The Community Investment (CI) process is at the heart of United Way organizations around the globe. We raise funds within our communities, and local community members determine the amount of funding our community partner programs receive. Community investment volunteers bring their unique expertise and life experiences to the table.

United Way is currently in Year Two of a two-year community investment process. Agencies that received funding during Year One fill out an abbreviated application and share a 20-minute presentation with their designated community investment panel. Over the course of two weeks, volunteer panel members review and evaluate a report-out from each program within their panel.

After all the presentations are complete, the panel members discuss and determine the amount of the second year of funding. These funding recommendations are then presented to the United Way Board of Directors.

Sarah Lewakowski, Executive Director of TCM Counseling, said, “The Community Investment process is a great opportunity for people to volunteer while learning about United Way partner agencies and how they help people in our community. It truly becomes the ‘community’ deciding where the United Way dollars can do the most good.”

This year is the inaugural implementation of e-CImpact. “Using the new system for the Year Two process has been great so far,” said Liz DeLaLuz, VP of Community Impact.

United Way staff, program partners and volunteer panel members would like to say “Thank You” to the Padnos Family Foundation for their grant that helped us to purchase a new online platform.

e-CImpact is a secure, cloud-based community impact management system that helps impact-driven organizations discover the strategies and solutions that will allow them to do the most good for the causes they care about and direct resources accordingly.

Since relationships are the foundation of community impact, the system helps funders effectively build and manage relationships with grantees, reviewers and other stakeholders.

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MY FREE TAXES RESULTS

For the past 10 years, United Way and H&R Block have partnered to offer free tax filing to anyone earning less than $66K through www.MyFreeTaxes.com.

This tax season, 302 Ottawa County residents filed online for free, with the average refund coming in at $1,555. This is a total of $469,610 in refunds.

FAMILYWISE UPDATE

In 2018, Ottawa County residents saved $398,502 in prescription costs through United Way’s partnership with the FamilyWize prescription assistance program.

Whether you’re insured or uninsured, you can use FamilyWize to save on your prescriptions. There are no fees or requirements and FamilyWize is accepted in thousands of chain and independent pharmacies nationwide.

Download the app today or go to familywise.org to discover how you can start saving on your prescription medications.

POINT-IN-TIME COUNT

The Point in Time count takes place annually on the last Wednesday of January. “In addition to being a requirement for federal funding, the point-in-time count gives a ‘snapshot of homelessness’ in the community, and helps connect people with services,” said Lyn Raymond, Director of the Lakeshore Housing Alliance. This year’s Point-in-Time count was held on Jan. 30.

- 225 people were found homeless: staying in emergency shelter, transitional housing or in a place not meant for human habitation.
- This number included 30 families with children and 102 single adults.
- 17 people were living in their cars or tents, even with the dangerously cold wind chills as low as 25 to 40 degrees below zero.
- Several churches in the Holland area opened as warming centers allowing people without shelter to access a safe space.

View the Lakeshore Housing Alliance Dashboards online at www.OttawaUnitedWay.org/dashboards to view more statistics from the Point-in-Time count.
The 2019 Volunteer of the Year award was given to Chris Streng for his servant leadership in our community.

Chris is a native of Grand Haven and a local hero. He currently gives back to his community as a youth soccer coach, an American Red Cross blood donor, a United Way Community Investment Panel Leader and through many other local boards and organizations. Recently, he and his wife Kristi co-chaired the Grand Haven Reimagine 2.0 project to rebuild Imagination Station.

Sixth grade students from White Pines prepared to head out into the Ottawa County parks for trash pickup and invasive species removal.

From April 22-26, nearly 500 sixth graders from White Pines Intermediate School in Grand Haven volunteered at county parks as part of Greater Ottawa County United Way’s seventh annual Junior Days of Caring, the largest volunteer event in Ottawa County.

On Friday, May 3, a group of eighth grade students from Grand Haven’s Lakeshore Middle School volunteered in the community for their Junior Day of Caring. Approximately 500 students volunteered at more than 25 local nonprofit organizations and parks.

Support for the Junior Day of Caring student transportation was provided by grants from the Friends of Ottawa County Parks and 2019 Global Youth Service Day Grant from the Michigan Community Service Commission.

Greater Ottawa County United Way is proud to recognize the local graduating seniors who have volunteered through Students LIVE UNITED.

The following seniors are receiving awards this year for their volunteer service:

<table>
<thead>
<tr>
<th>Grand Haven</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexa McVoy</td>
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</tr>
<tr>
<td>Abby Dunster</td>
<td>424</td>
</tr>
<tr>
<td>Ellie Slater</td>
<td>412</td>
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<tr>
<td>Tylee Knieper</td>
<td>341.25</td>
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<td>Kelsie Manus</td>
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<td>Dylan VanDenBerg</td>
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<tr>
<td>Gracie Vanlangevelde</td>
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<tr>
<td>Lauren Strauss</td>
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</table>

<table>
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<th>West Ottawa</th>
<th>Hours</th>
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<tr>
<td>Caleb Alexander</td>
<td>607</td>
</tr>
<tr>
<td>Sarah Olney</td>
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</tr>
</tbody>
</table>

Statistics apply to the fiscal year ending March 31, 2013

Greater Ottawa County United Way is proud to recognize the local graduating seniors who have volunteered through Students LIVE UNITED.

Students who complete 100 hours receive an award from United Way, and students who complete 400 hours also receive an award from the Governor of Michigan and the Volunteer Centers of Michigan medallion.
CELEBRATING COMMUNITY IMPACT

On Thursday, March 21, United Way supporters gathered at the annual Celebration event at Trillium Event Center in Spring Lake. Throughout the evening, guests learned more about United Way’s impact work and volunteer engagement in Ottawa County. Attendees celebrated award-winners in the areas of GIVE, ADVOCATE and VOLUNTEER. The evening concluded with an announcement that the amount of community benefit achieved through the community’s efforts in engagement and impact was $8,579,889.

