

United Way



what matters.™



Thank You To The Community For Achieving 100% of Campaign Goal!

2010 Annual Report To The Community



Serving Shiawassee County For Over 68 Years

Shiawassee United Way

"Neighbors Helping Neighbors"



**Message from the CEO,
Retta Parsons**



A community is only as strong as its members' connections to one another. Local United Ways across the nation are working hard to improve the lives of people by mobilizing the caring power of communities to advance the common good. Your Shiawassee United Way galvanizes and connects a diverse set of individuals

and institutions, mobilizes resources, then creates long-term change in the areas of income, health, education, and basic needs.

Your Shiawassee United Way has been busy this past year nurturing many types of connections to strengthen our communities and make a positive impact on the lives of each and every person associated with Shiawassee County. We have done this in a variety of ways that are detailed in this report to you.

Briefly, in 2010, your Shiawassee United Way has brought to you the 2-1-1 Social Service and Disaster Information line, funded 10 programs that address root causes of poverty at 7 area agencies, provided service to coordinate donations and distributions for the 18 pantries that comprise the Shiawassee Hunger Network, brought to our communities the opportunity to apply for a Bridge Card at the United Way office, provided prescription discount assistance, fed students with weekend backpacks, and provided leadership in the formation and maintenance of partnerships that bring to the public efficient and effective human services.

The Board of Directors of Shiawassee United Way is committed to continuing to weave community connections wherever possible. One example is in your United Way's involvement with the Healthy Communities Partnership lead by our local YMCA. This is a coalition of 13 leaders throughout Shiawassee County who intend to jointly affect policy as it relates to strengthening the positive quality of life in our community.

As you review this past year's accomplishments of the Shiawassee United Way, remember that this is YOUR United Way. WE are weaving a stronger safety net for each other by working together, volunteering, donating funds, and advocating. Economic cycles come and go, but what can remain constant is the positive social fabric that we have constructed together to make our communities strong. Thank you for addressing the root causes of poverty throughout Shiawassee County by being a part of your Shiawassee United Way.

**Shiawassee United Way
2010 Board of Directors**

Officers

- Mark Erickson, President
- Marli Schnepf, Vice President
- Paul Cook, Past President
- Pat Post, Treasurer
- Ed Brush, Secretary
- Pete Karsten, Campaign Chairperson
- Eric Davis, Campaign Co-Chairperson
- Retta Parsons, Chief Executive Officer

Members at Large

- Sharon Bowen, Career Alliance Corp./Michigan Works!
- George Braidwood, Shiawassee County Sheriff
- Tom Bridges, Attorney
- Jim Carney, Chemical Bank
- Ray Chapman, Shiawassee Hunger Network
- Wes Coffey, Owosso Wesleyan Church
- Paul Cook, Wolverine Sign
- Kim Danhausen, Terex
- Deana Doan, Owosso Main Street
- Frank Fear, Memorial Healthcare
- Jeffery Gulick, Local Eyes Networks, Inc.
- Ann Gamboe Hall, Attorney
- Jay Slingerland, Slingerland Chrysler Dodge
- John Spicko, Perry Public Schools
- Joy Welty, Retired

SUW wishes to extend a special "Thank You" to Pete Karsten, Eric Davis, and Cathy Stevenson for working so hard on this year's campaign. We also wish to thank Mark Erickson for serving as Board President this year. Finally, a special farewell is extended to Paul Cook as his term limit has expired. The "can do" attitude of these fine community citizens was inspiring and their leadership helped to move our neighbors in need from poverty to a more stable, positive existence. Thank you!

Shiawassee United Way Mission: To unite people and other resources to improve and strengthen the quality of life for all people in Shiawassee County.

