

United Way of Gratiot & Isabella Counties



Annual Report

2022

2023

BOARD OF DIRECTORS

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Paul Hungerford, Gratiot-Isabella RESD

Jenelle Wood, Target

Katie Rinke, Mount Pleasant Public Schools

Lori Knierim, Mercantile Bank

Marita Hattem-Schiffman, MyMichigan Health

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President & CEO: Annie Sanders**Director of Finance & Administration:** Tina Gaillard**Director of Engagement & Creative Services:** Lindsey Lintjer**Resource Development Manager:** Tiffany Eisenberger**Community Impact Manager:** Brittany Stoneman**Impact & Resource Assistant:** Eli Hall**211 Community Resource Advocate:** Stacy Hunter

TO OUR FRIENDS & NEIGHBORS,

Over the past year, United Way continued to step up and change lives in our community. Together, we worked to make sure there was help for our friends, families, and neighbors.

One of our main focuses this year was ALICE® — a United Way acronym which stands for Asset Limited, Income Constrained, Employed. It represents the growing number of individuals and families who are working but aren't able to afford the necessities of housing, food, health care and transportation. ALICE families have household incomes above the Federal Poverty Level, but below a basic cost-of-living threshold. You probably know ALICE. Nearly 50% of Gratiot & Isabella County households live below the ALICE threshold — forcing them to make impossible choices every day. ALICE is your nursing assistant, childcare worker, car mechanic, teaching assistant and store clerk — workers essential to every community's success, but who struggle to survive on what these jobs pay.

When you invest in United Way, you support ALICE. You believe every child should receive a quality education...every adult should have the opportunity to thrive financially...and everyone deserves the option to live a healthy lifestyle. With a foundation rooted in collaboration, compassion, and innovation

we come along side of our community partners to serve our neighbors in need and to tackle the most daunting needs.

United Way supports a network of community partners and agencies who work together to address the needs of local individuals and families. It takes all of us, collectively working together to create a stronger, more vibrant tomorrow.

In the following report, you will see the collective work that we have accomplished this year. Our success is a testament to our high performing team of employees and the leadership of our visionary Board of Trustees. We could not do our work without the generous support of our Signature & Community partners, along with the many supporters that stand with us in support of our communities.

Every day we experience how amazing our community is. We truly care for each other and are stronger because of it. Thank you for your commitment to our communities and to our United Way.

Thank you for Living United,



Annie Sanders, President & CEO

YEAR IN REVIEW

We accomplished a lot in 2022-23, and you made it all possible. Here's a look at some highlights during our fiscal year.

July 1, 2022

Hosted our annual Golf United event in support of Stuff the Bus.



Announced **\$129,100** in Community Investment grants to **14** non-profit organizations.

Partnered with 14 of our local schools to raise money for Gratiot County Hope House & Isabella County Restoration House through a coin war challenge called "Coins for a Cause".

\$46,120 was raised for our Stuff the Bus program to sponsor every elementary school classroom in Gratiot & Isabella Counties!

Held a Campaign Coordinator Breakfast to help us kick off our 2022-23 Community Campaign and honor our Workplace Campaign Coordinators.

Launched our new online volunteer platform—Golden. Our goal is for this volunteer platform to serve as a hub for all volunteerism in our communities.

Partnered with My 104.3 & Buck 92 Radio for their annual "Fill-a-Mayflower" 12-hour long food drive, raising nearly **\$7,000** & collecting over **15,000** food & personal care items.

Hosted our 8th annual PITCH-ER THIS! Youth Venture Competition — **\$18,594** was invested in the top three competing student teams for their bright ideas!

Alma College Art's United event raised over **\$55,000** for United Way!

Introduced a new initiative called "United for Moms" to collect items for women and children in need. We collected **14,103** items valued over **\$23,000**!

Hosted Read United during National Reading Month. For all 31 days of March, volunteers recorded a video of themselves reading a children's book that we streamed on our YouTube channel.

