Dear United Way Supporter,

When I joined United Way for Southeastern Michigan a little more than a year ago, I promised you that I would hit the ground running. It’s been an eventful year, and I have worked diligently to keep that promise. In this report, you will learn more about how your contributions are making a difference in our community and how United Way is continuing to clear a path for everyone to have the opportunity to succeed.

Thanks to you — our dedicated donors, advocates, and volunteers — we have been able to bring powerful partners together to address some of the greatest needs in our community. Your gifts not only allow us to help people find their footing and reach stability, they power us to dig deeper.

We know that education begins long before children set foot inside a classroom. That’s why we invest in tools for parents and caregivers to help their children reach developmental milestones. It’s not enough simply to feed children; it’s also important that they learn how to make healthy choices. And we know that it’s not enough for students to simply graduate high school; diplomas should also open doors for higher education and/or a career.

United Way has been a force for change in this community for nearly 100 years. It is only because of our partnerships that we are able to make a lasting impact throughout Southeastern Michigan. But our work is not done. So, whether you are a lifelong or new supporter of United Way, I look forward to our continued partnership toward a greater community for all.

With gratitude,

Herman B. Gray, MD, MBA
President & CEO
United Way for Southeastern Michigan
We Live United for universal success and prosperity in Southeastern Michigan.
We’re making sure kids get the right start in life by supporting their first teachers: parents and caregivers. With our partners, we provide trainings, peer networks, learning materials, child-safety items and more to parents and caregivers throughout Wayne, Oakland and Macomb counties. These resources help thousands of children reach developmental milestones and enter kindergarten prepared to learn.

Through our investment in the Ages and Stages Questionnaire, every parent and caregiver with children younger than 6 in the tri-county area can assess their child’s progress as they grow and receive one-on-one support and feedback from a United Way specialist.

“Knowing that we have resources available, it gives so much empowerment to the parent.”

— Paul Potts, a parent who uses our child development resources

We're making sure kids get the right start in life by supporting their first teachers: parents and caregivers. With our partners, we provide trainings, peer networks, learning materials, child-safety items and more to parents and caregivers throughout Wayne, Oakland and Macomb counties. These resources help thousands of children reach developmental milestones and enter kindergarten prepared to learn.

Through our investment in the Ages and Stages Questionnaire, every parent and caregiver with children younger than 6 in the tri-county area can assess their child’s progress as they grow and receive one-on-one support and feedback from a United Way specialist.

"Knowing that we have resources available, it gives so much empowerment to the parent."

— Paul Potts, a parent who uses our child development resources
HEALTHY KIDS

We’re building a collaborative of community partners to make sure children grow up healthy, strong and supported so that they can pursue their dreams and realize their full potential.

By connecting schools, child care providers and human service agencies with best practices, technology and data analysis, we ensure more kids can access healthy foods and have safe places to play.

This year, we served as a consultant for the Michigan Department of Education and created a toolkit that is used by more than 300 Meet Up and Eat Up partners across the state, which advises them on choosing nutritious and kid-friendly foods from their vendors.

We also expanded our community outreach program through door-to-door canvassing and informed 16,000 households in high-need neighborhoods about Meet Up and Eat Up summer sites and United Way resources.

@AskDrNandi: Proud to be part of the amazing #MeetUpEatUp with @UnitedWaySEM

1.74 MILLION MEALS

were served during summer 2015 at

716 Meet Up and Eat Up summer food sites
STUDENT SUCCESS

We’re convening educators, community partners and business leaders to help improve high schools.

In 2008, United Way began our High School Turnaround Initiative, which targeted investments around a set of historically low-performing schools with the goal of increasing high school graduation rates to at least 80 percent. In 2011, the GM Foundation granted us $27.1 million to increase our student reach and impact. In addition to supporting school leaders in cultivating a positive school culture, we made strategic investments in community organizations to ensure that every student had a caring adult to help keep them on track to graduate. Today, the on-time graduation rate of our network of schools exceeds the state average.

With support from the JPMorgan Chase Foundation, our work has transitioned to College and Career Pathways to ensure that students graduate from high school equipped for success in both college and a career.

We’re also leveraging our corporate relationships to revolutionize the experience inside the classroom and connect students to relevant work-based learning opportunities.

