2021 IMPACT REPORT
OTTAWA COUNTY

Pliant Plastics Employees at our Day of Caring...
2021 IMPACT AGENDA

EDUCATION

Success in life begins with a quality education. And yet, millions of children and youth lack the support they need to strengthen their literacy, stay on track in school, graduate high school and find a career. Our goal is that kids enter school ready to learn, and are supported for successful school progression followed by completion of a post-secondary experience that leads to a family sustaining job.

IN THE EDUCATION IMPACT AREA UNITED WAY SUPPORTS:

8 Programs 3 Collective Impact Collaborations 3,534 + people in Ottawa County were impacted by our funded Education programs

FINANCIAL STABILITY

A better future begins with financial stability. We give people the resources and opportunities they need to improve their lives and the lives of their children. Our goal is that there is accessible, affordable and quality housing for all, and that people have access to all available income supports and resources.

IN THE FINANCIAL STABILITY IMPACT AREA UNITED WAY SUPPORTS:

23 Programs 3 Collective Impact Collaborations 73,524 + people in Ottawa County were impacted by our funded Financial Stability programs

LAKESHORE HOUSING ALLIANCE
A Program of Greater Ottawa County United Way

$2.6 MILLION in state & federal grants for homeless services received by Ottawa County and distributed through the Lakeshore Housing Alliance.

View the full 2021 Impact Report at: www.ottawaunitedway.org/impact-report
**Lighthouse Leadership Circle**

United Way's Lighthouse Leadership Circle is made up of individuals (or households) who give $500 or more per year. Every dollar helps make a difference in our community and thanks to the Ottawa County Leadership Challenge, your donation is matched when you give for the first time or increase your gift!

### Lighthouse Keepers’ Society
**$25,000 & up**

- The Brooks Family
- Matthew & Jennifer Haworth Family
- Advised Fund of Community Foundation
- Foundation of Holland/Zeeland
- Richard & Ethelyn Haworth
- Loutit Foundation
- Lynne Sherwood Fund for Greater Ottawa County

### Beacon Society
**$10,000 & up**

- Diane & Larry Kooiker
- Matthew & Jennifer Haworth
- Bari S. Johnson
- Stuart & Barbara Padnos Foundation
- Steven Waugh

### Admiral’s Circle
**$5,000 - $9,999**

- Shawn Baxter
- Franco & Alessandra Bianchi
- Jeff & Tammy Beswick
- Martha Erickson
- Happy Fox
- Tony Gage
- Tom & Phippi Garrison
- Karen & Phillip Groenhof
- Mary Jacobson
- Nelson & Lana Jacobson
- Buzz & Lisa Miller
- Steve & Sandy Moreland
- Patrick & Stacy Moran
- Richard M. Schulze Foundation
  - on behalf of Tri-Cities Women
  - Who Care
- Thermo Fisher Scientific Foundation
  - in honor of Tracy Brower
- Mark White
- Kenneth Wierda

### Captains’ Circle
**$2,500 - $4,999**

- Don & Cindy Anderson
- Budd & Melinda Brink
- Karl & Tanya Chapel
- Michael & Virginia Conklin
- Roberta Cramer-Greer & David Greer
- Robb Dawson
- Bob DeNooyer & Colette Volkema-DeNooyer
- Pat & Kathy DeShaw
- Mark Eriks
- Martha & John Gork
- Ann Harten
- Brian Holmes
- Kerry & Mary Irons
- Nathan Johnson
- Scott & Stacey Lubbers
- Brenda Marzynski
- Guy Packard
- Randall Pappal
- Lyn Raymond
- John & Ginny Reifel
- Tom & Tracy Robbins
- Kathy Kremer & Paul Schultz
- Don & Sherri Wisner

