

Leading THE WAY

ANNUAL REPORT

2024



Crossroads United Way
Serving Elkhart, LaGrange
& Noble Counties



Leading the Way



The board, staff, volunteers and community partners at Crossroads United Way were blessed throughout 2024 with opportunities to “Lead the Way” throughout Elkhart, LaGrange and Noble Counties. Our efforts in giving, advocating and volunteering were to provide a regional vision for our organization. Among our achievements, we secured major capital funding for Ryan’s Place to assist those grieving in our community, especially children. The Dolly Parton Imagination Library was kicked off in all of our counties with over 5000 children signed up to receive books. Speaking of leading, we got a Women United chapter started, an Ambassador program created, and helped to fund a Latino Leadership Training program with Bienvenido and Community Pro Education. Even our Great Cardboard Boat Race reached a record level of boats and money raised.

Thank you to all who supported Crossroads United Way during 2024 to improve the health, education and financial stability of those living paycheck to paycheck. Through our grants, advocacy, improved use of social media and key performance indicators, Crossroads United Way has continued to build the common good in Northern Indiana so our communities can truly flourish. Reach out to us to find out ways you can join us in building a healthy, happy and thriving community. The future is bright for Crossroads United Way!

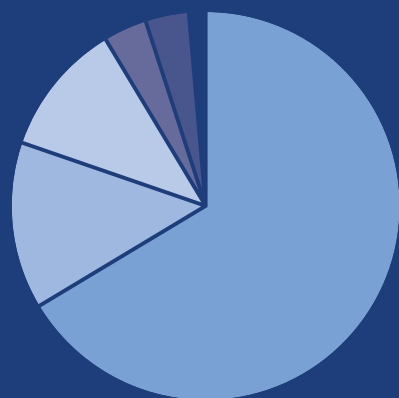
Peace,

Bill Purcell
President/CEO

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

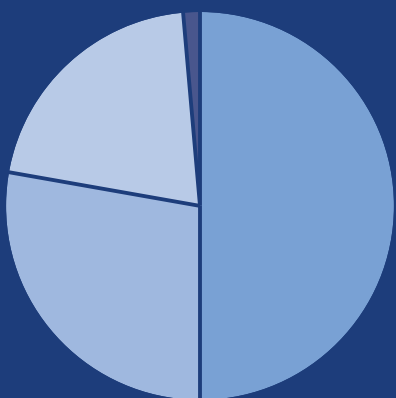
Our Mission Crossroads United Way’s mission is to improve lives by mobilizing the caring power of our community.

Financial Highlights



DISTRIBUTION OF REVENUE
\$2,029,303

Net Campaign	68.8%
Investment Income	13.1%
Fundraising Events	10.0%
Grants	4.2%
Gifts-in-Kind	3.4%
Service Fees & Other Income	0.4%



DISTRIBUTION OF EXPENSES
\$2,119,958

Community Impact Grants	50.20%
Fundraising	26.80%
Program Management	22.40%
Unallocated Dues to Affiliated Organizations	0.60%

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

379,371 RESIDENTS SERVED provided through CRUW-funded community partners	\$276,535 SPENT BY COMMUNITY PARTNERS providing basic needs like rent, utilities, and financial assistance	\$2,584,895 MEDICAL ASSISTANCE provided through funded partnerships
\$908,497 ON 15,803 SHELTER NIGHTS provided by community partners	\$658,900 IN GRANTS supported 39 community partner programs	693 VOLUNTEERS contributed 3603 volunteer hours valued at \$120,664
5,120 CHILDREN ENROLLED in Dolly Parton’s Imagination Library across three counties	708 CHILDREN SUPPORTED with early learning resources through the Lantern Program	2725 KITS DISTRIBUTED to children ages 3–17 by child-focused programs

Thank you to the American Electric Power Foundation
FOR THEIR GENEROUS \$10,000 SPONSORSHIP

of our **Read United Program**—helping us put more books in kids’ hands
and build a stronger foundation for lifelong learning.

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.



Partner Spotlight: LaGrange County Council on Aging



With the support of Crossroads United Way, **LaGrange County Area Transit (LCAT)** continues to serve as a lifeline for older adults across LaGrange County. In just the first six months of 2024, LCAT provided **more than 20,500 trips, covering 212,724 revenue miles over 12,530 service hours**. These rides offer more than convenience—they provide independence, dignity, and connection for individuals who might otherwise be isolated.

