This page contains content from the United Way for Southeastern Michigan's Annual Report 2018-19. It discusses the past year's achievements and initiatives, and outlines the organization's vision for the future. The report highlights initiatives such as providing nutritious meals, supporting educators, and expanding career options for students, among other efforts. It emphasizes the importance of community partners and dedicated donors, advocates, and volunteers in achieving these goals. The report serves as a testament to the organization's commitment to helping households become stable and ensuring children have the support they need to thrive.
United Way for Southeastern Michigan has served the individuals and families of Wayne, Oakland and Macomb counties.

IN OUR REGION, 44 PERCENT OF HOUSEHOLDS STRUGGLE TO MEET THEIR BASIC NEEDS.

United Way for Southeastern Michigan works to help households become stable and ensure children have the support they need to thrive.

Thank you for joining our mission to improve individual lives and communities in our region.

IN THE YEAR AHEAD, WE WILL:

- Continue our commitment to community
- Ensure children have health and educational support starting the day they’re born
- Help families meet their basic needs and stay out of crisis
- Equip parents with the tools to prepare their kids for kindergarten
- Help child care providers level up to better serve families
- Help people increase their earnings and savings through financial coaching and job training
- Help people keep more of what they earn during tax season
- Equip families with tools and supports to ensure their children are ready to learn and prepare for success in life

In the past year planning is for United Way for Southeastern Michigan. How can we meet the needs of our changing family and friends — who are making ends meet? How can we make our community a better place for generations to come?

United Way exists to help households become stable and children have the support they need to thrive. That means households have access to programs and services that help meet their basic needs, and families with tools and supports to ensure their children are ready to learn and prepared for success in life.

Thank you for your generosity. Thank you for being part of our mission.

In the pages of this community report, you’ll see what we’ve helped us accomplish. And in the months to come, we’ll share more about our vision for the future of Southeastern Michigan — a vision we can’t make a reality without you.

We are excited about what’s to come, and we’re eager to inspire thousands of donors, advocates and volunteers to roll up their sleeves and make a difference. We hope you’ll join us in this next chapter of our journey.

LEARN MORE ABOUT HOW YOU MAKE A DIFFERENCE AT UNITEDWAYSEM.ORG.

United Way for Southeastern Michigan

Report 2018-19

Our vision for the future

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Our vision for the future

Continuing our commitment to community

The past year was a transformational one for United Way for Southeastern Michigan.

We moved into a new home in the Fisher Building in Detroit’s New Center area. We launched a new philanthropic group that comprises retirees and people nearing retirement. We expanded our community footprint for our 2-1-1 helpline and our utility assistance program. And we galvanized our volunteers to give 36,000 hours of service.

We've spent the past year planning what's next for United Way for Southeastern Michigan. How can we best serve the needs of our changing community? How can we help the nearly half of households — our neighbors, family and friends — who are struggling to make ends meet? How can we make our community a better place for generations to come?

At its core, United Way exists to help households become stable and ensure children have the support they need to thrive. That means giving households access to programs and services that help them meet their basic needs, and connecting families with tools and supports to ensure their children are ready to learn and prepared for success in life.

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Where we’ve been

We’ve given children access to nutritious meals during the summer and at school before the bell rings. We’ve supported educators, raised graduation rates and connected students with experiences to expand their minds and their career options. We’ve equipped parents with the tools to prepare their kids for kindergarten, and helped child care providers level up to better serve families. We’ve helped people increase their earnings and savings through financial coaching and job training, and keep more of what they earn during tax season.

And we’ve done it all in partnership with hundreds of community, government and corporate partners, as well as donors like you.

Though the specific needs of our community have shifted over time, our focus has not. We help families meet their basic needs and stay out of crisis; and we ensure children have health and educational support starting the day they’re born.

None of this would be possible without our dedicated donors, advocates and volunteers.
Dr. Darienne Hudson

When I reflect on the past year, I am proud of what we’ve accomplished and filled with optimism for our future.

