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#### **MICHIGANBANNER.ORG/DONATE**

# A light in the lab: The Life and Legacy of Bettye Washington Greene COMMUNITY, PG 15



YMCA Camp Timbers opens 2025 staff applications

YOUTH BANNER, COVER



A vision for bilingual learning takes root in Flint

LATINO BANNER, COVER



Men's Health Fair adds activities and advisors

**COMMUNITY, PG 16** 

## Hoyt Library to host Women's History Month discussion on gender and the 2024 election



DR. JESSE DONAHUE

BY MB STAFF

SAGINAW — In recognition of Women's History Month, Hoyt Public Library will host a timely community discussion on gender and politics, titled "Women and the 2024 Election." The event

FEATURED STORY -----

will take place from 6:30 p.m. to 7:30 p.m. on Wednesday, March 26, at Hoyt Library, 505 Janes Ave., Saginaw.

Dr. Jesse Donahue, professor of political science at Saginaw Valley State University and coordinator of the university's Gender Studies program, will lead the presentation. Her talk will examine why the United States has yet to elect its first woman president, despite the candidacy of qualified female contenders in recent election cycles.

Dr. Donahue's lecture will provide an overview of the gender, partisan, and public opinion barriers that continue to influence presidential elections and voter perceptions. Drawing on her academic research and teaching in gender and politics, she will unpack the structural and cultural dynamics that have shaped electoral outcomes and candidate viability.

In addition to her scholarly work, Dr. Donahue is a frequent media contributor, offering political analysis to outlets such as The Washington Post, Foreign Affairs, The Atlantic, Al Jazeera English, New York Magazine, and MLive.

The event is free and open to the public, offering attendees an opportunity to engage in an insightful conversation about the intersection of gender and American democracy.



COMMUNITY, PG 13

# WOMEN'S HISTORY

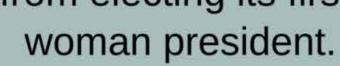




Join Us For A Lively Discussion **About Gender & Politics** 



Why didn't we elect a woman president? Join Dr. Jesse Donahue for an overview of the gender, partisan, and public opinion barriers that prevented the U.S. from electing its first











#### **MICHIGAN BANNER**

Mid-Michigan's Regional Newspaper

#### **MICHIGAN BANNER**

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#### **MISSION**

The Michigan Banner, Latino Banner and Youth Banner operates and serves as a print and online media venue committed to educating, informing and enlightening our readership regarding events and news that directly and indirectly affect the communities regionally and globally. Furthermore, to serve as a catalyst and a link for cultivating young adults as entrepreneurial and business leaders for the future.

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WOMEN'S HISTORY MONTH

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#### MICHIGAN YOUTH BANNER

**VOLUME 7 • NUMBER 6** 



# YMCA Camp Timbers opens 2025 staff applications, invites youth-focused leaders to join team



YMCA FLYERS

#### BY MB STAFF

SAGINAW — YMCA Camp Timbers is now hiring for its 2025 summer season, offering a range of positions for individuals interested in working with youth in an immersive outdoor setting. Located in West Branch, Michigan, the camp is known for its emphasis on personal growth, leadership, and connection through nature-based experiences.

Applications are open for

cabin counselors and support roles such as lifeguards, high adventure specialists, seasonal leadership, and food service and facility staff. Cabin counselors are responsible for supervising, guiding, and supporting a group of 8–12 campers, helping to build a close-knit and engaging camp environment.

Positions are available for individuals 18 and older, with weekly pay ranging from \$365 to \$395. Staff members are expected to be available from May

30 to August 2, although some half-summer contracts are also available.

The camp prioritizes hiring staff who are nurturing, responsible, resilient, and creative. Employees are encouraged to develop leadership and communication skills while contributing to a positive, inclusive space for campers. These roles are especially valuable for those pursuing future careers in education, social work, recreation, or youth development.

YMCA Camp Timbers is operated by the Saginaw YMCA and serves youth ages 6 to 17, with a mission centered on youth development, healthy living, and social responsibility.

More information and application details are available at CampTimbers.org. Interviews are currently ongoing and will continue until all positions are filled. Interested applicants may also contact Executive Director Brian Miller at BAMiller@SaginawYMCA.org.







# Celebrating Women's History Month: Honoring her stories, inspiring the future



FILE PHOTO

#### **BY MB STAFF**

March is more than just the start of spring — it's a time to celebrate the bold, brilliant, and barrier-breaking women who've shaped our world. Women's History Month is a chance to honor the stories of those who came before us, recognize the women making history today, and inspire the next generation of changemakers — including you.

From astronauts and athletes to poets and presidents-in-wait-

ing, women have always been at the heart of progress. But for a long time, their accomplishments were often left out of textbooks, news headlines, and museum walls. That's why Women's History Month matters — it helps tell the full story.

This year, youth and families across Michigan can join in local events, school projects, and conversations celebrating women who've led the way in science, politics, education, and the arts. At Hoyt Library in Saginaw, for example, a special event titled

"Women and the 2024 Election" will explore the challenges and triumphs women face in politics — especially when running for president. It's part of a larger push to talk honestly about what still needs to change to make sure everyone has an equal shot at leadership.

You don't have to be famous to make history. Every time someone stands up for fairness, helps others, or speaks their truth — that's history in motion. Whether it's learning about Rosa Parks, Malala Yousafzai, Frida Kahlo, or your own grandmother's journey, Women's History Month reminds us that courage comes in many forms.

Want to celebrate? Read a book by a woman author. Interview a female leader in your community. Volunteer for a cause that supports girls. Or simply say thank you to the women who inspire you.

Because her story is your story, too — and the future is what you make it.



Great Lakes Bay Regional Newspaper



# Latino Banner LIDER EN LA DIVERSIDAD

VAMOS ADELANTE

#### A vision for bilingual learning takes root in Flint





THE LATINX TECHNOLOGY & COMMUNITY CENTER BREAKS GROUND ON BILINGUAL EARLY EDUCATION CENTER

#### BY MB STAFF

FLINT — A major step toward educational equity and cultural inclusion is underway in Flint, where the Latinx Technology & Community Center has broken ground on a bilingual early childhood education center. The new facility, being constructed adjacent to the existing center on Lewis Street, is designed to serve as a cornerstone for dual-language learning and community development.

The upcoming two-story structure will dramatically expand the center's early education capacity—from just 11 seats to 65—and feature dedicated space on the second floor for literacy

and STEM enrichment.

"We know that in today's society, if you speak another language, it gives you a competitive edge in employment. It triggers the brain just to be a better learner and we're excited to be a partner to be able to do that for families here," said Asa Ascencio Zuccaro, executive director of the Latinx Technology & Community Center.

State leaders have taken note of the center's impact and future promise. Backed by strong advocacy from State Senator John Cherry and State Representative Cynthia Neely, the project secured \$2.6 million in state funding.

"Something that Flint does not lack is people who want to

transform their community. We have tons of people who are active, want to see great things happen," said Senator Cherry.

The initiative is supported by a coalition of local and state figures, including the Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP), Lieutenant Governor Garlin Gilchrist, and Flint Mayor Sheldon Neeley.

"We want to make sure that every sector of our city and every person in this community are felt welcomed and definitely we have spaces, safe spaces for our children to learn and grow," said Mayor Neelev.

As the Latinx population in Flint continues to expand, the new early learning center represents more than just bricks and mortar-it's a commitment to cultivating a future where culture and language are embraced as strengths.

Zuccaro believes the center's impact will reach beyond the Latinx community. "We see a lot of non-Latinos engaging in our programs because they recognize that as parents. They want to make sure that their kid speaks other languages or knows more about culture. It's a very valuable thing to have here in the United States," she said.

Construction is projected to take approximately 14 months, with doors expected to open by summer of next year.

THE LATINO BANNER IS PROUDLY SPONSORED BY GREAT LAKES BAY HEALTH CENTERS



#### Great Lakes Bay Regional Newspaper

#### Bilingual education can work both ways



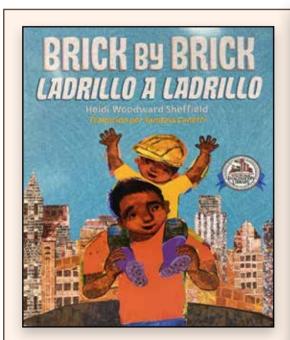
(As the Michigan Banner focuses on literacy, we will offer suggestions for children's books.)

Professional educators generally assert that bilingual education is both essential and effective, but among some everyday citizens there remains an English First sentiment. Well, in bilingual books, all the King's English is on all the pages, and so no child is left behind. The Spanish is like a bonus, to include, or to exclude. That's the choice of the teacher, the tutor, the parent.

For example, in "Brick by Brick/Ladrillo a Ladrillo," a highlight page includes: "I dream of a house for us." That's side-by-side with: "Yo sueno con una casa para nostros."

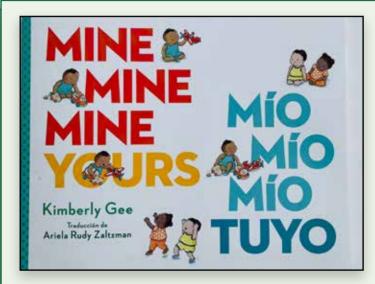
And so a youngster reared in a Spanish-speaking home is able to absorb English. Also, a child in an English-speaking home is able to learn Spanish.

Maybe they could call it BOGOlingual education.



#### Brick by Brick, Ladrillo a Ladrillo

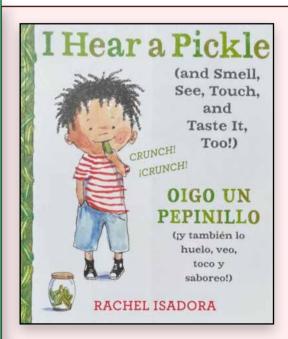
The narrator is a kindergartner who goes to work with his father, riding on his shoulders out the door on the way to the construction site. He enjoys an empanada for a workpail lunch with his papi, compares his dad on the scaffold to himself on his school playground's climbing bars, and eventually attains his own hard-yellow construction helmet. Oh, and he reads books while papi works. Ladrillo by ladrillo, libro a libro.



#### Mine Mine Mine Yours, Mio Mio Mio Tuyo

As you may guess from the title, "The best playdates include sharing! Compartir es parfte de los mejores juegos!" This is a good starter book. Like with Latin, often we see Spanish roots in the English. "Come in" = "Entren." Sometimes not. "Go out" = "Salgan." The characters jump and bump and take turns going down the slide.





#### I Hear a Pickle, Oigo un Pepinillo

First you smell the pickle, then you see it, then you touch it (pick it up) and then you taste it. But do you hear it when you take that first bite? Let's celebrate our five senses! Also, celebremos nuestros cinco sentidos! Smell, huelo. See, veo. Touch, toco. Taste, saboreo. Hear, oigo.

Artwork is the universal language, especially in bilingual books with the challenges of two ways of speaking. Phonics is not the only answer when a young reader struggles with certain words. Often a gentle nudge or finger on the illustration can help bring the linguistics to light.

