GREATER OTTAWA COUNTY UNITED WAY SUPPORTS, DEVELOPS AND IMPLEMENTS A RANGE OF IMPACT SOLUTIONS THAT IMPROVE LIVES AND CREATE STRONGER COMMUNITIES.

Front cover: Haworth and Herman Miller showed their “LIVE UNITED” spirit by working together to clean up the Mt. Pisgah area on Day of Caring, September 2015.

Inside cover: Students and teachers from the Grand Haven High School Interact Club helped winterize the gardens at White Pines Middle School during Day of Caring.

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United Way's vision is that all people achieve their full human potential. Last year we engaged more than 13,000 Live United heroes in the work of advancing the common good. These heroes GIVE, ADVOCATE and VOLUNTEER to create opportunities for a better life for all.

Our work is simple: we engage LIVE UNITED heroes to help us generate a host of resources which we then use to support, develop and implement a range of impact solutions in our data-driven impact areas. Our impact areas of education, financial stability, health and basic needs are the building blocks for a better quality of life.

The unique United Way Impact model generated more than $8 million of community benefit last year, affecting more than 40,000 people in our local communities.

United Way recruits people and organizations from all across the community who bring the passion, expertise and resources needed to get things done. If you are a part of this life changing movement, thank you. If not, we invite you to join us. You can give, you can advocate and you can volunteer. That’s what it means to LIVE UNITED.

Vision: That all people in Ottawa County achieve their full human potential

Mission: To improve the quality of life for all Ottawa County residents by identifying pressing community challenges and focusing our collective power and resources to address those needs.
COMMUNITY INVESTMENT

Community Investment is a unique process we use to ensure dollars raised in Ottawa County are invested in programs that align with United Way’s four impact areas: **Education, Financial Stability, Health** and **Basic Needs**.

Greater Ottawa County United Way funds **59 programs run by 44 nonprofit organizations** in Ottawa County. The programs apply for funding from United Way during the two-year **Community Investment (CI) process**. The programs are divided among 11 panels within United Way’s impact areas.

Community volunteers from across the county attend training sessions, review and evaluate the programs for their effectiveness and efficiency, and make recommendations to United Way’s Board of Directors.

“The Community Investment process is a great way to learn about the resources in our community and the impact that the programs have on our community as a whole,” said Liz DeLaLuz, United Way’s Director of Community Impact.

*To learn more about community investment, go to www.OttawaUnitedWay.org/community-investment*

*Top: Community Investment Panel members visit Hope College’s Upward Bound program. Bottom: A panel gets ready to brave the winter weather to visit program sites around Ottawa County.*
MEET SARAH VAN DYKE
COMMUNITY INVESTMENT VOLUNTEER

Sarah Van Dyke has been volunteering at United Way as a community investment panel member for the past five years. We stopped by her office at Huntington Bank to ask her a couple of questions about her experience...

**What is your favorite part of the community investment process?**

I enjoy the tours of the nonprofits. When I first started, it was an eye-opener for me to see how much need there is, and how many organizations are helping in the community.

It’s nice to be able to share my knowledge and offer suggestions to the organizations. Over the years, I have seen organizations take our panel's suggestions and implement them. It is great to see the programs grow and reach more people in our community.

I look forward to it every year!

**Would you encourage others to get involved?**

I would absolutely encourage people to get out of their comfort zone and volunteer on a panel. It is our responsibility to know what’s going on in our community, and this is a great way to learn more and make a difference. It has been an enlightening experience for me, and I would encourage others to get involved!

To learn more about the community investment process, go to: www.ottawaunitedway.org/community-investment-volunteer-info
STUDENTS DISCOVER THEY CAN WITH TCAN

“I can't afford the $40 application fee (for Kendall College of Art and Design), so I'm not even going to apply...”

This is what one student from Central High School in Grand Haven told his TCAN (Tri-Cities College Access Network) College Advisor. After working with with his counselor, and talking with Kendall College, the student was able to have the application fee waived. Not only that, but he received a full scholarship, and is completing his senior year.

Beginning 2016-2017, Greater Ottawa County United Way will be funding the Grand Haven Area Community Foundation’s Tri-Cities College Access Network College Advisor. This will provide opportunities for students to navigate the college decision and application process successfully. This program is a part of the ReadyLearnSucceed Initiative, which aims to help people achieve their full potential.

