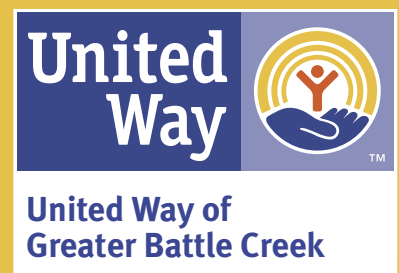




## What Matters - January 2008

what matters.®



# What Matters

## Board of Directors

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G. Edward Haring  
Kellogg Community College

Bill Knapp  
Tri-County Labor Agency

Pastor Creighton Mabry  
Abundant Grace Church

Rocky Marsh  
BCTGM Local 3-G  
Kellogg Company

Michael Marshall  
Student, Harper Creek High School

Linda Miller  
EmploymentGroup

William Muth  
Kellogg Company

Jonice Neville  
Ralston Foods

Kevin Patrick  
RWDSU Local 374  
Kraft Foods, Post Division

Luis Rivera  
Calhoun County Sheriff's Department

Jerry Schmidt  
W.K. Kellogg Foundation

Frank Walker  
Federal Center - DES

## United Way Success Story:

### Nena and William Allen & Roy Davis

*Following is the story of how one family survived tragedy and got back on their feet thanks to the services they received from the Red Cross and Charitable Union. United Way funds disaster services through the Red Cross and free clothing and household goods through the Charitable Union.*

**Nena:** God awakened me, tapping on my shoulder. "Go check on your son" was the message in my head. Roy was asleep next to me; nothing seemed unusual. I found William lying asleep in his bed and there were flames ten feet from his head! I scooped my son up and went back to wake Roy, "Honey, the house is on fire. Get up."

**Roy:** I smelled smoke and could see a haze above us. I told Nena and William to stay low—what they taught us to do in the Navy. We could hear the blaze crackling below us and pop, pop, pop! No smoke detectors were going off, which is strange since ours go off even when we cook.

**Nena:** It was God who woke me up. The floor of our third floor Rivers apartment was really hot and it cracked when we walked across



it to get out. We found our apartment door standing wide open! Not only had God woken us up, but He opened the door for us, too.

**Roy:** Just after we stepped into the hallway, the floor of our apartment caved in behind us. Escaped just in time! The fire doors in the hallway wouldn't open, so Nena and William followed air they felt on their legs that took them to another apartment's balcony. Meanwhile, I finally got one of the fire doors open. I rushed down the stairs, scooping up a boy who was dazed and just standing a floor below, and got us both to safety.

**Nena:** I couldn't see or breathe, but I just followed the air to the balcony with brave William taking every step with me. He never screamed or cried or said he was scared. It was from that balcony that a firefighter put up a ladder and rescued us. When we got to the parking lot, I lost my calm and fell into hysteria; I thought Roy was still inside.

**Roy:** I soon found them. We got out of the fire alive. That was great. But the care we got afterwards was awesome.

**Nena:** We lost everything in the fire except my jewelry box, and we

had no insurance. Nobody in the fire did. The Red Cross was there immediately and made sure rent was covered for a temporary place to live. They gave us vouchers to stores and to the Charitable Union for furniture, clothes, and bedding. They even helped us get replacement eyeglasses—and Roy can't function without his special lenses.

**Roy:** They made us feel like there's somebody out there who cares about us. Everybody was so generous; we were able to furnish a house again. We became better people when we could look past all the things we had just lost but still say, "But we got us . . . and we almost didn't."

**Nena:** They are awesome folks who helped us and we send them blessings.

— Nena Allen & Roy Davis

## Our Mission:

The mission of United Way of Greater Battle Creek is to mobilize the caring power of our community to measurably improve lives.

## Our Vision:

Our vital, caring community will have strong families and children, brighter futures through learning and individuals who are healthy and self-sufficient.

## See More Stories Like Nena and Roy's

Nena and her family have a great story to share, but theirs is just one story of the many lives touched through United Way-supported programs. United Way has documented ten of those stories through a photography exhibit entitled "Faces United: Stories from United Way of Greater Battle Creek."

To see this exhibit, visit our website at [www.unitedwaybattlecreek.org](http://www.unitedwaybattlecreek.org).

If you would like to display the exhibit in your workplace, call us at 269.962.9538.

