



2017-18 ANNUAL REPORT
UNITED WAY FOR SOUTHEASTERN MICHIGAN

TO OUR FAMILY, FRIENDS AND STAKEHOLDERS:

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As United Way for Southeastern Michigan wrapped up its 101st year of serving the metro Detroit community, I started my first year as president and CEO.

I am proud to serve United Way as the organization's first female CEO. As someone who has spent their career dedicated to advancing the community through education — from my time as a Detroit Public Schools teacher to my time serving as superintendent of Milwaukee Public Schools — I am excited to share the work we've done over the past year to make a difference for children and families in our region.

United Way for Southeastern Michigan is a powerful organization with a tremendous ability to reach all types of people in every corner of Wayne, Oakland and Macomb counties. We are here to serve as the backbone of our community.

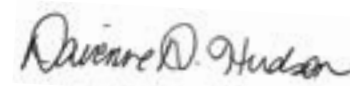
But it's individual people and families who make our community so vibrant. And with the support of our donors, advocates and volunteers, we work to ensure that they have the support they need to succeed.

We are there for the family in Auburn Hills that needs tools and resources to help their children prepare for kindergarten. We're there for the college student in Detroit who needs financial coaching to make every dollar count. And we're there for the single parent in Warren who struggles to feed their children.

The momentum is building. With supporters like you, we'll continue to make a difference for families in Southeastern Michigan for the next 100 years and beyond.

Join me in celebrating our organization's successes throughout the past year in this annual report.

In partnership,



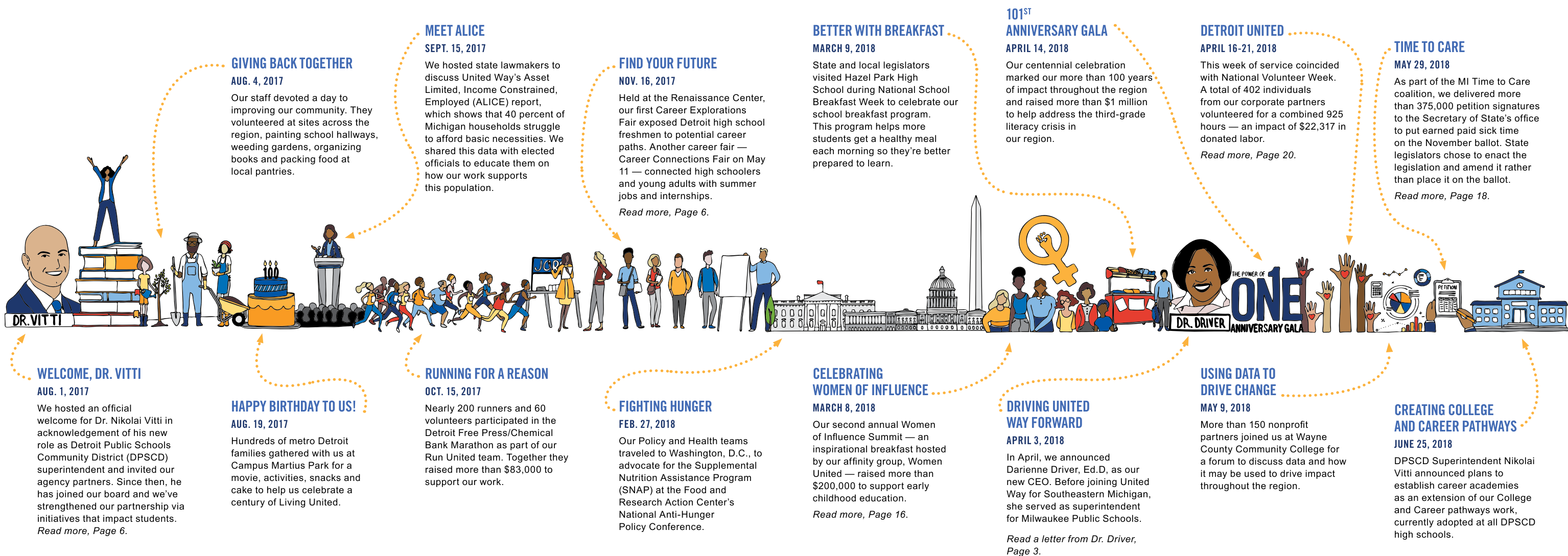
Darienne B. Driver, Ed.D.

President and CEO



YEAR IN REVIEW

From celebrating our centennial to fighting against hunger, 2017-18 was a busy year. Whether it was a fundraising gala to support our third-grade reading initiative, career fairs for students or another successful Run United effort, we hit major milestones and accomplished many things over the past year. Here's a look at the highlights:

