

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

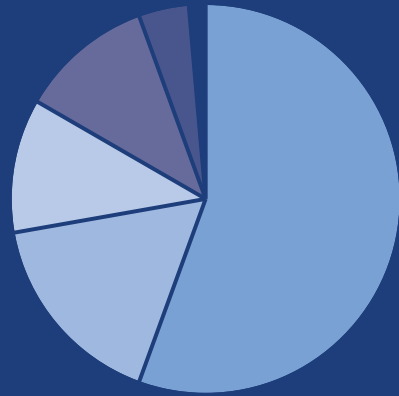
**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**



Our Mission

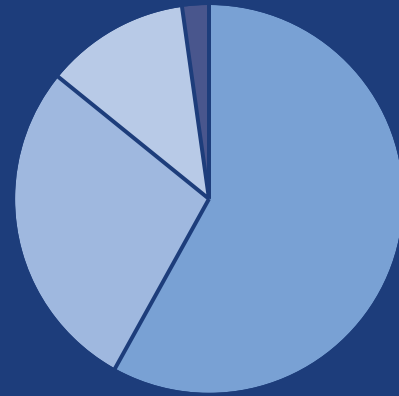
Crossroads United Way’s mission is to improve lives by mobilizing the caring power of our community.

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
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
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](#)



Crossroads United Way
Serving Elkhart, LaGrange & Noble Counties

www.crossroadsuw.org

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Instagram.com/crossroadsunitedway

LinkedIn.com/company/crossroadsuw

Youtube.com/@crossroadsunitedway8772