

LIVE UNITED



2008-2009 REPORT TO THE COMMUNITY



United Way
for Southeastern Michigan

United Way for Southeastern Michigan has completed the first year of a 10-year plan to systematically change the way the organization and the community as a whole responds to three key issues: Education, Income and Basic Needs.

This is our Agenda for Change and it encompasses the three things at the core of an individual's ability to thrive. United Way believes that making progress in these three areas will allow everyone in Southeast Michigan to have the educational and economic opportunities they need to succeed.

In our first year, we've made great progress in laying the foundation for long-term results. In the pages that follow, you'll see our progress and the ambitious goals we have for the coming year. You'll also see how we've mobilized individuals and groups to support our work. As we embark on Year Two, we remain committed to bringing together the people and resources necessary to create real, lasting change.

In partnership,



Michael J. Brennan
President & CEO

LIVE UNITED



United Way
for Southeastern Michigan

BASIC NEEDS



OUR GOAL

Help individuals and families in crisis meet their basic needs and drive long-term systemic change in the delivery of health and human services.

OUR PROGRESS

- Increased our leadership role to create long-term solutions to poverty in our region. United Way was a partner in the **Voices for Poverty Summit**, spearheaded by the Department of Human Services and we investigated national best practices that could be brought to Michigan.
- The **2-1-1** call center handled 31 percent more calls in 2009. In addition, the call center now owns its own database, which will increase its ability to provide quality referrals.
- Launched a regional Food Initiative to ensure more people can access the food they need to survive.
- Created a regional **Senior Collaborative** as well as a Wayne County Human Services Coordinating Body.
- Worked with Wayne County and service providers to leverage over \$715,000 to help prevent children from entering the juvenile justice system.

GOALS FOR 2009-2010

Today, 1 in 6 individuals in our region don't know where their next meal will come from, and that number could jump to 1 in 4 in just five years. We're working to reverse this trend. To do this, we have two goals:

- Increase utilization of government food assistance programs.
- Advocate for expansion of government food assistance programs to serve the increased amount of people in need.

Additionally, United Way provided funding to 72 nonprofits doing work in Basic Needs.

We Live United for Basic Needs

Advocates wrote over 1,700 letters to elected officials in support of United Way's work in basic needs. Their letters asked legislators to provide people with basic necessities through the Emergency Food and Shelter Program and 2-1-1. They also helped secure a United Way donation option on tax returns.

Over 950 volunteers gave more than 4,600 hours of their time to advance our work in Basic Needs.

EDUCATION



OUR GOAL

To ensure that 80 percent of kids in eight targeted communities enter kindergarten ready to learn, and ensure our region's high schools graduate at least 80 percent of their students.

OUR PROGRESS

- Launched five **Early Learning Communities** for parents and caregivers to receive training and resources to provide the best possible care and educational development for children ages 0-5. In the first year, over 370 caregivers received training, impacting over 1,400 children.
- Piloted the **Reading Village**, which matches volunteers with at-risk mothers and children ages birth to 5. Currently, 20 Reading Navigators are working with 70 mothers to ensure their kids are prepared to enter school.
- Oversaw the turnaround process at Melvindale High School, Pontiac High School, and Van Dyke Lincoln High School, as well as nine new small schools in Detroit located on the campuses of what were formerly Cody and Osborn High Schools.
- Attracted proven high school turnaround talent to the region. Some of the best turnaround partners in the nation are now local partners, including: First Things First, the Institute for Student Achievement, the International Center for Leadership in Education, and Talent Development.

GOALS FOR 2009-2010

- Expand the **Early Learning Communities** to all targeted communities, impacting 1,000 parents and caregivers, and 4,000 children.
- Expand the **Reading Village** to 100 Reading Navigators focused in eight targeted communities.
- Ensure that at least 2,000 children impacted by our early childhood programs receive a book each month during the first five years of life through the Dollywood Foundation's **Imagination Library**.
- Ensure that our 12 turnaround schools achieve projected graduation rates of at least 80 percent. Projections are based on proven metrics for graduation that include attendance rates and passing rates of core classes.

Additionally, United Way provided funding to 55 nonprofits doing work in Education.



We Live United for Education

Advocates wrote nearly 60 letters to federal representatives in support of the Education Begins at Home Act. If passed, this legislation would provide funding for home visitation programs that encourage learning from birth.