[www.unitedwaybattlecreek.org](http://www.unitedwaybattlecreek.org)



United Way of Greater Battle Creek

# What Matters

## United Way Campaign Tops \$5.1 Million Goal Community commits \$5,106,390 to changing lives!

On December 13, 2007 campaign Co-Chairs Gene Miyamoto and Erick Stewart announced at a wrap-up celebration at the Holiday Inn that United Way of Greater Battle Creek surpassed its \$5.1 million goal to tally up pledges of \$5,106,390.

"We are thrilled to announce this record-setting number," said Erick Stewart, co-owner of Stewart Industries and this year's campaign co-chair. "It was a tough year, there's no doubt about it. But, we can't say 'thank you' enough to our fantastic Campaign Cabinet, all the businesses and organizations that run campaigns, the campaign coordinators and, most importantly, each and every donor!"

"This \$5.1 million in pledges says so much about our community," said Campaign co-chair Gene Miyamoto, chief operating officer for Battle Creek Health Systems. "We are living in difficult economic times, but our friends and neighbors still find a way to give more each year to help those in need. I am grateful to be part of a community that so clearly values philanthropy and the importance of helping individuals who need food, shelter, education and other services."

The 2007 Community Solutions Campaign ran from September 6, through November 15. During the Wrap-Up event, Campaign Cabinet members highlighted the successes of the campaign and gave special thanks to the campaign coordinators who run the company or organization campaigns.



Left - Gene Miyamoto, Campaign Co-chair and Chief Operating Officer of Battle Creek Health System, Mike Larson, United Way of Greater Battle Creek and Erick Stewart, Campaign Co-chair and Co-Owner of Stewart Industries.

Below Left - Bill Birch, DENSO Manufacturing of Michigan, Inc., Joe McCorkle, LaSalle Bank, Ed Haring, Kellogg Community College, Bill Knapp, Tri-County Labor Agency and Jerry Schmidt, W.K. Kellogg Foundation.

Below - Erick Stewart and Gene Miyamoto, 2007 Campaign Co-chairs speak passionately about the difference that can be made in the lives of members of the greater Battle Creek community thanks to the \$5,106,390 raised through this year's Community Solutions Campaign.

Much of the success of United Way's annual campaign is due to significant growth in the largest corporate accounts, including Kellogg Company, the W.K. Kellogg Foundation, DENSO Manufacturing Michigan, Inc., Kraft Foods/Post Division, II Stanley and the Combined Federal Campaign. This year, Kellogg Company and its employ-

professional officer of United Way of Greater Battle Creek. "Our campaign volunteers organized dozens of fund raisers - auctions, bowling tournaments, bake sales, penny wars, poinsettia sales, golf outings, motorcycle rides and shopping trips. Several individuals even took a pie in the face to help raise money for United Way. We are grateful for every penny raised and we pledge to continue ensuring that donations are



ees and retirees increased their giving by bringing the Kellogg total to a record \$2.7 million.

"Surpassing our goal is due in large part to the many hours put in by local volunteers," said Mike Larson, president and chief pro-

wisely invested to help individuals in need."

Unrestricted or undesignated donations support United Way's Community Solutions Fund, which provides funding for more than 50 local programs through 33 non-profit agencies. The programs fall



into one of three priority areas: Safety Net (programs that help meet basic needs such as food and clothing), Bright Futures (programs that support education and literacy) and Strong Families (programs that strengthen families and children). United Way staff and trained volunteers monitor these programs to ensure they produce measurable results that change lives.

The Wrap-Up event also recognized the success of the 2007 Days of Caring, which was a year of "firsts" in many respects. For the first time in its 14-year history more than 2,000 people from some 25 local companies or organizations participated in the annual Days of Caring that took place from late August through mid-November. Volunteers did everything from read to preschoolers to distribute fresh food to low-income families. Days of Caring is meant

to provide a rewarding personal experience that allows volunteers to see how their caring makes a difference in people's lives. Kellogg Company had an astounding 1,547 volunteers participate in this year's Days of Caring, also a first for the campaign.

DENSO Manufacturing of Michigan, Inc. (DMMI) led the way with the first ever on-site volunteer project. A collaboration between DMMI, Stewart Industries and the Food Bank of South Central Michigan allowed hundreds of employees from each of the company's three shifts to participate in packing backpacks of food on their lunch hour. A mock assembly line was set up in the cafeteria where more than 600 backpacks were filled for distribution to at risk children by the Food Bank.

2007 United Way raffle winners were also announced during the event. For a list of winners and more information, please see page five.