INTENDED RESULTS:
- Children enter school ready to learn
- Students have successful school progression
- Individuals engage in post-secondary experiences and have lifelong learning opportunities

COMMUNITY PARTNER PROGRAMS

- ARC – Advocacy & Resource Center
  - Supported Parenting
- Boys & Girls Club of Greater Holland
  - Power Hour
- Child Development Services
  - Early Childhood Experience
- Destination Education
  - High School College Advising Program
- Good Samaritan Ministries
  - Faith in Youth Partnership
- Grand Haven Area Community Foundation
  - TCAN College Advisor
- Grand Haven Area Public Schools
  - Community CHILL
- Hope College
  - CASA (and Step Up)
  - TRIO Upward Bound
- Latin Americans United for Progress
  - Hispanic Youth Leadership Programs
  - Steps to Success
- Pathways, MI
  - Parent Intervention Services
- Zeeland Public Schools
  - Zee Bus

Main Goal: Improve educational success
- More than $24,000 in school supplies were collected for area kids through our United Way Stuff the Bus event in collaboration with many local partners
COMMUNITY PARTNER PROGRAMS

- Center for Women in Transition
  - Transitional Housing
- Community Action House
  - Skill Building Programs
- Good Samaritan Ministries
  - Community Housing Partnership
- Ladder Homes
  - Supportive Independent Living Housing
- Legal Aid of Western Michigan
  - Legal Services
- Love INC of Allendale
  - Transportation Assistance Program
- People Center, The
  - Transitional Housing
- Salvation Army, The (Grand Haven)
  - Fresh Beginnings Transitional Housing

FINANCIAL STABILITY

INTENDED RESULTS:

- There is accessible and affordable quality housing for all
- Individuals have access to all available income supports
- Individuals are financially literate

COMMUNITY PARTNER PROGRAMS

- Back on her feet and giving back

  "I was able to clear my head and move on to the next chapter in my life.”

  Barbara was homeless and penniless after going through a divorce. After going through The People Center’s transitional housing program, she was able to secure better employment, find an apartment and start moving forward successfully. She also gives back by volunteering in The People Center’s vegetable garden.

  Greater Ottawa County United Way provides funding for The People Center’s transitional housing program, so people like Barbara can overcome life's difficult circumstances and find stable jobs and housing. This program is part of the EarnSaveBuild Initiative, which aims to help people achieve financial stability.

Main Goal: Improve household financial stability

✓ $1,453 was the average return for 196 e-filers in Ottawa County, helping to improve their stability through MyFreeTaxes, a United Way program.
A MENTOR MAKES THE DIFFERENCE

“My name is Ricardo, and my Big Brother is Tom. We have been brothers for eight years. He has not only been a big brother, he has been my best friend. He talks to me about how important it is to receive my education, and he talks to me about life. I want to be just like my brother because he gives himself to the community by volunteering for events and helping people whenever he can.”

Ricardo and Tom were paired up through the Big Brothers Big Sisters of the Lakeshore mentoring program. Ricardo has since graduated from high school, and is still in contact with Tom.

Greater Ottawa County United Way provides funding for the Big Brothers Big Sisters of the Lakeshore’s mentoring program so kids like Ricardo can benefit from having a mentor. This program is part of the Access Prevent Thrive Initiative, which aims to help people live healthy lives.

Main Goal: Improve healthy lifestyles

$269,907 saved on prescriptions and back into the community’s pocket with the help of FamilyWize, a United Way program partner

COMMUNITY PARTNER PROGRAMS

- Association for the Blind & Visually Impaired
  - Blindness & Low Vision Rehabilitation
- Bethany Christian Services
  - El Centro
- Big Brothers Big Sisters of the Lakeshore
  - Community-based Mentoring
- Boy Scouts of America, President Ford Council
  - Comprehensive Youth Development
- Catholic Charities West Michigan
  - Crossroads
- Center for Women in Transition
  - Prevention
- Children’s Advocacy Center
  - Child Abuse Assessment and Intervention
  - Prevention
  - Wraparound
- City on a Hill Ministries
  - Health Clinic
- Girl Scouts of Michigan Shore to Shore
  - Leadership Experience
- Grand Haven Department of Public Safety
  - TEAM (Teaching, Educating and Mentoring)
- LEDA (Lakeshore Ethnic Diversity Alliance)
  - Calling All Colors
  - Migrant Mentoring Program
- Mediation Services
  - Child and Family Mediation
- NEO Forum
  - Education, Prevention and Treatment Services for At-Risk Youth
- NORA (Northwest Ottawa Recreation Authority)
  - Recreation Summer School
- OAR (Ottagan Addiction Recovery)
  - Addiction Treatment & Recovery Support
- Pathways, MI
  - Counseling and Supportive Services
  - Total Trek Quest
- TCM Counseling
  - Mental Health Counseling
- Tri-Cities Family YMCA
  - Day Camp/ Child Care

