



FOOD



HOUSING

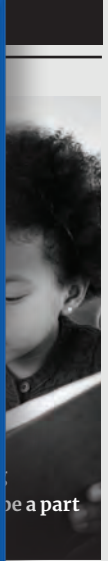
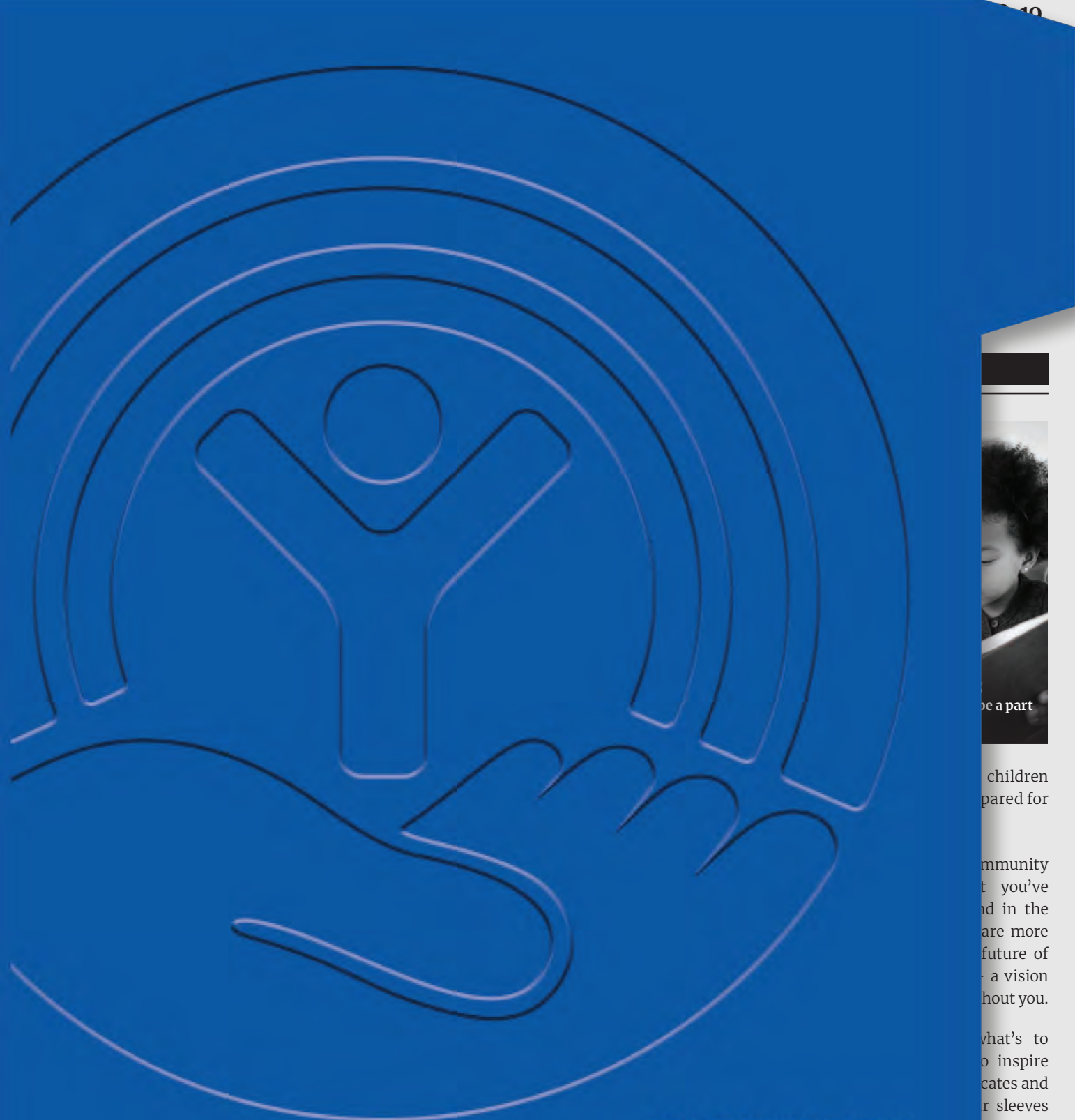


HEALTH CARE



FINANCES

Report



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2018-19 ANNUAL REPORT
UNITED WAY FOR SOUTHEASTERN MICHIGAN



FOOD



HOUSING



HEALTH CARE



FINANCES

IN OUR REGION,
44 PERCENT OF HOUSEHOLDS STRUGGLE TO MEET THEIR BASIC NEEDS.

UNITED WAY FOR SOUTHEASTERN MICHIGAN WORKS TO HELP HOUSEHOLDS BECOME STABLE AND ENSURE CHILDREN HAVE THE SUPPORT THEY NEED TO THRIVE.

Thank you for joining our mission to improve individual lives and communities in our region.

LEARN MORE ABOUT HOW YOU MAKE A DIFFERENCE AT UNITEDWAYSEM.ORG.



Report

2018-19

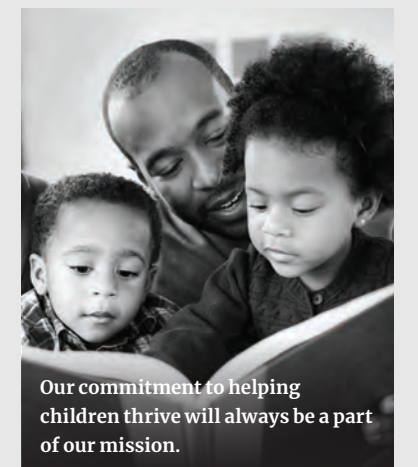
Southeastern Michigan has served Oakland and Macomb counties.

Our vision for the future

Joining our commitment to community

Our past year was a transformational year for United Way for Southeastern Michigan.

We moved into a new home in Detroit's East River area. Building in Detroit's East River area. We launched a philanthropic group that supports retirees and people in retirement. We expanded our community footprint for our utility program. And we added our volunteers to give us more hours of service.



Our commitment to helping children thrive will always be a part of our mission.

At the end of the past year planning for United Way for Southeastern Michigan. How can we meet the needs of our changing community? How can we help the most vulnerable households — our families and friends — who are struggling to make ends meet? How can we make our community a better place for generations to come?

United Way exists to help households become stable and ensure children have the support they need to thrive. That means helping households access to the services and programs that help meet their basic needs; and providing families with tools and

supports to ensure their children are ready to learn and prepared for success in life.

In the pages of this community report, you'll see what you've helped us accomplish. And in the months to come, we'll share more about our vision for the future of Southeastern Michigan — a vision we can't make a reality without you.

We are excited about what's to come, and we're eager to inspire thousands of donors, advocates and volunteers to roll up their sleeves and make a difference. We hope you'll join us in this next chapter of our journey.

Community Investment

Financials

United Way supporters like you made a big difference in the 2018-19 fiscal year.

We worked hard to decrease our overhead so we could invest more funds directly into the community. Your generosity made it possible. Thank you for your support.

Revenue	2018-19	2017-18
Annual campaign	\$42,769,638	\$44,518,022
Fees for service, grants and bequests	\$15,161,265	\$14,529,723
Other revenue	\$3,042,599	\$2,381,337
Total revenue	\$60,973,502	\$61,429,082
Expenses	2018-19	2017-18
Administration	\$4,099,898	\$4,669,239
Programs	\$54,873,604	\$56,759,843



Annual Report

United Way's Report to the Community

2018-19

For more than 100 years, United Way for Southeastern Michigan has served the individuals and families of Wayne, Oakland and Macomb counties.

Our vision for the future

Continuing our commitment to community

The past year was a transformational one for United Way for Southeastern Michigan.