United Way's Campaign Cabinet is a group of committed volunteers who spend hours working with the businesses and organizations that run United Way employee campaigns. Cabinet members provide advice and assistance to campaign coordinators and help explain why participating in the campaign is vital to the Battle Creek community.

## Labor of Love: Union Liaisons fill homes with hope!

The holidays are certainly a time of giving. But in the Battle Creek/Kalamazoo area there is a group of labor workers that pull together year round to ensure that families that are struggling financially have the best holidays possible.

The Calhoun/Kalamazoo Union Counselors Association stays busy throughout the year raising funds to

be able to chock full boxes of food to distribute to 50 families in need in the community. At any given time during the year you are likely to find labor union liaisons serving up hot dogs, nachos and beverages at the Kellogg Arena concession stands. All in an effort to raise as much money as possible to provide families with a week's worth of food at the holidays. The group also

gives funds to the Tri-County Labor food pantry throughout the year.

"The boxes we put together at the holidays aren't your average food boxes," said John Schwencer the Union Counselors community service chairperson. "They are filled with about \$60 worth of food. We know these families are struggling and over the holidays their kids are

Right - Ray Smith a member of RWDSU Local 374, and Bill Knapp of the Tri-County Labor Agency are two of the union liaisons that volunteered their time packing boxes of food for families in need this holiday season.



out of school with no other means for a meal. We not only want to provide them with a complete meal for Christmas, but want to ensure they have enough for other meals too."

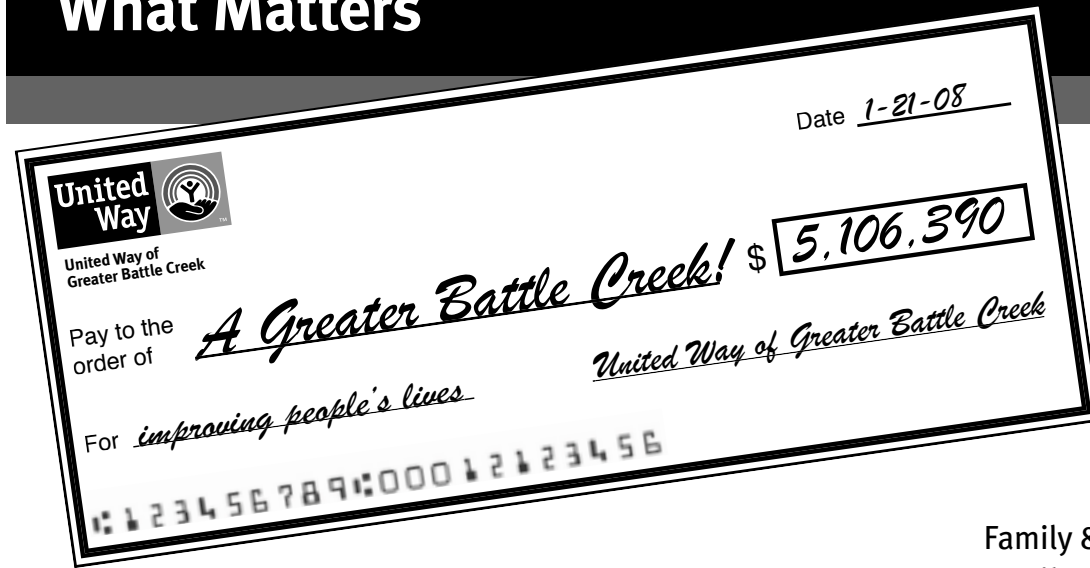
Imagine your shopping cart at the

Continued on page 8

# What Matters

# What Matters

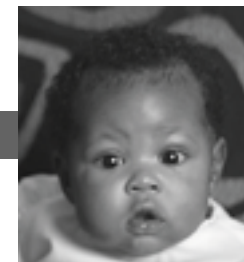
# Thank you...



United Way of Greater Battle Creek and our program delivery partners extend our most sincere appreciation to the following businesses and organizations, and especially to their employees, for supporting the 2007 Community Solutions Campaign. Together we are having an impact on the problems of our community and we are changing lives.