To volunteer as a READ Association tutor, see their website or call (989) 755-8402.



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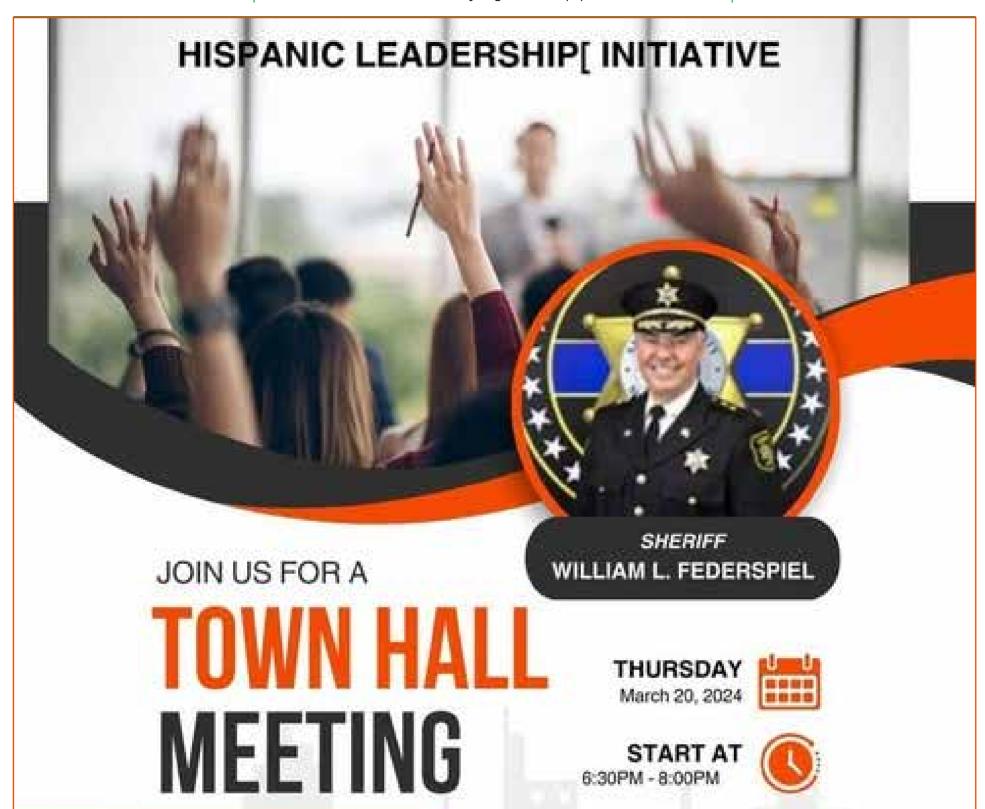


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Our pharmacy locations: Davenport, Janes Street, Old Town or Bay City South. Call (989) 921-5377 for more information or visit greatlakesbayhealthcenters.org.



Great Lakes Bay Regional Newspaper



#### TOPIC OF DISCUSSION

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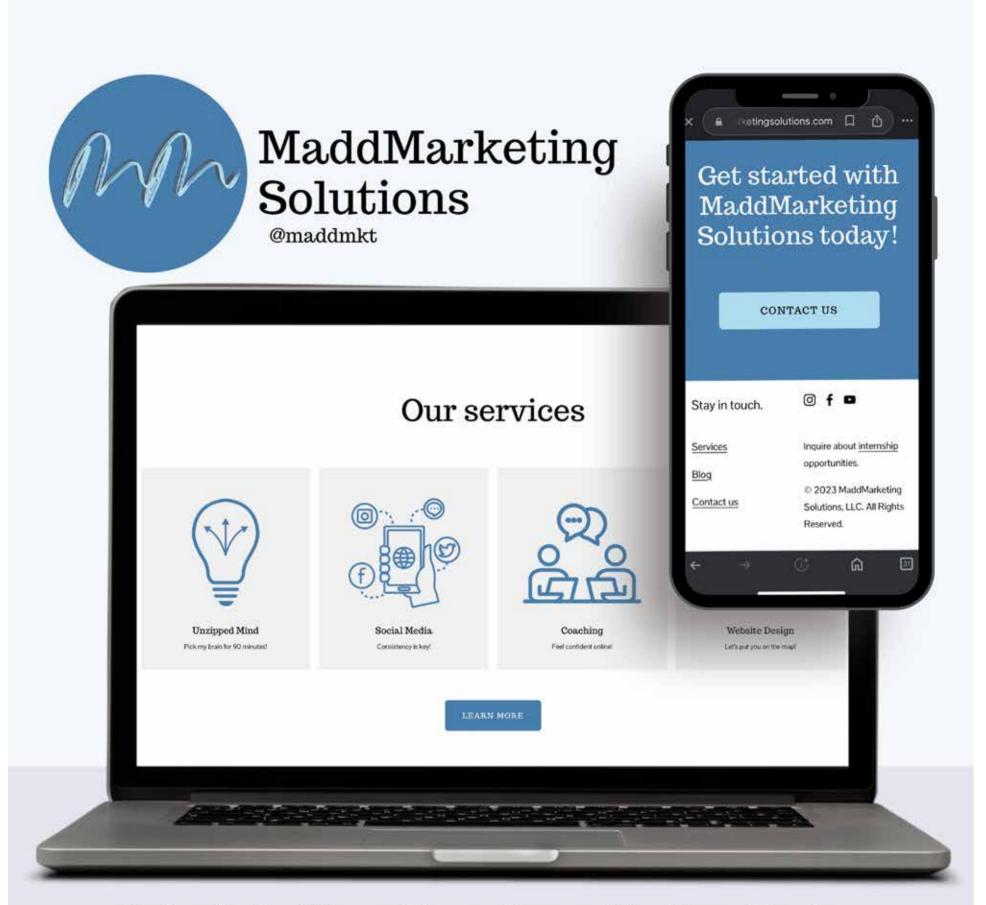


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#### A Sisterhood in Service: The YWCA's Century in Saginaw



YWCA BAY COUNTY MARCH, 1924

#### **BY MB STAFF**

SAGINAW — As Women's History Month celebrates the achievements and impact of women across generations, the story of the YWCA in Saginaw stands as a powerful local example of women building community, advocating for opportunity, and creating space for each other in a changing world.

What began in 1891 as a modest gathering of 14 working women in downtown Saginaw soon evolved into a cornerstone of community life. These women, in need of a safe and welcoming place to eat lunch and gather socially, rented a room on North Washington Avenue — not just for meals, but for connection. By 1895, their numbers had grown to 100, and the group moved to the First National Bank Building on Franklin Street, expanding its mission to offer classes in stenography, bookkeeping, and music.

The organization officially became part of the Young Women's Christian Association (YWCA), part of a global movement committed to empowering women and promoting social justice. By 1913, with support from philanthropist Wellington R. Burt and over 7,000 community members who attended the dedication, the YWCA opened a new building at 215 S. Jefferson — a downtown center specifically for girls and women.

More than just a building, the YWCA became a hub for learning, leadership, and community life. It offered a cafeteria, rooms for rent, and hosted clubs like the Merry Wives and Blue Triangle. Programs addressed the needs of working women and helped young girls develop confidence and character grounded in Christian values. In 1918, just five years after opening, the building was fully paid for — a testament to the strength and commitment of its members.

By the mid-20th century, the YWCA of Saginaw was thriving with offerings for all ages. The popular Town Club served junior high and high school students with dances, movies, and gym activities. Summer camp opportunities at "Camp In the Woods" in Mio, Michigan, provided young women with access to outdoor learning and recreation — long before such experiences were widely available to girls.

However, despite its rich programming and enduring legacy, the organization faced mounting financial difficulties by the 1950s. Its original building was declared a fire hazard, and the YWCA moved to temporary locations before dedicating a new facility in 1966. As the years passed, challenges related to funding, shifting interests, and broader societal changes took a toll. In 1981, the doors of the building at 615 S. Jefferson closed, and the Saginaw YWCA ceased operations.

The story of the Saginaw

YWCA is a reminder of the profound impact grassroots efforts can have — especially when led by women. From a lunchroom gathering to a community institution, the YWCA shaped the lives of countless women and girls for nearly a century.

Today, as communities across the nation observe Women's History Month, the legacy of the YWCA in Saginaw remains a meaningful chapter in Michigan's broader story of women's leadership and resilience. The organization may no longer be active, but the spirit that drove its founding - a desire for connection, empowerment, and growth — lives on in the many women and girls whose lives it helped shape.

The YWCA archive is preserved at the Castle Museum of Saginaw County History, where visitors can learn more about the organization's role in local history.



#### Homeless camp clearout causes re-consideration



A HOMELESS ENCAMPMENT IN SAGINAW WAS CLEARED OUT BY CITY EMPLOYEES ON FEB. 28

#### BY MIKE THOMPSON

SAGINAW — A cleanup of a homeless encampment by municipal crews led to agreement at the March 10 City Council meeting that a review of procedures is needed.

At the same time, several members said the issue should not have been placed on social media, in agreement with Jacinta Seals that "misinformation" among some respondents -- the No. 1 criticism of modern tech dialogue -- was a regrettable result. The discussion on a YouTube meeting video, including some personal outlooks, begins at the 1:43.45 mark.

Carly Rose Hammond authored a Facebook post on March 6 that described city staff's actions as "unacceptable," adding, "Our homeless population are not trash that needs to be 'cleaned up.' "

Seals, a newcomer like Hammond, suggested that members should consult among themselves and their own management team before they take issues to the public.

Hammond, in turn, said she learned of city staff's action from an earlier post on social media.

The location is along Davenport Street between Riverview Plaza's north entrance and North Michigan Avenue, a scenario that City Manager Tim Morales described as a first-time occurrence during his 16 years in the administration.

Morales told the council that an environmental crew performed the task under the standards as for any property filled with debris, and that the violation notices caused many of the encampers to move, leaving behind the mess but giving them an opportunity to keep desired belongings. He pointed to potential dangers, with at least one campfire kindled in winter's cold, but he pledged to explore future alternatives to strict code enforcement.

Still, the manager expressed disagreement with Hammond, "We basically were stating, clearing out the debris, not the people."

Morales showcased a decadelong link between the Police Department and the Community Mental Health Authority that will include a wider range of training and consulting. Although cops were not part of the encampment clearout, they most frequently encounter the homeless. A presentation by Nancy Johnson, Mental Health supervisor of crisis intervention services, begins earlier at 58:30.

A committee will examine future policy if other encampments take root, with inclusion of social and mental health agencies, both public and private. A question that remains is whether city government should take the lead, or whether the programs and the shelters should be at the helm.

This winter's campout, with the highway overpass as shelter, may have been the first big gathering, but homelessness has been on the agenda ever since the City Rescue Mission took root at the start of the 20th century. Restoration Community Outreach, the Underground Railroad, Mustard Seed, Emmaus House and, most recently, The Well, also offer shelter. The chronic homeless are individuals who, for various reasons, avoid the supervised temporary facilities.