We moved into a new home in the Fisher Building in Detroit's New Center area. We launched a new philanthropic group that comprises retirees and people nearing retirement. We expanded our community footprint for our 2-1-1 helpline and our utility assistance program. And we galvanized our volunteers to give 36,000 hours of service.

We've spent the past year planning what's next for United Way for Southeastern Michigan. How can we best serve the needs of our changing community? How can we help the nearly half of households — our neighbors, family and friends — who are struggling to make ends meet? How can we make our community a better place for generations to come?

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WHAT DOES IT MEAN TO LIVE UNITED?

It's the retiree who wakes up early every Saturday to volunteer at a soup kitchen. It's the plant worker who stays late after his 10-hour shift to plan a fundraiser. It's the parent who works hard to provide for their family and gives back to those in need. It's the student who comes to school ready to learn so that someday, they can become a community leader.

It's the commitment we make every day to improve life for the families, neighborhoods and region we serve. It's a reminder that when we work together toward a common goal, we can accomplish anything.

In 2018-19, United Way for Southeastern Michigan made more than 494,000 points of positive impact on individuals and families through our work and partnerships in health, basic needs, early childhood and high school education, literacy, financial coaching, tax assistance, and job training.

MORE THAN
494,000
IMPACTS MADE

IN 2018-19, WE WERE PROUDLY SUPPORTED BY:

504 CORPORATE PARTNERS

244 COMMUNITY PARTNERS

91,000+ DONORS AND FUNDERS

MORE THAN
\$60.9 MILLION RAISED

11,810 VOLUNTEERS

36,000 HOURS OF TIME GIVEN

1,546 ADVOCACY MESSAGES SENT TO LEGISLATORS

Community Investment

Financials

United Way sup
big difference in

We worked hard to decrease our ov
community. Your generosity made it

Revenue

Annual campaign

Fees for service, grants and bequests

Other revenue

Total revenue

Expenses

Administration

Facilities



Annual Report

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Local leaders watch as Virginia Lemanske, Miss Torchy 1956, uses her torch to cut the ribbon at a campaign event. For more than 100 years, partners and donors have powered United Way for Southeastern Michigan.

Where we've been

Shifting needs, steadfast focus

We've given children access to nutritious meals during the summer and at school before the bell rings. We've supported educators, raised graduation rates and connected students with experiences to expand their minds and their career options. We've equipped parents with the tools to prepare their kids for kindergarten, and helped child care providers level up to better serve families. We've helped people increase their earnings and savings through financial coaching and job training, and keep more of what they earn during tax season.

And we've done it all in partnership with hundreds of community, government and corporate partners, as well as donors like you.

Though the specific needs of our community have shifted over time, our focus has not: We help families meet their basic needs and stay out of crisis; and we ensure children have health and educational support starting the day they're born.

None of this would be possible without our dedicated donors, advocates and volunteers.



From the desk of

Dr. Darienne Hudson

When I reflect on the past year, I am proud of what we've accomplished and filled with optimism for our future.

I've seen how United Way for Southeastern Michigan supporters like you come together to make a difference. Together, we helped more than 140,000 people find critical resources in times of crisis through our 2-1-1 helpline. We made sure more than 1.3 million children had healthy meals to eat at Meet Up and Eat Up summer meal sites. We connected more than 30,000 people with free tax prep assistance, helping families put thousands of dollars they earned back in their pockets.

These are just a few of the dozens of United Way initiatives to help families in our region that you make possible.

But there are still so many of our friends and neighbors who are struggling.

United Way's ALICE (Asset Limited, Income Constrained, Employed) Report tells us that in Southeastern Michigan, 44 percent of households can't meet their basic needs. Right now, there are people in our community who are forced to make impossible choices. Should the family of four in Detroit pay the rent on time or buy groceries? Can the elderly couple in Warren afford a visit to the doctor this month? Would it be better for the college student in Pontiac to walk seven miles to class or go hungry in order to afford a bus ride?

No one should be faced with decisions like these, but it happens every day. Thankfully, we know that together, we can make a difference for these individuals and families.

This report details the successes we shared and progress we made in the 2018-19 fiscal year. It also gives a glimpse of the work to come. With our nearly 244 community partners, we'll continue this critical work to change the trajectory so that children can thrive and families can become stable, healthy and happy.

We're excited about our community's future and we hope that you are, too.

Together, we are powerful. Together, we change lives. Thank you for your support and your belief in our work.

Sincerely,



Darienne Hudson, Ed.D.

President and CEO, United Way for Southeastern Michigan



By supporting United Way, you helped individuals and families find resources that assisted them with education, finances and basic needs.



From the desk of
David Foltyn

As the new board chair for United Way for Southeastern Michigan, I am excited about the progress we're making in our region and eager to continue to make an impact.

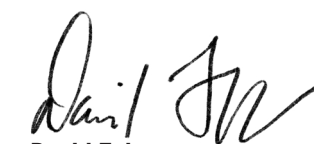
The results from 2018-19 can be found within this report, and they're something we all can be proud of.

Because of you, hundreds of thousands of people received help last year. Through United Way's 2-1-1 helpline and utility assistance program, you helped people keep the lights on, put food on the table and have a roof over their head. By supporting United Way, you helped individuals and families find resources that assisted them with education, finances and basic needs.

We're making an impact, but we still have a long way to go. In Southeastern Michigan, 44 percent of households struggle to meet their basic needs. However, we have momentum on our side. Let's build upon the progress we made in 2018-19 and continue to create a better life for our friends and neighbors throughout our region.

Thank you for your support of United Way. You are critical to our mission.

Sincerely,



David Foltyn

Chair and CEO, Honigman LLP



Together, we are powerful. Together, we change lives.

Year in Review

We hit plenty of milestones during the 2018-19 fiscal year. We have a new home. We have a new philanthropic group. We ran, we auctioned unique vehicles, and we celebrated. We did it all with one goal in mind: making an impact in Southeastern Michigan.

Donors, advocates and volunteers like you made it all possible.



Sept. 28, 2018 KICKING OFF

We launched our 2018-19 Community Giving Campaign with a pep rally complete with a band, pom poms and, of course, a volunteer project. Volunteers gathered at three sites — one each in Wayne, Oakland and Macomb counties — to pack literacy kits. Our campaign chair — Ford President, Automotive, Joe Hinrichs — announced ambitious goals for the year ahead: 25,000 volunteer hours and \$46 million raised.

July 9–12, 2018 MEET UP AND EAT UP

We celebrated summer with families in three communities during our Meet Up and Eat Up block parties. Children could eat a free, nutritious meal and enjoy family-friendly events like face painting, games and music, while parents learned more about available community resources.

July 25, 2018 REMEMBERING SERGIO

United Way for Southeastern Michigan lost a dear friend and a strong leader when Fiat Chrysler Automobiles CEO Sergio Marchionne died at the age of 66. Sergio, who served for a total of three years as our campaign chair, often spoke on behalf of United Way to inspire his peers and his competitors to unite for the common good.



Oct. 20–21, 2018 RUN UNITED

More than 260 runners and 100 volunteers teamed up to raise over \$83,000 for United Way for Southeastern Michigan during the Detroit Free Press Marathon. The effort was led by United Way partners FCA, Bosch and Ford.

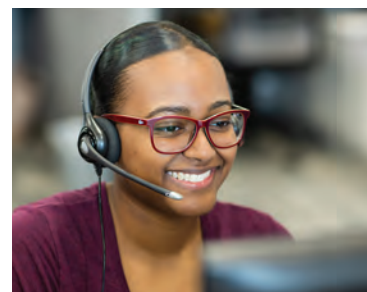
Nov. 9, 2018 FINDING THEIR FUTURE

More than 1,600 Detroit Public Schools Community District students attended the second annual Find Your Future career exploration fair. Representatives from about 75 companies were on hand at Ford Field. Several community leaders spoke at the event, which featured a variety of breakout sessions, including a social media workshop.