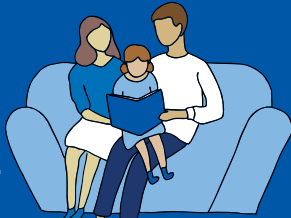


6 **EDUCATION**

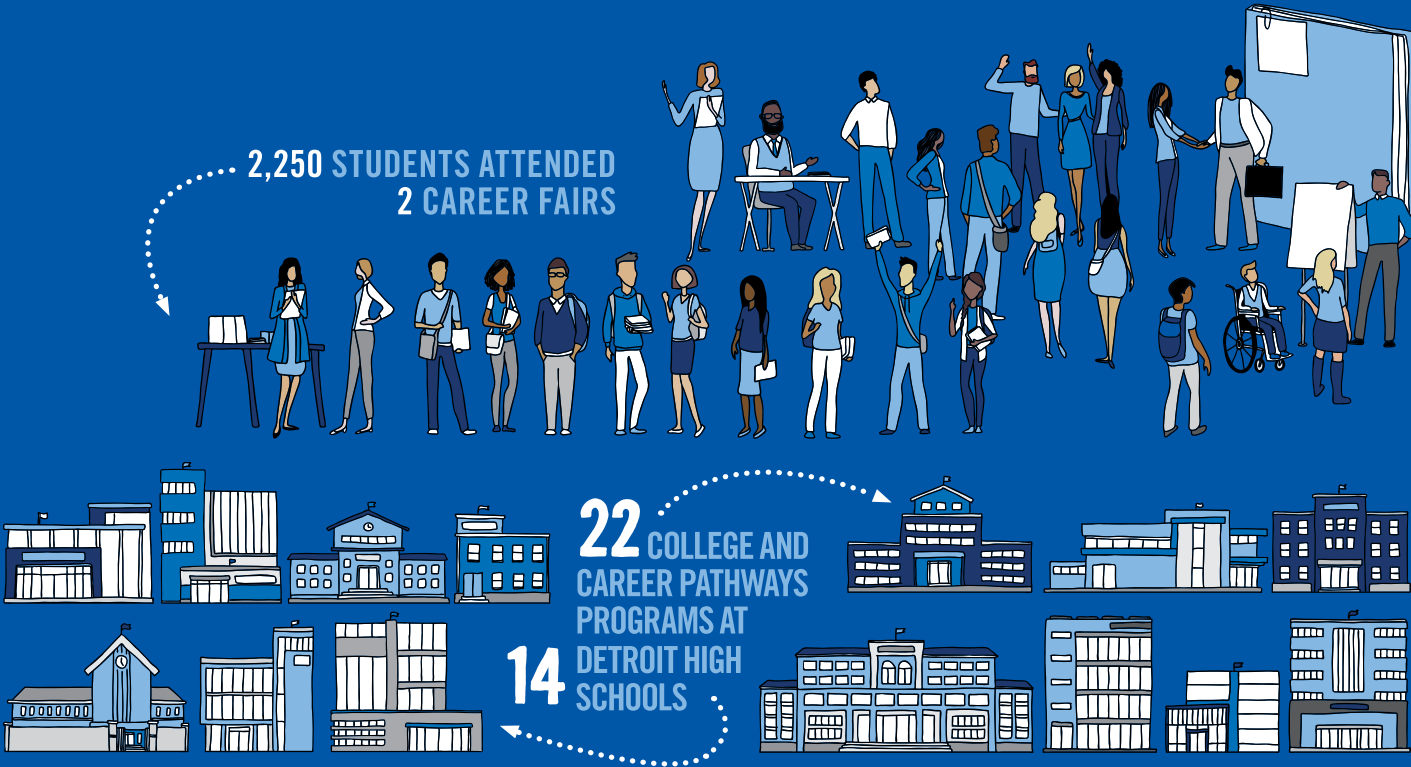
We make sure children start school ready to thrive and graduate high school prepared to successfully enter a career or college.



PARENTS AND CAREGIVERS COMPLETED **25,000** FREE SCREENINGS TO TRACK THEIR CHILD'S DEVELOPMENT



\$20.9M
INVESTED IN
EDUCATION



Forty percent of children in our region are not prepared to start kindergarten, and kids who fall behind struggle to close the gap. Across the country, only 23 percent of employers report that college graduates have the skills and knowledge to meet their job demand.

We're working to change those outcomes through our Education work by focusing on kindergarten readiness, literacy, and college and career preparation.

EARLY CHILDHOOD EDUCATION AND LITERACY

Last year, we made it easier for parents and caregivers to track their young child's development and strengthen parenting skills.

Our funding makes the Ages and Stages Questionnaire free for families in Wayne, Oakland and Macomb counties. As a result, parents and caregivers completed 25,000 screenings to identify potential developmental delays in their children. Additionally, more than 4,700 parents and caregivers took trainings and classes at our Early Learning Centers (ELCs) to help their children learn and grow.

Gina Vatalaro attended a Play and Learn group at a United Way ELC with her daughter, Cc, and said it helped prepare Cc for school.

"She's already reading short stories, and it's definitely because we started early education," Gina said. "Play and Learn really is an opportunity for parents to open doorways into new worlds they might never have discovered."

A total of 421 families enrolled in our Gain Opportunities to Achieve Lasting Success (GOALS) program. Funded by a federal grant, this program helps strengthen parenting skills with a focus on health and nutrition.

In addition, we partnered with General Motors to provide easy, free access to the online learning program ABCMouse at all Detroit Public Library branches. We also launched Summer Spark, which connected thousands of parents with nearly 200 activities and programs that their children could participate in over summer break. We made 17,419 program slots available to Southeastern Michigan children through this program.

COLLEGE AND CAREER PATHWAYS

For high schoolers, our College and Career Pathways programming helped pave the way toward a brighter future, providing technical training for the job market and skills required for a successful transition to college.

During the 2017-18 school year, we operated 22 College and Career Pathways programs at 14 Detroit Public Schools Community District (DPSCD) high schools, serving more than 8,500 students. DPSCD Superintendent Nikolai Vitti announced in June 2018 that he plans to establish career academies at all district high schools.

"All children can do great and wonderful things, but that greatness and potential never is fulfilled unless children have access to a high-level, quality education," Dr. Vitti said. "We have to stop talking about the potential of children and start actually delivering and actualizing that potential."