7,819 STUDENTS
enrolled in 15 Turnaround High Schools

Our 15 schools achieved a network graduation rate above 80%

Up more than 15 percentage points since the inception of our High School Turnaround Initiative

@AmericasPromise:
“The things we want for our children are the things we need for every child & we are all responsible.” #GradNation

Our 15 schools achieved a network graduation rate above 80%

Up more than 15 percentage points since the inception of our High School Turnaround Initiative
We serve as the leading grant-maker for the region’s safety net — the collection of community resources designed to support residents experiencing hardship. This work connects people to the services and resources they need to emerge from crisis to achieve stability. By implementing a standardized measurement tool with each of our granted partners, we’re able to assess and target the top needs of Southeastern Michigan to make the biggest impact.

Our 2-1-1 service provides referrals to programs in Wayne, Oakland, Macomb, Washtenaw, Monroe and Lapeer counties via phone, chat, email and an online database. This unparalleled service contains 30,000 different statewide programs and services — including food, shelter and medical assistance — and is available 24/7.

Through the DTE Energy Low Income Self-Sufficiency Plan (LSP), we are able to offer eligible consumers a monthly utility payment plan based on total household income so that our most vulnerable populations can avoid utility shut-off during the winter months.

For whoever is listening to my story, I just want them to know that United Way does care. They do care.”

— Donni Johnson
As a leading partner and investor in the Detroit Regional Workforce Fund, we’re creating new pathways for Detroit workers to connect to careers and industries that support family-sustaining wages.

Through the Fund’s Access for All initiative, unemployed and underemployed Detroiters can take part in an intensive nine-week construction trade pre-apprenticeship program to pursue job opportunities like bricklayer, carpenter, electrician and cement mason.

The hourly wage of Access for All graduates ranges from $12 per hour to $22 per hour, which can help sustain graduates as they work toward a full construction apprenticeship, where they can earn $28-$36/hour.

Conceived by the Fund and supported in part by United Way for Southeastern Michigan, Access for All has been cited as a national model by the North American Building Trades Union.

As we continue to develop workforce pathways, we’ve also led efforts to help individuals and families learn to budget and grow their assets through the development and investments in the Greater Detroit Centers for Working Families (in partnership with Detroit LISC) and the Community Financial Centers.

**ECONOMIC OPPORTUNITY**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>91% of graduates found employment</td>
<td></td>
</tr>
<tr>
<td>81% completed job training</td>
<td></td>
</tr>
<tr>
<td>66% successfully entered into apprenticeships that led to journeyman status</td>
<td></td>
</tr>
</tbody>
</table>
We had big wins during the 2015-16 fiscal year – including a trip to the White House – and we continued to demonstrate our commitment to improving the lives of individuals and families across our region.

Locally, we convened some of the top minds in education as host of the national GradNation Summit in Detroit. Our staff and partners hit the pavement to raise funds for the community during the annual Detroit Free Press Marathon, earning a top spot as a Gold Charity Partner for 2017.

Our employees put forth physical effort in support of the mission, too, spending an entire day participating in a blight removal and beautification project in Detroit.

NATIONAL RECOGNITION

In March, Herman Gray, President and CEO of United Way for Southeastern Michigan, was selected to serve as ambassador-at-large and give the opening remarks in Washington, D.C. to highlight the $6-million Social Innovation Fund (SIF) grant that supports our Child Development work. The event took place at the Eisenhower Building on the grounds of the White House, where Herman shared our success in convening partners to implement effective early childhood programs.

Our development work began in 2011, when we received our first $6-million SIF grant from the Corporation for National & Community Service. In August, we received another two-year $5.6 million grant, making us the only United Way to have received two SIF grants.

“There is a growing consensus surrounding the benefits of quality preschool experiences, and the SIF funding is essential to our efforts to level the playing field for children throughout Greater Detroit,” Herman said.

“Working with our community partners, these additional funds will allow us to expand upon resources available to parents and caregivers, to help them equip their children for success long before they enter a classroom.”

Our Child Development work offers parents and caregivers access to trainings, peer networks, learning materials, child-safety items and more throughout Wayne, Oakland and Macomb counties.

Our investment in the Ages and Stages Questionnaire allows any parent or caregiver with a child younger than 6 to take free online assessments to determine whether their child is meeting developmental milestones. A specialist provides information and support in a one-on-one follow-up session after an assessment is submitted.

This work also resulted in the development of six books by our partner agencies as a guide for other nonprofits that engage in child development work.

“We like to look at SIF 2011 as the test lab where we were able to look at SIF 2011 as the test lab where we were able to work with some of the best child development organizations in the region and state to help us understand how best to prepare children for kindergarten,” said Jeff Miles, Social Innovation Fund Manager at United Way for Southeastern Michigan.

