

# Campaign

## Presentation Outline - Newaygo



### THANK YOU FOR YOUR HELP IN 2020!

- Nearly 101,000 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/annual-report> 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!

- **39%** of Newaygo 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 you don't want info on the form).
- **Online giving** available at [www.unitedwaylakeshore.org/donate](http://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?

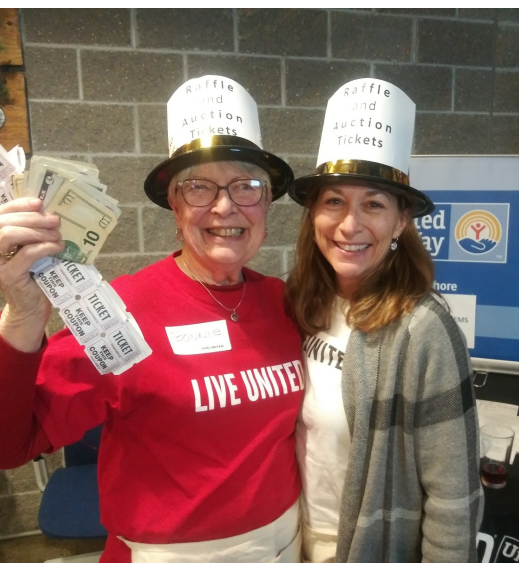
- **Be a Leader for \$10/week:** List your name as you wish to be publicly recognized!
- **Be an Everyday Hero for just \$1/day, \$365 per year!**
- **Whatever you give, all dollars help us find a better way, together!**

## OTHER WAYS TO LIVE UNITED:

**Volunteer:** [unitedwaylakeshore.org/volunteer](http://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** = 

## Clarity

Provides a handheld magnifier for a visually impaired client

**\$2 Per Week** = 

## Safety & Support

Provides 2 families in need a car seat for their child

**\$3 Per Week** = 

## Love of Reading for Kids

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

**\$5 Per Week** = 

## Food for Kids

Feeds one hungry child every weekend for the year

**\$10 Per Week** = 

## Confidence in Kids

Supports 10 children in leadership development programs

# 2020 IMPACT SNAPSHOT

**101,000**  
FAMILIES SERVED!

### EDUCATION:

**43,265**

Families connected to educational programs.

**6,000**

Children enrolled in the Imagination Library Program

**5,580**

Students enrolled in mentorship & leadership development programs

**19,686**

Students educated in personal safety protection & human trafficking awareness

**685**

Students connected to career training & college access assistance

### INCOME:

**22,538**

Families helped and funded in income stability programs.



**379 families found permanent housing**

### HEALTH:

**10,063**

Families helped in health based programs.



**929**

Families received food assistance

**1,327**

Families connected to domestic violence intervention programs, safe shelter & counseling

**\$144,973**

In prescription savings through SingleCare

### 211 HELPLINE:

**19,587**

211 help call connections made.

**3,950** 

Families connected to housing/shelter

**3,737** 

Families connected to financial assistance

**2,730** 

Families connected to healthcare

**283** 

Connected to counseling & mental health services

## 39% of Newaygo 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:** 48,366

**Median Household Income:** \$50,326 (state average: \$59,584)

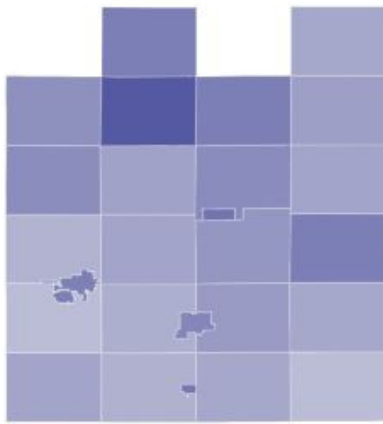
**ALICE Households:** 24% (state average: 25%)

**Number of Households:** 19,161

**Unemployment Rate:** 5.0% (state average: 5.0%)

**Households in Poverty:** 13% (state average: 13%)

## NEWAYGO MUNICIPALITIES & THE PERCENTAGE LIVING UNDER THE ALICE THRESHOLD



Ashland township, 29%

Barton township, 33%

Beaver township, 44%

Big Prairie township, 52%

Bridgeton township, 35%

Brooks township, 39%

Croton township, 33%

Dayton township, 28%

Denver township, 45%

Ensley township, 24%

Everett township, 41%

Fremont city, 51%

Garfield township, 30%

Goodwell township, 35%

Grant city, 55%

Grant township, 33%

Lilley township, 52%

Lincoln township, 36%

Merrill township, 69%

Monroe township, 52%

Newaygo city, 48%

Norwich township, 37%

Sheridan charter township, 24%

Sherman township, 35%

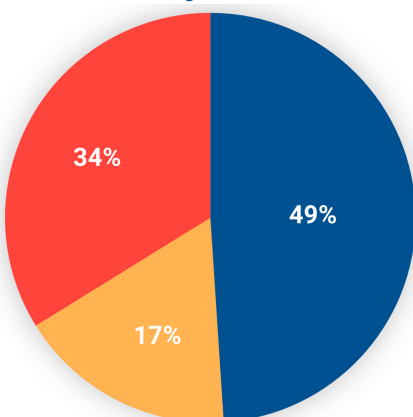
White Cloud city, 57%

Wilcox township, 46%

## WHEN FACED WITH A CRISIS, ALICE FAMILIES MUST MAKE CHOICES. THESE CHOICES HAVE CONSEQUENCES ON NOT ONLY THEM, BUT ALL OF US.

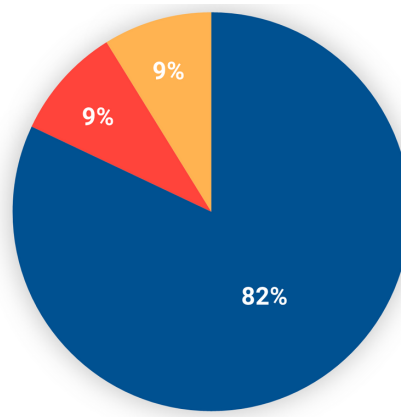
Choices in one area invariably affect choices in other areas. The problems are complicated and interwoven. Because the problems facing ALICE families are interconnected, effective solutions must be, too. Working toward these solutions will require innovation and vision, to both recognize local factors and address as many areas of struggle as possible. Family, friends, nonprofits, businesses, and the government – can start to work together to build solutions that are right for their neighborhoods, towns, cities, counties, and states. If ALICE households can become financially stable, state economies across the country will be stronger and communities more vibrant, improving life not just for ALICE, but for everyone.

## United Way of the Lakeshore Financials - Fiscal Year 2020



### REVENUE

- Individuals - \$1,408,483
- Corporate - \$494,844
- Grants & Other - \$973,205



### EXPENSES

- Programs & Services- \$2,544,477
- Raising Funds - \$283,558
- Management - \$274,186