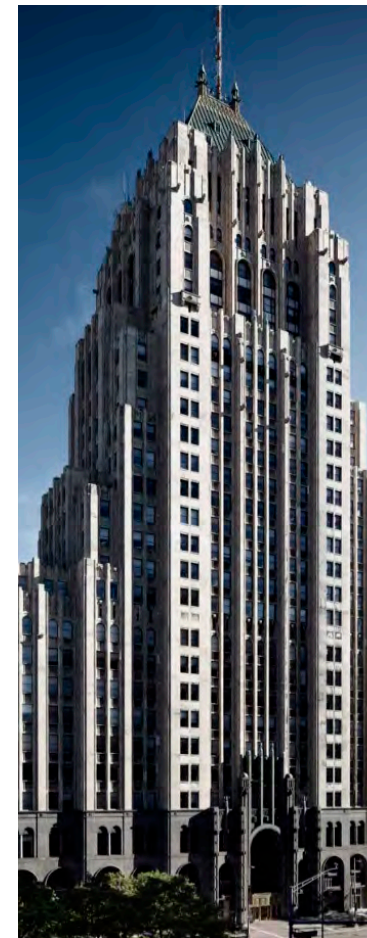
Jan. 19, 2019 A WINNING HERITAGE

A fast donation from Ford Motor Co. brought in \$2.5 million to help the community. Ford donated the VIN 1 Ford GT Heritage Edition, with a paint job inspired by the Ford GT40s that won the 24 Hours of LeMans in 1968 and 1969. NASCAR team owner Rick Hendrick entered the winning bid, with all proceeds going to United Way for Southeastern Michigan.



Jan. 30–31, 2019 A PLACE TO TURN IN FRIGID TEMPS

When bone-chilling temperatures and extreme wind chills enveloped the region, our 2-1-1 helpline was there. With low temperatures reaching 12 below zero and wind chills much worse, there was intense danger for those in need. Calls to 2-1-1 increased significantly over the two-day period, and we assisted 2,320 people who sought help with things like emergency shelter, free rides to warming facilities, utility assistance and more.



Feb. 28, 2019 A BEACON FOR DETROIT

We're in love with our new home on the fifth floor of the iconic, Albert Kahn-designed Fisher Building. The new location puts us in the heart of New Center — an up-and-coming neighborhood that is closer to the community we serve. Our role in the community and our commitment to donors to remain fiscally responsible were two of the key factors in choosing this location.

"Our new space will enhance our ability to support more than 200 agency partners in filling social service gaps to build a stronger Southeastern Michigan," said United Way for Southeastern Michigan President and CEO Dr. Darienne Hudson.

Peter Cummings, president and CEO of The Platform, which is part owners of the Fisher Building, was excited about the move.

"United Way is a perfect fit for the Fisher Building, as we share a commitment to Detroit and moving the community forward. The Fisher is a Beacon for Detroit, and United Way has long served as a shining light for our city," he said.



March 8, 2019 WOMEN OF INFLUENCE

The third annual Women of Influence Summit, sponsored by DTE Energy, featured some of the most powerful women in Southeastern Michigan. More importantly, it raised more than \$150,000 to help child care workers earn their Child Development Associate certification, which helps improve their facilities and expand the available quality child care seats in the region.

April 10–16, 2019 A WEEK OF IMPACT

National Volunteer Week saw 325 volunteers give a combined 1,286 hours at locations throughout Southeastern Michigan. Volunteers packed food for those in need, spent time with veterans and installed smoke detectors at homes in Detroit. At Focus: HOPE, more than 100 volunteers built book crates, packed reading comprehension kits, worked to beautify the area and more.



May 17, 2019 CAREER CONNECTIONS

A total of 550 high school students attended the third annual Career Connections fair, held at Little Caesars Arena. Attendees met with representatives from colleges and employers to learn about their possible career pathways.



June 11, 2019 ALUMNI UNITED

Our newest affinity group, Alumni United, officially launched on this day, but members just couldn't wait to get started, participating in a National Volunteer Week event in April. Alumni United brings retirees and those on the verge of retirement together to network and make a positive impact in the community.



June 20, 2019 POWERED BY PENSKE

Penske Corp. helped rev up our volunteer efforts, announcing a \$500,000 investment to power our Seasons of Caring initiative over the next four years. "Penske Corp. is committed to the Southeastern Michigan community, and we believe the work being done by United Way is essential for the good of our area," said Penske Corp. Chairman and CEO Roger Penske. "We are proud to support the efforts of United Way."

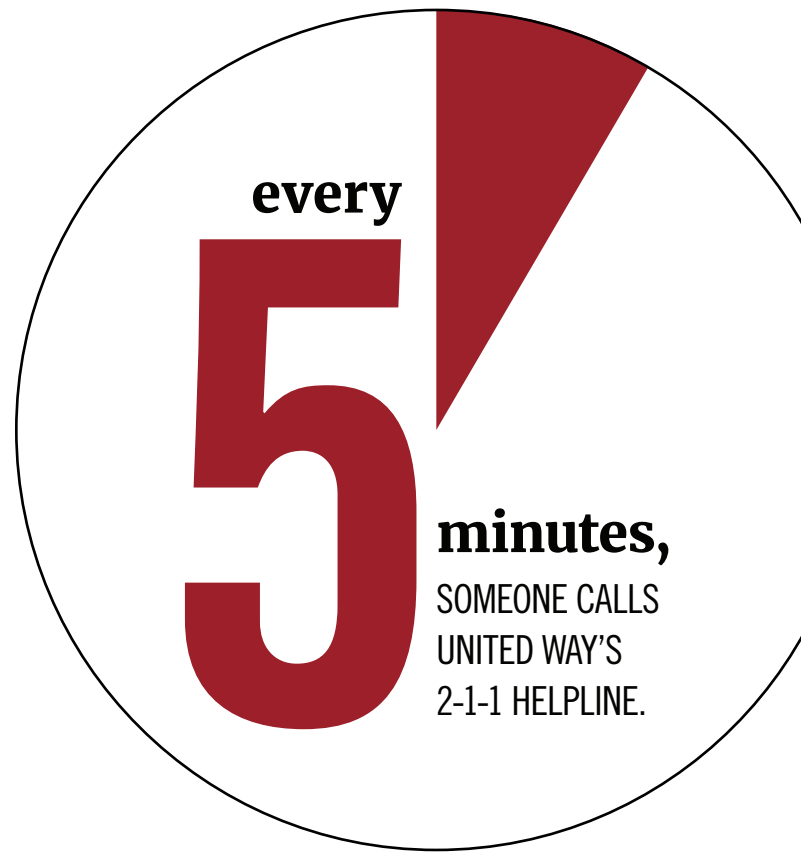


We work to ensure that families can meet their basic needs.

At United Way for Southeastern Michigan, we help people get out of crisis — and stay out. Together with our network of 133 health and basic needs community partners, we work to help people get the resources and support they need to reach stability.

Total investment: **\$28,697,320**

Total impacts made: **317,656**



2-1-1 HELPLINE

Our 2-1-1 helpline is there 24 hours a day, every day of the year to help people in crisis connect with the immediate help they need—like food, housing and utility assistance.

We know that 44 percent of people in Southeastern Michigan struggle to meet their basic needs, and the 2-1-1 call data shows it. Last year, people in need contacted our 2-1-1 helpline 141,702 times. The most requested needs were housing resources, with 37,297 people seeking help. A total of 12,365 people reached out to 2-1-1 for food assistance, and 10,924

people sought financial assistance.

