

# 1 IN 10 PEOPLE\* ACROSS KENT COUNTY ARE SERVED BY UNITED WAY FUNDED PROGRAMS

\*Based on most recent census data for Kent County population.

## FINANCE REPORT

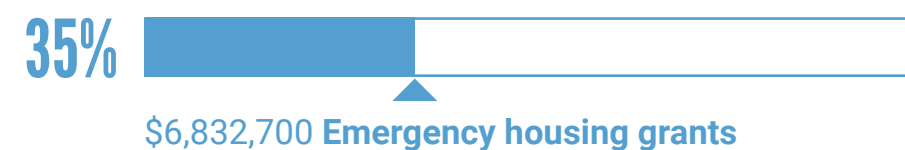
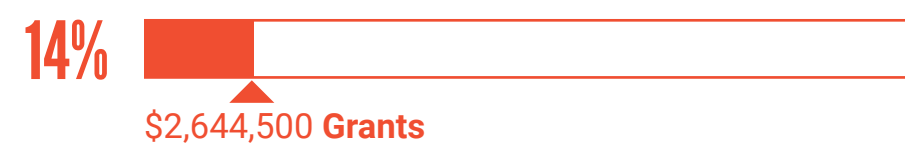
\$2,226,700  
Fundraising & administration

\$17,024,900  
Total community investment

8,498  
total donors



568  
Nonprofits supported



**\$19,251,600 TOTAL REVENUE**

## 2022-23 BOARD OF DIRECTORS

- |   |  |  |
|---|--|--|
| <b>Jamykal Badger</b><br>DTE Energy                 | <b>Mike Hollander</b><br>First National Bank                 | <b>Dr. Leadriane Roby</b><br>Grand Rapids Public Schools |
| <b>Shauna Bagin</b><br>BCN Local 2145               | <b>Jennifer L. Jordan</b><br>Kellogg Company                 | <b>Juan Salazar</b><br>Community Member                  |
| <b>Michael L. Bohnsack</b><br>Bohnsack & Associates | <b>Kris P. Kurtz</b><br>University of Michigan Health - West | <b>Gwen Sandefur</b><br>Loud Minds                       |
| <b>Tim Duflo</b><br>Deloitte                        | <b>Terry Lenhardt</b><br>Steelcase                           | <b>Timothy L. Williams</b><br>Meijer                     |
| <b>Tracey Fountain</b><br>MDHHS                     | <b>Salvador Lopez</b><br>KConnect                            | <b>Cheryl Wolfe</b><br>Corewell Health                   |
| <b>Greg Hahn</b><br>Crowe                           | <b>Ryan McLean</b><br>Comfort Research                       | <b>Doug Young</b><br>Behler-Young Company                |
| <b>Teresa Hendricks-Pitsch</b><br>Migrant Legal Aid | <b>Dr. Bill Pink</b><br>Ferris State University              |  |

## COMMITTEE LEADERSHIP

- |  |  |
|--|--|
| <b>Krista Flynn</b><br>Cabinet Chair                   | <b>Lisa Knight</b><br>Women United Chair               |
| <b>Ann Dantuma</b><br>Emerging Leaders United Co-Chair | <b>Rachel Dick</b><br>Emerging Leaders United Co-Chair |



Visit [hwmuw.org/how-we-help](https://hwmuw.org/how-we-help) to view our digital impact report—including a complete list of committee members.

## ANNUAL CAMPAIGN AWARDS



**CAMPAIGN OF THE YEAR**  
Miller Johnson

- TOP AGENCY**
- Mel Trotter Ministries
  - DA Blodgett—St. Johns
  - Disability Advocates of Kent County

- ADVOCATE AWARD**
- Tim Tierney

- BIG HEART AWARD**
- Berger Chevrolet
  - GR Label
  - Kenowa High School

- CAMPAIGN COMMITTEE**
- Steelcase
  - ACSET

- CAMPAIGN COORDINATOR**
- Jenin Shamali
  - Ian Gibson

- NEWLY UNITED**
- Rehmann
  - Gazelle Sports

- CORPORATE VOLUNTEER PARTNER**
- ITW Dahti
  - Crowe LLP

- TOP EMPLOYEE CAMPAIGN**
- Mercantile Bank of Michigan
  - Trinity Health
  - Huntington Bank
  - Hylant
  - Consumers Energy
  - Meijer

- TOP CORPORATE SUPPORT**
- Flexco
  - SpartanNash
  - Wolverine Worldwide

BUILDING A  
**THRIVING COMMUNITY FOR ALL**

# THROUGH YOUR GENEROUS SUPPORT

2022-23 IMPACT DATA

[hwmuw.org/how-we-help](http://hwmuw.org/how-we-help)

Statistic here are based on program outcomes during the 2022-23 fiscal year.