During the 1980s, the United Way organized a group, Saginaw Consortium of Homeless Assistance Providers, S-CHAP, with a

purpose to improve collaborative teamwork. One result was establishment of the 211 anti-poverty emergency number, similar to 911 for police and fire. S-CHAP gradually has died out, resurfacing in 2021 with a short-lived proposal to convert the former Houghton Elementary School into low-income rental housing.

Membership on the new homelessness committee has not been determined, but city leadership again is bypassing the 50-year-old Human Planning Commission, similar to the past City Council forming an ad hoc American Rescue Plan advisory panel rather than tapping HPC. The former Human Relations Commission, HRC, folded two decades ago.

#### **Action already begins**

Three days after the council discussion, March 13, Morales issued a statement that follows:

CITY TO ESTABLISH COM-MUNITY PARTNERSHIP AND ASSISTANCE FOR UNHOUSED **INDIVIDUALS** 

"In an effort to bring together community partners, the City of Saginaw is taking action to develop temporary legal encampment sites which will provide relief and a safe environment for unhoused individuals in the City of Saginaw.

"The next steps for the City include establishing a crossagency multi-sector response where local nonprofits, businesses and community advocates will address this issue and develop pathways to permanent housing and support.

"Please visit our website at www.saginaw-mi.com or the City of Saginaw Facebook page www.facebook.com/cityofsaginawgovernment for additional information as details are finalized."



#### A light in the lab: The Life and Legacy of Bettye Washington Greene



BY MB STAFF

MIDLAND — Long before Bettye Washington Greene stepped into a Dow Chemical laboratory with a Ph.D. in chemistry and a head full of brilliant ideas, she was a young girl in Texas quietly defying expectations.

Born in 1935 in Palestine, Texas, she came of age in a nation still wrestling with the ghosts of slavery and segregation. In a state where laws still criminalized integration and interracial relationships, Greene's early years were defined by limitations others imposed — and her refusal to accept them.

But education, and one curious mind, became her north star.

At I.M. Terrell High School in Fort Worth, Greene was part of a progressive program for Black students that emphasized handson, problem-solving learning. For a teenager already captivated by the magic of science — even as chemistry sets were marketed "for boys" — the school's approach sparked a fire that would never go out.

She followed that fire to Tuskegee Institute, where she earned her chemistry degree and met her future husband, William Greene. After graduation, she juggled motherhood with ambition — pausing, but never extinguishing, her dream of returning to the lab. When the time came to pursue her doctorate, she chose Wayne State University over MIT for its financial support. With her mother watching the children in Texas and her husband working at Chrysler, Greene poured herself into research, working under the guidance of Dr. Wilfried



BETTYE WASHINGTON GREENE IN AN UNDATED PHOTO FROM HER TIME AT THE DOW CHEMICAL COMPANY. (COURTESY OF DOW AND SCIENCE HISTORY INSTITUTE)

Heller.

In 1965, Greene made history — again. Her dissertation on particle size distribution through light scattering not only pushed forward the field of physical chemistry, but also earned her the distinction of being the fifth Black woman in the United States to receive a Ph.D. in chemistry. That same year, The Dow Chemical Company came calling.

Midland was a company town, and in 1965, it was not known for diversity. Greene's hiring wasn't just a milestone — it was revolutionary. She was the first Black female Ph.D. chemist hired by any chemical company in the U.S., and the first Black woman research scientist at Dow.

What followed was a career shaped by innovation, resilience, and scientific excellence. In Dow's Saran Research Lab, Greene applied her expertise to synthetic latex, using advanced light scattering techniques to study polymers in water. She was promoted to senior research scientist in 1970 and later joined the Designed Polymers Research Division, contributing to break-

throughs in pharmaceuticals, cosmetics, coatings, and more.

Her name appears on three patents. Her work helped refine materials used in everything from paper coatings to household products. And while she worked behind the scenes, her influence extended far beyond the lab.

"She would talk about viscosity even as we were cooking," her daughter, Willetta Greene Johnson, recalled. "That was not only an atypical African American experience. It was an atypical American experience."

The Greene household in Midland was filled with more than science. It echoed with jazz, classical, and pop. Ella Fitzgerald played alongside The Beatles. Science and art coexisted, inspiring Willetta to become both a physics professor and a Grammy-winning composer.

Yet for all her professional achievements, Washington Greene faced the double bind of race and gender in a corporate world still catching up. She trained others who were promoted ahead of her. She climbed, but the ladder often shifted beneath her feet.

"She told me that it was chal-

lenging to climb the ladder as a woman, particularly as a woman of color," said her daughter.

Still, she climbed. And she opened the door behind her.

When Greene retired from Dow in 1990, she left behind more than data and patents. She left a legacy of quiet revolution. She passed away in 1995 at the age of 60, but her legacy lives on — in every scientist of color who enters a lab with the confidence that they belong there.

In 2022, Wayne State University launched the Bettye Washington Greene Endowed Memorial Lecture Series, a fitting tribute to a woman who made her mark not with loud declarations, but with light — the very thing she used to measure particles and illuminate possibilities.

From the chemical corridors of Midland to classrooms and research centers across the country, the ripple effects of her brilliance continue. And while history may not have always given her the recognition she deserved during her lifetime, Bettye Washington Greene's story is now part of the fabric of American science — bold, beautiful, and still unfolding.



WASHINGTON GREENE AT DOW, CIRCA 1969. (COURTESY OF WILLETTA GREENE JOHNSON)



#### Men's Health Fair adds activities and advisors

BY MIKE THOMPSON

SAGINAW — John Doe insists he doesn't need a physical checkup. His back remains sore, he tells his wife, but it's only a little bit of a muscle strain. It will be better tomorrow.

Jane Doe thinks of offering her usual reaction: "John, you're always making excuses about seeing the doctor. What's wrong with all you men?"

Instead, she tries a different approach: "Do you think maybe it could be a problem with your kidneys?"

This is a for-example scenario offered by Shareka Martin, who has enlisted to volunteer as a health care advocate, currently promoting "Pancakes and Prostates," 8 to 11 a.m. March 29 at the YMCA. The slogan for the uncommon topic title is, "Come for One ... Stay for the Other."



SHAREKA MARTIN

Shareka explains, "Instead of attacking them, the approach should be with the understanding that most men will tolerate their health issues because this is what they have been shown from the other men in their lives and around them for years. It's time to change the narrative and start showing them they have support from friends, family and your community.

She contin-"We need ues, them around! Taking care of yourself as a man, or admitting an doesn't issue, show weakness, prevention is important because it can help avoid disyou disability ease, and death."

The breakfast is part of an expansion of the 12th annual Kappa Alpha Psi Men's Health Fair in June.

To carry out the year-round focus, the fraternity aims to train 100 volunteers to spread awareness and action. Mar-

tin is among three women in the first class of 20.

"I was already studying holistic health," she says, explaining her motivation to get involved. "My journey began about 20 years ago. I have 3 adult children, but after my oldest son was diagnosed with Type 1 diabetes, I started finding my passion.

"Later on in the journey, I started offering wellness coaching, specifically for clients looking to lose weight. My focus changed again in these recent

years, due to several men close to me getting diagnosed with various types of cancer. I knew then I wanted to get involved. I was blessed to come across the opportunity to get certified as men's health educator on social media."

The online certification classes for CMHE, Certified Men's Health Educator, allow volunteers to study at their own pace, and Martin opted for an intensive two weeks, noting that this can be accomplished while working another job. Visit healthy-

men.org/cmhe/.

Prostate cancer is of special interest because it is a leading cause of death, ranking second only behind lung cancer, and it can be detected early via a routine urine sample.

Joining Kappa Alpha Psi as sponsors are the County Health Department's BWell outreach, along with Great Lakes Bay Health Centers, the Health Equity Council and Quest Diagnostics.



## PANCAKES AND PROSTATES: COME FOR ONE ... STAY FOR THE OTHER

8 - 11 a.m. • Saturday, March 29th, 2025

#### **YMCA of Saginaw**

1915 Fordney Street Saginaw, MI 48601



This may not be your idea of a normal healthy breakfast, but one in six men will be diagnosed with prostate cancer during his lifetime. Join Great Lakes Bay Health Centers, Quest Diagnostics, and Kappa Alpha Psi Fraternity, for a free hearty breakfast, a routine PSA screening for prostate, and discussions on cancer in men and other health related issues. Breakfast will be served from 8-11 am and will include pancakes, sausage, coffee, juice and fruit.

Reservations are required; you must pre-register for this event.

To make reservations please use the QR Code below







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**BWELL** Saginaw Health Equity Council

PANCAKES AND PROSTATES EVENT FLYER

#### Flint & Genesee Group to host annual meeting focused on progress, possibility, and a hometown success story

BY MB STAFF

FLINT — The Flint & Genesee Group is inviting the community to an afternoon of reflection, inspiration, and forward thinking at its 2025 Annual Meeting, themed Welcoming Opportunities. Scheduled for Tuesday, March 25, the event will run from 3 to 4:30 p.m. at the FIM Capitol Theatre in downtown Flint. Doors open at 2 p.m., and tickets are available for \$10 at FlintandGenesee.org.

This year's meeting will spotlight the Flint & Genesee Group's bold strategies, initiatives, and partnerships over the past year, showcasing how those efforts are opening new doors across the region. From building a skilled workforce and attracting talent to driving economic development and tourism, the Group's impact continues to grow.

The afternoon will also feature a keynote address from Flint native KeJuan Wilkins, who currently serves as Executive Vice President and Chief Communications Officer at Nike. In his role, Wilkins leads the brand's global communications, overseeing how Nike shares its message across corporate, consumer, and internal channels. With nearly 20 years of experience, he has played a pivotal role in shaping the voice of one of the most influential companies in the world.

"We are excited to share the successes we had last year from the divisions and programs at the Group," said Tim Herman, CEO of the Flint & Genesee Group. "I also look forward to hearing about KeJuan's story and how it might inspire our organization, and Flint & Genesee, to work together toward new opportunities."

The meeting will also provide an inside look at how the Group's



KEJUAN WILKINS, NIKE'S EVP & CHIEF COMMUNICATIONS OFFICER

four divisions—Flint & Genesee sion: making Genesee County 2025 Annual Meeting is expected Chamber, Flint & Genesee Economic Alliance, Flint & Genesee Education & Talent, and Explore Flint & Genesee-are aligning their efforts to achieve a bold vi-

one of Michigan's top five communities for jobs, talent, livability, and equity by the year 2040.

With a mix of storytelling, data, and community pride, the

to draw a wide audience of local leaders, entrepreneurs, educators, and residents eager to celebrate progress and embrace the possibilities ahead.