Crossroads United Way funding helps close the critical gap in LCAT’s operating budget, which is only 50% covered by transit grants. This local support ensures that seniors 60 and older can continue to access transportation services by donation. LCAT is working to expand its impact, including hiring more early-morning drivers to meet growing demand.

One rider’s story stands out—a woman living alone, with no nearby family, relies on LCAT multiple times a week to get to the grocery store, the doctor, and even the recycling center. She plans her rides far in advance and never misses an opportunity to express her gratitude. Her story is a reminder that when we invest in access, we empower people to remain in their homes, connected to their communities—with dignity and care.

“Without the help of the LCAT vans and their very caring staff, I would not be able to live on my own and retain my independence.”

2024 Community Partners

- 4B Boxing

All Pro Dads

American Red Cross

Boys & Girls Club

Cancer Services of Allen County

CAPS—Healthy Families

CARE UNIVERSITY

Catholic Charities

Center for Healing and Hope

Church Community Services

Community Health Clinic

Council on Aging

Cultivate Culinary School and Catering

Downtown Ministries

Elijah Haven Crisis Intervention Center

Elkhart County Clubhouse

Elkhart Education Foundation

Faith Mission

Family Christian Development Center

First Light Mission

Five Star

Habitat for Humanity of Elkhart County

Harold W McMillen Center for Health Education

Healthier Moms & Babies
- Hearts United for Bristol

Inspiration Ministries

Junior Achievement of Northern Indiana: Elkhart, LaGrange & Noble Counties

LaGrange County Council on Aging

Lexington House of Elkhart

Life and Family Services

Michiana Public Broadcasting Corp

Milford Food Bank

New Mercies Ministries

Northern IN Hispanic Health Coalition

Oaklawn

Open Door

Ryans Place

The Salvation Army Elkhart

The Window

Spiritual and Personal Adjustments (SPA)

Women’s Ministry Homes

St Martin’s Healthcare

Suzanna’s Kitchen

The Salvation Army Goshen

Walnut Hill Early Childhood Center

YWCA North Central Indiana

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 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
	Colleen and Bill Zuhl
	Ed and Willy Welter
	Jack and Angie Welter

