2014 Community Impact Report

Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau counties
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Beancounter

Board of Directors

Our Board of Directors come from all walks of life and bring their many years of professional experience to the table every time they meet. All of our Board members volunteer their time to guide our organization with their minds and hearts married to our mission.

Tim Hinkley, Board President
Retired Director - National Cherry Festival

Thomas Plough, Board Vice President
President Emeritus - Assumption College

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Vice President and Trust Officer - Chemical Bank Wealth Management

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Retired Asst Superintendent - TBAISD

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Publisher - Traverse City Record Eagle

Mike Witkop
Community President - Huntington Bank

Robin Wybenga
CFO - TBA Credit Union

United Way Friends and Neighbors,

2015 marks the 50th anniversary for United Way of Northwest Michigan. From small beginnings, (launched by Mr. Frank Moss, the first campaign chair) came great things! In 50 years, our nation has faced many challenges; the war on poverty, men on the moon, civil rights, technological advancements, world strife and resiliency. United Way of NW MI has endured, thanks to our friends and neighbors.

Henry Ford was a founder of United Way’s model. He once said, “To do more for the world than it has done for you – now that is success.” United Way donors embody this statement! As we look back on our history, we marvel at the generosity and giving spirit of this great community we call home. Those who invest in United Way invest in each other.

Looking ahead to the next 50 years, we know that we need your help to reach the vulnerable and fragile populations in our region. United Way is committed to good stewardship and rigorous standards of quality. We will connect and mobilize our community to change conditions and improve our collective quality of life. Please join us. Give time – volunteer, Give resources – donate. With you by our side, we look forward to a bright future.
About United Way of Northwest Michigan

Our Mission
We connect and mobilize the caring power of our communities to advance the common good.

Our Vision
A region that fosters hope and opportunity for everyone.

Our Legacy

On July 15, 1947, Henry Ford II convened a group of citizens to address the “growing multiplicity of appeals.” Over 100 representatives from diverse areas of the state were in attendance. Traverse City’s own Dr. Glenn Loomis was our regional representative for the newly formed coalition called the “United Health and Welfare Fund of Michigan.” Dr. Loomis organized local citizens to form our NW MI chapter for its inaugural campaign in 1965.

Since that first campaign nearly 50 years ago, our generous community has donated over $28,000,000 toward volunteer and human services support and safety net services. During the toughest times, our citizens have demonstrated a solid commitment to help their neighbors. Mr. Benjamin Young said the creation of the United Fund establishes “a method which has met the test of prosperity, depression and war, and the contributing public can have assurance its gifts are being directed to necessary services with a maximum of economy and efficiency.”
Community Impact Across the Region
Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties

Citizen Action Teams (CATs) are comprised of members of our community who are United Way investors. These CAT members oversee community impact funding. More than 20 residents from our five-county region serve on United Way’s CATs. The teams review grant applications, interview the applicants, and score their proposals. Through conscientious and thorough discussion, the teams determine which programs will provide the greatest community impact and address the biggest needs.

Addiction Treatment Services
Advent Lutheran
American Red Cross of NW Michigan
Area Agency on Aging
Baypointe Comm. Church
BCTGM Local 81 Community Svcs.
Benzie Area Christian Neighbors
Benzie County Community Chest
Blaine Christian Church
Blessings in a Backpack
Boy Scouts – Scenic Trails Council
Brickways Foundation
Cherryland Humane Society
Children’s Advocacy Center

Father Fred Foundation
Freedom Builders of America
Girl Scouts of MI – Shore to Shore
Glen Lake Comm. Schools
GT Bay YMCA
GT 4-H Leaders Assoc.
GT Co. Comm. On Aging
GT Co. Health Dept.
GT Dyslexia Assoc.
GT Industries
GT Pavilions Foundation
GT Veterans Coalition
H.A.N.D.S to the Rescue
Habitat for Humanity
Hospice – Munson
Immaculate Conception
Kalkaska Church of Christ
Kalkaska Co. Animal Shelter
Kalkaska Memorial Health Center
Leelanau 4-H MSU Extension
Leelanau Conservancy
Leelanau County Senior Services
Maritime Heritage Alliance
Meals on Wheels
Michael’s Place
Michigan Blood
NWMI Works
Munson Medical Center

