



UNITED WAY
Lakeshore

2024 Annual Report



Muskegon County

2,104 NEW Registrations
27% Growth over 2023



Oceana County

210 NEW Registrations
10% Growth over 2023

Over 74,000
Total Books Gifted
in 2024

**This equates to 1 book
mailed every hour!**

How does the program work?



UNITED WAY
Lakeshore

- Enrolls local children ages 0-5
- Pays mailing cost per child per month to deliver the books to the home
- Promotes program to drive enrollment and funding.

Dolly Parton's
IMAGINATION LIBRARY

- Provides the enrollment database and support.
- Coordinates Blue Ribbon Book Selection Committee.
- Coordinates monthly book order and shipment.



Books arrive monthly at a child's home at NO COST to the family.



7 THOUSAND

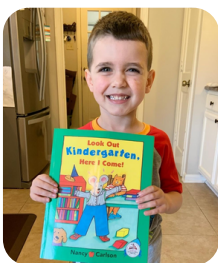
The number of children enrolled in Muskegon, Newaygo, and Oceana Counties. That is 50% of all eligible children in Muskegon County and 57% of all eligible children in Oceana County!

**71% of Surveyed
Parents
Reported
Reading DAILY.**



Everyday the kids want to check the mail to see if they got anything. They love receiving mail. When they see their books they immediately run inside and ask if we can read them.
- DPIL Parent from Fruitport

**82% of Surveyed Parents
Reported Reading More
Frequently to Their Child.**



**92% of Surveyed
Parents Reported
that the program
helped prepare
them for
Kindergarten!**

My 3 year old has been surprising me with his vocabulary while reading "The Big Slide". I can see him imaging climbing the stairs and sliding down with joy as he looks at the pictures!
-DPIL Parent from Hart



1,504 Graduates in 2024!

****That's 10,315 children graduating
from the program since it's inception!**

**Muskegon program began in 2015 and then the
Oceana program followed in 2017.

Grant Partnership!

United Way is not the affiliate program for Newaygo County. However, **we are a proud grant funder** of NC RESA who administers the program in Newaygo communities!



Thank You Sponsors!

Mike & Kay Olthoff
Jan & Don Hasselbring

- Cannon Muskegon
- MAISD
- PNC Bank
- The Gerber Foundation
- Read early. Read Often.
- The Cannon Family Fund
- The Lothmann Family Fund

- Libraries in Muskegon & Oceana Counties
- Community Foundation for Oceana County
- Community Foundation for Muskegon County
- Numerous individual donors



**Enroll or
Support A
Child Today!**

unitedwaylakeshore.org/dpil