

2008 REPORT TO THE COMMUNITY



United Way
for Southeastern Michigan

LIVE UNITED

Dear Friends:

In 2008, we finished laying the groundwork for our Agenda for Change, and moved full steam ahead to create opportunities for people to attain the three building blocks needed for a good life: Education, Financial Stability and Basic Needs.

Already, we're seeing results. In the pages that follow, you'll learn about the work we accomplished during the fiscal year, as well as new initiatives already in the works that we believe will positively impact Southeast Michigan for years to come.

For example, we partnered with Detroit LISC to launch five Centers for Working Families in 2008 that will help families become financially stable. We've also launched four Early Learning Communities throughout the region, with more coming online in 2009, to help children ages birth through five gain the educational tools they need to succeed. Finally, we're beginning work to turn around high schools in Southeast Michigan that have dropout rates of 40 percent or higher.

While we've undergone transition and change, what has remained constant is our commitment to leading the way to solve the critical community issues facing our region. We thank you for your continued support and invite you to continue working with us to create a thriving region.

Sincerely,



Michael Brennan
President & CEO
United Way for Southeastern Michigan



Reginald Turner
Chairman,
United Way Board of Directors
Attorney, Clark Hill PLC



To Live United is to reach out a hand to one and to influence the condition of all. It is an expression of all that can be accomplished when we work together for a common goal.

Throughout the fiscal year, United Way provided countless opportunities for individuals and groups to get involved and make a difference in the region.

GIVE.

Annual Campaign – In 2007, United Way raised \$58 million through the annual campaign.

Other Revenue – Over \$10 million was raised outside the traditional campaign through foundation and corporate grants.

Donor Support – Nearly 200,000 individuals contributed to United Way.

ADVOCATE.

Advocacy Academy – This new program helps groups of all ages understand the meaning of advocacy, and the important role it plays in improving our community. The pilot worked with middle school, high school, and college students in 2007 and 2008.

Letter Campaigns – Thousands of letters were sent to elected officials at the state and federal level advocating for United Way's platform issues surrounding Education, Income and Basic Needs.

VOLUNTEER.

Days of Caring – More than 400 volunteers participated in volunteer projects that celebrated the kickoff of the annual campaign. Volunteers painted, packed food, and worked with children across the region.

Alternative Spring Break – Approximately 60 college students from across the nation participated in Detroit's first Alternative Spring Break in March 2008. These students spent a week in Detroit learning about the issues this region faces, and giving their time to local nonprofits working to create long-term change in the community.

Volunteer Recognition – In May 2008, United Way recognized eight outstanding individuals and groups who have made volunteerism an important part of their lives.

BoardWALK – More than 200 individuals participated in a series of workshops designed to develop skills needed to serve on a nonprofit board. The program is a collaborative effort of United Way for Southeastern Michigan, Detroit Executive Service Corps and The Center for Nonprofit Management at Lawrence Technological University.



Your contribution is making a difference in...

EDUCATIONAL PREPAREDNESS



It's helping kids enter school ready to learn

Early Learning – United Way partners with more than 50 organizations to provide children ages 0-5 with early learning opportunities. This includes the Women's Initiative Early Literacy Program, which provides home-based literacy programming to young children.

It's helping youth stay in school

Virgil H. Carr School Attendance Initiative – Experienced its second straight year of measurable results. During the '07-'08 school year, United Way reached 430 students with individual support, and 355 of them showed improved attendance.

It's helping kids read at grade level

Operation ABC – Launched in January 2008 to mobilize hundreds of volunteer tutors in classrooms across the region. These tutors are working with first and second graders to help them read at grade level by third grade.

Special Summer Programs – Helped 2,300 students log 85,000 hours of reading in the summer of 2008. This effort is geared to help stem the loss of literacy skills that often happens over the summer months.



The NEXT STEPS...

Early Learning Communities – These centers provide resources to parents and at-home caregivers so they can provide the best possible care to children from birth through age 5. United Way hopes to launch six by December 2009.

Greater Detroit Education Venture Fund – Launched in August 2008 to turn around 30 high schools throughout the region with low graduation rates.



Your contribution is making a difference in...

FINANCIAL STABILITY



It's helping people increase income

Earned Income Tax Credit Initiative – United Way is part of the Regional Asset Building Coalition, a collaborative committed to helping families gain income by accessing important tax credits. In 2008, more than 15,000 residents used free tax sites operated by the RABC and its partners, resulting in more than \$6 million in state and federal dollars coming back into our community. For the first time, GreenPath Debt Solutions assisted clients at the free tax sites with credit counseling and debt management to help them become financially stable.

