

**TOGETHER,  
WE ARE  
CHANGING  
THE STORY**

**2015 IMPACT  
REPORT**

**LIVE UNITED**



**United Way of the  
Battle Creek and  
Kalamazoo Region**

[uwbckr.org](http://uwbckr.org)

**WHEN YOU  
GIVE, ADVOCATE  
AND VOLUNTEER,  
AMAZING TRANSFORMATIONS HAPPEN**

for people, for organizations and for our regional community. That's why **United Way of the Battle Creek and Kalamazoo Region** started a movement to *change the story* one life at a time.

With your support we're continuing to provide opportunities to help people reach their full potential and change their story. We're uniting people, ideas and resources that empower people to learn more, earn more and live healthy lives – and we couldn't do it without you.

**TOGETHER, WE ARE CHANGING THE STORY AND  
WE THANK YOU FOR MAKING IT POSSIBLE.**

United Way is working to change the story for people in our region through the ALICE Project (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed).

Without our help, households are forced to make difficult choices like skipping preventative health care, accredited child care, healthy food or car insurance. Their health, safety and future are threatened. This causes Michigan's economic productivity to go down and insurance premiums and taxes to go up for everyone. The costs are high for both ALICE families and the wider community. We want to change that.

## HAVE YOU MET ALICE?

ALICE represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, child care, health care and transportation.

## WHY ALICE MATTERS?

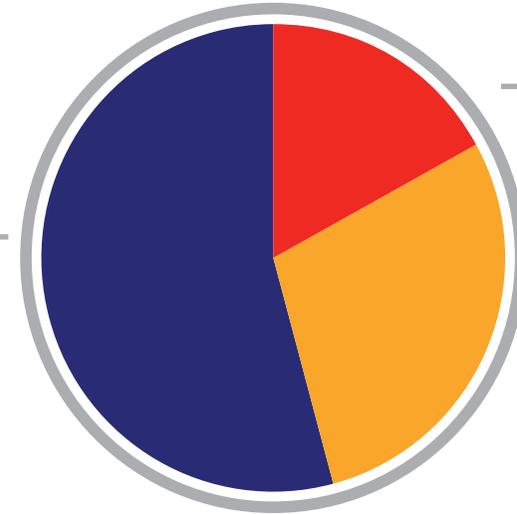
ALICE is essential to the fabric of our society. ALICE works in jobs that are integral to our communities, from child care educators to home health aides to mechanics – all workers we rely on every day.

The future success of our communities is directly tied to the financial stability of ALICE households. When ALICE suffers and is forced to make difficult choices, we all face serious consequences.



### Calhoun County (population 135,099)

**54%**  
Above A.L.I.C.E.:  
28,846 HH



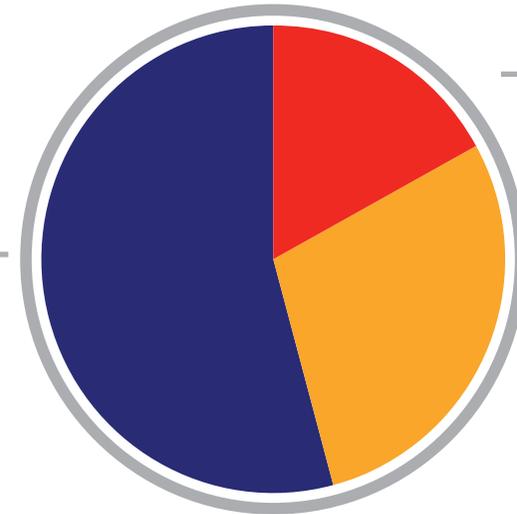
**17%**  
Poverty:  
8,866 HH

**29%**  
A.L.I.C.E.:  
15,470 HH

**46% STRUGGLING**

### Kalamazoo County (population 254,580)

**54%**  
Above A.L.I.C.E.:  
59,403 HH



**17%**  
Poverty:  
17,245 HH

**24%**  
A.L.I.C.E.:  
24,141 HH

**41% STRUGGLING**

\*HH – Household Income



**THE AVERAGE PRICE OF A CUP OF COFFEE IS \$2.38**

**FOR \$1 PER WEEK, WHICH IS LESS THAN TWO CUPS OF COFFEE:**



You could provide support for early development programs and tuition assistance for kids.