Distributed **\$8,827** in Educational Mini-Grants that were awarded to teachers of various academic levels. The grants were for field trip funding, literacy programs, books and more.

Hosted our annual Live United Awards to recognize key volunteers and community partners for their incredible work in our communities!

Partnered with Mercantile Bank to distribute Summer Adventure Kits to every 1st grader to help combat the "summer slump"!



CAMPAIGN RECAP

Our Community Campaign officially closed on March 31, 2023.



EMPLOYEE WORKPLACE CAMPAIGNS

Aircraft Precision Products, Inc.	Child Advocacy-Gratiot County	Isabella Citizens for Health, Inc.	Mt. Pleasant Public Schools
Alma College	City of Alma	Isabella Community Credit Union	Northwood University
Alma Heritage Dentistry	City of Mt. Pleasant	Isabella County Child Advocacy Center	PADNOS Central Michigan
Alma Public Schools	City of St. Louis	Isabella County	Plasti-Paint, Inc.
Alpha Custom Extrusions, Inc.	Commercial Bank	KMG Prestige	PNC Bank
Aludyne	Community Mental Health for Central Michigan	Listening Ear - Crisis Center, Inc	Robert F. Murray & Company
American Mitsuba	Consumers Energy	McLaren Central Michigan	Shepherd Public Schools
AT&T	Dow Chemical Company	Meijer	Sparrow Health System
Avalon Pontoons	DTE Energy	Members First Credit Union	St. Louis Public Schools
Bandit Industries	Fifth Third Bank	Mercantile Bank	State of Michigan
Barberi Law	GARR TOOL	Michigan Masonic Home	Target Store - Mt. Pleasant
Beal City Public Schools	General Agency Company	Mid Michigan College	Three Rivers Corporation
Big Brothers Big Sisters of the Great Lakes Bay Region	Gratiot County	Mid Michigan Industries (MMI)	TJ Maxx
Breckenridge Community Schools	Gratiot Integrated Health Network	Mid Michigan District Health Department	UPS
Central Michigan District Health Department	Gratiot-Isabella RESD	MyMichigan Health	Valero Energy Corporation
Central Michigan University	Hemlock Semiconductor Corporation	Morbark, LLC	West Midland Family Center
	Isabella Bank	Mt. Pleasant Agency, Inc. Central Insurance	Wolverine Pipeline

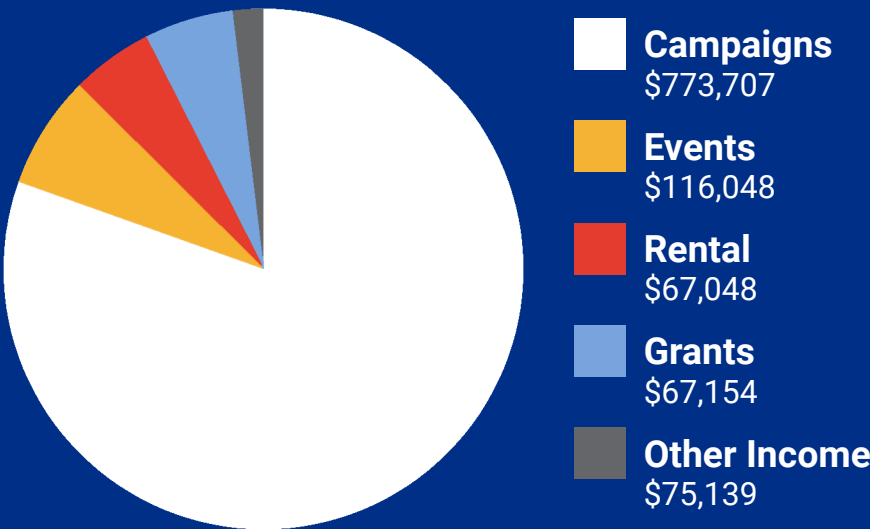
*See pages 14-15 for Campaign Excellence Award & Campaign Growth Award winners.