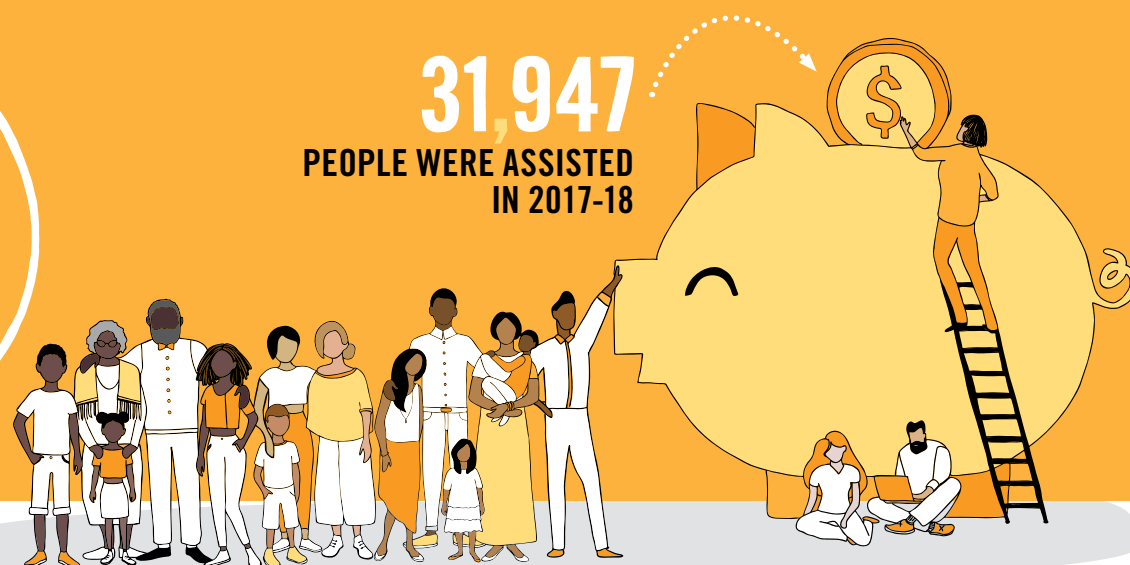
Our commitment to Detroit students continued outside of the classroom. We hosted two career fairs that a combined 2,250 students attended. Students learned about potential career paths and met with dozens of employers. Meanwhile, our Grow Detroit's Young Talent fair, hosted with the city of Detroit, connected more than 300 teens and young adults with summer jobs.

ECONOMIC PROSPERITY

We help people train for and access good jobs, and we teach them how to budget for the future so that they can provide for their families.

\$3.2M
INVESTED IN
ECONOMIC
PROSPERITY

31,947
PEOPLE WERE ASSISTED
IN 2017-18



In Detroit, unemployment is nearly double the regional and national rates. While the number of jobs continues to grow, metro Detroiters lack the skills and training to meet the need.

United Way is working to change that through our Economic Prosperity work.

WORKFORCE DEVELOPMENT

“Every day, we strive to help Southeastern Michigan residents learn skills to obtain better jobs and keep more of what they earn,” said Clarinda Barnett-Harrison, senior director of Economic Prosperity at United Way for Southeastern Michigan.

Access for All, a skilled trades training program operated in conjunction with the Detroit Regional Workforce Fund, helps people do just that.

In late 2017, we worked with Detroit Employment Solutions Corp. and the Detroit Mayor’s Office of Workforce Development to expand the capacity of the program to grow from one to four 25-person cohorts, housed at the newly revamped Randolph Career and Technical Education Center. Our job training

programs also expanded to include new industries such as manufacturing, health care and green jobs.

“We’re thrilled about the expansion of this program, which has shown promising results after just a few short years,” Clarinda said.

“By working together with our partners, we’ll help even more Detroit residents improve their career options.”

FINANCIAL EMPOWERMENT

Through United Way, 31,947 people found help with tax prep, financial coaching and job training and placement in 2017-18. That includes people like Edith Turner, who visited the Detroit At Work Center in January, determined to make changes in her life.

2,245

PEOPLE RECEIVED
FINANCIAL COACHING



24,529

TAX RETURNS
PREPARED FOR
FREE



85,000 DETROITERS
CLAIMED NEARLY

\$300,000,000

IN ADDITIONAL TAX REFUNDS IN 2018
THROUGH THE EARNED INCOME TAX CREDIT



93%
OF ACCESS FOR ALL
GRADUATES FOUND
EMPLOYMENT

Through financial and employment coaching, and income support, she built her credit and is looking toward a brighter future with her two children.

Within months of visiting the center, Edith had accomplished several goals: She enrolled in college and a certified nursing assistant training program, and found a job, increasing her net income by \$1,300 a month.

She also used a \$1,500 United Way microgrant to repair her vehicle, opening the door to better job opportunities.

“Edith is the perfect example of what our work in Economic Prosperity aims to do,” Clarinda said.



HEALTH

We build strong communities by promoting and investing in healthy eating and physical activity, expanding access to nutritious meals and helping people meet their basic needs.

\$21.7M
INVESTED IN
HEALTH



10 NEW SCHOOLS ADOPTED
BETTER WITH BREAKFAST



THE NUMBER OF CHILDREN WHO
RECEIVED FREE MEALS GREW BY **13,346**



MEET UP and EAT UP



500+ ADDITIONAL STUDENTS ATE A
HEALTHY BREAKFAST EVERY DAY



Key United Way Health efforts helped more kids focus on learning rather than hunger this year. With your help, we ensured more children had meals to eat, and trained parents and caregivers about nutrition and positive feeding practices.

CHILD NUTRITION

It's hard for children to learn on an empty stomach, and studies show that kids who aren't hungry score higher on standardized tests and are less likely to miss school. An expansion of our alternative school breakfast model to 10 schools last year meant that 500 more students in our region ate a healthy breakfast at school last year. The program allows students to grab a quick, free breakfast on their way to class.

At Hazel Park High School, our efforts tripled the number of students who ate a daily breakfast at school.

"We need to take care of all of students' needs, and that includes nutritional needs," said Hazel Park High School Principal Matthew Dailey. "If we can instill some of those good behaviors in students, this is going to have a positive ripple effect."

Our commitment to ensuring children had access to nutritious food continued outside of school. We worked with Meet Up and Eat Up summer meal site partners, supplying grant funding,

technical assistance and outreach. As a direct result, the number of children who received free meals grew by 13,346.

NUTRITION EDUCATION

We reinforced positive feeding practices at home through our FEAST program — Feeding, Eating and Succeeding Together. This year, we led 168 parents and caregivers through the program, transforming today's picky eaters into tomorrow's healthy decision makers.

BASIC NEEDS

Families can't focus on their health if their basic needs aren't met. Last year, we funded more than 50 partner agencies to deliver services that help meet people's basic needs including: food, housing, mental health and substance abuse, and health care. Together with these agencies, we served 140,000 people. We also connected people with safety net resources through our 2-1-1 helpline.