Those individuals received 190,252 referrals to helpful services in their time of need.

The system will be even more efficient in the near future, as a \$300,000 gift from Roush Industries will help track and improve the long-term outcomes for individuals who call our 2-1-1 helpline.

141,702 calls and chats to 2-1-1 **INNOVATION POWERED BY: ROUSH.**



Top needs of 2-1-1 callers were housing, food and financial assistance.

“

If I hadn't called 2-1-1, I would have just been out on the streets with my kids.

Daisjona Whitson
Parent



UTILITY ASSISTANCE

We connected 15,735 people with utility assistance through the Michigan Energy Assistance Program (MEAP) and the Low Income Self-Sufficiency Plan (LSP). MEAP allows households to make affordable monthly payments and keep their utilities on. LSP connects people with resources like budget coaching and helps them work toward self-sufficiency.



15,735 people connected with utility assistance

BASIC NEEDS PARTNERSHIPS

Last year, we funded 39 partners with nearly \$4.6 million in basic needs grant funding. This helped connect families with housing, food and health care resources.



39 United Way partners received nearly **\$4.6 million** in basic needs grant funding



In Southeastern Michigan, 584,710 people are food insecure, 137,360 of whom are children.

At United Way, we work to increase access to free meals in schools and during the summer months, as well as help parents and caregivers improve their family mealtime practices.

one in six
1/6
CHILDREN
doesn't have enough to eat.

MEET UP AND EAT UP

During the summer months, we worked to connect families with 700 Meet Up and Eat Up meal sites across the region through block parties, door-to-door canvassing and referrals via our 2-1-1 helpline. In total, the sites served more than 1.3 million meals in the summer of 2018.

We also worked one-on-one with many of the site and meal sponsors, providing training, guidance and funding assistance. In 2019, we awarded \$250,000 in grants to help seven meal sponsors increase the quality of their food and efficiency of their programs. As a result of these grants, an additional 13,453 children were served meals.

As part of our Seasons of Caring initiative, United Way volunteers gave their time to improve three Meet Up and Eat Up summer meal sites for the families and children in those neighborhoods. Volunteers gave a total of 305 hours, which they spent laying mulch, painting picnic tables, building gardens and painting signs for the sites.

700 Meet Up and Eat Up summer meal sites served **13 million** meals

Increase of **13,453** children eating free summer meals in 2019.



“

My kids love Meet Up and Eat Up, and it gives me time to take a little break and prepare dinner and know that they're in a safe space with nutritious food and that they're also learning something.

Mellisa Burrell
Parent



BETTER WITH BREAKFAST

Better With Breakfast recognizes that students are more likely to succeed in school if they have access to school breakfast.

Last year, our Better With Breakfast initiative continued to grow with a commitment in Oakland Schools to expand school breakfast to an additional 3,500 students in the district.

There are 22 schools in our region that have worked with us to offer alternative breakfast options, like breakfast in the classroom or mobile food carts. Better With Breakfast has increased school breakfast participation by a daily average of 1,164 students across the 22 schools.

22 schools use the Better With Breakfast model

Average daily increase of **1,164** students eating breakfast



229 individuals completed the FEAST program

FEAST

We empower adults to support children as they develop eating skills with our nutrition education program, Feeding, Eating and Succeeding Together (FEAST). FEAST teaches adults how to provide the appropriate structure and leadership children need to grow into happy, healthy eaters. Last year, we partnered with Early Learning Communities, schools, Meet Up and Eat Up sites and nutrition education organizations to help 229 parents have more family meals and understand their children's picky eating.



We work to ensure that children are ready for school.

40 percent OF CHILDREN are not prepared to start kindergarten.

From newborns to new graduates, our education work in 2018-19 impacted children of all ages. We continued our work to help parents prepare their children for kindergarten and connect high school students with career pathways. We also instituted new programs to train caregivers and provide parents with helpful tips.

Total investment: **\$16,246,906**
Total impacts made: **143,890**

CHILD DEVELOPMENT ASSOCIATE PROGRAM

Our tools and training programs help parents and caregivers keep the learning going through kindergarten and beyond. With our partner, Leaps & Bounds Family Services, we made Child Development Associate training free of charge for 50 caregivers in our region who earned their certifications in 2018-19. As more caregivers become certified, the number of quality child care seats in Southeastern Michigan expands, because certified caregivers are able to care for more children. Our Women United affinity group is dedicated to this program and raised \$150,000 for it during the Women of Influence Summit in March.

50 caregivers certified
Each certified caregiver cares for as many as **20** children



“

If we take our children and do what's necessary, our children can soar. We have to give them a chance.

Danyelle Swift
Owner, Kidz Den Day Care

EARLY CHILDHOOD SUPPORT NETWORK

In the spring of 2019, the Michigan Department of Education announced that United Way for Southeastern Michigan will be awarded a five-year grant beginning in 2019-20 to establish an Early Childhood Support Network for our region. The network will serve as a one-stop shop for child care providers and families who seek resources to help children acquire the skills and knowledge they need for success in school and learning throughout life.

Received **5-year** grant for up to **\$20 million**

LITTLE STEPS

Learning starts at birth. Through our Little Steps program, we distributed 6,550 books to new parents at three Detroit hospitals: Ascension St. John, Henry Ford and Sinai-Grace. The goal is to help parents instill a love of reading in their children at an early age.



6,550 books distributed to new parents





As parents, we tend to think everything is perfect,
but a few little tweaks here and there
can have a big impact.

Jeff Miles
Senior Director, Center for Early
Childhood Excellence, United Way
for Southeastern Michigan



COLLEGE AND CAREER PATHWAYS

Our College and Career Pathways work ensures that more high school students are ready for life after graduation. Career fairs are one part of the equation. Between November's Find Your Future Career Exploration Fair and May's Career Connections Fair, 2,071 students got a glimpse of their potential future in 2018-19. We helped connect 300 students with summer jobs during the fair in May.

We offered 24 pathways in 19 Detroit high schools in 2018-19, reaching 7,722 students. These pathways connect students with real-life training in potential career paths like firefighting, nursing and media, while also preparing them for college.

2,071  **300**
students attended United Way career fairs students connected with summer jobs



SUMMER SPARK

As children grow older, their learning opportunities expand. Our Summer Spark program makes it easy for parents to find the right summer learning opportunity for their children based on cost, location and interest. During the 2018-19 fiscal year, 3,650 people used Summer Spark to find a program. The most popular search was for free weekday programs in Wayne County for elementary school students.



3,650 parents and caregivers used Summer Spark to find a program for their children



READY4K

We provide a simple tool that parents and caregivers can use to turn mundane moments into learning opportunities. Through Ready4K, participants receive text messages each week with helpful hints and learning tips that they can use immediately. A total of 2,091 families were enrolled in 2018-19.

2,091 families signed up for Ready4K

We work to ensure that people have the resources and skills to build better lives.

If families can't meet their needs, they can't prepare for the future. At United Way, we work to ensure that every person has access to the tools, resources and support systems they need to build their skills, income, financial capabilities, savings and wealth.

Total investment: **\$3,734,805**
Total impacts made: **32,731**

In 31 cities in our region,

more than 1/2
OF HOUSEHOLDS
can't make ends meet.

