GREATER OTTAWA COUNTY UNITED WAY SUPPORTS, DEVELOPS AND IMPLEMENTS A RANGE OF IMPACT SOLUTIONS THAT IMPROVE LIVES AND CREATE STRONGER COMMUNITIES.

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Fifth Third Bank associates proudly display some of the items collected during the 2016 Stuff the Bus drive. Last year, more than $25,000 worth of school supplies were donated, and more than 1,000 children received a backpack full of school supplies.
Greater Ottawa County United Way supports, develops and implements impact solutions in these four areas:

**EDUCATION**

**Intended Results:**
› Children enter school ready to learn
› Students have successful school progression
› Individuals engage in post-secondary experiences and have lifelong learning opportunities

**FINANCIAL STABILITY**

**Intended Results:**
› There is accessible and affordable quality housing for all
› Individuals have access to all available income supports

**HEALTH**

**Intended Results:**
› Individuals have access to dental, physical and mental health care
› Individuals engage in prevention and holistic health activities

**BASIC NEEDS**

**Intended Results:**
*Individuals and Families have:*
› Their daily food needs met
› Their daily housing needs met
› Access to emergency assistance, care and support

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**COMMUNITY INVESTMENT BY THE NUMBERS**

- 56 community investment volunteers
- 17 CI volunteers serving 10+ years
- 11 community investment panels
- 56 local nonprofit programs funded
- 42 agencies receiving funding
United Way’s Community Investment Fund creates the building blocks for a better life for all by supporting 56 health and human service programs of 42 local nonprofit agencies. United Way also runs six internal programs based on community need.

**EDUCATION**
- ARC – Advocacy & Resource Center
  - Supported Parenting
- Boys & Girls Club of Greater Holland
  - Power Hour
- Child Development Services
  - Early Childhood Experience
- Destination Education
  - High School College Advising Program
- Good Samaritan Ministries
  - Faith in Youth Partnership
- Grand Haven Area Community Foundation
  - TCAN College Advisor
- Grand Haven Area Public Schools
  - Community CHILL
- Hope College
  - CASA (and Step Up)
  - TRiO Upward Bound
- Latin Americans United for Progress
  - Hispanic Youth Leadership Programs
  - Steps to Success
- Pathways, MI
  - Parent Intervention Services
- Zeeland Public Schools
  - Zee Bus

**HEALTH**
- Association for the Blind & Visually Impaired
  - Blindness & Low Vision Rehabilitation
- Bethany Christian Services
  - El Centro
- Big Brothers Big Sisters of the Lakeshore
  - Community-based Mentoring
- Boy Scouts of America, President Ford Council
  - Comprehensive Youth Development
- Catholic Charities West Michigan
  - Crossroads
- Center for Women in Transition
  - Prevention
- Children's Advocacy Center
  - Prevention
- City on a Hill Ministries
  - Health Clinic
- Girl Scouts of Michigan Shore to Shore
  - Leadership Experience
- Grand Haven Department of Public Safety
  - TEAM (Teaching, Educating and Mentoring)
- LEDA (Lakeshore Ethnic Diversity Alliance)
  - Calling All Colors
  - Migrant Mentoring Program
- Mediation Services
  - Child and Family Mediation
- NEOF
  - Education, Prevention and Treatment Services for At-Risk Youth
- NORA (Northwest Ottawa Recreation Authority)
  - Recreation Summer School
- OAR (Ottawgan Addiction Recovery)
  - Addiction Treatment & Recovery Support
- Pathways, MI
  - Counseling and Supportive Services
  - Total Trek Quest
- TCM Counseling
  - Mental Health Counseling
- Tri-Cities Family YMCA
  - Day Camp/ Child Care

**FINANCIAL STABILITY**
- Center for Women in Transition
  - Transitional Housing
- Community Action House
  - Skill Building Programs
- Good Samaritan Ministries
  - Community Housing Partnership
- Ladder Homes
  - Supportive Independent Living Housing
- Legal Aid of Western Michigan
  - Legal Services
- Love INC of Allendale
  - Transportation Assistance Program
- People Center, The
  - Transitional Housing
- Salvation Army, The (Grand Haven)
  - Fresh Beginnings Transitional Housing