Learn more about 2-1-1 on Page 14.

**WE LIVE UNITED FOR UNIVERSAL
SUCCESS AND PROSPERITY IN
SOUTHEASTERN MICHIGAN.**



**United Way
for Southeastern Michigan**

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UNITED WAY FOR SOUTHEASTERN MICHIGAN

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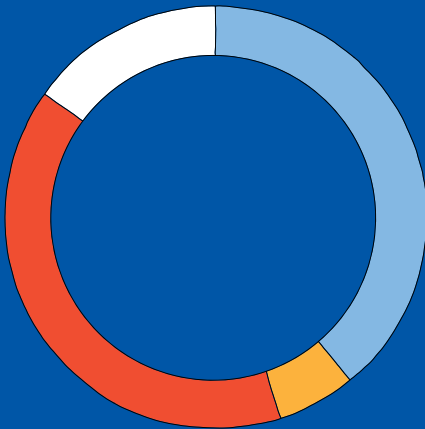


WE LIVE UNITED FOR UNIVERSAL SUCCESS AND PROSPERITY IN SOUTHEASTERN MICHIGAN.

4 **COMMUNITY INVESTMENT**

EDUCATION	\$20,854,344
ECONOMIC PROSPERITY	\$3,237,213
HEALTH	\$21,681,781
DESIGNATIONS	\$8,183,709

TOTAL COMMUNITY INVESTMENT **\$53,957,047**



EDUCATION 39%
ECONOMIC PROSPERITY 6%
HEALTH 40%
DESIGNATIONS 15%



EDUCATION
Funds support our efforts to expand access to quality early childhood education, improve childhood literacy rates, and prepare more high school students for college and a career. Through this work we're helping children learn and grow and providing parents with the resources they need to support their children's educational success.



ECONOMIC PROSPERITY
Funds help us provide financial supports like job training, coaching and free tax preparation. With these programs, we're helping individuals learn new skills, increase their earnings, and keep and grow more of what they earn.



HEALTH
Funds help ensure children have access to nutritious meals all year long and allow us to work with families to help them create healthy habits that last a lifetime. They also help us fund a safety net of services that address people's basic needs.



DESIGNATIONS
In addition to our work in Education, Economic Prosperity and Health, donors have the option to contribute to more than 100 of our designations-eligible nonprofit partners.

View the list at UnitedWaySEM.org/Designations.

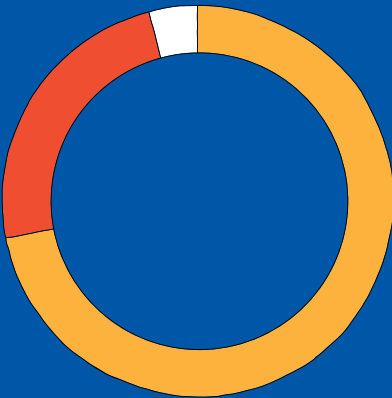
WE LIVE UNITED FOR UNIVERSAL SUCCESS AND PROSPERITY IN SOUTHEASTERN MICHIGAN.

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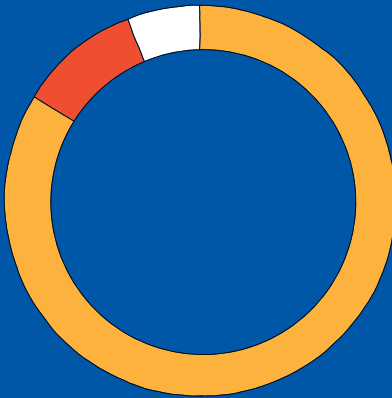
UNITED WAY FOR SOUTHEASTERN MICHIGAN

6 **REVENUE**

ANNUAL CAMPAIGN	\$44,518,022
FEEES FOR SERVICE, GRANTS, BEQUESTS	\$14,529,723
OTHER REVENUE	\$2,381,337
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TOTAL REVENUE	\$61,429,082



ANNUAL CAMPAIGN 72%
FEEES 24%
OTHER REVENUE 4%



84% COMMUNITY IMPACT
10% FUNDRAISING
6% ADMINISTRATION

EXPENSES 7

ADMINISTRATION	\$3,759,353
FUNDRAISING	\$6,522,884
COMMUNITY IMPACT	\$53,957,047
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TOTAL EXPENSES	\$64,239,284

WE LIVE UNITED FOR UNIVERSAL SUCCESS AND PROSPERITY IN SOUTHEASTERN MICHIGAN.