### Commander’s Circle
**$1,000 - $2,499**

- Michelle Adkins
- Dr. Thomas & Mary Kay Alguire
- Kevin Bailey
- Steve & Deb Ball
- Travis Batey
- Scott & Tracy Bekins
- Timothy Benningfield
- Jason Birchmeier
- Kevin & Lori Blanding
- Jason Blubaugh
- Nick Bonstell
- Cristine Boon-Hinga & Marvin Hinga
- Dr. Daniel & Deborah Bowen
- Scott Brooks
- Scott & Amanda Brooks
- Tracy Brower
- Jim & Joan Brown
- Krystal & Steve Bulthuis
- Ron & Cheri Bultje

### 2021 IMPACT REPORT

**TOTAL $ RAISED**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Category</th>
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<tbody>
<tr>
<td>$939,046</td>
<td>2021 Impact</td>
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<tr>
<td>$182,345</td>
<td>Increase</td>
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**TOTAL # OF DONORS**

<table>
<thead>
<tr>
<th>Number</th>
<th>2021 Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>466</td>
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</table>

**AVERAGE LEADERSHIP GIFT**

<table>
<thead>
<tr>
<th>Amount</th>
<th>2021 Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,015</td>
<td></td>
</tr>
</tbody>
</table>

View the full 2021 Impact Report at: [www.ottawaunitedway.org/impact-report](http://www.ottawaunitedway.org/impact-report)
DONOR SPOTLIGHT: DOUG AND SHAREN DINKINS

While every one of our donors is important, we’d like to highlight two new members of the Lighthouse Leadership Circle this year. Doug and Sharen Dinkins took a community-centered approach to “stimulating” the local economy. “We are fortunate that we do not need our federal stimulus payments, so we felt a responsibility to share them with neighbors who are struggling and could use a little more help,” said Doug and Sharen. “We selected United Way as one of the organizations to invest in because of its impact on health, education, and financial stability, including affordable housing.”
2021 Lighthouse Leadership Circle

Navigators’ Circle
$500 - $999 (Cont’d)
Scott Suits
Stephen Szucs
greg & Jeanine Taghon Oleszczuk
Aida Tanaka
Mark & Kay Teska
Thomas & Rhonda Thompson
Paul Thurman
Paul & Ione Trap
Ms. Dolores Trese & Mr. Dan Bonner

Wendy Trehewey
Ryan Ung
Mike & Sandy Updegraff
Alice Urban
John Van Dyke
Daniel Van Huis
Jacob VanderPloeg
Barbara VanHeest
Joseph VanLinden
VanOsdol Family
Roger Vargo
Richard & Amy Veenhoven

Richard & Laura Waldschmidt
Jon Wallace
David & Linda Walters
Michael Warsaw
Patrick Waterman
James & Mary Kay Wemple
Thomas Westenbroek
Robert & Helen Weykamp
Glynis Whitcomb
Charles Wickey
Richard Wiegand
John Williamson

Deanna Winegar
Gerald Winkler
Jeremy Witteveen
Scott & Lori Wolters
katherine Wolthuis
Robert Worthington
Roxanna Yager
Andrew Zalsman
Rodney & Tina Zellman
Steve Zimmer
Rosemary Zink
Daniel Zona

Young Leaders
$250 - $499

Patrick & Elyse Cisler
Katie Vanark
Zack & Lindsey Snyder
David Edwards
Jeffrey TenBrink
Steve & Kailey Johnston
Megan Hagerty
Brittany Richards

Amber Craymer
Alison El-Cassabgui
Emily Peterson
Elizabeth Gorman
James Johnson
Shelby Heinmiller
Justin Uganski
Ben Cushway
Chris Ritchey
Michael Diemer
Tuby Sombounsouk

Blake Drollinger
Samone Hart
Lauren Trolz
Seth Buzzell
Erica Bouedln
Ryan & Jennifer Grondzik
Kristin Blain
Jennifer Howland
Erin Kamphuis
Lisa Goldsborough
Mark Galy

Stephanie Eller
Jennifer Eller
Luke Bruce
Brian Christoffer
Andrea Smith
Nathaniel Gee
James Smedley
Kyle Mckenna
Sarah Jackson
Matthew Leigh

