized programming to begin in 2023.



2022 - Tri Share Expanded, Childcare Regional Planning Grant Awarded

In late 2022, the Tri Share program was expanded by the state. Announcement of receiving the Regional Childcare Planning Grant is awarded to UWL for Lake, Mason, Muskegon, Newaygo, and Oceana Counties. A Coordinator for this program to be hired in 2023.



2022 - Muskegon Continuum of Care, the City of Muskegon, the County of Muskegon, & United Way Partner to Bring in a Homeless & Housing Coordinator for State/Federal Opportunities. To help end homelessness.



2023 - Early Literacy Coalition Planning Grant Moves to United Way

Covers 13 counties in our north-west region. Our priorities are early literacy and child-parent engagement.



2023 - Public Policy Wins

\$4 Million in the State Budget for Dolly Parton's Imagination Library. Expansion of the Earned Income Tax Credit from 6 - 30%. Preschool for All expands statewide. Muskegon County Housing Assessment is completed.

COMMUNITY INVESTMENTS 2023

FOSTERING CHILDHOOD SUCCESS:

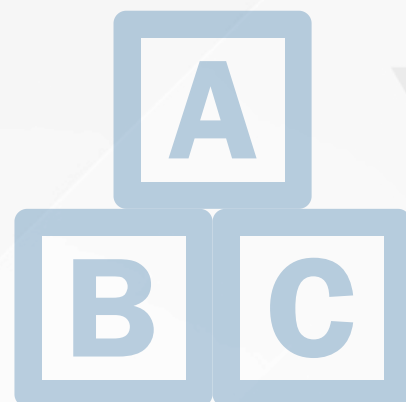
GOALS:

1. Children are ready to enter school and are successful in early grades
2. Once in school, children maintained or improved school attendance
3. Children achieve developmental milestones on time

Funded Partners & Programs:

Dolly Parton's Imagination Library (M,N,O)
HELPS (COGIC Center) - Tutoring & Literacy (M)
MI Education Corps - Reading Corps (M)
Orchard View Community Education - Alternative Childcare & Lights on Afterschool (M)
Pathfinders - Lights on Afterschool (M)
Read Muskegon - Family Literacy / Empowerment Project (M)
Region IV Birth to Five Early Literacy Support Network Hub (M,N,O)
Regional Childcare Coalition (M,N,O)
White Lake Community Education - Lights on Afterschool (M)
YMCA Learning Center - Affordable Childcare
Early Childhood Literacy Program - United Way & RSVP (M)

M = Muskegon County
N = Newaygo County
O = Oceana County



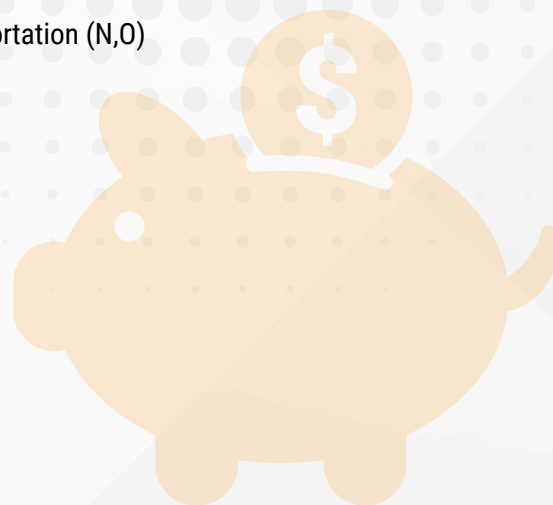
STRENGTHENING ECONOMIC MOBILITY:

GOALS:

1. Job Readiness - Individuals have the education & skills to obtain & retain good jobs with the potential for advancement
2. Financial Products - Individuals use affordable financial products to manage their money and achieve their financial goals
3. Financial Support Services - Individuals have the knowledge, skills, and supports to make choices that increase financial stability and advance economic mobility
4. Safe & Stable Homes - ensure family homelessness is prevented whenever possible, or if it can't be prevented, it is a rare, brief, and one-time experience.

Funded Partners & Programs:

211 Resource Help Line (M,N,O)
American Red Cross - Disaster Relief Services (M)
Disability Network West Michigan - Income Stability, Financial Management, & Transportation (N,O)
Dogwood Development Center - Housing (O)
Emergency Food & Shelter Fund (M,N,O)
Every Woman's Place - Safe Shelter & Housing First Program (M)
Eviction Prevention Funds (M)
Fresh Coast Alliance - Financial Success (M)
Goodwill Industries - VITA (M,N,O) & Employee Resource Network (M)
Lakeshore Regional Community Development - Homeownership Program (M)
Love INC - New Directions (M)
Mission for Area People - Emergency Transportation (M)
Muskegon County Homless Continuum of Care (M)
Oceana Hispanic Center - Neighbor to Neighbor Fund (O)
The Salvation Army - Emergency Social Services (M)



