

BE THE

ONE

ANNUAL REPORT

2023



Crossroads United Way
Serving Elkhart, LaGrange
& Noble Counties



A Year of Transition



The past year became a significant one of transition for Crossroads United Way with the selection of only the third new President/CEO in over 30 years. Bill Purcell was brought on during the fall of 2023 to shadow Bill Rieth, who retired after 13 years of running the helm. Bill Rieth assisted community leaders and partners to “Be the One” through giving, advocating and volunteering throughout Elkhart, LaGrange and Noble counties. One of the highlights of finishing his tenure was Bill Rieth jumping into the LaSalle-Bristol pond to raise extra funds for the annual Great Cardboard Boat Race. Bill showed he was always willing to sacrifice in order to help Crossroads United Way impact one out of four people in our communities.

Thank you to all who have supported Crossroads United Way throughout Bill Rieth’s time, but especially during 2023 in improving the health, education and financial stability of those struggling to get by each day. Through programming like the Dolly Parton’s Imagination Library, events like the Power of the Purse and Corn School, as well as advocacy in Indianapolis, Crossroads United Way has built the common good of North Central Indiana allowing our neighbors to flourish. The future is bright in 2024 with a new vision, continued advocacy and expanded outreach for Crossroads United Way. Come join us in advancing solutions for ALL in our community!

Peace,

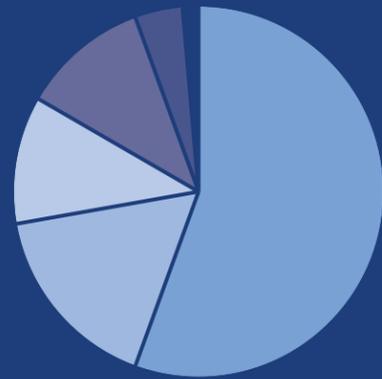
Bill Purcell
President/CEO

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED** 

Our Mission

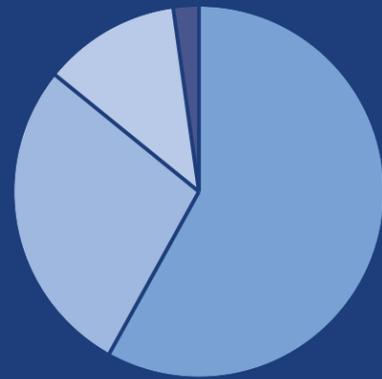
Crossroads United Way’s mission is to improve lives by mobilizing the caring power of our community.

Financial Highlights



DISTRIBUTION OF REVENUE
(\$2,071,532)

Net Campaign	56.2%
Grants	16.9%
Investment Income	11.5%
Fundraising Events	11.3%
Gifts-in-Kind	3.4%
Service Fees & Other Income	0.6%



DISTRIBUTION OF EXPENSES
(\$2,101,245)

Community Impact Programs	59.2%
Fundraising	27.5%
Management and General	11.8%
Unallocated Dues to Affiliated Organizations	1.5%

2024 Developments

- Collaboration with the Lucy Family Institute for Data & Society at the University of Notre Dame to develop workshops and research to improve support for ALICE (Asset Limited Income Constrained Families).
- Increased outreach to the Latino community through partnerships with Bienvenido Community Solutions and Community Pro-Education to build leadership opportunities in our community.
- Launching and expanding the Dolly Parton’s Imagination Library in our region.
- Diversifying the funding support through grants, sponsorships and new connections.
- Expand the advocacy efforts for systems change in order to be a greater voice for those struggling to get by.
- Providing resources to new underserved communities where they can develop their own solutions.
- Bolster the social media presence and opportunities to share our good news stories.

Impact Overview

481,365

CLIENTS SERVED

provided through CRUW-funded community partners

\$304,462

FINANCIAL ASSISTANCE

provided through CRUW-funded community partners

\$1,257,854

MEDICAL ASSISTANCE

provided through funded partnerships

294,746

RESIDENTS SERVED

by CRUW programs

\$649,200

IN GRANTS

supported 51 Programs

684

VOLUNTEERS

contributed 1,000 volunteer hours valued at \$33,600

Postal Food Drive

67,000 lbs of food collected with the help of 80 volunteers within the postal department and used to serve the community

Stable Households

CRUW’s Stable Households program provided 18,643 rides, 253,788 meals (valued at \$507,576) and 29,214 pantry visits

