

ANNUAL REPORT

FY2023 - 2024



UNITED WAY
Southeastern
Michigan



Letter from

DR. DARIENNE HUDSON

PRESIDENT & CEO

As we reflect on the past year, I am filled with immense pride and gratitude for all that we have accomplished with the support of our caring donors, volunteers, partners and supporters. Whether through our literacy and education initiatives, Michigan 2-1-1 referrals, partner support, or advocacy efforts, we've touched lives, uplifted families and made a difference across the communities we serve.

This year, we've seen incredible success as we celebrated our merger with United Way of Washtenaw County – combining our region-wide network of thousands of donors, advocates and volunteers, as well as hundreds of partner service organizations.

Through groundbreaking initiatives like STEMpossible, makerspaces and Summer Discovery, we are continuing to help children see new possibilities for their lives. And through social navigation, Ride United and other innovative programs, we're moving families from crisis to stability and from stability to prosperity.

The progress we have made has not come without challenges. Like many nonprofits, we have faced the reality of shrinking budgets and a decline in donations. While our passion for

the work and commitment to the community remains as strong as ever, we've had to make tough decisions – strategically reallocating funds and seeking out innovative ways to stretch every dollar. Despite these temporary hurdles, our organization has continued to show resilience, adapting our approach to ensure our programs remain impactful and accessible.

To everyone who has contributed time, resources or expertise this year, thank you. We are confident that with your continued partnership and support, we can rise above any challenge and emerge stronger than ever. Thousands of families across Macomb, Oakland, Washtenaw and Wayne counties are depending on us, and we're committed to lighting the way.

Darienne D. Hudson, Ed.D

President & CEO

United Way for Southeastern Michigan

Letter from

ED SIAJE

BOARD CHAIR



Every achievement highlighted in our 2023-24 Annual Report is a direct reflection of the dedication and hard work of the United Way team and thousands of partners, volunteers, donors and supporters. I share Dr. Hudson's pride in all that we've accomplished in the face of increased need.

In our region, 42% of families are living below the ALICE survival threshold. ALICE, which stands for Asset Limited, Income Constrained, Employed, is a study that compares the true cost of living to what households are actually earning. It shows us that there are far too many families in every community who aren't able to afford the cost of a basic, no-frills household budget. The vast majority of these families are working, but still struggle to afford their basic needs including food, housing and child care, and in many cases, depend on United Way and our partners to fill the gaps.

United Way continues to evolve to meet the everchanging needs of ALICE households and the communities we serve. We act quickly during times of crisis and bring together stakeholders to enact changes that will help these families thrive long term.

Over the past year, we have worked to update our organization's investment strategy, funding priorities and application process to maximize the impact of every dollar and better and more sustainably support ALICE households and the organizations that serve them.

Looking ahead, I am excited for the opportunities and possibilities that lie before us. Let's build on this year's momentum and make even greater strides in the year ahead.

A handwritten signature in black ink, appearing to read 'Ed Siaje', written in a cursive style.

Ed Siaje
President
Bank of America Detroit

YEAR IN REVIEW

Washtenaw Merger

OCTOBER 2023

Given our strong history of collaboration, after careful consideration, the boards of United Way of Washtenaw County and United Way for Southeastern Michigan voted to merge into a single United Way for Southeastern Michigan, serving Macomb, Oakland, Washtenaw and Wayne counties.

“

United Way is a wonderful partner in helping to meet the needs of our most vulnerable neighbors who seek assistance from our Family Resource Center. Their support of our program assists households with food, utilities assistance, diapers, transportation, referrals and access to phones and computers. SOS loves our partnership with United Way for Southeastern Michigan.

Rhonda Weathers
EXECUTIVE DIRECTOR,
SOS COMMUNITY SERVICES

AUGUST 2023

\$1 million
INVESTED IN THE
DETROIT FINANCIAL WELL-BEING
INNOVATION
CHALLENGE



- United Way's Detroit Financial Well-Being Innovation Challenge provided seed funding and technical assistance to refine, test and scale big ideas to improve the financial lives of Detroiters.
- In August 2023, United Way announced the investment of more than \$1 million in six projects selected to move forward into the pilot stage of the Detroit Financial Well-Being Innovation Challenge.

700 students PARTICIPATE IN **STEM POSSIBLE**
A UNITED WAY FOR SOUTHEASTERN MICHIGAN EVENT

- In the fall of 2023, the Michigan Science Center welcomed 700 fourth- and fifth-grade students for Tech United's interactive STEMpossible event. Students rotated through experimental STEM stations – from medical simulation tools to soccer playing robots – and discovered a newfound passion for science and technology.
- Tech United has raised more than \$423,000 to support technology access and has distributed 1,209 devices to students in our region. In recent years, Tech United brought STEM-rich learning opportunities to our Community Schools through interactive makerspaces and innovation spaces. These spaces provide a hands-on lab environment with smart technology, building activities like magnetized marble runs, 3D science kits and STEM-focused books.