PEACE Ranch
Pregnancy Care Center
Reining Liberty Ranch
Rotary Charities of TC
Salvation Army
TART Trails, Inc.
TBAISD
TCAPS
The Rock of Kingsley
Third Level Crisis Intervention Center
 Traverse Area District Library
 Traverse Health Clinic
 West Side Community Church
 Women’s Resource Center

Leveraging donations, volunteers and matching funds to impact meaningful change

2015 Designated Allocations
In addition to our 2015 CAT allocations, United Way donor-designated allocations were also made to the following agencies:

Education $29,500
Income $91,000
Health $46,000

Matching Funds $118,000
Volunteer Resources $508,733

UW Community Fund $166,500
“We believe that inherently all of our employees have an interest in assisting those in need, however, it is impossible to say yes to every group that knocks on your door. By focusing on the annual campaign with the United Way, we channel that interest to an organization that is capable of distributing our assistance to the many. In the process we have a lot of fun and gain a sense of accomplishment as we all pull together to hit our goal.”

Bill Sepanik, Vice President at Forkardt

**Top 5 Workplace Campaigns**
This recognition is given to our workplace partners that contribute the most funds per capita to their campaigns.

Hillshire
ITW Coding Products
Fifth Third Bank
United Parcel Service
Meijer

**Employee Participation**
This recognition is given to our workplace partners that have the highest percentage of employee participation.

ITW Maxal, 100%
Traverse City Chamber of Commerce, 100%
Forkardt, 96%
ITW Coding Products, 87%
United Parcel Service, 62%

**Workplace Flagships**
This recognition is presented to our workplace partners for exceptional employee giving, community engagement and volunteering.

AT&T
Consumer’s Energy
Fifth Third Bank
Forkardt
Hillshire

**WHY GIVE TO UNITED WAY?**
A Short Illustrated Story

Tom is passionate that kids have a better future. He is a major donor to one agency.

At a presentation at Tom’s workplace, he is urged to donate to United Way. Tom wonders, “Why should I give to United Way when I can give directly to my favorite agency?”

United Way has the unique ability to support a diverse network of services that ALL work together to help children succeed. Often times, when people need help, they face multiple issues in order to improve their quality of life.

United Way utilizes your donation so it can address the entire well being of communities in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties.

521 S. Union Street, Traverse City, MI 49684 • 231-947-3200 • www.unitedwaynwmi.org
Leadership Givers

A Leadership Giver is an individual or household that donates $500 or more to United Way over the course of a fiscal year. We are grateful to the following givers for their incredible generosity:

Bruce A. Ahlich
Lisa Anderson
Tony Anderson
Martha B. Baker
Mrs. John F. Ball
Carrie L. Bartkowiak
Don & Jeanette Basch
Ruth A. Bay
Sheryl L. Beeman
Adam Beers
Richard M. Beers
Royce & Margie Beers
Dr. & Mrs. Carl Benner
Tom & Tanya Berg
Richard & Susan Bingham
Brian Blood
Johnathan P. Bolger
Jonas W. Boyer
Debra J. Brief
Christopher Brown
Mr. & Mrs. Rodney Brown
Kenneth Brzozowski
Richard Budinger
David & Sandra Busch
Robert Carstens
Bill & Sandy Cartwright
Susan M. Childs
Sharon Colby
Michael & Carolyn Collins
Stephan & Therese Cousins
John Dahlgren
Amy L. DeHaan
Tom Dejonghe
Diane & James Dixon
Richard C. Dormitzer
Gary & Sandy Drew
Mr. & Mrs. John R. Dye
Mr. & Mrs. Douglas W. Ebright
Kathy M. Eckerdt
Mr. & Mrs. Mark Eckhoff
John Eickenrooth
Dr. & Mrs. David S. Feenstra
Richard D. Fewless
Bill & Kay Fitzgerald
Debra L. Fouch
Jayne Frederick
Gordon & Mary Anne Friese
Mr. & Mrs. Adam J. Gahn
Jason Gauthier
Jeannie M. Greene
Neil A. Guersey
Dr. Timothy & Sally Hanley
Ann Hanson
LuAnn M. Heinert
David Heintz
Deborah L. Henderson
David & Maureen Herr
Michael & Tammy Hill
Timothy & Dawn Hinkley
Mr. & Mrs. James Huckle
John T. Irwin
Doug Izard
Mr. & Mrs. Michael Jackson
Regina Jaeger
Jann & Chris Jencka
Jason Jeffrey
Marilyn Rae Johnson
Mr. & Mrs. Harry Kalajian
Vicki L. Kennedy
Bonnie L. Kinder
Scott Kissau
Thomas & Marilyn Klingaman
Mark Klug
Phil & Margaret Knapp
Jon B. Knowles
Matt & Deborah Knudstrup
Drs. Deborah Ochs & Richard Kosinski
David & Keisha Krumm
Michael Kyro
Kim Lakes-Morman
Amy J. Lautner
Barb & Herb Lemcool
Mr. & Mrs. James D. Lievense
Douglas R. Luciani
David & Lorah MacIntosh
Jack Maddox & Janet Garvey
Jere & Patsy Marciniak
Michele Marotz
James Masters
Dennis & Ranae McCauley
Dan A. McDougall
Rebecca McKee
Randy McKenzie
Andrea McLean-Hill
Cecil R. McNally
Mr. & Mrs. John H. Melcher
Patricia A. Modowski
Douglas & Jennifer Morgenstern
Michael D. Morrow
Dr. & Mrs. Kenneth Musson
Edward & Elizabeth M. Neithercut
Wesley & Arlene Nelson
Walter & Susan Noble
Elizabeth Osborne
Kenneth H. Osborne
Nicholas Parmer
Brad Pawloski
Elmer & Ruth Peterman
Clark & Marie Phelps
Al Pilong
Tom & Monty Plough
Mr. & Mrs. Bruce Reavely
Michael Robinson
Ronald R. Robinson
E. David & Liz Rollett
Neal R. Ronquist
Marvin & Luella Rorick
James & Barbara Rowlett
Mr. & Mrs. John C. Sak
Glenn R. Saylor
Glen Scarborough
Wally Schroth
Heather Seigh
Bill Sepanik
Patricia E. Sharpnack
David Shooltz
Frank & Tracy Siepker
Leo M. Smith
Jack & Kathleen Snedeker
Daniel & Jean Spagnuolo
Joanne Sprouse
Scott A. Stahl
Roger M. Stark
Wayne Stine
Elizabeth Strabeel
Nathan W. Swiler
Brent Szarapski
Kenneth A. Taylor
Katherine Telma
Patricia Thompson
Richard & Nancy Thompson
Mr. & Mrs. Larry W. Tiefenbach
Stephen Tostige
Dale Tumey
Neil Vajda
Sharon Vance
Vicki Vance
Lisa Vanloo
Kerilee Walter
Janice Warren
Timothy L. Webb
Michael Weise
George R. Wellman
Patrick W. Wicksall
John J. Wilhelm
James Williams
Michael & Laverna Witkop
Douglas A. Wolf
Wayne L. Workman
Robin Wybenga
Raymond D. Yanska
Mr. & Mrs. Michael Young
Mr. & Mrs. Robert M. Young
John Zachman, M.D.

"It takes more than a cape to be a hero, giving from your heart makes a real hero. Thank you!"
Captain United Way
Consumers Energy Plugs In ... and Turns It On

Energy? When it comes to their annual United Way workplace campaign, Consumers Energy employees know how to get down to business. For over 50 years, Consumers Energy employees have plugged in to raise money for United Way of Northwest Michigan.

Competition among teams heated up in many fun and creative ways: auctioning parking spots, movie buckets, walking sticks, ice cream socials and car washes, United Way presentations, and volunteer activities.

“We care for the communities we serve not only through our words, but our actions,” said Stephanie Maltby, Administration Specialist and local campaign manager. “Everyone pitches in and knowing that we’re doing good things for our community is a huge bonus.”

Consumers Energy’s commitment to our community is more than its annual workplace campaign. Several groups have mobilized to assist in day of caring activities that included: landscaping and building a pond, painting buildings and benches, building horse shelters and splitting wood.

“We love getting out there and connecting,” said Maltby. “It’s what makes living in northern Michigan so special.”
“Someday my prints will come.”