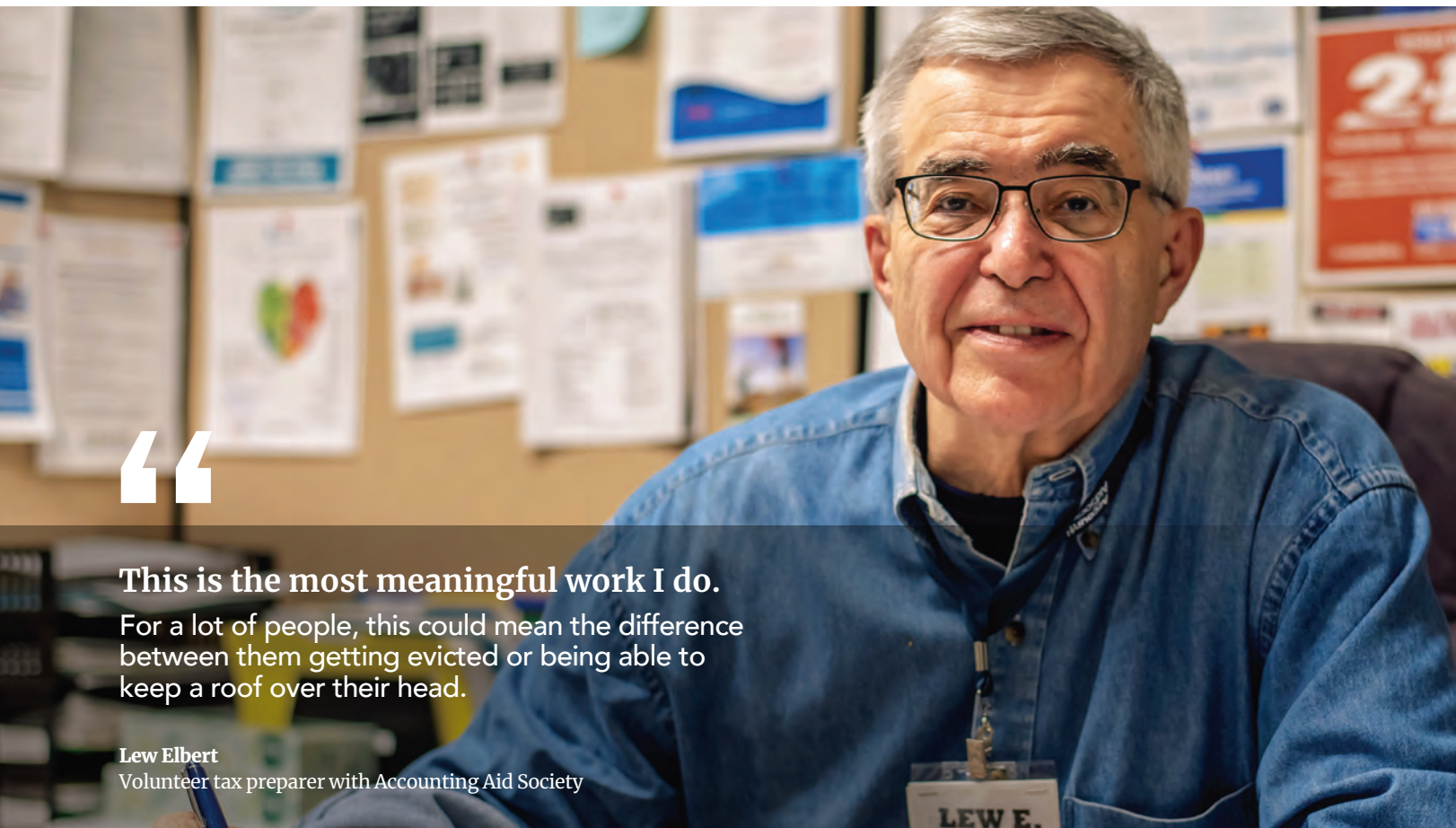
TAX PREPARATION

Tax refunds help workers keep more of what they earn, which helps their families and puts money back into the community. One of the best ways to increase refunds is by helping families claim the Earned Income Tax Credit (EITC).

Last year, United Way worked with Accounting Aid Society and Wayne Metro Community Action Agency to help 18,729 households access free tax preparation services. As a result, 4,154 households were able to claim the EITC, increasing their tax refund by as much as \$6,400.

Free tax preparation in 2019 put \$24.1 million back in the pockets of Southeastern Michigan individuals and families.

18,729 people connected with free tax preparation services
\$24.1 million put back in the pockets of individuals and families



“

This is the most meaningful work I do.

For a lot of people, this could mean the difference between them getting evicted or being able to keep a roof over their head.

Lew Elbert
Volunteer tax preparer with Accounting Aid Society

CENTERS FOR WORKING FAMILIES

When workers are financially empowered, they can keep more of what they earn and grow their financial cushion so they can live their best lives.

United Way operates the Greater Detroit Centers for Working Families (CWF) network in partnership with Detroit Local Initiatives Support Corp. Last year, 2,903 people received coaching through CWF programs at seven different organizations. Coaches helped individuals identify and reach their financial goals, such as increasing income, gaining employment, claiming benefits, building a savings account, increasing their credit score, tackling debt, or working toward a major purchase like a car or home.

In 2019-20, we will expand the network to include 13 community-based partners.

Greater Detroit Centers for Working Families helped **2,903** individuals reach their financial goals



DETROIT REGIONAL WORKFORCE FUND

Last year, we continued our role leading the Detroit Regional Workforce Fund with a goal of connecting low- and moderate-income individuals with training in growing and emerging career pathways. More than 2,100 people enrolled in programs our 23 DRWF partners provided, which helped them grow their workforce skills, advance their education and train for careers in high-growth fields like skilled trades, health care and green jobs.

Of the 253 individuals who enrolled in job training programs, **84%** were placed in jobs following graduation.

More than **2,100** people participated in education, job training and skill-building programs

Union workers pioneered United Way's workplace giving campaigns,

and we have partnered with labor unions to give, advocate and volunteer for our community's families for more than 70 years.



Give

The impact we make in the community is only possible thanks to the generosity of thousands of individuals like you who donate to United Way.

Your donations help make your neighborhood a better place now and will positively impact our community for generations to come. We appreciate everyone who makes the decision, year after year, to Give United. Thank you.

PHILANTHROPIC GROUPS

United Way philanthropic groups allow our supporters to use their time, talent and monetary gifts to make a difference in the areas of work they're most passionate about. These committed groups create lasting change for individuals and families across our region by transforming lives today and laying the foundation for future generations.

In 2018-19, these groups continued to make an impact in our community through giving and volunteerism.

Last year, 480 individuals had the honor of being part of our **Alexis de Tocqueville Society**, a distinguished group of donors whose gifts create large-scale impact in our community. In total, they gave more than \$6.5 million.

Our **Emerging Philanthropists** group of 160 passionate professionals combined socializing and networking with volunteerism and community impact in 2018-19. Together, they gave more than \$150,000 to United Way.

Our **Women United** group hosted its third annual Women of Influence Summit in March 2019 with our partner DTE Energy. This sold-out event brought more than 400 women together and raised \$150,000 toward our goal of ensuring that parents and caregivers have the resources they need to help children meet developmental milestones.

United Way's newest affinity group, **Alumni United**, was formed in 2019 to help retirees and those approaching retirement connect, collaborate and contribute to United Way's mission. Through Alumni United, members have the opportunity to engage with peers and participate in skills-based volunteer opportunities.

WORKPLACE GIVING

Corporate giving campaigns have been the lifeblood of United Way for almost as long as our organization has existed. Our labor union partners, corporate partners like Ford Motor Co., FCA, General Motors, DTE Energy, Lear Corp., Penske Corp. and Comerica Bank — plus the thousands of employees who work at these companies and make annual gifts — help support their neighbors in need, provide a lifeline in times of crisis, and build a better future for all our children.

Last year, we were proud to work with 504 corporate partners and more than 30 labor union partners. Without them, our work would not be possible.

See our top corporate partners on Page 28.

Corporate partners also hosted several fundraisers and events that combined fun and philanthropy, including golf outings, networking mixers and art auctions.