700,000

helped due to expanded WORKING FAMILIES TAX CREDIT

JANUARY 2024

- Advocacy is a vital part of our commitment to building strong, equitable communities where households move from crisis to stability and from stability to prosperity. This last year our ongoing advocacy came to fruition with the implementation of the expanded Working Families Tax Credit, which quintuples our state Earned Income Tax Credit (EITC), helping 700,000 working families pay bills, put food on the table and buy school supplies.
- To help protect Michigan families – and particularly our children – from the tragedies of gun violence and unintentional firearm injuries, we added our voice to a broad coalition of partner organizations advocating for common sense gun safety legislation. We are thrilled to have played a role in securing passage of these new laws, which are now in effect, creating a pathway to reducing harm in our communities.



FEBRUARY 2024

Community Schools Tour

More than 70 attendees from across the state gathered at Stevenson Elementary School in Southfield to witness a model Community School in action. During the first stop on a yearlong Community Schools Road Trip Tour that included three different locations, guests heard remarks from Michigan Lt. Gov. Garlin Gilchrist II and U.S. Rep. Rashida Tlaib about the importance of the Community Schools model and the successful ways in which Stevenson’s staff have implemented it. Students, their family members, teachers and local Southfield municipal employees gave firsthand accounts of how the Community Schools model had impacted them and the community specifically, and shared anecdotes about growth and support that the school had provided in their own lives.

Michigan 2-1-1 received a budget increase of an additional \$1 million – a 33% increase. This represents a significant achievement in an incredibly competitive year for funding, as appropriation dollars were unusually limited. The appropriation of \$1 million demonstrates that our legislators know the value of 2-1-1. Securing this additional funding has been a tremendous team effort, demonstrating the ability and effectiveness of our advocacy team and the influence of our board and network of partners. We received overwhelming support for 2-1-1, including more than 140 signatures on our statewide sign-on letter from businesses, nonprofit organizations and other community stakeholders.

\$1 million
211
BUDGET INCREASE

FEBRUARY 2024

100,000 RIDES

MILESTONE REACHED



In February, Ride United celebrated 100,000 rides provided to nearly 3,400 people. These rides provide crucial transportation to work when a crisis threatens someone’s employment. Participants can also request Uber or Lyft rides to interviews, critical pre-employment appointments like drug tests or physicals, and as backup transportation to work.



“

Even though Ride United was a short-term solution, it was perfect for me. By saving money on my travel to work, I was able to purchase my own car.

Arikka Winston
 DETROIT

MARCH 2024

35 organizations BENEFIT FROM \$1.2 MILLION invested through the Racial Equity Fund

- The Racial Equity Fund (REF) provides financial support and technical assistance to organizations serving communities with disproportionately high numbers of families below the ALICE threshold. Last year, REF invested \$1.2 million into 35 organizations across our four counties. Since the fund began in 2022, a total investment of \$3.2 million has gone toward eliminating systemic barriers which drive the glaring disparities laid out in the ALICE report.
- One of the 2024 recipients, Mexiquenses Unidos de Michigan, supports more than 700 families in Washtenaw County. By increasing access to mental health resources and reunifying families, president María Militzer is working to ensure the health and happiness of her community.



“

Even when we didn't know how brutal it [the pandemic] would be, United Way created a very fast approach to distributing financial assistance to communities of color.

María Militzer



\$81,500 raised to support women's financial stability from



The 16th annual Power of the Purse event welcomed a record-breaking crowd of more than 300 women to Washtenaw Community College. Beautiful bags motivated attendees to surpass the event's fundraising goals – bringing in \$81,500 to help women achieve financial stability in Washtenaw County. The fun-filled event also honored our Washtenaw Woman of the Year, Alfreda Rooks.

\$331,000 raised
FOR EARLY CHILDHOOD
EDUCATION FROM



The eighth annual Women of Influence Summit brought together more than 700 women and supporters to raise more than \$331,000. The excitement-packed morning featured a keynote from Andrea Davis Pinkney and words of wisdom from several local dignitaries. Attendees enjoyed the Cass Tech Jazz Band while they perused 11 women-owned businesses in our event marketplace. Since its inception, the summit has raised more than \$1.5 million for women and children in our region.



“ I remember our first event was just 20 purses and 45 people – I'm excited about just having it grow. We see a lot of the same people every year, and they just look forward to this event every year, but it's a whole new audience now, so we're buckling up for that.

