

EMPOWERING COMMUNITIES AND

TRANSFORMING LIVES



DONOR IMPACT REPORT
2024





A MESSAGE FROM DR. HUDSON

Dear Donors & Friends,

On behalf of United Way for Southeastern Michigan, thank you for your unwavering commitment and generosity. Your contributions have played a pivotal role in empowering communities and transforming lives. Through your support of United Way, you have taken on society's toughest challenges, working alongside our private, public, and nonprofit partners to boost education, increase economic mobility, and eliminate barriers to basic needs for those who need our help the most.

In Southeastern Michigan, more than 40% of families struggle to meet basic needs like food, housing, and childcare. Thanks to your philanthropy, United Way has responded with innovative and life-changing programs that not only help families meet their immediate needs but also move from crisis to stability and from stability to prosperity.

Over the past year, you have been the catalyst to advancing equitable communities where every household is stable, and every child has the support they need to thrive. Your gifts have accomplished amazing things, and we are proud to share just a few examples in the enclosed impact report.

Now, in our second century of service, our responsibility has grown to cover a four county-footprint that includes Macomb, Oakland, Washtenaw, and Wayne counties. I am honored to serve alongside our staff, board, and volunteers who are working hard to invest your charitable dollars efficiently in ways that improve lives and create a more resilient, united community.

Thank you for making United Way your mission of choice. Let's continue to Light the Way to a brighter future for all families and individuals across Southeast Michigan.

Darienne Hudson, Ed.D.
President & CEO

STABLE HOUSEHOLDS

Finding stability can seem impossible for families that struggle every day to meet the rising costs of their basic needs. Your contributions have directly supported initiatives aimed at addressing critical issues such as education, financial stability, health, and basic needs. Through collaborative efforts with our agency partners, your generosity has enabled tangible progress in improving outcomes for households facing adversity and you have made life better for over 800,000 of our neighbors over the past year.



860,000

people received support for food, health care and housing through our basic needs grants and programs.

Social navigators connected **2,357**

families with transportation, child care, utility assistance, state emergency relief and more.

Ride United enrolled **1,772**

people and scheduled nearly **60,000** rides.

Connect 313 distributed **75,000**

digital devices and connected **100,000** Detroiters with affordable internet.



I learned about the Water Residential Affordability Program (WRAP) through United Way for Southeastern Michigan. They saw my needs and helped me accomplish the goal of maintaining my home.

– Jewel Jones, Oak Park



SCAN TO READ
JEWELL'S STORY



We really appreciate that United Way offered a grant that ticks the boxes of what we do and supports what we see as the most important needs in our community. Often grants are a show pony that force you to create programs, and you can't keep creating programs for grants. This grant gave the community what it needed and offered more flexibility to help in deeper ways. It's fantastic.

– Sarah Shugart, Executive Director, Faith in Action, United Way partner



United Way
for Southeastern Michigan

FOLLOW THE PATH OF YOUR IMPACT



2-1-1

for Southeastern Michigan

2-1-1:

Connecting people to services 24 hours a day, 365 days a year, 2-1-1 is a human-centered information and referral system that provides barrier free and confidential access to help by phone, text, e-mail and chat. Our team of community care advocates serves as a lifeline for members of our community, helping connect callers to local resources, programs and services that can help them navigate a crisis and get back on to a thriving, self-sufficient path. Donor support funds more than 50% of 2-1-1's annual cost and has allowed us to:



Provide
335,896
referrals for food,
housing, transportation
and utility assistance.

2-1-1 helped
175,567
individuals during a
time of crisis.



EQUITABLE COMMUNITIES

We value partnership as essential components of our work. By bringing together stakeholders from across sectors, we can add more resources, expertise, and collective impact to your dollars to drive positive change at scale. Your support allows us to add capacity to the nonprofit sector and coordinate actions in ways that multiply your impact. Please see the extensive list of the organizations you helped to fund and convene through your support of United Way.



SCAN TO VIEW
PARTNER LIST



Starting my son at a very young age with reading has not only built his vocabulary, but his comprehension as well."

- Pekisha Hemlinger, Hazel Park

THRIVING CHILDREN

Your support ensured that more children in our community could meet key developmental milestones and were prepared for success in school and in life. Because of you, we made significant strides towards ensuring more children from all backgrounds in our community can thrive. Your contribution fueled a variety of programs aimed at serving our area's youngest residents, including:



Connect4Care



Helped
1,700+

families find the quality child care that fits their needs.

Child Development Associate certifications, were completed by
16,000+
child care providers to increase the quality of care.

Schools in 4 school districts provided wraparound support to
2,500
students & their families.

We provided
60,000
books to children through our My Home Library, Little Free Libraries and other initiatives aimed at reducing book deserts.



SCAN TO READ HOW BOOK FAIRS ARE CHANGING LIVES





FINANCIAL STEWARDSHIP



United Way received a four-star rating from Charity Navigator. This is the highest rating available and is awarded to nonprofits for exceptional financial health, accountability, and transparency. Nonprofits receiving a four-star rating exceed industry standards, utilize best practices, and are deemed highly effective.

We are committed to ensuring sound financial stewardship and accountability in everything we do. Your donations are used efficiently and effectively to maximize impact. Our data-driven monitoring and evaluation processes ensure that every dollar is used responsibly.

- Completed financial and federal compliance audits with no findings.
- \$32 million raised last year from private support including individual, corporate and foundation donations.
- \$49.8 million invested in our community through public and private support.
- Provided funding to more than 250 local organizations

Thank You

Your steadfast support has truly empowered communities and transformed lives across Southeast Michigan. Thank you once again for making United Way your mission of choice.

GIVE. ADVOCATE. VOLUNTEER.

 **UNITEDWAYSEM.ORG**



313.226.9200