

# LIVE UNITED NEWSLETTER

**CHANGE BEGINS WITH YOU**

\$2.5 MILLION

75%

LIVE UNITED  
Greater Ottawa County  
United Way

GIVE. ADVOCATE. VOLUNTEER.  
OTTAWAUNITEDWAY.ORG

## GIVE



L: Dr. Pepper Snapple presented United Way staff with a check for their highest campaign contribution to date. R: Patrick Moran posed with Worksighted owners Mat Nguyen and Mike Harris, the first business to donate as part of the \$100 x 100 small business challenge. Learn more about how your business can get involved below.

## THANK YOU

### 2016-2017 CAMPAIGN SPONSORS

**PINNACLE**

**FIFTH THIRD BANK**

**PLATINUM**

**GOLD**

**SILVER**

Barber Ford Manpower  
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Varnum Law

United Way is proud to announce that we have reached the 75% mark of our \$2.5 million goal for the annual community campaign. Funds raised during the campaign are invested in 57 programs run by 43 nonprofits in Ottawa County.

United Way also develops partnerships between existing agencies, launches new initiatives to address unmet needs, and collaborates with agencies, organizations, business leaders and community stakeholders to identify and address ways to help all people in Ottawa County to reach their full potential. The campaign wraps up on March 23 at the annual Celebration event.

2016-2017 Campaign Chairs P.J. and Kristen Thompson are encouraged by the generosity of our community so far during this year's campaign.

Kristen said, "We are thankful for the generous support of United Way in Ottawa County. United Way touches the lives of 1 in 4 people in our community, creating widespread and positive change in the lives of people all around us, including our families, friends and neighbors."

P.J. continued, "Kristen and I are proud of how the campaign is doing so far and we are determined to reach the \$2.5 million goal this year. We ask everyone we engage with during the campaign to join us in giving at a level that works for them. Even a gift of \$1 per week can change lives and give people hope for a better future. And, if you're able to give a new or increased leadership gift of \$500 or more, your gift will be doubled due to a generous leadership match grant offered by some of our top donors." To donate or volunteer, visit [www.ottawaunitedway.org](http://www.ottawaunitedway.org).

**ATTN: SMALL BUSINESS OWNERS**  
Learn more about our \$100 x 100 Small Business Challenge here:  
[OttawaUnitedWay.org/100x100](http://OttawaUnitedWay.org/100x100)

**SAVE THE DATE: CELEBRATION**  
**THURSDAY, MARCH 23 | 5:30 PM**  
**DOUBLETREE HOTEL**  
650 East 24th Street, Holland

# GIVE *continued...*



## WIN 2 TICKETS TO PARADISE

Thanks to our generous sponsors, United Way is excited to offer a prize drawing for “Two Tickets to Paradise” again this year. The winner will enjoy a 5-night stay for two at the Hyatt Ziva Puerto Vallarta plus airfare. To be entered into the drawing, donors may give \$52 for the first time or increase their gift by \$52 from last year.

**Learn more and enter the drawing at:**  
[www.ottawaunitedway.org/prize-drawing](http://www.ottawaunitedway.org/prize-drawing)

## LEADERSHIP CHALLENGE UPDATE

*It's not too late to double your impact!*

Make a new leadership pledge or donation of \$500 or more before March 23, and your donation will be doubled by the Lighthouse Leadership Challenge.

This year, anonymous donors have committed \$80,000 in matching dollars for new and increased leadership gifts. As of December 31, \$439,515 in leadership gifts have been received, with \$71,573 in new or increased gifts that are eligible for the \$80,000 match. Give in the way that works best for you:

- » Give or pledge to the employee campaign where you work
- » Mail your donation to PO Box 1349, Holland, MI 49422-1349
- » Give online at [www.OttawaUnitedWay.org](http://www.OttawaUnitedWay.org)

Thank you to all the lighthouse leadership circle donors who have already pledged. Your light shines bright in our community!

# ADVOCATE

## FILE YOUR TAXES FOR FREE

A screenshot of the United Way MyFreeTaxes website. The header includes the United Way logo and navigation links: TRANSLATE, VOLUNTEER, GET UPDATES, CAREERS, 2-1-1, and FIND YOUR UNITED WAY. Below the header, there are links for Our Impact, Our Partners, Get Involved, and The Latest. The main content area features a woman looking at a laptop with the text: "Do you make under \$64,000? Easy, Safe, Secure and 100% Free". On the left side, there is a sidebar with the text "myfree taxes" and links for REFUND RESOURCES, GET ORGANIZED, and FILE FOR FREE.

If you earn less than \$64,000 per year, you can file your taxes for free through United Way's MyFreeTaxes site. Visit [www.MyFreeTaxes.com](http://www.MyFreeTaxes.com) to learn more.

Did you know you could make a donation when filing your taxes? When you check off the “United Way Fund” on your Michigan State Income Tax, your local United Way receives those dollars to help families in your community. Check out the “Voluntary Contributions Schedule” Form 4642 and check off the “United Way Fund” this tax season!