Kids United Programs

Over 28,000 children have been set on the path to success in early literacy in 2023, alongside partner agencies serving 329,748 youth under 17

Community Partners at Crossroads United Way

Community partners are vital collaborators who help advance our mission to improve lives and strengthen our community. These partners include local businesses, non-profits, government agencies, and other organizations that share our commitment to addressing key issues such as education, financial stability, and health. Through these partnerships, Crossroads United Way leverages collective strengths to drive meaningful change across the region. Their importance lies in their ability to:

- **Expand Reach:** Together, we extend our impact and resources to more individuals and families in need.
- **Enhance Solutions:** Partners contribute their expertise, improving the effectiveness of our programs.
- **Strengthen Community:** These collaborations build a more resilient community, fostering shared goals.



Habitat Groundbreaking 2023

At Crossroads United Way, we recognize that stable housing is fundamental to thriving communities. Every family deserves a safe, secure place to call home, and we're committed to making this a reality. Through our partnership with Habitat for Humanity of Elkhart County and with support from generous sponsors like you, we're providing vital resources to families facing housing insecurity. Whether through rental assistance, transitional housing, or eviction prevention, our joint efforts ensure that no family is left without a roof over their heads.



2023 Community Partners

- 4B Boxing Club
- All Pro Dads
- American Red Cross
- Boy Scouts, LaSalle Council
- Boys & Girls Club
- Building Strong Brains
- Cancer Services of Allen County
- CAPS-Child and Family Advocacy Center
- CAPS-Healthy Families
- CARE University
- Catholic Charities
- Catholic Charities
- Center for Healing and Hope
- Church Community Services
- Church Community Services Emergency Assistance
- Cole Center YMCA
- Community Health Clinic
- Council On Aging Elkhart
- Cultivate Culinary
- Elijah Haven Crisis Intervention Center
- Elkhart Community Schools
- Elkhart County Clubhouse
- Elkhart Education Foundation
- ETHOS
- Faith Mission
- Family Christian Development Center
- First Light Mission
- Five Star Life
- Friends of Goshen Public Library
- Goodwill Industries of Michiana
- Habitat for Humanity Elkhart County
- Harold McMillen Center for Health Education
- Hearts United for Bristol
- Inspiration Ministries
- Junior Achievement of Northern Indiana
- Lacasa of Goshen
- LaGrange County Clothes & Food Basket
- LaGrange County Council on Aging
- Lexington House of Elkhart
- Life and Family Services Inc.
- Michiana Public Broadcasting
- Milford Bank
- Northeastern Indiana CASA
- Oaklawn
- Open Door Pantry
- Project SCOPE
- Regality
- Ryan's Place
- SPA Women's Ministry Homes
- St. Martin's Healthcare
- Stable Grounds
- Suzanna's Kitchen
- The ARC Noble County Foundations
- The Crew Youth Center
- The Salvation Army Elkhart
- The Salvation Army Elkhart for LaGrange County
- The Salvation Army Goshen
- The Window
- Thrive By Five
- Walnut Hill Early Childhood Center
- Youth for Christ USA
- YWCA North Central Indiana

Corporate Supporters at Crossroads United Way

Corporate supporters are essential allies in advancing Crossroads United Way's mission. These businesses contribute through financial donations, employee volunteer programs, and in-kind support, helping to fuel our initiatives and expand our reach. Through these efforts, corporate supporters play a vital role in creating positive change and building a stronger community. Their involvement brings:

- **Financial Impact:** Corporate contributions fund critical programs and services.
- **Employee Engagement:** Corporate supporters foster a culture of giving through employee volunteerism.
- **Resource Mobilization:** In-kind support and partnerships enhance our ability to address complex issues.

