

Welcome!

OCEANA DEEP DIVE



Enjoy your breakfast & start some conversations!

CONVERSATION STARTERS:

- What are your agency needs or struggles?
- What are the assets and resources your agency has to help one another to serve Oceana County? (volunteer network, building space, connection to community, or communication outlet, resource bank - food, personal care, books etc.)

Agenda

- 9:00-9:15** BREAKFAST & NETWORKING
- 9:15-9:30** FOUNDATION WELCOME
- 9:30-9:45** GRANT WORKSHOP
- 9:45-10:00** OTHER FUNDERS
- 10:00-10:15** Q&A PANEL
- 10:15-10:30** BREAK
- 10:30-11:30** GUIDED CONVERSATIONS
- 11:30-11:55** OPEN NETWORKING
& RESOURCE SHARING
- 11:55-12:00** CLOSING REMARKS

GOALS FOR TODAY:

- Reconnect, post-pandemic
- Share resources
- Discuss Oceana County needs & issues
- Collaborate & communicate
- Everyone leaves today with at least one new idea, opportunity, or connection.



3 Key Functions of a Community Foundation:

1. Creating change through leadership, grants, and scholarships
2. Growing permanent charitable dollars
3. Encouraging generous donations to good causes

Mission: The Community Foundation for Oceana County exists to enhance the lives for the people of Oceana County by leading, promoting, and channeling philanthropy to connect resources with needs



About the Community Foundation for Oceana County

- Established in 1989 as an affiliate of the Community Foundation of Muskegon County
- Became an independent Community Foundation in 2020
- Hold over 190 funds named for donors and special causes
- Assets totaling over \$17 million at the end of 2022
- Added just under \$2.5 million in gifts to our assets last year
- Awarded \$976,000 in grants & scholarships last year
- 35 new funds in last 3 years.

Foundation Impact Programs:



**Read early.
Read often.**

Your child's success
depends on it!



Community Assessments



Join us for a year of
**Learning, Connection
& Community**

Leadership Learning Lab

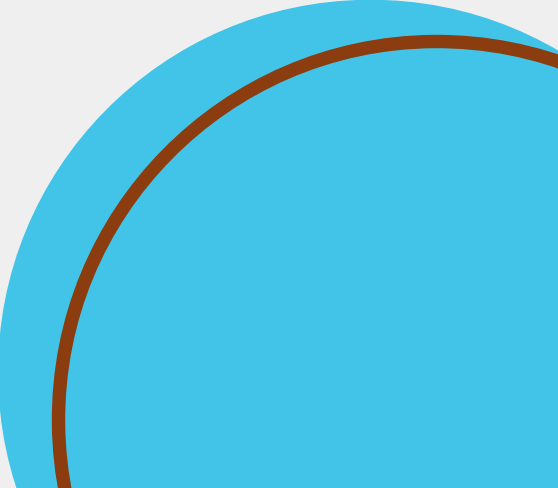
What more can we do to help our nonprofit, government, and business leaders to sustain their work, increase their impact and work together for social change?

- Year long program with leaders from Oceana, Mason & Manistee Counties (up to 16 participants)
- Monthly learning sessions, small group learning pods, individual reflection, time management, suite of nonprofit capacity building skills
- Partnership with Frey Foundation, Rotary Charities & 10 Community Foundations (top of the mitt)
- Application opens up this spring
- 2023 cohort starts in fall
- <https://www.rotarycharities.org/apply-III>



Michigan Nonprofit Relief Fund

designed to provide small Michigan nonprofits with general operating support.

- Application open through May 5
 - \$35M relief fund (ARPA Funds)
 - LEO & MNA partnership
 - 501c(3) agencies only (see list for exclusions)
 - Nonprofits eligible for assistance are those that experienced negative economic impacts or disproportionate impacts of the pandemic
 - See link for all the info - <https://www.mnaonline.org/services/nonprofit-relief-fund/overview>
- 



2022 Grant Highlights

\$976,213 in total grants!

Fund Type	Grants Awarded
Field of Interest	\$82,283
Project/Service	\$164,865
Donor Advised	\$313,210
Designated	\$24,714
Agency	\$75,806
Scholarship	\$237,060
Unrestricted	\$70,121

GRANT CATALOG



THE COMMUNITY FOUNDATION FOR OCEANA COUNTY

2022 FALL COMMUNITY GRANT CATALOG

GIVING TOGETHER

The Community Foundation for Oceana County's grantmaking committees are currently reviewing grant proposals from non-profit organizations serving Oceana County.

We are inviting our donor advisors to partner with us to stretch our limited competitive grant resources and serve more community needs. If you would like to fully, or partially fund, any of these proposals through your Fund, you may advise a grant by contacting us:

Tammy Carey
tammy@oceanafoundation.org

Hannah Naples
hannah@oceanafoundation.org

or call us at (231)869-3377

Please make grant recommendations by Monday, November 28th to help our grant review committee to make decisions with other resources in mind.

We thank you for your support!



P. 2

GIVING TOGETHER

2022 FALL COMMUNITY GRANT CATALOG

AgeWell Services of West Michigan

To provide food security to homebound Oceana County adults 60 and older.

Amount requested: \$5,000 | Total project cost: \$2,303,342

This past fiscal year, AgeWell Services of West Michigan provided 12,905 Meals on Wheels (MOW) meals for 88 older adults in Oceana County. With the current demand, they expect to exceed these numbers this current fiscal year. The request for \$5,000 will help AgeWell Service continue to meet the demand for the Meals on Wheels program by funding the purchase of raw food for meals. Objectives include current and future program demand. First, continue to provide meals to current eligible Oceana County participants; second, add all eligible Oceana County participants to the program. Due to the nature of this program, number of meals and new participants ebbs and flows. Outputs include continued meals (all components from start to finish) and program promotion in Oceana County. Outcomes include increased food security, eating healthier food and feeling less socially isolated for all Oceana County participants.

American Youth Foundation - Camp Miniwanca

To provide leadership training to a group of five Oceana County youth.

Amount requested: \$5,000 | Total project cost: \$9,700

This program will provide leadership training to a group of five Oceana County youth through the AYF's National Leadership Conference. These youth will comprise the first Oceana County Leadership Lab, where they will experience leadership development and mentorship throughout 2023. Additionally, the group will plan, implement and evaluate a community-based service project or event in Oceana County. The five students will receive a full scholarship to the 2023 National Leadership Conference (NLC) program at Camp Miniwanca, continued mentorship from American Youth Foundation Staff, and a small budget for their own community service project.

Big Brothers Big Sisters of the Lakeshore

To grow the BBBSL program in Oceana County.