A.G. Edwards  
 AAA Michigan  
 ASMO Manufacturing  
 AT & T  
 Atlas Sales  
 Altivity Inc.  
 A-Z Key Shop  
 Battle Creek Community Foundation  
**Battle Creek Enquirer**  
**Battle Creek Health System**  
**Battle Creek Public Schools**  
 Battle Creek Tile & Mosaic  
 Battle Creek Unlimited  
 Best Buy  
 Bickford Cottage  
 Big Brothers/Big Sisters  
 Binder Park Zoo  
 Body Shop Supply  
 Burnham Brook Community Center  
 C.A.R.E.S.  
**Calhoun County**  
 Calhoun County Medical Care Facility  
 Calhoun Intermediate School District  
 Case, Foster-Potter, Kunitzer PLLC  
 Charitable Union  
 Chemical Bank

**City of Battle Creek**  
 CN  
**Combined Federal Campaign**  
 Comcast  
**Comerica Bank**



Community Action Agency  
 Community Inclusive Recreation  
**Consumers Energy**  
 Cook-Jackson Company  
 CSM Group  
 Darrell Burke Construction Co.  
 Davis Oil Company  
 DeBree & Associates Insurance  
**DENSO Manufacturing Michigan, Inc.**  
 Disability Resource Center  
**Duncan Aviation**  
 EmploymentGroup  
 EPI Printers  
 Erick Henkel Auto  
 Ermisch Travel  
 Exopack

Family & Children Services  
**Family Health Center**  
 Farley-Estes Dowdle Funeral Home  
 Fed Ex  
 Felpausch Food Centers  
 Fifth Third Bank

Firestone  
 Fisher Spiegel Kunkle & Gerber PC  
 Food Bank of South Central Michigan  
 G.H.S. Corporation  
 Gallagher Uniform  
 GM Delphi  
 Godfrey Jewelers  
 Goodrich Quality Theatres  
 Guardian Finance & Advocacy Services  
 Guido A. & Elizabeth H. Binda Foundation  
 Harper Creek Public Schools  
 Heritage Chevrolet  
 Hi-Lex America, Inc.  
 Hilliard Lyons  
 HomeLife, Inc.

**HUB Insurance Services**  
**I I Stanley**  
 IBM  
 JC Penney  
 Jessup Group  
 Johnson Controls  
 John Ter Avest Insurance Agency

Kambly Living Center  
**Kellogg Community College**  
 Kellogg Community Federal Credit Union  
**Kellogg Company**  
 Keyes-Davis  
 Kohl's  
**Kraft Foods/Post Division**  
 Lakeview Public Schools  
 LaSalle Bank  
 Lassen Pontiac Buick Cadillac  
 Legal Services of South Central Michigan  
 Lifecare Ambulance  
 Local Union 333  
 Lowes  
 Macy's  
 Massachusetts Mutual Insurance

Maverick Express  
**Meijer - Columbia & Beckley**  
 Meyer's Toy World  
 Michigan Heartland  
 Goodwill Industries  
 Mid Michigan Mechanical Contractors  
 Midwest Radio

**Miller Foundation**  
 Millers Wholesale, Inc.  
 National City Bank  
**Nationwide Insurance**  
**Norman Foods**  
 NorthPointe Woods  
 Omega Castings, Inc.  
 Organizational Development Solutions  
 Pak Mail  
 Pennfield Public Schools  
 Pfizer  
 Physician Practice Marketing  
 Plante & Moran PLLC  
 Pyper Products  
**Ralston Foods, Inc.**  
 Regional Medical Lab  
 RE/MAX Perrett Associates, Inc.

Rhoades Construction Company  
 Richard A. Henry Funeral Home  
 Robert B. Miller College  
 Rock-Tenn Company  
 S.A.F.E. Place  
 S.N.A.P. Preschool & Childcare  
 Sam's Club

**Semco Energy**  
 Shaw Funeral Home  
 Sheriff-Goslin Company  
 Southwest Regional Rehabilitation Center  
 State Employees Combined Campaign  
 State Farm  
 Stewart Industries  
 Substance Abuse Council

Summit Pointe  
 Sunshine Toyota  
 Systex Products Corporation  
 Target  
 The Planning Group  
 TJ Maxx  
 Toyota Tsusho America, Inc.  
**TRMI, Inc.**  
 United Health Group  
 United Way of Greater Battle Creek  
**UPS**  
 Vandervoort Christ & Fisher PC  
 Volunteer Center of Battle Creek  
 Wachovia Securities  
 Walgreens  
 Wal-Mart  
 Waste Management  
 WBCK FM/WBXX FM  
 Williard Public Library  
**W.K. Kellogg Foundation**  
 Worgess Insurance Agency  
 Yellow Book

\*Names in bold are the top 25 accounts

## Congratulations 2007 Raffle Winners!

Each year, United Way organizes a raffle drawing as part of the annual campaign. In order to qualify for the drawing, entrants must donate at least \$3 per week or \$156 annually.