Corporate Supporters

1st Source Bank Abbott Laboratories Alliance RV* Ameriprise Financial 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 Boys and Girls Clubs of Elkhart County Boy Scouts, LaSalle Council Brimfield United Methodist Church Browns Tree Service Burr Oak Tool Inc. 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 Classic Transport, Inc. Cleveland Cliffs Inc Community Learning Center Concord Community Schools Corewell Health Council on Aging–LaGrange Courtyard by Marriott Creative Advertising Products Crowe LLP Cummins Onan D & W, Inc. Dana Incorporated Delta Airlines Denny’s Patio Dow Performance Silicones Dynamic Edge LLC (Next Travel) Earthway Products, Inc. Eli Lilly and Company Elkhart County Government Enterprise Fleet Management EQ Systems Everence Financial Fairfield By Marriott Family Christian Development Center Farmers State Bank Fifth Third Bank First State Bank* Flint & Walling Inc.*	Freedom Academy Geenex Solar LLC* Godfrey Marine Goodwill Industries of Michiana Goshen City Offices Goshen College Goshen Community Schools Foundation Goshen Health Goshen Stamping, LLC Grand Design Recreational Vehicles* Graphic Packaging International, Inc. Greater Elkhart Chamber of Commerce Green Stream Company Gurley Leep Hawkins Water Tech., Inc.* Heart City Health Center Heart of West Michigan United Way Heritage Financial Group, Inc. Hilton Garden Inn Horizon Bank Hosler Realty Inc.* Huntington Alloys Hydro, Extrusion North America Impact Institute Indiana Auto & Truck Auction Indiana-Michigan Power Insight Accounting Group Interra Cares Foundation Interra Credit Union* Ivy Tech Foundation J.C. Penney #1056 J.O. Mory Inc.* Jayco, Inc. JC Schrock Engineering LLC Jeld-Wen Inc. Kappa, Kappa, Kappa Keim’s Elephant Ear Express Kem Krest Kendallville City Employees Kendallville Rotary Club Kennametal Stellite Kentucky Trailer Key Bank Keystone RV Company Kimberly-Clark Foundation KJ Hospitality LLC Kroger L&W Engineering LaCasa, Inc. LaGrange County Community Foundation LaGrange County Corn School Inc. LaGrange County Government LaGrange County Prosecuting Attorney	LaGrange Family Dentistry LaGrange Rotary Club Lake City Bank Lakeland School Corporation LaSalle Bristol* Lassus Bros. Oil, Inc.* Lennard Ag* Lincoln Financial Group (Noble) Lippert Loupa’s Chicken LPL Financial Lutheran Life Villages Martin Capital Management Meijer, Inc. Menno Travel Service Metro United Way (Louisville) Microsoft Mid-City Supply Co., Inc. MOD Super Fast Pizza, LLC Monogram Comfort Foods Morgan Olson Myers Industries* Nappanee Public Library Network for Good–Facebook Newmar Corp. NIBCO, Inc.* NIPSCO* NiSource-NIPSCO Corporate Noble County Employees Noble REMC Northwest Bank* Northwest Charitable Foundation, Inc. O'Reilly Auto Parts Oaklawn Office of the Prosecuting Attorney for Elkhart County Old National Bank* Parker Hannifin Corporation (Noble) Personal Caregivers of Elkhart, Inc DBA Visiting Angels Placon Corporation PNC Bank Professional Federal Credit Union Quick Tanks Inc. r.a. stone designs Raymond James Financial, Inc. Ruhe 152 Rieth-Riley Const. Co., Inc. Robert Weed Rotary Club of Elkhart Rulli’s Italian Restaurant SDI La Farga LLC United Way of Allen County SECC Shah Properties Shaw Industries Group, Inc. Sherwin Williams Shipshe Auto Service, Inc.*	Shipshewana Auction Inc. Skyline Corporation Smoker Craft, Inc. Smothered and Covered Fries and More St. Martins Healthcare Steel Dynamics Steel Warehouse Company LLC Stifel–The Elkhart Group Subaru of Indiana Automotive, Inc. Surf Air Wireless LLC Tacos El Portal Target, Inc. #1446 Tenneco Automotive–Ligonier* The Coffee Shack III, LLC DBA: Biggby Coffee #610 The Hess Team, PC The James Foundation Therma Tru The Studio Thor Industries Corporate Office* Thor Motor Coach TH Plastics 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 Trinity Lutheran Church & School United Health Group United Parcel Service University of Notre Dame Utilimaster Corporation Visit Noble County* Wabash Walnut Hill Early Childhood Center/ Goshen Day Care Board Inc Wa-Nee Community Schools Waste - Away Welch Packaging Group, Inc.* Wellfield Botanic Gardens, Inc. Welter Foundation West Noble School Employees Westview School Corporation Winnebago Industries* Wolter, Inc Yoder Ainlay Ulmer & Buckingham
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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.



PLATINUM LEVEL (\$7,500–\$9,999)

Todd and Sarah Woelfer

GOLD LEVEL (\$5,000–\$7,499)

Dennis & Caron Blyly
Michael P. Chlebek
Joe & Adrienne Choflet
Robert J. Deputy
Trevor & Susie Gasper
Jeff Haradine

Mary Naquin
Mark & Marissa Podgorski
Gary Shuder
Phillip & Jen Smoker
Dan & Angela Stoltzfus

SILVER LEVEL (\$2,500–\$4,999)

Sean Clinning
Alvin & Dolores Graber
Geof Landis & Liz Gunden
Walter & Maura Halloran
Troy & Lori Holland
Kay A. House-Clark
Cody Huffines
Troy & Katherine James
Larry & Patricia Knight
Geof Landis & Liz Gunden
Andy Marshall

David & Amanda Mihalick
Corbin & Amy Miller
Jeffrey & Ilene New
Todd A. Nowicki
Steven & Kristi Ott
William Purcell
Christopher & Erin Putt
Todd M. Taylor
Tom & Pat Warrick
Brock & Lauren Welch
Jeffrey Wells

COPPER LEVEL (\$1,500–\$2,499)

Dawn L. Bloch
Theresa R. Brown
Natalie Buroker
Deborah Burton
Rich & Shane Davisson

Benjamin D. Duke
Stephen Elkins
Roger & Nancy Fieldhouse
Connie Fulmer
Steven & Susan Garboden
Amy & Glenn Grooms
Bryan & Karen Keefer
Chris & Karen Lautzenhiser
Michele McDermott

David McGuire
Leanne McKee
Blair & Teresa Rieth
Meghan Sullivan
Joe & Jenny Velleman
Min Yan

BRONZE LEVEL (\$1,000–\$1,499)