Amount requested: \$5,000 | Total project cost: \$161,982

Every child deserves a chance to see their potential realized by matching adult mentors, one to one with children in our communities by defending and helping to change lives, futures, today and tomorrow. BBBS will initiate community outreach and recruitment strategies to be accessible for youth and mentors in Oceana County, while fostering relations with local businesses and organizations. BBBS is strategically attempting to build and improve their footprint in Oceana County. BBBS's \$5,000 request will with the Bigs/Littles match process and to engage/expand further in the Oceana County area.

Catholic Charities West Michigan

To provide the Healthy Family program to families in Oceana County.

Amount requested: \$5,000 | Total project cost: \$32,710

Healthy Families is a home visitation and support program for families with children birth to 3 years old, who voluntarily sign-up for this support. The program is run by trained Family Support Workers who provide a wide variety of in-home services at no cost to participating families. Services include activities & education, monitoring of prenatal & postnatal care, well-child visits, immunizations & connection to all healthcare providers as needed. The request for \$5,000 will help partially cover the cost of providing the Healthy Family program in Oceana County.

"The greatness of a community is most accurately measured by the compassionate actions of its members." - Coretta Scott King





\$143,534

AWARDED IN TOTAL OF 2022 COMMUNITY GRANTS

\$77,422 was awarded in the Spring Grant Round. \$66,112 was awarded in the Fall Grant Round.

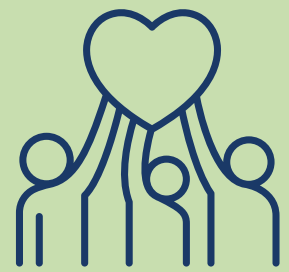


40 Awards

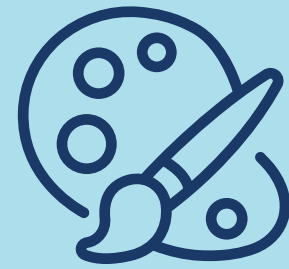
TO 35 DIFFERENT ORGANIZATIONS IN 2022

24 grant awards were given in the Spring Grant Round. 16 grant awards were given in the Fall Grant Round.

Grant Priorities



**Community
Development**



Arts



Education



**Health & Human
Services**



**Emerging
Community Needs**



**Urgent/Basic
Needs**



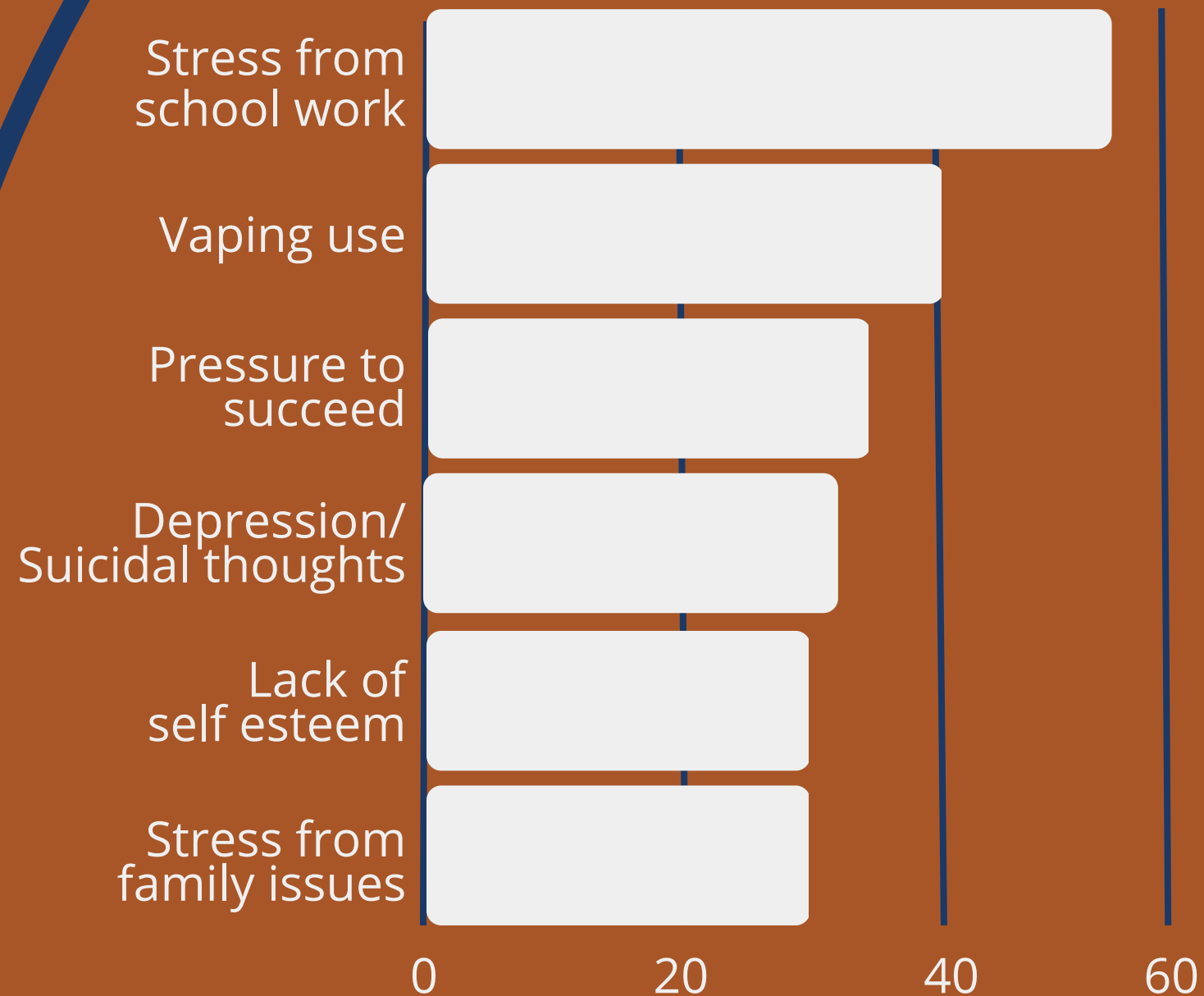
**Homeless
Prevention**



**Geographic Areas of
Interest:
Golden Township,
Hesperia**

YOUTH FOCUSED GRANTS

TOP ISSUES AFFECTING YOUTH



TOP FIVE PROGRAMS AND ACTIVITIES YOUTH THINK WOULD BE MOST HELPFUL FOR THESE ISSUES

- Competitive Sports
- After School Activities
- Outdoor Recreation Activities
- Arts, Writing, or Music Focused Programs
- Homework Assistance

Grant Guidelines

**2 rounds each year -
Spring and Fall**

**Requests up to \$5,000
considered**

**Good proposals are
collaborative, comprehensive,
and sustainable**

**Agency must be "in good
standing" - no delinquent
final reporting**

**Must be a 501c3, church, body of
local government, or school
district serving Oceana County**

Spring Community Grant Timeline

April 1st
Application Opens

April 17th
Application of Intent Due

May 1st
Full Application Due

May
Grant Committee Meeting

June
Awards Made



Final Reporting Requirements

Final Budget
Photos

**20-Minute
Conversation**
*trust-based
philanthropy*

Keep in mind... as you begin

- Set program goals
- Track your progress, collect data & take photos
- Update CFOC staff with big changes - stay within the intent of the grant award
- Invite funder & partners to events

Demo



Community Foundation for Oceana County

At CFFOC, we're working with donors & members of the community for one goal—making our community a stronger, healthier, more vibrant place to live.

