Letter from the CEO

Year In Review

Community Impact Grant By the Numbers
Montcalm - Ionia Citizen Corps
March 2020 COVID-19 Response Impact
211
United Way Montcalm - Ionia Counties’ Impact
Volunteer Engagement
Thank You for Your Support
Letter from the CEO

We feel extremely fortunate to live and work in Montcalm and Ionia Counties. Why? Because the residents of our community consistently dedicate their time, expertise and financial support to those who need it most.

At United Way, we believe that the most important work often happens in the trenches. Decades from now, people will remember this past year for its social, civic and political upheaval combined with the uncertainty of the onset of a worldwide pandemic.

At United Way, we will remember this past year for so much more. We will remember it for the lives we changed and the communities we strengthened. For the leaders we helped to grow and the opportunities we created. Our work took place in all of our local communities across both counties — and it often took place outside the public eye. Yet, whether in front of the camera or behind the scenes, our efforts to build stronger communities have left their own deep mark on society.

At United Way, we believe that our schools will be better because more students will be ready to learn. Our neighborhoods will be safer because more residents will make a productive living. Our communities will be healthier because more people have access to healthy food. Our community-based approach would be impossible without the assistance of our corporate, community labor and government partners. Deeply rooted problems – from struggling schools to unemployment – require the time and talents of a range of individuals and organizations, and we are incredibly grateful for their support – for your support.

This year’s annual report shines a light on many of the people and communities that we have helped. Philanthropic spirit cannot be found just anywhere. We understand that it is something we must treasure – and also harness. When we unite our efforts toward common goals, we can help thousands of people grow and thrive.

Your support is critical. Political winds shift frequently, and businesses rise and fall with increasing regularity. Technology is both bringing us together and driving us apart. In times of turbulence when the only constant is change, we believe that our time-tested way of working – forging unlikely partnerships and mobilizing resources to develop sustainable solutions – is more valuable than ever.

To all our partners, donors, advocates and volunteers, we thank you for being in the trenches with us every year. With your help, we will continue to fight and we will continue to create lasting impact.

UNITED WE FIGHT. UNITED WE WIN.

Most sincerely,
Terri Legg

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Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
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</thead>
<tbody>
<tr>
<td>Terri Legg</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Lisa Day</td>
<td>Finance Administrator</td>
</tr>
<tr>
<td>Haley McLean</td>
<td>Community Impact Program Manager</td>
</tr>
<tr>
<td>Trish Lindeman</td>
<td>Resource Development/Administrative Assistant</td>
</tr>
<tr>
<td>Sam Lindeman</td>
<td>Alma College Intern</td>
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<tr>
<td>Alice Samani Zozo</td>
<td>Americorps Vista</td>
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Highlights from the past year:

**Community Impact Grants**  
*April 1*  
The two-year grant cycle began for 16 agencies to help their work in basic needs, education, and health.

**Welcome Haley McLean**  
*August 26*  
Haley joined our cause as the Community Impact Program Manager.

**Coat Drive**  
*October*  
184 coats were collected in partnership with AmeriGas, Rural Gas, and Consumer’s Energy.

**Day of Caring - Isabella Bank**  
*October 14*  
Isabella Bank packed 50,000 meals that were distributed to 7 local food pantries.

**Kids Days**  
*June and July*  
Participated in Community Kids Days at the county fairs.

**Sponsor A Classroom**  
*July - September*  
Sponsored 266 Kindergarten through 3rd-grade teachers were to purchase classroom supplies.

**Campaign Kick-Off**  
*September 12*  
We started off our 2019/2020 campaign season with a wonderful breakfast and presentation, followed by a Day of Caring. 3,600 pairs of shoes were given to 13 area school districts, nonprofit organizations, and government.

**Pop Up Giving**  
*November 7*  
Fundraiser held at Flo’s Pizzeria Ristorante & Sports Bar with Have Mercy and IM Safe. Have Mercy won $860.