**BASIC NEEDS**
- American Red Cross – Ottawa County
  - Disaster Relief
- Center for Women in Transition
  - Domestic Violence
  - Sexual Assault
- Children's Advocacy Center
  - Child Abuse Assessment and Intervention
- Community Access Line of the Lakeshore
  - 211
- Community Action House
  - Stabilization Service
- Coopersville Cares
  - Housing and Utility Assistance
- Feeding America West Michigan
  - Food Assistance
- Four Points
  - Urgent Healthcare Needs
- Harvest Stand Ministries
  - Basic Needs
- Little Red House, The
  - Scholarships for Adult Day Care & Transportation
- Pathways, MI
  - Court Appointed Special Advocates (CASA)
- People Center, The
  - Food Pantry
- Ready for School
  - Preschool Coordination, Tuition and Transportation Assistance
- Salvation Army, The (Grand Haven)
  - Emergency Social Services and Emergency Housing

**UNITED WAY PROGRAMS**
- Greater Ottawa County United Way
  - Lakeshore Housing Alliance
  - Students LIVE UNITED
  - Ottawa County Volunteer Center
  - FamilyWize
  - My Free Taxes
ADVOCATE SPOTLIGHT

Last May, Melanie and Arantza (Ari) were paired as part of the Lakeshore Ethnic Diversity Alliance’s (LEDA) migrant mentoring program. This year, Ari’s sister Alondra became Melanie’s mentee as well. Melanie and her daughters enjoy spending time hiking, going to the beach, bowling and a variety of other activities with Ari and Alondra. One of Melanie’s daughters and Ari even celebrated a shared birthday party together.

Melanie’s family and the girls’ family have built a relationship during their time together too. The families spent Thanksgiving together last year, and Melanie has taken her daughters to Mexico to stay with Ari and Alondra’s family for a week.

The program has been a growing experience for everyone involved. Melanie notes that Ari used to be shy and reserved, but she has become more outgoing and open to new experiences over the past year. Alondra, too, has shown growth and increased comfort in a new culture. Melanie is thrilled that her Spanish-speaking skills have improved and sees this as an important opportunity to teach her daughters the value of building cross-cultural relationships. Melanie says, “I want to tell you that the program is a life changer for my family and me. Participating in this program is a recipe for free happiness.”

United Way provides funding for the migrant mentoring program as part of our AccessPreventThrive initiative in the health impact area.
The Lakeshore Housing Alliance (LHA) is a collaborative group of 30 organizations and individuals dedicated to identifying needs, developing coordinated strategies and advocating for safe, accessible, affordable housing in Ottawa County. The LHA addresses the needs of persons experiencing homelessness by ensuring there are adequate resources available for those most in need.

The LHA updates its strategic plan annually and currently the goals include:
1. Improving the collaborative response to homelessness
2. End chronic homelessness
3. End youth homelessness
4. End veteran homelessness
5. Use data for program improvement

Housing Next

Thanks to dozens and dozens of people around the county who committed to Ottawa Housing Next work groups over the last few years, the ecosystem for affordable housing is improving. Using the foundational work done in phase 1, Ottawa County is able to create a stronger, more action-oriented phase in the effort to ensure everyone has an affordable place to call home. By adding significant time and resources to the effort, now called Housing Next, Ottawa County will be able to encourage and support progress in the creation of affordable housing to scale.

Principles of Housing Next:
› Cross-Sector
› Regional
› Sustainable
› Encourage workforce housing development
› Promote mixed income/mixed type housing
› Support existing housing to become more affordable

Discussion during the Ottawa Housing Next Community Conversation
VOLUNTEER ENGAGEMENT

8,778 volunteers
130,755 volunteer hours
$3,080,587 value of volunteer hours

Day of Caring 2016
› 665 volunteers
› Gave 4,655 hours
› $106,878 in volunteer labor

Davenport University employees assisted with yard work at The Commons of Evergreen during Day of Caring.