Community Foundation for Oceana County /

QUALITIES OF A SUCCESSFUL GRANT

- Helps advance towards our vision:
 - "The Community Foundation for Oceana County envisions a community where everyone has access to resources to thrive."
- Has a plan for sustainability
- Demonstrates strong collaborations

Sustainability

A plan for how the project will continue beyond the life of the grant

Collaborative

- Projects that involve other community partners - Have you built the connection?
- Demonstrating that partners are communicating and sharing resources
- Responding to demonstrated needs
 - Are community voices part of the program/project development?

Community Wish Lists



**Over \$ 43,000 in wishes
funded in 2022**



**Over 37 wishes were
funded in 2022**

Survey sent out in the Fall

**Up to \$499, \$500 - \$1,500,
and over \$1,500**

**Only one person from each
organization may submit**

**Projects or purchases are
ready to implement**



Sara Hohnstein

Foundation Director

The Gerber Foundation

Enhancing the quality of life of infants and young children



West Michigan Grant Opportunities

The Gerber Foundation
Enhancing the quality of life of infants and young children





INTRODUCTION

The Gerber Foundation was established in 1952 by the Gerber Products Co. in Fremont, MI.

Mission: To enhance the quality of life of infants and young children in nutrition, care, and development.

GOALS

- 1) Support interventions to improve infant and young child health and development
 - 75% of our grant dollars fund pediatric health and nutrition research grants focused on children ages 0-3
- 2) Support youth and families in West MI communities through education and community development, programs and initiatives
 - West MI Grants
 - Scholarships

WEST MICHIGAN GRANTS

- Focus on 4 Counties
 - Newaygo, Lake, Oceana and Muskegon
- Two Application Deadline Each Year
 - March 15 and September 15
- Focus on Youth
 - Ages 0-18
 - Special Focus on: Health & Nutrition, Early Childhood, Parenting Education, Life Enrichment Experiences
- Award Amounts
 - Typically, under \$10,000
 - One-year grants
 - Can range from \$100- \$20,000

SCHOLARSHIPS

MEDALLION SCHOLARSHIP

- Students Graduating from: Fremont, Grant, Hesperia, Newaygo, and White Cloud High Schools
- Value: \$11,5000
- GPA Requirement: 3.71 or Higher
- Deadline: Feb 28

*Scholarships to NC Career Tech Students also available

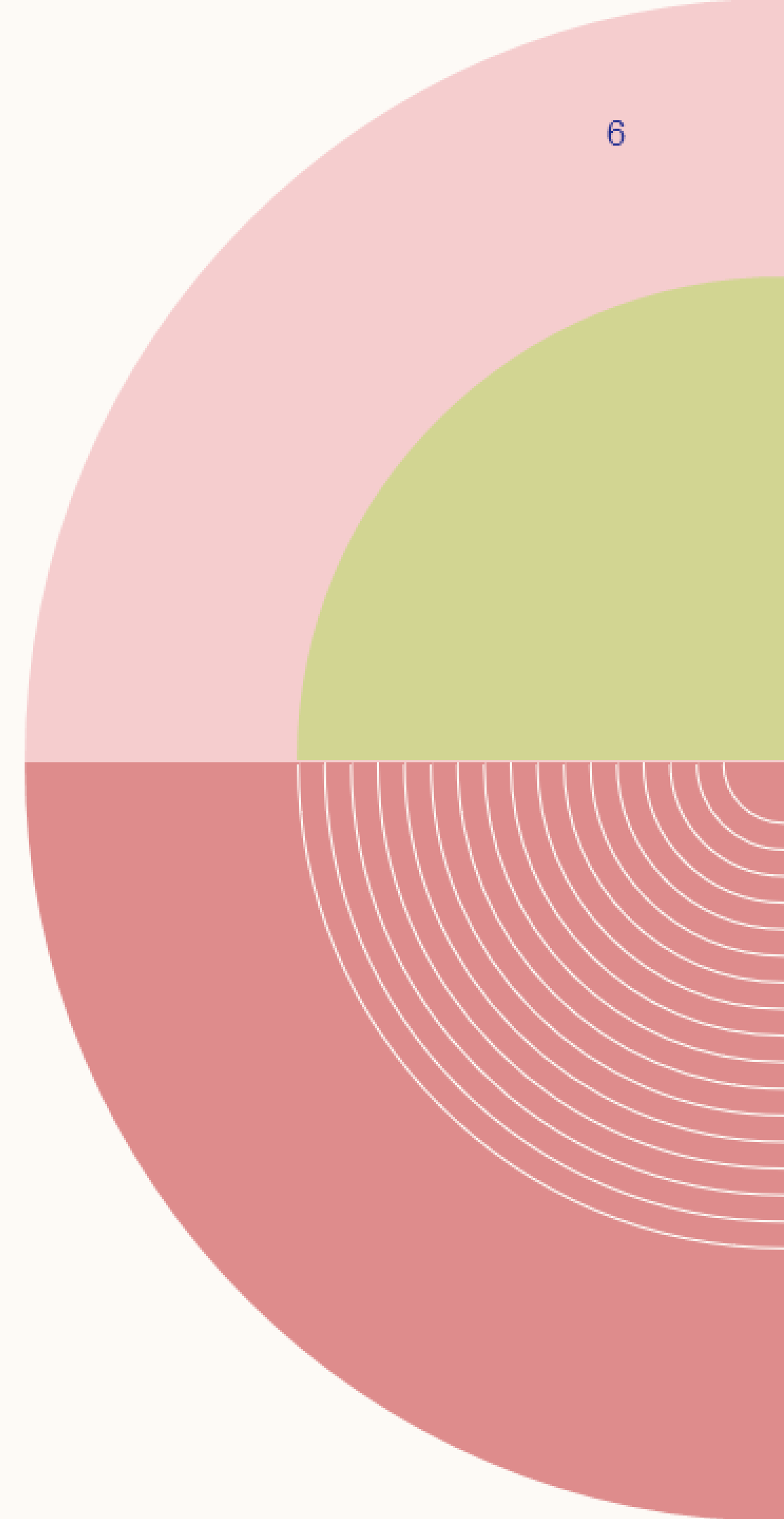
MERIT SCHOLARSHIPS

- Students Graduating from:
 - **Newaygo:** Fremont, Grant, Hesperia, Newaygo, White Cloud
 - **Muskegon:** Holton, Muskegon, Ravenna
 - **Oceana:** Hart, Pentwater, Shelbyville, Walkerville
- Value: \$2,800
- GPA Requirement: 2.0-3.70
- Deadline Feb 28