# Saginaw AKA chapter celebrates moms, students, women entrepreneurs and 63 years of service

BY ETA UPSILON OMEGA CHAPTER

SAGINAW — Alpha Kappa Alpha Sorority, Incorporated® Eta Upsilon Omega Chapter is set to celebrate a huge milestone with our upcoming 41st Annual Hats Off to Mom Scholarship luncheon. The theme is "Standing on Business Nurturing Dreams & Securing Futures...One Hat at a Time."

"For sixty-three years Eta Upsilon Omega Chapter has been an impactful influence in Saginaw since our inception and chartering at the Bancroft Hotel on February 10, 1962," says Lisa Reed, President of Eta Upsilon Omega Chapter. "We strive to be a continuous source of dedication to our community through volunteering by helping those in need, positioning youth for success through scholarships, mentoring and education, political and social justice, promoting women's health and nutrition and building our economic wealth. We are also a source of professional and leadership development for our members, some of whom will attend our Leadership Seminar in Anaheim, California, in July, 2025."

On May 3, 2025 at 11:00 a.m., it will be that dedication to the Saginaw community that takes center stage with this year's celebration. The chapter is pleased to host our annual signature event in a luncheon to commemorate forty-one-years of Hats Off to Mom. It will be held at the Horizons Conference Center, 6200 State Street. The chapter is proud of its legacy rooted in Sisterhood, Scholarship and Service. Highlights of the event include the awarding of college scholarships to Saginaw-area high school students, women entrepreneurs, and musical performances by



MEMBERS OF THE ALPHA KAPPA ALPHA SORORITY, INCORPORATED® ETA UPSILON OMEGA CHAPTER (COURTESY PHOTO)

vocalist Ms. Aniya Gray and Mr. Micah Dunn, violist, both of Saginaw, Michigan.

Our 2025 "Mother of The Year" and Eta Upsilon Omega's "Soror of The Year" prestigious award winners will be celebrated. A new award will be featured this year to honor a woman entrepreneur. Proceeds from sponsors, ticket and souvenir book advertisement sales will ensure the continuation of the chapter's efforts to provide scholarships to deserving students and to give back to the community through service projects.

"Our history illustrates we are women who lead as we were the first African American Greek Letter organization established

in Saginaw, Michigan, following the unprecedented path pioneered by our illustrious national founders in 1908," Reed continues. "We proudly stand on the shoulders of our charter members, many of whom were the first women of color to attain positions in their professions in the city of Saginaw. Our charter members (all deceased) are: Frances Elnora Moton Carter, Jacqueline M. Porterfield, Willett K.G. Johnson, Della Vaughn Smith, Margaret Griffin Brown, Lola A. Lothery Shelby, Nancy Haithco-Price, Bernadine Tivis Carter, Helen Joan Banks Turpin, Mildred Cambridge, Marie Waldon Claytor and Eva Wyche."

Our commitment and impact

on improving the lives of others are demonstrated by our contributions of nearly \$250,000 in scholarships and community service programs. We endeavor to continue this legacy in 2025 and beyond. I am appreciative of the privilege to serve as President of this outstanding, thriving sisterhood, with leaders who make a difference in the community by providing service to all mankind."

Tickets are \$65 and can be purchased, as well as souvenir book ads, by contacting any sorority member or online by scanning the QR code or visiting <a href="https://akahyo1908.wildapricot.org/event-6092007">https://akahyo1908.wildapricot.org/event-6092007</a>. For questions, please contact us at AKA-1908HYOmega@gmail.com.



Mid-Michigan's Regional Newspaper





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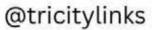
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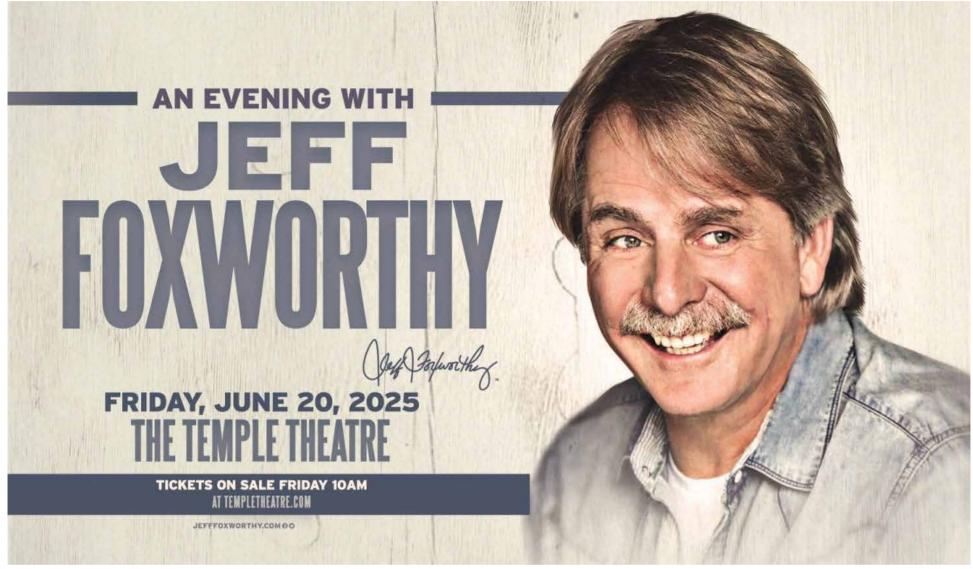








# Jeff Foxworthy set to bring laughter to Saginaw's Temple Theatre this Summer



JEFF FOXWORTHY

#### **BY MB STAFF**

SAGINAW — Comedy fans, mark your calendars. The Temple Theatre inside the Shaheen Performing Arts Center will welcome legendary stand-up comedian Jeff Foxworthy to downtown Saginaw for a one-night-only event on June 20.

Tickets go on sale starting Friday, March 7 at 10 a.m. and can be purchased through the theatre's official website: www. templetheatre.com.

Foxworthy, a household name in comedy, holds the title of the top-selling comedy recording artist of all time. Over the span of his career, he's racked up multiple Grammy nominations, authored more than two dozen bestselling books, and earned a spot in the Georgia Music Hall of Fame in 2014.

Though he's best known for his iconic "You might be a redneck..." one-liners, Foxworthy's comedic reach goes far deeper—drawing laughter from the everyday experiences of family life and the quirks of human nature. His storytelling style has often been likened to that of classic American humorist Mark Twain.

Beyond the stage, Foxworthy has stayed busy with a wide variety of projects. He hosted A&E's live auction series *What's It Worth?* and served as a judge on



JEFF FOXWORTH

NBC's *Bring The Funny*, which debuted in the summer of 2019 to strong ratings. He also cohosts *Jeff and Larry's Comedy* 

Roundup on SiriusXM, a channel dedicated to classic and contemporary American comedy.

His stand-up special We've Been Thinking is available to stream on Netflix, and he's the creator of two popular party games, Relative Insanity and See What I Mean?, both designed to bring laughter to family gatherings.

Foxworthy continues to tour across the country, bringing his signature wit and charm to audiences of all ages. His upcoming appearance at the Temple Theatre promises to be a highlight of Saginaw's summer entertainment calendar.



#### SOUP serves recipe for small biz startups



SAGINAW SOUP FLYER

#### BY MB STAFF

SAGINAW — It's almost time for Saginaw SOUP to begin working with a new batch of entrepreneurs. Business owners and residents are reminded they can apply for this free business assistance and earn a chance to compete in the next Saginaw SOUP Pitch Competition, scheduled for Sept. 11, to win cash prizes to support your business. The application deadline closes on Tuesday, April 1, at saginaw-mi.com/saginawsoup.

In 2025, Saginaw SOUP has

expanded to provide even more in-depth small business assistance and as many benefits as possible for our entrepreneurs. Eligibility criteria include:

- Early-stage companies based in or principal location in Saginaw County
- Less than \$1M private sector investments & less than \$2.5M revenue in last 12 months
- Participants must agree to complete the program and adhere to the timeline setforth in the details, and adhere to federal laws and

regulations.

 Entrepreneur must be 18 years or older, operating a for-profit business.

Cassi Zimmerman, Saginaw's city planning and economic development director, said, "Saginaw SOUP represents a vital investment in our local entrepreneurs, providing them with the resources and support they need to thrive. By expanding our programming in 2025, we are reaffirming our commitment to fostering innovation and economic growth within our community."

Saginaw SOUP is a collabora-

tive effort between city government, the Small Business Development Center, CMURC (Central Michigan University Research Corp.), Saginaw Future and the Saginaw Economic Development Corporation.

Kisha Smith, SEDC director, said, "Every business that participates not only stands to gain financial support but also becomes part of a collaborative network that encourages creativity and resilience. Together we are building a brighter future for Saginaw."

For info, contact Cassi Zimmerman at (989) 759-1423.



#### Tree collapse raises concerns as Saginaw home demolished

BY MIKE THOMPSON

SAGINAW — Why are trees with four-foot-wide trunks falling down in a town rooted in the lumber industry?

This is the unasked question on social media, instead dominated by claims that the Fire Department was insensitive to a mother and two children (and a pair of pet pooches) whose uninsured home at 1808 West Genesee, near the Mason-Woodbridge one-ways, was collapsed by the fallen timber from the March 15 wind gusts.

City Hall's information office was compelled by the criticism to issue an explanation, seen below. Agency assistance for the family is beginning with the local Red Cross and a go-fund-me page.

This isn't the first tragedy caused by a fallen tree in a city with a logo that features a tree as the centerpiece, and fortunately the latest instance was not fatal. Years ago, a trunk collapsed onto a parked car in the same northwest area, near the former North School, and killed the occupant.

Former City Forester Nino Mauro, in a 2021 Michigan Banner interview, noted that he supervised a 20-worker crew until budget cuts that began in 1980 gutted the operation. Stumps that remain from the emerald ash borer are hollow inside, a destructive tree malady that followed Dutch Elm's disease following World War II.

The previous City Council in 2022 received a trio of ARPA forestry proposals to plant new trees, but all were rejected in favor of other priorities.

Following is City Hall's March 16 news release:

"The City of Saginaw would like to provide an update on the



DEMOLITION UNDERWAY AT 1808 W. GENESEE AFTER A LARGE TREE COLLAPSED ONTO THE HOME ON SATURDAY, MARCH 14

recent activities of the SCENIC Division and Fire Department to secure a damaged, structurally unsafe property located at 1808 W. Genesee. On March 15, City of Saginaw Inspections and Fire personnel were notified that a tree, approximately 3 - 4 foot in diameter, had fallen on the property located at 1808 W. Genesee.

"The tree had split and was lying across the home and hanging over the sidewalk. The home was collapsed to the first floor and the ridge of the roof was split and had slid to either side of the house. Upon review of the structural integrity of the property, the Fire Department Incident Commander deemed the property structurally unsafe and contacted the Deputy Inspector, who immediately arrived on site to assist.

"Inspectors also noted that a portion of the roof had collapsed near the neighbor's gas meter. Consumers Energy was contacted and brought onsite to monitor the clean-up to ensure no power or gas lines were disturbed.