HEALTH

INTENDED RESULTS:

- Individuals have access to dental, physical and mental health care
- Individuals engage in prevention and holistic health activities

RESULTED IN:

- Individuals have access to dental, physical and mental health care
- Individuals engage in prevention and holistic health activities

Main Goal: Improve healthy lifestyles

$269,907 saved on prescriptions and back into the community’s pocket with the help of FamilyWize, a United Way program partner
COMMUNITY PARTNER PROGRAMS

American Red Cross – Ottawa County
› Disaster Relief

Center for Women in Transition
› Domestic Violence
› Sexual Assault

Community Access Line of the Lakeshore
› 211

Community Action House
› Stabilization Service

Coopersville Cares
› Housing and Utility Assistance

Feeding America West Michigan
› Food Assistance

Four Pointes
› Urgent Healthcare Needs

Heritage Homes, Inc.
› Smith Respite

His Harvest Stand
› Basic Needs

Little Red House, The
› Scholarships for Adult Day Care & Transportation

Pathways, MI
› Court Appointed Special Advocates (CASA)

People Center, The
› Food Pantry

Ready for School
› Preschool Coordination, Tuition and Transportation Assistance

Salvation Army, The (Grand Haven)
› Emergency Social Services and Emergency Housing

Salvation Army, The (Holland)
› Utility and Rent Assistance Program

RECOVERING AFTER A DISASTER

“[The Red Cross] made a horrible situation a little bit better. I don’t know what we would have done without them.”

Alesha, her fiancé and her two children were residents of an apartment building in Holland that experienced an explosion and fire. The Red Cross was on the scene right away, stayed during the event, and provided Alesha and her family with the resources to purchase clothing, food and other essentials, as well as find a place to stay. All of the occupants of the 21 uninhabitable apartments in the complex also received support for their needs.

Greater Ottawa County United Way provides funding for The American Red Cross’s disaster relief program, so people like Alesha will have their needs met after a disaster occurs. This program is part of the FoodShelterSupport Initiative, which ensures that people have life’s basic needs.

BASIC NEEDS

INTENDED RESULTS:

- Their daily food needs met
- Their daily housing needs met
- Access to emergency assistance care and support

34% of households in Ottawa County are living below the ALICE* threshold and struggle every day

- United Way helped 46 families receive the EITC (Earned Income Tax Credit) refunds totaling $90,850 that can now go toward every day expenses

*An ALICE household is a working family earning less than the local cost of living.
HOMELESSNESS PREVENTION

The Homelessness Prevention Endowment grant is a combination of endowment funds from the Community Foundation of the Holland/Zeeland Area (CFHZ) and the Grand Haven Area Community Foundation (GHACF), and money raised by United Way’s Lakeshore Housing Alliance (LHA) through the Housing Matters fundraiser, which took place in April.

This year, CFHZ contributed $3,200, GHACF contributed $5,245, and Housing Matters contributed $2,087, for a total of $10,532. The money was then distributed through a granting process to members of the Lakeshore Housing Alliance to be used for homelessness prevention initiatives throughout Ottawa County.

ANNUAL POINT-IN-TIME COUNT

*Over the course of three years, United Way’s Lakeshore Housing Alliance (LHA) has seen a steady decrease in the number of sheltered and unsheltered homeless persons in Ottawa County. On one night in January 2014, 387 men, women and children were experiencing homelessness.

In January 2016, that number had dropped to 261, including 46 households with 101 children under age 18 and 110 adults in households without children. This represents a 33% decrease from 2014. The LHA attributes the decline to increased resources for permanent housing and an improved economic climate.

STATE & FEDERAL FUNDING

United Way’s Lakeshore Housing Alliance annually facilitates the distribution of $1.2 million dollars in federal and state grants for homelessness services, including emergency shelter, transitional housing, permanent supportive housing and administrative support.