I’ve seen how United Way for Southeastern Michigan supporters like you come together to make a difference. Together, we helped more than 140,000 people find critical resources in times of crisis though our 2-1-1 helpline. We made sure more than 1.3 million children had healthy meals to eat at Meet Up and Eat Up summer meal sites. We connected more than 30,000 people with free tax prep assistance, helping families put thousands of dollars they earned back in their pockets.

These are just a few of the dozens of United Way initiatives to help families in our region that you make possible.

But there are still so many of our friends and neighbors who are struggling.

United Way’s ALICE (Asset Limited, Income Constrained, Employed) Report tells us that in Southeastern Michigan, 44 percent of households can’t meet their basic needs. Right now, there are people in our community who are forced to make impossible choices. Should the family of four in Detroit pay the rent on time or buy groceries? Can the elderly couple in Warren afford a visit to the doctor this month? Would it be better for the college student in Pontiac to walk seven miles to class or go hungry in order to afford a bus ride?

No one should be faced with decisions like these, but it happens every day. Thankfully, we know that together, we can make a difference for these individuals and families.

This report details the successes we shared and progress we made in the 2018-19 fiscal year. It also gives a glimpse of the work to come. With our nearly 244 community partners, we’ll continue this critical work to change the trajectory so that children can thrive and families can become stable, healthy and happy.

We’re excited about our community’s future and we hope that you are, too.

Together, we are powerful. Together, we change lives. Thank you for your support and your belief in our work.

Sincerely,

Darienne Hudson, Ed.D.
President and CEO, United Way for Southeastern Michigan
Year in Review

Oct. 9, 2018
BETTER WITH BREAKFAST
We expanded our Better With Breakfast program into Oakland Schools, where an additional 3,500 students across the county can access breakfast daily.

Oct. 20–21, 2018
RUN UNITED
More than 260 runners and 100 volunteers teamed up to raise over $83,000 for United Way for Southeastern Michigan during the Detroit Free Press Marathon. The effort was led by United Way partners PCA, Bosch and Ford.

Jan. 30–31, 2019
A PLACE TO TURN IN FRIGID TEMPS
When bone-chilling temperatures and extreme windchills enveloped the region, our 2-1-1 helpline was there. With low temperatures reaching 12 below zero and windchills much worse, there was intense danger for those in need. Calls to 2-1-1 increased significantly over the two-day period, and we assisted 2,320 people who sought help with things like emergency shelter, free rides to warming facilities, utility assistance and more.

Feb. 28, 2019
A BEACON FOR DETROIT
We’re in love with our new home on the fifth floor of the iconic Fisher Building. The new location puts us in the heart of New Center — an up-and-coming neighborhood that is closer to the community we serve. Our role in the community and our commitment to donors to remain fiscally responsible were two of the key factors in choosing this location.

“Our new space will enhance our ability to support more than 200 agency partners in filling social service gaps to build a stronger Southeastern Michigan. One of the major advantages of our new location is it is closer to the community we serve. We are in the heart of the district...”

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Peter Cummings, president and CEO of The Platform, which is part owners of the Fisher Building, was excited about the move. “United Way is a perfect fit for the Fisher Building, as we share a commitment to Detroit and moving the community forward. The Fisher is a Beacon for Detroit, and United Way has long served as a shining light for our city,” he said.

Jan. 19, 2019
A WINNING HERITAGE
A fast donation from Ford Motor Co. brought in $2.5 million to help the community. Ford donated the VIN 1 Ford GT Heritage Edition, with a paint job inspired by the Ford GT40s that won the 24 Hours of LeMans in 1968 and 1969. NASCAR team owner Rick Hendrick entered the winning bid, with all proceeds going to United Way for Southeastern Michigan.

Feb. 28, 2019
FINDING THEIR FUTURE
More than 1,600 Detroit Public Schools Community District students attended the second annual Find Your Future career exploration fair. Representatives from about 75 companies were on hand at Ford Field. Seven community leaders spoke at the event, which featured a variety of breakout sessions, including a social media workshop.

