



mid michigan
COMMUNITY
Action

"Helping People, Changing Lives."

PERSEVERANCE



FISCAL YEAR 2012

Executive Message



Persevere: “to persist in or remain constant to a purpose, idea or task in spite of obstacles.” (American Heritage Dictionary)

This definition clearly defines this past year in the world of Community Action. Despite the challenges, we have continued to meet our purpose of helping local families and seniors become more self-sufficient. We have generated new and improved ideas of doing more work with fewer resources. We have taken on each task with diligence and determination knowing how many people count on us to be there for them. Although many obstacles remain in our path, we promise to persevere.

As a non-profit organization, we have historically been dependent on grant sources from federal and state entities. Many of these grants have remained intact, but the majority has been flat funded. This means we are receiving the same amount of funding for several years despite that the cost of conducting business has increased. This too has not stopped us. We have sought out new opportunities within our communities to increase services. We are preparing grant applications to initiate or expand programs. We enhanced fundraising efforts and increased our donor base by 21.2% more people and 54.4% more contributions.

I am confident in this agency’s ability to persevere. Our Board of Directors is committed to leading this agency to continued success and is supportive of seeking out new opportunities. Our staff is devoted to the people we serve and continue to provide quality services. Our communities are dedicated to collaborations which provide valuable partnerships enhancing everything we do. Please stand with us as we stay strong, vibrant, and continue to offer a helping hand.

A handwritten signature in blue ink that reads "Jill Sutton". The signature is fluid and cursive.

Jill Sutton, Executive Director



Year in Review

A year in Community Action is a winding road; we persevere through many challenges and because of that, we experience some amazing outcomes for our customers, for the agency overall, for the Community Action network and for our staff. Below is a sampling of some of the highlights experienced in Fiscal Year (FY) 2012.



- The Executive Director was appointed by Governor Snyder to serve on the Michigan Commission on Community Action and Economic Opportunity providing a voice for people living in poverty.
- The agency's Operations Director and Grants & Communications Director graduated from the Michigan Community Action Agency Association Leadership Institute.
- An agency volunteer, Lula Foco, and an agency consumer, Sara Ferry, were honored by the Michigan Community Action Agency Association receiving awards for their outstanding efforts.
- The agency participated in a statewide marketing campaign increasing general knowledge of Community Action by over 35%.
- Communication efforts continued to expand reaching over 20,341 unique website visitors; over 500 unique Facebook views and thousand of indirect impressions; over 1,700 impressions via e-marketing; and, thousands more via traditional media.
- The agency hosted its first ever Staff Retreat which included team building, games, make-it/take-it projects and a day of activities promoting stress relief, social opportunities, and morale boosters in appreciation of the employees hard work and dedication.

Service Offerings

Mid Michigan Community Action has over 20 programs aimed at assisting individuals and families toward self-sufficiency. Below is a current listing of services available. More details are available on our website: www.mmcaa.org

Outreach Services:

- Heat & Utility Assistance
- Homeless Assistance/Case Management
- Monthly and Quarterly Supplemental Food Assistance
- Emergency Food Assistance
- Income Tax Preparation Assistance



Early Childhood Services:

- Preschool Programs
- Women, Infants and Children (WIC) Clinic (Midland County)
- Early Head Start
- Supportive Visitation Services
- Parent Aide and Strong Family Safe Children Programs

Housing Services:

- Weatherization
- Home Rehabilitation

Additional Services:

- Family Self-Sufficiency Program
- Homebuyer Education & Downpayment Assistance

FY 12 Service Expenditures

Outreach Services	Households	Amount
EITC Promotion/Income Tax Prep	1,261	\$16,472
Utility Assistance	2,650	\$1,345,506
Shelter/Homeless Assistance	371	\$329,256
Emergency Church Fund	26	\$2,170
Food Assistance--TEFAP (10 counties)	5,805	\$370,924
Food Assistance--CSFP (10 counties)	4,004	\$1,250,111
County Food Pantries	351	\$1,720
Bay City Dental Program	46	\$9,122
Migrant Services	5	\$536
<i>Subtotal</i>	<i>14,519</i>	<i>\$3,325,817</i>
Grants & Communications		
Financial Self-Sufficiency/Counseling	145	\$55,986
Individual Development Account	13	\$5,018
<i>Subtotal</i>	<i>158</i>	<i>\$61,004</i>
Housing Services		
Weatherization	578	\$2,769,036
Home Repair CDBG	3	\$27,171
<i>Subtotal</i>	<i>581</i>	<i>\$2,796,207</i>
Early Childhood Services		
Women, Infants & Children Program	3,988	\$372,063
Early Head Start	259	\$1,517,591
Head Start	327	\$1,154,547
Preschool Services	172	\$352,836
Strong Families Safe Children	30	\$17,434
Child Care Food Program	544	\$80,759
<i>Subtotal</i>	<i>5,320</i>	<i>\$3,495,230</i>
<i>TOTAL</i>	<i>20,578</i>	<i>\$9,678,258</i>

Outreach Services

A Difficult Path

Customers that visit our Outreach offices face multiple roadblocks on a regular basis. Even though it may seem bleak at times, our families find a way to carry their burdens with their heads held high. This is a sign of perseverance that we should all learn from.



The Outreach Services Department has demonstrated their steadfast determination this past year as they continued to provide exemplary services. They served a record high number of customers needing support; they made never-ending referrals to partner agencies to support unmet needs; and, they continued to respect our customers with dignity. Here are just a few more examples of what took place in Outreach for FY 2012:

- Worked with multiple partners to provide a consistent location for food distributions allowing the agency to distribute over 59,000 food boxes.
- Nearly \$30,000 was received in food and monetary donations which helped the Emergency Food Pantry remain available following the elimination of a long-term grant.
- Took on the role of the Housing Assessment and Resource Agency in 5 of our 6 counties to provide a county-wide single point of contact for the homeless.
- Spent more than \$1.3 million in heat and utility assistance so customers stayed warm and remained in their residence.

