

Your donations
LIGHT THE WAY
to a
BETTER FUTURE

Light the Way
LIVE UNITED

GIVE. ADVOCATE. VOLUNTEER.

     **UNITEDWAYSEM.ORG**

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2023–24
**CONTRIBUTOR
GUIDE**



United Way
for Southeastern Michigan

WE BELIEVE



EVERY PERSON deserves equal access to the resources and support they need to succeed in life – regardless of who they are or where they live.

ALL FAMILIES should be able to meet their basic needs like food, housing and health care – the foundations of a stable household.



EVERY CHILD deserves a nurturing environment and a high-quality education that prepares them for success.

At United Way, we believe we can create positive and sustainable change in Southeastern Michigan.

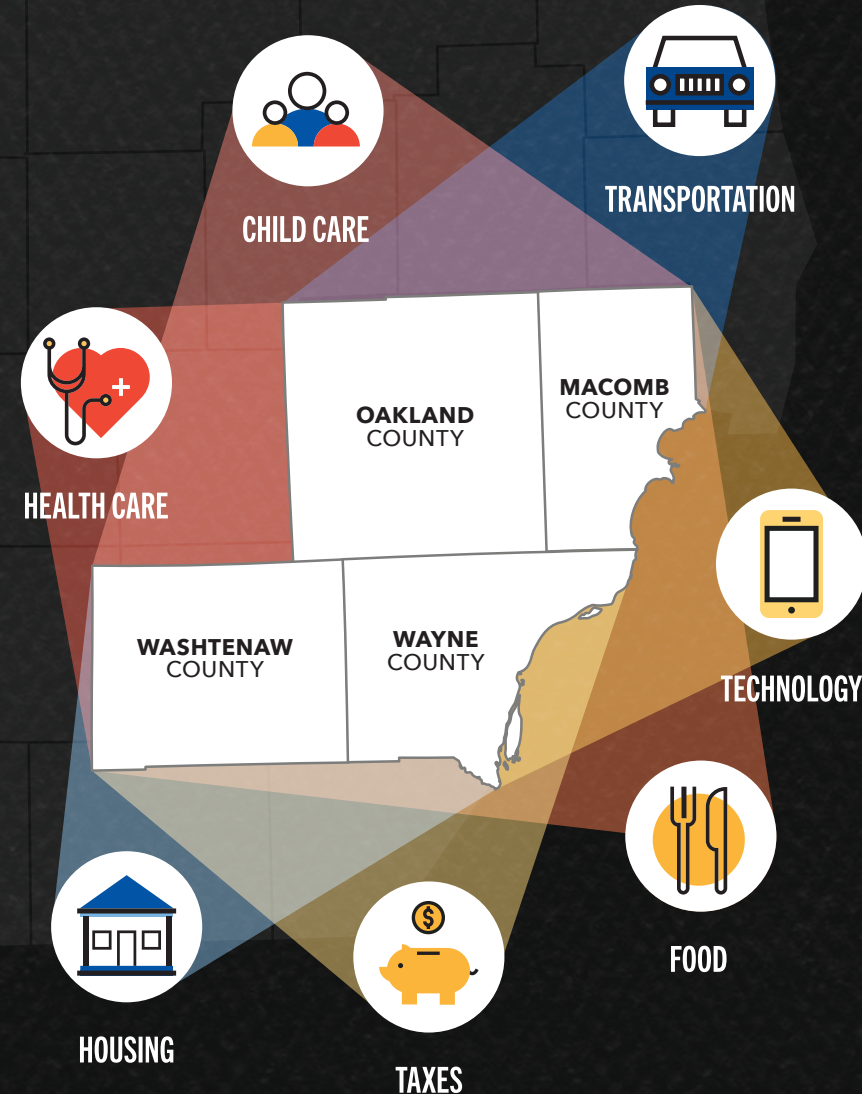
BUT WE CAN'T DO IT ALONE

THE PROBLEM

In Southeastern Michigan, nearly 40 percent of families struggle to afford their basic needs like food, housing and health care.

Often, these families are just one missed paycheck or unexpected bill away from financial crisis.

At United Way, we work to solve that problem by creating equitable communities where households are stable and children can thrive.



YOUR DONATION

helps us improve the lives of hundreds of thousands of families and individuals in our community.

YOU are the difference for so many people.



Learn more at
UnitedWaySEM.org



ADVOCATE

VOLUNTEER

THE SOLUTION

Here's how you can be part of the solution:



GIVE.

Your dollar makes a difference in Southeastern Michigan – and every dollar matters. When you support United Way, you help families in your community put food on the table, keep a roof over their heads and access the support they need to move past crisis.

Together, we are the light that guides our neighbors toward a brighter future.



ADVOCATE.

Your voice is powerful. Use it to raise awareness about causes that affect critical public policies in our community. We advocate for local, state and federal policies that advance equitable communities, help households become stable and support children so they can thrive. Effective policy is crucial to creating long-lasting positive change.