Children who participate in early development programs experience more educational and lifetime success and are less likely to engage in high-risk behaviors.



**THE AVERAGE COST OF A MOVIE TICKET IS \$8.12**

**FOR \$5 PER WEEK, WHICH IS LESS THAN ONE MOVIE TICKET:**



You could provide one-time utility assistance for a family struggling to keep their heat and lights on.



An estimated 29,528 households in the Battle Creek and Kalamazoo area don't have enough income to afford basic necessities, build savings or become financially independent.



**THE AVERAGE COST OF A MEAL OUT IS \$12.75**

**FOR \$10 PER WEEK, WHICH IS LESS THAN ONE MEAL OUT:**



You could provide a weekly volunteer opportunity for a person with developmental disabilities, so that they can work toward being productive, contributing members of the community.



For many people who struggle with disabilities, major goals like employment and independent living can seem unattainable.

## EDUCATION

We believe that all children deserve a quality education and support necessary to realize their full potential.

### 1 IN 6 CHILDREN

who are not reading proficiently in early grades do not graduate from high school on time, a rate 4 times greater than that for proficient readers.



In our region, approximately **1 in 4 children (24%) are reading below proficiency** – the percentage is higher for low-income and minority children.

### 61% IMPROVEMENT

In four years, we have seen a **61% improvement** in early grade proficiency, thanks to the United Way-supported Early Grade Reading Achievement Program.



“I wanted to give my daughter the best start possible. She loves to learn and I want to keep feeding that love, with the belief that it will continue to grow as she does.” -Fanny

## INCOME

We believe that all individuals deserve employment that provides enough income to support themselves and a family through retirement.

### ABOUT 29,528

households in the Battle Creek and Kalamazoo area struggle to have enough income to afford basic necessities.



**Without income**, people can't afford basic necessities required to remain self-sufficient and contributing members of society.

### 404 PEOPLE

received assistance to remove employment barriers with the help of the Employer Resource Network, 10 community employers and 2 success coaches.



“With the self-confidence I got from the Disability Network, I joined another group to learn to read and write in English. Their support allowed me to move into my own home and manage my own budget. My next goal is finding a job.” -Leonce

## HEALTH

We believe that all individuals should strive to make healthy choices and should have access to high-quality and affordable health insurance.

### 1 IN 7 PEOPLE

in our region don't know where their next meal is coming from.



**Without enough food**, children can't reach their full potential or maintain their healthy, active lifestyle.

### > 4.2 MILLION

pounds of food were supplied through United Way-supported programs and initiatives, helping to feed hungry children in the Battle Creek and Kalamazoo area.



“After a fire destroyed my home, there wasn't anywhere for my children and me to live. We went from shelter to shelter. With help from Human Resources, Inc, I was able to find an apartment where my family could come together and begin to heal.” -Julie

## GIVE

Donate easily with automatic payroll deductions through your employer. Talk to your United Way campaign manager or give us a call at (269) 962-9538 (Battle Creek) or (269) 343-2524 (Kalamazoo), or contribute online at [www.changethestory.org](http://www.changethestory.org).

## ADVOCATE

Raise awareness by sharing a tweet or Facebook post with the hashtags #changethestory and #liveunited or by sharing your United Way story on our Facebook page.

## VOLUNTEER

A wide variety of volunteer opportunities exist for individuals, organizations and/or employees. Please email us at [volunteer@uwbckr.org](mailto:volunteer@uwbckr.org) for more information.

# HOW WE'RE CHANGING THE STORY

In 2014, United Way of the Battle Creek and Kalamazoo Region raised over \$14.1 million and we've worked hard to make every dollar count. In fact, we were able to turn your donations into \$18.5 million in investments to support 107 local programs.