This funding impacts hundreds of families in Ottawa County by providing the supports best suited to the needs of each household that is experiencing a housing crisis.
More than 100 people from around the region attended the Community Conversation at Boatwerks Event Center in Holland in April 2016 to discuss progress made in increasing affordable housing in Ottawa County.

The keynote speaker, former Grand Rapids Mayor George Heartwell, encouraged the community to continue with its cutting-edge efforts to bring all sectors together to solve this complex problem. Attendees also listened as Quincy Byrd spoke of the personal challenges he faced finding employment and permanent housing in the Holland area while trying to provide for his growing family. He is now an active member of the community—a Habitat for Humanity homeowner and board member and a member of the Holland City Council—and thrilled to be able to give back.

President of Greater Ottawa County United Way Patrick Moran presented an overview of the process thus far, focusing on the progress of each work group. Progress can be reviewed in the updated Ottawa Housing Next document (www.ottawaunitedway.org/ottawa-housing-next). Attendees provided input through roundtable discussions and breakout sessions on the direction of the initiative and the work groups. For more info on the work groups, go to: www.OttawaUnitedWay.org/work-groups.

In addition to the ongoing task force work, two recommendations stood out:

1. More actively engage the members of the community most affected by the lack of affordable housing.
2. Invite business leaders to be more involved in the discussions and process.
VOLUNTEERS

8,228

VOLUNTEER HOURS

373,612

VALUE OF VOLUNTEER HOURS

$3,285,024

VOLUNTEER OF THE YEAR: DARCY KOMEJAN

Darcy Komejan (l) with John Gork, last year’s Volunteer of the Year, and United Way’s Director of Volunteerism Shannon LaHaie

At United Way's Celebration event on March 24, Darcy Komejan was named the 2016 Volunteer of the Year. Darcy has been part of United Way's speakers' bureau since 2005, a United Way account manager since 2009 and was chair of the nonprofit division for United Way in 2007-2008. She has also served many other organizations throughout the region and state and was named one the 50 women of influence in West Michigan by I magazine in 2006. Darcy is the Executive Director of the Children’s Advocacy Center of Ottawa County and works tirelessly to better the lives of the children in Ottawa County and beyond.
DAY OF CARING | JR. DAY OF CARING

650
Day of Caring Volunteers

1,000
Jr. Day of Caring Volunteers

57
Day of Caring Projects

DAY OF CARING TEAMS
A number after the company name indicates the number of teams from that company.

A.D. Bos Vending Services
Anderson Technologies
Automatic Spring Products Corp.
Black River Public School
Bod-E-Nomics
Bunco Gals
Catholic Charities West Michigan
Center For Women in Transition
Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg
Chase Bank
City of Grand Haven
Consumers Energy
Dake Corporation
Davenport University
DeLong & Brower PC
Elzinga & Volkers
Fifth Third Bank
Flex
GHSP
Grand Haven Area Public Schools
Grand Haven Board of Light and Power
Grand Haven Custom Molding
Grand Haven Interact
Greater Ottawa County United Way
Haworth
Herman Miller (4)
Holland BPW
Huntington Bank
ITW Drawforn
JSJ Corporation
Lakewood Construction
Macatawa Bank (6)
North Ottawa Community Health System
PNC Bank
Re/Max Lakeshore
Refab llc
SAF Holland, Inc.
Spectrum Health Zeeland Community Hospital
Tennant
The Salvation Army Holland Corps
Trans Matic
TUV America
Two Men and a Truck
Tyson Foods Inc.
West MI Community Bank
West Michigan Molding

Top: DeLong & Brower, PC trimmed and beautified Fairview Park in Saugatuck. Bottom left: Lakeshore Middle School eighth graders picked up trash on the beach at Rosy Mound at Junior Day of Caring. Bottom right: White Pines sixth graders head out into the woods to pick up trash and remove invasive species.
Search for local volunteer opportunities with the Ottawa County Volunteer Center, an online system that connects people who care with organizations in need. You can choose opportunities that fit your schedule and utilize your talents and skills. Some examples of opportunities include: medical professionals to help staff a health clinic, volunteer office assistant, event coordinators, mentors for kids and teens, and more!