1st Source Bank
Abbott Laboratories
Arboc Specialty Vehicles
ArcelorMittal
ASA Electronics, LLC
Ashley Industrial Molding
Auto Parts Co., Inc.
Barletta Boat Company
Barnes & Thornburg
Bayer Health Care
Beacon Health - Elkhart General Hospital
Bill Deputy Foundation
Böllhoff
Bosch
Boy Scouts, LaSalle Council
Boys and Girls Clubs of Elkhart County
Brimfield United Methodist Church
Butler CPA
Campbell & Fetter Bank
Caterpillar, Inc.
Cavco Industries, Inc.
Centier Bank
Charlotte Pipe and Foundry Co.
Child And Parent Services
City of Ligonier- Employees
Community Learning Center
Concord Community Schools
Council on Aging - LaGrange
Creative Advertising Products
Crossroads United Way
Cummins Onan
D & W, Inc.
Delta Airlines
Dow Performance Silicones
Earthway Products, Inc.
Eli Lilly and Company
Elkhart County Government
Enterprise Fleet Management
Everence Financial
Family Christian Development Center
Farmers State Bank
Fifth Third Bank
First State Bank
Flint & Walling Inc.
Freedom Academy
Godfrey Marine
Goodwill Industries of Michiana
Goshen City Offices
Goshen College
Goshen Community Schools
Goshen Health
Goshen Stamping, LLC
Grand Design Recreational Vehicles
Graphic Packaging International, Inc.

Greater Elkhart Chamber of Commerce
Green Stream Company
Hawkins Water Tech., Inc.
Heart City Health Center
Heritage Financial Group, Inc.
Horizon Bank
Huntington Alloys
Indiana-Michigan Power
Insight Accounting Group
Interra Cares Foundation
Interra Credit Union
Ivy Tech Foundation
J.C. Penney #1056
Jayco, Inc.
Keim's Elephant Ear Express
Kem Krest
Kendallville City Employees
Kendallville Rotary Club
Kennametal Stellite
Key Bank
Kimberly-Clark Foundation
Kroger
L&W Engineering
LaCasa, Inc.
LaGrange County Government
LaGrange County Prosecuting Attorney
LaGrange Family Dentistry
LaGrange Rotary Club
Lake City Bank
Lakeland School Corporation
LaSalle Bristol
Lennard Ag
Lincoln Financial Group
Lippert Components
Loupa's Chicken
LPL Financial
Lutheran Life Villages
Martin Capital Management
Meijer, Inc.
Menno Travel Service
Mid-City Supply Co., Inc.
MOD Super Fast Pizza, LLC
Monogram Comfort Foods
Myers Industries
Nappanee Public Library
Network for Good - Facebook
Newmar Corp.
NIBCO, Inc.
NiSource-NIPSCO Corporate
Noble County Employees
Noble REMC
Northwest Bank
Oaklawn
Old National Bank

O'Reilly Auto Parts
Parker Hannifin Corporation
Placon Corporation
PNC Bank
Professional Federal Credit Union
r.a. stone designs
Rhue 152
Rieth-Riley Const. Co., Inc.
Robert Weed
Rotary Club of Elkhart
Rotary Club of Kendallville
Rotary Club of LaGrange
Rulli's Italian Restaurant
SDI La Farga LLC
Shah Properties
Shaw Industries Group, Inc.
Sherwin Williams
Skyline Corporation
Smoker Craft, Inc.
Steel Dynamics
Stifel - The Elkhart Group
Supreme Corporation
Surf Air Wireless LLC
Tacos El Portal
Target, Inc. #1446
Tenneco Automotive
The James Foundation
Therma Tru
Thor Industries Corporate Office
Three Rivers Federal Credit Union
TI Fluid Systems
Tire Star
Tom Naquin Auto Group
Town of LaGrange
Transshield
Tri Kappa, Alpha Associate Chapter
Tri-Kappa, Beta Associate Chapter
Tri Kappa, Gamma Associate Chapter
United Health Group
United Parcel Service
University of Notre Dame
Utilimaster Corporation
Walnut Hill Early Childhood Center
Wa-Nee Community School
Welch Packaging Group, Inc.
Welter Foundation
West Noble School Employees
Westview School Corporation
Winnebago Industries
Winnebago Industries Foundation
Wolter, Inc
Yoder Ainlay Ulmer & Buckingham

Tocqueville Honors

Americans' dedication to "make a great deal of real sacrifices to the public welfare" inspired Alexis de Tocqueville to pen "Democracy in America" almost 3 centuries ago. Crossroads United Way has advanced the public welfare in our communities for the past century thanks to a strong partnership with dedicated philanthropists who are willing to sacrifice for the greater good. United Way honors these philanthropic leaders who commit to making a significant impact through a gift of \$10,000 or more by recognizing them as members of the Tocqueville Society.

