

# BE CAUSE

**2015 ANNUAL REPORT**



TrueNorth Community Services



**2015 BOARD OF DIRECTORS** (L-R) Kate Kesteloot Scarbrough, Pam Semlow, Scott Rumsey, Mike Paige, Carrie Vandenberg, John Cooper, Sharla Schipper, Jim Merkel, Rita VanBoven, Julie Berwald, and (kneeling) Gene Ford. Not pictured: Suzanne VanWieren.

## A WORD FROM BEV

Trying to explain what TrueNorth does or who we are is often a difficult task. Our staff has jokingly lobbied for years for us to use the statement, “We do good stuff—and lots of it.” Although accurate, it’s a little simplistic.

However, when people ask us why we do what we do, or why they should support our cause, my task becomes much easier. The answer always begins with “because.” Because the need is very real. Because we envision a world where all people have the opportunity to create permanent positive change.

Interesting word; because. It begins to tell us why, and isn’t the why infinitely more interesting than the what? Why is youth mentoring important? Because, sometimes, all a kid needs is one more caring adult in their life to make a lasting positive difference. Why are our Food Programs important? Because, no one should go hungry. Why do people volunteer at or donate to TrueNorth? Because, they want to be part of the solution.

Within these pages of our 2015 Annual Report, we celebrate the ways in which the efforts of volunteers, donors, partners, and staff have joined us in our shared causes. What is your cause? Homeless prevention? The elderly? Youth? The arts? Chances are we share it.

We encourage you to join us and “Be the Cause.” Because together—we can make a difference. Because together, we can find our way.

Sincerely,

Bev Cassidy  
TrueNorth President & CEO



**EMPOWER**

**BECAUSE HEAT & ENERGY ARE NOT LUXURY ITEMS.**

Impact: Utility assistance prevents financial crisis, which can lead to homelessness.

31,741 utility assists to households, keeping the lights and heat on via our emPower program and Consumers Energy CARE partnership.

2,088 of those households received free Energy Conservation Kits to help them save money on utility expenses.

**SELF SUFFICIENCY**

**BECAUSE PEOPLE WANT A HAND UP, NOT A HAND OUT.**

Impact: Case management and wrap around services effectively support housing permanency.

786 individuals received Rent & Mortgage Assistance.

687 individuals received Transitional Housing Resources.

1,147 individuals received Permanent Housing Services via Long Term Case Management, Self Sufficiency Wrap Around Services, PASS Housing Assistance, or our Homeless Family Duplexes and Multifamily Residential Developments.

**CENTER FOR NONPROFIT HOUSING**

**BECAUSE EVERYONE DESERVES A PLACE TO CALL HOME.**

Impact: Investing in safe and affordable housing for those in need is a wise use of our resources.

Assisted eight households in their goal to become homeowners through our Homebuyer Assistance Program.

58 individuals attended free Homebuyer Education Classes.

378 individuals attended free Financial Literacy/Credit Counseling, Student Loan Debt Counseling, or VA Mortgage/Foreclosure Counseling Classes.

**CAMP NEWAYGO**

**BECAUSE ALL YOUTH SHOULD HAVE SAFE PLACES TO GROW INTO THEIR BEST SELVES.**

Impact: Youth who experience success build self-esteem and develop leadership skills.

582 girls, ranging in ages from 7 - 17, took part in Girls Summer Resident Camp.

249 girls and boys in 1st - 6th grades attended themed co-ed Day Camp.

2,277 children and their parents bonded together in the great outdoors during the Parent & Child and Family Programs.

**BIG BROTHERS BIG SISTERS**

**BECAUSE SOMETIMES ALL A KID NEEDS IS ONE MORE CARING ADULT IN THEIR LIFE.**

Impact: Youth experience supportive adult relationships.

22 Littles were matched with a Big Brother or Sister.

56 youth took part in Parks in Focus, visiting state and national parks and learning about nature and wildlife photography.

**PROJECT FOCUS & PACE**

**BECAUSE WHAT KIDS LEARN AFTER SCHOOL IS AS IMPORTANT AS WHAT THEY LEARN DURING THE SCHOOL DAY.**

Impact: Youth thrive when they experience educational success from preschool to college, and become the skilled, employable adults of our future.

1,189 students were involved in Project FOCUS after-school programming at 11 sites, in six communities.

75 students took part in STEAM (Science, Technology, Engineering, Arts, Math) competitions.



## COATS FOR KIDS (& ADULTS)

**BECAUSE NO ONE SHOULD BE COLD FOR LACKING A WARM WINTER COAT.**

Impact: Strengthened protective factors and reduced risk factors create a safe nurturing environment.

400 Newaygo County youth (and adults) received a new or gently used warm winter coat at our annual event in November.

## CULTURAL

**BECAUSE TODAY'S PROBLEMS WILL BE SOLVED BY TOMORROW'S CREATIVE THINKERS.**

Impact: Youth think critically, communicate effectively and solve problems creatively.

1,966 students took part in Music Enhancement and A.R.T.S. programming including Music Scholarship Contests, Art Field Trips, and Art Scholarship Contests.

2,035 individuals viewed artwork at the annual Middle and High School Art Scholarship Contest.

6,778 individuals attended one or more Community Events at Camp Newaygo.

## TOOLS FOR SCHOOL

**BECAUSE EVERY CHILD SHOULD BE ABLE TO START THE SCHOOL YEAR OFF ON A LEVEL PLAYING FIELD.**

Impact: Resilient, well-educated youth mature into productive community leaders.