**Search for local volunteer opportunities here:** liveunited.ottawaunitedway.org/

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**VOLUNTEER SPOTLIGHT: AUTOMATIC SPRING PRODUCTS CORP.**

“At Automatic Spring Products Corporation (ASPC), a couple of our commonly used catchphrases that succinctly describe our purpose are simply the phrases “Others Focused” and “Aspiring to Serve.” What we mean by those is that our Corporate Purpose is to be focused on the needs of others and then aspiring to serve them in those needs. This refers to our customers, our workforce, our community and our environment.

So volunteering and giving to others corporately and individually is core to who we are at ASPC. Our team members are encouraged to be actively involved in volunteering throughout our communities, our churches, our nonprofits and to help those in need. ASPC is blessed with a workforce of amazing, caring people who constantly donate their time and talent to a multitude of community, church and nonprofit needs so numerous it would be impossible to list or count.” — Steven P. Moreland, President and CEO, Automatic Spring Products Corporation

Volunteers from Automatic Spring Products Corp. helped pick up trash and remove invasive species at Rosy Mound Natural Area during Day of Caring, Sept. 2015.
United Way’s Students LIVE UNITED program provides high school students with support, mentoring, coaching, and the tools they need to locate volunteer opportunities, log their experiences and participate in job partnering opportunities in the community.

Students who successfully complete 400 service hours receive the Governor’s Student Service Award of Excellence and the Michigan Volunteer Center Medallion. Students who complete 100 hours of service receive an award from Greater Ottawa County United Way.

**STUFF THE BUS**

- **$24K** value of backpacks & school supplies donated
- **1,000** kids who received backpacks full of school supplies

Left: SLU seniors Emily Bloss and Sean Boysen each gave more than 1,000 hours of volunteer service during high school (not pictured: Hannah Kenny, who also volunteered 1,000+ hours). Right: An SLU group from Coopersville High School collected food outside the Coopersville Family Fare in November. They gathered more than $600 worth of food, which was donated to Pack-it-Up, and went toward feeding local children in need.

**18** Seniors who completed 400+ volunteer hours

**3** Seniors who completed 1,000+ volunteer hours

**7,904** Total # of hours completed by SLU seniors

These girls were happy to receive their backpacks from a Salvation Army employee (2nd from right).
WHY GIVE TO UNITED WAY?

LOCAL  All dollars donated in (or designated to) Ottawa County stay in Ottawa County. United Way improves lives in part through a rigorous community investment process that invests the community’s generosity in 59 effective programs run by 44 nonprofit organizations as well as collaborations and initiatives that are improving education, financial stability, health and meeting the basic needs of the people in Ottawa County. The process is transparent, volunteer-driven, and ensures that every dollar donated is spent wisely where it is needed most.

LONG-TERM RESULTS  Greater Ottawa County United Way does more than fund programs. We build relationships and partner with people, organizations, and businesses throughout the community who bring the passion, resources, and expertise needed to get things done. Together, we assess and address the community’s most pressing and prevalent needs, while working toward long-term solutions that prevent problems from happening.

LEVERAGE  Greater Ottawa County United Way streamlines your charitable giving. With one donation, you assist our neighbors at every age and stage of life, from expectant mothers to young children, youth, working families, children and adults with disabilities, vulnerable seniors, and more. The dollars invested in local programs leverage even more dollars from other funding sources. During the 2015-2016 fiscal year, for every dollar donated to United Way’s campaign, the community received $3.70 in community benefit.

TAKE ACTION  You have an opportunity to start giving today. Your gift will be multiplied and used wisely to make a difference in our community. To give, visit www.ottawaunitedway.org and click on the GIVE button, give through your employer via payroll deduction, text OTTAWA to 91999 or mail a gift to PO Box 1349, Holland, MI 49422.
“We believe strongly it is our responsibility to give back and support the communities in which we live and work. We contribute financial support and encourage employee involvement in community initiatives that mirror our values and ideals. I am very proud of this commitment and I’m also very proud to be associated with fellow employees who respond with generous support each year to support and care for those who may be less fortunate and in need. The United Way does a great job in Western Michigan and is deserving of our support.”

~ Ronald Haan, President and CEO, Macatawa Bank

Macatawa Bank has a strong history of giving to and volunteering through United Way. President and CEO Ronald Haan encourages employees to give, and his leadership sets the tone. New associates learn about United Way as part of their onboarding process, and are encouraged to give back to their community through United Way. During the annual campaign, the committee has fun coming up with ways to encourage giving among their fellow employees.