Kim Liberati

VICE PRESIDENT AND TRUST OFFICER AT BANK OF ANN ARBOR AND POWER OF THE PURSE COMMITTEE MEMBER

YEAR IN REVIEW

APRIL 2024

19,000 households GET THE BENEFIT FROM **TAX FACTS**

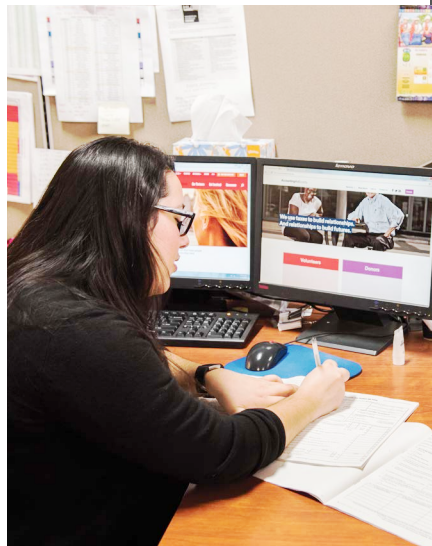


During the 2024 tax season, United Way supported more than 19,000 households to claim nearly \$26 million in tax refunds throughout our four-county region. In Wayne, Oakland and Macomb counties, United Way led community outreach and marketing efforts to connect with the hardest-to-reach households, in partnership with our IRS-certified tax preparation partners, Accounting Aid Society and Wayne Metro. In Washtenaw County, we hosted Volunteer Income Tax Assistance (VITA) clinics in our offices several days a week, serving more residents than ever before.



I've been coming since 2004 or 2005. And I've told many people about VITA. I told them, 'I'm not kidding. It's free.' It's thoroughly done, the people care and take time to understand you. They ask you questions. They're so friendly and caring.

Samantha Chamberlain
YPSILANTI



JUNE 2024

33,830 books provided TO STUDENTS FROM **LITERACY FAIRS**

- Over the last school year, United Way invested \$187,000 to provide 33,830 books to students across our region. During My Little Free Library book fairs, local students experienced the joy of picking out five free new books to inspire their interest in reading.
- Learning is brought directly into neighborhoods and homes through 28 fully stocked Little Free Libraries and 1,720 literacy kits that are delivered to day cares, food pantries, shelters and other nonprofits in our region.



13,202 PARTICIPATE IN **21-Day Equity Challenge**

In 2024, we hosted our 4th annual 21-Day Equity Challenge. It was another tremendous success. Over 13,000 participants across the region committed to taking time out of their day to learn and grow together, with the goal of gaining a more shared understanding of our past in order to create a more equitable future.

JULY 2024

19,000 students participate in **SUMMER ENRICHMENT PROGRAMS** THROUGH



- Thanks to a \$47 million partnership with Ballmer Group, more than 19,000 K-8 students enjoyed summer enrichment programs at 95 sites throughout our region.
- Summer enrichment programs are a key factor in reducing summer learning loss. For many ALICE parents, these programs can be both inaccessible and unaffordable. Through this generosity, Ballmer Group is helping to level the playing field for all students.



A lot of our kids are living below the poverty line, so they don't have extra money to buy books. This free book fair is a big deal to a lot of my students.

Amanda Garner
MEDIA SPECIALIST AT
ERICKSON ELEMENTARY SCHOOL

SEPTEMBER 2024

\$123,449

raised to support STUDENTS FROM



Our fifth annual Run United Virtual Marathon raised \$123,449 to support students in our region, helping them take on the school year with adequate school supplies, books and access to out-of-school time programming.



485 INDIVIDUALS

27 TEAMS

2,061 DONATIONS

\$140,000 raised TO SUPPORT LOCAL FAMILIES FROM REV UNITED

We are grateful to Ford, Stellantis and Bosch for providing more than 100 attendees with a once-in-a-lifetime experience on the M1 Concourse track.

The VIP fundraising event and silent auction raised more than \$140,000 to support local families and showcased the incredible power of automotive industry leaders coming together for a great cause.

2,500 SERVED BY Social Navigators

Our social navigation team works one-on-one with clients to eliminate barriers and create personalized pathways to success. This year, we expanded this service – adding a bilingual social navigator and an onsite social navigator at Stevenson Elementary School. We also increased assistance for Ride United, free tax preparation and Michigan Energy Assistance Program (MEAP), and strengthened partnerships such as the Henry Ford Health food insecurity initiative. The social navigation team also achieved 100% certification as Community Health Workers (CHWs).



“

My life has been changed completely thanks to United Way. This has been so good for me. It feels good to be able to be excited about what's next.