Our Vision: To address the root causes of poverty in income, health, education, and basic needs. Give, advocate, volunteer. This is how you can be a member of the Shiawassee United Way team. When you volunteer for or donate to the Shiawassee United Way, you are an agent of change. The Shiawassee United Way is about hope, opportunity, and change. You can be a part of this exciting movement. Become a volunteer or financial partner of the Shiawassee United Way by contacting us through our website, www.shiawasseeunitedway.org or by phoning 989-723-4987. Keep up to date on human service information and issues by becoming our "friend" on Facebook. Together, we can all make a difference.

Shiawassee United Way wishes to thank the 2010 Pacesetter organizations and their employees. They lead the way as devoted community members interested in addressing the root causes of poverty in Shiawassee County. The 2010 pacesetter organizations were Allied Motion/Motor Products, Baker College, Chemical Bank & Trust, Covenant Eyes, Meijer, Memorial Healthcare, Machine Tool & Gear, Owosso Graphic Arts, Shiawassee RESD, Shiawassee Family YMCA, Toledo Commutator, Wolverine Sign Works. Because of their leadership, Shiawassee United Way is able to serve many community members in need.

Remember To Look For Your Donation Envelope In Today's Paper

You may donate at any time of the year to the Shiawassee United Way to help support their work throughout Shiawassee County. All donations stay in Shiawassee County to address the root causes of poverty in income, health, education, or basic needs. You may give online at www.shiawasseeunitedway.org or send your donation to Shiawassee United Way, P. O. Box 664, Owosso.

Thank You.

The Board of Directors of Shiawassee United Way would like to invite you to their annual meeting on Thursday, March 24, 7:30 a.m. at the Baker College Welcome Center. RSVP by calling 989-723-4987.

The cost is \$10 per person; however, the first 80 people to RSVP will receive their breakfast at no charge.

Shiawassee United Way Funded Agencies and Programs-2010

Funded Agency	Program Delivered to Community
The Arc Shiawassee County	Camping opportunity for those with developmental disabilities
The Arc Shiawassee County	Training, information, and advocacy for parents of children with developmental disabilities
Girl Scouts Heart of Michigan	Scholarships for girls living in Shiawassee County
Great Start - Shiawassee	Car seat inspection and purchasing program
Relief After Violent Encounter	Providing shelter, food, and counseling to women and children who are victims of domestic violence
Shiawassee Area Transportation Agency	Supplemental transportation programs to meet the needs of the "at-risk" community
Shiawassee County Circuit Court Family Division	Rehabilitative incentive program for severely at-risk youth
Shiawassee Family YMCA	Teen asset development programming at Perry Public High School
Shiawassee Family YMCA	After-school recreation programming at Bryant & Emerson Elementary Schools
Shiawassee Family YMCA	Partnership with Shaftsburg Elementary School to offer after-school recreation programming

Funding 10 programs that address root causes of poverty at 7 Shiawassee County agencies

TAKE ONE AND SAVE
for immediate savings on prescription drugs

LLEVE GRATIS
ahorros inmediatos para medicamentos de venta con receta

ALSO, FOR STATE CHILDREN'S HEALTH COVERAGE INFO, CALL 877-KIDS-NOW
NO enrollment required • NO activation fee • USE as often as needed • COPAYS permitted
FOLD AND PLACE IN YOUR WALLET FOR IMMEDIATE USE

familywise PRESCRIPTION DRUG DISCOUNT CARD

Distributed free of charge nationwide by the FamilyWise Partnership with participating United Way agencies, America's Pharmacy Alliance, partners, counties, community organizations, doctors, businesses, and some pharmacies. Discounts are provided by and available only at the participating pharmacies.

Member ID:

Group ID:

PCN:

Pharmacy: 877-HELP-877

Members: 866-618-3784

Expires: 12/31/2012

THIS IS NOT INSURANCE - DISCOUNTS ONLY

FamilyWise Prescription Discount Cards

Your Shiawassee United Way brings FamilyWise Prescription Discount Cards to any resident in Shiawassee County. This discount card has brought over \$72,000 of savings to families and individuals from Jan 2007-March 2011. The average savings on the cost of a prescription when using the FamilyWise Discount Card is 40 percent. Pharmacies all over the United States have offered discounts to Shiawassee County residents who have presented their card. It is only available in this area from your Shiawassee United Way. To get a card, please contact Shiawassee United Way through our website, www.shiawasseeunitedway.org or by calling 989-723-4987.