Volunteers from GHSP cleared brush at Love, Inc.

Smile Grand Haven associates removed invasive species at Pigeon Creek Park.

United Way Campaign Chairs Kristen and P. J. Thompson

Volunteers from GHSP cleared brush at Love, Inc.
VOLUNTEER SPOTLIGHT

Contributed by Aimee VandenElzen, Team Lead - Product Development | Program Management at DISHER

The DISHER team wholeheartedly believes there is endless opportunity to make a positive difference. In fact, it’s our mission. We are passionate about impacting the lives around us for the better every day. We also have specific opportunities when we join forces corporately to serve on a larger scale.

Twice a year, DISHER gathers the entire team together for a themed off-site event. We look forward to these times together because they enable connection, community, and personal growth. Every off-site closes with a stewardship opportunity. Sometimes we’re at a venue that allows us to serve at one location. Last June we all worked side-by-side at Camp Geneva on the shores of Lake Michigan. We divided into groups with various tasks to prepare the camp for another season of campers. We hauled sand, washed every chair and table, and landscaped the grounds.

Other times our team is spread out into the various communities we represent. At an offsite in January, DISHER helped out at: the Holland Rescue Mission; Children’s Advocacy Center; Habitat for Humanity construction site and ReStore; Susan G Komen; Senior Neighbors; Love, INC; and Buist Community Assistance Center. It is a privilege for the folks at DISHER to give back to our communities with whatever talent, time, and financial resources we have.

United Way can help your business get connected with local volunteer opportunities or set up a volunteer engagement plan. Contact Shannon LaHaie for more info at slahaie@ottawaunitedway.org or 616.610.1338.
STUDENTS GIVE BACK DURING JUNIOR DAY OF CARING

In April and May of 2017, nearly 1,000 students from White Pines and Lakeshore Middle Schools in Grand Haven volunteered for Junior Day of Caring. Students volunteered at more than 25 local nonprofit organizations and parks during this time.

White Pines middle schoolers helped remove invasive species & trash at parks around the county.

Students from Lakeshore Middle School volunteered their time at nonprofit organizations around the county during their Day of Caring in May.

STUDENTS LIVE UNITED

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

923 students were involved in SLU this year, and 26 seniors received awards.

High school students from several local schools headed out to volunteer at The Hope Project during their spring break in April 2017.

SLU students volunteered during Rake-A-Difference.
CAMPAIGN COMPANIES

The company names in bold are the 2016-2017 “Top 20 over $20K” campaigns. Together they raised $1,890,186 of the $2,278,640 campaign total through employee pledges, corporate matching gifts, and special events.
DONOR SPOTLIGHT

Paul and Trish Geick are fairly new to Grand Haven, but they have jumped right into a life of giving and volunteering in their new community. When Paul retired several years ago, the couple moved to Grand Haven from Plymouth, where Paul worked for DTE Energy and Trish worked in the school system.

The couple first encountered United Way through Paul's workplace campaign, and the message of helping your neighbors in need resonated with them. Paul said, “It’s good that United Way is there to help people get back on their feet. Everyone has different struggles.”

Now that Paul is retired and Trish works part time in the local schools, they continue to give back. The couple both feel that giving and volunteering during retirement is fulfilling. Once a week, they make their rounds on their Meals on Wheels route, delivering meals and building relationships with homebound seniors. Trish shares, “Volunteering is very rewarding. It doesn’t take much time and you meet new people along the way.”

Paul and Trish encourage others to join them in giving back during every phase of life. “You don’t need to give a lot, but if everyone gives, we can all help others in our community.” Paul said.