“SIF 2016 will build on the idea of supporting families by creating a framework that will allow families to seamlessly navigate the complex child development service environment in Southeastern Michigan.”

This framework will link programs with other pathways to services involving things like nutrition and health, offered by United Way and our nonprofit partners.

Continued on page 18

We revamped our Learn United Tour at our downtown Detroit headquarters to better show our supporters how their contributions make a difference.

Volunteers cheer on Run United Detroit Free Press Marathon runners. Runners raised more than $55,000 for United Way for Southeastern Michigan.
As the host of this year’s Detroit GradNation Summit, we highlighted the success of our High School Turnaround Initiative with local and national leaders.

As the host of this year’s Detroit GradNation Summit, we highlighted the success of our High School Turnaround Initiative with local and national leaders.

RUN UNITED
In March, we worked with corporate partners to start a new running team — Run United — under the sponsorship of Board Member Mark Petrow. In total, 109 runners participated in October’s Detroit Free Press/Edmir Bank Marathon and raised more than $55,000 for the community.

Member Mark Petroff. In total, 109 runners participated in October’s Detroit Free Press/Edmir Bank Marathon and raised more than $55,000 for the community.

The day featured passionate discussions among panel participants and keynote speakers. The conversations continued online via social media channels, and #GradNation became a local trending topic on Twitter.

Keynote speaker Dr. Robert Simmons III — a teacher, urban educator and scholar based in Washington, D.C. — said adults need to commit to helping students in any way possible.

“We need more programs, but young people need your heart,” he said. “They need your soul. And you need to bring your spirit and energy to this work.”

We’re making strides in high schools across Southeastern Michigan. Through our connection with Linked Learning, students are able to combine academics, technical education and real-world experience to set them up for success after graduation. For example, a group of Cody High School students participated in Detroit Fire Department training during school hours and learned first-aid certifications in addition to high-school diplomas.

LEARN UNITED TOUR REVAMP
In an effort to better share our support of these students and to help them graduate with a clear pathway for their future, we revamped our Learn United Tour at our downtown Detroit headquarters.

Tour attendees spend an hour learning about the work they support through their United Way contributions while touring our headquarters. Images and stories of community impact are spread throughout, and the tour features an in-depth look at our key focus areas (Child Welfare, Healthy Kids, College and Career Pathways and Basic Needs) in an interactive budgeting game and new videos.

Tour attendance has increased significantly since the revamp was unveiled over the summer, with more than 1,700 people taking a tour between July and December. That’s more than double the 742 people who attended tours during the same time frame in 2015. To sign up to attend a tour, visit LiveUnitedSEM.org/LearnUnitedTours.

LEARN UNITED TOUR REVAMP
In an effort to better share our support of these students and to help them graduate with a clear pathway for their future, we revamped our Learn United Tour at our downtown Detroit headquarters.

Tour attendees spend an hour learning about the work they support through their United Way contributions while touring our headquarters. Images and stories of community impact are spread throughout, and the tour features an in-depth look at our key focus areas (Child Welfare, Healthy Kids, College and Career Pathways and Basic Needs) in an interactive budgeting game and new videos.

Tour attendance has increased significantly since the revamp was unveiled over the summer, with more than 1,700 people taking a tour between July and December. That’s more than double the 742 people who attended tours during the same time frame in 2015. To sign up to attend a tour, visit LiveUnitedSEM.org/LearnUnitedTours.

UNITED WAY EMPLOYEES GIVE BACK
During these tours, attendees see a banner featuring our top 50 corporate donors that run United Way workplace campaigns. Each fall, we run our own workplace campaign and raise enough funds to earn a spot as a top corporate donor.

This should come as no surprise, because our employees are passionate people who care deeply about the work they do. As those who LIVE UNITED know, it’s not just the donations that propel United Way forward, our employees—advocate and volunteer as well.

The entire organization spent a full day in August volunteering with Life Remodeled in a neighborhood in Detroit, clearing brush, mowing lawns and trimming weeds. A total of 145 United Way for Southeastern Michigan employees volunteered at 15 different projects with the organization during the year, donating more than 10,000 hours of their time.

In April, GM also auctioned off the first-production 2017 Chevrolet Camaro 50th Anniversary Edition at the Barrett-Jackson auction in Palm Beach, which garnered $150,000.