In the fall of 2018, more than 200 employees from our partners, FCA, Ford and Bosch, joined our Run United team that participated in the Detroit Free Press Marathon, raising nearly \$90,000 to support our work in the community. The team was supported by a sponsorship from our partner, Ford.

In the spring of 2019, 70 FCA employees ran more than 100 cumulative miles in one day to raise funds for United Way. They raised more than \$19,000 by the end of the event.

In June 2019, our partner, Marathon, hosted a golf outing for its contractors and raised more than \$120,000 for United Way.

MORE THAN
91,000
DONORS AND
FUNDRERS GAVE
\$60.9
MILLION
IN 2018-19.

Advocate

Together, our voices can change lives. United Way advocates help advance public policy that strengthens our communities.

At United Way for Southeastern Michigan, we know that our mission can't be fully realized unless it's supported by good public policy. That's why last year, we worked to inform and influence legislators in Lansing and Washington, D.C., on behalf of the communities we serve. We also mobilized our network of thousands of advocates to use their voice to persuade lawmakers at the local, state and federal levels to support policies aligned with United Way's values and vision for the region.

IN 2018-19,
OUR ADVOCATES
SENT A TOTAL OF
1,549
MESSAGES
TO STATE AND
FEDERAL
LEGISLATORS.

PROTECTING SNAP BENEFITS

Throughout the summer and fall of 2018, our advocates spoke out against proposed cuts to the Supplemental Nutrition Assistance Program (SNAP). As legislators in Congress debated the 2018 Farm Bill, some suggested changes that would have added in strict work requirements and cuts that would result in 250,000 children losing access to free and reduced-price school meals.

In total, our advocates sent 203 messages to legislators. In December, thanks to the messages of our advocates and thousands of others across the country, Congress passed a Farm Bill that protected SNAP benefits for hardworking families.

INCREASING STATE TAX CREDITS

In the spring of 2019, Gov. Gretchen Whitmer proposed to double the state's Earned Income Tax Credit (EITC) from 6 percent to 12 percent of the federal credit, which would put thousands of dollars back in the pockets of working Michiganders. Beginning in June, our advocates sent 113 messages to legislators asking them to support the increase.

Though the proposal had yet to pass as of the end of 2019, United Way for Southeastern Michigan remains committed to increasing the EITC at the state and federal levels.

STANDING UP FOR STRUGGLING FAMILIES

In March 2019, our president and CEO, Dr. Darienne Hudson, joined our Policy Team in Lansing for a day of meetings with state legislators to discuss policies that help close the cost-of-living gap for working families. The day of action focused around the release of our latest ALICE (Asset Limited Income Constrained and Employed) Report, which shows that nearly half of the families in our region struggle to afford the cost of basic needs like health care, child care, food, housing and transportation.

"The ALICE Report demonstrates that we have serious, systemic issues to address if we are to ensure that every family who's working hard and playing by the rules can sustain that good quality of life here in Michigan," said House Democratic Leader Christine Greig, who represents Michigan's 37th District.

ADVOCATING FOR EARNED PAID SICK TIME

In 2018, our advocates stood up in favor of a ballot initiative that would have given voters the opportunity to ensure all Michigan workers have access to earned paid sick time.

United Way provided key support in the effort to gather more than 380,000 signatures to place the question on the ballot. Given the clear and overwhelming support from voters, the state legislature chose to enact the new law without sending the question to the ballot. However, legislators then introduced a bill in October 2018 to significantly reduce benefits under the new law before it could take effect. Our advocates sent 1,181 messages to legislators asking them to keep paid sick benefits in place as originally enacted.



In March 2019, our president and CEO, Dr. Darienne Hudson, joined our Policy Team in Lansing

for a day of action educating legislators about the struggles of working families who can't afford the cost of basic needs like health care, food and housing.



“

ANY ONE INCIDENT — A CAR BREAKS DOWN OR A CHILD BREAKS THEIR ARM — CAN THROW A STRUGGLING FAMILY INTO A STATE OF FINANCIAL CRISIS.

KYLE DUBUC
DIRECTOR OF POLICY, ADVOCACY & GOVERNMENT RELATIONS,
UNITED WAY FOR SOUTHEASTERN MICHIGAN

Thanks to support from our partner, Penske Corp.,

we launched our Seasons of Caring initiative in 2018-19, helping volunteers commit to making a difference year-round.



Volunteer

Last year was record-breaking for our volunteerism efforts.

We started the year by setting our first volunteer hour goal of 25,000 hours, asking volunteers to make a year-round commitment to service through our Seasons of Caring initiative. When the 2018-19 fiscal year came to a close, our 11,810 volunteers had logged 36,028 hours of service.

Our volunteer portal continued to provide a place for our nonprofit partners and volunteers to connect, with 131 partners using our portal in 2018-19.

None of this would have been possible without the support of our partner, Penske Corp., and we're grateful for its commitment to volunteerism and sponsorship of Seasons of Caring.

CORPORATE VOLUNTEERISM

Last year, employees from our corporate partners showed their dedication through volunteerism. Throughout the year, 3,167 individuals participated in 136 corporate volunteer projects, including neighborhood cleanups with our partner organizations and supporting education by working with kids.

Partners like Quicken Loans and Honigman continued to help prepare teens for success in school and life through enrichment programs The Network and Honigman Academy, respectively.

In the fall of 2018, Comerica employees showed how much they care and spent a day volunteering with us for the Detroit Lions Hometown Huddle. Comerica staff and other community volunteers gave a total of 260 hours.

Never was the commitment of our corporate partners so apparent as during our Volunteer United week of service in June. That week, 287 volunteers from our partners EY, DTE Energy, FCA, Target, UBS, Fujikura Automotive, IHS Markit, Foley & Lardner LLP and ITW Global gave a total of 894 volunteer hours.

CAMPAIGN KICKOFF

In September 2018, United Way and our campaign cabinet kicked off our 2018-19 fundraising and volunteer efforts with a pep rally and volunteer event. The event was held at three locations, where 565 volunteers packed 4,000 literacy, hygiene and interview kits to be distributed by our partners to individuals and families in need.

"I love volunteering and being part of something bigger than me," said dedicated volunteer Makeba Bacon. "Together, we can make a difference in the world around us."

NATIONAL VOLUNTEER WEEK

Every April, our volunteers take part in big projects during National Volunteer Week. In 2019, we focused our efforts on growing literacy in our community. During the one-day project, 325 volunteers spent a combined total of 1,286 hours building 25 mini libraries and assembling 950 reading comprehension kits.

IN 2018-19,
11,810
VOLUNTEERS GAVE
36,028
HOURS
OF SERVICE.



SEASONS OF CARING
PRESENTED BY **PENSKE**



Mark Petroff
Chair
OneMagnify

Lizabeth Ardisana
Immediate Past Chair
ASG Renaissance LLC

David Foltyn
Vice Chair
Honigman LLP

Mark Stiers
Treasurer
DTE Energy

Deborah Macon
Secretary
Community volunteer



Tonya Allen
Skillman Foundation

Elizabeth Alvarez
Slalom Consulting
Kelly Services*

Bryan Barnhill II
Ford Smart Mobility LLC

Rick Blocker
Metro Detroit AFL-CIO (retired)

Beth Chappell
RediMinds



Mark Davidoff
The Fisher Group
Deloitte LLP*



Jeff Donofrio
State of Michigan
City of Detroit*



Andrew Echt
Applebaum Ventures



Luanne Thomas Ewald
C.S. Mott Children's Hospital and
Von Voigtlander Women's Hospital
Children's Hospital of Michigan*



Sam Fogleman
KPMG



Lisa V. Ford
William and Lisa Ford Foundation



Scott Garberding
FCA US LLC



Charles E. Hall
UAW, Region 1 (retired)



Jeneanne Hanley
Lear Corp.*



Srikant Inampudi
McKinsey & Co.