Macatawa Bank also gives back through volunteering. Last year, they provided six teams for United Way’s Day of Caring (more than any other organization!), and collected backpacks and school supplies for United Way’s Stuff the Bus drive. They also support two nonprofit organizations each quarter in the community through their jeans day donations, as well as volunteering for organizations like Habitat for Humanity.
2015/2016 CAMPAIGN COMPANIES

The names in blue are the 2015-2016 “Top 20 over $20K” campaigns. Together they raised $1,181,405 of the $2,235,057 campaign total through employee pledges, corporate matching gifts, and special events.

A. D. Bos Vending Services
AAA Michigan
Agitek Industries
Allendale Charter Township
American Red Cross
Anderson Technologies
ARC-Advocacy & Resource Center of Holland
AT&T
Automatic Spring Products Corp.
Bank of America
Barber Ford
Bard Peripheral
Bekins Audio/Video & Appliance, Inc
Bethany Christian Services
Blue Cross Blue Shield
Bodenomics
Border States Electric
Brilliance Audio, Inc.
Caterpillar
Catholic Charities West Michigan
Center For Women In Transition
Chemical Bank
Child Development Services of Ottawa County
Children’s Advocacy Center
City of Coopersville
City of Ferrysburg
City of Grand Haven
City of Holland
City of Zeeland
City on a Hill Ministries
Combined Federal Campaign
Comerica Bank
Community Action House
Consumers Credit Union
Consumers Energy
Coopersville Area Public Schools
County of Ottawa
Dake/a JSJ Business
Davenport University
DeBoer, Baumann & Company, P.L.C.
DeLong & Brower, P.C.
DeNooyer Chevrolet Inc.
Destination Education
DoubleTree by Hilton
Dr. Pepper Snapple Group
Dryer Architectural Group
DWH, LLC
Elzinga Volkers
Engine Power Components, Inc.
Entergy
Enterprise Rental Car
Falcon Corporation
Ferris, Busscher & Zwers, P.C.
Fifth Third Bank
FirstMerit Bank
Flex
Four Points
Gazelle Sports
GHSP/a JSJ Business
Global Technologies
Good Samaritan Ministries
Goodrich Quality Theaters
Grand Haven Area Public Schools
Grand Haven BLP & UWUA 582
Grand Haven Charter Township
Grand Haven Custom Molding
Grand Haven Tribune
Grand Transformers, Inc.
Great Lakes Castings LLC
Greater Ottawa County United Way
Haworth, Inc.
Heritage Homes Inc.
Herrick District Library
Employees of Holland Board of Public Works
Holland Charter Township
Holland Hospital
Holland Sentinel & Flashes
Hope College
Howard Miller
Hub International - Midwest
Hudsonville Public Schools
Huntington Bank
IBM
i'Move
Independent Bank
ITW Drawform
izzys+, a JSJ Business
JC Penney Co Inc
Johnson Controls
JP Morgan Chase
JSJ Corporation
Ladder Homes
Lakeshore Ethnic Diversity Alliance
Legal Aid of Western Michigan
Light Corporation
Little Red House
Loutit District Library
Macatawa Bank
Macy’s
Magna
Manpower
Mediation Services
Meijer
Mercantile Bank of Michigan
Meynard, Tolman & Venlet PC
Michigan Gas Utilities
Michigan West Coast Chamber of Commerce
Nationwide
North Ottawa Community Health System
Northwestern Mutual
ODL, Inc.
O'Reilly Auto Parts
Ottogon Addictions Recovery, Inc.
Ottawa Area Intermediate School District
Ottawa County Bar Association
PADNOS
Pathways, MI
Perrigo Company
Pfizer, Inc.
PNC Bank
Purple Cow Creamery
Raymond James Financial
Ready for School
Reliant Professional Cleaning
Ridgeway Industries
ROL USA, Inc.
Rus's Restaurant
Ryenga Building Center
SAF-Holland, Inc.
Scholten Fant
Sekisui Polymer Innovations
Semco Energy, Inc.
Seven Steps Up/Courtyard
Concerts
Shape Corporation
Spartan Stores, Inc.
Spectrum Health/Zeeland Community Hospital
Spring Lake Public Schools
Spring Lake Township
Stanco Metal Products, Inc.
State Employees Charitable Campaign
State Farm Insurance
Supreme Machined Products Co., Inc.
Target #1482
TCM Counseling
Tennant Company
The People Center
The Salvation Army - Grand Haven
ThermoTron Industries Inc.
TJ Maxx