Approximately 940 volunteers gave over 4,800 hours of their time to advance our work in Education.

INCOME



OUR GOAL

Increase the number of families that improve their assets, change financial behavior, and improve the ability to meet their daily needs by at least 50 percent in targeted communities.

OUR PROGRESS

- Established of five **Centers for Working Families** in partnership with Detroit LISC. Currently, over 800 people are enrolled in the program, which offers job training, financial coaching, and access to benefits that supplement income.
- Increased capacity at free tax sites, through the **Regional Asset Building Coalition**. During the 2009 tax season, we assisted 35,000 people in the region with free tax services, which resulted in over \$25 million in total refunds.
- Piloted the **Alliance for Economic Inclusion**. Over 1,400 people participated in financial education courses, and over 300 of them became banked for the first time.
- Opened 25 small business **Individual Development Accounts** for individuals looking to start or expand a business.
- Created a **Regional Foreclosure Prevention Collaborative** focused on developing and executing a comprehensive foreclosure plan.

GOALS FOR 2009-2010

- Establish three more **Centers for Working Families**.
- Provide free tax services to an additional 10 percent of eligible taxpayers.
- Pilot a regional financial education effort reaching at least 3,600 residents.

Additionally, United Way provided funding to 19 nonprofits doing work in Income.

We Live United for Income

Advocates wrote over 170 letters to Michigan legislators to help pass legislation that allows financial literacy courses to count toward the high school math requirement.

More than 115 volunteers gave nearly 1,400 hours of their time to advance our work in Income.



FINANCIAL INFORMATION

Fiscal Year Ended June 30, 2009

Revenues:

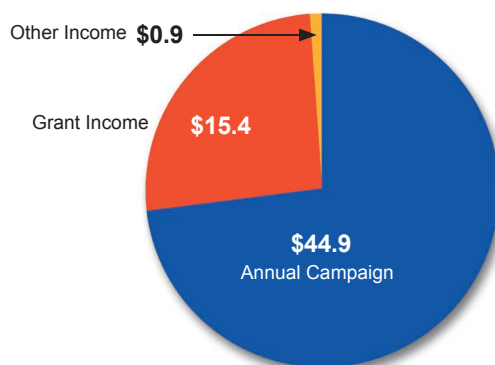
Annual Campaign (net of Collection Loss)	\$44,119,040
Other Revenues	\$16,321,117
Total	\$60,440,157

Expenses:

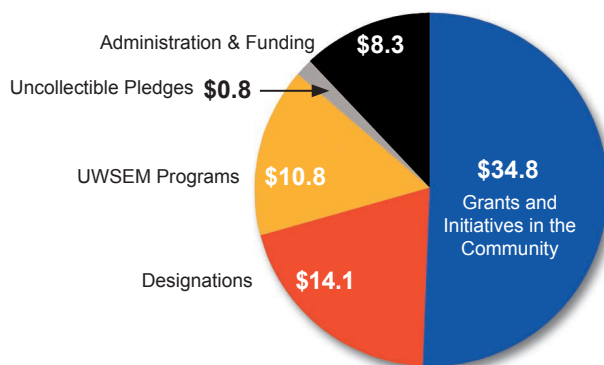
Grants to Agency Programs	\$34,784,055
Donor Designations	\$14,169,738
Community Impact Programs	\$10,803,610
Fundraising	\$3,603,722
Management & General	\$4,691,855
Total	\$68,052,980

Decrease in Net Assets (\$7,612,823)

SOURCES OF REVENUE
(\$ Millions)



USES OF REVENUE
(\$ Millions)



Please note: United Way for Southeastern Michigan is a federation within the Southeastern Michigan Combined Federal Campaign (CFC). As such, it does not charge its federation members dues or service fees to participate in the CFC. Money raised through the CFC is included in United Way's Annual Campaign total.

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MISSION

To mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.

VISION

United Way for Southeastern Michigan will be a unique leader in convening partners to generate systemic and sustainable improvements in our communities. We will be recognized as a trusted steward of our communities' investments and resources, and accountable for planned outcomes.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. 
United Way
for Southeastern Michigan

Join the movement at LiveUnitedSEM.org.

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