APPLICATIONS

Applications for all programs
can be completed online at:

Gerberfoundation.org



THANK YOU

Sara Hohnstein, MSW
Foundation Director

Sally Hall
Program and Office Administrator

tgf@gerberfoundation.org
231-924-3175

Tracy Streichhirsch

Communications Specialist



GREAT LAKES
ENERGY



GREAT LAKES ENERGY
PEOPLE
fund

The basics of The People Fund

- ▶ Great Lakes Energy (GLE) is the largest member-owned electric cooperative in Michigan.
- ▶ The People Fund exists because participating members authorize us to round up their bill each month to the next highest dollar as a tax-deductible donation.
- ▶ All of this money is returned through grants awarded twice per year to non-profit, charitable organizations within our 26-county service area by three independent boards of volunteer directors.



People Fund grant guidelines

In April and October, our three boards (north, central, and south) look at the needs in the region that enhance the quality of life in our community.

Grants may be awarded if they are:

- ▶ Are one-time in nature
- ▶ Benefit a large number of people
- ▶ Leverage funds from other sources
- ▶ Are for a tax-exempt, non-profit, or 501(c)3 organization
- ▶ Help individuals or families in crisis



People Fund grant guidelines

Grants are generally not awarded for:

- ▶ Daily school operations
- ▶ Normal operating expenses
- ▶ Fundraising or political campaigns
- ▶ Loans or deficient spending
- ▶ Endowment funds
- ▶ Retroactive projects
- ▶ Individuals
- ▶ Faith-based organizations *

* *Faith-based organizations may receive funding for projects only if the project provides services to all community members, regardless of the community member's religious affiliation or participation, i.e. a food pantry, community dinner, etc.*



How to apply for a People Fund grant

- ▶ Entire grant process is online at gtlakes.com/people-fund
- ▶ Create account
- ▶ Letters of interest by Apr. 1 or Oct. 1
- ▶ Submit grant applications by Apr. 15 or Oct. 15
- ▶ Grants are awarded later that month or early the next
- ▶ Average grant award is usually under \$3,000





GREAT LAKES ENERGY

PEOPLE
fund

gtlakes.com/people-fund

888-485-2537
Tracy or Shari

Barbara Sims

Oceana County Director



United Way
of the Lakeshore



Oceana County

United Way
of the Lakeshore

Uniting to Inspire Change
and Build Thriving
Communities



United Way
of the Lakeshore

AGENDA FOR CHANGE

United Way
of the Lakeshore



Uniting to inspire **change** and build **thriving communities**.

Mission

Bold
Goal

10,000 more working families meet their basic needs by 2025

Pillars of
Advancement

Education

Building a skilled and
educated workforce.

Income

People have long-term
self-sufficiency.

Health

Healthy and safe
individuals and families.

Measurement
Areas

- School Readiness
- On Track Math & Reading
- Career Awareness / Life Success
- On Time Graduation

- Stable Employment to Living Wage
- Building Savings Through Budgeting
- Housing Stability
- Manageable Expenses
- Benefits Access

- Kids Have a Healthy Start
- Access to Care & Counseling
- Safe & Caring Home & Community
- Good Nutrition & Active Lifestyle

Strategies

- Instilling Confidence in Kids
- Putting Books in Hand

Help prepare our youngest for school. Programs that provide children with quality after-school opportunities, improve math and reading skills, and support college and career readiness to help our next generation get started on a solid path.

- Ensuring Shelter in Storms
- Job and Life Training Skills

Training support that leads to steady employment at a living wage; safe, affordable, stable housing; financial literacy; child care, transportation and manageable expenses are at the core of helping our working ALICE families build a brighter future.

- Providing Comfort in Crisis
- Increasing Safety in Numbers

Access to quality care for physical and mental health keeps children on track in school and adults productive at work; abuse prevention and victim support programs ensure a sense of security; creating a sense of community leads to safe neighborhoods.