This Ad Sponsored By:

- Baker College
- Gilberts True Value
- Jumbo's Burger Bar
- Meijer
- The Argus-Press
- Big John Steak & Onion
- Gardner Auction Service
- Maurer Heating & Cooling
- NCG Cinemas
- Attorney Tom Bridges
- Indian Trails
- Memorial HealthcareCenter
- Shaheen Chevrolet
- Edward Jones-Peter Keay
- J's Tux & Bridal Boutique
- Shaw's Pharmacy
- Wells Fargo Advisors

Thank You For Your Generosity



Message from the Board President, Mark Erickson

It has been another amazing year for the Shiawassee United Way as we diligently pursue our mission and effectively address the root causes of poverty by targeting income, health, education and basic needs as primary areas of focus. I am personally thankful for the tireless work of our staff under the direction of Executive Director, Retta Parsons, and the countless hours of support that are offered each year by scores of volunteers throughout the county. We are proud of the many initiatives that are funded either in whole or in part through the Shiawassee United Way and also of the leadership we are able to provide in enhancing the efficiency of food distribution to those in need through the Shiawassee Hunger Network.

As a result of the enormous effort by our campaign volunteers led by Pete Karsten and Eric Davis and, more importantly, the overwhelming response by hundreds of faithful donors, the United Way board has adopted a budget for 2011 that will not only provide a ten percent increase in local program allocations but will also lay the foundation for unprecedented improvement in the delivery of human services to the citizens of Shiawassee County through the launch of the 2-1-1 system. In addition, we are committed to continually increasing our role as a conduit of community resources which enable us to respond appropriately to emerging needs as they occur within our region.

On behalf of the Shiawassee United Way Board, I again want to offer our thanks to each and every person who played a part in making 2010 a year of significant impact for our organization. We trust that 2011 will be even better as we dedicate ourselves to serving the many needs around us with sensitivity and excellence. Throughout our history and certainly as we look to the future, we know that it takes many caring hearts, a firm commitment and a generous collective spirit to effectively improve lives in Shiawassee County and beyond the "United Way."

Message from the Campaign Chairperson, Pete Karsten



On behalf of the Shiawassee United Way, I want personally thank our local community and all of the generous donors who contributed to the 2010 Campaign. We set a bold goal of \$230,000 (up 5% from 2009) for this year's United Way campaign knowing that the struggling economy was demanding that we do more to help those most in need in Shiawassee County. Not surprisingly, our community responded to this need, and I'm very pleased that the Campaign total is currently at \$228,500 (99% of our goal!). This was definitely a team effort. As usual, Cathy Stevenson led an inspired and energetic Pacesetter Campaign starting in late summer. We were very pleased to add four additional Pacesetter Organizations—Covenant Eyes, Machine Tool and Gear, Owosso Graphics, and Allied Motion/Motor Products—to our regular team of community leaders—Baker College, Chemical Bank & Trust, Meijer, Memorial Healthcare, Shiawassee RESD, Shiawassee Family YMCA, Toledo Commutator, and Wolverine Sign Works. These Pacesetters helped to raise an incredible \$80,479 towards the campaign total and gave us great momentum going into October. The remainder of the campaign involved new marketing materials (thanks to Jeff Gulick for the great video), many worksite presentations, and plenty of work getting the donation materials distributed. My thanks to Eric Davis (campaign co-chair and 2011 campaign chair), Justin Horvath (rookie of the year), all of the campaign volunteers, and to Retta Parsons (SUW CEO) and the wonderful, hard working staff at the Shiawassee United Way. The work continues in addressing the root causes of poverty in Shiawassee County. Please thoughtfully consider donating to the SUW as we begin preparing for the 2011 Campaign. Our community continues to need our help!