The 2007 Community Solutions Campaign raffle winners were announced at the United Way's Wrap-up event. Three of the five winners were able to attend the event to accept their prize. Front row: Bradley Schmitz of DENSO Manufacturing Michigan, Inc. was the 4<sup>th</sup> prize winner of a \$250.00 Kohl's Shopping Spree, Debra Gallagher from Battle Creek Public Schools was the 5<sup>th</sup> prize winner of a 27" TV and (back row) Lori Williams from I I Stanley was the Grand Prize winner of 2 round-trip airplane tickets to anywhere in the Continental U.S. Not pictured: James Keil of the Michigan Air National Guard was the 2<sup>nd</sup> prize winner of a \$500 Savings Bond from LaSalle Bank and George Bailey from the Defense Logistics Information System (DLIS) was the 3<sup>rd</sup> Prize winner of a Best Buy Kodak Digital Camera Package.

## Chris Sargent named Vice President of Resource Development



United Way of Greater Battle Creek is pleased to announce that Chris Sargent has accepted a full-time position with the organization as Vice President of Resource Development, effective December 20, 2007. Sargent, who served as director of resource development over the past three years, will expand his role to include overseeing the annual Community Solutions Campaign, leadership giving, and planned giving programs. With 12 years of experience in fundraising, United Way is pleased to have him aboard on a full-time basis.

## Thank You Campaign Cabinet!

This year's Campaign Cabinet members include: Campaign Co-chairs Erick Stewart and Gene Miyamoto, Frank Walker, J.R. Reynolds, Mike Cope, Dizzy Warren, Cindy Ruble, Ed Haring, Joe McCorkle, Jim Burkheimer, Tracy Miller, Hal Fisher, Al Byam, Russ Claggett, John Hallacy, Janet Lyon, Gerrie Baarson, Victoria Reese, Kelly Boles-Chapman, Floyd Gallegos, David & Cathy Lucas, Dennis Duval, Carlton Lartigue, Preston Hicks, Tim & Lyn Kool, Charlie & Anne Burnham, Kevin Patrick, Rocky Marsh, Julie Bosley, Bill Birch, Jerry Schmidt, Todd McDonald.

## What Matters

### Kellogg Company Sets Record for Caring: Employees and Retirees Raise \$2.7 Million for United Way

Kellogg Company employees and retirees are donating more than ever to United Way of Greater Battle Creek – \$2.7 million. Kellogg's President and CEO David Mackay and Dr. Celeste Clark, senior vice president, global nutrition and corporate affairs, joined nearly two dozen employees that serve on Kellogg's United Way Leadership Team to announce the donation on November 5, 2007 at Family Health Center of Battle Creek, one of the local organizations operating programs funded in part by United Way.

"Our employees and retirees take pride in generously supporting United Way and its partner agencies," said Dr. Clark. "Together, we are helping to meet critical human needs in the community where we live and work."

More than one hundred years ago W.K. Kellogg's ready-to-eat cereal innovation changed the way people eat breakfast. Today, Kellogg Company employees and retirees have made a statement that they too want to make a lasting difference in the lives of those in the Battle Creek area.

A check for \$2.7 million was presented by the Kellogg employees to United Way of Greater Battle Creek 2007 Community Solutions Campaign Co-chair Erick Stewart, Mike Larson, United Way president and CPO and A.J. Jones, president and CEO of the Family Health Center. Stewart is Co-owner of Stewart Industries, an auto parts sub-assembly and inspection company located in Fort Custer.

"The support that United Way receives from Kellogg is just absolutely outstanding," said Stewart. "David and Celeste bring a great spirit to the campaign that can be seen throughout the Company."

The Kellogg total is made up of employee and retiree pledges, a dollar-for-dollar match of pledges from Kellogg's Corporate Citizenship Fund and revenues from fundraisers conducted by employees

tives like the OB/GYN Services provided by our host here today, the Family Health Center of Battle Creek."

"Kellogg's employees contribute more than just dollars to this campaign they also give of themselves with sweat equity," said Gene Miyamoto, Campaign Co-chair and chief financial officer of Battle Creek Health Systems. "It is almost unimaginable to think that nearly 1,500 Kellogg volunteers have been mobilized throughout the community over the past few months."

