

LIVE UNITED NEWSLETTER



GOAL: \$2.5 MILLION

Together, we can make an impact in:

- EDUCATION
- FINANCIAL STABILITY
- HEALTH
- BASIC NEEDS

LIVE UNITED

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DAY OF CARING 2017

Dake volunteered at Rosy Mound Natural Area during Day of Caring on Sept. 21.

1 DAY 702 VOLUNTEERS 4,914 Hours \$118,624 OF LABOR SUPPORT

On Thursday, September 21, United Way hosted its **16th annual Day of Caring** in Ottawa County. **More than 700 volunteers** teamed up to help local nonprofit organizations with 50-plus projects around the county throughout the day.

Vice President of Volunteer Engagement **Shannon LaHaie** said, "This day is always a huge help to our nonprofit partners and a fun and engaging experience for the volunteers. We are thankful for the support of the many businesses and organizations that give back during this day and throughout the year."

Beginning around noon, volunteers gathered at **Camp Geneva** for a volunteer appreciation lunch, thanks to **A.D. Bos Vending Services** and **Tyson Foods**. During lunch, Greater Ottawa County United Way kicked off its 2017-18 annual community campaign when United Way President **Patrick Moran** announced this year's goal of **\$2.5 million**.

Huntington Bank's Lakeshore Community President **Mark Wilson** and his wife **Lori** are proud to chair the 2017-2018 campaign, which runs from September 2017 through March 2018.

Mark said, "I have been involved in United Way for many years in a variety of roles, and Lori and I are honored to serve as this year's campaign chairs." He continued, "**United Way brings the right individuals and organizations together to address the pressing challenges in our community. Their work is essential to a bright future for Ottawa County.**"

Lori added, "Yes – Mark and I have seen the powerful impact United Way has in the local communities over the years. **We believe firmly in United Way's vision that all individuals in Ottawa County achieve their full human potential.** We look forward to raising support and encouraging our community to give, advocate and volunteer throughout the campaign season and beyond."

DAY OF CARING



Bekins Appliance associates at The People Center.



Employees from Holland BPW helped with projects at Parkview Adult Foster Care Home.



The Outdoor Discovery Center was thankful for the help of several teams, including Macatawa Bank.



Students from Black River High School removed invasive species and trash from Adams Street Landing.

ADVOCATE

OTTAWA CONNECT MAKES AN IMPACT

On Thursday, October 19, United Way hosted the 2nd Annual **Ottawa Connect** event at the Holland Rescue Mission's Gateway Center. This event was aimed at both Ottawa County service providers and the residents in our community who are experiencing or at risk of homelessness.

Local residents were able to access services such as housing assessments, health care enrollment, dental and medical services, employment and education services, hair cuts, family photos, recipe demonstrations and more. Ottawa Connect was made possible by **presenting sponsor Huntington Bank**. We would also like to thank mocktail hour sponsor **Hops at 84 East** as well as **Peppino's Pizza**.



From top left to bottom right: Liz and Laura greet guests; Campaign Chairs Lori and Mark Wilson delivered and served pizza; hair stylists from Phoenix Salon & Spa offered free haircuts; volunteers from Huntington Bank helped out at the event; service providers participated in a "mocktail" networking hour before guests arrived.

GIVE

CAMPAIGN KICKOFF

On Thursday, September 21, Greater Ottawa County United Way kicked off the 2017-18 annual community campaign during our Day of Caring lunch at Camp Geneva. United Way President Patrick Moran announced a goal of \$2.5 million. Keep track of our progress toward the campaign goal by visiting www.ottawaunitedway.org/campaign-goal throughout the campaign season.

DOUBLE YOUR DONATION WITH A LEADERSHIP GIFT

For the second year, anonymous donors have committed **\$80,000 in matching dollars for new and increased leadership gifts** from residents of Ottawa County and anyone who donates through an Ottawa County workplace campaign. But they won't give until we all give ... so please **HELP US TO MEET THIS CHALLENGE** and create the building blocks of a better life for all.

To learn more about leadership giving or the challenge match, contact Louann Werksma at 616.610.2661 or lwerksma@ottawaunitedway.org, or visit www.OttawaUnitedWay.org/lighthouse-leadership-circle.



Leadership donors gathered on Sept. 12 at Macatawa Legends. Top left: Patrick Moran (center) with board members Mike Lieto and Sarah Lilly Left: John and Martha Gork and Campaign Chairs Lori and Mark Wilson Above: Virginia and Mike Conklin

HOW TO GIVE Donate or pledge by using the reply envelope included in this newsletter, visit www.OttawaUnitedWay.org and click the "Donate" button, call 616.396.7811 to donate via credit card, text OTTAWA to 91999 or mail a donation to Greater Ottawa County United Way, PO Box 1349, Holland, MI 49422-1349.

PRIZE DRAWING



Thanks to our generous sponsors, when you give a new donation of \$1 per week (\$52) or increase your giving by \$52, you will be entered into a drawing to win two tickets to paradise, which includes a 4-night stay at an all-inclusive resort and round-trip coach class airfare for two.

For more details, visit:
OttawaUnitedWay.org/prize-drawing

THANK YOU, CAMPAIGN SPONSORS!

Our **LIVE UNITED** campaign sponsors underwrite the expenses of running the annual community campaign—such as print, radio and TV ads, social and electronic media, billboards, trainings and events, and printing and postage—including this newsletter, so that more of the dollars donated can be invested directly into the community and leveraged for maximum community impact.

Whenever you visit any of these companies or media outlets, please thank them for all the ways they LIVE UNITED to help our community—and its people—to achieve our full potential.

View our sponsors on the front page of this newsletter.



Greater Ottawa County
United Way



PO Box 1349
Holland, MI 49422-1349

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PRESIDENT'S PEN

Each year during **Day of Caring**, I continue to be impressed by the ongoing commitment of the businesses, organizations and volunteers in our community. Although United Way coordinates this event, we could not do what we do without the dedicated support of our community. So, **THANK YOU** to each person and organization that was a part of this impactful day!

During Day of Caring, we kicked off our annual community campaign. Our goal is **\$2.5 million** this year. This goal amount is based on the level of need in our community. The funds raised during campaign are used to make an impact in the areas of **education, financial stability, health and basic needs** in Ottawa County. For each dollar donated, Greater Ottawa County United Way leverages **\$3.70 in community benefit**. In the words of Board Member and Fifth Third Mortgage Sales Manager **Deb Erickson**, "Now, that's what I call a great investment!"

Along with local partners, we have been working hard to address the housing shortage in Ottawa County and beyond. Our Ottawa Housing Next initiative grew to become a nonprofit organization, **Housing Next**. Along with Housing Next, we are seeking support for our **Housing Initiative Fund**. If you are interested in supporting our work in housing, please contact me directly at 616.638.4729 or pmoran@ottawaunitedway.org.

United we fight, United we win!



Patrick on the radio with WGHN's Jesse Bruce during Day of Caring.

Patrick Moran, United Way President