## HERE'S HOW IT ALL BREAKS DOWN:

<b>EDUCATION</b>	\$1,812,860 (32 Programs)
<b>INCOME</b>	\$1,322,440 (22 Programs)
<b>HEALTH</b>	\$2,834,750 (39 Programs)
<b>BASIC NEEDS</b>	\$1,681,640 (14 Programs)
<b>SECURED, ADMINISTERED &amp; LEVERAGED FUNDS</b>	\$8,430,844
<b>FACILITATED DESIGNATIONS</b>	\$2,433,732
<b>TOTAL</b>	<b>\$18,516,266</b>

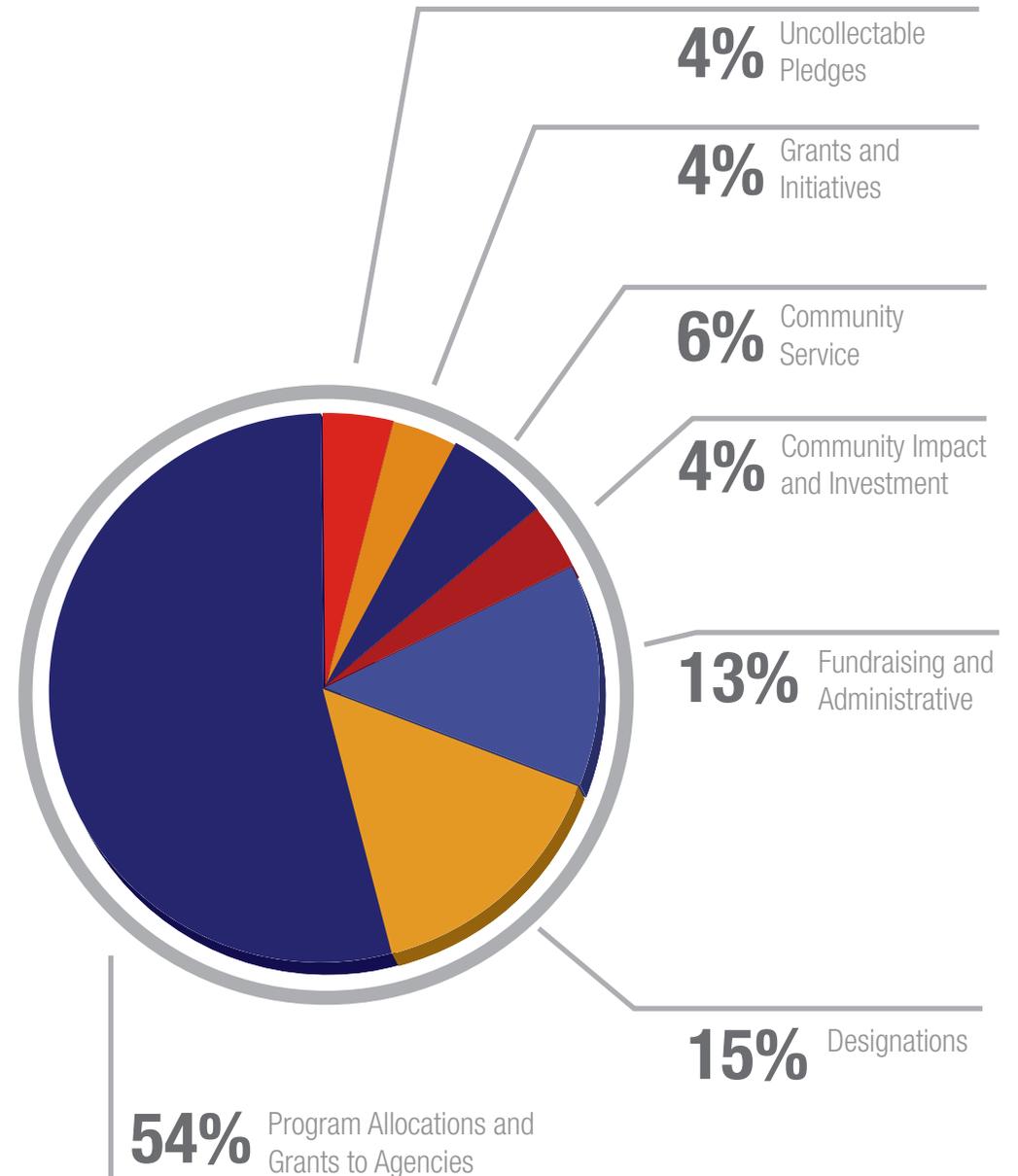
**RAISED THROUGH 2013-2014 CAMPAIGN**  
**\$14,153,054**

**EVERY \$1 INVESTED IN UNITED WAY  
RETURNS OVER \$1.79 TO THE COMMUNITY.**

# YOUR CONTRIBUTIONS IN ACTION

## USE OF RESOURCES

Every generous contribution you give empowers change in the community. Here's a look at what your support did last year.