Mar. 8, 2019
WOMEN OF INFLUENCE
The third annual Women of Influence Summit, sponsored by DTE Energy, featured some of the most powerful women in Southeastern Michigan. More importantly, it raised more than $100,000 to help child care workers earn their Child Development Associate certification, which helps improve their facilities and expand the available quality child care seats in the region.

April 10–16, 2019
A WEEK OF IMPACT
National Volunteer Week saw 325 volunteers give a combined 1,286 hours at locations throughout Southeastern Michigan. Volunteers packed food for those in need, spent time with veterans and installed smoke detectors at homes in Detroit. At Focus: HOPE, more than 100 volunteers built book crates, packed reading comprehension kits, worked to beautify the area and more.

May 17, 2019
CAREER CONNECTIONS
A total of 550 high school students attended the third annual Career Connections fair, held at Little Caesars Arena. Attendees met with representatives from colleges and employers to learn about their possible career pathways.

June 11, 2019
ALUMNI UNITED
Our newest affinity group, Alumni United, officially launched on this day, but members just couldn’t wait to get started; participating in a National Volunteer Week event in April, Alumni United brings retirees and those on the verge of retirement together to network and make a positive impact in the community.

June 20, 2019
POWERED BY PENSKE
Penske Corp. helped rev up our volunteer efforts, announcing a $300,000 investment to power our Seasons of Caring initiative over the next four years. “Penske Corp. is committed to the Southeastern Michigan community, and we believe the work being done by United Way is essential for the good of our area,” said Penske Corp. Chairman and CEO Roger Penske. “We are proud to support the efforts of United Way.”
We work to ensure that families can meet their basic needs.

At United Way for Southeastern Michigan, we help people get out of crisis — and stay out. Together with our network of 133 health and basic needs community partners, we work to help people get the resources and support they need to reach stability.

Total investment: $28,697,320
Total impacts made: 317,656

If I hadn’t called 2-1-1, I would have just been out on the streets with my kids.

Daisjona Whitson
Parent

Utilitarian Assistance

We connected 15,735 people with utility assistance through the Michigan Energy Assistance Program (MEAP) and the Low Income Self-Sufficiency Plan (LSP). MEAP allows households to make affordable monthly payments and keep their utilities on. LSP connects people with resources like budget coaching and helps them work toward self-sufficiency.

15,735 people connected with utility assistance

Basic Needs Partnerships

Last year, we funded 39 partners with nearly $4.6 million in basic needs grant funding. This helped connect families with housing, food and health care resources.

39 United Way partners received nearly
$4.6 million in basic needs grant funding

2-1-1 Helpline

Our 2-1-1 helpline is there 24 hours a day, every day of the year to help people in crisis connect with the immediate help they need — like food, housing and utility assistance.

141,702 calls and chats to 2-1-1

We know that 44 percent of people in Southeastern Michigan struggle to meet their basic needs, and the 2-1-1 data shows it. Last year, people in need contacted our 2-1-1 helpline 141,702 times. The most requested needs were housing resources, with 37,297 people seeking help. A total of 12,365 people reached out to 2-1-1 for food assistance, and 10,004 people sought financial assistance.

Those individuals received 190,252 referrals to helpful services in their time of need. The system will be even more efficient in the near future, as a $300,000 gift from Roush Industries will help track and improve the long-term outcomes for individuals who call our 2-1-1 helpline.

Top needs of 2-1-1 callers were housing, food and financial assistance.
In Southeastern Michigan, 584,710 people are food insecure, 137,360 of whom are children.

At United Way, we work to increase access to free meals in schools and during the summer months, as well as help parents and caregivers improve their family mealtime practices.

My kids love Meet Up and Eat Up, and it gives me time to take a little break and prepare dinner and know that they’re in a safe space with nutritious food and that they’re also learning something.

Mellisa Burrell
Parent

“Better With Breakfast recognizes that students are more likely to succeed in school if they have access to school breakfast.

Last year, our Better With Breakfast initiative continued to grow with a commitment in Oakland Schools to expand school breakfast to an additional 3,500 students in the district.