ENCOURAGING YOUTH SUCCESS:

GOALS:

1. Youth gain the knowledge, skills and credentials to obtain family-sustaining employment
2. 95% of students will graduate high school ready for college and career

Funded Partners & Programs:

The Arc Muskegon - Advocacy & Outreach for Individuals with Disabilities (M)
Boys & Girls Club - Great Futures (M)
Boy Scouts of America - Leadership Development (M,N,O)
Community Foundation for Oceana County's College Access Network (O)
Girl Scouts MI Shore to Shore - Promise Program (M,N,O)
Staircase Youth Services, Inc. - Youth Outreach (O)
Step Up - Program Coordinator (M)
TrueNorth - Mentorship Program (N)
Youth Employment & Training - West MI Works! & West Central MI Works! (M,N)
Jobs for Michigan Graduates - Youth Solutions & Muskegon Public Schools (M)



INCREASING ACCESS TO HEALTH:

GOALS:

1. Individuals & families have increased access & reduced barriers to health resources in healthcare and community settings
2. Babies are born at healthy birthweight & grow in healthy environments
3. Children, adults, & families increase healthy behaviors and reduce the prevalence of chronic diseases
4. Families live in safe and cohesive neighborhoods

Funded Partners & Programs:

AgeWell Services - Senior Medical Transportation
Association for the Blind & Visually Impaired - Low Vision Clinic & Rehabilitation (N)
Catholic Charities of West Michigan - Behavioral Health & Healthy Families (M)
Child Abuse Council of Muskegon County - CASA Program, Children's Advocacy Center, and Prevention Through Education (M)
Communities Overcoming Violent Encounters COVE - Domestic Violence Intervention (O)
Empowerment Network - Healthy Eating (N)
Feeding America West MI - Mobile Food Pantries (O)
Legal Aid of Western Michigan - Domestic Violence Intervention & Free Legal Services (M,N,O)
Mediation & Restorative Services - Balanced & Restorative Justice & Family Mediation (M,O)
Newaygo County Compassion Home - Support for Terminally Ill (N)
Prevention of Child Abuse & Neglect - Child Nutrition & Other Services (N)
SingleCare Prescription Savings (M,N,O)
The Hope Project - Counseling / Group Therapy (M)
TrueNorth - Weekend Power Packs (N)
Volunteer for Dental - Dental Care Education (M)



VOLUNTEER CENTER SERVICES:

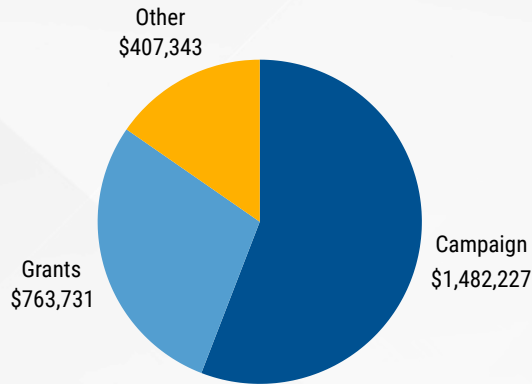
- **GetConnected Volunteer Service** - Connecting thousands of volunteers to local service opportunities.
- **AmeriCorps Seniors** - Retired & Senior Volunteer Program - National service program that connects individuals age 55 and above to local service opportunities.
- **National Days of Service Participation** - Includes conducting service projects for Martin Luther King Jr. Day, AmeriCorps Week, National Volunteer Week, Earth Day, National Day of Service & Remembrance (9/11), Make A Difference Day, and Veterans Day.
- **Corporate engagement toolkits**



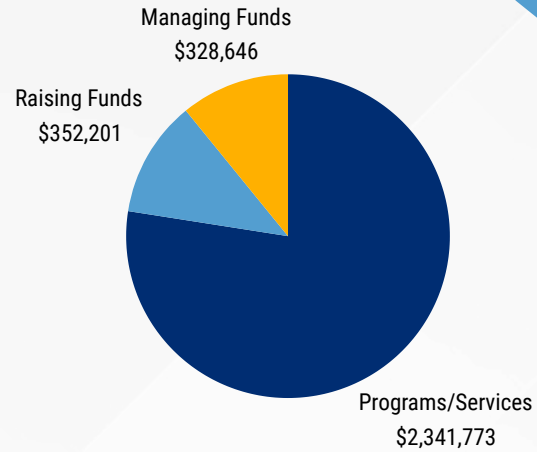
FISCAL YEAR 2023

Per Audited Financial Statements

REVENUE SOURCES



EXPENSES



TOTAL REVENUE: \$2,653,301

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

United Way of the Lakeshore is tax-exempt under 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the extent allowed by law.



THANK YOU SIGNATURE SPONSORS!

