

LIVE UNITED NEWSLETTER

CHANGE BEGINS WITH YOU

\$2,278,640 Raised!

92%

GIVE. ADVOCATE. VOLUNTEER.
OTTAWAUNITEDWAY.ORG

\$2,278,640 raised!



Community Investment Panel members listen to an update from one of our community partner programs

THANK YOU 2016-2017 CAMPAIGN SPONSORS

PINNACLE

PLATINUM

GOLD

SILVER

ADVOCATE

Year two of the community investment process took place this spring. The second year of the process involves Community Investment Panel members gathering to review program applications, ask questions, and hear from agency and program staff.

Agency staff members reported on their program outcomes and achievements compared to their projections from last year. The 56 programs reviewed are within our four impact areas: **Education, Financial Stability, Health** and **Basic Needs**.

Community Investment Panel members listed below were honored at this year's LIVE UNITED Celebration for their service:

3-YEAR AWARDS
Kelly Liebke
William Lowery
Sharon Zajac
Michael Zambetis

10-YEAR AWARDS
Sandy Huber
Debra Mann
Shawn McPherson
John Stempfley

THE COMMUNITY INVESTMENT PROCESS: YEAR 2 OF THE 2-YEAR FUNDING CYCLE

1. Programs returning for United Way's Year 2 funding turn in a 4-page application which reviews a comparison of projected vs. actual outcome measurements as well as a current program budget.
2. Community Investment Panel members meet to discuss clarifying questions to ask agency executives before outgoing into the final meeting.
3. Community Investment Panels attend final meetings where they listen to agency report outs then submit funding recommendations.
4. The Vice President of Community Impact presents the Panels' program funding recommendations to United Way's Board of Directors for approval.
5. Once the funding amounts are approved by the Board, the organizations are contacted and informed about how much their program/s will receive from United Way.
6. Programs receive funding from United Way and continue to improve the education, financial stability, health and meet basic needs of citizens in Ottawa County!

MY FREE TAXES RESULTS

Each year, United Way and H&R Block partner to offer free tax filing to anyone earning less than \$64K through www.MyFreeTaxes.com. In Ottawa County, **217 residents filed online for free**, with the **average refund coming in at \$1,726**.

FAMILYWISE UPDATE

From April 1, 2016 to March 31, 2017, **Ottawa County residents saved \$307,834.41 in prescription costs through United Way's FamilyWise program.**

Whether you're insured or uninsured, you can use FamilyWise to save on your prescriptions. There are no fees or requirements and FamilyWise is accepted in thousands of chain and independent pharmacies nationwide.

Download the app today or go to familywise.org to discover how you can start saving on your prescription medications.

WELCOME, ERIN KAMPHUIS!

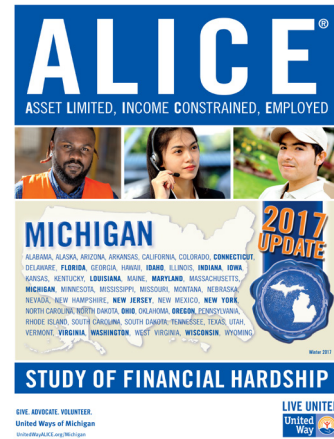
United Way recently welcomed **Erin Kamphuis** to our staff. Erin is joining United Way as a **finance associate**. She will support the chief finance officer with data entry, campaign processing and customer relationship management.



Erin is a graduate of Holland Christian High School and holds an associates degree in accounting from Ferris State University. Prior to accepting this position, Erin worked as an administrative assistant at a nonprofit organization and in the banking industry. She has a passion for serving her community and is excited to make a difference as part of the United Way team.

EXPLORE NEW ALICE REPORT

United Ways throughout Michigan have come together to bring you the ALICE Project. **ALICE** stands for **Asset Limited, Income Constrained, Employed** and represents those in our communities who are working, yet still struggling to make ends meet.



Households across Michigan, comprised of all races, genders, and ages, cannot afford the basics - housing, child care, food, health care and transportation. When households face difficult economic conditions and cannot afford basic necessities, they are forced to make difficult choices and take risks that have consequences for their households and their communities.

Here in Ottawa County, 36% of our neighbors are struggling to make ends meet. This is an increase over 34% in 2014. Learn more about ALICE in Ottawa County by viewing pages 201-202 of the ALICE Report on our website.

LEARN MORE:
www.ottawaunitedway.org/Alice-Report

HOUSING MATTERS UPDATE

More than \$4,000 was raised for homelessness prevention during this year's Housing Matters event, which took place from April 16-22.