There are 22 schools in our region that have worked with us to offer alternative breakfast options, like breakfast in the classroom or mobile food carts. Better With Breakfast has increased school breakfast participation by a daily average of 1,164 students across the 22 schools.

700 Meet Up and Eat Up summer meal sites served 1.3 million meals

Increase of 13,453 children eating free summer meals in 2019.

During the summer months, we worked to connect families with 700 Meet Up and Eat Up meal sites across the region through block parties, door-to-door canvassing and referrals via our 2-1-1 helpline. In total, the sites served more than 1.3 million meals in the summer of 2019.

We also worked one-on-one with many of the site and meal sponsors, providing training, guidance and funding assistance. In 2019, we awarded $250,000 in grants to help seven meal sponsors increase the quality of their food and efficiency of their programs. As a result of these grants, an additional 13,453 children were served meals.

As part of our Seasons of Caring initiative, United Way volunteers gave their time to improve three Meet Up and Eat Up summer meal sites for the families and children in those neighborhoods. Volunteers gave a total of 365 hours, which they spent laying mulch, painting picnic tables, building gardens and painting signs for the sites.

As part of our Seasons of Caring initiative, United Way volunteers gave their time to improve three Meet Up and Eat Up summer meal sites for the families and children in those neighborhoods. Volunteers gave a total of 365 hours, which they spent laying mulch, painting picnic tables, building gardens and painting signs for the sites.

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We empower adults to support children as they develop eating skills with our nutrition education program, Feeding, Eating and Succeeding Together (FEAST). FEAST teaches adults how to provide the appropriate structure and leadership children need to grow into happy, healthy eaters.

Last year, we partnered with Early Learning Communities, schools, Meet Up and Eat Up sites and nutrition education organizations to help 229 parents have more family meals and understand their children’s picky eating.

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We work to ensure that children are ready for school.

From newborns to new graduates, our education work in 2018-19 impacted children of all ages. We continued our work to help parents prepare their children for kindergarten and connect high school students with career pathways. We also instituted new programs to train caregivers and provide parents with helpful tips.

40 percent of children are not prepared to start kindergarten.

Total investment: $16,246,906
Total impacts made: 143,890

If we take our children and do what’s necessary, our children can soar. We have to give them a chance.

Danyelle Swift
Owner, Kidz Den Day Care

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Early Childhood Support Network

In the spring of 2019, the Michigan Department of Education announced that United Way for Southeastern Michigan will be awarded a five-year grant beginning in 2019-20 to establish an Early Childhood Support Network for our region. The network will serve as a one-stop shop for child care providers and families who seek resources to help children acquire the skills and knowledge they need for success in school and learning throughout life.

Received 5-year grant for up to $20 million

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Little Steps

Learning starts at birth. Through our Little Steps program, we distributed 6,550 books to new parents at three Detroit hospitals: Ascension St. John, Henry Ford and Sinai-Grace. The goal is to help parents instill a love of reading in their children at an early age.

6,550 books distributed to new parents

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Child Development Associate Program

Our tools and training programs help parents and caregivers keep the learning going through kindergarten and beyond. With our partner, Leaps & Bounds Family Services, we made Child Development Associate training free of charge for 50 caregivers in our region who earned their certifications in 2018-19. As more caregivers become certified, the number of quality child care seats in Southeastern Michigan expands, because certified caregivers are able to care for more children. Our Women United affinity group is dedicated to this program and raised $150,000 for it during the Women of Influence Summit in March.

50 caregivers certified
Each certified caregiver can care for as many as 20 children
As parents, we tend to think everything is perfect, but a few little tweaks here and there can have a big impact.

Jeff Miles
Senior Director, Center for Early Childhood Excellence, United Way for Southeastern Michigan
We work to ensure that people have the resources and skills to build better lives.

If families can’t meet their needs, they can’t prepare for the future. At United Way, we work to ensure that every person has access to the tools, resources and support systems they need to build their skills, income, financial capabilities, savings and wealth.