Thank you to all who donated to the Phase II Community Challenge Recovery Match and the Phase III Community Rebuilding Campaign Leadership Match:

Lighthouse Keepers’ Society ($25,000 & up)
Shape Corporation
Haworth, Inc
The Brooks Family
Loutit Foundation

Beacon Society ($10,000 & up)
Fifth Third Bank
Diane & Larry Kooiker
Bari S. Johnson

Admiral’s Circle ($5,000 - $9,999)
Tom & Phippi Garrison

Captains’ Circle ($2,500 - $4,999)
Don & Cindy Anderson
Robert J. Cramer & David Greer

Commander’s Circle ($1,000 - $2,499)
Mark & Lori Wilson
P.J. & Kristen Thompson
John & Martha Gork
Rob & Jill Garrison
Daniel & Deborah Bowen

View the full 2021 Impact Report at: www.ottawaunitedway.org/impact-report
THANK YOU TO OUR 2021 CORPORATE ENGAGEMENT PARTNERS

A.D. Bos Vending Services  
Adient  
Anderson Technologies  
Arbor Circle  
AT&T  
Automatic Spring Products Corp.  
Baird  
Bekins Audio/Video & Appliance, Inc.  
Border States Electric  
Boy Scouts of America, - President Ford Council  
Brilliance Audio, Inc.  
Catholic Charities West Michigan  
Child Development Services of Ottawa County  
Children's Advocacy Center  
City of Ferrysburg  
City of Grand Haven  
City of Holland  
City of Hudsonville  
Clarios  
Comerica Bank  
Community Action House  
Con Agra Foods, Inc.  
Consumers Credit Union  
Consumers Energy  
Coopersville Area Public Schools  
County of Ottawa  
Davenport University  
DeLong & Brower, P.C.  
DeNooyer Chevrolet Inc.  
Dryer Architectural Group  
Edward Jones Investments  
Employees of Holland Board Public Works  
Entergy  
EV Construction  
Falcon Corporation  
Federal Express  
Ferris, Busscher & Zwiers, P.C.  
Fifth Third Bank  
First National Bank of Michigan  
Flagstar Bank  
Flex  
GHSP/a JSJ Business  
Girl Scouts of Michigan Shore To Shore  
Good Samaritan Ministries  
Gordon Food Service  
Grand Haven Area Public Schools  
Grand Haven Board of Light & Power  
Grand Haven Custom Molding  
Grand Valley State University  
Great Lakes Castings LLC  
Haworth, Inc.  
Hekman  
Henry A. Fox Sales Company, Inc.  
Herman Miller Cares  
Herrick District Library  
Holland Sentinel & Flashes  
Hope College  
Horizon Bank  
Howard Miller  
Hudsonville Public Schools  
Huntington Bank  
Independent Bank  
ITW Drawform  
JPMorgan Chase  
JSJ Corporation  
Legal Aid of Western Michigan  
LightCorp  
Loutit District Library  
Love, INC. - Allendale  
Macatawa Bank  
Magna  
Manpower  
Meijer  
Mercantile Bank of Michigan  
Michael Moran Marketing  
Michigan Gas Utilities  
Michigan West Coast Chamber of Commerce  
Michigan Works  
Miller Johnson Snell & Cummiskey  
Mosaic Counseling  
Nationwide  
North Ottawa Community Health System  
Northwestern Mutual  
ODL, Inc.  
Ottawa Area Intermediate School District  
PADNOS  
Perrigo Company  
Pfizer, Inc.  
Pliant Plastics  
PNC Bank  
Purple Cow Creamery  
Raymond James Financial  
Reliant Professional Cleaning  
Ridgeview Industries  
ROL USA, Inc.  
Rycenga Building Center  
SAF-Holland, Inc.  
Scholten Fant  
Sekisui Kydex  
Semco Energy, Inc.  
Shape Corporation  
Spectrum Health  
Spring Lake Public Schools  
Spring Lake Township  
Stanco Metal Products, Inc.  
State Employees Charitable Campaign  
Target  
TCF Bank  
Tennant Company  
The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg  
The People Center  
Thermotron Industries Inc.  
Trans-Matic Manufacturing Co.  
United Federal Credit Union  
United Health Group  
United Parcel Service  
Vanum Law  
Walgreens  
Walmart  
Warner, Norcross & Judd  
Watershed Strategies  
West Michigan Community Bank  
West Ottawa Public Schools  
Western Michigan Fleet Parts  
Woodward, Inc.  
Worksighted  
Zeeland Architectural Components  
Zeeland Farm Services  
Zeeland Public Schools  