Miyamoto is referencing the employees who have participated in 2007 United Way Days of Caring projects; building homes, distributing clothing, serving

food to the hungry and helping to clean up parks around the community, to name a few. All told, some 130 groups of employees have volunteered for more than a dozen organizations. Kellogg employees account for seventy-five percent of the volunteers that have given back to the community through the Days of Caring.

Including the \$2.7 million contributed to United Way of Greater Battle Creek, Kellogg has pledged \$4.6 million for its company-wide campaign. Kellogg campaigns around the country will benefit 26 communities.

With the announcement of the Kellogg contribution United Way of Greater Battle Creek was sixty percent of the way to reaching the 2007 Community Solutions Campaign goal of \$5.1 million.



### Federal employees raise \$273,000 locally through Combined Federal Campaign

Frank Walker the 2007 Calhoun County Combined Federal Campaign (CFC) chairperson proudly announced that the federal employees in Calhoun County had raised more than \$273,000 for this year's Campaign.

The CFC is made up of eleven federal agencies comprised of: DLIS, DES, DRMS, GSA, US Postal Service, VA Medical Center, Social Security Administration, Naval Reserve Center, 110th Fighter Wing, United States Marine Corps and Federal Aviation Administration.

"The thing that makes this total really amazing is that every dollar raised comes from the federal employees," said Frank Walker, CFC chairperson. "There are no matches from Uncle Sam."

The theme of this year's CFC campaign was "Help Our World Forward." To Walker, this meant that every federal employee was given the opportunity to make a choice... a choice to make a difference in the lives of their neighbors and communities around the world.

"I certainly think our employees showed their commitment to that message," added Walker.

One hundred percent of the funds raised will go to qualifying charities and locally agencies will receive more than \$122,000 from the CFC campaign.

The campaign total was announced at a Local Federal Campaign Committee (LFCC) meeting held at the United Way of Greater Battle Creek on December 11, 2007. Appropriately, each of the committee members was presented with a plaque with a photo of the world, representing the campaign's theme. They were also given a plaque to take back and present to their organization for the role they played in the success of the campaign.

Two longtime members of the LFCC, Glenn Holmwall from DLIS and Larry Karns from GSA, were retiring shortly after meeting. The group took the opportunity to let them know what their leadership and support has meant to the success of the local CFC.

Karns had been involved in the campaign as a keyworker since 1997 and had been a member of the Local Federal Campaign Committee since 2000. In 2002, he served as chair of the Calhoun County CFC.

Holmwall supported the Calhoun County CFC for many years as a keyworker for DLIS and as a member of the Local Federal Campaign Committee. He served as chairperson of the Calhoun County CFC in 1992.



Back row (l-r): Al Meyer, DES; MSgt. Robert Parks, 110<sup>th</sup> Fighter Wing; Glenn Holmwall, DLIS; Steve Sprague, DRMS; Larry Karns, GSA; Gerry Gagnon, United Way of Greater Battle Creek, Thomas Ebeling, SSA. Front row: Rosemary Barroso, DES; Frank Walker, DES; Debbie Brand, USPS. Missing from photo: TSgt. Jason Baize, 110<sup>th</sup> Fighter Wing; Patrick Gault, VA and Carl Fletcher, FAA.

## What Matters

### United Way of Greater Battle Creek Joins Effort To Help Residents Recoup Tax Money



You or someone you know may be eligible for as much as \$4,700 in credits on your 2007 federal income tax return through the Earned Income Tax Credit (EITC). If you worked in 2007, had children living with you and earned less than about \$39,000 or if you have no children living with you and earned less than \$14,000, you could qualify!

EITC can drastically change the lives of low- and moderate-income workers. You could owe less in taxes and get cash back from the IRS. Even if you don't owe income tax you can get the credits and you will not risk the loss of other public benefits. Refunds you receive from EITC will not count as income when you apply for or renew benefits like food stamps, SSI, Medicaid, cash assistance, or public housing.

In 2006, more than 22 million workers claimed more than \$41 billion in Earned Income Tax Credits alone. But each year, there are still millions of eligible workers that are at risk of missing out on these important federal tax benefits because they do not know they qualify, do not know how to claim the credits, or do not know where to find free tax filing assistance. In Michigan alone thousands of residents qualify for the EITC, but many are passing up some serious money without even realizing it. United Way and Community Action Agency of South Central Michigan are teaming up to change that.