Remember To Look For Your DONATION ENVELOPE In Today's Paper

Additional Thanks

The Board of Directors and staff of the Shiawassee United Way want to thank all of the businesses who sponsored the printing of this Annual Report to the Community. In addition, we wish to thank The ArgusPress for their continuing support of the work of your Shiawassee United Way. These organizations, comprised of caring community-minded individuals, are truly addressing the root causes of poverty in Shiawassee County.

2-1-1

This past year, our Shiawassee County communities were strengthened with the implementation of 2-1-1. This toll-free number connects callers with a wealth of information about human services available. Each call is answered by a federally certified operator who has a bachelor's degree in a human service field. In addition, in times of community disaster, the 2-1-1 phone number is used to get information to the public regarding such things as evacuation routes, shelter locations, clean water locations, etc. With Shiawassee and Genesee County communities joining the fold, a full 95 percent of everyone living in Michigan has access to this vital service.



This service is valuable to our businesses, schools, health care facilities, and the like as it provides access to quick, accurate information for those that they serve. Public and human service entities will benefit because calls for assistance will already be screened and referred appropriately. Finally, each and every person associated with Shiawassee County will be able to get information regarding human service program qualifications, funding availability, and contact information.

Take a look at how 2-1-1 can provide lasting change to our communities by bringing resources together to change a person's life. "Lucy" had received a foreclosure notice in the mail that was meant for her landlord. She called 2-1-1 seeking rental deposit assistance so that she and her six children could avoid the impending housing crisis. Unfortunately, the traditional rental deposit resource agencies were denying her application because neither the mortgage company nor the landlord had issued an eviction notice for the property's tenants. Lucy's call specialist realized that she met the minimum guidelines for The Salvation Army's HPRP program, which can sometimes assist even if the applicant has no eviction notice. The call specialist immediately sent a referral for Lucy to The Salvation Army indicating her initial eligibility. The Salvation Army was able to assist Lucy by paying her first month's rent and deposit for an apartment that was still within her children's school district.

Your Shiawassee United Way has taken the lead in bringing this vital community service to every person and business in Shiawassee County. This type of comprehensive service comes with a price. It is estimated that 2-1-1 will cost Shiawassee United Way approximately \$37,000 per year. However, the benefits to each and every person in Shiawassee County are worth the cost. If strengthening your community through 2-1-1 service is a passion of yours, please consider helping by donating to Shiawassee United Way. Write "2-1-1" in the notes section of your check and your funds will be designated to 2-1-1.

UAW Region 1-C Donates Food to the Hungry

The United Auto Workers Region 1-C donated 2 entire semi-loads of food to Hunger Network pantries throughout Shiawassee County! Each semi-load brought meat, fruits, vegetables, and shelf staples to the thousands of people who no longer can pay their bills and still put food on the table. Each semi-load brought enough food to fill Hunger Network pantries for at least one month. The Shiawassee Hunger Network would like to thank the members of UAW Region 1-C for their continued support to help feed the 48,183 people that were served by member pantries in 2010.



Hunger Network Shiawassee Hunger Network

The Shiawassee Hunger Network is an alliance of 18 independently run pantries located throughout Shiawassee County. These pantries realize additional donations, distributions, and economies of scale because of their collaborative efforts.

As administrator of this alliance, Shiawassee United Way continues to provide fundraising, marketing, grant writing, secretarial, management, and product donation seeking services. The alliance pantries realize reductions in administrative costs because of the efforts of your Shiawassee United Way. This frees their resources so that they can focus on the neighbors in need that they serve.



In 2010, Hunger Network pantries distributed food to 48,183 persons. This is an 18 percent increase from 2009 and a 66 percent increase over 2008. Also provided to those in need were approximately 64,000 personal care products and several days of food for 587 pets. Most pantries distribute based on 3 meals a day per person in the family for approx 3 days. What this means is that for those 48,183 persons, member pantries distributed approximately 433,647 complete meals. Now, that's A LOT of food!