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Mark Petroff
CHAIR

David Foltyn
VICE CHAIR

Mark Stiers
TREASURER

Deborah Macon
SECRETARY

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BOARD MEMBER

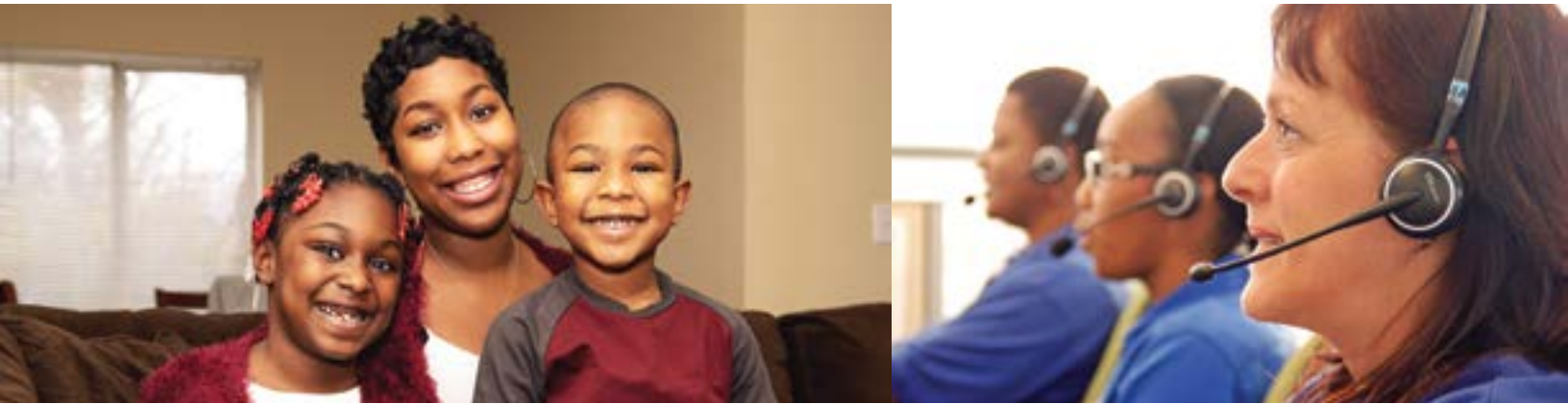
James Vella
BOARD MEMBER

Ken Whipple
BOARD MEMBER

Sergio Marchionne
CAMPAIGN CHAIRMAN

2-1-1 HELPLINE

Through 2-1-1, we connect people in crisis with resources to help meet their basic needs so that they can focus on improving their lives.



At United Way for Southeastern Michigan, we Live United for universal success and prosperity in Southeastern Michigan. We do this by working to improve Education, Economic Prosperity and Health outcomes throughout our region via partnerships and programs such as summer learning, career training, nutrition education and more.

But individuals and families can't improve their lives until their basic needs are met, and in our region, 40 percent of families struggle to pay their bills. That's why our 2-1-1 helpline is so important.

Whether it was by phone call, email or live chat, we connected nearly 200,000 people to resources they needed through our 2-1-1 helpline last year. 2-1-1 helps community members like Daisjona Whitson when they need it most.

"If I hadn't called 2-1-1, I wouldn't know where to start," Daisjona said. She was connected to a local shelter after being evicted.

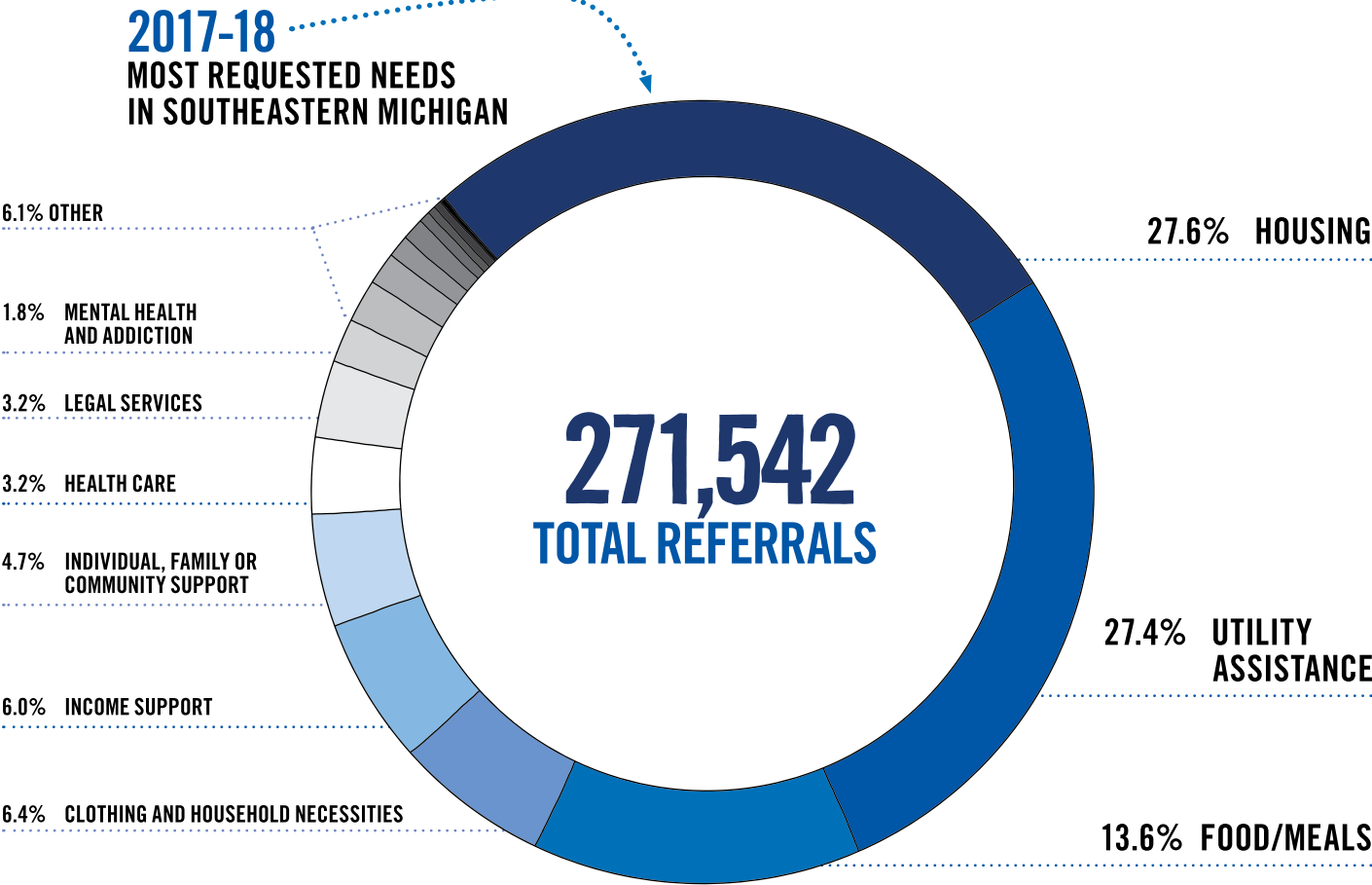
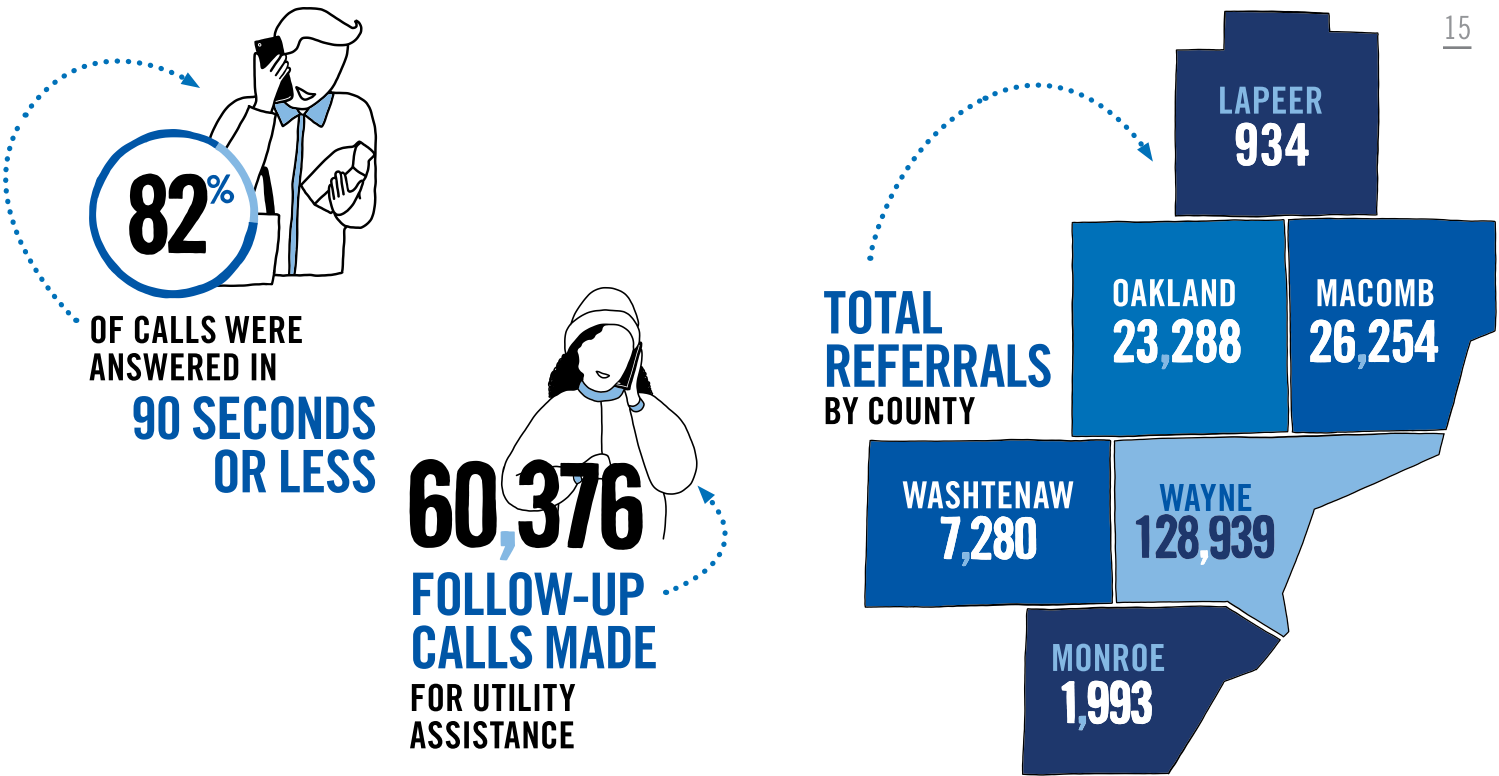
"I would have just been out on the street with my kids."