Disheartened by another missed deadline, the frustrated office manager had to find a better printing solution — and fast. Just then, Johnson Clark appeared at the door, armed with years of insight on color printing, local service and timely turnarounds. The same old story was about to change. “Can you help get these brochures printed in time?” cried the office manager. With a knowing smile, Johnson Clark went to work to deliver cost-saving quotes, impeccable quality and hometown service. The prints arrived on time and in friendly fashion. From that day on, the business was promoted happily ever after.

Deadlines and local delivery. It’s what we do.

Happy Endings
start with
Johnson Clark Printers

Help Save a Family
Foster a Child

You can change a child’s life—and your own—by becoming a foster or adoptive parent. We’ve helped northwestern Michigan families along on this journey for 75 years. Let us show you how.

231 946 8975
www.cfsnwmi.org
The ALICE Project

Across Michigan, 40 percent of households struggle to afford the basic necessities of housing, child care, food, health care and transportation. That’s why United Ways across Michigan, with help from the Consumers Energy Foundation, have come together to bring you the ALICE Project. Standing for Asset Limited, Income Constrained, Employed – ALICE represents those in our communities who are working yet still struggling to make ends meet.

The 2014 ALICE Report for Northwest Michigan reveals:

• 25%, or 120,803 households, of our 5-County population are considered within the ALICE spectrum
• The highest ALICE population is in Kalkaska, where 41% of all households are below the ALICE threshold
• In Antrim County, 26% are ALICE households
• In Benzie County, 23% are ALICE households
• In Grand Traverse County, 34% are ALICE households
• In Leelanau County, 18% are below the ALICE threshold

The annual Household Survival Budget for the average Michigan family of four is $50,345 and for a single adult is $16,818. However, this doesn’t allow for any savings, leaving a household vulnerable to unexpected costs like home damage, car repairs, healthcare, job loss and so much more.

Changing Spaces

We are grateful for the generous donation from Rotary Charities and the Oleson Foundation that transformed dingy, outdated space in our building located in Old Town Traverse City into fresh, usable areas for non-profits to conduct trainings, meetings, volunteer activities and support groups. United Way of Northwest Michigan is eager to assist our non-profit colleagues in providing quality services and outreach to our most vulnerable and fragile populations. Please contact us to inquire if the space may be available for your non-profit to use.

Joan Bonney has been a long time friend of United Way of Northwest Michigan. Our leadership donors know Joan as the talented artist that creates the lighthouse print that is delivered to their homes each year. Joan feels that the lighthouse story relates to the good work at United Way.

In her words: “A good plan with a firm foundation and a worthwhile mission will endure...very much like United Way of Northwest Michigan.”

Joan stepped in for a visit during recent upgrades at United Way. During the tour of the community room, she heard about the intended use of the room. Specifically, the room is used for casual meetings intended to encourage dialogue, support and advocacy for grassroots, community based programs. Joan heard about the drop in program for at-risk youth, the parent support group, and a few others. She looked around a bit and said, “This room needs a view of the bay.”

Joan painted a beautiful mural, United Way’s view of Grand Traverse Bay. In honor of the beautiful view and friend of United Way, Joan Bonney, the room is called the Bay Room.
Volunteer

92 AGENCIES • 584 VOLUNTEERS • 22,978 HOURS • $22.14 / HOUR = $508,733.00

Ordinary People; Extraordinary Service
They don’t describe themselves as special by any means. But to us, they mean the world.
Our corps of volunteers makes the United Way of Northwest Michigan an extraordinary place. It’s a place where tiny baby blankets are knitted and given away as well as a place where huge regional food drives are organized. Without them, it’s hard to say where we – or Northwest Michigan – would be.

Day of Caring: From Compost to Book Drives
United Way of Northwest Michigan’s Day of Caring celebrated its 19th anniversary this year. More than 400 volunteers completed 46 projects. Together, they completed 1,529 hours of service for projects as simple as screening compost to organizing region-wide food and book drives.
The support this group gave nonprofit organizations was appreciated beyond what words can say.
On the flip side, however, being a Day of Caring volunteer is really fun! Volunteers consistently raved:
• “Breakfast was awesome and full of energy … Plan to participate again and want to volunteer for United Way as a group multiple times throughout the year!”
• “Plan on participating again … would like a bigger project!”
• “Participated for almost 20 years and loved the event again this year!”
• “Had a great time and was really impressed with the volunteer opportunity!”
Day of Caring wouldn’t happen without our committed sponsors: Chevron, Chemical Bank, Huntington, and Hillshire Brands.
Intrigued? Think your group would have something to add? Be sure to join us for the 2015 Day of Caring on September 10, 2015!