LaDaija France
PONTIAC SOCIAL NAVIGATION CLIENT

153,421 calls for help ANSWERED BY 2-1-1

Our dedicated team of 18 community care advocates responded to overwhelming demand for assistance throughout the year, handling 153,421 Michigan 2-1-1 calls – averaging more than 600 calls per day. In these calls, our team made more than 300,000 referrals, helping individuals access critical resources such as utility assistance, shelter and food.

In a particularly challenging period between mid-June and early July, call volumes surged to over 1,000 per day as the Michigan Department of Health and Human Services (MDHHS) depleted its utility funding for the year, underscoring the deep and urgent needs in our community.

In addition to phone calls, over 200,000 individuals visited our website searching for help and solutions, further reflecting the scale of the crisis and the trust placed in our services.



16,204 PROVIDED WITH utility and water assistance

Over the year, our utility services coordinators handled 24,880 calls and enrolled 5,280 new clients into energy assistance programs and 811 clients into water assistance programs. United Way provided 24-month enrollment periods, United Way provided payment assistance to 10,113 households through our energy and water assistance programs.

Total awarded in
BASIC NEEDS GRANTS
\$4,202,500

NUMBER OF GRANTS **75**

NUMBER OF INDIVIDUALS SERVED **660,000+**

***** Angie's story

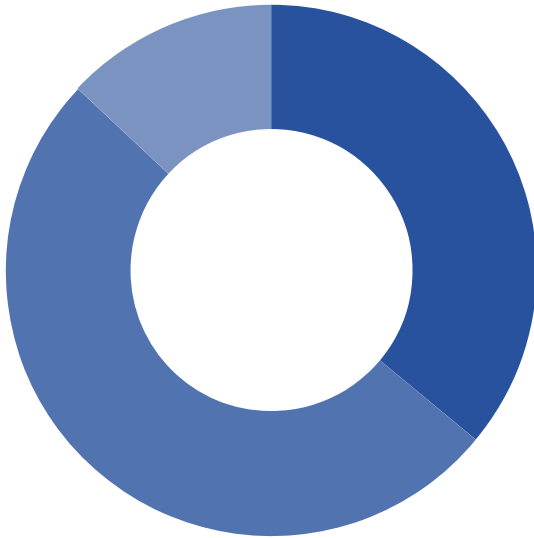
Total calls to
MICHIGAN 2-1-1
153,421

NUMBER OF REFERRALS **300,000+**
for utility assistance, transportation,
food and housing

***** Danyelle's story

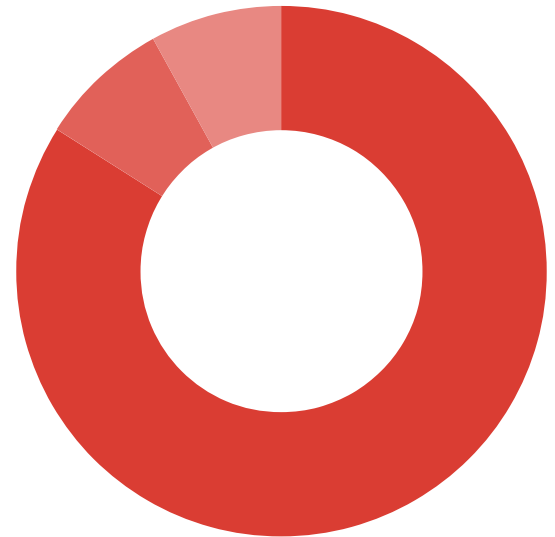
2023-24 FINANCIALS

The generosity of United Way supporters like you made a huge impact in our community last year. We invested \$91,263,217 in the community, helping families go from crisis to stability and from stability to prosperity in Macomb, Oakland, Washtenaw and Wayne counties. Explore all of our financial details below.



REVENUE	2023-24	%
ANNUAL CAMPAIGN	\$23,870,299	36%
GRANTS AND FEE-FOR-SERVICE	\$33,450,600	51%
OTHER REVENUE	\$8,562,231	13%
TOTAL REVENUE	\$65,883,130	100%

EXPENSES	2023-24	%
COMMUNITY IMPACT (INCLUDING DESIGNATIONS)	\$53,318,117	84%
FUNDRAISING	\$5,185,719	8%
MANAGEMENT AND GENERAL	\$5,172,794	8%
TOTAL EXPENSES	\$63,676,630	100%



DESIGNATIONS TO COMMUNITY PARTNERS

\$5,824,437

TOTAL COMMUNITY IMPACT

\$53,318,117

*Financials reflect pre-audit actuals. Financials will be updated if necessary once the audit is complete.

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