AGENDA FOR CHANGE

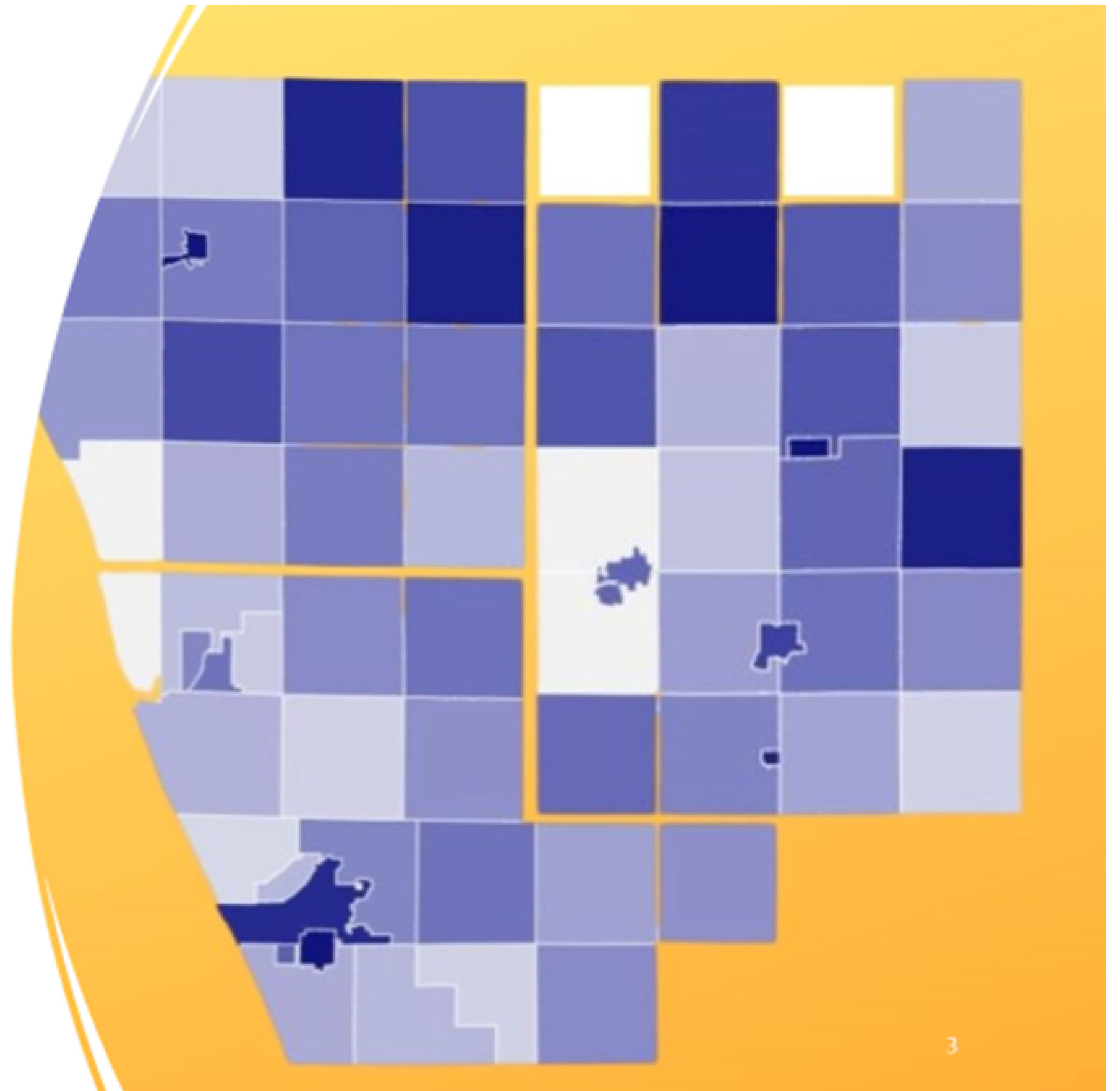
LIVE UNITED

United Way of the
Lakeshore



United Way ALICE Update

- **ALICE** is an acronym for Asset Limited, Income Constrained, and Employed.
- They are 1 unexpected incident away from disaster.
- 47% of our Oceana County community families are under the ALICE threshold.
- Trends that have affected this number:
 - Wages have gone up an avg. of 12%
 - **However, family costs have increased by 26% statewide from 2010 to 2019.**





Oceana UWL Community Investments and Impact



United
Way

United Way
of the Lakeshore

OCEANA COMMUNITY INVESTMENTS

*When you support United Way,
you're supporting:*

EDUCATION



FUNDED PROGRAM/AGENCY PARTNER

Dolly Parton's Imagination Library

Imagination Library

Youth Outreach

Staircase Youth Services, Inc.

Leadership Experience

Girl Scouts MI Shore to Shore

Oceana College Access Network

Community Foundation for Oceana County

Retired & Senior Volunteer Program

AmeriCorps Seniors / United Way

INCOME STABILITY



FUNDED PROGRAM/AGENCY PARTNER

Volunteer Income Tax Assistance Program

Goodwill Industries

211 Helpline

MI 211

Free Legal Services

Legal Aid of Western Michigan

Barnett Station

Oceana's Home Partnership (Channel Ministries)

Neighbor to Neighbor Fund

Oceana Hispanic Center

Emergency Needs Fund

United Way of the Lakeshore

HEALTH



FUNDED PROGRAM/AGENCY PARTNER

Domestic Violence Intervention

Communities Overcoming Violent Encounters (COVE)

Healthy Families

Catholic Charities

Food & Nutrition

Feeding America West MI

Transportation Vouchers

Disability Network West Michigan

Family Mediation

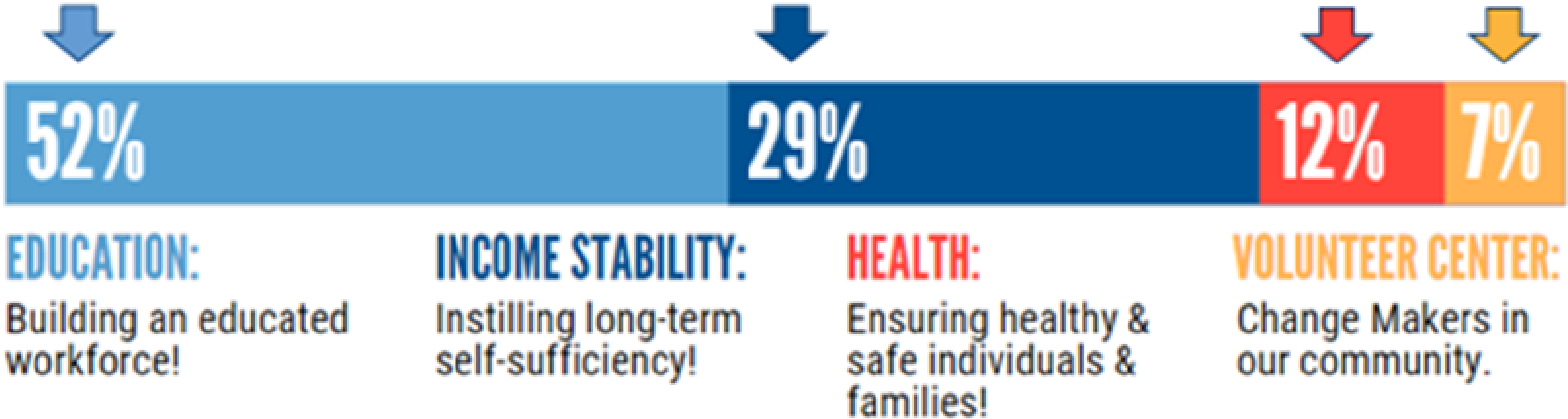
Mediation & Restorative Services

**OVER 10,000 INDIVIDUALS &
THEIR FAMILIES SERVED IN
OCEANA COUNTY THROUGH
INVESTED PROGRAMS IN 2021.**



United Way of the Lakeshore Community Impact Breakdown:

Breakdown percentage of the kind of programming individuals were impacted by:



Breakdown percentage of the dollars invested in education, income, & health.

Oceana County United Way

CALL 2-1-1 HELP LINE Available 24/7



9-1-1 for Life-Threatening or Property Emergencies

- Impaired Driving
- House Fire
- Medical Emergency
- Abduction
- Robbery
- Report Domestic Violence
- Suspicious Activities
- Heart Attack or Stroke