Thank you to our generous community and to this year's participating restaurants, **New Holland Brewing Company, The Biscuit, Tripel-root, Hops at 84 East, 8th Street Grille, Turks of Holland and deBoer Bakkerij & Dutch Brothers Restaurant.**

We would also like to thank presenting sponsor **Gentex Corporation** and roof sponsors **Hooker DeJong Inc., HUB International** and **Lake Michigan Credit Union.**

2016-2017 VOLUNTEER STATS

Volunteers 8,778
Volunteer Hours 130,755
Value \$3.08 mil

DIANE YBARRA NAMED VOLUNTEER OF THE YEAR

At United Way's LIVE UNITED Celebration on Thursday, March 23, **Diane Ybarra** was named the **2017 Volunteer of the Year.**

Diane currently works in human resources at **Global Concepts Enterprise, Inc.** in Holland, where she oversees their environmental and social responsibility initiatives.



Her list of volunteer accomplishments include:

- ▶ Serving on the Lakeshore Human Resources Management Association as Board President
- ▶ Current Board Chair for the Center for Women in Transition
- ▶ Curriculum Chair of the West Coast Leadership program
- ▶ Served 10 years on United Way's Community Investment Panel (in a leadership role for 3 years)

STUDENTS LIVE UNITED CELEBRATES SENIORS

Each spring, we are proud to recognize seniors who have volunteered through **Students LIVE UNITED.**

Students who complete 100 hours receive an award from United Way, and students who complete 400 hours also receive an award from the Governor of Michigan and the Volunteer Centers of Michigan medallion. **The following seniors are receiving awards this year:**

Black River High School	
Erin Kurdelski	1,089 hrs
Baruch de Carvalho	403.5 hrs
Guy Gasper	400 hrs
Brittany Foltice	104 hrs
Coopersville High School	
Sara Sny	1,244 hrs
Alexandria Armock	105 hrs
Grand Haven High School	
Sarah Sanders	1,036 hrs
Rachel Greer	773 hrs
Abigail Poort	516.5 hrs
Lynn Olthof	249 hrs
Timothy Davison	239 hrs
Spring Lake High School	
Skyler Gilchrist	759 hrs
Marisa Stroebe	290 hrs
West Ottawa High School	
Paulina Thomas	721 hrs
Nabil Gutierrez	451.5 hrs
Mckenzie Hoegen	416.5 hrs
Jennifer Reyes	102.5 hrs

LIVE UNITED 2017 JUNIOR DAYS OF CARING



Lakeshore Middle School students helped with painting projects at The Salvation Army in Grand Haven during Jr. Day of Caring

From April 18-28, more than **450 sixth graders from White Pines Middle School** volunteered at county parks as part of Greater Ottawa County United Way's sixth annual Junior Days of Caring, the largest volunteer event in Ottawa County.

On Friday, May 5, a group of **eighth grade students from Lakeshore Middle School** volunteered in the community for their Junior Day of Caring. Nearly **500 students** volunteered at more than 25 local nonprofit organizations and parks.

Support for the Junior Day of Caring student transportation was provided by grants from the Friends of Ottawa County Parks and 2017 Global Youth Service Day Grant from the Michigan Community Service Commission.



Sixth graders from White Pines Middle School show off the invasive species they removed from a local park.



White Pines middle schoolers volunteered at local parks during Jr. Day of Caring

GIVE / LIVE UNITED CELEBRATION

CAMPAIGN FINISHES STRONG



Campaign Chairs Kristen and P.J. Thompson announce the campaign results

United Way wrapped up its annual community campaign at its **LIVE UNITED Celebration** event on Thursday, March 23 at Baker Lofts Event Center in Holland.

Top-performing campaign companies, nonprofit community partners and volunteers were honored with recognition and awards throughout the evening.

During the event, **Campaign Chairs Kristen and P.J. Thompson** announced that 92% of the multi-year \$2.5 million campaign goal was reached, with the total amount given and pledged during the 2016-2017 campaign coming in at **\$2,278,640**.

United Way President **Patrick Moran** said, "We have set an aggressive, multi-year goal. We finished strong, increasing our donations by 2% over last year. We would like to thank our generous community for their support of our impactful work in Ottawa County."

Moran continued, "More than **150 companies** ran workplace campaigns in Ottawa County this year, with nearly **7,000 employees giving to United Way**. We also received nearly **230 donations** from individuals throughout Ottawa County who were not connected to a workplace campaign. We will continue to invest in the building blocks of a better life for the residents of Ottawa County: education, financial stability, health and meeting people's basic needs."

LEADERSHIP GIVING UPDATE

This campaign featured, for the first time, the **Ottawa County Leadership Challenge**, a pool of **\$80,000 from 14 donors**, which challenged us to increase leadership giving by matching new gifts of \$500 or more from anyone living or working in Ottawa County. It also matched any increase from previous leadership givers.