856 Newaygo County youth received brand new backpacks filled with school supplies to start the year off right.

## CHILDREN'S CHRISTMAS PROGRAMS

**BECAUSE EVERY CHILD DESERVES TO HAVE A CHRISTMAS MORNING.**

Impact: Youth see a positive future, and generational benefits of healthy family systems appear as today's youth become our future parents.

2,083 Newaygo County youth were able to experience the joy of the holidays through the Children's Christmas Programs in partnership with Toys for Tots.

## VOLUNTEER SERVICES

**BECAUSE I WANT TO BE PART OF THE SOLUTION.**

Impact: As volunteers address the immediate needs of our communities, their quality of life and health status improves.

747 individuals and groups volunteered 36,592 hours to a variety of TrueNorth programs and services.

The hours volunteered resulted in nearly \$850,000 of salary savings to TrueNorth.

TrueNorth received the equivalent of \$268,121 in Donated Goods.

## FOOD PROGRAMS

**BECAUSE NO ONE SHOULD GO HUNGRY.**

Impact: Improved physical and cognitive development in infants/toddlers, improved health indicators in adults, and increased independence maintained by the elderly.

The Food Pantry was accessed 22,177 times, and 1,305 households received assistance from the monthly Mobile Food Truck.

89 boxes of food staples and personal hygiene items were given to seniors in need via our Senior Harvest Baskets.

275 seniors received a warm holiday meal at our annual Senior Thanksgiving event.

## LIFELINK

**BECAUSE NO SENIOR SHOULD BE AFRAID TO BE HOME ALONE.**

Impact: Access to primary health care and reduction of hospitalization.

167 seniors and medically-at-risk individuals were able to summon help at the push of a button—helping them feel secure in their own homes.



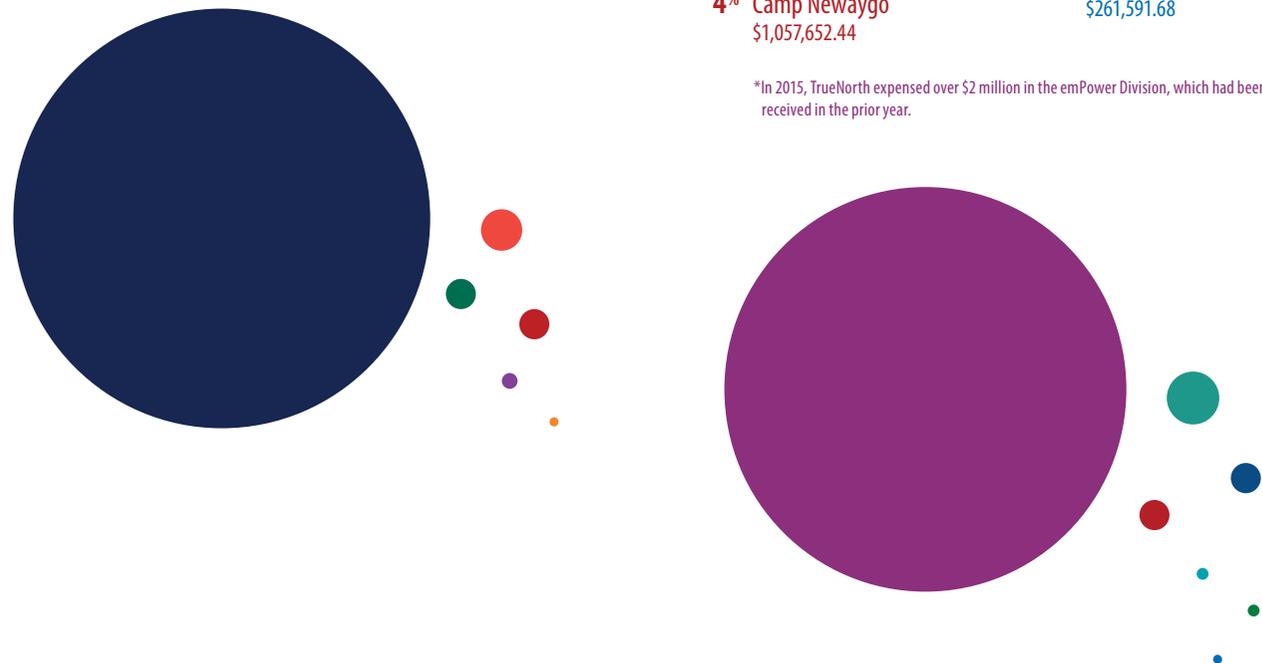
### HOW WE WERE FUNDED

- 84%** Grants  
\$23,146,944
- 5.5%** Program Fees  
\$1,502,485
- 4%** Fremont Area Community Foundation  
\$1,143,731
- 4%** Contributors, etc.  
\$959,969
- 2%** In-Kind Donations  
\$566,503
- .5%** Fund at Fremont Area Community Foundation  
\$125,000

### HOW WE USED OUR FUNDS TO BE THE CAUSE

- 81%** emPower Heat & Energy Division  
\$23,772,800.68\*
- 7%** Housing & Family Services Division  
\$1,962,288.95
- 4%** Project FOCUS & PACE  
\$1,142,724.23
- 4%** Camp Newaygo  
\$1,057,652.44
- 1.5%** Center for Nonprofit Housing  
\$454,564.00
- 1.5%** Volunteer Services, Housing Families First, Other Programs  
\$349,167.02
- 1%** Big Brothers Big Sisters & Behavioral Health  
\$261,591.68

\*In 2015, TrueNorth expensed over \$2 million in the emPower Division, which had been received in the prior year.



# BE *the* CAUSE

BECAUSE YOU CAN BE PART OF THE SOLUTION.

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For opportunities, please visit us  
at [www.truenorthservices.org](http://www.truenorthservices.org).