That one phone call helped Daisjona get back on her feet. Today, she has a home of her own and a job on the other end of the helpline as a United Way 2-1-1 community care advocate.

United Way's 2-1-1 connects families with thousands of resources, like free summer meals, educational programs, and supports for income, child care and tax preparation. In 2017-18, we also connected more than 17,500 households with utility assistance through DTE Energy's Low Income Self-Sufficiency Plan.

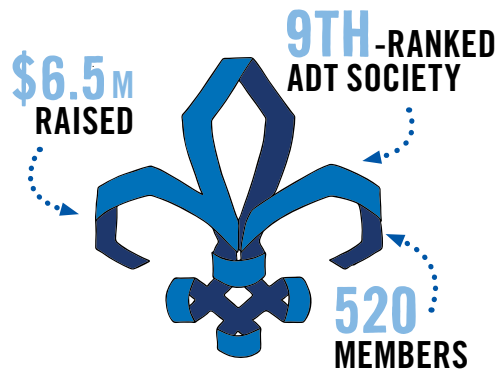
Housing and utility requests made up nearly half of all calls to 2-1-1 last year. Income support, food and clothing rounded out the top five most requested services.

"We're proud to be the helpline for Southeastern Michigan," said 2-1-1 Operations Director Kristen Bolds. "We're always there to answer the call, 24 hours a day, seven days a week, 365 days a year."



GIVE

Nearly 90,000 donors gave more than \$54 million to United Way in 2017-18. Our donors make the work we do possible. Together, we're improving Education, Economic Prosperity and Health outcomes throughout the region.



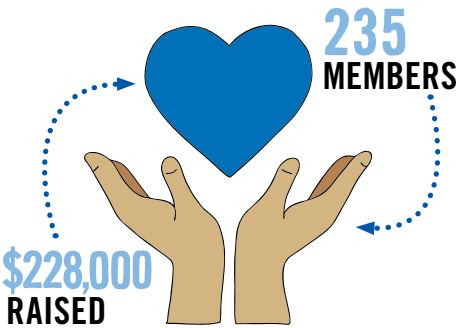
ALEXIS DE TOCQUEVILLE SOCIETY

Many of Southeastern Michigan's most prominent philanthropists are members of our Alexis de Tocqueville Society (AdT). Last year, 520 members collectively gave \$6.5 million to United Way for Southeastern Michigan — an increase of \$300,000 over 2016-17. The increase allowed us to make an even greater impact in our community.