TOP CAMPAIGN COMPANIES:

Trans-Matic Manufacturing Co.
Tri-Cities Area Chamber
Tri-Cities Broadcasting Foundation
Tri-Cities Family Y.M.C.A.
Tyson Foods
United Health Group
United Parcel Service
Varnum Law
Walgreens
Walmart
Warner, Norcross & Judd
WAWL Radio 103.5 FM
West Michigan Community Bank
West Michigan Molding, Inc.
West Ottawa Public Schools
Western Michigan Fleet Parts
Western Theological Seminary
WGHN Radio
Woodward, Inc.
Worden Company
Yanfeng
Younkers
Zeeland Architectural Components
Zeeland Farm Services
Zeeland Public Schools

IN-KIND SUPPORT

Bod-E-Nomics
Christian Reformed Conference Grounds
DeVries Photography
Eastern Floral
Haworth, Inc.
Ridgeline Video Communications
Seven Steps Up
Shape Corporation
Sweet Temptations
Trillium Catering & Events Center
Two Men and a Truck/Lakeshore
Tyson Foods
Verduin’s, Inc. Printing & Advertising
LYNNE SHERWOOD: LEAVING A LEGACY

Lynne Sherwood, one of our community’s brightest lights, left us suddenly, and far too soon, in January 2016. Born in Grand Haven in 1941, Lynne traveled far and accomplished much in her lifetime. Grand Haven High School’s Valedictorian in 1959, she left for Stanford University and a degree in economics with honors ... then on to Harvard, where she was among the first class of women to earn an MBA from its Graduate School of Business in 1964. For the next 33 years she built a distinguished career on Wall Street, retiring as vice president of Goldman Sachs. In 1997, she returned home to live in Spring Lake, care for her parents Marion and Ruth and sister Mary Ann, and take an active role in the management of JSJ Corporation. She served as the Corporate Secretary of JSJ from 1997-2005, when she was elected Chairman.

Lynne’s keen mind and loving heart fired on all cylinders, powering the many boards and organizations she served and/or led, including JSJ Foundation, Grand Haven Area Community Foundation, Michigan Colleges Foundation, Alma College, Spring Lake District Library and Grand Haven Rotary.

To Greater Ottawa County United Way, Lynne was a creative, engaged community champion. She had no official title, but no campaign ever began without first seeking her input, nor ended without the excitement of sharing the results with her. From her we learned much, especially about the power of leverage to boost results. In addition to her generous annual leadership donation, hers was the genius behind the Tri-Cities Lighthouse Leadership Challenge. Over 13 years, her annual challenge match of $30,000 raised more than $1 million in new and increased leadership level donations from Tri-Cities residents. One donor at a time, $1 a week became $10 a week. Indifference became engagement. Good became great.

Thanks to the Sherwood Fund advisors of Grand Haven Area Community Foundation, Lynne Sherwood will be a member forever of the Beacon Society of Greater Ottawa County United Way’s Lighthouse Leadership Circle. Her annual gift to her community, like her light, lives on through the Lynne Sherwood Fund for Greater Ottawa County United Way, an endowed fund of Grand Haven Area Community Foundation.

Like Lynne, you can LIVE UNITED forever when you include in your estate plan a bequest to Greater Ottawa County United Way’s LIVE UNITED Forever Fund at Grand Haven Area Community Foundation or The Community Foundation of Holland/Zeeland. Call (616) 396-7811 or email lwerksma@ottawunitedway.org to learn more.
Lighthouse Leadership Circle

Thank you to the generous members of the Lighthouse Leadership Circle.