CORPORATE DONOR SPOTLIGHT: PLIANT PLASTICS

Pliant Plastics in Spring Lake truly exemplifies the meaning of LIVE UNITED. In just one year, their staff distributed care packages for those in need, stocked food pantries, collected school supplies, volunteered on Day of Caring, and raised funds for the annual campaign. Thank you Pliant Plastics, for investing in our community. Together we are improving lives and strengthening communities.

Interested in Engagement opportunities for your company? Contact Tracy Plummer at tplummer@ottawaunitedway.org.

View the full 2021 Impact Report at: www.ottawaunitedway.org/impact-report
2021 RETURN ON INVESTMENT

REVENUE FOR COMMUNITY IMPACT

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign</td>
<td>$1,834,324</td>
</tr>
<tr>
<td>Sponsorship/Partnership</td>
<td>$166,510</td>
</tr>
<tr>
<td>Grants</td>
<td>$205,738</td>
</tr>
<tr>
<td>Other Income</td>
<td>$114,167</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,320,739</strong></td>
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</tbody>
</table>

COMMUNITY IMPACT

TOTAL $ INVESTED IN COMMUNITY IMPACT PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Program Investment</td>
<td>$1,097,494</td>
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<tr>
<td>Collaborations/Initiatives Investment</td>
<td>$12,500</td>
</tr>
<tr>
<td>UW Community Impact Programs</td>
<td>$437,200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,549,694</strong></td>
</tr>
</tbody>
</table>

TOTAL IN-KIND BENEFIT TO COMMUNITY

<table>
<thead>
<tr>
<th>In-Kind Benefit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of UW Volunteerism</td>
<td>$3,216,155</td>
</tr>
<tr>
<td>In-kind Agency Support*</td>
<td>$23,884</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,919,790</strong></td>
</tr>
</tbody>
</table>

TOTAL $ LEVERAGED INTO COMMUNITY THROUGH UW

<table>
<thead>
<tr>
<th>Leverage Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars Leveraged/Matched**</td>
<td>$2,639,615</td>
</tr>
<tr>
<td>UW Financial Stability Programs</td>
<td>$319,505</td>
</tr>
<tr>
<td>UW Managed Impact Programs</td>
<td>$841,672</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,678,369</strong></td>
</tr>
</tbody>
</table>

TOTAL COMMUNITY IMPACT

<table>
<thead>
<tr>
<th>Total Impact</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL COMMUNITY IMPACT</strong></td>
<td><strong>$8,579,889</strong></td>
</tr>
</tbody>
</table>

United Way’s unique leveraging efforts and community investment process creates impact far beyond the original dollars raised. For every dollar raised in campaign, United Way is able to create more than $4.50 in community impact!

VIEW THE FULL 2021 IMPACT REPORT AT: www.ottawaunitedway.org/impact-report

RETURN ON INVESTMENT

185 Companies
5,359 Donors
7,805 Volunteers

$1 =$4.50+ in Community Benefit
($8.5 million total in community benefit for 2020/21).

101,000+ Lives changed

*Value of services received by community partners at no charge.
**Dollars/grants that are generated by United Way, and invested directly into community or given to community programs.
It is with your help and support that community members such as the ones above are able to have a positive outcome. United We Can make an impact in our community.

