



ADVOCATE

RAISED: \$2.3 MILLION

Together, we are making an impact in:

**EDUCATION
FINANCIAL STABILITY
HEALTH
BASIC NEEDS**

LIVE UNITED



Brian Davis, superintendent of Holland Public Schools, spoke to one of our community investment panels about how HPS partners with TCM Counseling to provide counseling services for students at school.

THANK YOU 2017-2018 CAMPAIGN SPONSORS

PINNACLE

THINKERS. BELIEVERS. DOERS.

PLATINUM

GOLD

SILVER

Barber Ford ITEX / West MI Barter Co., Inc.
PADNOS Two Men and a Truck Varnum Law

Q: How does the community investment process work?

A: Glad you asked!

The Community Investment (CI) process is at the heart of United Way organizations around the globe. We fundraise within our communities, and local community members determine the amount of funding our programs receive. These community investment panel volunteers offer us their time and talent, and each one brings their unique expertise and experience to the table.

This is Year 1 of a 2-year community investment cycle. Volunteer panel members meet once a week for three consecutive weeks. During this time, they perform an in-depth evaluation of each 13-page agency application for their panel. Next, each panel goes on program tours/presentations. Finally, the panel meets to make funding recommendations and provide feedback. Panel leaders finalize the recommendations, which are presented to the United Way Board of Directors by Vice President of Community Impact Liz DeLaLuz.

The 44 community partner programs are divided among nine panels within our three United Way impact areas of Education, Financial Stability/Basic Needs and Health. Each

program tracks intended results within their chosen impact area.

"The CI process is a great opportunity to learn about the needs in our community and the amazing programs that help to address those needs. They are helping to make our community a better place to live," said DeLaLuz. "We couldn't do it without our dedicated volunteers. This year we had a stellar year with at least 30 new members."

2018 Community Investment Panel Awards:

5 Year Awards: Brad Burrows, Susan Klooster, Gary Kunzi, Joann Paul, Chris Streng, Barbara VanHeest, Michael Wade

3 Year Awards: Nataly Berckmann, Kathy Bye, Joe Patterson



Panel members listen during a presentation at The Little Red House during the community investment process.

MY FREE TAXES RESULTS

Don't pay to file your taxes.*

*No really, it's free.

Each year, United Way and H&R Block partner to offer free tax filing to anyone earning less than \$66K through www.MyFreeTaxes.com.

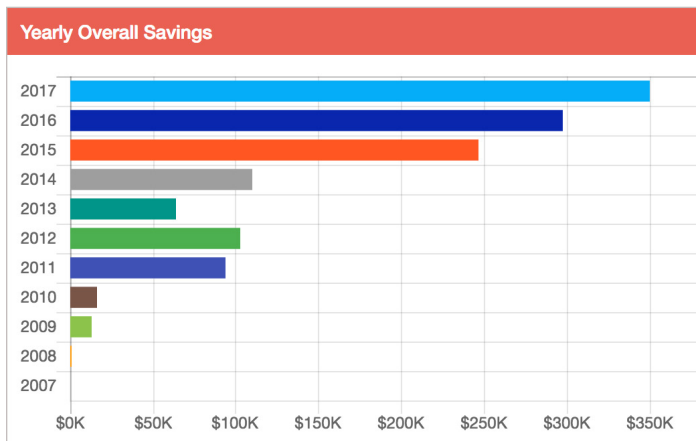
This tax season, in Ottawa County, **385 residents filed online for free**, with the **average refund coming in at \$1,562**.

FAMILYWISE UPDATE

In 2017, Ottawa County residents saved \$350,222 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.



HOUSING MATTERS UPDATE

\$6,176 was raised for homelessness prevention during this year's Housing Matters event, which took place from April 15-21.

Thank you to our generous community and to this year's participating restaurants, **JW's Food & Spirits, Morning Star Café, Grand Armory Brewing Company, The Paisley Pig Gastropub, Brewery 4 Two 4, Great Legs Winery, Hops at 84 East, New Holland Pub on 8th, The Biscuit and Tripelroot.**

Thank you to our sponsors, including presenting sponsor, **Lake Michigan Credit Union**; roof sponsors **Gentex, HUB International**, the **City of Holland** and **Best Financial Credit Union/County Teachers Insurance Agency**; and brick sponsor **Hooker DeJong, Inc.**



Above: United Way staff at New Holland Brewing Company during Housing Matters. Below: Brunch at The Biscuit while supporting Housing Matters.



VOLUNTEER

2017-2018 VOLUNTEER STATS

Volunteers 8,689
 Volunteer Hours 161,388
 Value \$3.8 million

RANDY KORTERING IS VOLUNTEER OF THE YEAR

Randy Kortering is the **Vice President of Global Information Services at Haworth, Inc.** He joined the United Way board in 2005, and served tirelessly except for a one-year break in 2011.



Patrick and Randy Kortering

His strategic thinking and stewardship has helped to grow United Way into an agency with more than \$8 million dollars of impact affecting one in four Ottawa County residents. **His volunteer roles at United Way have included:** Board Secretary, Board Chairperson, At-Large Executive Committee Advisor (two separate terms), Finance Committee Member, Community Impact Committee, Campaign Cabinet, New Campaign Prospect team and others. In addition, Randy has volunteered at his church, helped his neighbors in need and served on the board of Big Brothers, Big Sisters.