OTTAWA COUNTY LEADERSHIP CHALLENGE

United Way warmly thanks our Ottawa County Leadership Challenge donors, who made pledges totaling $80,000 in matching challenge grants. Anyone who lives in Ottawa County or works for an Ottawa County company with a workplace campaign is eligible to have their new leadership gift matched, dollar for dollar, up to the challenge grant total. These champions of the challenge are: Jeff & Tammy Beswick; Dr. Daniel & Mrs. Debbie Bowen; Robert, Nicole & Dominique DeNooyer and DeNooyer Chevrolet; John & Amy Garrison; Rob & Jill Garrison; Tom & Phippi Garrison; John & Martha Gork; Bari Johnson; Larry & Diane Kooiker; Steve & Sandy Moreland; P.J. & Kristen Thompson; Dr. Lowell & Mrs. Mary Van de Riet; Gary Verplank; Midge Verplank.
BEACON SOCIETY $10,000+
Arjan Bessinger
Tony Gage
Dick & Elsie Haworth
Matthew & Jennifer Haworth
Bari Johnson
Mart & Dottie Johnson
Diane & Larry Kooker
Lynne Sherwood Fund for Greater Ottawa County United Way, Grand Haven Area Community Foundation
Loutit Foundation
Steven & Sandra Moreland
Lowell & Mary Van De Riet
Midge Verplank
Gary Verplank

ADMIRAL’S CIRCLE $5000-$9,999
Anonymous (1)
Jeff & Tammy Beswick
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Terry & Bonnie Kozanecki
Buzz & Lisa Miller
Jeff & Cindy Olds
Tony & Monica Verplank

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Robert DeNooyer & Rev. Colette Volkema DeNooyer
Nicole DeNooyer & Chris Taylor
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P.J. & Kristen Thompson
Kyle & Samantha Verplank
Morey & Kris Wegman
Michael Westra
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COMMANDER’S CIRCLE $1,000-$2,499
Anonymous (21)
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Shawn Baxter
Jason Birdmeier
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Lynn Blue
Linda & Steven Boeve
Cris Boon-Hinga & Marvin Hinga
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Arend Bottenbrood
Dr. Daniel & Deborah Bowen
Douglas & Rebecca Brandt

LIGHTHOUSE LEADERSHIP DONORS

LIGHTHOUSE LEADERSHIP CIRCLE DONORS

LEADERSHIP GIVING SUMMARY
663 lighthouse leadership gifts: $886,183
95 new and 276 increased: $187,251
Average LLC gift: $1,337
DOMINIQUE AND JULIE DE NOOYER

The DeNooyer family has a history of investing in the well-being of their community, and Dominique and Julie DeNooyer are no exception. Dominique remembers his grandmother incorporating the United Way payroll deductions into the family business many years ago, and the tradition continues today at their family business, DeNooyer Chevrolet of Holland.

Dom and Julie both feel strongly about the causes that United Way supports — especially education and health. Julie said, “United Way is a trusted organization that allocates resources to many programs in the community.” The couple has confidence in United Way’s community investment because of its ability to review and vet programs for efficiency and effectiveness. Julie also invests her time volunteering at one of United Way’s partner organizations, Ready for School.

Dom offered these words of encouragement to those considering whether to get involved, “A little bit of time or investment goes a long way.”

Cathy Johnson
Keith Johnson
Jeremy Johnston
Rodger & Susan Jonas
Walter Kade
James Kalinsky
John Kasza
Kelly Kean
Adam Kelly
Raymond Kennedy
Ray Ketchum
Kyle Kiektintveld
Ron Kimerlin
David & Sandra Klaassen
Peter Klisok
William Klop
Seth Knight
Keith and Patti Konarska
Richard Kovi
Sharon Kopka
Kathy Kremer & Paul Schultz
Delele & Bonnie Krueger
Nicholas Kuhn
Pete & Teri LaBelle
Janet Laing
Dominique and Julie DeNooyer

GIVE 13
THANK YOU TO OUR 2016/2017 VOLUNTEERS

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Tamara Jalving, GHSP
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Sandy Huber, Community Representative
Sherry Martens, Center for Women in Transition
Chuck Michele, Shape Corp.
Joan Wills-Birch, The Little Red House

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Randy Kortering, Haworth, Inc.
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Shawn McPherson, Shape Corp.
Mark Tucker, Community Action House