A COPO Camaro, one of only 69 produced, was auctioned off in January 2016 at a Barrett-Jackson Signature Auction in Phoenix for $150,000, with all proceeds benefitting United Way for Southeastern Michigan. Our then-Chief Operating Officer, Kristen Holt (left), attended the auction. In April, GM also auctioned off the first-production 2017 Chevrolet Camaro 50th Anniversary Edition at the Barrett-Jackson auction in Palm Beach, which garnered $150,000.

In an effort to better share our support of these students and to help them graduate with a clear pathway for their future, we revamped our Learn United Tour at our downtown Detroit headquarters.

Tour attendees spend an hour learning about the work they support through their United Way contributions while touring our headquarters. Images and stories of community impact are spread throughout, and the tour features an in-depth look at our key focus areas (Child Welfare, Healthy Kids, College and Career Pathways and Basic Needs) in an interactive budgeting game and new videos.

Tour attendance has increased significantly since the revamp was unveiled over the summer, with more than 1,700 people taking a tour between July and December. That’s more than double the 742 people who attended tours during the same time frame in 2015. To sign up to attend a tour, visit LiveUnitedSEM.org/LearnUnitedTours.

UNITED WAY EMPLOYEES GIVE BACK
During these tours, attendees see a banner featuring our top 50 corporate donors that run United Way workplace campaigns. Each fall, we run our own workplace campaign and raise enough funds to earn a spot as a top corporate donor.

This should come as no surprise, because our employees are passionate people who care deeply about the work they do. As those who LIVE UNITED know, it’s not just the donations that propel United Way forward, our employees—advocate and volunteer as well.

The entire organization spent a full day in August volunteering with Life Remodeled in a neighborhood in Detroit, clearing brush, mowing lawns and trimming weeds. A total of 145 United Way for Southeastern Michigan employees volunteered at 15 different projects with the organization during the year, donating more than 10,000 hours of their time.

In April, GM also auctioned off the first-production 2017 Chevrolet Camaro 50th Anniversary Edition at the Barrett-Jackson auction in Palm Beach, which garnered $150,000.

A COPO Camaro, one of only 69 produced, was auctioned off in January 2016 at a Barrett-Jackson Signature Auction in Phoenix for $150,000, with all proceeds benefitting United Way for Southeastern Michigan. Our then-Chief Operating Officer, Kristen Holt (left), attended the auction. In April, GM also auctioned off the first-production 2017 Chevrolet Camaro 50th Anniversary Edition at the Barrett-Jackson auction in Palm Beach, which garnered $150,000.
Our work is fueled by our United Way family. Our donors invest in community resources like parent care packages and literacy kits. Our advocates influence policy and spread the word about important issues, like protecting child nutrition funding. And our volunteers give their time and effort on projects, like providing free tax preparation to families working to gain financial footing. You make the difference.
For more than 70 years, men and women in labor unions have volunteered time and donated funds to support United Way causes. Collectively, their contributions make up more than one-third of our workplace campaign dollars.

This year, labor volunteers helped feed children at Meet Up and Eat Up summer sites throughout the community; built wheelchair ramps; and assisted with the Flint water crisis, delivering semi-trucks of water, installing water filters and faucets, and replacing water service lines.

“The more you give, the better off everybody is, and that’s what’s going to make our whole country a better place — helping one another.”

– Tina Culver, President of CWA Local 4009
Our Alexis de Tocqueville (AdT) members are part of an elite national program recognized as America’s leading philanthropists. Our distinguished members understand how generosity today impacts the generations of tomorrow. A united force, they use their brand capital, talents and resources to accelerate impact. Exclusive events help members connect with like-minded leaders of progress in our community and fuel our work.

ALEXIS DE TOCQUEVILLE SOCIETY

Our Legacy Society members have made a commitment to secure the future of our community through planned gifts to United Way. These generous donors have chosen from a variety of ways to give — through their wills, IRA contributions, insurance plans and more — to ensure that United Way can continue to respond to the needs of the community for generations to come.

Our Alexis de Tocqueville Legacy Circle members are part of a group of philanthropists nationally recognized by United Way, and chaired by Ed Siaje and Brad Seitzinger. These donors generously make a gift of $200,000 or more.

For more information about the Alexis de Tocqueville Society or making a Planned Gift, please email LiveUnited@LiveUnitedSEM.org.

PLANNED GIVING

Our Alexis de Tocqueville (AdT) members are part of an elite national program recognized as America’s leading philanthropists. Our distinguished members understand how generosity today impacts the generations of tomorrow. A united force, they use their brand capital, talents and resources to accelerate impact. Exclusive events help members connect with like-minded leaders of progress in our community and fuel our work.

