

Community Impact

United Way of Greater Battle Creek (UWGBC) is working to Advance the Common Good by creating opportunities for a good life for all. There are certain things 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 addresses these issues while continuing to provide a safety net for our community's basic needs.

In June 2008, UWGBC's Board of Directors unanimously voted to accept the strategic plan to implement United Way Worldwide's investment strategy model of Advancing the Common Good.

UWGBC understands that the goal of building the foundation for a better life for all cannot be accomplished in isolation. So we have sought the assistance of community members, experts in the field, and service providers to make up a Vision Council related to each of the focus areas: education, income and health. The Vision Council is brought together to identify the most critical needs and challenges for the people of this community.

The first focus area addressed was Health. As a result, the Vision Council determined that in order to improve the overall health in greater Battle Creek investments needed to be made in four priority areas, each with an intended result.

- 1) Access to Health Care - all individuals have access to health care services
- 2) Maternal and Infant Health - all babies are born healthy and thrive
- 3) Healthy Lifestyles - increased quality and years of life
- 4) Basic Needs - filling health services' gaps

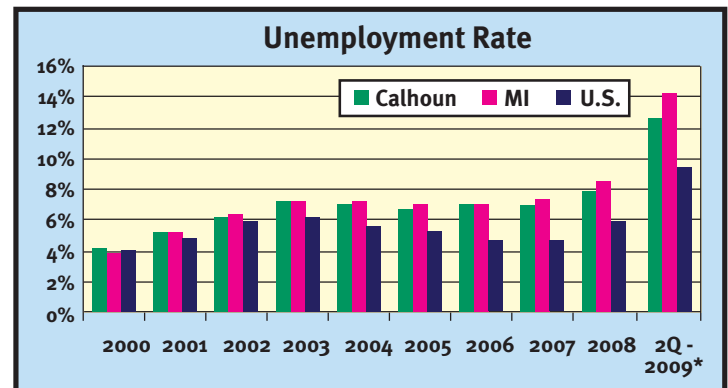
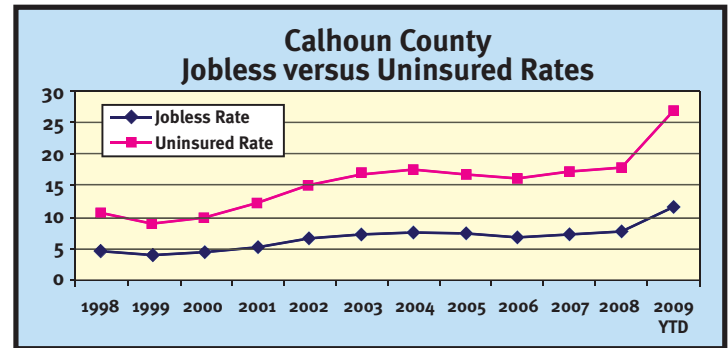
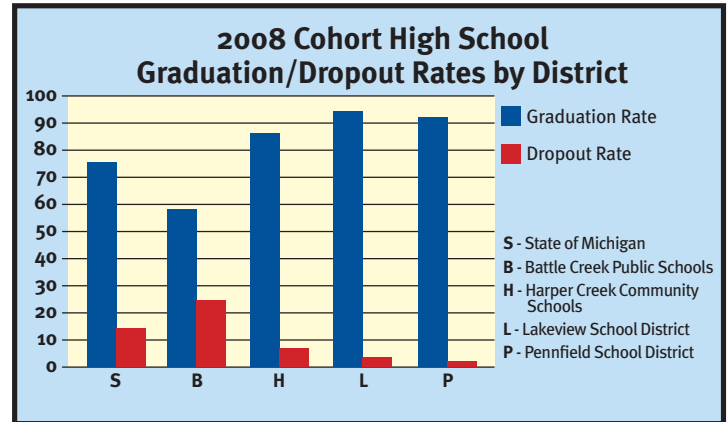
In February 2010, UWGBC announced allocations of \$1,040,000 to help ensure healthier lives in greater Battle Creek.

During the fall 2009, Vision Council members began convening around the Education focus area (helping children and youth to achieve their potential through education) to develop the community goal and priority areas. This put UWGBC on track to accept program proposals in late spring/summer 2010 and begin funding approved programs July 1, 2011.

By fall 2010, Vision Council members will begin the process of developing the Income focus area (helping families become financially independent). Once developed, program proposals will be accepted with funding for approved programs to begin July 1, 2012.

In the midst of the transition to Advancing the Common Good, UWGBC has maintained allocations of roughly \$2.4 million to programs approved for 3-year funding under Community Safety Net, Bright Futures and Strong and Successful Families. The former focus areas will transition to Health, Education and Income, respectively, with community programs submitting new proposals for funding aimed at aligning services with specific priority areas. Programs will provide measurable service results as well as evidence of impact in our local community.

Source: TCC 2009 Community Report Card. For full report, visit www.tcccalhoun.org



*2nd quarter 2009 are seasonally adjusted



Thank You!!

Volunteers are an integral part of United Way of Greater Battle Creek, providing guidance and leadership to every aspect of our work.

Community members serve in various capacities from vision councils and investment teams to campaign coordinators and event organizers. They each bring unique perspectives and experiences to our organization. And while we value each and every one of them, it is the Board of Directors who is the backbone of our organization, making investment decisions and leading the strategic direction for the future.

The Board is made up of a group of very dedicated individuals representing many aspects of the community. In addition to attending monthly meetings, board members are asked to provide their expertise on various United Way committees.

This year United Way of Greater Battle Creek is saying good-bye to four board members; Kevin Patrick, Jerry Schmidt, Jackie DeHaan, and Dejanay Frederick (student board member from BCCHS). All have brought much insight and dedication to the board during their term, for which we are deeply appreciative.

We thank all of the board members for their commitment to Living United!