

LIVE UNITED NEWSLETTER



GOAL: \$2.5 MILLION

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- HEALTH
- BASIC NEEDS

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Elzinga & Volkers volunteered at Sanctuary Woods during Day of Caring on Sept. 20.

DAY OF CARING 2018

1,200+ VOLUNTEERS 45 PROJECTS \$211,900 OF LABOR SUPPORT

On Thursday, September 20, Greater Ottawa County United Way hosted its 17th annual Day of Caring in Ottawa County.

More than 1,200 volunteers teamed up to help local nonprofit organizations with 45 projects around the county throughout the day. Vice President of Volunteer Engagement Shannon LaHaie said, "Day of Caring is a great way to connect local businesses to nonprofit organizations. The help they are receiving amounts to \$211,900 in labor support for our nonprofit community. We are so grateful for our generous community and the impact their volunteer efforts have throughout Ottawa County."

Beginning around noon, volunteers gathered at Camp Geneva for a volunteer appreciation cookout, with food (and grilling skills!) donated by A.D. Bos Vending Services and Tyson Foods. While volunteers enjoyed their lunch, United Way kicked off its 2018-19 annual community campaign when United Way President Patrick Moran announced this year's goal of \$2.5 million.



Lyndsie Post

Lyndsie Post, of Next Creative Co. is the chair the 2018-2019 campaign, which runs from September 2018 through March 2019.

Lyndsie said, "I'm excited to be chairing the campaign this year. I have volunteered with United Way for a number of years in many different roles and I've had an opportunity to see the positive impact on our community as a result of United Way's work. We need the support of our community to make sure this work can continue. A gift to the annual campaign will accomplish that goal. Every dollar invested in United Way creates \$3.70 in community benefit - what a great return on an investment!"

DAY OF CARING



DeLong and Brower, PC cleared invasive species during Day of Caring.



Employees from Tennant Company helped with projects at Holland Rescue Mission.



Thanks to A.D. Bos Vending Services for providing our volunteers with a delicious lunch despite the rainy weather!

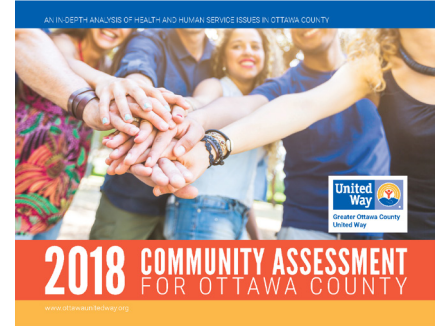


Haworth employees worked hard to spruce up Huyser Farm.

ADVOCATE

2018 COMMUNITY ASSESSMENT

On Wednesday, October 24, United Way launched its 2018 Community Assessment for Ottawa County during a Lunch and Launch event at The Pinnacle Center in Hudsonville. The Community Assessment is published by United Way every three years, and provides the community with an in-depth analysis of the health and human service issues in Ottawa County.



The Community Assessment is produced in collaboration with dozens of local experts and a research firm. **View the assessment online at OttawaUnitedWay.org/community-assessment.**

The presenting sponsor of the Community Assessment is **Spectrum Health**. *Additional funding is provided by: the Community Foundation of the Holland/Zeeland Area, the Grand Haven Area Community Foundation, the Allendale Community Foundation, the Coopersville Area Community Foundation, Greater Ottawa County United Way, Gentex Corporation and Herman Miller Cares.*

OTTAWA CONNECT MAKES AN IMPACT

On Thursday, October 18, United Way hosted the 3rd Annual **Ottawa Connect** event at The Salvation Army in Holland. This event was aimed at both Ottawa County service providers and the residents in our community who are experiencing or at risk of homelessness.

More than 150 people were able to access services such as housing assessments, health care enrollment, employment and education services, hair cuts, family photos and more. Ottawa Connect was made possible by **presenting sponsor Huntington Bank**. We would also like to thank **Hops at 84 East, Peppino's Pizza** and the many volunteers!



L: West Michigan Works was ready to greet and help potential job applicants. R: Stylists from Phoenix Salon and Day Spa provided 43 free haircuts to those in need!

GIVE

CAMPAIGN KICKOFF

On Thursday, September 20, Greater Ottawa County United Way kicked off the 2018-19 annual community campaign with an announcement of a \$2.5 million goal. We will announce the amount raised during campaign at the Celebration event in March of 2019. Keep track of our progress toward the campaign goal by visiting www.ottawaunitedway.org/campaign-goal throughout the campaign season.

YOUNG LEADERS INVITED TO DOUBLE THEIR IMPACT BY JOINING THE LEADERSHIP CIRCLE

How can you make the most of your United Way donation?

Your campaign gift always makes an impact in the areas of education, financial stability, health, basic needs and affordable housing.

In fact, for every dollar you give, United Way is able to produce \$3.70 of community benefit.

You can also **double your donation by accepting our Lighthouse Leadership Circle Challenge**, offered by some of our generous donors. When you give \$500 for the first time, or increase your leadership gift, your gift will be matched. **We currently have \$93,500 in matching funds.**

NEW THIS YEAR, young leaders (40 and under) are invited to join the Lighthouse Leadership Circle and have their gift doubled by giving a first time gift of \$250 or more.

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.



United Way Board Member Brent Hadden and his wife Laura at the Lighthouse Leadership Circle event in September.

HOW TO GIVE - If you're unable to give where you work,

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

STAFF UPDATE



Jennifer Bryant



Lisa Bassage

Greater Ottawa County United Way is proud to announce the addition of two staff members to our team. **Jennifer Bryant** joins United Way as Campaign Associate, and **Lisa Bassage** as Administrative Assistant.

Both women have prior experience with non-profit work, and are passionate about making an impact in our community with their work at United Way.



Greater Ottawa County
United Way



**PO Box 1349
Holland, MI 49422-1349**

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PRESIDENT'S PEN

Fall is always an exciting season for us here at United Way, and this year is no exception. First, we had a record number of volunteers for Day of Caring this year, with more than 1,200 volunteers contributing more than \$200,000 in labor to the community. Our volunteers were especially dedicated this year, since many of the morning groups were soaking wet by the end of their projects!

During the Day of Caring lunch, we kicked off our annual community campaign, announcing a campaign goal of \$2.5 million. When we all come together to give, advocate and volunteer, we can make a remarkable impact in our local communities. If your company would like to get involved in our work, please let us know, and we can set up a customized corporate engagement plan for you.

All of the work we do in Ottawa County is data-driven, and one of the key drivers of our work is the community assessment. We recently launched the 2018 Community Assessment for Ottawa County. This document is a powerful resource for identifying the pressing and prevalent health and human service issues in our area. **With your help, we can address these issues and make progress toward a community that continues to improve in the areas of education, financial stability, health, basic needs and affordable housing. Thank you for all you do to LIVE UNITED.**

United we fight, United we win!



Patrick sharing the impact of our work during the Day of Caring lunch at Camp Geneva.


Patrick Moran, United Way President