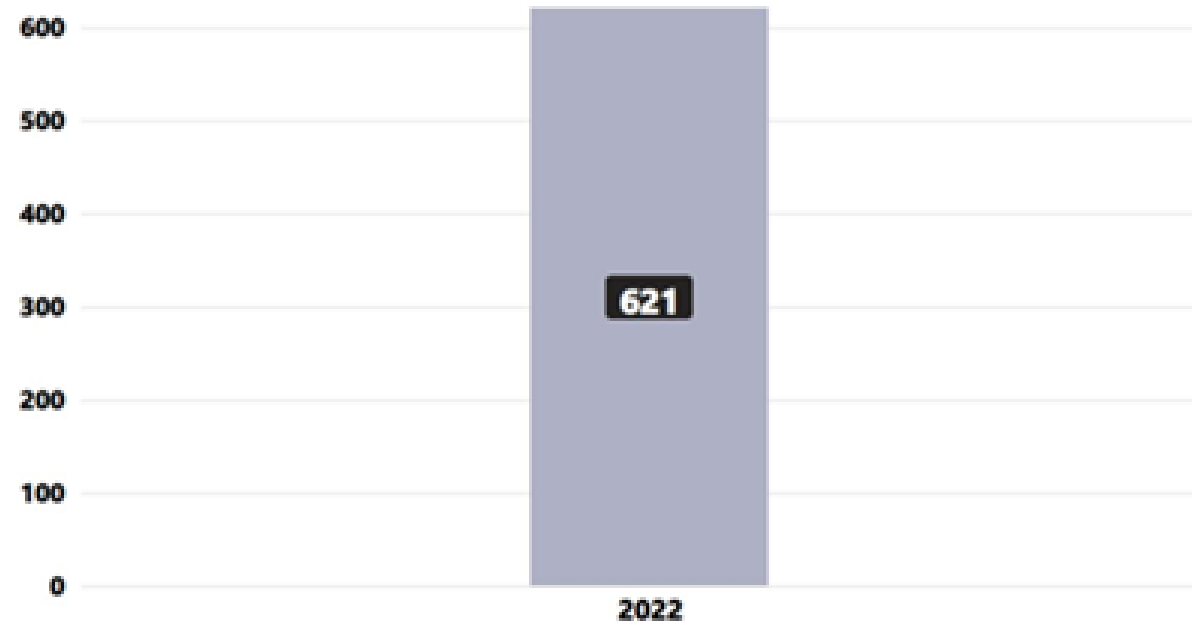
2-1-1 for Information and Resources for everything else

- Housing and Utility Issues
- Find Shelter
- Locate a Food Bank
- Natural Disaster Relief Information
- Fraud and Identity Protection
- Tax Preparation Assistance
- Veterans Services
- Support Groups and Counseling Services

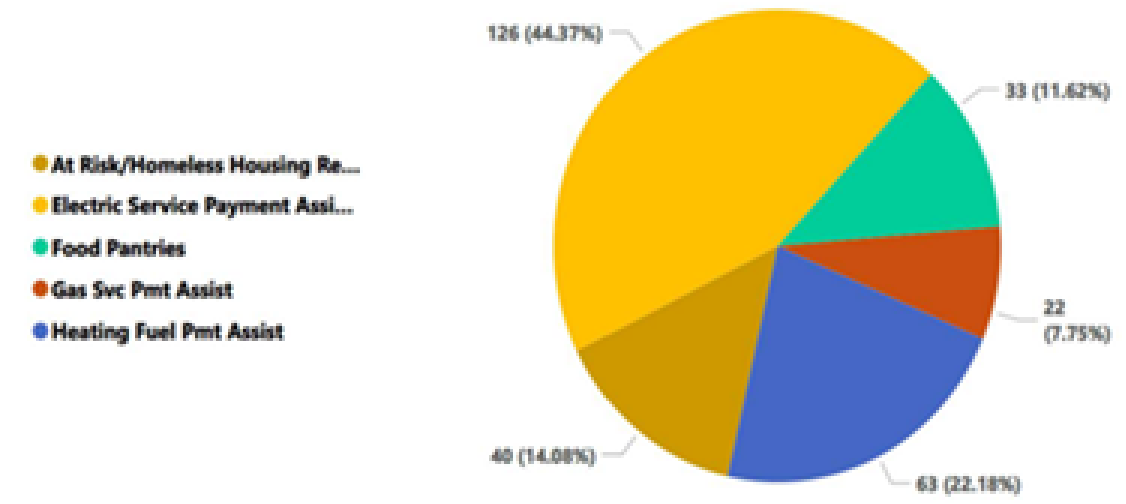
2-1-1 

MAKE THE RIGHT CALL

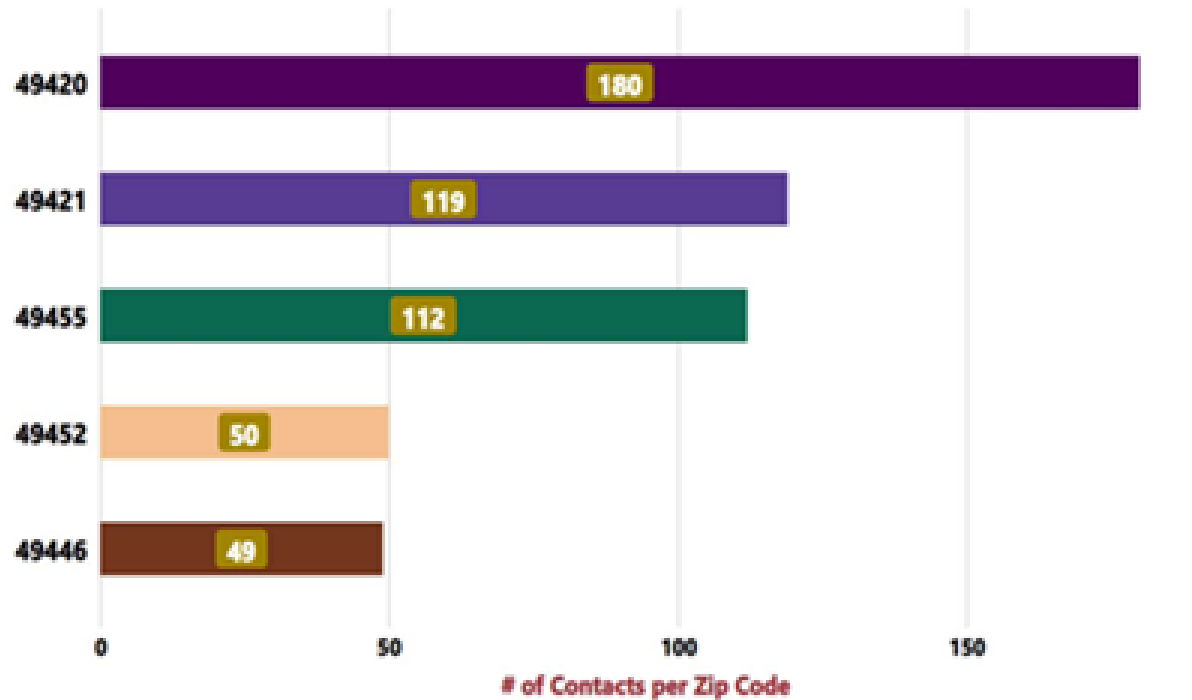
Oceana County Volume of Contacts January - December 2022