Advocate with United Way and change your community for the better.



VOLUNTEER.

Sharing your time is invaluable. Join the thousands of volunteers who use their talents to impact lives every day. United Way's Seasons of Caring connects individuals, corporate teams and community groups to meaningful volunteer work. These projects strengthen our community and provide support in so many different ways.

Roll up your sleeves and make a difference.

COMMUNITY INVESTMENT FUND

A donation to this fund maximizes your contribution to focus on the greatest community need.

PHILANTHROPIC GROUPS

Groups like our Tocqueville Society and Emerging Philanthropists create lasting change for individuals and families across our region while networking with peers.

FUNDRAISING

Special events, like our Run United initiative and our Women of Influence Summit, put the fun in fundraising throughout the year.

DESIGNATIONS

Designate your donation to one of nine United Way areas of interest, or to one of our partner organizations.

CONTACT LEGISLATORS

Call, email and tweet at your local, state and federal officials in support of policies that help create equitable communities of stable households and thriving children.

COMMUNITY OUTREACH

We raise community awareness about proposed policy changes and coordinate grassroots efforts to speak out.

POLICY TEAM

We build relationships with elected leaders, research and analyze proposed legislation and lobby legislators to vote in a manner that protects our community's best interests.

UNITED WE VOTE

Make your voice heard at the ballot box in primary and general elections.

REMOTE

Give back without using technology. Create care packages for people in need or participate in other opportunities from your home or office.

VIRTUAL

From homework help for students to a friendly listening ear for older adults, you can give back from the comfort of your home. All you need is a computer and a phone to start making a difference.

IN-PERSON

Safety measures allow volunteers to do the important work they've always done, from packing and delivering food and backpacks to supporting important community events and much more.

DONATIONS & DRIVES

By donating items or hosting a drive, you can help support local families.

THE IMPACT

2-1-1
The go-to resource for those in need, available 24/7/365.



EDUCATION & LITERACY
We keep students on track to succeed in school and in life.

DIVERSITY, EQUITY & INCLUSION
We work to deconstruct racism and institutional bias.



EARLY CHILDHOOD
We strive to ensure every family can access quality, affordable child care.

DIGITAL INCLUSION
This work helps create equitable access to technology that students, seniors and families need to learn, work and connect.



BASIC NEEDS
We connect struggling households with essential resources like housing, food and child care.

CRISIS & RECOVERY
Through this fund, we provide an immediate response to spikes in demand for food, shelter and access to emergency services during a crisis.



ECONOMIC MOBILITY & FAMILY FINANCES
We help families increase household incomes through training programs and free tax assistance.

FEEL CONFIDENT ABOUT YOUR INVESTMENT

United Way for Southeastern Michigan was awarded a four-star rating from Charity Navigator, an independent nonprofit evaluation service, and scored an overall rating of 96.46 out of a possible 100 points.

Learn more at
UnitedWaySEM.org/CharityNavigator



OUR IMPACT OVER THE LAST YEAR

43,607
VOLUNTEER HOURS

CRAIN'S DETROIT BUSINESS 2021
BEST-MANAGED
NONPROFIT

RACIAL EQUITY FUND
LAUNCHED

\$1 MILLION
TRAINING & SUPPORT TO
BIPOC-LED ORGANIZATIONS

244,507
CONTACTS MADE TO
2.1.1

VIA CALLS, CHATS & TEXTS

302,122
REFERRALS
MADE TO SERVICES SUCH AS
FOOD, HOUSING, VACCINATIONS
& UTILITY ASSISTANCE

EXPANDED
**Connect
4CareKIDS**

TO ALL OF
WAYNE COUNTY
SERVING
1,351 FAMILIES
LAST YEAR

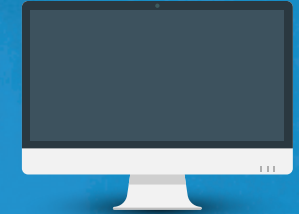
7TH ANNUAL
2023 WOMEN OF
INFLUENCE
Summit

PRESENTED BY **walker-miller**
Energy Services

RAISED
OVER
\$1 MILLION
FOR
EARLY CHILDHOOD
EDUCATION
& LITERACY
INITIATIVES

MORE THAN
2,000 PIECES

OF TECHNOLOGICAL EQUIPMENT
were delivered to partners through
the Safe Haven & Connect 313 initiatives



CONDUCTED ANOTHER SUCCESSFUL
**21-DAY EQUITY
CHALLENGE**

9,000+ PARTICIPANTS FROM ACROSS THE REGION

9,000+ BACKPACKS
DELIVERED TO STUDENTS
TO SUPPORT THEIR
2022-23 SCHOOL YEAR

850,000+
SERVED THROUGH
BASIC NEEDS FUNDING FOR
· FOOD
· HEALTHCARE
· HOUSING