There have been many caring businesses and individuals that had been exceptionally generous in 2010. Region 1C of the UAW donated two semi-trucks filled with non-perishable foods and meat to the Shiawassee Hunger Network. Meijer donated both money and product to address the overwhelming needs in our county. The employees of the Owosso and Corunna post offices collected 8,500 pounds of food that was distributed to Hunger Network pantries. Chemical Bank held a county-wide hat, scarf, and mitten drive to be distributed to Shiawassee Hunger Network pantries located throughout the county. We wish to thank all those devoted to helping their hungry neighbors in need.

If addressing hunger in Shiawassee County is your passion, you may help by donating to the Shiawassee Hunger Network. Simply write a check to Shiawassee United Way and indicate "Shiawassee Hunger Network" in the notes section. The funds will be used to feed your neighbors in need in Shiawassee County.

Hunger Network Member Pantries & Locations

- For pantry times and specific addresses, go to www.shiawasseeunitedway.org
- American Red Cross - Corunna
 - Baby Pantry - First Baptist Church**
 - Catholic Charities Pantry - Owosso
 - Christ Episcopal Outreach Center - Owosso
 - Corunna Ministerial/Corunna United Methodist Church - Corunna
 - Durand Loaves and Fishes**
 - First Church of God - Loving Hands Pantry - Owosso
 - Gaines Community Council - St. Joseph - Gaines
 - Hands of Hope Pantry - Ovid
 - Lennon Community Food Pantry - Lennon
 - New Lothrop Methodist Food Pantry - New Lothrop
 - Salvation Army - Owosso
 - Shiawassee Council on Aging - Owosso
 - Shiawassee Harvest Ministries - Corunna
 - Shiawassee United Way - Owosso
 - St. John's United Church of Christ - Owosso
 - Trinity United Methodist Church, Father's Cupboard - Owosso
 - Vernon Lighthouse - Vernon

**Not a member for 2011. Cannot be listed on Shiawassee United Way website or Facebook.

Generous Community Members Donate Livestock Purchases to Shiawassee Hunger Network

Several community members purchased livestock at the 2010 Shiawassee County Fair and donated the meat to Hunger Network pantries. This kind gesture helps not only the hungry but also encourages the many 4H youth of the county to continue to raise livestock for the fair.

This type of partnership provides positive, lasting results for the Shiawassee County community in the education of our youth. Stories abound of entire college educations being paid with proceeds earned from the sale of cows, pigs, sheep, and small animals. In addition, lessons in responsibility, animal husbandry, and business management are learned.

In total, generous donors gave 646 pounds of pork, 108 pounds of lamb, and 150 pounds of beef. Many, many thanks are offered to every donor from the 18 Hunger Network pantries that were able to distribute the freshest of meat to their neighbors in need. You, too, can be a part of this far reaching community partnership. Visit the Hunger Network table this year at the Shiawassee County Fair Animal Auctions and donate all or part of an animal purchased.

Feeding Hungry Students for Better School Performance

Your United Way was a part of two backpack programs this past year to assist in increasing school performance for students who are at nutritional risk. Research shows that two days of instruction are lost PER WEEK for students who are underfed.

Adult high school students attending Perry/Morrice Alternative Ed programs were provided backpacks of nutritional food every other week. Of the 18 packs that were distributed, 7 went to students who were homeless. These students in particular are trying to make lasting, positive change in their lives, and for the community, by finishing their high school educations. By assisting with nutritional needs, your United Way worked to eliminate barriers to this goal.

Another backpack service involved a partnership with the American Red Cross and your United Way. Students at Bryant and Washington elementary schools in Owosso were given backpacks of nutritious food every other week. This pilot program has been expanded to schools in both Durand and Corunna. This is another example of how, together, two organizations can bring even stronger services to the community.