ORDRE DE FRATERNITÉ (\$50,000–\$75,000)

Bill and Kristin Fenech Family

ORDRE DE LIBERTÉ (\$25,000–\$49,999)

John Collins

Amy and Bob Martin

Frank and Marsha Martin

M. Scott and Kimberlee Ann Welch

MEMBRES DE LA SOCIÉTÉ (\$10,000–\$24,999)

Peter and Christine Barrett

Andrew and Kim Batson

McKay Featherstone

Steven and Joan Malm

Ashley Martin and Bernie Haskins

Rex Martin

Thad and Rachelle Naquin

Douglas and Sara Smoker

Matt and Monica Zimmerman

Colleen and Bill Zuhl

Ed and Willy Welter

Jack and Angie Welter

Individual Leadership Giving

United Way Leadership donors are individuals or couples who annually donate \$1,000 or more through the United Way Campaign. Through their generosity, Leadership donors demonstrate a true commitment to creating positive impact and lasting change in the lives of local families.

BE THE
ONE

PLATINUM LEVEL (\$7,500–\$9,999)

Anonymous
William Purcell
Todd and Sarah Woelfer

GOLD LEVEL (\$5,000–\$7,499)

Dennis and Caron Blyly
Michael Chlebek
Joseph Choflet
Bob Deputy
Trevor and Susan Gasper
Jeff Haradine
Mike Kloska
Andy Marshall
Mary Naquin
Mark and Marisa Podgorski
Dan and Angela Stoltzfus

SILVER LEVEL (\$2,500–\$4,999)

Timothy and Jeri Edwards
John and Lois Fidler
Walter Halloran
David and Cindy Hawkins
Todd Hobbs
Troy and Lori Holland
Kay House-Clark
Cody Huffines
Troy and Katie James
Larry and Patricia Knight
Geoffrey Landis and Elizabeth Gunden
Aaron Larson

Chris Lawrence
Paul Martin
David and Amanda Mihalick
Corbin Miller
Jeffery and Ilene New
Todd Nowicki
Steven and Kristi Ott
Carl and Christi Risk
Darin Schaeffer
Todd Taylor
Tom and Pat Warrick
Brock Welch

COPPER LEVEL (\$1,500–\$2,499)

Hugh Andrews
Dawn Bloch
Brian and Margot Borger
Elizabeth Naquin Borger
Theresa Brown
Shannon and Gary Bruggeman
George and Marty Buckingham
Bill and Debby Burton
Colleen Cole
Jackson Conner
Rich and Shane Davisson
Benjamin Duke
Tom and Sara Elkin
Stephen Elkins
Natalie Buroker Evans
Jan Farron
Roger Fieldhouse
Miranda Fields
Gregory Fink
Noelle Flora
Martha Foreman
Ryan and Lauren Forgey
Connie Fulmer
Steven and Susan Garboden
Jeff Gaugler
Robert & Stevie Giel
Dave Goodling
Alvin and Dolores Graber
Amy Grooms
Benjamin Haiflich

Walter Henderson
Kenneth Hochstetler
Jeff Holdread
Matthew Hostetler
Anthony Hurley
Levon Johnson
Renee Jones
Tim Jones
Sreenivas Kamath
Bryan and Karen Keefer
Ram Khattri Chettri
Chris Lautzenhiser
Todd Lozier
Jonnai Mauch
David McGuire
Christopher and Terri Mason
Leanne McKee
David and Sherrie Miller
Jeffrey Miller
Peter Miller
Michaela Nufer
David Osborn
Josh Owen
Geoffrey Owens
Russell Owsley
Donna Palacios
Darrick Parker
Patuzzi Family
Brent Pawiak
Jeff Pawlak
Jennifer Pendley
Laura Perkins
Cheri Perlans
James Pinarski
Julie Poertner

Allyson Powers
Christopher and Erin Putt
Donna Reed-Hamilton
James Rieckhoff
Blaire Rieth
Kirk Root
Amy Roth
Jeff Roth
Sandra Rynalski
Tami Schlabach
Bob and Marie Schrock
Amy Sink
Kevin Shull
Travis Slone
Lea Smith
Phillip and Jennifer Smoker
Troy Snyder
Kendal and Robina Sommers
Todd Stein
Gabriel Stephen
John Stukenborg
Nicholas Stutsman
Edward Sullivan
Meghan Sullivan
Donald Swift
Eric Thomason
George Tong
Andre Tousignant
Joe Velleman
Kevin Wagler
Adam Weis
Lindsay Welch
Min Yan
Danny Yarbrough
Todd Zarotney

Volunteer Engagement at Crossroads United Way

Volunteer engagement is a cornerstone of our mission. Volunteers play a pivotal role in bringing our programs to life by offering their time, skills, and passion to support community needs.

