

LIVE UNITED

Advancing the Common Good



Over the past year, United Way of Greater Battle Creek has been undergoing some very exciting changes in the way donor dollars are invested back in the community. While we have always been extremely responsible with the contributions in which we have been entrusted, it is safe to say that the change to Advancing the Common Good as our strategic

direction has helped make us more focused and deliberate with the investments we make as well as the ability to clearly measure and report on the results the programs are achieving.

Advancing the Common Good builds on the ideal that one's fate is tied to the fate of others and that all of society benefits from improvements in quality of life. United Way works on behalf of the common good, helping to make steady advances in society by identifying and addressing common problems.

Our community faces tough challenges – economically, demographically and socially. The solutions for these issues are complex and require partnership, collaboration and aggressive goals in order to achieve community change.

According to a recent study, Calhoun County is in the top 10 of the unhealthiest counties in the State of Michigan.¹ Some of our city's school districts continue to see alarming drop-out rates, from 2.26 – 24.81%² and we know that high school completion is critical to social and economic independence. For example the median annual income for workers with less than a high school diploma is \$19,339 for males and \$9,419 for females.²

Connecting the dots...

United Way of Greater Battle Creek's mission is to mobilize the caring power of the community to Advance the Common Good by measurably improving lives. We have a vision of greater Battle Creek as a vital, caring community by providing support for the building blocks for a good life – a quality education that leads to a stable job, income to support a family, good health and access to basic human needs.

United Way of Greater Battle Creek, working with a network of community leaders, donors and agencies, is uniquely positioned to identify effective solutions that increase people's access to the resources they need to be healthy and self-sufficient and improve the quality of life for all.

Together with you and our program delivery partners, United Way can bring about broad social change, by focusing on the underlying, fundamental issues that serve as obstacles to opportunity.

You are invited to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED.



Chris Sargent
President & CPO

CONNECTING THE DOTS

- ADVANCING THE COMMON GOOD
- EDUCATION, INCOME & HEALTH
- PROVIDING FOR BASIC NEEDS
- LASTING CHANGES
- LIVE UNITED

ADVANCING THE COMMON GOOD
Advancing the common good means creating opportunities for a better life for all.

EDUCATION, INCOME & HEALTH
There are certain things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. United Way will address these issues while continuing to provide a safety net for our community's basic needs.

LASTING CHANGES
Our goal is to create long-lasting changes by addressing the underlying causes of problems.

LIVE UNITED
Living united means being a part of the change.

Our Mission:

The mission of United Way of Greater Battle Creek is to mobilize the caring power of our community to Advance the Common Good by measurably improving lives.

Our Vision:

A vital, caring community supporting the building blocks for a good life - a quality education that leads to a stable job, income to support a family, good health and access to basic human needs.



United Way of Greater Battle Creek

Board of Directors

Frank Hardgrove, CHAIRPERSON Kellogg Retiree	Jackie DeHaan, AGENCY REPRESENTATIVE Guardian Finance & Advocacy Services	Ed Feld RWDSU Local 374/Post Foods	Tim Kool Heritage Chevrolet	Kevin Patrick RWDSU Local 374/Post Foods
G. Edward Haring, CHAIR-ELECT Kellogg Community College	Jim Cochrane, CO-CHAIR, PIC DHS	Jan Frantz Battle Creek Unlimited	David Lucas VanderVoort, Christ & Fisher PC	John Schwencer Union Counselors
Todd Turcotte, TREASURER	Kevin Andrews Kellogg Company	Dejanay Frederick Battle Creek Central High School Student	Creighton Mabry Abundant Grace Covenant Church	Doug Stewart Battle Creek Health System
Linda Miller, SECRETARY EmploymentGroup	Julie Bosley Kellogg Company	Dale Kimball B.C. Area Educators' Task Force	William Muth Kellogg Company	Frank Walker Federal Center-DES

Source:
1. "County Health Rankings: Mobilizing Action Toward Community Health," a health report card for almost every one of the nation's more than 3,000 counties, released by the Robert Wood Johnson Foundation and the University of Wisconsin's Population Health Institute.
2. The Coordinating Council (TCC) of Calhoun County – 2009 Community Report Card