"The City's Deputy Inspector notified the homeowner of the situation and informed her of the next steps to secure the property. Due to the probability of an immediate collapse of the structure, entry into the home was very limited. Firefighters did make a quick entrance/exit into the home, keeping in contact with an exterior, load bearing wall as these are the safest spaces in a compromised building.

"This risk was taken to assist the homeowner as the fire-fighters sympathized with her situation. Fire fighters were able to recover belongings that were within arm's reach and a few personal items that were very important to the homeowner. City staff was in contact with the Red Cross throughout this process to pro-

vide assistance to 1 adult, 2 children and 2 dogs. Prior to leaving the scene, the homeowner confirmed that she had spoken with the Red Cross and had begun the process for temporary housing and relocation.

"Fire Chief Brandon Hausbeck commented on the actions of city personnel, "When something like this happens -- fire, accident, etc. -- where a structure is damaged, the city is charged with determining the structural integrity of the building. The main concern is the health and safety of the public. When it is determined that a structure is unsafe for entry, it's always unfortunate, even more so when it's someone's home. However, it is one of our responsibilities. We also understand this is a life-changing situation for the homeowner, and always do our best to help them through the stressful event."



#### **MICHIGAN BANNER**Mid-Michigan's Regional Newspaper







#### **HEALTH**

#### Mental health training offered

**BY MB STAFF** 

In spring 2025, community members across the Great Lakes Bay Region will have the opportunity to learn life-saving skills that support mental wellness in themselves, their families, and their neighbors.

Thanks to the support of two generous grants — one from the Bay Area Community Foundation Youth Advisory Committee and another from Hemlock Semiconductor's Community and Regional Empowerment (CARE) Grant — the Great Lakes Bay Region Mental Health Partnership will offer a series of Mental Health First Aid (MHFA) trainings. These sessions, one designed specifically for youthfocused participants and four for adults, are aimed at building a more compassionate and responsive community equipped to address mental health challenges head-on.

The cost to attend each session is just \$25, made possible by funding that covers the bulk of the program expenses. Lunch is included, and all sessions are open to the public.

Mental Health First Aid isn't about diagnosis — it's about connection. Participants will learn how to recognize early signs of mental health or substance use challenges, respond with care and empathy, and guide individuals toward appropriate professional support. For a community where mental illness impacts one in five adults annually, this kind of early intervention can be transformational.

Studies show that on average. it takes over a decade from the onset of mental health symptoms before many people seek treatment. That's 11 years of potential missed opportunities — years where trained community members could make a difference.

The upcoming trainings offer just that: a chance to become that difference.

Spring 2025 Mental Health First Aid Trainings:

#### **Youth Mental Health First** Aid

Friday, March 28, 2025

9 am - 2 pm

Location: Bay Arenac ISD Sponsor: Bay Area Community Foundation Youth Advisory

Committee

Tickets: \$25 non-refundable, lunch provided

#### **Adult Mental Health First** Aid

Tuesday, April 29, 2025

9 am - 3 pm

Location: Bay Arenac ISD Sponsor: HSC's Community and Regional Empowerment (CARE) Grant

Tickets: \$25 non-refundable, lunch provided

Wednesday, April 30, 2025

9 am - 3 pm

Location: Delta College Downtown Midland

Sponsor: HSC's Community and Regional Empowerment (CARE)

Grant

Tickets: \$25 non-refundable,

lunch provided

Thursday, May 8, 2025

10 am - 4 pm

Location: Castle Museum of

**Saginaw County** 

Sponsor: HSC's Community and Regional Empowerment (CARE)

Grant

Tickets: \$25 non-refundable,

lunch provided

Tuesday, May 27, 2025

9 am - 3 pm

Location: Mid Michigan College

(Mt. Pleasant Campus)

Sponsor: HSC's Community and Regional Empowerment (CARE)

Grant

Tickets: \$25 non-refundable,

lunch provided

Whether you're a parent, teacher, coworker, or friend, Mental Health First Aid can give you the tools to show up when it matters most.

To register, visit: <a href="https://">https://</a> www.glbrmhfa.org/.

Let's learn to listen better, respond smarter, and support each other more fully. The journey to mental wellness begins with knowing how to help.



FILE PHOTO



#### Mid-Michigan's Regional Newspaper

#### **HEALTH**

# BWell Summit 2025 to address key health challenges in Saginaw County



**BY MB STAFF** 

SAGINAW — In observance of National Public Health Week, the Saginaw County Health Department will host the BWell Saginaw Summit 2025 on Thursday, April 11, at Saginaw Valley State University's Recital Hall. Running from 8:30 a.m. to 5:00 p.m., the event brings together healthcare professionals, community members, and public health advocates for a full day of education, discussion, and recognition.

This year's summit builds upon last year's inaugural event and broadens its scope to address four pressing health priorities in Saginaw County: health equity, maternal and child health, obesity and chronic disease, and mental health and substance use.

The conference features two

nationally recognized keynote speakers:

- Renée Canady, PhD, CEO of the Michigan Public Health Institute and author of Room at the Table: A Leader's Guide to Advancing Health Equity and Justice
- Mona Hanna-Attisha, MD, MPH, pediatrician, director of RxKids, and a central figure in exposing the Flint water crisis. She was named one of Time Magazine's 100 Most Influential People in the World.

In addition to keynote addresses, the summit will include 12 breakout sessions, a panel discussion, and opportunities for networking among public health professionals and community members.

The event offers two participation tracks: one designed for

healthcare providers, who can earn up to 7.5 continuing medical education (CME) credits for a \$100 registration fee, and a second, free track for community members interested in learning more about personal and public health.

"There is something for everyone to learn, apply to patient care, adopt for healthier living, and work individually and collectively to improve Saginaw's wellbeing," said Dr. Delicia Pruitt, Medical Director of the Saginaw County Health Department.

During the summit's lunch session, the BWell Champion Awards will be presented to honor individuals who are making a meaningful impact on the health of Saginaw County residents. The awards highlight local efforts that align with the vision of making Saginaw one

of Michigan's top 25 healthiest communities.

The summit is supported by several regional healthcare and public service partners, including CMU Medical Education Partners, Covenant HealthCare, Great Lakes Bay Health Centers, HealthSource Saginaw, MyMichigan Health, and multiple local and state health organizations.

Registration is required and includes breakfast and lunch. Attendees can register online at: https://form.jotform.com/250425588096162.

With its expanded agenda and focus on collaboration, BWell Summit 2025 aims to equip both professionals and residents with tools and knowledge to advance health and well-being across Saginaw County.



#### First measles case of 2025 confirmed in Oakland County

BY MB STAFF

OAKLAND - The Michigan Department of Health and Human Services (MDHHS) and Oakland County Health Division have confirmed Michigan's first measles case of 2025 in an adult with recent international travel. The individual's vaccination status is unknown.

Measles is a highly contagious airborne disease that is preventable through vaccination. Officials urge unvaccinated individuals over the age of one to receive the MMR (measles, mumps, rubella) vaccine.

"This case of measles is a reminder of how easily this highly contagious disease can spread, particularly with international



CHILD WITH MEASLES (FILE PHOTO)

travel," said Dr. Natasha Bagdasarian, MDHHS chief medical executive. "Vaccination remains our best defense against measles."

Potential public exposure locations include:

- Kruse & Muer on Main in Rochester on Friday, March 3, from 5:30-9:30 p.m.
- Henry Ford Rochester **Hospital Emergency** Department on:

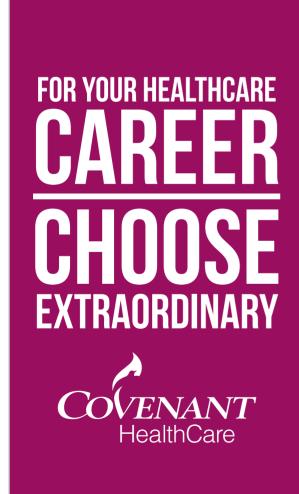
- Saturday, March 8 Sunday, March 9, from 3:40 a.m. to 9:32 a.m.
- Tuesday, March 10, from 8:30 a.m. to 5:30 p.m.

Those exposed on or after March 10 may be eligible for Immune Globulin (Ig) treatment within six days, especially if pregnant or immunocompromised. Anyone exposed before that date should monitor for symptoms for 21 days.

Symptoms typically appear 7–14 days after exposure and include high fever, cough, runny nose, red eyes, and a distinctive rash. Individuals born before 1957 are generally considered immune.

"Unvaccinated individuals need to get vaccinated," said Kate Guzmán, Oakland County Health Officer. "If symptoms develop, call ahead before visiting your doctor or ER."

The MMR vaccine is available through health care providers, Oakland County clinics in Pontiac and Southfield, and local pharmacies. For more information, visit www.oakgov.com/health or call 800-848-5533.





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#### **POLITICS**

# Vice President Vance Highlights U.S. manufacturing during Michigan visit

BY MB STAFF

STANDISH — Vice President J.D. Vance visited northern Michigan on Friday, making his first official stop in the state since last year's election. Joined by Small Business Administration head Kelly Loeffler, Vance toured Vantage Plastics, a manufacturing company based in Standish, before addressing a crowd of employees and local leaders gathered at the facility.

The visit marked a key moment in the administration's post-election push to emphasize domestic manufacturing and economic recovery in the industrial Midwest. Vance, speaking to the group following his tour, emphasized the importance of companies like Vantage Plastics in sustaining the country's economic identity.

"Don't hold it against me, I'm from that state, (located) one state south," he joked, referencing his Ohio roots. "We know in the industrial Midwest that companies like Vantage make Great Lakes states the powerhouse of American industry and that makes it the powerhouse of world industry."

Vantage Plastics produces a range of materials used in sectors including agriculture, automotive, packaging, and health-care, according to the company's website. The visit was intended to showcase the role of small and mid-sized manufacturers in the broader effort to restore American industrial strength.

Vance pointed to recent economic data to bolster the administration's message. He cited inflation and housing costs as lingering challenges, but said early



VICE PRESIDENT JD VANCE AT THE VANTAGE PLASTICS FACTORY IN STANDISH, MICHIGAN ON FRIDAY, MARCH 14, 2025.

signs show a course correction.

"Now, I have to be honest with you, the road ahead of us is long, but we are already in just seven short weeks, starting to see early indications of the president's vision becoming our shared American reality," Vance said. "This February, the president's first full month in office, America gained 10,000 American manufacturing jobs."

He also reflected on his upbringing in Middletown, Ohio, drawing a connection between his own experiences and the struggles of industrial towns across the Midwest.

"America's success depends on the success of companies like Vantage Plastics," he said. "I don't mean that in some abstract poetic-sounding sense, but literally, if we do not protect our nation's manufacturers, we lose a fundamental part of who we are as a people. Making things, building things, working with our hands is America's heritage, which is alive and well in this facility."

Between the 1990s and 2016, the U.S. lost an estimated five million manufacturing jobs, a figure Vance referenced while drawing parallels between Middletown and other towns like Bay City.