## FINANCIAL PLANNING RESOURCE

A screenshot of the United Way MySmartMoney website. The header includes the United Way logo and navigation links: TRANSLATE, VOLUNTEER, GET UPDATES, CAREERS, 2-1-1, FIND YOUR UNITED WAY, and DONATE. Below the header, there are links for Our Impact, Our Partners, Get Involved, and The Latest. The main content area features a woman and two children with the text: "United Way has the information you need to feel financially secure. How can we help you?". Below this text are two buttons: "I HAVE IMMEDIATE FINANCIAL NEEDS" and "I WANT TO PLAN A MORE SECURE FUTURE". On the left side, there is a sidebar with the text "MySmartMoney" and links for IMMEDIATE NEEDS, FINANCIAL PLANNING, RX FOR FINANCIAL HEALTH, ABOUT, and GLOSSARY.

United Way now offers free financial planning resources online at [www.MySmartMoney.com](http://www.MySmartMoney.com). Whether you are interested in meeting immediate financial needs or planning for future needs, MySmartMoney can help.

## HOUSING MATTERS IS APRIL 16-22

The Lakeshore Housing Alliance (LHA) is a program run by United Way that aims to prevent and end homelessness in our community. From April 16-22, add \$1 or more to your bill at participating restaurants (look for more info soon!) to support the LHA's homelessness prevention initiatives. Your donation will help create local communities where everyone can have a place to call home.

# VOLUNTEER

## STUDENTS LIVE UNITED SPONSORSHIP OPPORTUNITIES

Did you know that your business can support students in our community by sponsoring the Students LIVE UNITED program? See sponsorship opportunities below. Contact Allison Duer for more info: [aduer@ottawaunitedway.org](mailto:aduer@ottawaunitedway.org) or 616.368.2967.

### Doctorate Level Sponsorship (2 available) \$10,000/yr.

*A year-long LIVE UNITED partnership, including all the benefits of the Masters Level Sponsorship plus:*

- ✓ **Plaque for the CEO of the company**
- ✓ **Group picture of Students LIVE UNITED students**
- ✓ **Media Campaign including:**
  - Radio spots on two stations
  - Print and electronic ads in two community newspapers
  - Fox 17 Morning Mix spot with SLU students
- ✓ **Your logo included on:**
  - Annual report (40,000 reached countywide)
  - Print newsletter (Volunteer issue, 2,000+ copies)
  - E-Newsletter (SLU focus, 2,000+ recipients)
  - Students LIVE UNITED page of United Way's website
  - Thank you in media and social media
- ✓ **Recognition at Day of Caring and Celebration**

### Masters Level Sponsorship \$1,500-\$3,000/yr.

- ✓ **Provides all materials for Students LIVE UNITED students**
  - Sign-up brochure
  - Binder for each student to create a volunteer portfolio
  - LIVE UNITED t-shirt with SLU logo and sponsor name and logo
- ✓ **Your organization name listed in:**
  - Print newsletter (Volunteer issue, 2,000+ copies)
  - E-Newsletter (Get Connected focus, 2,000+ recipients)
  - Students LIVE UNITED page of United Way's website
  - Thank you in media and social media

## SIGN UP TO VOLUNTEER TODAY!



Sign up to volunteer through the Ottawa County Online Volunteer Center by going to [OttawaUnitedWay.org](http://OttawaUnitedWay.org) and clicking on the "Volunteer" tab.



## STAFF UPDATE



Angel Mendiola



Amanda Telgenhof

United Way's **Amanda Telgenhof** has been promoted to the role of **Campaign Manager**. Amanda previously worked for two years in the Community Impact department at United Way.

As campaign manager, Amanda will help to run United Way's annual workplace campaign, work closely with campaign volunteers, and help to build and maintain relationships with area firms, donors, sponsors, and volunteers.

We would also like to welcome **Angel Mendiola** to our staff. Angel will fulfill the role of **Community Impact Coordinator**, and will support the Community Impact department as well as the Lakeshore Housing Alliance program.

**GIVE. ADVOCATE.  
VOLUNTEER.  
LIVE UNITED**

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Greater Ottawa County  
United Way



[www.ottawaunitedway.org](http://www.ottawaunitedway.org)

## PRESIDENT'S PEN

As I think about all of the people, organizations and groups we have partnered with over the past year, I am proud of what we have accomplished as a community, and I see a path toward a bright future for the residents of Ottawa County.

From donors in the workplace to small business leaders to basketball teams (*see picture at right*), we are thankful for the incredible support we receive from our donors, advocates and volunteers. With your support, we are able to touch the lives of **1 in 4 people in Ottawa County**. With your support, we are able to take every dollar donated and turn it into **\$3.70 of community benefit**. With your support, we are able to **fund 57 programs run by 43 local nonprofit organizations**. With your support, we are able to address challenges facing our community by bringing together the people, organizations and resources to make **real, lasting change**.

**THANK YOU** for partnering with us to accomplish our mission - to improve lives by mobilizing the caring power of community to advance the common good. When you give, advocate and volunteer, YOU are an agent for positive change in our community.

Do good. Fight evil. LIVE UNITED!



The Grand Haven High School Bucs basketball team presented Patrick with a check for \$1,500 from their United Way fundraiser.

  
Patrick Moran, United Way President