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Jennifer Boerman, Community Action House, Co-chair
Liz Keegan, Fair Housing Center of West Michigan
Dan McCrath, Harvest Stand Ministries
Beth Larsen, Pathways, MI, A Program of Arbor Circle
Paula Huyser, Ottawa County Community Action Agency
Kendra Spanjer, Ottawa County Department of Human Services
Jody Immink, Good Samaritan Ministries
Stacy Pacanowski, HHI Management

CAMPAIGN CABINET
P.J. and Kristen Thompson
John and Martha Gork
Nicole DeNooyer and Chris Taylor

GOVERNMENT DIVISION
Patrick McGinnis, City of Grand Haven
Keith Van Beek, County of Ottawa

EDUCATION DIVISION
Ron Veldman, Coopersville Area Public Schools

NONPROFIT DIVISION
Darcy Komejan, Children’s Advocacy Center

RETIREE DIVISION
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Sandy Huber, Grand Haven Area Public Schools (retired)

MAJOR GIFTS/PLANNED GIVING DIVISION
Larry Koops, Fifth Third Bank (retired)

BUSINESS DIVISION
Deb Erickson, Fifth Third Bank
Randy Kortering, Haworth, Inc.
Jeanene Kallio, Trans-Matic Mfg. Co., Inc.

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Greg McCoy, Cunningham Dalman

CAMPAIGN SUPPORT
Kevin Hook, Grand Haven Tribune
Lyndsie Post, Davenport University
Anna Bednarek, Community Mental Health of Ottawa County
Michael MacPherson, Huntington Bank
Sarah Lilly, Five Star Real Estate Lakeshore
Tamara Jalving, GHSP

VOLUNTEER CAMPAIGN ACCOUNT MANAGERS
John Gork, Northwestern Mutual Financial Network
Darcy Komejan, Children’s Advocacy Center
**EXPENSES**

- Administration: $225,129
- Fundraising: $363,815
- UW Community Impact Programs**: $550,370
- **Total Expenditures**: $1,139,314

**REVENUE GENERATED**

- Campaign Revenue: $2,278,640
- Grants: $83,339
- Sponsorships / other income: $109,624
- Investment income: $99,350
- **Total revenue**: $2,570,953

**COMMUNITY BENEFIT**

- Investment into community programs: $1,460,006
- Investment into collaboratives & initiatives: $59,000
- Dollars leveraged into Ottawa County by UW+: $2,404,332
- UW Financial Stability programs: $682,376
- Value of Volunteerism: $3,080,587
- In-Kind support for Impact work*: $56,200
- UW Community Impact Programs**: $550,370
- **Total Community Benefit**: $8,292,871

+ Dollars / grants that are generated by United Way, and invested directly into community or given to community programs because of United Way’s investment in that program.

* Value of services received by the community at no charge.

** Several United Way programs that had previously been funded as initiatives were reclassified as programs in our budget and audit. These programs now show as ‘Operational Expenses’ in the IRS auditing model. They are, however, Community Impact programs.

$1 donated = $3.70 in community benefit. For every $1 United Way spends on operations we return $14 in direct community benefit.
THANK YOU TO OUR TOP TWO CAMPAIGN COMPANIES OF 2016/2017

THINKERS. BELIEVERS. DOERS.

GREATER OTTAWA COUNTY UNITED WAY STAFF

Patrick Moran, President
Lori Banaszak, Office Manager
Liz DeLaLuz, Vice President of Community Impact
Hillary Hovinga, Director of Marketing and Communications
Erin Kamphuis, Finance Associate
Kelly Kean, Chief Financial Officer
Shannon LaHaie, Vice President of Volunteer Engagement
Kamille Massey, Students LIVE UNITED Program Coordinator
Angel Mendiola, Community Impact Coordinator
Tracy Plummer, Vice President of Annual Campaign
Lyn Raymond, Director of the Lakeshore Housing Alliance
Amanda Telgenhof, Campaign Manager
Louann Werksma, Director of Major Gifts and Planned Giving

THANK YOU 2016/2017 LIVE UNITED SPONSORS

Pinnacle

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THANK YOU 2016-2017 CAMPAIGN SPONSORS

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United Way

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