

2006 In Review

Dear Community Members:

2006 has been a year of change and transition for United Way. Early in 2006 the board of Directors initiated a strategic evaluation of the organization. We wanted to make sure that our mission was still relevant to the needs of the community and we wanted to evaluate our over-all efficiency and effectiveness as a business and as a community partner. As a result of that effort, we have developed a plan to re-engage United Way with the community. Our plan builds upon many of the traditional strengths of United Way; but - importantly - it also makes changes in areas where we have fallen out of step with changing needs and initiatives in the community. A few of the key things that we've changed and some of the things that we've maintained are highlighted below.

Our ultimate goal is to make United Way of Northwest Michigan a stronger and better community resource and partner. We hope to continue to earn your support and confidence as we move forward in our new direction.

Respectfully,



Bruce Reavely, President, Board of Directors



Mike Hill, President-elect 2008

Highlights From 2006

Things that we've changed...

We have refined our organization mission to emphasize our role as a **community resource** - both financial and volunteer - that supports a broad group of local nonprofit service providers.

We have taken significant steps to move out of direct programming so that we stay focused on our role as a resource provider.

We initiated a new giving level - **IMPACT 1000** - in an effort to engage a new group of donors with our fund raising campaign.

We named a new Executive Director and have added several new Members to our Board of Directors.

We are participants in the Poverty Reduction Initiative.

Things that we continued...

We awarded annual grants to 20 local organizations that provide critical human services and youth programs for at-risk children. Grants ranged from \$1,000 to \$75,000.

We held our annual Day of Caring in September during which more than 1,000 volunteers participated in 117 projects throughout the community.

We continued to work with community collaboratives to better understand and support the areas of need and concern in the communities that we serve.

United Way Board of Directors

Bruce Reavely - President
Huntington National Bank

Mike Hill - Vice President
Traverse Bay Area Intermediate School District

Amy Johnson - Secretary
Huntington National Bank

Peter Marinoff - Treasurer
Munson Healthcare

Mark Eckhoff
Fifth Third Bank

Bob Gluszewski
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Doug Luciani
Traverse City Area Chamber of Commerce

Mary Marois
Grand Traverse/Leelanau Department of Human Services

Patty Maxbauer
Traverse City State Bank

Jayne Mohr
Traverse City Area Public Schools

Barbara Rowlett
Community Volunteer

Kay Walker
Michigan Education Association

Elaine Wood
Northwest Michigan Council of Governments



FUNDS TO THE COMMUNITY

In 2006 United Way provided funds to the community in three ways –grants from our Community Fund, the IMPACT 1000 grant, and designated funds.

OUR COMMUNITY FUND – Grants to the local community.

As in past years a substantial portion of the money that we raised during our 2005/06 campaign was directed to the United Way Community Fund. The Community Fund is an important safety net for local organizations because it provides annual funding that varies from year-to-year to match the changing needs in the community. The following organizations and programs received a grant from our Community Fund in 2006:

2006 Grant Recipients

Youth focused programs

Big Brothers Big Sisters of Northwest MI
 Catholic Human Services
 Girl Scouts of Crooked Tree
 Grand Traverse Bay YMCA
 Leelanau County Family Coordinating Council
 MSU Extension Grand Traverse Parents as Teachers
 MSU Extension Leelanau County Child Care Collaborative
 Scenic Trails Boy Scout Council

Critical human services

Catholic Human Services
 Community Health Clinic
 Goodwill Industries Homeless Outreach Team
 Goodwill Inn Homeless Shelter
 Kalkaska Memorial Health Center
 Third Level Crisis Intervention Center
 Women’s Resource Center

Innovative programs to help people in need

Community Health Clinic – *Dental Access*
 Northwest Michigan Transportation Alliance

Leelanau County– *Parenting Communities*
 Third Level Crisis Intervention Center-*2-1-1– Call Center*
 Traverse City Area Schools – *Achieving the Vision*

THE IMPACT 1000 GRANT

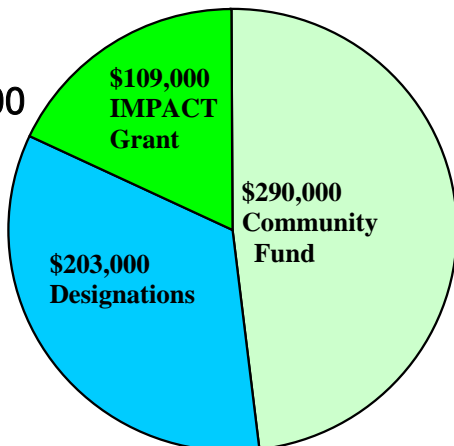
IMPACT1000 is a new giving level introduced in 2006. IMPACT donations, matched by a significant grant from Rotary Charities of Traverse City, resulted in a \$109,000 IMPACT grant award to TeamWork NorthWest, a collaboration of 12 area organizations that provide support services to help the working poor stay working.

DESIGNATIONS

Some donors chose specific charities to receive their gift. In 2006 we distributed \$203,000 in designated gifts to 152 different charities. Of those designations, about 54% went to local organizations.