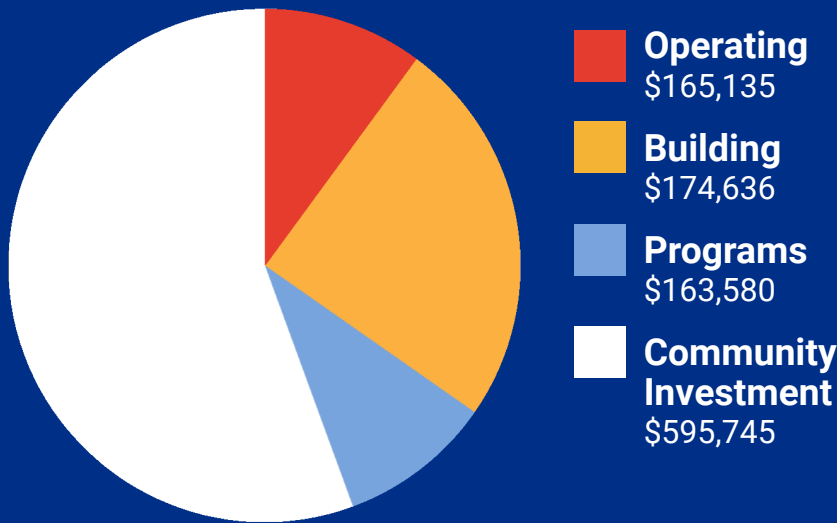
FINANCIAL STEWARDSHIP

FY 22/23

Revenue



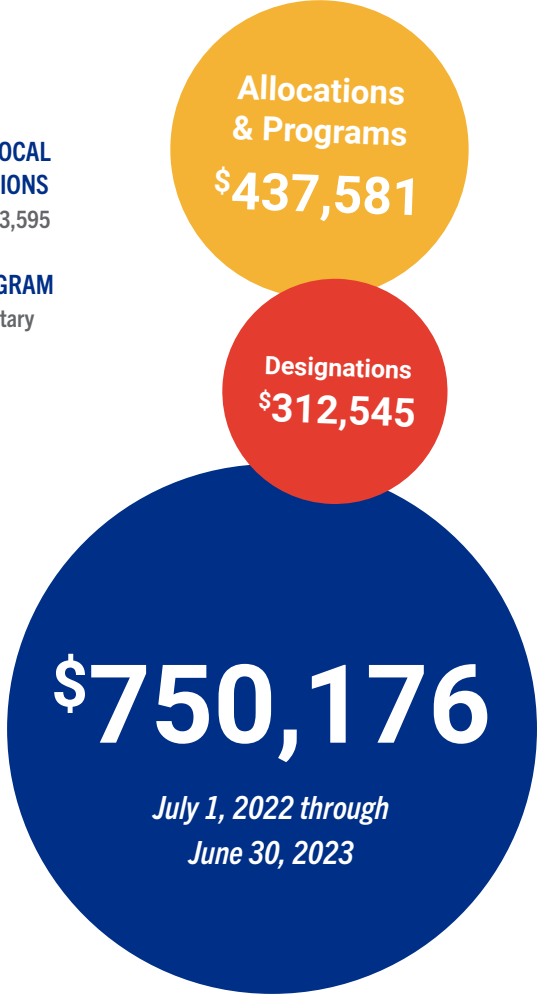
Expenses



ADOPT-A-FAMILY Sponsorship of local families: \$3,824.59	GRATIOT COUNTY HOPE HOUSE Community Investment Grant: \$4,000 Matching Grant: \$12,555.52 EFSP Funding: \$7,000	LIFE CHOICES OF CENTRAL MICHIGAN Matching Grant: \$15,000
ART REACH OF MID MICHIGAN Matching Grant: \$10,000	GRATIOT EMERGENCY HOUSING CORPORATION Community Investment Grant: \$10,000 EFSP Funding: \$2,000	MID MICHIGAN BIG BROTHERS BIG SISTERS (GRATIOT PROGRAM) Community Investment Grant: \$5,000 Matching Grant: \$1,692
BOY SCOUTS OF AMERICA Matching Grant: \$6,250	GRATIOT-ISABELLA RESD Community Investment Grant: \$15,000	MT. PLEASANT DISCOVERY MUSEUM Matching Grant: \$14,931
BIG BROTHERS BIG SISTERS OF THE GREAT LAKES BAY REGION Community Investment Grant: \$5,000	HABITAT FOR HUMANITY OF ISABELLA COUNTY Community Investment Grant: \$13,000 Matching Grant: \$4,650	MT. PLEASANT TINY HOMES Misc. Grant: \$2,814
CATCHAFIRE Virtual Support Platform: \$3,500	ISABELLA COMMUNITY SOUP KITCHEN Community Investment Grant: \$10,000 Matching Grant: \$5,000 EFSP Funding: \$15,000	PITCH-ER THIS! YOUTH VENTURE COMPETITION Student Winners: \$18,594
CENTRAL MICHIGAN YOUTH FOR CHRIST Matching Grant: \$15,000	ISABELLA COUNTY RESTORATION HOUSE Matching Grant: \$3,766.60 EFSP Funding: \$8,000	POTTER'S HOUSE FOOD PANTRY Matching Grant: \$1,500
COMMUNITY CANCER SERVICES Matching Grant: \$10,000	LISTENING EAR CRISIS CENTER Community Investment Grant: \$10,000	PREGNANCY SERVICES OF GRATIOT COUNTY Matching Grant: \$5,000
CHILD ADVOCACY - GRATIOT COUNTY Matching Grant: \$10,000 Protect Yourself Program: \$15,000	STUFF THE BUS PROGRAM Sponsorships of Elementary Classrooms: \$46,120	
CLOTHING INC Matching Grant: \$12,500		
EDUCATIONAL MINI-GRANTS Teacher Grants: \$8,826.64		
EIGHTCAP, INC. EFSP Funding: \$15,000		

COMMUNITY INVESTMENT

United Way's Community Investment Committee is made up of community members, board members and volunteers. Each year, they allocate grant allocations to support community-based programs and services offered through affiliate agency partners in Gratiot & Isabella Counties.



SIGNATURE PARTNERS