In 31 cities in our region, more than 1/2 of households can’t make ends meet.

Total impacts made: 32,731
Total investment: $3,734,805

TAX PREPARATION

Tax refunds help workers keep more of what they earn, which helps their families and puts money back into the community. One of the best ways to increase refunds is by helping families claim the Earned Income Tax Credit (EITC).

Last year, United Way worked with Accounting Aid Society and Wayne Metro Community Action Agency to help 18,729 households access free tax preparation services. As a result, 4,154 households were able to claim the EITC, increasing their tax refund by as much as $6,400.

Free tax preparation in 2019 put $24.1 million back in the pockets of Southeastern Michigan individuals and families.

CENTERS FOR WORKING FAMILIES

When workers are financially empowered, they can keep more of what they earn and grow their financial cushion so they can live their best lives.

United Way operates the Greater Detroit Centers for Working Families (CWF) network in partnership with Detroit Local Initiatives Support Corp. Last year, 2,903 people received coaching through CWF programs at seven different organizations. Coaches helped individuals identify and reach their financial goals, such as increasing income, gaining employment, claiming benefits, building a savings account, increasing their credit score, tackling debt, or working toward a major purchase like a car or home.

In 2019-20, we will expand the network to include 13 community-based partners.

DETROIT REGIONAL WORKFORCE FUND

Last year, we continued our role leading the Detroit Regional Workforce Fund with a goal of connecting low- and moderate-income individuals with training in growing and emerging career pathways. More than 2,100 people enrolled in programs or 33 DRWF partners provided, which helped them grow their workforce skills, advance their education, and find careers in high-growth fields like skilled trades, health care and green jobs.

Of the 253 individuals who completed job training programs, 84% were placed in jobs.

More than 2,100 people participated in education, job training, and skill-building programs.

This is the most meaningful work I do.
For a lot of people, this could mean the difference between them getting evicted or being able to keep a roof over their head.

Lew Elbert
Volunteer tax preparer with Accounting Aid Society
Give

The impact we make in the community is only possible thanks to the generosity of thousands of individuals like you who donate to United Way.

Your donations help make your neighborhood a better place now and will positively impact our community for generations to come. We appreciate everyone who makes the decision, year after year, to Give United. Thank you.

PHILANTHROPIC GROUPS

United Way philanthropic groups allow our supporters to use their time, talent and monetary gifts to make a difference in the areas of work they’re most passionate about. These committed groups create lasting change for individuals and families across our region by transforming lives today and laying the foundation for future generations.

In 2018-19, these groups continued to make an impact in our community through giving and volunteerism.

Last year, 480 individuals had the honor of being part of our Alexis de Tocqueville Society, a distinguished group of donors whose gifts create large-scale impact in our community. In total, they gave more than $6.5 million.

Our Emerging Philanthropists group of 160 passionate professionals combined socializing and networking with volunteerism and community impact in 2018-19. Together, they gave more than $150,000 to United Way.

Our Women United group hosted its third annual Women of Influence Summit in March 2019 with our partner DTE Energy. This sold-out event brought more than 400 women together and raised $150,000 toward our goal of ensuring that parents and caregivers have the resources they need to help children meet developmental milestones.

United Way’s newest affinity group, Alumni United, was formed in 2019 to help retirees and those approaching retirement connect, collaborate and contribute to United Way’s mission. Through Alumni United, members have the opportunity to engage with peers and participate in skills-based volunteer opportunities.

WORKPLACE GIVING

Corporate giving campaigns have been the lifeblood of United Way for almost as long as our organization has existed. Our labor union partners, corporate partners like Ford Motor Co., FCA, General Motors, DTE Energy, Lear Corp., Penske Corp. and Comerica Bank — plus the thousands of employees who work at these companies and make annual gifts — help support their neighbors in need, provide a lifeline in times of crisis, and build a better future for all our children.

Last year, we were proud to work with 504 corporate partners and more than 30 labor union partners. Without them, our work would not be possible.