**Emergency Food and Shelter Program**  
*Phase 35*  
Provided $25,352 to local food pantries and shelters.
Community Leaders Conference on Affordable Housing
December 12
Sponsored by Mercantile Bank of Michigan

Spring Cleaning with Meaning Community Drive
February 1 - March 31
In partnership with Mercantile Bank of Michigan, Independent Bank, Michigan One Community Credit Union, and Community First Federal Credit Union, United Way collected towels, blankets, and bedding.

COVID-19 Response
March 15
Mobilized partners, volunteers, and agencies to begin the COVID Crisis Fund and immediately started granting funds directly back to the community through emergency food and shelter programming.

Volunteer Income Tax Assistance
January
Mobilized volunteers for the Volunteer Income Tax Assistance Program.

211 Cyber Security Press Release
January 17
Cyber crime security now offered by United Way’s 211.

Census
February
Community-wide census outreach in partnership with EightCAP, Inc.

Emergency Food and Shelter Program
Phase 36
Provided $29,852 to local food pantries and shelters.
Community Impact Grants
By the Numbers

Funded Partners

- Alpha Family Center of Greenville
- Ionia County Dolly Parton Imagination Library
- Montcalm County Dolly Parton Imagination Library
- Habitat for Humanity
- Have Mercy
- IM Kids 3rd Meal
- IM SAFE
- Ionia Conservation District
- Manna’s Market
- Montcalm Area Reading Council
- Mid-Michigan District Health Department
- Big Brothers Big Sisters
- Greenville Optimist Camp Wah-Wah-Tay-See
- Relief After Violent Encounter
- Spectrum Health Foundation United and Kelsey Hospitals
- We Care for Kids Council

Childhood Success

- 563 mentoring relationships created
- 2,098 children (0-5) enrolled in high-quality early childhood programs
- 28,427 books received
- 530 early childhood staff trained to provide quality programs and services

Economic Mobility

- 476 households that received emergency supports
- 338 individuals served who increased disposable income by accessing benefits and/or reducing costs
- 40 individuals served that gained employment
- 170 individuals housed (including the individuals placed in affordable housing)

Access to Health

- 36 individuals transported to healthcare or to jobs
- 39,560 households who received food assistance
- 51 individuals who enrolled in medical insurance
- 1,254 individuals meeting the USDA/HHS recommended 5-9 daily serving requirements of fruit and vegetable consumption
Feeding America Food Trucks were located in 6 areas:

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Individuals Served</th>
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<tbody>
<tr>
<td>Howard City</td>
<td>862 senior citizens</td>
</tr>
<tr>
<td>Ionia</td>
<td>1,602 households served</td>
</tr>
<tr>
<td>Greenville</td>
<td>1,825 children</td>
</tr>
<tr>
<td>Belding</td>
<td>862 senior citizens</td>
</tr>
<tr>
<td>Edmore</td>
<td>1,602 households served</td>
</tr>
<tr>
<td>Saranac</td>
<td>175 veterans</td>
</tr>
</tbody>
</table>

61,911 pounds of food distributed
5,223 individuals served
1,602 households served
1,825 children
862 senior citizens
175 veterans

Trainings Offered

- Search and Rescue
- CPR
- AED
- Basic Radio
- 800 MHZ Communications
- Narcan Procedures and Administering
- First Aid
- Bleeding Control
- Personal/Go Bag/Search and Rescue Preparedness

13 Individuals Trained
Michigan 2-1-1 is an easy way to connect with help of all kinds, right in your community. Need help with food, housing, or paying bills? Need support in a family crisis or community disaster? 2-1-1 is there for you. Any time. All the time. Just call, text, or search online and you’ll get connected.

1,873 people contacted 211 for assistance in Montcalm County

1,270 people contacted 211 for assistance in Ionia County

280 different needs were requested

201 calls were related to food or meal assistance

33 calls were seeking information for a variety of counseling

Top 10 2-1-1 Calls Between 4/1/19 - 3/31/20

- Electric Service Payment Assistance: 500 calls
- Rent Payment Assistance: 200 calls
- At Risk/Homeless Housing Related Assistance: 180 calls
- Food Pantries: 120 calls
- Information Request: 100 calls
- Community Shelters: 80 calls
- Gas Service Payment Assistance: 60 calls
- AARP Tax Aide Program Sites: 50 calls
- Heating Fuel Payment Assistance: 40 calls
- VITA Program Coordination: 30 calls

Free. Confidential. Supportive.