Hassan Jaber
ACCESS



James Jacobs
Macomb Community College



Leslie Murphy
Murphy Consulting Inc



Cindy Pasky
Strategic Staffing Solutions



Sandra Pierce
Huntington National Bank



Terry Rhadigan
General Motors Company



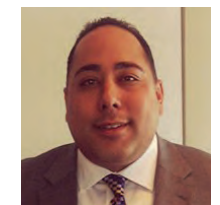
Michael Ritchie
Comerica Bank



Jim Robinson
Chemical Bank



Lynda Rossi
Blue Cross Blue Shield of
Michigan



Ed Sjaie
Bank of America Private Bank



Kristin Smallwood
PwC



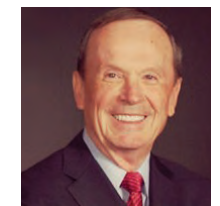
Reginald Turner
Clark Hill PLC



James Vella
Ford Motor Company Fund (retired)



Nikolai Vitti
Detroit Public Schools
Community District



Ken Whipple
Community volunteer

* Former company

Our work in the community is only possible with the support of the United Way for Southeastern Michigan board of directors and campaign cabinet, as well as our corporate and nonprofit partners.

This section provides a look at our 2018-19 board of directors, a glimpse into the work of our campaign cabinet, some highlights of the generosity of our corporate partners and a list of our community partners. Without them, our work would not be possible. Their knowledge, expertise and effort power our mission. Together, we work to help households become stable and ensure children have the support they need to thrive.

Campaign Cabinet

Every year, United Way for Southeastern Michigan's Campaign Cabinet leads the charge to achieve our ambitious goals for fundraising and giving volunteer time in support of the community.

Composed of leaders from more than 40 companies, the individuals who serve on our cabinet give their time to ensure that the critical work of United Way can continue, year after year.

In 2018-19, Joe Hinrichs, Ford Motor Co. president, Automotive, took the reins as cabinet chair. We closed the year with \$42.8 million raised and more than 36,000 hours of volunteer service.

24 “At Ford, we’re proud that we’ve partnered with United Way for almost 70 years,” Joe said of his commitment to being cabinet chair. “We want to celebrate that.”

“
AT FORD, WE'RE PROUD THAT WE'VE PARTNERED WITH UNITED WAY FOR ALMOST 70 YEARS. WE WANT TO CELEBRATE THAT.

JOE HINRICHS
 FORD MOTOR CO.



2018-19 Campaign Cabinet

Joe Hinrichs
 Campaign Cabinet Chair
 Ford Motor Co. (retired)

Lizabeth Ardisana
 ASG Renaissance

Joseph Aristeo
 Aristeo Construction Co.

Aurora Battaglia
 Comerica Bank

Rick Blocker
 Metro Detroit AFL-CIO (retired)

Jeff Bullard
 Penske Corp.

Alison Couzens
 Jackson Dawson

Mark Davidoff
 The Fisher Group
 Deloitte LLP*

Larry Drake
 KUKA Systems Group

Thomas Esser
 DENSO International America Inc.

Joseph Fadool
 BorgWarner Inc.

Jeff Firestone
 UPS

Rory Gamble
 UAW

Regan Grant
 Stoneridge
 EY*

Vinnie Johnson
 Piston Group

Rainer Jueckstock
 Tenneco

Jeff Kalinowski
 FCA US LLC

Joseph LaFeir
 IHS Markit

Lori Lancaster
 Dakkota Systems

Rachael Lerebours
 Eaton

Evan Lyall
 Roush Industries

Sheela Manyam
 Blue Cross Blue Shield of Michigan

Betsy Meter
 KPMG

Frederick Minturn
 MSX International

Todd Nissen
 Ford Motor Co.

Tiffany Otis-Albert
 Blue Cross Blue Shield of Michigan

Carey Oven
 Deloitte LLP

Rene Palileo
 Ford Motor Co.

Roger Penske
 Penske Corp.

Mark Petroff
 OneMagnify

Ryan Pickens
 Aptiv

Barbara Pilarski
 FCA US LLC

Anup Popat
 Systems Technology Group

John Rakolta III
 Walbridge

Andra Rush
 Rush Group LLC

John Salter
 American Axle and Manufacturing

David Sanders
 EY

Ray Scott
 Lear Corp.

Cassandra Shortridge
 UAW

Paul Signorello
 FCA US LLC

Aaron Sikora
 PwC

Amit Singhi
 Piston Group

Brad Simmons
 Ford Motor Co.

Bill Smith
 American Axle and Manufacturing

Lisa Smith
 Ford Motor Co.

Mark Stiers
 DTE Energy

Paul Thomas
 Bosch

Alexander Weiten
 Durr Systems Inc.

Bruno Welsch
 Durr Systems Inc.

Lori Wingerter
 General Motors Co.

* Former company



JANUARY 2019: FAST MONEY

◀ Ford Motor Co. donated a car that brought in \$2.5 million via auction to help the community. Ford donated the Ford GT Heritage Edition VIN 1, with a paint job inspired by the Ford GT40s that won the 24 Hours of LeMans in 1968 and 1969. NASCAR team owner Rick Hendrick entered the winning bid, with all proceeds going to United Way for Southeastern Michigan.

Community Partners

The work we do to help families become stable and ensure children can thrive is only possible with the support of our partners. From Better With Breakfast schools to our Greater Detroit Centers for Working Families; from neighborhood groups and churches to government entities and foundations, we're proud to work with nearly 250 local, state and national partners.

THANK YOU, UNITED WAY 2018-19 PARTNERS!

482Forward*

- A**
- Academy of the Americas - PK-12
- Access for All (HRDI)
- Accounting Aid Society*
- Achievement Network
- Active Faith Community Services
- Adlai Stevenson Elementary School
- Advantage Alternative High School
- Allen Elementary School
- Alternatives For Girls*
- Alzheimer's Association - Greater Michigan Chapter
- Amelia Agnes Transitional Home
- American Federation of Teachers •
- American Red Cross of Southeast Michigan*
- Arab American and Chaldean Council*
- Arab Community Center for Economic and Social Services* •
- The ARC Michigan
- Ascension St. John Hospital
- At Bat*
- Atlantic Impact*
- Attendance Works
- B**
- Back Alley Bikes*
- The Baldwin Center*
- Benjamin Carson High School of Science and Medicine
- Big Brothers Big Sisters of Metropolitan Detroit*
- Big Green*
- Bing Youth Institute*
- Black Family Development*
- Book Nook
- Boys & Girls Clubs of Southeastern Michigan*
- Brilliant Detroit*
- buildOn*
- C**
- Campaign for Black Male Achievement*
- CARE of Southeastern Michigan*
- Caring Community Center & Housing Development
- Cass Community Social Services
- Catholic Charities of Southeast Michigan*
- Center for Community Based Enterprise
- Central High School
- Central United Methodist Church
- Chaldean Community Foundation*
- Children's Hospital of Michigan •
- Church of the Holy Spirit
- City of Detroit
- City Year*
- The Clarence E. Phillips Ascend Foundation •