It's helping people build savings

Bank on Southeast Michigan – Through the Southeast Michigan Alliance for Economic Inclusion, this initiative is a collaboration to help low-income families become banked through access to financial literacy and special banking opportunities. The pilot was launched in the spring of 2008 to target the Latino community in Metro Detroit. It provided financial literacy training to 151 clients, with 39 of them opening a bank account. Over half of these individuals didn't have a bank account previously.

It's helping people gain and sustain assets

Individual Development Accounts – Helped eight individuals open or expand a small business, 28 individuals pursue higher education, and 32 individuals purchase a home through its matched savings program. This represents nearly \$50,000 that residents throughout the region saved during the year, and more than \$2.8 million leveraged in mortgages.

Moving **FORWARD...**

Greater Detroit Centers for Working Families – A partnership between United Way and Detroit LISC to advance the financial stability of families and individuals in our community. It includes a network of high-performing nonprofits that provide individuals and families with asset-building tools.

Foreclosure Prevention – In August 2008, United Way created the Southeast Michigan Regional Foreclosure Intervention and Neighborhood Stabilization Collaborative. This group of 40 organizations is working to prevent foreclosures, provide an infrastructure to help stabilize neighborhoods, and help homeowners at every stage of the foreclosure cycle.

Your contribution is making a difference in...

BASIC NEEDS



It's improving access and navigation of services

United Way 2-1-1 – Call specialists responded to a call increase of nearly 150 percent during the fiscal year. In addition, 2-1-1 continues to strengthen community partnerships to enhance the impact to those served, including pre-screening callers for eligibility in health care and prescription assistance programs. United Way 2-1-1 has also created similar partnerships and initiatives that advance the work of our education and financial stability focus areas.

2-1-1 On the Go! – Launched in October 2007 to help homeless individuals overcome barriers to employment, housing and self-sufficiency. Two cars with full access to the 2-1-1 database and resources, travel throughout the community and offer on-site assistance and long-term care through a network of partners.

Food Collaborative – Launched in 2008 in response to United Way research that cited food as the top basic need in the region. The collaborative is bringing together food distributors to discuss developing a food security system so that individuals and families in Southeast Michigan will always have access to nutritional food.

Poverty Initiative – Launched in 2007 to share best practices for reducing poverty in

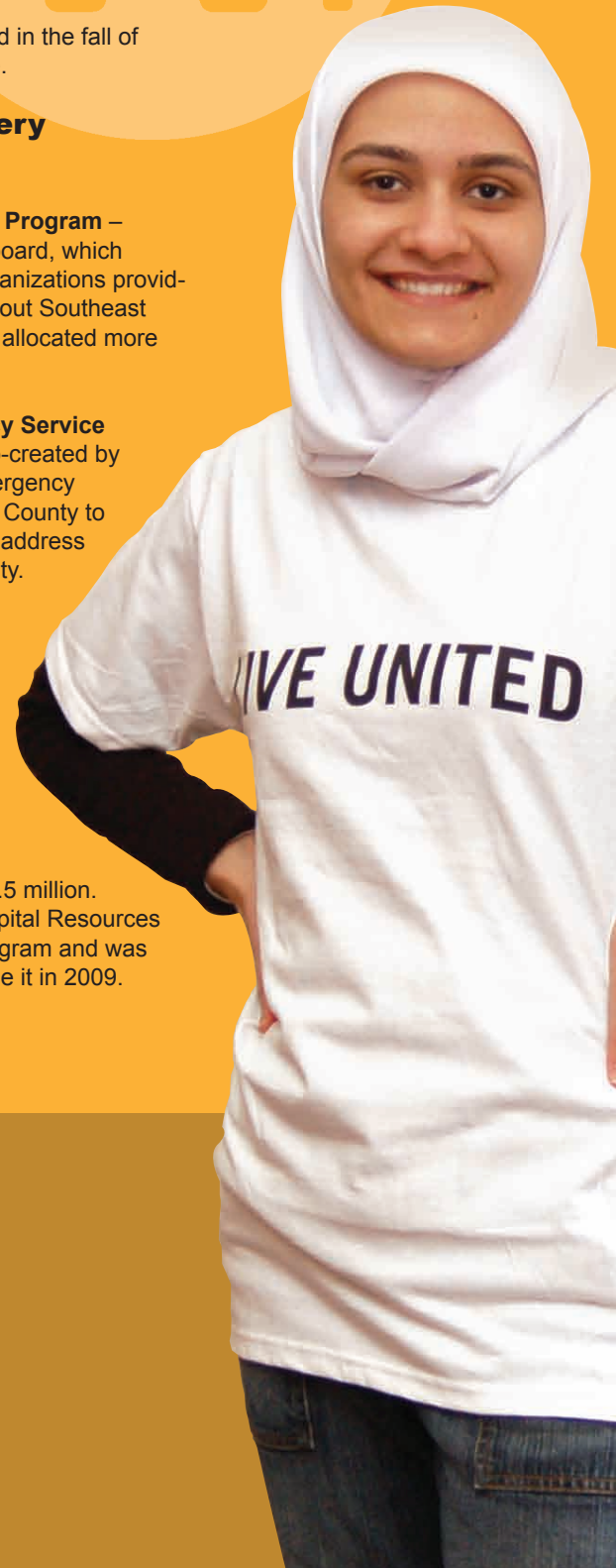
the region. A summit was held in the fall of 2008 to highlight the initiative.