211 is available 24 hours a day, 7 days a week, 365 day a year.
United Way Montcalm-Ionia Counties’ Impact

Total Number of People Served: 110,649
(may include duplicates)

<table>
<thead>
<tr>
<th>People Served in Montcalm County: 54,757</th>
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<tbody>
<tr>
<td>Carson City – 1,463</td>
</tr>
<tr>
<td>Cedar Lake - 43</td>
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<tr>
<td>Crystal – 1,073</td>
</tr>
<tr>
<td>Edmore - 9,383</td>
</tr>
<tr>
<td>Fenwick - 931</td>
</tr>
<tr>
<td>McBride - 74</td>
</tr>
<tr>
<td>Sheridan – 1,827</td>
</tr>
<tr>
<td>Sidney - 401</td>
</tr>
<tr>
<td>Six Lakes - 971</td>
</tr>
<tr>
<td>Vestaburg – 1,422</td>
</tr>
<tr>
<td>Coral - 487</td>
</tr>
<tr>
<td>Gowen – 1,681</td>
</tr>
<tr>
<td>Howard City – 11,531</td>
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<tr>
<td>Pierson – 1,012</td>
</tr>
<tr>
<td>Trufant - 634</td>
</tr>
<tr>
<td>Lakeview – 8,196</td>
</tr>
<tr>
<td>Stanton - 359</td>
</tr>
<tr>
<td>Greenville – 13,269</td>
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<table>
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<tr>
<th>People Served in Ionia County: 30,694</th>
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<tbody>
<tr>
<td>Belding – 6,572</td>
</tr>
<tr>
<td>Hubbardston - 400</td>
</tr>
<tr>
<td>Lake Odessa – 2,845</td>
</tr>
<tr>
<td>Lyons - 947</td>
</tr>
<tr>
<td>Muir - 556</td>
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<tr>
<td>Orleans – 2,973</td>
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<tr>
<td>Palo - 26</td>
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<tr>
<td>Pewamo - 639</td>
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<tr>
<td>Saranac - 2,243</td>
</tr>
<tr>
<td>Ionia – 13,276</td>
</tr>
<tr>
<td>Portland - 217</td>
</tr>
</tbody>
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<tr>
<th>People Served Out of County: 21,369</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gratiot - 17,006</td>
</tr>
<tr>
<td>Isabella - 4,363</td>
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<tr>
<th>People Served in Unidentified Towns:</th>
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<tbody>
<tr>
<td>$16,600 was raised through Sponsor a Classroom and distributed to 266 classes.</td>
</tr>
<tr>
<td>3,437 IM Kids 3rd Meal bags decorated.</td>
</tr>
<tr>
<td>126 individuals were helped through the Volunteer Income Tax Assistance program before the Coronavirus started.</td>
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<tr>
<td>$141,095.36 in prescription cost savings through FamilyWize.</td>
</tr>
</tbody>
</table>
Volunteer Engagement

Volunteer Spotlight

Tifennie Haddix is an Edmore native currently enrolled in MSU and MCC in the agriculture program. She has been volunteering at United Way Montcalm-Ionia Counties for at least 6 hours per week for 18 months. She started her service here to gain experience and build her resume but says she continues to volunteer “because she likes what we do and the people she works with.” Tifennie has been a wonderful help in many programs including, campaigns and the tax program, VITA. She has done data entry, filing, sorting, and other office work. We asked her what her favorite volunteer activity has been so far; she said “helping with the Campaign Kick-Off, because I enjoyed meeting some of the people and companies United Way works with.”
Volunteer Income Tax Assistance Volunteers