The Importance of Volunteer Engagement

Through their dedication, volunteers are integral to creating lasting positive change in our community.

- **Enhanced Impact:** Volunteers expand our reach and resources to more individuals.
- **Community Connection:** Volunteering builds a sense of belonging and strengthens local relationships.
- **Skill Utilization:** Volunteers bring diverse skills that drive innovation and improve program outcomes.

Ways to Get Involved with Crossroads United Way

By getting involved, you can help create lasting, positive change in our community. There are many meaningful ways to get involved and make a difference:

- **Events:** Join us at events like the Great Cardboard Boat Race, Power of Purse, or Stamp Out Hunger.
- **Read United:** Help improve literacy and educational outcomes for children.
- **Women United:** Support women's leadership and philanthropy to drive change.
- **Impact Kits:** Assemble and distribute kits with essential items for families in need.
- **Partner Agencies:** Volunteer or donate to help extend our reach through partner agencies.
- **Community Asks:** Respond to ongoing or one-time community needs based on your skills.

<h3>1,000</h3> <p>HOURS OF SERVICE</p> <p>performed by Crossroads United Way volunteers and creating a positive impact in our community</p>	<h3>684</h3> <p>VOLUNTEERS SERVED</p> <p>across multiple programs, including Read United, Stamp Out Hunger, the Cardboard Boat Race, and the Power of the Purse</p>	<h3>\$33,600</h3> <p>ESTIMATED FINANCIAL VALUE</p> <p>of volunteer hours based on current dollar estimate of a volunteer hour in Indiana for 2023-2024</p>
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Thank You from Crossroads United Way

Our success is built on the dedication of an incredible community. We extend heartfelt thanks to our board members, partners, committees, volunteers, and the entire community for your unwavering commitment to improving lives and strengthening our region. Your contributions—whether through leadership, collaboration, or resources—have made a profound impact on families across our community. Together, we have mobilized the caring power of our community to create positive change, and we couldn't have done it without you. As we reflect on this year's accomplishments, we are grateful for your partnership and excited for the journey ahead.

Together, we are making a lasting difference.



Crossroads United Way Team

Theresa Brown
Director of Finance and Human Resources

Natalie Evans
Vice President

Jennifer Haney
Director of Resource Development

Denise Landers
Area Director for LaGrange & Noble Counties

Michele Marlow
Operations Manager

Julie Poertner
Senior Director of Community Impact

Bill Purcell
President/CEO

Yesenia Torres
Coordinator

Jill Yoder
Director of Community Engagement and Volunteerism

**UNITED WE FIGHT.
UNITED WE WIN!**

LIVE UNITED

Crossroads United Way Board Members

Dawn Fisher
Board Chair
Trinity Lutheran School

Ashley Martin
Board Vice-Chair
NIBCO

Shannon Bruggeman (Klein)
Treasurer
First State Bank

Travis Glick
Board Secretary
LaGrange County Prosecutors Office

Andy Helfrich
Past Board Chair
Barnes & Thornburg

Mareen Barton
Lake City Bank, LaGrange

Kutrina Butler
Elkhart County Juvenile
Community Corrections

Grace Caswell
Noble County Tourism

Amy Grooms
Böllhoff

Brian Hicks
Beacon Health System

Matt Hostetler
LaSalle Bristol

Anne Lowe
Noble County Public Health Nurse

Andy Marshall
Interra Credit Union

Dan New
Midwest City Supply, Inc.

Jennifer Pendley
Cummins Onan

Jim Pinarski
Centier Bank

Mark Podgorski
Goshen Health

Bill Purcell
Crossroads United Way

Jason Widmar
Welch Packaging

Make a difference by *Leading the Way!*

Change doesn't happen alone, and we need your help to spread the word. Share how YOU plan to transform your community with Crossroads United Way in 2024.

[#LeadingTheWay](#) [#CrossroadsUnitedWay](#)



leading the way

CROSSROADSUW.ORG

Crossroads United Way

Serving Elkhart, LaGrange & Noble Counties

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Instagram.com/crossroadsunitedway

LinkedIn.com/company/crossroadsuw

Youtube.com/@crossroadsunitedway8772