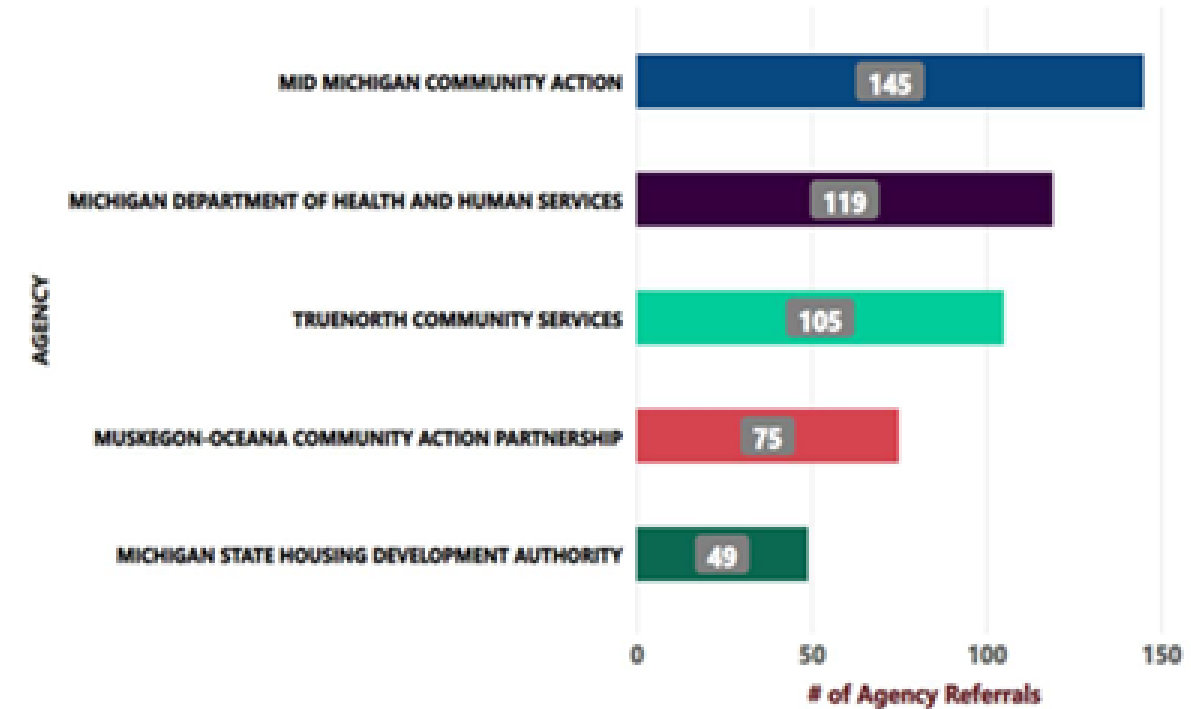
Oceana County Top 5 Requested Needs January - December 2022



Oceana Top 5 Zip Codes January - December 2022



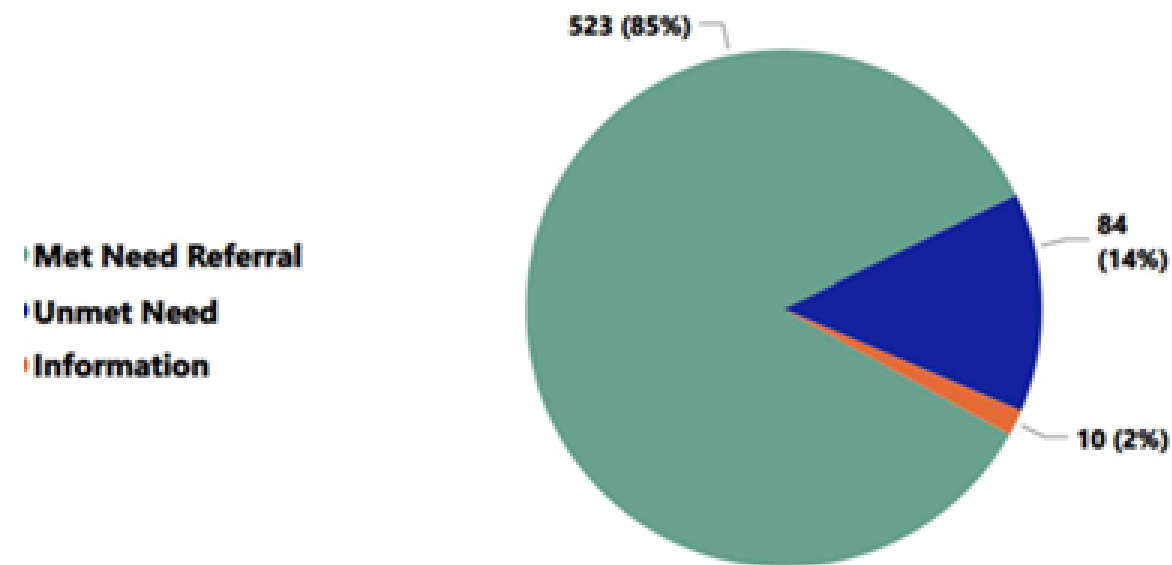
Oceana County Top 5 Agency Referrals January - December 2022



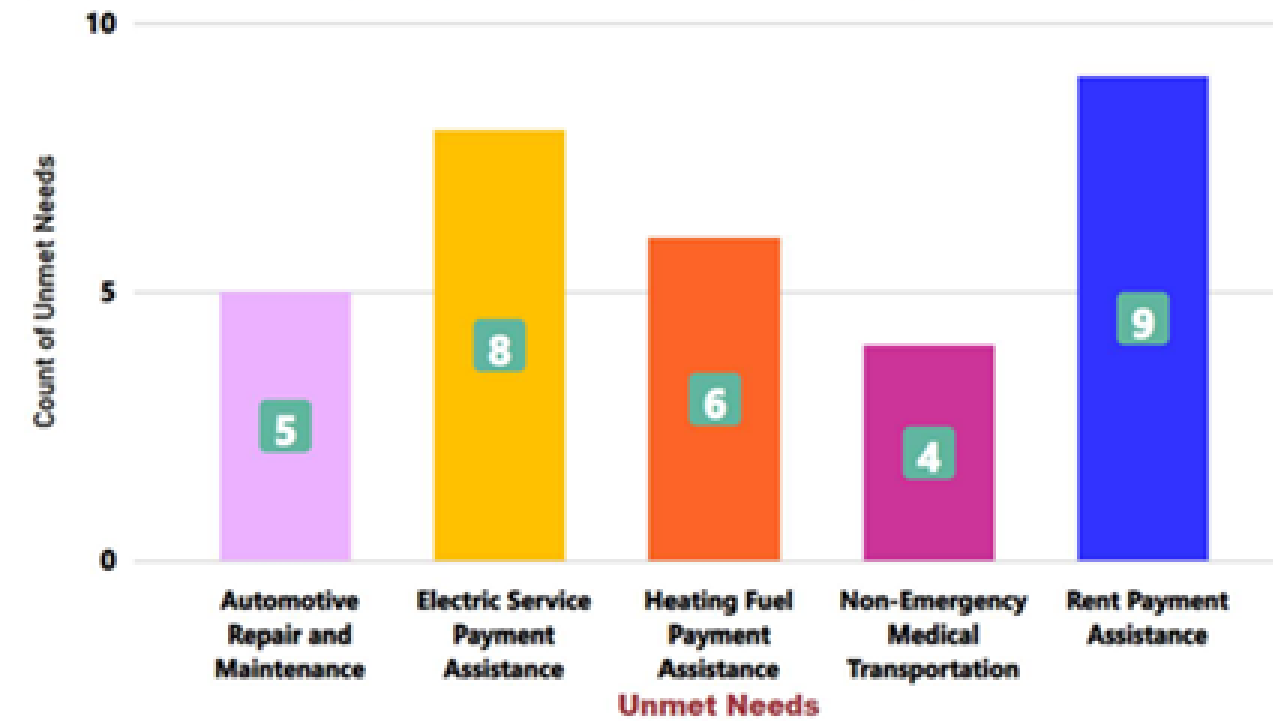
Oceana County Yearly Report Summary January - December 2022



