

LIVE UNITED NEWSLETTER



GIVE

GOAL: \$2.5 MILLION

Together, we can make an impact in:

75%

EDUCATION
FINANCIAL STABILITY
HEALTH
BASIC NEEDS

LIVE UNITED



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On the campaign trail...from top left to bottom right: Woodward hosted a potato bar and fashion disaster day, Sarah Lewakowski from TCM Counseling spoke to employees at Spring Lake Public Schools, Light Corp. had fun with movie trivia, and Board Member Mike Lieto prepares for the game during Shape Corp's bubble ball soccer tournament.

United Way has reached 75% of its \$2.5 million goal for the 2017-2018 annual community campaign. Funds raised during the campaign are invested back into the local communities United Way serves.

Currently, 55 programs run by 41 non-profit organizations in Ottawa County receive funding, as well as several initiatives and collaboratives. These programs improve the education, financial stability, health and basic needs of Ottawa County residents. The community campaign wraps up on March 20 at the annual Celebration event.

Campaign Co-Chairs Mark and Lori Wilson said that United Way staff and campaign volunteers are aiming to raise at least 8 percent more than was raised last year. "That will get us to our goal of \$2.5 million," said Mark Wilson, Lakeshore Community President of Huntington Bank.

Lori said, "Ottawa County has proven itself to be a generous community that cares deeply about those in need. We are thankful for the donors, volunteers and businesses who invest their time, talent and treasure."

Mark added, "I am so encouraged by the progress we've made toward the campaign goal. I'm especially encouraged by the nearly 200 local businesses who give, advocate, and volunteer all year long to ensure that every individual has the opportunity to reach their full potential. They are creating lasting change throughout the county and beyond."

CELEBRATION IS MAR 20

5:30PM - Hors d'oeuvres & cash bar
6:30PM - Dinner & Program
SPRING LAKE COUNTRY CLUB

Register online:
OttawaUnitedWay.org/Celebration2018

GIVE

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

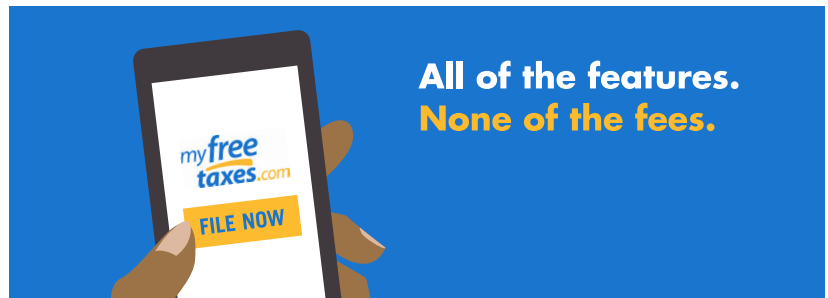
DOUBLE YOUR DONATION WITH A LEADERSHIP GIFT

Continuing a 14-year tradition of matching gifts, 12 generous donors have committed **\$80,000 in matching dollars for new and increased leadership gifts** of \$500 and above from residents of Ottawa County and anyone who donates through an Ottawa County workplace campaign.

As of early January, 289 leadership gifts totaling \$453,522 have been received, with \$67,431 in new or increased gifts that are eligible for the \$80,000 match. "This means that **just \$12,569 more** in new and increased LLC gifts are needed to make our \$80,000 challenge match," said Louann Werksma, United Way's Director of Major Gifts and Planned Giving. Learn more at www.ottawaunitedway.org/lighthouse-leadership-circle.

ADVOCATE

FILE YOUR TAXES FOR FREE



If you earn less than \$66K per year, you can file your taxes for free at www.MyFreeTaxes.com.

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

Whether you are interested in meeting immediate financial needs or planning for future needs, United Way's MySmartMoney.com is a great resource that can help you achieve your financial goals.



HOUSING MATTERS IS APRIL 15-21

The **Lakeshore Housing Alliance (LHA)** is a program run by United Way that aims to prevent and end homelessness in our community.

From April 15-21, 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 has a place to call home.

VOLUNTEER

STUDENTS LIVE UNITED SPONSORSHIP OPPORTUNITIES

Your company can support students in our community by sponsoring the Students LIVE UNITED program. Check out the sponsorship opportunities below and contact Kamille Massey for more info: kmassey@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

EXPLORE VOLUNTEER OPPORTUNITIES ONLINE



Sign up to volunteer and track your hours through the Ottawa County Online Volunteer Center. Go to OttawaUnitedWay.org and click on the Volunteer tab.



Students LIVE UNITED volunteers from Grand Haven High School helped with the Children's Art Walk at Loutit District Library this fall. SLU Coordinator Kamille Massey is center.

STAFF UPDATE



Kamille Massey

United Way welcomed **Kamille Massey** to its staff as Students LIVE UNITED Program Coordinator prior to the 2017-18 school year. The Students LIVE UNITED program provides high school students in Ottawa

County with the support and tools they need to engage in local volunteer opportunities, track their hours, build leadership skills and earn recognition.

Kamille recently graduated from Grand Valley State University in the Hospitality and Tourism Management program. Previously, Kamille worked at CityFlats Hotel and completed several internships.

Kamille said, "I am very excited to have the opportunity to serve Ottawa County and collaborate with the community as the Students Live United Coordinator for United Way. My goal is to be a mentor to the great young adults within the community, and to help them grow as individuals and future professionals."



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www.ottawaunitedway.org

PRESIDENT'S PEN

Winter brings with it all the beauty and the hardships of the cold and snowy season. Winter also signifies our busiest part of the campaign year. It is so inspiring to see how many individuals and organizations LIVE UNITED to improve **education, financial stability, health** and **basic needs** for our friends and neighbors in Ottawa County. For each dollar donated, together, we are able to turn that dollar into **\$3.70 in community impact** in the four areas listed above.

Sometimes I am asked how United Way makes sure the **programs, initiatives** and **collaborations** it funds are **effective** and **efficient**. Well, we couldn't do it alone. Thanks to our community investment volunteers, board of directors, committee volunteers and agency partners from around the county, we are able to carefully examine each program's effectiveness to ensure that outcomes are reached and lives are changed. These 100+ volunteers bring their expertise to the table and help us to make the best decisions possible about community impact investments. If you are interested in joining these volunteers in our many opportunities, please contact us to learn more.

We are also launching into the planning process for the **2018 Community Assessment of Ottawa County**. This assessment is the driving force behind everything we do. With the latest research at our fingertips, we are able to address our community's most pressing challenges with all the tools at our disposal. This process is a collaborative effort with many individuals and community partners, and we would like to thank all those who are committed to making Ottawa County the best it can be. **Together, United, we truly can make a difference.**

United we fight, United we win!



Patrick addresses leaders at Haworth during their campaign kickoff in the fall.

Patrick Moran, United Way President