- Class Act Detroit*
- Coalition on Temporary Shelter*
- Cody High School
- Common Ground
- Communication and Media Arts High School
- Communities In Schools*
- Community & Home Supports
- Community Housing Network*
- Community Sharing Outreach Center
- Community Social Services of Wayne County
- ConnectED: The California Center for College and Career
- Corporation for a Skilled Workforce
- Covenant House Michigan
- Crossroads of Michigan
- D**
- Davis Aerospace Technical High School at Golightly
- Delray United Action Council
- Detroit Black Community Food Security Network*
- Detroit College Access Network*
- Detroit Collegiate Preparatory High School at Northwestern
- Detroit Economic Growth Corporation*
- Detroit Employment Solutions Corporation*
- Detroit Food Academy*
- Detroit Future City •
- Detroit Hispanic Development Corporation* •
- Detroit Impact*
- Detroit International Academy
- Detroit Jazz Festival
- Detroit Justice Center
- Detroit Parent Network*
- Detroit Public Schools Community District •
- Detroit Public Schools Foundation*
- Detroit School of Arts
- Development Centers*
- Diversified Services*
- DiverseNote*
- DMC Sinai-Grace Hospital
- Doing Development Differently in Metro Detroit*
- E**
- East English Village Preparatory Academy
- Eastern Market Corporation
- Eastpointe Middle School
- EcoWorks*
- Educational Data Systems
- The Empowerment Plan*
- Everybody Ready
- F**
- Fair Food Netork*
- Family Independence Initiative

- First Congregational Church of Gibraltar
- First Step*
- Fish and Loaves
- Focus: HOPE*
- Fordline Elementary School
- Forgotten Harvest*
- Franklin Wright Settlements*
- Frederick Douglass Academy for Young Men
- Furniture Bank of Southeastern Michigan*
- G**
- Generation
- Gleaners Community Food Bank of Southeastern Michigan*
- Glenn W. Levey Middle School
- Goodwill Industries of Greater Detroit*
- Greater Detroit Agency for the Blind and Visually Impaired*
- Grogan Elementary School
- The Guidance Center
- H**
- HAVEN*
- Hazel Park Junior High School
- Henry Ford Health System •
- Henry Ford High School
- Highland Elementary School
- Holy Temple Church of the Living God
- HOPE
- Hospitality House Family Pantry
- Huron Valley Adult Education
- I**
- International Institute of Metropolitan Detroit*
- INVEST Roosevelt Alternative High School
- J**
- Jewish Family Service of Metro Detroit*
- JVS Human Services
- JOURNi
- Junior Achievement*
- K**
- Kelly Services •
- Ken's Krew*
- Kresge Foundation •
- L**
- Lakeshore Legal Aid
- Latin Americans for Social and Economic Development*
- Leaps & Bounds Family Services*
- Legal Aid and Defender Association*
- Lighthouse of Oakland County
- Lincoln Park High School
- Lincoln Park Middle School
- Living Arts
- The Lomas Brown, Jr. Foundation*

- M**
- Macomb Children's Healthcare Access Program
- Macomb Community Action*
- Macomb Community College •
- Macomb County Rotating Emergency Shelter Team
- Macomb County Warming Center
- Macomb Family Services* •
- Macomb Feeding the Need
- Macomb Food Program
- Macomb Homeless Coalition*
- Macomb Intermediate School District
- Make Food Not Waste
- Mariners Inn
- Martin Luther King Jr. Senior High School
- Matrix Human Services* •
- Metro Detroit AFL-CIO*
- MI Time to Care
- Michigan College Access Network
- Michigan League for Public Policy* •
- Michigan United
- Morris Adler Elementary School
- Mothering Justice
- Mumford High School
- N**
- NAACP - Detroit Branch •
- National Kidney Foundation of Michigan*
- Neighbor for Neighbor
- Neighborhood House
- Neighborhood Legal Services Michigan*
- Neighborhood Service Organization*
- O**
- Oakland Family Services*
- Oakland HOPE
- Oakland Livingston Human Service Agency*
- Oakland County Sheriff PAL*
- Open Door Outreach Center
- Operation ABLE of Michigan/Spectrum Human Services*
- Operation Refuge
- Osborn High School
- OU-Pontiac Initiative
- Oxbow Elementary School
- Oxford/Orion FISH Food Pantry
- P**
- Parent Powered
- People's Community Services of Metropolitan Detroit
- Perfecting Community Development Corporation
- Pershing High School
- Pontiac High School
- Pontiac Middle School
- Public Allies
- Pure Word Missionary Baptist Church
- R**
- Read to a Child
- Reading Works
- Redford Interfaith Relief
- Ruth Ellis Center*
- S**
- The Salvation Army - Harbor Light The Salvation Army, Eastern Michigan Division*
- The Salvation Army, Booth Services

- The Salvation Army, Citadel Corps
- The Salvation Army, Conner Creek Corps
- The Salvation Army, Dearborn Heights Corps
- The Salvation Army, Detroit Temple Corps
- The Salvation Army, Farmington Hills Corps
- The Salvation Army, Grandale Corps
- The Salvation Army, M.A.T.T.S.
- The Salvation Army, Mt. Clemens Corps
- The Salvation Army, Plymouth Corps
- The Salvation Army, Royal Oak Corps
- The Salvation Army, Wayne Westland Corps
- Samaritan Center
- Samaritas
- SER Metro-Detroit, Jobs for Progress*
- Shelters Elementary School
- Society of St.Vincent de Paul
- South Oakland Shelter*
- Southeastern High School
- Southeast Michigan Community Alliance*
- Southfield Regional Academic Campus
- Southwest Solutions*
- St. Aloysius Church Community and Outreach Center
- St. Christine Christian Services
- St. Dominic Outreach Center
- St. Patrick Senior Center
- St. Suzanne Cody Rouge Community Resource Center*
- St. Vincent and Sarah Fisher Center*
- Starfish Family Services*
- T**
- T.E.A.*
- Thompson K-8 International Academy
- Tides Foundation*
- True Love Evangelistic Ministries
- True Rock Community Outreach
- Turning Point*
- U**
- United Community Housing Coalition*
- V**
- Vandenberg Elementary School
- W**
- Walker-Miller Energy Services
- Wayne County College Access Network
- Warren Consolidated Schools
- Wayne Children's Healthcare Access Program*
- Wayne County Department of Health, Veterans & Community Wellness
- Wayne Metropolitan Community Action Agency*
- Webb Elementary School
- West Side Academy of Information Technology and Cyber Security
- Western International High School
- Wilma Angel of Mercy
- Winning Futures*
- Women Who Weld*
- World Medical Relief*
- Y**
- Yad Ezra
- YMCA of Metropolitan Detroit*
- Youth Development Resource Center*
- The Yunion*

- Z**
- Zaman International*
- Zee Computer & Information Center

Funding Partners

In addition to our 500+ corporate partners, our work in 2018-19 was made possible with funding from these nonprofit, foundational and government partners.

- Ballmer Group
- Blue Cross Blue Shield of Michigan Foundation
- Elizabeth, Allan and Warren Shelden Fund
- Ford Foundation
- Kellogg Company 25-Year Employees Fund, Inc.
- McGregor Fund
- Ralph C. Wilson, Jr. Foundation
- Siemer Institute for Family Stability
- The Kresge Foundation
- The Skillman Foundation
- WK Kellogg Foundation
- Consumer Financial Protection Bureau
- Corporation for National and Community Service
- Early Childhood Investment Corporation
- Michigan Community Service Commission
- Michigan Department of Education
- Oakland County
- State of Michigan
- Wayne County
- American Heart Association of Michigan
- Detroit Employment Solutions Corporation
- National Fund for Workforce Solutions
- National Skills Coalition
- United Way Worldwide

* Funded Partner
• Community Impact Council



Thank you to our top corporate partners

DTE



GENERAL MOTORS

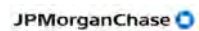
FCA

FIAT CHRYSLER AUTOMOBILES



Comerica

PENSKE



RAYMOND JAMES







**United Way
for Southeastern Michigan**

3011 W. Grand Blvd., Suite 500
Detroit, MI 48202

UnitedWaySEM.org