We exceeded the challenge by almost \$110,000, with **\$189,869 in match-eligible gifts**. The 2017 Lighthouse Leadership Circle consists of 669 community members who donated a total of \$886,409. Of those, 74 were first-time leadership givers and 293 increased their leadership donation. The average leadership gift was \$1,325.

To read more about campaign results, visit www.ottawaunitedway.org/united-way-announces-annual-community-campaign-results.



Mark Wilson attended Celebration with his family and was honored as this year's G.W. Haworth Strength of the Community Award recipient.

LIVE UNITED AWARD WINNERS ANNOUNCED...

Mark Wilson received the...

G.W. HAWORTH STRENGTH OF THE COMMUNITY AWARD

This "Lifetime Achievement Award" recognizes the company and/or individual who most embodies United Way's leadership, spirit of volunteering, philanthropy, and decision-making in the allocation of philanthropic resources to our community.

Shape Corp. received the

LYNNE SHERWOOD LIGHTHOUSE LEADERSHIP AWARD

This award is bestowed upon a United Way campaign company that demonstrates the greatest increase in leadership giving, or to an individual, couple or family whose community leadership generosity sets an example for others to follow.

Good Samaritan Ministries received the...

PINNACLE OF PARTNERSHIP AWARD

The recipient of this award exemplifies a commitment to improve the quality of life for Ottawa County residents through leadership in service and education as well as a year-round partnership with Greater Ottawa County United Way.

The Macatawa Bank campaign committee received the...

JOE MARTELLA ABOVE AND BEYOND AWARD

This person goes above and beyond what is expected of a campaign coordinator. He or she is constantly looking to add excitement to the campaign, help others realize the importance of United Way and encourage volunteering.

Shape Corp. received the...

OUT OF THE BOX AWARD

This award recognizes the organization that took the box, shook it up, and ran the most creative, fun and interactive campaign.

For more details, and all award winners, visit www.ottawaunitedway.org/awards-recognition.

TOP CAMPAIGN COMPANIES RECOGNIZED



We would like to recognize our top two workplace campaigns – **Shape Corp.** and **Haworth** for their dedication to United Way and to the people of Ottawa County:

- ▶ Together, they raised close to half a million dollars or 20% of the campaign total
- ▶ More than 50% of employees at each company participate in the campaign
- ▶ Both companies give of their time and talent by participating in numerous volunteer opportunities, including Day of Caring



2017 COMMUNITY BUILDER AWARD WINNERS

Seven workplace campaigns were honored with the **Community Builder Award**. These companies all met five criteria for giving, advocating and volunteering in the community:

- AUTOMATIC SPRING PRODUCTS
- DAVENPORT UNIVERSITY
- GRAND HAVEN CUSTOM MOLDING
- GREATER OTTAWA COUNTY UNITED WAY
- ITW DRAWFORM
- MACATAWA BANK
- PNC BANK

CELEBRATION PHOTO GALLERY



The United Way staff is ready to Celebrate!



Guests enjoy a delicious dinner at Baker Lofts during Celebration



Light Corp. staff proudly display their Gold Award



Congrats to A.D. Bos Vending Services, Inc. on their Silver Award

Thank you to DeVries Photography for our Celebration photos. Prints are available for purchase at www.DeVriesphoto.com. View all of our Celebration photos on our Facebook page.

GIVE. ADVOCATE.
VOLUNTEER.
LIVE UNITED

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PRESIDENT'S PEN

The annual **LIVE UNITED Celebration** event is always such an inspiring evening. Each year, we recognize those individuals, groups and organizations that are impacting our community in positive, tangible ways. We also have the fun of revealing the amount of dollars raised that will be invested back into the community to improve the **education, financial stability, health** and **basic needs** of more than 1 in 4 people in Ottawa County. This year, you helped us raise **\$2,278,640**. Wow! Now, that is a number worth celebrating.


The funds raised will be distributed as part of our **Community Investment** process, which you can read more about on the first page of this newsletter. We are thankful for the volunteer community members who take the time to thoroughly vet each program to make sure that we are funding efficient and effective programs in Ottawa County. This year, we are funding **56 life-changing programs** in our local communities.

And, speaking of volunteers, we had another incredible year of volunteer engagement. With **more than 8,700 volunteers**, we were able to provide the community with more than **\$3 million** of time spent improving Ottawa County. We are so thankful for all of our supporters - the gifts of your time and your financial support continue to build our community into a better place for all.

Do good. Fight evil. LIVE UNITED!



Patrick Moran kicks off Celebration


Patrick Moran, United Way President