**94% OF PEOPLE** reported that their basic needs to nutritious foods are being achieved.

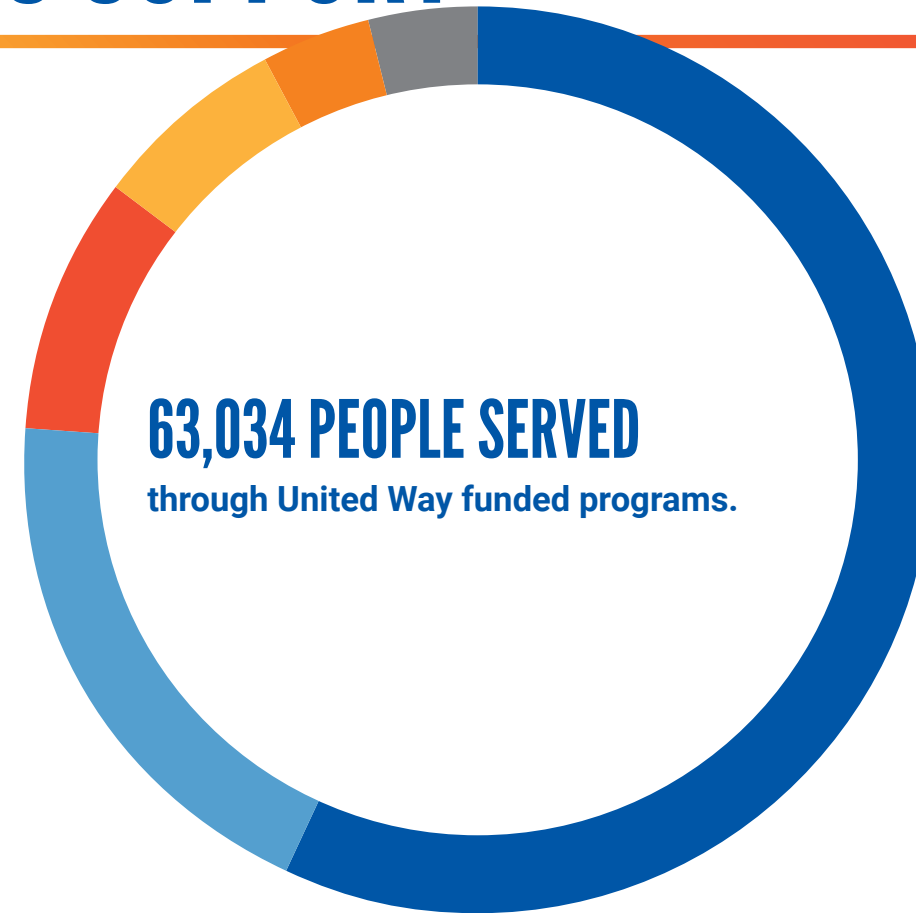
**92% OF PEOPLE** increased access to fresh foods.

**\$5,045,044** returned to the community through the Kent Count Tax Credit Coalition's Tax Preparation Services.

**84% OF INDIVIDUALS** showed improvement in overall Child & Adolescent Functional Assessment Scale (CAFAS) scores which detect and measure changes in behavior.

**681 PEOPLE** enrolled in and/or received intervention services (legal, therapy, family crisis, domestic violence services).

**97% OF PARENTS** increased their understanding of social-emotional interventions for their child and/or child neglect/abuse prevention.



**94% OF INDIVIDUALS** improved economic stability through employment, educational training, and/or job transportation.

**96% OF PARTICIPANTS** successfully completed their job/career training program.

**17,583 VOLUNTEER HOURS** organized through United Way's volunteer center.

**2,846 VOLUNTEERS** gave their time through United Way's coordinated events.

35,861 FOOD SECURITY  
12,223 HOUSING  
5,650 FINANCIAL SECURITY  
4,325 MENTAL/BEHAVIORAL HEALTH  
2,483 FAMILY CRISIS  
2,412 EDUCATION

**95% OF STUDENTS** improved social-emotional knowledge and/or communication skills.

**88% OF STUDENTS** improved grades in STEM subjects.

**97,000 CALLS** made to United Way's 2-1-1 call center in Kent County.

**84% OF HOUSEHOLDS** increased their understanding of how to resolve their housing crisis.

**82% OF HOUSEHOLDS** maintained stable/permanent housing for 12+ months.

## NEW CHANGES FOR A NEW GRANT CYCLE

### FINANCIAL SECURITY IS NOW ECONOMIC MOBILITY

By changing the name of this priority funding area, we acknowledge that security alone is not enough. True well-being stems from continual improvement and growth; it encompasses upward economic trajectories and the possibility of reaching one's fullest potential.

Economic Mobility provides resources to improve financial security and opens doors to a better quality of life.

### RAISING DIVERSITY BY LOWERING BARRIERS

If we are going to close the achievement gaps for people of color in Kent County and truly make our community just and equitable for all, we have to take a new approach.

We found that...

**62% OF BLACK HOUSEHOLDS** are unable to afford basic household essentials—nearly double the hardship rate for white households

**\$34K – \$63K MEDIAN INCOME GAP** between Black and white households

*"This is data-driven, but it's also community-driven, and that's a huge difference"—Dr. Bill Pink*

Heart of West Michigan United Way first articulated our Transformation Strategy in 2020. The goal? To close the achievement gap for people of color in Kent County.

In this most recent funding cycle, we funded nine BIPOC led and/or founded nonprofits. In 2023-2026, we have invested in nearly double with 18 partners being led and/or founded by Black, Indigenous, People of Color communities.

Learn more and watch the story unfold at [hwmuw.org/transformation](http://hwmuw.org/transformation).



## CLOSING OUT THE 2020-23 GRANT CYCLE

With this report, we mark the end of our 2020-2023 funding cycle. Our funding during these three-year grant cycles addresses critical community needs, promotes positive social change, and enhances the overall well-being of residents in our area.

Cumulatively, across these last three years, we've made great progress toward a thriving community. Together, let's reflect on the impact we've made since 2020:

**84% OF HOUSEHOLDS** maintained stable and/or permanent housing for 12+ months.

**96% OF PARTICIPANTS** successfully completed their career/job training program.

**90% OF STUDENTS** improved school grades in STEM subjects.