United Way President Patrick Moran said, “Together, united, we are making a substantial impact in Ottawa County in the areas of education, financial stability, health and meeting people’s basic needs. The power of the United Way model lies in the leverage we can create by working with community partners, donors, volunteers, corporations and government entities. Due to this leverage, every $1 dollar donated to Greater Ottawa County United Way produces $3.70 in community benefit. Now, that’s a great investment!”

Read the full press release at www.ottawaunitedway.org/news.

LEADERSHIP GIVING UPDATE

For the third year, the campaign featured the Ottawa County Leadership Challenge, which matches new gifts of $500 or more from anyone who lives in Ottawa County or works for an Ottawa County company that holds a workplace pledge drive. It also matches any increase in donation from those who gave at the leadership level last year.

In the 2018-19 campaign, the challenge match reached its highest level ever—$93,500 from 16 donors. The challenge was met and exceeded, with $149,066 in match-eligible gifts. The 2019 Lighthouse Leadership Circle consists of 663 gifts and pledges that total $876,132. New this year, young leaders (defined as those born in 1978 or later) who gave or pledged $250-$499 had their gifts matched by the challenge to equal $500. As a result, 99 new young leaders have joined the Lighthouse Leadership Circle.

Learn more about leadership giving at www.ottawaunitedway.org/lighthouse-leadership-circle.

ANNOUNCING THE LIVE UNITED AWARD WINNERS

Consumers Energy received the...
G.W. HAWORTH STRENGTH OF THE COMMUNITY AWARD
This "Lifetime Achievement Award" recognizes the company and/ or individual who most embodies United Way’s leadership, spirit of volunteering, philanthropy, and decision-making in the allocation of philanthropic resources to our community.

Grand Haven Custom Molding received the...
LYNNE SHERWOOD LIGHTHOUSE LEADERSHIP AWARD
This award is bestowed upon a United Way campaign company that demonstrates the greatest increase in leadership giving, or to an individual, couple or family whose community leadership generosity sets an example for others to follow.

TCM Counseling received the...
PINNACLE OF PARTNERSHIP AWARD
The recipient of this award exemplifies a commitment to improve the quality of life for Ottawa County residents through leadership in service and education as well as a year-round partnership with Greater Ottawa County United Way.

Angie McLaughlin from Falcon Corporation received the...
ABOVE AND BEYOND AWARD
This person or campaign committee goes above and beyond what is expected of a campaign coordinator. They are constantly looking to add excitement to the campaign, help others realize the importance of United Way and encourage volunteering.

Great Lakes Castings received the...
OUT OF THE BOX AWARD
This award recognizes the organization that took the box, shook it up, and ran the most creative, fun and interactive campaign.

For more details, and all award winners, visit www.ottawaunitedway.org/awards-recognition.
2019 COMMUNITY BUILDER AWARD WINNERS

These workplace campaigns were honored with the Community Builder Award. These companies all met five criteria for giving, advocating and volunteering in the community:

- Anderson Technologies
- Chemical Bank
- Children’s Advocacy Center
- Falcon Corporation
- Fifth Third Bank
- First National Bank of Michigan
- Grand Haven Custom Molding
- Greater Ottawa County United Way
- JSJ Corporation
- Lightcorp
- Macatawa Bank
- Mercantile Bank

We would like to recognize our top two workplace campaigns – Haworth and Shape Corp. for their dedication to United Way and to the people of Ottawa County!

CELEBRATION PHOTO GALLERY

The red carpet photos were a hit!

Mike Lieto and Kyle Verplank
Patrick & Elyse Cisler
Joe Priebe & Michele Chaney
Kate Flynn and Brianna Lynn
Alpha Mansaray
Dave Musselman & Lyndsie Post

Thank you to DeVries Photography for our Celebration photos. Prints are available for purchase at www.DeVriesphoto.com. View all of our Celebration photos on our Facebook page.
2018-19 Board of Directors
Michael MacPherson, Chair
Keith Van Beek, Vice Chair
Deborah Erickson, Treasurer
Kevin Hook, Secretary
Lyndsie Post, At-Large
Jim Bachmeier
Anna Bednarek
Brent Hadden
Pete Haines
Frances Hogsten
Mike Lieto
Melissa Kamara Liggins
Rhonda Thompson

www.ottawaunitedway.org

PRESIDENT’S PEN

The Advocate issue of our newsletter is an opportunity to highlight the impact work happening in our community. During this year's community investment process, we welcomed 50+ community volunteers who reviewed agency applications, asked questions, listened to presentations and made funding recommendations. These volunteers direct the funds toward more than 50 local nonprofit programs that are making a positive impact in the areas of education, financial stability, health and basic needs. Ultimately, our community guides our impact work, and we wouldn't have it any other way.

United Way's ability to make an impact is directly tied to the generosity of our donors, corporate partners, volunteers and sponsors. On Thursday, March 21, we celebrated the impact work happening in Ottawa County during our annual Live United Celebration event. We also recognized the many local superheroes it takes to make our community a better place for all. Change doesn't happen alone. What an evening! Although I’m immersed in this work year-round, I’m always inspired and energized by how our community comes together to Live United.

Have you heard of ALICE? ALICE stands for Asset-Limited, Income-Constrained, Employed. The newly-released 2019 ALICE Project revealed that 31% of our neighbors in Ottawa County are unable to meet all of their basic needs. I encourage you to learn more about ALICE in our community by visiting www.OttawaUnitedWay.org/ALICE-Project.

United we Fight, United we Win!

Patrick Moran, United Way President