Alexis de Tocqueville chairs Lisa and Bill Ford with United Way for Southeastern Michigan CEO and President Herman Gray (center) at a recent membership event.

478 AdT members
$20.5 MILLION contributed since 2012
11th largest AdT Society nationwide
EMERGING PHILANTHROPISTS

Our Emerging Philanthropists (pictured at right) are young professionals committed to Southeastern Michigan’s future. Members donate their dollars to fund the work, their voices to build awareness around our impact and their time to volunteer in the community. Members are invited to year-round VIP networking events with opportunities to learn from elite community and business leaders from our Alexis de Tocqueville Society. They also lend their expertise and get behind-the-scenes access to programs.

For more information about the Emerging Philanthropists, please email LiveUnited@LiveUnitedSEM.org.

WOMEN UNITED

Women United is a dynamic, philanthropic group dedicated to promoting our Child Development work. Beyond making an annual financial contribution, our members contribute their time, professional expertise and talent to ensure that parents and caregivers in our region have the tools they need to help the children in their lives be successful.

For more information about Women United, please email LiveUnited@LiveUnitedSEM.org.

Heather Paquette (left) and Beth Chappell serve as co-chairs of Women United.
United Way advocates are game-changers. By rallying around policies that impact our community, spreading awareness and contacting lawmakers, they use their voices for good.

Our supporters advocated on behalf of several issues that affect our community, including Detroit Public School students, Child Nutrition Reauthorization and the Earned Income Tax Credit.

Sign up to become an advocate:
LiveUnitedSEM.org/Advocate

@UnitedWaySEM: Our CEO @DrHBGray: “I’m interested in moving the dime on how children are treated in our community.” #ChoiceisOurs

7,480 individuals sent letters to more than 100 state and federal lawmakers
VOLUNTEERS

When employers and individuals seek opportunities to give back to the community, they come to United Way for life-changing experiences. Our volunteers lend their time and expertise all year long. They mentor high school students and perform mock job interviews. They read to children, prepare taxes and help kids get healthy meals at our community Meet Up and Eat Up Block Parties. They Live United.

Sign up to volunteer: LiveUnitedSEM.org/Volunteer

“I wanted our kids to be involved with Meet Up and Eat Up to show them that even though they’re just handing out a lunch, it really does make a huge difference.”

– Crystal Sinclair, United Way volunteer and donor

2,928 VOLUNTEERS
8,436 HOURS DONATED
$188,878 FINANCIAL IMPACT
THANK YOU FOR JOINING OUR FAMILY!

We believe that a good quality of life can be achieved when people are educated, financially stable and healthy. And when people thrive, they can build — and sustain — a vibrant community. We couldn’t do this work without you. Thank you for your support.

FINANCIAL RESULTS (Fiscal Year Ended June 30, 2016)

REVENUE:
- Annual Campaign (net of Collection Loss) $35,705,037
- Fee for Service, Grants & Requests $21,335,340
- Other Revenue $1,721,607
Total Revenue $58,752,184

EXPENSES:
- Administration $4,174,192
- Fundraising $5,271,533
- Community Impact (including Designations) $45,739,454
- Replenish Emergency & Stabilization Fund $1,450,000
- Future Capital & Community Impact Investment $2,117,005
Total $58,752,184

COMMUNITY INVESTMENT

- Stable Families $10,256,274
- Designations* $8,648,018
- Child Development $8,566,848
- Student Success $7,046,580
- Healthy Kids $1,679,373
- Economic Opportunity $542,361
Total Community Investment $45,739,454

*Designations are allocated to a 501(c)(3) organization of choice via individual donor discretion.
IN GREATER DETROIT, **ONE IN FIVE KIDS STRUGGLE TO EASILY ACCESS NUTRITIOUS FOOD THEY NEED TO GROW AND THRIVE.** ALL THROUGHOUT OUR COMMUNITY, **FORTY PERCENT OF CHILDREN ARE NOT PREPARED FOR KINDERGARTEN. HIGH SCHOOL DIPLOMAS HAVE NO POWER, AND STUDENTS DON'T HAVE CLEAR GOALS FOR THEIR POST-GRADUATION LIVES. GREATER DETROIT IS NOT A COMMUNITY THAT ALLOWS EVERYONE AN OPPORTUNITY TO SUCCEED, AND A CYCLE OF POVERTY HAS BEEN IN PLACE FOR DECADES AND WILL NEVER BE BROKEN.**

**TOGETHER, WE CAN CHANGE THE STORY.**