United Way Signature Partners step beyond the boundaries of traditional giving and invest in support of United Way events, programs and initiatives.

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



To learn more about Signature Partnerships, please visit uwgic.org/become-a-partner.

SUCCESS STORIES



CMU Greek Week

“We’re all here caring for our community together.” That’s the message behind Central Michigan University’s (CMU) Greek Week, a week-long fundraising event where CMU sororities and fraternities come together to support one non-profit organization. The groups form teams and compete in fundraising activities and games to collect points to “win”. Ultimately, the entire community wins, as students raise a significant amount of money for a great cause.

While each Greek organization has their own philanthropic focus, ranging from organizations such as Children’s Miracle Network to the American Diabetes Association, during Greek Week all funds raised stay local. In 2023 that local non-profit was the Keisha Y. Brown Angel Wings Fund, a non-profit organization that gives “Angel Wings” to individuals or families that have been impacted by cancer through multiple scholarship funds. CMU sororities and fraternities raised over \$50,000 for the Angel Wings Fund in 2023 and United Way was there to make sure the impact was felt.

United Way partners with CMU student leaders to support Greek Week by serving as the fiduciary agent for fundraising efforts and connecting students with non-profit agencies for their day of service. During the day of service, groups of students head out into the community to make a difference. Service includes “Greeks Clean the Street”, blanket and card making, and volunteering with non-profit agencies such as the Mt. Pleasant Discovery Museum.

Jada Thrash, a CMU Greek Week Representative and member of CMU’s Collegiate Panhellenic Council said, “I think at the end of the day we all have a responsibility to bring joy and positivity into our community. Being able to go out to support the community that you’re currently in, and support your neighbors, and your friends, and your families is so important.” Central Michigan University’s Greek Week demonstrates the positive impact that happens when we Live United.