John R. Affleck
George & Marty Buckingham
Debbra Camacho
Randy & Lori Christophel
Colleen M. Cole
Jackson D. Conner
Angela Eggering
Tom & Sara Elkin
Craig Ellis
Gregory J. Fink
Jason A. Flagg
Ryan & Lauren Forgey
Susan Galan
Matt & Amanda Gardenour
Jeff Gaugler
Kimberly Greising
Todd & Kimberly Hobbs
Kenneth & Sue Hochstetler
Matthew A. Hostetler
Luke E. Hostetler
Anthony Hurley

Brian A. Jaebker
Levon D. Johnson
Mark Johnson
Tim Jones
Sreenivaq Kamath
Shannon & Gary Bruggeman
Christopher Mason
Ian McGillivray
Thomas J. Meyer
David & Sherry Miller
Jeffrey D. Miller
Rick Mirer
Steve M. Mynhier
Dr. Daniel Nafziger
Michaela B. Nufer
Geoffrey M. Owens
Darrick R. Parker
Brent M. Pawiak
Laura A. Perkins
Cheri Perkins
Scott A. Perry
Jim Pinarski
Allyson Powers
Heidi Ramer
Donna Reed-Hamilton

William F. Richmond
James W. Rieckhoff
Bill & Karla Rieth
Amy F. Roth
Jeffrey & Amy Roth
Tami J. Schlabach
Bob & Marie Schrock
Terry Slabach
Travis Slone
Kendal & Robina Sommers
Allen M. Stanley
Jennifer Streich
John Stukenborg
Don D. Stutzman
Edward Sullivan III
Eric R. Thomason
George Tong
Yesenia Torres
Andre M. Tousignant
Kevin R. Wagler
Micah Weddell
George M. Weiss
Gregory & Krystle Winnell

Volunteer Impact Snapshot 2024–2025

At Crossroads United Way, volunteers do more than give their time—they change lives, strengthen communities, and drive long-term economic and emotional well-being.

693
VOLUNTEERS

3,603
HOURS OF SERVICE

\$120,664
DONATED TIME VALUE

The Value Beyond Time

Volunteering doesn’t just benefit our community—it also encourages a greater sense of purpose, and boosts mental health and productivity. According to national data, 78% of volunteers report lower stress levels after volunteering. For us, that translates to:

- 541 people who experienced reduced stress
- 4 hours of restored productivity per person
- \$53,599 in productivity value saved, based on an average hourly wage of \$24.75

ALICE & Economic Impacts

Volunteering plays a key role in stabilizing the financial health of households who are Asset Limited, Income Constrained, Employed (ALICE). Missed workdays due to mental health strain can cost ALICE workers over \$260 per year. Even small gains in productivity could save communities over \$17 million annually.

- 30,000 ALICE households in Elkhart County
- 5,000 ALICE households in LaGrange County
- 7,500 ALICE households in Noble County



“ It feels good to give back—and even better knowing it’s making a difference in my own life too. ”

— A Read United Volunteer



Top initiatives

1,128 HOURS

by Employee Campaign Champions

804 HOURS

reading to local children through Read United

448 HOURS

supporting strategic committees

234 HOURS

assembling Impact Kits

100+ HOURS

preparing “Page the Puppy” kits

216 HOURS

making a splash at the Great Cardboard Boat Race

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

- Natalie Evans**
Vice President

Jennifer Haney
Director of Resource Development

Tara Horvath
Director of Finance and Human Resources

Denise Landers
Area Director for LaGrange & Noble Counties
- Michele Marlow**
Operations Manager

Julie Poertner
Senior Director of Community Impact

Bill Purcell
President & CEO

Jill Yoder
Director of Community Engagement and Volunteerism

UNITED WE FIGHT.
UNITED WE WIN!
LIVE UNITED

Crossroads United Way 2024 Board Members

- Dawn Fisher**
Board Chair
Trinity Lutheran School

Ashley Martin
Board Vice Chair
NIBCO

Shannon Bruggeman
Treasurer
First State Bank

Travis Glick
Board Secretary
LaGrange County Prosecutors Office

Mareen Barton
Lake City Bank, LaGrange
- Kutrina Butler**
Elkhart County Juvenile
Community Corrections

Grace Caswell
Visit Noble County

Amy Grooms
Böllhoff

Andy Helfrich
Barnes & Thornburg

Brian Hicks
Beacon Health Systems

Matt Hostetler
LaSalle Bristol

Anne Lowe
Noble County Public Health Nurse
- Andy Marshall**
Interra Credit Union

Dan New
Mid-City Supply Co., 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 2025.

#LeadingTheWay #CrossroadsUnitedWay



leading the way

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Crossroads United Way

Serving Elkhart, LaGrange & Noble Counties

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