Oceana County Total Met vs. Unmet Needs January - December 2022



Oceana County Top 5 Unmet Needs January - December 2022



Top 5 UnMet Needs with Reasons January - December 2022





Dolly Parton Imagination Library Kids!





2 Year Old Phoenix

"Just thought I'd share how much my granddaughter loves her Dolly books each month! Thank you both so much for bringing this program to our county!"

Dawn Riley, Co-Chair, UWL Oceana County

We Reached
our Goal to
raise \$15,000 in
FY 2021-2022

Designations to Oceana DPIL found in Andar:	
Hart Area Public Library	\$1,000.00
Community Foundation for Oceana County	\$500
Rotary Club of Hart Michigan Inc.	\$1,000.00
Community Foundation for Oceana County	\$2,500.00
Jan Hasselbring	\$200
Rotary Club of Shelby Michigan Inc.	\$500
Women Who Care Oceana County	\$1,000
Friends of the Hart Library	\$1,000
Friends of the Shelby Library	\$1,000
Josh Mahan – Beards for Books	\$1,000
Nic Proctor (GHSP)– Beards for Books	\$105
Brandon Henderson (GHSP) – Beards for Books	\$282
Mike Hren (GHSP) – Beards for Books	\$152
Jan and Don Hasselbring – Match Sponsor	\$5,000

Total Designated Gifts to the Oceana DPIL Program: \$10,239
 DPIL Match Gift from Jan and Don Hasselbring: \$5,000
 Total funds raised for Oceana DPIL FY2021-2022: \$15,239

Dolly Parton Imagination Library Enrollment – Oceana County (through 12-31-22)

United Way
of the Lakeshore



2022 Oceana County Dolly Parton Imagination Library Program Enrollment

January 2022 to December 2022

As of 12/31/22, there was a total of 601 children enrolled in DPIL and we graduated 743 children from the program, since it began in 2018. At the end of 2022, a total of 1,344 children have received DPIL books in their homes out of an estimated 1,470 eligible children in Oceana County from Birth to Age 5!

Zip Code	City	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		12/31	1/31	02/28	3/31	4/30	5/31	6/30	7/31	8/31	9/30	10/31	11/30	12/31
49420	Hart	188	183	183	185	184	180	183	180	186	176	174	173	200
49436	Mears	27	25	27	26	27	34	36	32	31	31	30	29	32
49446	New Era	57	59	59	59	57	54	56	59	62	63	58	58	58
49449	Pentwater	48	45	43	41	42	44	46	42	43	43	44	42	42
49452	Rothbury	56	55	57	59	57	58	60	60	60	58	58	59	64
49455	Shelby	191	187	182	184	187	194	196	199	208	208	201	196	203
49459	Walkerville	4	4	3	2	2	2	2	2	2	2	2	1	2
Totals:		578	565	560	560	560	566	576	574	592	581	567	558	601
<i>Difference/Change</i>			-13	-5	0	0	6	10	8	18	-11	-14	-9	+3
# Graduated from the Program														
		572	590	605	620	629	643	661	672	694	709	717	727	743

DPIL Percent of Children Enrolled in Program

Zip Code	City	0-5 Years Available	0-5 Years Enrolled	%Enrolled	Cost Per Child (\$30/Child)
49420	Hart	497	168	34%	\$5,040.00
49436	Mears	80	31	39%	\$900.00
49446	New Era	178	61	34%	\$1,740.00
49449	Pentwater	97	40	41%	\$1,200.00
49452	Rothbury	150	68	45%	\$1,740.00
49455	Shelby	363	202	56%	\$6060.00
49459	Walkerville	105	4	4%	\$612000
Totals:		1470	601	41%	\$14,350.00



Oceana County United Way Emergency Needs Response Fund Impact

Emergency Funds given for:

- Car towing and repairs
- School supplies and clothes
- Food, bedding, and household goods
- Utility bills
- Health bills
- Housing needs





Shelby State Bank Sponsored Food Trucks



THANK YOU!



Questions?

Enjoy your break & start some conversations!

CONVERSATION STARTERS:

- What are your agency needs or struggles?
- What are the assets and resources your agency has to help one another to serve Oceana County? (volunteer network, sustainable funding, building space, connection to community, or communication outlet)

GUIDED CONVERSATIONS



Ground Rules


Listen actively — respect others when they are talking.

Do not be afraid to respectfully challenge one another by asking questions, but refrain from personal attacks — focus on ideas.

Participate to the fullest of your ability — community growth depends on the inclusion of every individual voice.

The goal is to gain a deeper understanding - even if it means not agreeing

Be conscious of body language and nonverbal responses: They can be as disrespectful as words.



Discussion Questions

1. Why is this issue important for Oceana County?
2. In your opinion, what steps should community leaders take to address this issue?
3. What can we be doing as nonprofits within the community to get involved and make a positive impact on this issue?
4. Are there any successful examples of other communities addressing similar issues that we could learn from?
5. How can we ensure that all members of our community feel heard and represented in these discussions and decision-making processes?



County DATA Sources & RESOURCES

[Prosperity Now Scorecard](#)

[Johnson Center Community Insight](#)

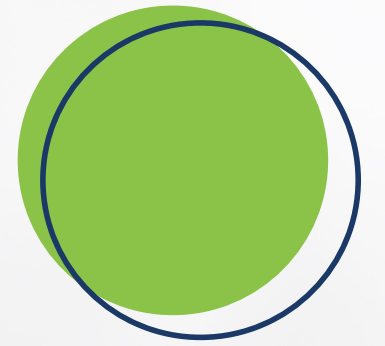
[ALICE reports](#)

211 Data

[Early Literacy dashboad \(RERO\), GSC, Dolly Parton](#)

[DHD Chartbook](#)

[Mercy Health Community Needs Assessment \(CHNA\)](#)



THANK YOU!