See our top corporate partners on Page 28.

Corporate partners also hosted several fundraisers and events that combined fun and philanthropy, including golf outings, networking mixers and art auctions.

In the fall of 2018, more than 200 employees from our partners, FCA, Ford and Bosch, joined our Run United team that participated in the Detroit Free Press Marathon, raising nearly $90,000 to support our work in the community. The team was supported by a sponsorship from our partner, Ford.

In the spring of 2019, 70 FCA employees ran more than 100 cumulative miles in one day to raise funds for United Way. They raised more than $19,000 by the end of the event.

In June 2019, our partner, Marathon, hosted a golf outing for its contractors and raised more than $120,000 for United Way.
Advocate

Together, our voices can change lives. United Way advocates help advance public policy that strengthens our communities.

At United Way for Southeastern Michigan, we know that our mission can’t be fully realized unless it’s supported by good public policy. That’s why last year, we worked to inform and influence legislators in Lansing and Washington, D.C., on behalf of the communities we serve. We also mobilized our network of thousands of advocates to use their voice to persuade lawmakers at the local, state, and federal levels to support policies aligned with United Way’s values and vision for the region.

PROTECTING SNAP BENEFITS

Throughout the summer and fall of 2018, our advocates spoke out against proposed cuts to the Supplemental Nutrition Assistance Program (SNAP). As legislators in Congress debated the 2018 Farm Bill, some suggested changes that would have added in strict work requirements and cuts that would result in 250,000 children losing access to free and reduced-price school meals.

In total, our advocates sent 203 messages to legislators. In December, thanks to the messages of our advocates and thousands of others across the country, Congress passed a Farm Bill that protected SNAP benefits for hardworking families.

STANDING UP FOR STRUGGLING FAMILIES

In March 2019, our president and CEO, Dr. Darienne Hudson, joined our Policy Team in Lansing for a day of meetings with state legislators to discuss policies that help close the cost-of-living gap for working families. The day of action focused around the release of our latest ALICE (Asset Limited Income Constrained and Employed) Report, which shows that nearly half of the families in our region struggle to afford the cost of basic needs like health care, child care, food, housing and transportation.

“The ALICE Report demonstrates that we have serious, systemic issues to address if we are to ensure that every family who’s working hard and playing by the rules can sustain that good quality of life here in Michigan,” said House Democratic Leader Christine Greig, who represents Michigan’s 37th District.

INCREASING STATE TAX CREDITS

In the spring of 2019, Gov. Gretchen Whitmer proposed to double the state’s Earned Income Tax Credit (EITC) from 6 percent to 12 percent of the federal credit, which would put thousands of dollars back in the pockets of working Michiganders. Beginning in June, our advocates sent 113 messages to legislators asking them to support the increase. Though the proposal had yet to pass as of the end of 2019, United Way for Southeastern Michigan remains committed to increasing the EITC at the state and federal levels.

ADVOCATING FOR EARNED PAID SICK TIME

In 2018, our advocates stood up in favor of a ballot initiative that would have given voters the opportunity to ensure all Michigan workers have access to earned paid sick time. The day of action focused around the release of our latest ALICE (Asset Limited Income Constrained and Employed) Report, which shows that nearly half of the families in our region struggle to afford the cost of basic needs like health care, child care, food, housing and transportation.

“Any one incident — a car breaks down or a child breaks their arm — can throw a struggling family into a state of financial crisis. We need strong laws that support families who are working hard,” said Kyle Dubuc, Director of Policy, Advocacy & Government Relations, United Way for Southeastern Michigan.
Volunteer

Last year was record-breaking for our volunteerism efforts.

We started the year by setting our first volunteer hour goal of 25,000 hours, asking volunteers to make a year-round commitment to service through our Seasons of Caring initiative. When the 2018–19 fiscal year came to a close, our 11,810 volunteers had logged 36,028 hours of service.

Our volunteer portal continued to provide a place for our nonprofit partners and volunteers to connect, with 131 partners using our portal in 2018–19.