WATCH SUCCESS STORY VIDEO HIGHLIGHT

Several CMU Greek Week Representative talk about the importance of Greek Week, and the impact it has on the local community.



Adopt-a-Family

United Way was excited to partner with the Mt. Pleasant Jaycees for our “Adopt-a-Family” program in 2022! Though a family may be working, sometimes life happens — a medical situation, a vehicle repair, roof leak...the list goes on and on. When a crisis happens right before the holiday, families sometime struggle to make ends meet, leaving Christmas to be at the bottom of their priority list. Our Adopt-a-Family program helps working families that could use a holiday blessing.

Many of these families typically would never ask for help, so this program has been designed to encourage referrals from our local schools. We then match the family’s wish list with a sponsor and the sponsor does the shopping. Thank you to all of the sponsors and the Mt. Pleasant Jaycees who volunteered their time to help run this program and wrap gifts.

WATCH SUCCESS STORY VIDEO HIGHLIGHT

Tara Leonard, General Manager at the Baymont Inn and the Mt. Pleasant Jaycees Past President, discusses the impact of this program.



Summer Literacy Kits

United Way was proud to partner once again with Mercantile Bank to help combat the “summer slump” by distributing over 1,000 summer adventure kits to every first grader in Gratiot and Isabella counties. Each kit includes a book, color changing mood pencil, a pack of Brain Quest cards, a small clipboard and a booklet with games, questions, jokes and more. The bag that everything comes in is specifically designed to hang on the back of a car seat so items are easily assessable to children riding in the car.

Laura Peet, Retail Training Manager at Mercantile Bank said, “Our goal is really to help students during those summer months have fun activities to do that will help them read through the summer and then that way when they come back...they haven’t dipped back or forgotten everything they learned in first grade and they’re able to start second grade successfully as leaders.”

United Way, Mercantile Bank, and Gratiot-Isabella RESD employees deliver all of the kits to our schools in late spring before school gets out for the summer. Our hope for these kits is to give first graders the fun tools they need to keep reading and learning in the summer to help them be prepared in the fall when they come back to school!



WATCH SUCCESS STORY VIDEO HIGHLIGHT

Laura Peet and Amy Salogar explain what summer adventure kits are and how this partnership is a win for our local first graders!



Online Volunteer Hub

“Clothing, Inc. started by two people who retired who wanted to volunteer. So, from the very beginning of Clothing, Inc. we’ve had volunteers and that’s how we’ve sustained over the last 10 years...” says Bryan Chapman, Executive Director of Clothing, Inc. in Isabella County, as he highlights the importance of volunteers to his organization. The need for regular volunteers is something any non-profit can relate to, though volunteer management is often a struggle for many organizations.

In the fall of 2022, United Way stepped in to make volunteering easier across Gratiot & Isabella Counties by launching Golden, a “one-stop” online volunteer platform. Golden allows partner agencies to promote their events and opportunities across a network of like-minded support that is searching for chances to serve. The integrated platform streamlines the many functions of volunteer management, such as allowing volunteers to track their hours, and agencies share automated alerts and communication tools, so volunteers never miss a message and know about all possible opportunities.

United Way’s investment in Golden ensures that our partner agencies have access to better share opportunities and connect them with the volunteers who are integral to their programs, at no cost. To date, United Way has enrolled 46 partner agencies from across Gratiot & Isabella Counties on our platform. Over 960 sessions have been completed since launching in the fall of 2022, with more added each day. Ready to make your impact? Sign up to volunteer today at volunteer.uwgic.org/!

WATCH SUCCESS STORY VIDEO HIGHLIGHT

Bryan Chapman, Executive Director at Clothing, Inc highlights how crucial it is to have an online volunteer management system in today’s world.