Our AdT society is ranked ninth in the nation in terms of membership, thanks in large part to the leadership of Lisa and Bill Ford. When the Fords began their five-year tenure as chairs of the Alexis de Tocqueville Initiative, we ranked 37th in the country.

"We are grateful for the members who made this possible," said the Fords, who finished their tenure at the end of last year.

"We are pleased to hand the reins over to Mark Davidoff and Margie Dunn, who have agreed to lead the society for the next two years. Mark and Margie will create exciting ways to build upon our past success and carry forward the important role our members play in supporting the mission of United Way."



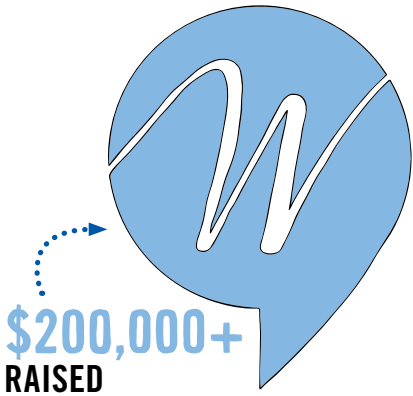
EMERGING PHILANTHROPISTS

United Way's Emerging Philanthropists (EP) is a group of young professionals committed to Southeastern Michigan's future.

Last year, the group began to explore ways its skills can be used to assist local nonprofits. We teamed with the National Finance Fund to build a way for our talented members to share their unique skills to make a difference throughout the region. This effort resulted in the launch of the United Way CPA Coalition, led by EP committee member Cory Stadelbauer along with United Way's Finance and Community Impact teams. This coalition supports our funded partners by completing financial reviews, which would otherwise cost thousands of dollars.

The group's 235 members raised nearly \$228,000 in 2017-18.

"My favorite aspect of Emerging Philanthropists is being afforded opportunities to give back and be part of something bigger than any of us," said member Sheri Darrah.



WOMEN UNITED

Women United — which consists of some of the most powerful, prominent and influential women in Southeastern Michigan — hosted its second annual Women of Influence Summit on March 8, International Women's Day. More than 300 attendees helped raise over \$200,000 for early child development work.

WDIV-TV anchor Sandra Ali led a panel discussion at the event, which also featured DTE Energy VP, Legal & Chief Tax Officer JoAnn Chavez, Children's Hospital of Michigan CEO Luanne Ewald, MGM Grand Executive Vice President Juliette Okotie Eboh and 36th District Judge Roberta Archer.

"We have to get out there and tell our stories," said Chavez. "Kids need to know what possibilities look like, and we have to be brave enough to tell our stories."

Women United focuses on supporting United Way's work to ensure that all children are prepared to succeed in school. In addition to fundraising, the group of more than 400 women also attended events to learn about the impact of our work.



RUN UNITED

A team of nearly 200 runners participated in the 2018 Detroit Free Press/Chemical Bank Marathon in October 2018. All the work paid off as our Run United team raised more than \$83,000 for our community.

In addition to the runners, more than 100 United Way volunteers supported the October marathon by cheering on runners and assisting with water stations. Run United runners and volunteers included employees from several United Way partners, including Bosch, DTE Energy and FCA US LLC. FCA also sponsored the weekend of events for our runners.

"Run United makes race day even more fun and rewarding," said Mark Petroff, United Way board chair.

Mark supported Run United as a runner, as well as a sponsor. Several employees from his company, OneMagnify, also ran and fundraised with the team.

"Running alongside 200 teammates and knowing that we're making a difference in Southeastern Michigan is a great experience," Petroff said.

ADVOCATE

Good legislative policies help families access resources to help them thrive. We advocate for policies that support efforts to strengthen the Education, Economic Prosperity and Health of our region.



Our advocacy work helped improve health, nutrition and economic policies in 2017-18. We engaged thousands of partners, supporters and elected officials in these efforts and continue to drive toward meaningful systemic change that will make a difference locally.

In total, 643 people sent 1,067 letters, tweets and phone calls to local and federal elected officials throughout the year.

NATIONAL AND LOCAL

On a national level, our advocates joined voices across the country to push to protect Supplemental Nutrition Assistance Program (SNAP) funding in the 2018 Farm Bill.

They also fought to protect health care for families, advocating that any changes to the Affordable Care Act improve quality, affordability and access.

“The hard work and dedication of our advocates helped improve economic prosperity and stability for families throughout our region,” said Kyle DuBuc, director of Public Policy and Advocacy at United Way for Southeastern Michigan.

In Michigan, we worked with our advocates to reduce the negative impacts of a bill imposing work requirements on Medicaid recipients. We also gathered 7,000 signatures with the MI Time to Care campaign to help place earned paid sick time on the ballot.

Advocacy efforts helped to expand our school breakfast program. In March, elected officials visited Hazel Park High School to see our alternative breakfast program in action. Since that visit, United Way has partnered with Oakland County to expand the program throughout Oakland Schools.

“We know the importance of breakfast, but to see this up close and personal is great,” said State Rep. Robert Wittenberg. “I don’t see why we can’t do this in all of our schools.”

WORKING WITH OFFICIALS

Advocacy events, meetings and conversations with elected officials helped us solidify our role as a convener and leader. We held a forum for state legislators to discuss the needs of working families and policies that could improve economic stability for all. We also conducted more than a dozen advocacy training events for partner organizations, helping more than 30 of them learn how they could get involved with the earned paid sick time campaign.

We hosted elected officials — including then-State Rep. Stephanie Chang (now a state senator), State Rep. Christine Greig and U.S. Rep. Debbie Dingell — to discuss key issues like health care and paid sick time with United Way supporters. We also connected with elected officials in Lansing and Washington, D.C., advocating for issues like SNAP and the Earned Income Tax Credit.



VOLUNTEER

Everyone has time, talents and expertise to give. That's why volunteering is an important part of United Way's work in the community.