United Way of Greater Battle Creek is investing \$30,000 to help make sure area residents know about the EITC and to have greater access to Volunteer Income Tax Assistance (VITA) sites. United Way's Board of Directors approved the funding to Community Action Agency of South Central Michigan (CAA) in October 2007. The commitment is twice as much as last year's contri-

but ion, in an effort to make VITA sites more accessible so that eligible residents have a greater opportunity to take advantage of these credits they have earned.

VITA sites are a free service designed to help save low-income families on tax preparation fees. A VITA volunteer works hand in hand with individuals to help them prepare their taxes. This can be the first step to understanding their personal finances.

United Way, CAA, and others are working to get the word out with a multi-layered awareness campaign. Television and radio ads are now spreading the word about the EITC throughout South Central Michigan. In addition, flyers are being distributed through social service agencies, employers, schools and email.



If you have questions about the EITC, you can call 211 for more information. You can also visit [www.youearnedit.org](http://www.youearnedit.org) or [www.irs.gov](http://www.irs.gov) to learn more. That's where you can check to see if you might be eligible for the EITC. The web-

site can also help you find the right tax forms and figure out what you need to have on hand when you fill out your tax forms or visit a tax preparer.

#### VITA sites are available throughout the area and can be accessed by calling to schedule an appointment

##### Battle Creek

CAA-VITA ..... 269-441-0985  
 Burnham Brook Center..... 269-441-0985  
 Miller College..... 269-660-8021 ext. 2702



Albion College..... 517-629-0424  
 Barry County ..... 269-948-4260  
 Branch County..... 517-279-9325  
 St. Joseph County ..... 269-467-4506

### Albion-Homer United Way Closing In On \$90,000 Campaign Goal

Albion-Homer United Way is well on its way to completing a successful campaign. With last year's largest company campaign, Caster Concepts, still in progress, Albion-Homer has already reached 98 percent of its' ambitious goal of \$90,000.

"There is still much work to be completed," said John Ropp, Albion-Homer United Way executive director. "With the statewide economic condition we are facing, local non-profit agencies are struggling to make ends meet and many count on the funds they receive from their local United Way campaign, so we will continue to turn every stone before this campaign is finished."

The 2007 Annual Campaign

kicked-off September 11 and has been gaining steadily ever since under the leadership of campaign co-chairs Eric Miller, Chief of Public Safety for Albion and John Kirkbride, Homer Chief of Police, recently retired.

The campaign reached 60 percent of goal by late November with a number of new corporate citizens weighing in with their support to make a difference. New corporate employee campaigns included the likes of Steel Products, Continental Carbonic, DJS Systems, County National Bank, plus many other smaller companies.

"We are very pleased to see the willingness of a number of local corporations to conduct employee cam-

paigns for the first time, or rejoin the campaign after an absence," said Ropp. "It shows that during tough economic times corporate citizenship is still important to our local companies... you need to



#### Albion-Homer United Way

take your hat off to their leadership and generosity as well as the commitment from their employees."

In addition to corporate employee campaigns, there were a number

of new leaders that displayed their commitment to the community through a gift to United Way. Folks like Complete Industrial Services, Bellissima Bridal, Plassman & Company, Team One Plastics, Triangle Plumbing, Cascarelli's in Homer, and many others stepped up with a corporate donation.

There were a few organizations that increased their 2007 campaign by a substantial amount. Leading the way was Homer Schools with a 400 percent increase over last year, followed by Premier Corrugated and Albion College with a 245 percent and 30 percent increase respectively. "It shows a real commitment and a tribute to the organization's leadership to significantly increase a campaign

over the previous year," commented Ropp.

Ropp could not say enough about the fantastic job that Albion College did this year with the campaign, raising almost \$17,500. The College plays a critical part in the success of the overall campaign each year and this year's increase, in-light of the local economy and enormous need, speaks volumes regarding the character of the College faculty.

Contributions are still being accepted. Anyone interested in making a donation should call Albion-Homer United Way at 517-629-2645 or visit the website at [www.Albion-HomerUnitedWay.org](http://www.Albion-HomerUnitedWay.org).

