

**BE THE**

**ONE**

ANNUAL REPORT

**2023**



**Crossroads United Way**  
Serving Elkhart, LaGrange  
& Noble Counties



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



## 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,

A handwritten signature in black ink that reads "Bill Purcell".

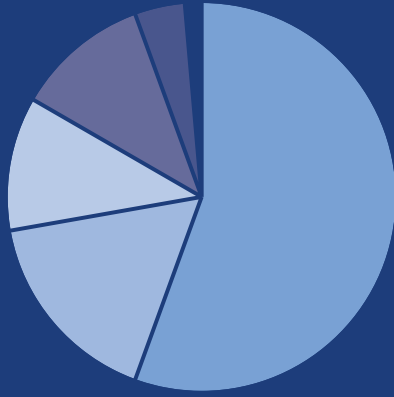
**Bill Purcell**

*President/CEO*

## Our Mission

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

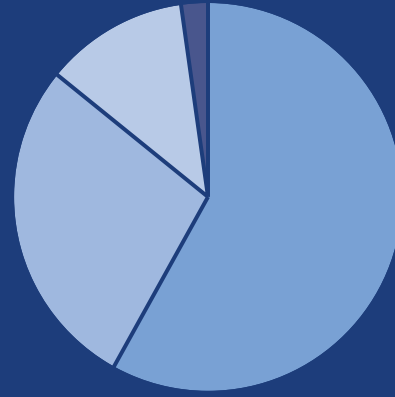
# Financial Highlights



## 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 . . . . .	1.5%
Affiliated Organizations	

# 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  
Transhield  
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.

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

Bill and Kristin Fenech Family

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## ORDRE DE LIBERTÉ (\$25,000–\$49,999)

John Collins

Amy and Bob Martin

Frank and Marsha Martin

M. Scott and Kimberlee Ann Welch

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## 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.

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## PLATINUM LEVEL (\$7,500–\$9,999)

Anonymous  
William Purcell  
Todd and Sarah Woelfer

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## 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

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## 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

# BE THE ONE

## 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.



**1,000**

**HOURS OF SERVICE**

performed by Crossroads United Way volunteers and creating a positive impact in our community

**684**

**VOLUNTEERS SERVED**

across multiple programs, including Read United, Stamp Out Hunger, the Cardboard Boat Race, and the Power of the Purse

**\$33,600**

**ESTIMATED FINANCIAL VALUE**

of volunteer hours based on current dollar estimate of a volunteer hour in Indiana for 2023-2024



# 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

[www.crossroadsuw.org](http://www.crossroadsuw.org)

[Facebook.com/CrossroadsUW](https://www.facebook.com/CrossroadsUW)

[Instagram.com/crossroadsunitedway](https://www.instagram.com/crossroadsunitedway)

[LinkedIn.com/company/crossroadsuw](https://www.linkedin.com/company/crossroadsuw)

[Youtube.com/@crossroadsunitedway8772](https://www.youtube.com/@crossroadsunitedway8772)