“Nobody trips over mountains. It is the small pebble that causes you to stumble. Pass all the pebbles in your path and you will find you have crossed the mountain.”

– Author Unknown

Housing Services

Staying the Course

2012 proved to be a true test of perseverance for the Housing Services Department starting off with staff lay-offs due to a delayed start-up of the contract to operate the program. Fortunately this did not deter them as they returned with purpose and fortitude to begin making homes more energy efficient.

Weatherization has remained the department's primary focus as it has been supported through the American Recovery and Reinvestment Act (federal stimulus) which was extended for its fourth year. This has allowed the agency to perform energy measures on additional residences. Unfortunately, the fate of this program remains in the hands of federal decision makers who remain indecisive of its future even though research supports its successes for over three decades.

The following captures some of the activities for the past fiscal year:

- Created an in-house crew to perform Weatherization activities on homes.
- Surpassed its three year goal for the stimulus funding and weatherized 1,285 units despite reductions in staff.
- Completed energy measures on homes and multi-unit buildings making 581 residences more affordable for the homeowners or tenants.
- Implemented for-profit energy audits for homes and businesses that are not income eligible.

"It does not matter how slowly you go as long as you do not stop."

-- Confucius



Early Childhood Services

Taking Shape

Restructure, consolidation, and flexibility were some of the many characteristics leading to perseverance for the agency's Early Childhood Department this past year. While dealing with these changes, staff demonstrated their extraordinary professionalism operating programs for young children and their families.



The Women, Infant & Children's Clinic in Midland County continually increased their numbers served; Early Head Start provided thousands of home visits supporting child development and parent education; while, the preschool classrooms provided daily opportunities for children to prepare for their educational career.

Here are a few more highlights of the year in Early Childhood Services:

- The majority of children enrolled in Head Start and Early Head Start services are showing consistent improvement in attaining developmental milestones as indicated by school readiness goals.
- Received two new grants from Rural Development to improve the playgrounds at the Gladwin and Harrison early childhood sites.
- Moved the Mecosta County Early Head Start site into the Eastwood Early Childhood Center allowing the agency to share space with its like partners improving access for families.
- Awarded three new contracts with local Department of Human Services for Strong Families, Safe Children initiatives which support children in foster care, child protective services or being reunified with their families.

"Adversity, and perseverance and all these things can shape you. They can give you a value and a self-esteem that is priceless." --Scott Hamilton

Administrative Support

Strength from Within

Often times, we have the opportunity to boast about the visible side of the agency which is our direct service programs; however, we don't always get to tell the story of what happens behind the scenes of running a multi-million dollar business.

Here are some additional notable accomplishments for the agency in FY 2012:



- Produced over 4,700 accounts payable checks for the numerous vendors providing services or goods to the agency and produced over 3,000 payroll checks for employees.
- The agency served as fiduciary agent for 16 sub-grantees and 5 additional community groups so that they could provide valuable programs to the service area.
- The Homebuyer and Family Self Sufficiency Programs resulted in significant asset building for low-income families include \$22,956 in escrow savings for Family Self Sufficiency participants and \$264,700 for homes purchased through the Individual Development Account program.
- Keeping up with never-ending technology development, the agency installed new terminal servers enhancing the speed, safety and integrity of the agencies databases and information storage.
- The agency took on multiple cost cutting measures by enhancing its phone system, copiers and other equipment, saving thousands of dollars per year.

"Great works are performed not by strength but by perseverance."

--Samuel Johnson

Garfield Senior Housing

Expanding Vision

Another opportunity to persevere was presented to Mid Michigan Community Action, as staff and the Board of Directors, progressed forward in its strategic plan goal to acquire another housing project for low to moderate-income seniors. In June 2012, the agency became the limited partner/owner of Garfield Senior Housing



located in Bay City, Michigan. This is the second senior housing project for the agency to add to its list along with ClareCastle located in Clare, Michigan which has been owned with a developer partner since 2009.

The 26-unit facility, located in the heart of Bay City's south side, is an affordable housing option for income eligible seniors over the age of 55. The former elementary school was developed to provide a peaceful and neighborly community for area seniors. The residents each have a one bedroom apartment, that they call home, with nice amenities and large community spaces. As it is designated as low-income housing by the Michigan State Housing Development Authority, income eligibility is 50-60% of the Area Median Income.

Even though the future of community action programs is held in the hands of the federal and state legislators and decision makers, Mid Michigan Community Action will continue to preserve and not lose sight of the goals that have been developed to protect its future and the needs of area seniors.

2012 Board of Directors

BAY COUNTY

Bill Reder, Chairperson

Vaughn Begick

Carol Goulet

MECOSTA COUNTY

Helen Chappell, Secretary

Matthew Klein

Jerry Williams

CLARE COUNTY

Lynn Grim

Norm Gage

Nancy Jones

MIDLAND COUNTY

Sharron Such, Vice-Chairperson

William Hargreaves

Rich Keenan

GLADWIN COUNTY

Don Kehoe, Treasurer

Kathy Wilton

Marlene Doran

OSCEOLA COUNTY

Larry Morlock

Alan Tiedt

Rosemary Geesey

Mid Michigan Community Action's 18 member Board of Directors is comprised of three members from each of the agency's six county service area. From each county there is an elected representative of low-income people, a public official and a member from the private sector.

This board make-up ensures that low-income families and individuals are represented by every sector within the communities. In addition to the current board members listed above, Jackie Russeau, and Doug Horstead also served on the Board in FY 2012. The Board continues to provide valuable insight and support in this ever-changing environment.



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