None of this would have been possible without the support of our partner, Penske Corp., and we’re grateful for its commitment to volunteerism and sponsorship of Seasons of Caring.

CORPORATE VOLUNTEERISM

Last year, employees from our corporate partners showed their dedication through volunteerism. Throughout the year, 3,167 individuals participated in 136 corporate volunteer projects, including neighborhood cleanups with our partner organizations and supporting education by working with kids.

Partners like Quicken Loans and Honigman continued to help prepare teens for success in school and life through enrichment programs The Network and Honigman Academy, respectively.

In the fall of 2018, Comerica employees showed how much they care and spent a day volunteering with us for the Detroit Lions Hometown Huddle. Comerica staff and other community volunteers gave a total of 260 hours.

Never was the commitment of our corporate partners so apparent as during our Volunteer United week of service in June. That week, 287 volunteers from our partners EY, DTE Energy, FCA, Target, UBS, Fujikura Automotive, IHS Markit, Foley & Lardner LLP and ITW Global gave a total of 894 volunteer hours.

CAMPAIGN KICKOFF

In September 2018, United Way and our campaign cabinet kicked off our 2018-19 fundraising and volunteer efforts with a pep rally and volunteer event. The event was held at three locations, where 565 volunteers packed 4,000 literacy, hygiene and interview kits to be distributed by our partners to individuals and families in need.

“I love volunteering and being part of something bigger than me,” said dedicated volunteer Makeba Bacon. “Together, we can make a difference in the world around us.”

NATIONAL VOLUNTEER WEEK

Every April, our volunteers take part in big projects during National Volunteer Week. In 2019, we focused our efforts on growing literacy in our community. During the one-day project, 325 volunteers spent a combined total of 1,286 hours building 25 mini libraries and assembling 950 reading comprehension kits.
Our work in the community is only possible with the support of the United Way for Southeastern Michigan board of directors and campaign cabinet, as well as our corporate and nonprofit partners.

This section provides a look at our 2018-19 board of directors, a glimpse into the work of our campaign cabinet, some highlights of the generosity of our corporate partners and a list of our community partners. Without them, our work would not be possible. Their knowledge, expertise and effort power our mission. Together, we work to help households become stable and ensure children have the support they need to thrive.
Campaign Cabinet

Every year, United Way for Southeastern Michigan’s Campaign Cabinet leads the charge to achieve our ambitious goals for fundraising and giving volunteer time in support of the community.

Composed of leaders from more than 40 companies, the individuals who serve on our cabinet give their time to ensure that the critical work of United Way can continue, year after year.

In 2018-19, Joe Hinrichs, Ford Motor Co. president, Automotive, took the reins as cabinet chair. We closed the year with $42.8 million raised and more than 36,000 hours of volunteer service.

“At Ford, we’re proud that we’ve partnered with United Way for almost 70 years,” Joe said of his commitment to being cabinet chair. “We want to celebrate that.”

Joe Hinrichs
Ford Motor Co. (retired)

“AT FORD, WE’RE PROUD THAT WE’VE PARTNERED WITH UNITED WAY FOR ALMOST 70 YEARS. WE WANT TO CELEBRATE THAT.

JOE HINRICHS
FORD MOTOR CO.

JANUARY 2019: FAST MONEY

Ford Motor Co. donated a car that brought in $2.5 million via auction to help the community. Ford donated the Ford GT Heritage Edition VIN 1, with a paint job inspired by the Ford GT40s that won the 24 Hours of LeMans in 1968 and 1969. NASCAR team owner Rick Hendrick entered the winning bid, with all proceeds going to United Way for Southeastern Michigan.

* Former company
THANK YOU, UNITED WAY 2018-19 PARTNERS!


* Funded Partner

Community Partners

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The work we do to help families become stable and ensure children can thrive is only possible with the support of our partners. From Better With Breakfast schools to our Greater Detroit Centers for Working Families; from neighborhood groups and churches to government entities and foundations, we’re proud to work with nearly 250 local, state and national partners.
Thank you to our top corporate partners