"I don't have to tell anyone here today, when we lose the ability to make our own stuff, we abandon a way of life, one that has sustained towns like Bay City and countless other communities, from Middletown, Ohio, to a ton of communities all across the Midwest."

Vance concluded his remarks by reinforcing the administration's stance on economic policy, encouraging investment in domestic production.

"If you invest in America, in American jobs, in American workers, and in American businesses, you're going to be rewarded," he said. "We're going to cut your taxes. We're going to slash regulation, and we're going to reduce the cost of energy to build things right here in this country that all of us love.

"But if you try to undercut us and build outside of our borders, President Trump's administration has got nothing for you. If you want to be rewarded, build in America. If you want to be penalized, build outside of America. It's as simple as that."

The visit follows a series of appearances by the administration across key manufacturing hubs and battleground states as part of an effort to promote its economic agenda.



#### **POLITICS**

# Saginaw councilman Michael Balls renews youth jobs push, reverses stance on dispensaries

BY MIKE THOMPSON

SAGINAW – A longtime City Council member is pushing harder than ever to stick with one of his top concerns, while at the same time he has reversed himself on another.

Michael Balls, first elected in 2013, encountered mixed results during the week of March 10 toward the goal of finding more employment for the city's teens and young adults.

- A report to the City Council by Fire Engineer Cody Beaver indicated that the third-year Saginaw County **High School Fire Academy** drew 13 metropolitan high schoolers, with only one living inside the city limits. (See 1:26.15 on meeting video.) However, a job fair two days later at Andersen **Enrichment Center attracted** upwards of 300 participants, with Balls estimating that half came from Saginaw United High and the city.
- At the same time, he pledged to support a stoppage of any new marijuana dispensaries in Saginaw and described his role in a 2020 vote to allow the shops as "one of the worst things I ever did as a City Council member." The expected moratorium is on hold while details are ironed out.

Balls was elected from his background with the United Auto Workers, along with volunteerism that includes "adopting" a half-dozen young males in the Big Brothers/Sisters program over time. For years he often has found himself alone in speaking up for stronger inclusion of minority job candidates, both in



COUNCILMAN MICHAEL BALLS AT THE SAGINAW CITY COUNCIL MEETING ON MARCH 10, 2025.

city employment and in the local private sector. He has advocated based on seeing infrastructure crews lacking workers "who look like me."

The job fair was open to all, but Balls viewed the event as a response to his repeated concerns, and assisted in the planning and promotion.

#### **Cannabis countdown**

Meanwhile, the former pro-tem during Mayor Brenda Moore's first term (2020-22) aired regrets for joining an 8-1 vote five years ago to allow the cannabis shops under a voterapproved state referendum for moderated legalization.

The City Council's intent at the time was decriminalization, and there was scant discussion of the city reaping budget revenue that now stands at roughly \$60,000 for each of Saginaw's 12 stores -- eight on the West Side, four on the East Side. The funds come from a state 10 percent excise tax on sales.

Balls said in a separate interview that he did not realize at the time the degree of impact, especially among young men, not necessarily through the advertising, which is restricted, but in music videos and other entertainment formats.

At the same time, he softens his harder-edged approach by asking employers not to dismiss job applicants simply because they test positive for THC, which lingers in the system for 30 days on average, in contrast to alcohol. He advocates probation to give new hires a chance to clean out their bodies.

A leader of the moratorium drive, Joyce Seals, informed the county's Health Equity Council that some city leaders, who she did not name, are supportive but are in need of clarification before they vote, hopefully at the next session on March 24.

Therefore, she said in her March 10 remarks: "We are not trying to preempt the state law... We are not trying to nullify the decision by a previous City Council... A cap should not impact the dollars coming into the city if you keep the number equal to what we have now." The former mayor's entire remarks begin at 16:40 on the meeting video.



#### **POLITICS**

#### 'Don't agonize; organize,' say anti-Trump Dems

BY MIKE THOMPSON

SAGINAW — A new group, Forward Democrats, is comprised of party faithful who not only are frustrated with the election victory by President Trump and Republicans, but in how they believe the Kamala Harris campaign was mismanaged nationally.

The mission statement, a work in progress, reads:

"The Forward Action Democrats of Saginaw County, an ad hoc committee ... exists to support and enhance the success of the Saginaw County Democratic Party, throughout the SCDP's various operations, community outreach and activism, year-round voter education, legislative influence, and candidate support during election cycles."

A concluding summary is, "We are driven by a vision to end the perception that 'the only time you guys (Democrats) show up is at election time."

Forward Democrats is planning rallies at 3 p.m. on March 20 at the Veteran's Medical Center on Weiss, and at 1 p.m. March 29 at Fashion Square Mall, Bay at Tittabawasee.

A meeting with Amos O'Neal, state representative, is at 5 p.m. March 17 at Hoyt Library.

Co-chairs are Pat Parker and Janet Nash. Arletta French is a lead organizer and the new county chair, Brandell Adams, is in support.

# Lt. Gov. Garlin Gilchrist launches bid for Michigan Governor

**BY MB STAFF** 

LANSING — Michigan Lt. Gov. Garlin Gilchrist formally entered the 2026 gubernatorial race on Tuesday, positioning himself as a pragmatic problem-solver with deep roots in Detroit and a close working relationship with current Governor Gretchen Whitmer.

Gilchrist, who would become Michigan's first Black governor if elected, made his campaign official with a morning rollout and is expected to hold a public announcement Tuesday evening in Detroit. The former software engineer and civic technologist, who had limited political experience prior to being tapped as Whitmer's running mate in 2018, emphasized his engineering background as central to his campaign's theme of fixing broken systems.

"When you've got problems, you get an engineer to come fix them," Gilchrist told POLITI-CO. "When systems are broken you get an engineer to get those systems to work better for people and this is a moment to do that."

His entry adds momentum to what is shaping up to be a high-profile Democratic primary. Secretary of State Jocelyn Benson, who launched her campaign in January, is currently the frontrunner according to recent polling. Detroit Mayor Mike Duggan has also entered the race and plans to run as an independent, while other potential candidates, including Attorney General Dana Nessel. are still weighing their decisions. Genesee County Sheriff Chris Swanson joined the race last month.

A Target Insyght/MIRS News poll released recently



LT. GOV. GARLIN GILCHRIST

showed Benson leading a hypothetical Democratic primary with 55 percent support. Gilchrist and Nessel were tied for second at 12 percent each, although Nessel has not announced any official campaign plans.

Governor Whitmer has not issued an endorsement in the race.

On the Republican side, several figures are preparing their campaigns. Senate Minority Leader Aric Nesbitt is already in the race, while former Attorney General Mike Cox has filed paperwork but has not launched formally. Congressman John James, currently the only Black member of Michigan's congressional delegation, is reportedly considering runs for either governor or the U.S. Senate.

Gilchrist's statewide profile has grown significantly since 2018. He's traveled to all 83 Michigan counties and played a visible role in Democratic outreach efforts, including acting as a surrogate during Vice President Kamala Harris's 2020 campaign in Michigan. However, Democrats are entering this cycle without full control of state government, having lost the House of Representatives in the 2024 election.

"Folks ...were frustrated in

2024 because they haven't gotten the results," Gilchrist said, while pointing to accomplishments under the Whitmer administration such as expanding tech industry investment in Michigan.

Gilchrist's campaign has already secured financial backing from the Democratic Lieutenant Governors Association, which has committed to investing approximately \$1.5 million in support of his bid.

"Democratic lieutenant governors are the Democratic Party's bench, and with these types of investments, we look forward to helping to elect the next generation of Governors and Senators across the country," said Pennsylvania Lt. Gov. Austin Davis, chair of the national organization.

The lieutenant governor has run only one previous solo campaign — a narrow 2017 loss for Detroit City Clerk — before joining the statewide Democratic ticket.

With a growing field of candidates and the departure of an incumbent governor with high approval ratings, the race to lead Michigan in 2026 is already taking shape as one of the most closely watched contests in the country.



#### **EDUCATION**

# Michigan public schools show gains in graduation, career readiness, and academic performance

**BY MB STAFF** 

LANSING — Michigan's public education system is showing measurable progress, according to data presented Tuesday by State Superintendent Dr. Michael F. Rice during the State Board of Education meeting. Statewide improvements in graduation rates, Advanced Placement (AP) success, Career and Technical Education (CTE) program completion, and early childhood enrollment signal continued momentum toward Michigan's long-term education goals.

Michigan's four-year high school graduation rate reached 82.8% in 2024, the highest since the state adopted its current federal reporting formula in 2008. Postsecondary credential attainment among adults also climbed, with 51.8% of residents ages 25 to 64 now holding a degree or certificate beyond high school, bringing the state closer to Governor Gretchen Whitmer's "Sixty by 30" goal.

State education officials attribute these gains to a broad coalition of efforts, from local school communities to statewide leadership. Dr. Rice credited students, families, educators, and policymakers alike for contributing to the progress, while cautioning that challenges—especially in early literacy—remain.

"We are excited by the many improvements," Rice said. "We applaud our students and educators for their accomplishments. At the same time that we celebrate historic highs in several areas of the Top 10 Strategic Education Plan, much work remains to improve how our schools educate and support our children, particularly in early literacy. We



FILE PHOTO

can and must do better for the sake of Michigan's children."

Michigan schools also reported significant growth in CTE participation, with a record 52,625 students completing full program sequences, up 19% over the last three years. Enrollment in CTE classes has risen steadily since 2020, now exceeding 112,000 students. Meanwhile, more high schoolers are enrolling in dual enrollment and early college programs, with both hitting record levels this year.

AP course participation increased by 12.3% over the past two years. More than 63,000 students took nearly 111,000 AP exams in the 2023–24 academic year, with over 77,000 exams earning scores that typically qualify for college credit—another milestone for the state.

Early childhood education is also seeing gains. Enrollment in the state's Great Start Readiness Program surpassed 40,000 children, a record high and a key step toward ensuring equitable early learning access.

Dr. Pamela Pugh, president of the State Board of Education, said the recent advancements reflect the board's strategic planning and priorities. "We continue to make progress toward the

eight goals in the Top 10 Strategic Education Plan," she said. "The board is committed to providing support to our students and educators and to advocating with the governor and legislature for policies that will improve student achievement."

standardized On assessments, students made progress in math, science, and social studies, according to 2024 M-STEP and SAT/PSAT scores. Proficiency rates improved in 13 of the 20 tests administered statewide, particularly in math for grades 3 through 7. However, reading and writing proficiency remains uneven. English Language Arts scores declined in grades 3, 4, and 11—an impact that officials believe is tied to early-pandemic disruptions in foundational learning.

Recent legislative changes, including new literacy and dyslexia laws, are expected to support long-term improvements. These include enhanced reading instruction, teacher training, and interventions targeted at early learners. More than 3,600 Michigan educators have completed LETRS (Language Essentials for Teachers of Reading and Spelling) training, with another 6,500 currently enrolled. The De-

partment of Education is urging lawmakers to make the training mandatory for all K–5 teachers and to increase funding for early literacy initiatives and classroom resources.