Beacon Society
$10,000+
Budd & Melissa Brink
Laurel Foundation
Dick & Ethie Haworth
Matthew & Jennifer Haworth
F. Martin & Dorothy Johnson
Diane & Larry Kooker
Ann & Kevin Kuske
Marion A. & Ruth K. Sherwood Family Fund
Mary Ann Sherwood Fund
Lynne Sherwood Fund
Dr. & Mrs. Lowell Van De Riet
Gary Verplank
Midgen Verplank
Gary & Ruth Veurink

Admiral’s Circle
$5000-$9,999
Anonymous
David & Susan Couch
Pat & Kathy DeShaw
Keith & Mary DeWitt
David & Janet DeYoung
Martha Erickson
Harry Enos
Tony & Kathleen Gage
Nelson & Lana Jacobson
Mary Jacobson
Bari Johnson
Terry & Bonnie Kozanekc
Bar & Lisa Miller
Steven & Sandra Moreland
Jeff & Cindy Olds
Lynne Sherwood
Marion Sherwood Family Fund
Tony & Monica Verplank

Captain’s Circle
$2,500-$4,999
Anonymous
- 7
Don & Cindy Anderson
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If we inadvertently omitted your name from this list, we apologize for the error and ask that you kindly let us know. Please contact Tracy Plummer via e-mail: tplummer@ottawaunitedway.org or call 616.396.7811.

Join the Circle at one of the following giving levels:

**Navigator’s Circle**
$500-$999

**Commander’s Circle**
$1,000-$2,499

**Captain’s Circle**
$2,500-$4,999

**Admiral’s Circle**
$5,000-$9,999

**Beacon Society**
$10,000 and up
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Paula Huysker, Community Action Agency
Jody Immink, Good Samaritan Ministries
FINANCIAL SNAPSHOT

2015-16 FINANCIAL REPORT
Fiscal Year April 1, 2015 – March 31, 2016

EXPENSES

UNITED WAY OPERATION:
- Administration: $178,655
- Fundraising: $266,491
- **TOTAL**: $445,146

UW COMMUNITY IMPACT PROGRAMS:*:
- Volunteer Center & Community Investment: $378,220
- Service Programs: $211,388
- Whole Family Connection
- Students LIVE UNITED
- Lakeshore Housing Alliance
- Ottawa Housing Next
- **TOTAL**: $589,608

REVENUE FOR COMMUNITY IMPACT

- Campaign: $2,235,057
- Sponsorship/Other: $52,997
- Grants: $120,227
- Investment Income: $(31,851)
- **TOTAL**: $2,376,430

COMMUNITY IMPACT (CI)

TOTAL $ INVESTED IN CI PROGRAMS
- Partner Program Investment: $1,583,842
- Collaborative/Initiative Investment: $65,000
- UW Community Impact Programs: $524,608
- **TOTAL**: $2,173,450

TOTAL IN-KIND BENEFIT TO COMMUNITY
- Value of UW Volunteerism: $3,285,025
- In-kind Agency Support: $44,500
- **TOTAL**: $3,329,525

TOTAL $ LEVERAGED INTO COMMUNITY THROUGH UNITED WAY
- Dollars Leveraged/Matched: $2,236,853
- UW Familywise: $269,907
- UW My Free Taxes: $269,758
- **TOTAL**: $2,776,518

**TOTAL COMMUNITY IMPACT: $8,279,493**

RETURN ON INVESTMENT: For every $1 we raise through campaign we create $3.70 in Community Impact

UNITED WAY PROGRAMS

- Lakeshore Housing Alliance
- Students LIVE UNITED
- Familywise
- Ottawa County Volunteer Center
- United Way-211
- schools of hope
- SHAPE Michigan

*United Way funds approximately 60 programs, initiatives and collaboratives that improve lives in our community. A few of these programs are internal to United Way operations and as such show as “expenses” in the IRS auditing model. They are, however, Community Impact programs.
THANK YOU to our top two workplace campaign companies for 2015-2016:

Greater Ottawa County United Way Staff:

Rebekah Bakker, Campaign Manager
Lori Banaszak, Administrative Assistant
Liz DeLaLuz, Director of Community Impact
Allison Duer, Students Live United Program Coordinator
Hillary Hovinga, Director of Marketing and Communications
Kelly Kean, Chief Financial Officer
Mohammed Khudhur, Finance Associate
Shannon LaHaie, Director of Volunteerism
Patrick Moran, President
Tracy Plummer, Director of Annual Campaign
Lyn Raymond, Lakeshore Housing Alliance Program Coordinator
Amanda Telgenhof, Community Impact Coordinator
Louann Werksma, Director of Major Gifts and Planned Giving

Your support makes a tangible difference in the lives of the people of Ottawa County. Thank you for your ongoing support through GIVING, ADVOCATING and VOLUNTEERING, and for demonstrating what it means to LIVE UNITED!