**FINANCIAL STABILITY**

Prior to returning to the Michigan area, Stephen was in the Marines where the schools near his duty stations did not offer combined childcare and pre-school programs. A majority of the time, he and his wife Emily could not afford the cost of childcare from his income alone. Having the opportunity to send their children to Holland Day Care allowed Emily to continue her education while Stephen continued to support his family on a single salary. They shared with us that the opportunity to send their children to Holland Day Care has been an invaluable privilege and blessing to them and other families looking for a quality affordable childcare program for their children.

**EDUCATION**

Since the pandemic began, Suzy has been one of those rare students who has remained determined, eager to learn, and willing to engage. She leads by example, setting the bar high for excellence while reaching out to others to help them through their obstacles. However, while she has done well academically, her life has not been without challenges and hardship. Suzy lost her dad at a young age leaving her mom to raise her alone for many years. Although her mom was supportive of her education, Suzy had no one to turn to for help with her increasingly difficult classes. Painfully shy, she was fearful of failure but also afraid to ask for help. She found herself retreating more and more into herself and eventually fell into a deep depression. Therapy helped her realize she needed to learn how to be vulnerable and ask for help when she needed it. This led to her participation in Upward Bound (UB) which gave her the assistance she required, boosted her confidence, and alleviated her stress. She continued to grow and flourish and as her confidence increased, Suzy became involved in many other activities, including band, choir, and theater while still making academics her priority. She has found her voice over the last four years and has gained the confidence to use it, writing an op ed which was published in the Holland Sentinel in support of the Black Lives Matter movement. Suzy continues to “walk the talk” in all that she does which sends a very positive message to other UB students and strongly supports the program’s mission and goals.

**HEALTH**

In 2020, we offered our first ever Summer TTQ (Total Trek Quest) program to support healthy development. As July began, we were able to hold in person practices, and encouraged all members of each participant’s family to participate. From the beginning, JD was very excited to be outside, running and having fun. Little brother Sam took a bit longer to warm up, but by the third week, he began running and was part of the team as well. As the summer wore on, he became more and more into himself and eventually fell into a deep depression. Therapy helped her realize she needed to learn how to be vulnerable and ask for help when she needed it. This led to her participation in Upward Bound (UB) which gave her the assistance she required, boosted her confidence, and alleviated her stress. She continued to grow and flourish and as her confidence increased, Suzy became involved in many other activities, including band, choir, and theater while still making academics her priority. She has found her voice over the last four years and has gained the confidence to use it, writing an op ed which was published in the Holland Sentinel in support of the Black Lives Matter movement. Suzy continues to “walk the talk” in all that she does which sends a very positive message to other UB students and strongly supports the program’s mission and goals.

**BASIC NEEDS**

In June of 2020, Bill, a 64 year old in Crockery Township reached out to 211 because he was almost out of food. His state food benefits had been cut, and he was without a vehicle, so even getting to a pantry to pick up some food felt impossible. That day, he spoke with our Call Specialist, Jane, who, after realizing Bill was having trouble understanding her instructions due to hearing difficulties, offered to contact the Salvation Army in Grand Haven, and coordinate a pantry delivery with the United Way. In July, Bill called again – he was low on food, and hoped that we could assist. This time, he was crying. He shared that he had attempted suicide in the past, and was feeling that way again. Jane offered to connect him to the Community Mental Health Crisis Line, which he accepted, and while he spoke with them, she arranged for Senior Resources to deliver him an emergency food box. She followed up with him later that week, and found him in far better spirits. Bill went on to connect with 211 multiple times throughout the year, and each time staff provided him with information, arranged food pantry delivery, and connected him to other services as needed. In late January, Bill called again – but this time, just to say thank you. He shared that being able to reach our staff at any time, on any day, with a number that was easy for him to remember meant more than he could express. He also shared that his food benefits had been reinstated, and the support from the Senior Reach program had allowed him to ‘get things back in order’ in his life.