United for Moms

United for Moms was a big success! In honor of Mother’s Day, United Way of Gratiot & Isabella Counties (UWGIC) hosted a community-wide collection drive during the month of May. We partnered with local businesses who collected personal care items, cleaning products, and baby items that were given to local women and children in need. The Gratiot collection day took place May 17, 2023 at the Wilcox Nonprofit Center in Alma and the four benefitting organizations were Child Advocacy of Gratiot County, Gratiot Community Personal Needs Pantry, Pompeii Baby Pantry, and Pregnancy Services of Gratiot County. The Isabella collection day took place May 18, 2023 at Island Park in conjunction with the Mt. Pleasant Farmers Market and the four benefitting organizations were Life Choices of Central Michigan, Community Compassion Network Infant Pantry, The Care Store, and RISE Advocacy, Inc.

Lindsey Lintjer, Director of Engagement & Creative Services at UWGIC said, “We care about women and children in need here at United Way so anything we can do to help relieve this financial burden, we’re happy to do so.”

During the month of May, we collected 14,103 items valued over \$23,000! Special thank you to our volunteers who helped sort donations throughout the collection days and to everyone who donated to this special cause.



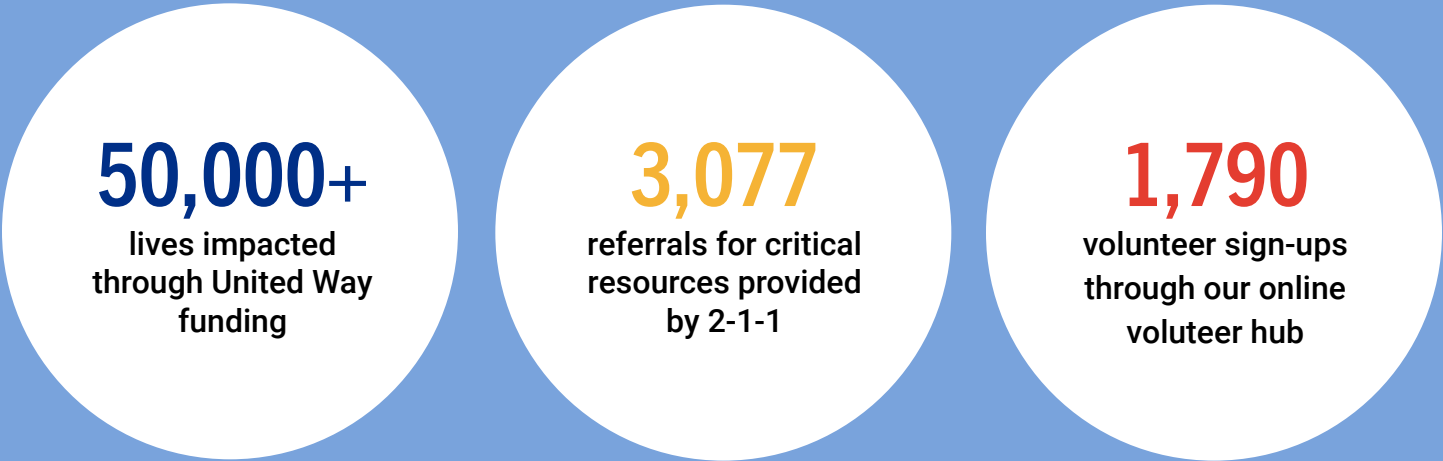
WATCH SUCCESS STORY VIDEO HIGHLIGHT

Lindsey Lintjer, Director of Engagement & Creative Services at UWGIC discusses how this collaborate event helps women and children in need.



IMPACT AT A GLANCE

We go beyond temporary fixes to create lasting change in Gratiot & Isabella counties. By bringing people and organizations together around innovative solutions, together we made a difference in our local communities.



New in 2022: ALICE® Support Fund

ALICE, an acronym for Asset Limited, Income Constrained, Employed, is a way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget. For far too many families in Gratiot & Isabella Counties, the cost of living outpaces what they earn. These households struggle to manage even their most basic needs — housing, food, transportation, child care, health care, and necessary technology.