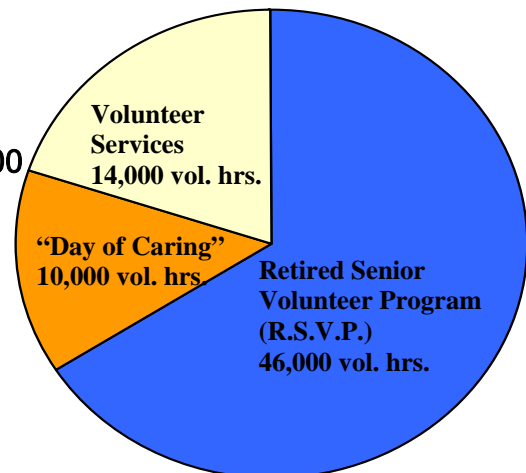
Financial & Volunteer RESOURCES TO THE COMMUNITY

FUNDS
\$602,000



VOLUNTEERS

70,000 HOURS
Valued @ \$700,000



VOLUNTEER RESOURCES

In 2006 our Volunteer Center recruited and connected more than **1,500 volunteers** to hundreds of volunteer opportunities throughout the five county area. An important part of the Volunteer Center's activities is to raise awareness about the value of volunteering and to recognize volunteers for their services. Collectively, our volunteers provided about **70,000 hours of community service**, conservatively valued at \$700,000. The Volunteer Center and its programs are supported by grants from state, federal and private funds and the *Romney Endowment*, an endowment created to support volunteerism, managed on our behalf by the Grand Traverse Regional Community Foundation.

HIGHLIGHTS—

Annual Day of Caring—We recruited and connected more than 1,000 volunteers—primarily from area businesses - with 117 projects throughout the community.

Volunteer Outreach—We launched a new interactive volunteer data base that will help us to efficiently recruit and connect volunteers to area organizations that need volunteer resources. We also sent a survey to volunteers and volunteer-user organizations to find out what we can do better to support and promote volunteerism.

Volunteer Recognition—We held a number of events throughout the year to recognize those volunteers who gave back to their community, including a luncheon to celebrate all Retired and Senior volunteers; a coffee to celebrate our *Afghan Angels*, who knitted or crocheted nearly 200 afghans donated to medical care facilities; and a breakfast for our hardworking "*Tuesday Toolmen*," who did small home repairs for area seniors to help them stay safely in their homes.

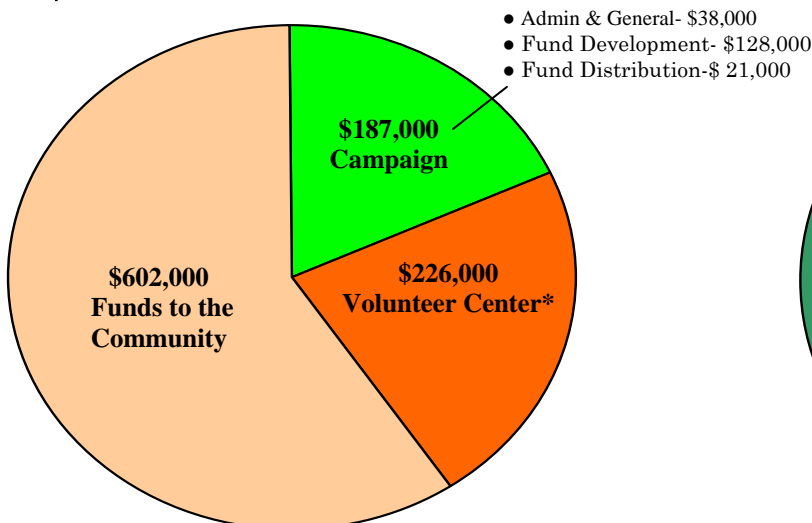


TRANSITIONING OUT OF DIRECT PROGRAMING—

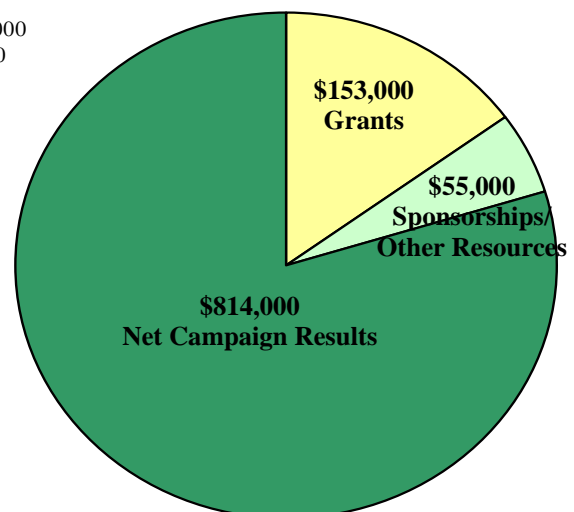
The Volunteer Center administered several significant programs in 2006, including *YouthFriends*, a school mentoring program, and *Tax Counseling for the Elderly and Volunteer Income Tax Assistance*— tax assistance programs for qualified seniors and low income adults. *YouthFriends* was successfully handed-off to area schools in the fall. We also concluded our administrative and management role for the tax program at the end of the 2006 tax season. We are working diligently with a community collaboration to find a replacement program administrator. We will continue to support the tax program by recruiting volunteer tax preparers.

SUMMARY FINANCIAL INFORMATION

EXPENSES 2006 \$1.015 MILLION



REVENUES 2006 \$1.022 MILLION



Notes: Net Campaign Results reflect the total reported 2006 campaign results adjusted for a \$70,000 booked reserve for "uncollectible pledges". A portion of the Volunteer Center Expenses were covered by funds drawn from the Romney Endowment.

Who we help. Funds raised for the *United Way Community Fund* are awarded, through a grant process, to local non-profit organizations that provide *critical human services* and those that provide programs and services to *support area youth, especially at-risk youth.*



What we do.

Our mission is to gather and distribute resources, both financial and volunteers, to support the vital work of area nonprofits.

- We raise financial resources through our annual workplace and community campaign.
- We raise and place volunteers with area non-profits through our Volunteer Center.

ANNUAL REPORT 2006



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of Northwest Michigan**

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Serving the Community Since 1947