Shiawassee United Way Food Pantry

It became apparent that more needed to be done during business hours to address the needs of hunger and shortages of nutritious meals for many of our community members. Also, requests for funds for gasoline were becoming numerous. To address both needs at once, Shiawassee United Way extended the hours of their food pantry so that when those in need were already in Owosso on other business, they could stop by and receive food assistance. This past year, your Shiawassee United Way fed 1,500 hungry people 536 being children. That translates to 16,370 complete meals given to the men, women, and children who were hungry in our community.



Addressing crisis needs brings about positive change in a community. People who are fed are more able to work and learn more effectively. When a family's food needs are met, they are able to use funds that would have been used for groceries to pay their mortgage, utility bills, rent, or other basic needs.

Shiawassee United Way wishes to especially thank private citizens and Michigan Department of Human Service employees who donated food and personal care products on a regular basis so that the pantry would remain stocked and ready to serve our communities.

Shiawassee United Way Assists in Mobilizing Resources for the Common Good

In 2010, SATA's Transportation Solutions program received a grant to assist with their alternative transportation program. Lack of transportation is a barrier often experienced by individuals of poverty. This results in limited opportunities for employment, education, and health care. Transportation Solutions provides door-to-door transportation for eligible residents of Shiawassee County. At this point, approximately 1,700 trips have been provided to our county's most vulnerable people. Take a look at an example of how lasting change can occur.

"A local veteran came to the Transportation Solutions Department of SATA recently needing help to access the medical care only available to him at the Veterans Affairs medical care facility in Saginaw, Michigan. Volunteer drivers assisted him in getting to those much needed appointments. Because of the transportation he received in accessing the care he needed, the doctors were able to diagnose his condition. He had cancer and was admitted to the VA hospital in Saginaw for treatment and proper living conditions. We all breathed a sigh of relief that he is receiving the care he needs and now has a fighting chance of living a long, healthy, productive life."

Another exciting program funded by your Shiawassee United Way is being delivered by staff from Shiawassee Family YMCA to students at Perry High School. "Expedition Me" is based on the work of Educational Psychologist Dr. Ruby Payne. Dr. Payne's



work centers on the effects of long term poverty teaching children behavior patterns that provide barriers to success in school and, eventually, the work place. One of the instructors best summed the results.

"One of the most memorable experiences at Expedition Me was when students were given an assessment to work on. There were two different types of assessments—one was worded in a very positive way, the other in a very negative way. At the beginning and end of the assessment the students were asked to rate their moods and feelings at that point in time. The students who received the negative worded assessments mood ratings went down and vice versa for the positively worded ones. After the realization that they had been influenced by words on a piece of paper one of them said "kind of like when I am at home and hear this is wrong, that's wrong, this isn't good enough, and then I start to feel not so good about myself." The rest of the class gave examples of how their moods had been altered by something outside of themselves. They then talked about how to control our reactions to these external factors. It seemed to be an enlightening and powerful moment for all of the kids involved."

Another successful community partnership is with your Shiawassee United Way and Relief After Violent Encounter (RAVE). This organization assists women and children who are in abusive relationships and wish to leave. RAVE provides shelter, food, clothing, counseling, and on and on. Your United Way is pleased to report to you one of several measurable achievements. From July 1, 2010 through December 31, 2010, (only 6 short months!) of the 66 women and children from Shiawassee County who received emergency shelter, 73 percent stated they had obtained more stable housing.

This true story best illustrates the profound effect of the partnership between your United Way and RAVE. A young mother of 2 children arrived at the RAVE Safe House scared and virtually penniless. She stayed for 45 days and was referred to the transitional supportive housing program. During this time, she began to feel safe again. She met with an advocate and developed a life plan. She left a very abusive husband of many years and says she does not recognize the person she used to be when she first came to RAVE for services. She now works full-time for a social service agency, provides for her children, and rents her own home with an option to purchase.