**View the full 2021 Impact Report at:** [www.ottawaunitedway.org/impact-report](http://www.ottawaunitedway.org/impact-report)
These LIVE UNITED Sponsors underwrite the costs of the community campaign, which maximizes your investment in community impact.

**Pinnacle Sponsors**

- Fifth Third Bank
- Haworth
- Shape

**Platinum Sponsors**

- Grand Haven Tribune
- 92.1 WIGH
- 93.1 WGLY

**Gold Sponsors**

- The Holland Sentinel
- A.D. Bos
- West Michigan Community Bank
- Ford
- Barber
- Varnum
- Itex

**Silver Sponsors**

- Joy Worship
- Consumers Energy
- Fox17
- PADNOS

View the full 2021 Impact Report at: [www.ottawaunitedway.org/impact-report](http://www.ottawaunitedway.org/impact-report)
The ongoing pandemic has resulted in many innovations in the way we engage partners and solve problems in our community. To further our community impact, we are offering several engagement opportunities throughout the year that companies and community members can participate in.

‘STUFF THE BUS’ SCHOOL SUPPLIES DRIVE
Thousands of kids arrive at school without the supplies they need to succeed. Host a site to collect needed school supplies.

EQUITY CHALLENGE
Take a 5, 9 or 21-day personal guided challenge on how we can be champions of equity in our personal and professional lives.

SUMMER STOCK-UP FOOD DRIVE
Help our pantries when they need you most by joining in the June food drive.

IMPACT TOUR
Hop on a ‘Virtual Tour Bus’ to see the Impact Agenda at work in your community, or take the ALICE Challenge.

UNITED FOR WARMTH COAT DRIVE
Winter makes it tough for many families, increased seasonal costs and kids that outgrew last winters cold-weather gear. Host a winter clothing drive to support local families.

ALICE BABY SHOWER
More than 6 out of every 10 single parent families with babies struggle to make ends meet, even working full time. Host a baby shower at your workplace to support those that need your help.

ALICE ESSENTIALS DRIVE
We all need things like toothpaste, soap, and laundry detergent to stay healthy, but did you know that many assistance programs like SNAP don’t cover the basics? Host a collection site for needed personal care items.

To participate in a pathway, please contact Shannon Behm at sbehm@ottawaunitedway.org.
2021 Volunteer Engagement

7,805 Volunteers
118,241 Volunteer Hours
$3,261,851.20 Value of Volunteerism

WEEK OF CARING
439 Volunteers
2,195 Volunteer Hours
$59,704 Value of Volunteerism

Volunteer of the Year: Volunteer Emergency Response Team (COVID Response)
396 Volunteers
792 Volunteer Hours
$21,542 Value of Volunteerism

Community Investment Service Awards

10 Year Award
- Anna Bednarek
- Kendra Cribley
- Kathy Kremer
- Angelo Marasco
- Nick Van Zanten
- Daniel Zona

5 Year Award
- Kelly Liebbe

3 Year Award
- Brett Johnson

Students Live United Award Winners

Youth Changemaker Gold Medal
- Connor Reilly
- Andrew Ky

Youth Spirit of Hope Silver Medal
- Rebekah Harrelson
- Noah Reilly
- Elleah Vandenberg
- Lydia Foy

Community Impact Certificate
- Chailyn Horta

SLU United Way Award
- Eliza Taylor
- Peyton Brill

Community Investment Service Awards

10 Year Award
- Anna Bednarek
- Kendra Cribley
- Kathy Kremer
- Angelo Marasco
- Nick Van Zanten
- Daniel Zona

5 Year Award
- Kelly Liebbe

3 Year Award
- Brett Johnson

SLU Sponsorship Program
Make a long-term positive impact in our community and for your company by sponsoring our Students Live United program, supporting more than 400 Ottawa County students as they volunteer in the community.

United Way’s Students Live United program provides high school students in Ottawa County with the tools and support to locate volunteer opportunities, track their hours and earn recognition for their investment in our community.

View the full 2021 Impact Report at: www.ottawaunitedway.org/impact-report