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:

School	Hours
Black River Public School	
Javier Carpio-Martinez	146.35
Logan Kibler	256.5
Taylor Gort	404
Madeline Powers	546
Coopersville High School	
Jossilyn Maycroft	413
Shelby Meintsma	518
Chloe Vansickle	536
Ashley Lothschutz	536
Grand Haven High School	
Mackenzie Fairfield	405
Kaylee Bui	414.5
Holland Christian High School	
Hailey Bouwman	410
Spring Lake High School	
Ryan Zielinski	102
Madelynn Windberg	115.5
Madison Miller	460
West Ottawa High School	
Jaeha Han	408
Matthew Moraw	472.5
Ashley Johnson	485
Dominic Aquino	491.75
Alexander Ky	537
Mia Patchin	1220.75

LIVE UNITED 2018 JUNIOR DAYS OF CARING



Students from White Pines Intermediate School listen as Melanie Manion from Ottawa County Parks teaches about ecosystems at Hemlock Crossings.

From April 23-27, more than **420 sixth graders** from **White Pines Intermediate School** volunteered at county parks as part of Greater Ottawa County United Way's seventh annual Junior Days of Caring, the largest volunteer event in Ottawa County.

On Friday, May 4, 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 2018 Global Youth Service Day Grant from the Michigan Community Service Commission.



Students were outdoors for spring cleaning at Lakeshore Middle School during Junior Day of Caring.



Eighth graders from Lakeshore Middle School helped out at The People Center in Spring Lake.

GIVE / LIVE UNITED CELEBRATION

CAMPAIGN RAISES \$2.3 MILLION



Campaign Chairs Lori and Mark Wilson announce the campaign results

On Tuesday, March 20, United Way wrapped up its annual community campaign at the LIVE UNITED Celebration event at Spring Lake Country Club.

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

During the event, **Campaign Chairs Mark and Lori Wilson announced that the community campaign grew by 1%, with the total amount given and pledged during the 2017-2018 campaign coming in at \$2,301,538.**

United Way President **Patrick Moran** said, "More than 200 companies ran workplace campaigns in Ottawa County this year, with more than 7,000 employees giving to United Way. We are proud of the impact we can make in Ottawa County with this kind of support. We will continue to invest our community's dollars in the building blocks of a better life for all: education, financial stability, health and meeting people's basic needs."

Read the full press release at www.ottawaunitedway.org/news.

LEADERSHIP GIVING UPDATE

This campaign featured, for the second year, the **Ottawa County Leadership Challenge**, a pool of \$80,000 from 12 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.



The challenge was met and exceeded, with \$191,167 in match-eligible gifts. **The 2018 Lighthouse Leadership Circle consists of 692 community members who donated a total of \$946,991.** Of those, 165 were first-time leadership givers and 174 increased their leadership donation. The average leadership gift was \$1,368.

Learn more about leadership giving at www.ottawaunitedway.org/lighthouse-leadership-circle.



Bari Johnson was honored as this year's G.W. Haworth Strength of the Community Award recipient. Her accomplishments and encouragement inspired the audience.

ANNOUNCING THE LIVE UNITED AWARD WINNERS

Bari Johnson 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.

Grand Haven Custom Molding 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.

The Community Foundation of the Holland/Zeeland Area and the Grand Haven Area Community Foundation both received the...

PINNACLE OF PARTNERSHIP AWARD

The recipient/s 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.

Heather Middleton of Woodward, Inc. 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

HAWORTH®



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



2018 COMMUNITY BUILDER AWARD WINNERS

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

- ANDERSON TECHNOLOGIES
- BRILLIANCE AUDIO, INC.
- CHILDREN'S ADVOCACY CENTER
- FALCON CORPORATION
- GRAND HAVEN BLP & UWUA 582
- GRAND HAVEN CUSTOM MOLDING
- GREATER OTTAWA COUNTY UNITED WAY
- LIGHTCORP
- MACATAWA BANK

CELEBRATION PHOTO GALLERY



The United Way Staff is ready to Celebrate.



Guests enjoy dinner and conversation at Spring Lake Country Club.



Congrats to Shape Corp. for earning the Out of the Box Award!



Congrats to Woodward on their Gold Award and to Heather Middleton for earning the Above and Beyond 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.



Greater Ottawa County
United Way

PO Box 1349
Holland, MI 49422-1349

Non-Profit Org.
U.S. Postage
PAID
Permit No. 52
Holland, MI



2017-18 Board of Directors

- Lyndsie Post, Chair
- Michael MacPherson, Vice Chair
- Kevin Hook, Secretary
- Keith Van Beek, Treasurer
- Sarah Lilly, At-Large
- Anna Bednarek
- Deborah Erickson
- Brent Hadden
- Pete Haines
- Tamara Jalving
- Mike Lieto
- Melissa Kamara Liggins
- Randy Kortering
- Rhonda Thompson



www.ottawaunitedway.org

PRESIDENT'S PEN

Community Investment season is one of my favorite times of year. It is inspiring to see the work that our community partners are doing to improve the education, health and financial stability/basic needs in Ottawa County. More than 70 volunteers were part of the community investment process this year, and we couldn't do our impact work without them.

And, of course, we couldn't make an impact without our generous donors, campaign companies, volunteers and sponsors. We had a wonderful evening recognizing our award winners and top-performing campaign companies at our annual LIVE UNITED Celebration at Spring Lake Country Club on March 20. I would like to thank all who attended and all those who make our impact work possible.

We are also making an impact in the area of financial stability by offering programs such as My Free Taxes and FamilyWize. This tax season, 75% more Ottawa County residents used MyFreeTaxes.com than last year. 385 people filed for free and received an average refund of more than \$1,500. The FamilyWize prescription cards and app continue to increase as well, with local residents saving more than \$350,000 in prescription costs in 2017.

These are just a few of the ways United Way is making an impact in Ottawa County. Thank you for all the ways YOU make a positive impact by engaging in our work through giving, advocating and volunteering.

United we fight, United we win!



Patrick displays a United Way poster from the past to show how far we've come.

Patrick Moran, United Way President