1,402 hours served

$75,310.95 value of volunteer hours

Board of Directors

Dan Mitchell-
President
Vice President-
Commercial Lending
Mercantile Bank

Dave Seppela-
Treasurer
Division President
Isabella Bank
Greenville

Sharon McInnis-
Secretary
Retired

Jim Chesley
Owner
M-106.3 WGLM Radio

Lt. Chris Clute
Assistant Commander
Michigan State Police-
Lakeview Post

Lisa Lund
Executive Director
MCC Foundation

Dayna Ellis
Principal-Twin Rivers
Elementary
Ionia Public Schools

Lisa Brown
Branch Manager
Independent Bank-
Ionia

Renea Osmolinski
Child Protective
Services Supervisor
Michigan Department
of Health and
Human Services

Jeff Blanchard
Regional Director of
Distribution
Wolverine Worldwide,
Inc.

Justin Kessler
3rd shift Plant
Superintendent
Cargill Kitchen
Solutions

Christa Jerome
Manager of Self-
Sufficiency Programs
EightCap, Inc.

Percy Mahar
Chief Operating &
Compliance Officer
Spectrum Health
United Hospital

Ben Wood
The Center-West
Business Development
Specialist
The Right Place, Inc.

Kat Reed
Executive Director
Ionia Chamber of
Commerce

Jay Tans
Retired

Montcalm-Ionia
Citizen Corps
18 volunteers
809 hours served

COVID-19 Response
251 volunteers
618.5 hours served
Thank You for Your Support!

Workplace Campaigns

AT&T  Huntington National Bank
ADAC Automotive  Independent Bank
Aggressive Tooling  Ionia County Intermediate School District
Bissell  Ionia County
Blue Cross Blue Shield  Ionia Public Schools
Cargill Kitchen Solutions  Isabella Bank
Chemical Bank  J C Penney
Cherry Health  Kellogg Company Fund
City of Belding  Marvel Refrigeration
City of Ionia  Meijer-Greenville
Commercial Bank  Meijer-Ionia
Consumers Energy  Mercantile Bank of Michigan
Custer, Inc.  Michigan One Credit Union
DTE Energy  Michigan Works!
EightCap, Inc.  Mid-Michigan District Health Department
Fifth-Third Bank  Mid Michigan Industries
General Motors  Montcalm Care Network
Greenville Area Community Foundation  Montcalm County
Greenville Public Schools  Montcalm Community College
Greenville Tool & Die  Montabella Community Schools
Hungerford Nichols CPAs + Advisors  Montcalm Area Intermediate School District

Program Sponsors

AmeriGas  Isabella Bank
Community First Federal Union  Lakeview Area Community Fund
Consumers Energy  Meijer
DTE  Mercantile Bank of Michigan
EightCap, Inc  Michigan One Community Credit Union
Greenville Area Community Foundation  Montcalm Panhandle Community Fund
Independent Bank  PFCU

Event Sponsors

Belding Area Schools  Independent Bank
Biggby Coffee  Isabella Bank
Flo’s Pizzeria Ristorante & Sports Bar  Mercantile Bank of Michigan
Greenville Area Community Foundation  Michigan One Community Credit Union

COVID-19 Response Partners

Barrie’s House  Barrie’s House
Belding Area Schools  Belding Area Schools
EightCap, Inc  EightCap, Inc
Endeavor Center  Endeavor Center
Greenville First Church of God  Greenville First Church of God
Feeding America West Michigan  Feeding America West Michigan
First Congregational Church  First Congregational Church
Greenville Area Community Foundation  Greenville Area Community Foundation
Greenville Public Schools  Greenville Public Schools
Helping Hands  Helping Hands
Ionia Fairgrounds  Ionia Fairgrounds
Jorgi’s Marketplace  Jorgi’s Marketplace
Leppinks Food Centers  Leppinks Food Centers
Saranac Community Church  Saranac Community Church
Saranac Community Schools  Saranac Community Schools
Shiloh Community Church  Shiloh Community Church
The YMCA  The YMCA
Tri County Area Schools  Tri County Area Schools
Wesco  Wesco
Zion Community Food Pantry  Zion Community Food Pantry