Efforts to strengthen the state's teacher workforce are also paying off. Following years of declining enrollment, Michigan's teacher preparation programs saw a 71% increase from 2016 to 2023. State-funded incentives, such as scholarships, stipends, and loan forgiveness, have helped attract and retain new educators. Additional programs like Grow Your Own and Talent Together have expanded opportunities for school staff and students to become certified teachers.

Increased investment from recent state budgets has played a major role in fueling these changes. The 2023 and 2024 fiscal year budgets included historic levels of school funding, with further commitments in the 2025 proposal to address disparities, student safety, and mental health. Despite these gains, Michigan still faces funding gaps tied to decades of underinvestment, as identified in a 2018 School Fi-Research Collaborative nance study.

While recent metrics signal progress, education leaders remain focused on sustained improvement. "No single metric defines public education," said Rice. "That's why we have multiple goals in Michigan's Top 10 Strategic Education Plan and multiple metrics for the goals."

With continued attention to literacy, instructional time, teacher support, and equitable funding, state officials say the foundation is in place to drive long-term student success across Michigan.



#### **EDUCATION**

#### Preparing now for the M-STEP



M-STEP (MICHIGAN STUDENT TEST OF EDUCATIONAL PROGRESS)



BY CRAIG DOUGLAS

Let us start with what is "M-STEP"?

M-STEP is a series of Michigan tests for students in grades 3 – 8 and grade 11. It is relatively new (since 2015) and was developed to replace the age-old MEAP tests. It was designed with the goal of modernizing the content and delivery of the tests.

Each set of tests up through

grade 7 measures aptitude in math and English-Language Arts. In addition, science and social studies are tested in grades 5, 8, and 11. The tests are taken at the child's school starting April 7th, and the schedules vary by building and district. Most are taken by computer, and the tests are not timed.

Convincing students the M-STEP tests matter can be challenging because they are not a part of a student's grade. Thus the incentive to "do well" is blurred. It is less "individual" and more a reflection upon the school building and the grade level teachers. It has become, for good or bad, a "report card" of sorts on them.

What are some keys to positive results?

- Preparation. Words of encouragement leading up to the testing window are important. During the tests, proper rest and nutrition are essential. Like a marathon race, the tests can be grueling. Setting goals can help students see "the big picture," a great life-lesson.
- **Practice.** Teachers will offer practice questions and suggestions for best results. The tests are taken on a computer, and learning how to navigate them. Online there are practice questions and suggestions for students and parents, as well.
- Execution. Taking the tests will be much more manageable if students are

calm and focused. Breathing exercises can help quiet nerves, for example. Each student is unique, so there is no one way to endure the long stretches of mental exercise the tests require.

M-STEP testing is a personal challenge for students to do their best for their classroom and school. Taking pride in "effort" is a great life lesson for all of us.

#### Resources:

https://moetap.com/the-evolution-of-michigans-student-assessment-the-m-step-story/

https://www.michigan.gov/mde/services/ student-assessment/m-step/parentstudentinformation/online-practice-for-m-step-elamath-science-and-social-studies



Mid-Michigan's Regional Newspaper



#### Mid-Michigan's Regional Newspaper

#### **EDUCATION**

# When hope is present, dreams and goals flourish The Saginaw Promise believes in the power of postsecondary education to be

a "change agent" to impact Saginaw's future and that of its students

**BY MB STAFF** 

SAGINAW - The Saginaw Promise is working to impact Saginaw's future, its economy and quality of life by eliminating barriers to higher education through information, programming and a scholarship. Since 2012, the Saginaw Promise has awarded \$1,350,713 in scholarships to 745 students and has seen graduation rates increase, and dropout rates decrease. The Saginaw Promise provides information and resources to assist students and parents navigate and finance postsecondary education. To that end, the Saginaw Promise's mission is to provide scholarships to assist Saginaw's "high school graduates" to earn a program certificate or degree from a technical/trade school, community college or university. Since forming, the Saginaw Promise has seen graduation rates increase and dropout rates decrease.

The Saginaw Promise Scholarship is a benefit for students who reside in, attend schools and graduate from a high school within the Saginaw Promise Zone (which includes the cities of Saginaw, Zilwaukee, Kochville and that area of Buena Vista designated to the Saginaw Public School District). The scholarship also serves as an incentive to stabilize and grow Saginaw's population to affect the overall economic environment for current businesses and attract new businesses with an educated workforce.

Students meeting the residency, school attendance and graduation requirements are required to complete the Saginaw Community Foundation (SCF) Scholarship Application (online)



FILE PHOTO

and FAFSA to receive the scholarship. The Saginaw Promise scholarship is available up to two years and does not consider parental income or GPA; students must maintain the standards of the institution they enroll with. Scholars have up to six years from high school graduation to use their Saginaw Promise Scholarship. For more information, visit the Saginaw Promise website at www.saginawpromise.org or for questions telephone Deborah Sanchez at (989) 607-3428 or email dsanchez@saginawpromise.org.

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#### **EDUCATION**

# Former Jerome Elementary undergoing renovations to become high quality, state of the art green STEM preschool model



COURTESY PHOTOS

SAGINAW – Jerome was established as a Kindergarten through 5th grade elementary school in 1976 by the Saginaw Public School District. In 2013, due to low student capacity as well as district wide financial challenges. Dr. Ericka Taylor was the principal assigned to Jerome that year and understood first hand why the school was being offlined, especially in consideration of the many structural needs of the building and grounds.

However, when Dr. Taylor joined the Saginaw Intermediate School District in 2017 as the Director of Early Childhood, she was surprised to learn that Jerome was a preschool site that was being rented and utilized (in the very same condition) to provide early childhood services which include preschool classes, home visiting teachers and maternal infant support for the families of children birth through 5 years of age. This was an immediate reminder of the reasons why

Jerome was originally offlined, but it also spurred a deeper desire and vision to give our children and families in Saginaw County not only what they need, but what they deserve, which is the very best learning environment that we can possibly imagine and provide, despite their economic status and/or zip code!

A groundbreaking ceremony was held this past May and renovations are currently underway transforming the former Jerome elementary school into the new Jerome Preschool servicing students ages birth to 4 years old! These renovations will include a new roof, awning, heating/ cooling system, parking lot and greenhouse. There will be designated space for onsite medical services for children and families, shared community space for partnerships with local colleges/ universities, and community organizations. All classrooms and hallways will be updated with new lighting, paint and flooring. The former gymnasium will now be a multipurpose space for staff professional development opportunities as well as community activities and events.

These renovations will not only enhance and beautify the local community, but will also give our youngest learners the academic, social and emotional foundation they need and deserve to begin their K-12 endeavors and beyond by providing them with a high quality, state of the art building focused on Green STEM. Our vision is that this preschool site will provide an early childhood model that we can replicate not only in Saginaw, but across the state of Michigan and beyond.

A huge thank you to Saginaw ISD Superintendent Dr. Jeffrey Collier for allowing us to dream big for the children and families in our community! We welcome any questions you may have to be sent to Dr. Ericka Taylor, Executive Director of Early Childhood, at etaylor@sisd.cc.

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#### About Saginaw ISD HE/EHS

Established in 1965, Head Start promotes school readiness for children, ages three to five, in low-income families by offering educational, nutritional, health, social and other services.

Head Start programs promote school readiness by enhancing the social and cognitive development of children through the provision of educational, health, nutritional, social and other services to enrolled children and families.

Early Head Start, launched in 1995, provides support to low-income infants, toddlers, pregnant women and their families.

EHS programs enhance children's physical, social, emotional, and intellectual development; assist pregnant women to access comprehensive prenatal and postpartum care; support parents' efforts to fulfill their parental roles; and help parents move toward self-sufficiency.

Together Head Start and Early Head Start have served tens of millions of children and their families.

At Saginaw ISD Head Start our attentive staff is available Monday through Friday to answer all your questions and make every effort to ensure you are 100 percent satisfied. Saginaw ISD Head Start
Claytor Administrative
Building
3200 Perkins Street
Saginaw, MI 48601
Phone 989.752.2193
Fax 989.921.7146

#### **Office Hours**

Monday: 8 AM - 4:30 PM Tuesday: 8 AM - 4:30 PM Wednesday: 8 AM - 4:30 PM Thursday: 8 AM - 4:30 PM Friday: 8 AM - 4:30 PM Saturday: 8 AM - 4:30 PM Sunday: 8 AM - 4:30 PM

For additional information concerning Saginaw ISD Head Start visit: www.saginawheadstart.org

Source: www.saginawheadstart.org



Sabrina Beeman-Jackson

Saginaw ISD Head Start/Early Head Start Program Director

"Head Start
graduates are more
likely to graduate
from high school
and less likely to
need special
education, repeat a
grade, or commit
crimes in
adolescence."

Joe Baca, former Dem. California Congressman

"Our mission is to provide high quality services, developing school readiness and family empowerment for prenatal to age five children and families by working in partnership with parents and the community."

-Saginaw ISD HE/EHS





#### **BUSINESS + FINANCE**

#### Members First Credit Union opens new branch in Saginaw

BY MB STAFF

SAGINAW — Members First Credit Union has officially opened its newest branch at 4955 Bay Road in Saginaw, marking the financial institution's 11th location in Michigan. The branch began operations on March 12, and expands Members First's footprint within Saginaw County and the surrounding region.

The newly constructed 2,100-square-foot facility was developed by Schwind Construction LLC and included full interior demolition and reconstruction, as well as updates to the building's exterior and surrounding site. Interior design services were provided by NBS Commercial Interiors, which focused on creating a modern and functional space to enhance member experience and access to financial services.

Carrie Iafrate, President and CEO of Members First Credit Union, described the new branch as part of the organization's broader effort to serve current and prospective members in the Saginaw area.

"We are thrilled to bring Members First Credit Union's services to Saginaw," Iafrate said in a statement. "This new location represents our ongoing commitment to strengthening relationships with existing members while welcoming new ones."

Details regarding a grand opening event are expected to be announced in the coming weeks.

Members First Credit Union was founded in 1936 and currently serves more than 66,000 members across Michigan. The credit union operates with a staff of over 250 employees and offers a variety of financial products and services.

More information about the Saginaw branch is available at www.mfcu.net/Saginaw.





MEMBERS FIRST CREDIT UNION CELEBRATES OPENING OF NEW BRANCH IN SAGINAW



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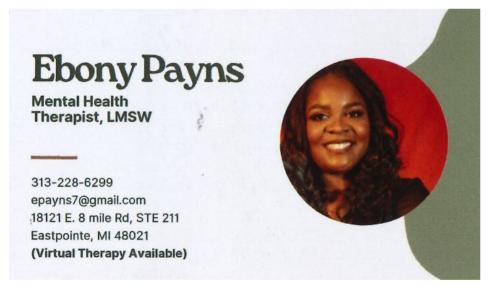
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#### **FAITH IN FOCUS**



MINISTRY WITHOUT WALLS - 3783 MANNION RD, SAGINAW, MI 48603

#### Ministry Without Walls expands vision with community-focused mission

BY PASTOR JOHN DUNN

Ministry Without Walls has recently returned to its location at 3783 Mannion Road with a renewed vision, shaped by recent global events and the ongoing impact of the COVID-19 pandemic. Seeking divine guidance, the organization has embraced a broader mission: to make the church an integral part of the community.