When funds run short, cash-strapped households are forced to make impossible choices, such as deciding between quality child care or paying the rent, filling a prescription or fixing the

car. The larger the gap between income and expenses, the more extreme the decisions, and the greater the risks to a family’s immediate health, safety, and financial stability. These short-term decisions have long-term consequences not only for ALICE families, but for all of us.

We envision a community where all those who work to keep our local economies running can support themselves and their families. That’s why we launched our ALICE Support Fund in 2022. Beginning with housing and utilities assistance, in just over one year, the ALICE Support Fund has supported over 75 Gratiot and Isabella Households and provided over \$82,000 in assistance.

Why is it so important that we lift ALICE up? Because ALICE impacts all of us. ALICE may be your relative, friend, colleague, or neighbor, or you might be ALICE. Data shows that in Gratiot & Isabella counties nearly half (45% and 46%, respectively) of households are below the ALICE threshold and unable to afford the basics. ALICE is raising awareness about a huge but hidden segment of our community that is struggling to afford basic necessities.

Join us as we stand United for ALICE. Visit unitedforALICE.org to learn more. Donate to the ALICE Support Fund to lift up Gratiot & Isabella Households in need at uwgic.org/alice.

LEADERSHIP CIRCLE

Our Leadership Circle recognizes generous donors who contribute \$1,000+ annually to United Way of Gratiot & Isabella Counties. The collective giving of our Leadership Circle donors makes for a stronger United Way that can support more than 50,000 people in Gratiot & Isabella Counties per year!

<div>TOCQUEVILLE</div> <div>\$10,000+</div> <div></div> <div>Anonymous Arlene & Mel* Nyman Jeffrey & Stephanie Leppien John & Cleo Leppien Mike & Dianne Morey Randy Schiffman & Marita Hattem-Schiffman</div>	Betty Wagner Bobby & Sue Deel Brian Sheets Dr. Bryon & Ruby Benchley Carlee Wilmot Carolyn Lapham Dr. Chika Hammack Chris & Jenn Nickel Connie Weller Cory Pyscher Dale & Marion Nester Daniel & Susan Rademacher Daniel Ebright Dave & Linda Coyne David & Marge Roslund David & Mary Kay Reetz David Justin & Mary Anne Evans-Justin David Pavlik Debra Horanoff Don & Lisa Sytsema Donna Parr Doug Ouellette Duane Dinninger Edward McKee Els De Saegher Eric & Janet Bienz Ernest & Erica Peters Francis McGuirk Garth & Susan Anderson Greg & Lee Mapes Greg Dorrien Howard Malloy James & Kim McBryde James Bahlke James Cole James M. Wolf Jane Wilsner Janet Strickler Jeff & Cindy Bosley Dr. Jeff & Courtney Abernathy Jeff Proctor Dr. Jeffrey & Sara Bonacci Jeffrey Scott Conner Jennifer DeHaemers Jennifer Marar Jennifer Shephard Jennifer White Jenny Hoyle Jeremy & Laura Sheets Jerome Schwind Jerry & Marilyn Morey Jill & Scooter Malloy Jim & Lee Fabiano Joanne Golden-Trudell John Wright & Sue Ann Martin	Jon Catlin Joseph Fleming Julie Rush Julie Sanders Julie Ward Julio Benitez Kathleen Ling Kathryn Robinson Keith & Mary Frame Kelley Peatross Kevin Palmer Kristine Bush Lance & Lisa Ferden Laura Bever Laura Clark Laurence Brown Madhura Mansabdar Marilyn & Gordon Fosburg Mark & Michelle Szymczak Mark & Terrie Zitzelsberger Mary Hill Mary Lou Morey Melissa Spranger Meredith & Daniel De Jong Sr. Dr. Michael McConnon Dr. Michael Stack Michael Sullivan Mike Sobolewski Miles & Rachelle Coffland Nancy Mathews Paul & Cathy Hungerford Paul Alexander Peggy Obermesik R. Scott & Elizabeth Vogel Randy Ball Raymond Barclay Robert Barclay & Peggy Brisbane Robin Whitmore Ronald E. Tecklenburg Jr. Scott Kastning Shawn Kohli Sivaram Narayan Stan & Rene Shingles Sue Moody Thomas & Joy Ruby Todd & Paula Moeggenborg Todd Trucks Vicki Travis Victoria Puorro Dr. Vincent Mumford Warren Everett William Strickler Jr. William Zehnder
<div>GOLD CIRCLE</div> <div>\$5,000 - \$9,999</div> <div></div> <div>2 Anonymous Donors Bruce & Edie Allen David & Danae Patrella Edwin & Daun Meyer</div>		
<div>SILVER CIRCLE</div> <div>\$2,500 - \$4,999</div> <div></div> <div>3 Anonymous Donors Adam Mock Camille Kutis-Coller David & Beth MacLeod Dennis & Sandra Olson Jae & Trina Evans John & Kathy Pavlik John II & Jennifer Leppien Jim & Kaye Peasley Mark Bader Rose Prasad Steve & Sue Pung Tammy Terrell Ty & Jodi Stuber Charles & Peggy Burke</div>		
<div>BRONZE CIRCLE</div> <div>\$1,000 - \$2,499</div> <div></div> <div>6 Anonymous Donors Adam & Emily Lincoln Adam Fulan Aeric Ripley Alan & Debra Kommel Allyssa Johnson Andrew & Brenda Shafley</div>		