# What Matters

## Thank You Campaign Volunteers!!!

United Way campaign volunteers are creative when it comes to raising dollars to help people in need. Volunteers organized everything from penny wars to pies in the face, auctions, raffles, shopping trips, poinsettia sales, bowling tournaments and more to help boost United Way's annual campaign. Pictured below are just some of the activities enthusiastically organized by our volunteers.



*Top Left: Calhoun Intermediate School District (CISD) is one of the organizations that held numerous fundraising activities to raise additional funds for their United Way campaign. Employee contributions along with fundraisers generated \$16,143 for the 2007 campaign. Pictured: (front row) Nancy Stulberg, Marshall United Way; John Ropp, Albion/Homer United Way, Teresa Osborne, United Way of Greater Battle Creek, Jean Rogers, Marshall United Way, Mary Ellen Currie, CISD; and ReNae Anderson, CISD (back row) Sherry Anderson, Marshall United Way; and Tina Bigelow, CISD.*



*Bottom Left: Calhoun County Prosecutor, John Hallacy, was the proud winner of the Outhouse Supplies themed gift basket that was part of the Calhoun County employee campaign, benefiting the three United Way's in the County. The gift baskets, along with employee contributions and other activities raised more than \$24,000 for the County campaign.*



*Left: One fundraiser Duncan Aviation employees participated in this year to raise funds for their United Way Campaign was a Halloween costume contest. Employees dressed up in their favorite costume and their co-workers voted for them by donating a buck for each vote. Costume contest participants include: (l-r) Marci Ratliff, Karina Moore, Dean Williams, Alan Huggett, and Natalie Hosfeld.*

### Labor of Love - continued from page 3

grocery store filled with \$60 worth of groceries. That is what is packed into these boxes. Instant potatoes, cereal, Pop Tarts, canned vegetables, peanut butter, a canned protein item such as spam or corned beef hash and a ham for the holiday table, to name just a few of the items.

The canned hams for the boxes were donated by United Way of Greater Battle Creek with cereal and snacks donated by the city's three cereal companies' unions. Any excess food was taken to Tri-County Labor's food pantry for distribution to other families.

A group of about twenty labor liaisons packed into the RWDSU Local 374 Union Hall to volunteer their time filling the boxes. Like a well oiled machine... one of these in each box, two of these, three of these.

"The boxes are distributed to families in need in Calhoun/Kalamazoo counties. Some may go to union workers who have come across tough times, our neighbors who have hit a rough patch, but a good number go to people we don't know, people who have been referred to us by another labor worker, etc." stated Schwencer. "It really is a labor of love for all of us who invest our time in this throughout the year."



*Union liaisons from the Battle Creek/Kalamazoo area are busy packing boxes of food to distribute to families in need. Each box contained roughly \$60 worth of food and personal care items. Enough to not only provide the family with a holiday meal, but to ensure the kids had enough to eat while off on holiday break.*

# United

*in unity is strength, in strength, stability, in stability, future*

United Way of Greater Battle Creek has worked diligently and passionately to meet the growing needs of our community for more than 85 years. United Way has had a profound impact on the health and community by supporting families and programs that provide food, shelter, education and more.

Yet each year, United Way faces the challenge of an annual campaign, the success of which dictates the level of community investment the organization can provide.

As needs grow and change, and economic cycles fluctuate, it becomes essential to engage in strategic planning for resources that will help meet the challenges of tomorrow.

United Way of Greater Battle Creek and the Battle Creek Community Foundation bring together more than one hundred years of excellence in community building. Their respective strengths and expertise inspired leadership in both organizations to partner in building a unique planned giving and endowment program. These efforts will provide a lift in uncertain times, the ability to prepare for problems yet unimagined and a way to ensure United Way is in a position to leverage every opportunity for the good of the community.

Through the United Legacy Endowment, you can keep giving forever. This is because United Way invests the endowed funds through the Battle Creek Community Foundation to ensure resources for the future. All gifts to The United Legacy Endowment will support United Way of Greater Battle Creek perpetually, and the investment expertise of the Battle Creek Community Foundation will guide and administer those funds.



*If you would like to receive more information about how to make a gift to United Way of Greater Battle Creek that lasts forever, please call Mike Larson or Sheila Cannatti at 269.962.9538 or send an e-mail to [Legacy@uwgbc.org](mailto:Legacy@uwgbc.org).*

### Save These Dates!

**Annual Meeting  
March 13, 2008**

**Campaign Kick-Off  
September 4, 2008**

**Campaign Wrap-Up  
December 11, 2008**

### Save These Dates!