It's improving delivery of services

Emergency Food & Shelter Program – United Way chairs the local board, which allocates federal funds to organizations providing basic necessities throughout Southeast Michigan. In 2008, the board allocated more than \$4 million.

Macomb County Emergency Service Providers Association – Co-created by United Way to assemble emergency service providers in Macomb County to encourage collaboration and address unmet needs in our community.

Energy Program – Created through an annual grant from the Michigan Public Service Commission to help low-income supportive housing organizations implement energy efficiency systems. Over the past six years, 116 grants have been awarded worth more than \$4.5 million. United Way's Community Capital Resources department oversees the program and was awarded \$750,000 to continue it in 2009.



Looking AHEAD...

Wayne County Human Service Coordinating Body – Reinstated in the summer of 2008 to improve the development, financing and delivery of services through interagency collaboration. Over 30 organizations are part of the group.

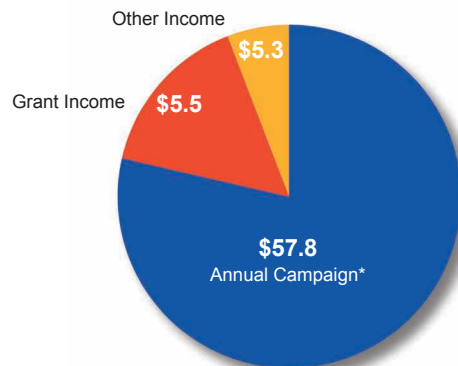
Senior Collaborative – United Way is working with regional partners to begin a focused effort to meet the needs of senior citizens by encouraging the highest degree of health, well-being and independence.

FINANCIAL INFORMATION

	12 months ended 3/31/08	3 months ended 6/30/08	15 months ended 6/30/08
Public Support and Revenue:			
Annual campaign, net of collection loss	\$53,488,362	\$473,209	\$53,961,571
Other revenue	9,540,676	1,241,831	10,782,507
Total Public Support and Revenue	63,029,038	1,715,040	64,744,078
Expenses:			
Grants to agency programs	30,991,957	28,198,948	59,190,905
Donor designations	17,876,835		17,876,835
Community impact programs	8,723,230	2,109,542	10,832,772
Fundraising	3,403,661	833,347	4,237,008
Management and general	5,301,441	1,171,540	6,472,981
Total Expenses	66,297,124	32,313,377	98,610,501
Decrease in Net Assets	(\$3,268,086)	(\$30,598,337)	(\$33,866,423)

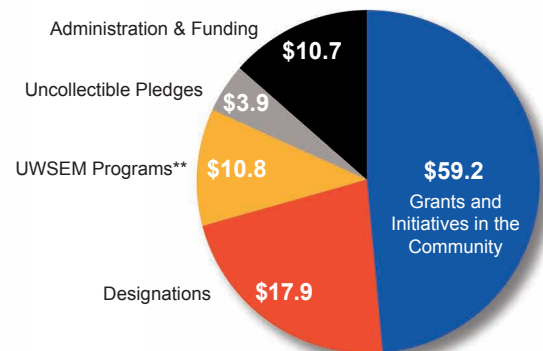
Note: A change in fiscal year-end to June 30 resulted in the 15-month audited financial statement summarized above; results reflect one annual campaign and two agency grant cycles.

SOURCES OF REVENUE
(\$ Millions)



*Before deduction for uncollectible pledges.

USES OF REVENUE
(\$ Millions)



**Includes 2-1-1, Volunteer Center, Public Policy, Grant Program.

2007-2008 Board of Directors

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OUR MISSION: TO MOBILIZE

THE CARING POWER OF DETROIT
AND SOUTHEASTERN MICHIGAN
TO IMPROVE COMMUNITIES
AND INDIVIDUAL LIVES
IN MEASURABLE AND LASTING WAYS.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. 

Join the movement today at LiveUnitedSEM.org

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