*Deceased

LIVE UNITED AWARDS

Congratulations to all of our 2023 award winners. We are so grateful to everyone who gives, advocates and volunteers to help our communities thrive.



- Audra Stahl
Child Advocacy – Gratiot County
- Jake Gregory
Gratiot County Hope House
- Sue Woods
Isabella Community Soup Kitchen
- Katy Sherwood
Isabella County Child Advocacy Center
- Cheryl Moe
Community Compassion Network
- Janet Steele
Mid Michigan Big Brothers Big Sisters



- Tina Powell
Community Cancer Services of Isabella County
- Jack Martin
Community Compassion Network
- Paige Rothaus
Art Reach of Mid Michigan
- Lauren Cahill
Big Brothers Big Sisters of the Great Lakes Bay Region
- Ryan Douglas
Isabella County Restoration House



- Judy Decker
Gratiot Emergency Housing Corp.
- Jeremy Stembridge
The Care Store
- Elizabeth Brown
Central Michigan Youth for Christ
- Shannon Granger
West Midland Family Center
- Tom Tolkstdorf
Clothing Inc.



Mt. Pleasant Target-0924

The President's Award recognizes unselfish commitment and dedication given in the spirit of service to the greater community.



Jeffrey Naessens

The Quality of Life Award is presented to an individual or family that makes significant contributions of their time, talent and treasures to United Way and other organizations that benefit the greater community.



PLATINUM PARTNER AWARDS



CAMPAIGN AWARDS

CAMPAIGN EXCELLENCE AWARDS (TOP 10)

- Central Michigan University
- Alma College
- GARR TOOL
- MyMichigan Health
- Isabella Bank
- Mercantile Bank
- Consumers Energy
- Avalon & Tahoe Manufacturing, Inc.
- Bandit Industries, Inc.
- Isabella Citizens for Health

CAMPAIGN GROWTH AWARDS (TOP 5)

- Community Mental Health for Central Michigan
- Gratiot Integrated Health Network
- Gratiot-Isabella RESD
- Mt. Pleasant Agency, Inc. Central Insurance
- RFM Group

EMERGING IMPACT AWARDS

- Isabella County Child Advocacy Center
- City of St. Louis

THE GOOD PRIZE

Angie Evans Tessman

The Good Prize, founded by professor Dr. Vincent Mumford, is an annual prize that honors everyday individuals, who do good things in service of others.

LIVE UNITED[®]

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