Last year saw the continued growth of our online volunteer portal, with more than 2,763 individuals using the tool to connect with meaningful volunteer experiences. Our volunteers made their impact felt year-round, with 8,733 volunteers giving more than 16,400 hours of their time in 2017-18.

DETROIT UNITED

The highlight was our inaugural Detroit United Week of Service in April, which saw 401 volunteers from 16 organizations and the community participate in 15 projects, including kit packing, reading to children and beautification.

"When we have volunteers come in, it gives our kids a chance to see different people and create different kinds of relationships," said Frank Donner, then-principal of Southwest Detroit Community School. During Detroit United, volunteers organized books and reading materials for the school's literacy night.

"Exposure alone is important — every new person who comes here is a new opportunity for a child. If a volunteer becomes a regular, they could become a child's mentor. Then they open up their network, their community — it can create a whole new world for that student."

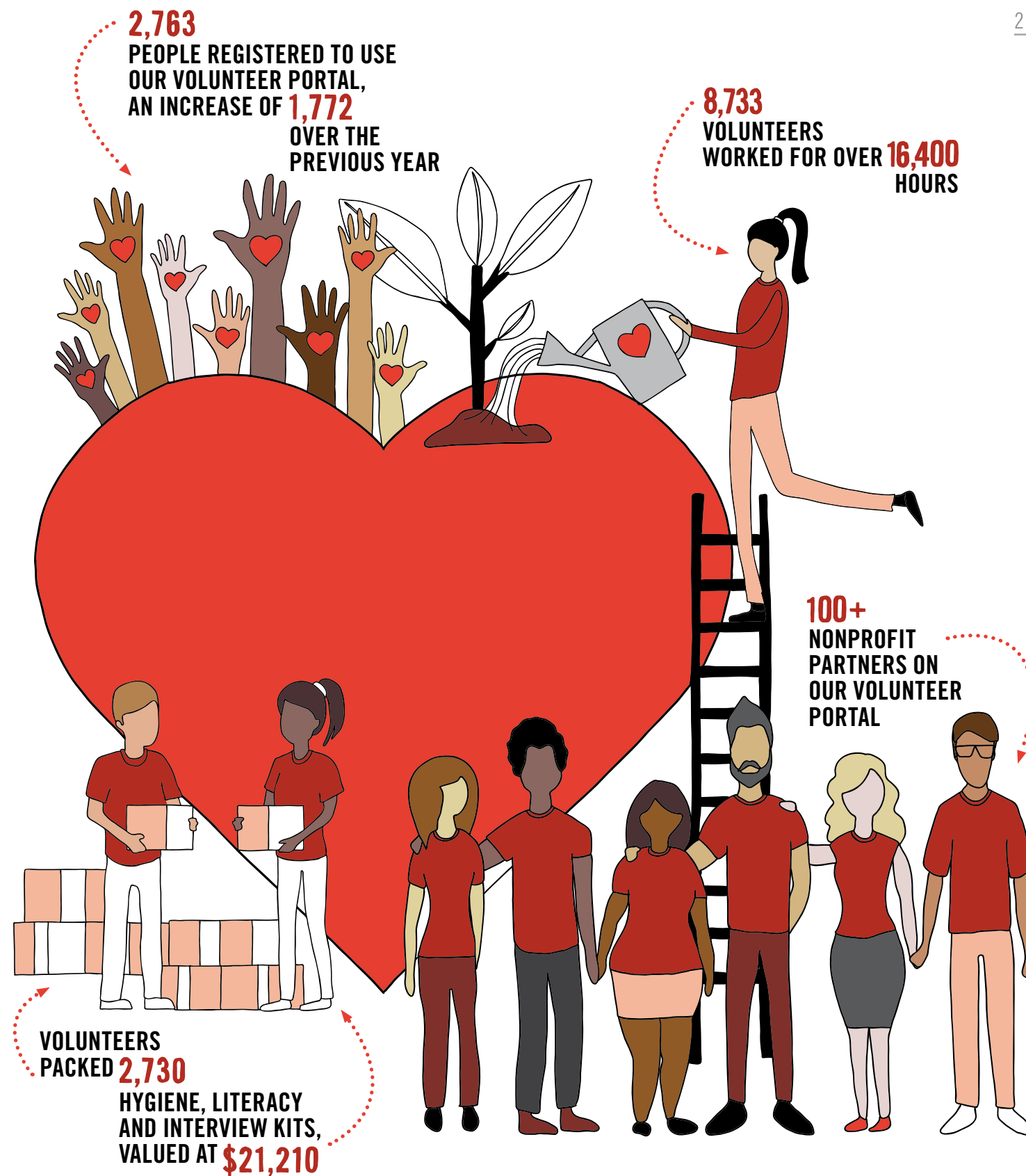
The 925 hours that Detroit United volunteers invested in the community had a collective impact of \$22,317 in donated labor.

ALL-STAFF DAY OF SERVICE

Our staff walked the walk too. More than 130 United Way staffers participated in a day-long service project in August. Volunteers painted school hallways, weeded gardens, organized books for children and packed food for seniors.

We hosted all projects with our partners, which allowed United Way staff to experience first-hand the impact of the work we do. Partners included Gleaners Community Food Bank, Focus: HOPE, The Furniture Bank of Southeastern Michigan, Vista Maria, Development Centers, Read to a Child Detroit and HAVEN.

"I love it," said Cora Kendrick, a longtime United Way for Southeastern Michigan employee. She spent her day packing food boxes for seniors at Focus: HOPE in Detroit. "It's great to see the missions they are taking on and how they're serving the community. It shows what we're all about."



THANK YOU



THANK YOU TO OUR TOP CORPORATE PARTNERS

FORD MOTOR COMPANY
GENERAL MOTORS COMPANY
FCA US LLC
DTE ENERGY COMPANY
LEAR CORPORATION
JPMORGAN CHASE & CO.
COMERICA INCORPORATED
ADIANT PLC
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**United Way
for Southeastern Michigan**