# UNAUDITED FINANCIAL INFORMATION

For a complete copy of our audited financial statements or the most recent 990 Form, please see the Resources section at [www.changethestory.org](http://www.changethestory.org).

## STATEMENT OF FINANCIAL POSITION

MARCH 31, 2015

### Assets

Cash and cash equivalents	\$4,571,000
Investments	9,570,000
Pledges receivable, net of allowance for uncollectable pledges of \$579,000	5,882,000
Prepaid and other receivables	294,000
Beneficial interest in funds held at Community Foundations	710,000
Property and equipment	941,000

**Total Assets** **\$21,968,000**

### Liabilities

Accounts payable and accrued expenses	\$ 405,000
Allocations and grants payable	2,128,000
Donor designations payable	1,330,000
Deferred revenue	26,000
Post-retirement benefits payable	315,000

**Total Liabilities** **\$ 4,204,000**

### Net Assets

Unrestricted:	
Undesignated	\$ 2,449,000
Board designated	3,647,000
Temporarily restricted	11,668,000

**Total Net Assets** **\$ 17,764,000**

**Total Liabilities and Net Assets** **\$ 21,968,000**

## STATEMENT OF ACTIVITIES

YEAR ENDED MARCH 31, 2015

### Public Support and Revenue

Gross current campaign results	\$13,516,000
Less donor designations	(2,434,000)
Less provision for uncollectable accounts	(579,000)
Net current campaign results	10,503,000
Net collections from prior campaigns	119,000
Bequests, memorials and other contributions	82,000
Grants and contracts	217,000
Endowment and investment income	566,000
Other	320,000

**Total Public Support and Revenue** **\$11,807,000**

### Allocations and Functional Expenses

Program allocations and grants to agencies	\$8,840,000
Community impact/investment	737,000
Grants and initiatives	642,000
Community services	956,000
Fundraising and administrative expenses	2,104,000

**Total Allocations and Functional Expenses** **\$13,279,000**

**Change in Net Assets** **(\$1,472,000)\***

**Net Assets, Beginning of Year** **19,236,000**

**Net Assets, End of Year** **\$ 17,764,000**

\*Net loss due to expending grant funds received in prior year

# BOARD OF DIRECTORS

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Anmar Atchu, The Hinman Company

Kathleen Babbitt, Western Michigan University AFSCME 1668

John Biever, Duncan Aviation

Cecily Cagle, Kalamazoo Public Safety (Retired)

Denise Crawford, Family Health Center

Richard Frantz, AFL-CIO Southcentral Michigan Labor Council

Rosemary Gardiner, Family & Children Services

Jodi Gibson, Kellogg Company

Linda Hicks, Battle Creek Public Schools

Cindy Kole, PNC Financial Services Group

Tim Kool, Heritage Chevrolet

James Liggins, Miller Canfield

Kevin Lobo, Stryker

David Lucas, VanderVoort, Christ & Fisher, PC

Todd McDonald, CSM Group

Renee McParlan, Abraxas

Bob Miller, Western Michigan University

Rhonda Newman, Jansen Valk Thompson & Rheam

Paven Pattada, Eaton Corporation

Jennifer Purucker, Ascension Information Services

Susan Reinoehl, Bronson Healthcare Group

Erick Stewart, Stewart Industries

Carla Thompson, W.K. Kellogg Foundation

Sydney Waldorf, Lake, Waldorf & Schau, PLC

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# YOU CAN CHANGE THE STORY

**LIVE UNITED**



United Way of the  
Battle Creek and  
Kalamazoo Region  
[changethestory.org](http://changethestory.org)

Help us make an even bigger impact next year.

**GIVE. ADVOCATE. VOLUNTEER.**

Visit [www.changethestory.org](http://www.changethestory.org) for more ideas and information.

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Email: [information@changethestory.org](mailto:information@changethestory.org)