Days of Action – Celebrating Children’s Literacy
In its fourth year, United Way of Northwest Michigan’s Days of Action were bigger and better than ever! In 2014, more than 3,000 new and slightly used books were collected at 10 different TCAPS elementary schools and four Chase Bank branches. Days of Action events in each of the five different counties were attended by more than 450 children, each receiving a backpack and at least three books, a 300 percent increase in attendance from 2013. These events were made possible thanks to our Days of Action sponsor United Parcel Service. More information on our May 2015 Days of Action Book Drive is at unitedwaynwmi.org; mark your calendar for 2015 Days of Action on June 15-19!
A Non-Profit’s Best Friend: AmeriCorps VISTA

AmeriCorps VISTA doesn't ring a bell to most, but to a non-profit, these people mean the world. For a modest living allowance, AmeriCorps VISTA members work at a non-profit for a year, building the organizational, administrative, and financial capacity of organizations that fight illiteracy, improve health services, foster economic development, and otherwise assist low-income communities. Eleven VISTA workers, with the help from Rotary Charities of Traverse City, helped to leverage $110,772 in cash and in-kind resources and served more than 2,636 disadvantaged youth and veterans. To learn more about the AmeriCorps VISTA Project, check out our website, www.unitedwaynwmi.org.

Babies, Blankets, and the Afghan Angels

Baby pantries in Northern Michigan love the Afghan Angels, a group of committed knitters who spread hundreds of afghans, hats, and mittens throughout the region in 2014. The Women's Resource Center, Munson Hospice, Antrim County Baby Pantry were among the many blanketed in warmth by the Angels this year. If you have extra yarn or even want to learn how to knit, join the Afghan Angels at the United Way of Northwest Michigan headquarters every Thursday night from 5pm-7pm. Join the Angels today!

Tuesday Toolmen

If it's Tuesday, it's tool time! The Tuesday Toolmen help with small home safety repairs for low-income seniors and families in our region. Even the littlest repairs have a big impact on families dealing with leaky faucets, a broken step, or drafty door. Last year alone, the Toolmen helped more than 50 families with repairs and installs, with client referrals coming from five local agencies including the Commissions on Aging, Munson Home Care, and Senior Services. Join the Toolmen today!

Above and Beyond

Words are never adequate, but we deeply appreciate these committed volunteers who gave more than 200 hours to United Way of Northwest Michigan in 2014. THANK YOU!

Shirley Bowman
Phil Butkovich
Marge Butkovich
Anne Elliott
Rose Hutchinson
Marilyn Jensen

Linda Kelly
Nancy Kennedy
Leda King
Cheryl Morgan
Angie Nixon
Don Nixon

Bob Pierce
Pat Pierce
Fred Sabel
Kathy Sabel
Lynda Schleede
Dear Neighbor:

When I started my first job 25 years ago, I got some great advice from my dad: Sign up for the company’s 401(k) plan and give to United Way. I’m proud to say that I’ve been following his advice faithfully since then. United Way of Northwest Michigan depends on individuals like you and me. Our funds pool together and are thoughtfully disbursed to local youth, health, and quality of life initiatives – with minimal overhead costs.

Taking my dad’s advice even further, I’ve also had the pleasure of serving on United Way’s Citizen Action Team (CAT). CAT is a group of United Way donors and volunteers that reviews grant requests from local non-profit organizations that are focused on youth, critical human services, and quality of life programs and initiatives. CAT, in other words, is the community’s first step in thoughtful distribution to valuable community programs. It’s the critical gateway that directs your hard-earned money right where you intended it. With United Way of Northwest Michigan, your money is joining a carefully watched pool that sustains your community in a powerful way.

Just like the United Way, my dad’s advice has stood the test of time. Please join me in supporting United Way and LIVE UNITED.

Doug Morgenstern
Huntington Bank, CAT Member & Proud Donor