The new direction for Ministry Without Walls is centered around the theme of "Breaking Down Walls." This initiative aims to bridge gaps between spiritual life and community service, uniting church members, volunteers, and local professionals in a shared mission.

The organization's vision includes several key objectives:



PASTOR JOHN DUNN

- Creating a space where the spirit, soul, and body can achieve wholeness.
- Providing resources to those in need.
- Fostering collaboration

between the church, volunteers, and community professionals.

- Ensuring a welcoming environment where love prevails and judgment is absent.
- Maintaining privacy and prioritizing safety.
- Emphasizing the importance of the whole person.

Without Walls Ministry will continue to offer various teachings and seminars on topics such as outreach, spiritual growth, mental health, healthy living, finding purpose, financial management, entrepreneurship, and more. These programs are designed to address diverse needs and support personal development.

Recognizing that the mission field is close to home, not far away, the organization is committed to a collaborative approach, knowing that achieving this vision will require the collective effort of many. Ministry Without Walls is dedicating its resources, talents, and connections to dismantle barriers and connect with the community more deeply.

Those interested in learning more or getting involved are encouraged to visit the church on Sundays at 11:00 AM. This offers an opportunity to meet Pastor John Dunn, ask questions, and experience the ministry's mission firsthand.

For more information, visit Ministry Without Walls at 3783 Mannion Road, Saginaw, MI 48603.

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## **FAITH IN FOCUS** MICHIGAN NORTH CENTRAL ECCLESIASTICAL JURISDICTION CHURCH OF GOD IN CHRIST EST. 1975 GOLDEN YEAR OF JUBILEE MOTHER OLIVIA WILLAMS BISHOP J. DREW SHEARD JURISDICTIONAL SUPERVISOR JURISDICTIONAL PRELATE DEPARTMENT OF WOMEN PRESIDING BISHOP & CHIEF APOSTLE CHURCH OF GOD IN CHRIST, INC. HE DATES MINISTERS' & WORKERS' MEETING | MARCH 18-23, 2025 JURISDICTIONAL AIM | JUNE 9-12, 2025 HOLY CONVOCATION | JULY 22-27, 2025 WOMEN'S CONVENTION | SEPTEMBER 3-5, 2025 BISHOP'S SENDAWAY/JURISDICTIONAL SET UP | OCTOBER 18, 2025 MOTHER BARBARA MCCOO LEWIS GENERAL SUPERVISOR, DEPARTMENT OF WOMEN

CHURCH OF GOD IN CHRIST, INC.

#### **FAITH IN FOCUS**

#### SERMONETTE SERIES

# Knocked down but not hocked out "We are troubled on every side, yet not distressed; we are perplexed, but not in despair; Persecuted, but not forsaken; cast down, but not destroyed" 2 Corinthians 4:8-9 KJV



BY DR. CAROLYN CARTER TOWNSEL

Apostle Paul states in 2 Corinthians 5:17, "Therefore, if any man be in Christ he is a new creature, old things are passed away, behold all things become new." Paul is humbly saying, when a person becomes connected to the saving and cleansing power of Jesus Christ, something has to change. In essence you cannot have an

authentic encounter with Christ and remain the same. The moment you accept Jesus Christ as your Lord and Savior, you are saved by the power of Jesus, and you belong to Him, and then the process of transformation begins.

Unfortunately, part of the process of being changed or transformed from the old man to the new man comes with pain. This is pain that not a soul wants to experience but is of necessity in order for us to be conformed to the likeness of Christ. However, 2 Corinthians 4:8-9 without a doubt distinctly postulates this truth; "We are troubled on every side, yet not distressed; we are perplexed, but not in despair; Persecuted, but not forsaken; cast down, but not destroyed." As Christians, Paul is reminding us as part of our mortal probation, we will pass through the waters of afflictions, confront fiery pain, and encounter bitter disappointments but irrespective of what we might have to suffer or bear for Christ's sake quitting is not an option.

Although, the people of God will face all types of trouble and difficult situations in life, we are victorious not in or by us, but because the power of God sustains us. Our greatest resource we possess is the presence and power of God residing within each Believer. Scripture validates this truth in 1 Corinthians 3:16, "Know ye not that ye are the temple of God, and that the Spirit of God dwelleth in you."

The various states in this passage of Scripture, that the Believer may find themselves in commences with, "Trouble" which means to be pressed, squeezed, oppressed, hedged in, and pressured. "Distressed" means to be kept in a narrow, cramped space, to be crushed. "On every sided" means in every imaginable way and place and occasion. "Perplexed" means to be at a loss, to be doubting, not know-

ing, questioning, wondering which way to go, what to do, what to say – unable to find an answer. "Despair" means to be hopeless, to have no confidence or assurance. To be without any sense of security. "Cast down" means to be smitten down, struck down, or knocked down. "Destroyed" means to perish, to die, to strike out.

Regardless of what state you may fine yourself in, whether it feels as though you are pressured and troubled beyond what you can bear, or possibly the situation is one that is so puzzling that you are almost become frustrated and you are facing the threat of despair, or perhaps it's one of persecution where you are being opposed and the opposition is hot and severe – whatever it is, remember Our God, your God never forsakes, abandons, or deserts His servant(s), His presence and His power are always with

William Barclay once stated, "The supreme characteristic of the Christian is not that he does not fall, but every time he falls he rises again. It is not that he is never beaten, but he is never ultimately defeated. He may lose a battle, but he knows that in the end he can never lose the campaign."

In all of the challenges, straining, toiling, hardships we may face or are facing God will use it to grow, strengthen, empower us, change and transformed us. Therefore, do not lose heart, even though the struggle is real and difficult at times, remember, our outward man is perishing, yet our inward man is being renewed day by day. God's goal for every Believer is to make us into the image of Christ.

So, you may be struck down, but you will never strike out, you may be knocked down, but you will never be knocked out!

Blessings To All



#### MICHIGAN BANNER

Mid-Michigan's Regional Newspaper

#### **CHURCH DIRECTORY**



#### **Christ Disciples Baptist Church**

Founder: Pastor Eddie Benson Pastor Genevieve Benson 3317 Lapeer Street Saginaw, MI 48601 989-754-2444



#### Ministry Without Walls

Pastor, John Dunn 3783 Mannion Road Saginaw, MI 48603



#### New Life Baptist Ministries

Dr. Craig Tatum 1401 Janes Ave. Saginaw, MI 48601 989-753-1151 newlifelcm.com



#### **Faith Ministries Church**

Rev. Dr. Anthony Revis Prophetess Linda J. Kemp Revis 3420 E Ashman St. Midland, MI 48642 989-837-7777 faithministrieschurch.org



#### New Beginnings Deliverance Ministry

Pastor Roy & Evelyn Baldwin 2609 E. Genesee Saginaw, MI 48601 989-777-8272 Pastorbaldwin@charter.net



#### New Mt. Calvary Baptist Church

3610 Russel St. Saginaw, MI 48601 989-754-0801



#### **Glory House Ministries**

Pastor Jim House 3660 Hermansau Rd. Saginaw, MI 48603 (989) 752-4769



#### New Beginnings Ministries

Pastor Augustine Delgado 701 Hess Avenue Saginaw, MI 48601 newlife3881@gmail.com



#### Saint Paul Baptist Church

Rev, Dr., Vincent D. McMillon 120 North 15 St. Saginaw, Ml. 48601 stpaul2@yahoo.com



#### Holy Communion Gospel Center

Pastor Charlene Washington 1245 E. Genesee Saginaw, MI 48607 989-752-3993



#### New Birth Missionary Baptist

Bishop Larry D. Camel 3121 Sheridan Saginaw, Michigan 989-327-1755



#### Victorious Belivers Ministries Church

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#### Mid-Michigan's Regional Newspaper

#### **FUNDRAISING** GOOD TIMES

#### **Annual Campaign Power**

BY MEL AND PEARL SHAW

Rapid changes in the funding environment mandate that evervone involved with nonprofits have a keen understanding of the organization's – or institution's – financials. This is as true for grassroots organizations as it is for major institutions. One of the most important ways to ensure this is with the "annual fundraising campaign."

But what exactly is an annual campaign, and why should anyone care? Is it a gala? The "year-end" campaign? The annual campaign is the overarching fundraising initiative designed to ensure that your organization has the funding it needs to operate and grow. It is typically comprised of diverse fundraising activities such as writing proposals to foundations and individuals; submitting government grant and contract applications; developing and hosting special events, 5k walks or runs, golf tournaments, and galas; online giving; year-end giving; direct mail; social media campaigns; personal solicitations; house parties; and more.

The annual campaign should be a year-long activity with a consistent focus and committed leadership. It requires a case for support that lays out the organization's mission, vision, goals, and what it seeks to achieve in the coming year. The annual campaign plan should begin 18 to 24 months in advance. This means that while you are conducting your annual campaign, you are also planning for future annual campaigns.

#### Roles and responsibilities.

In most cases, the board is re-



FILE PHOTO

**PAGE 49** 

sponsible for raising at least 20% of the annual goal and ensuring your organization has the resources (people, money, technology, and relationships) required to conduct the annual campaign. The CEO or executive director is the face and voice of the annual campaign and the person who – in most cases - should work directly with your largest donors. Your annual campaign should be volunteer-driven and not staffdriven. Your staff plays an important role in supporting the work of volunteers and providing them with the materials and information they need to be successful. They coordinate the work of volunteers – and they are active as fundraisers – but they are not the primary people raising money.

Annual Campaign Benefits.

An annual campaign builds muscle and confidence amongst your volunteer leadership and staff. It keeps everyone working proactively, focused on annual goals, priorities, and anticipated impact. It builds a culture of fundraising, involves the total organization, and values giving at all levels. It is a way of creating and sustaining awareness of your organization, keeping your constituents informed and educated about the value of your work. When you monitor the results of your annual campaign, you will know where your funding comes from and isn't coming from. You will know average gift/

grant amounts and increases or decreases, retention rates, and attrition rates. Your annual campaign also serves as an indicator of your capacity to launch and manage a special campaign when you need one. In many instances, planned giving donors are those who have been consistent annual campaign donors. Not having an annual campaign puts your organization at risk of atrophy, or worse: you may not know you're in danger until it's too late. God protect America.



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Mel and Pearl Shaw are authors of four books on fundraising available on Amazon.com. For help growing your fundraising visit www.saadandshaw.com or call (901) 522-8727.



#### Mid-Michigan's Regional Newspaper

#### PICS OF THE WEEK

Books for Breakfast at the East Side Soup Kitchen on March 8 at the East Side Soup Kitchen offered support for the READ Association of Saginaw County.











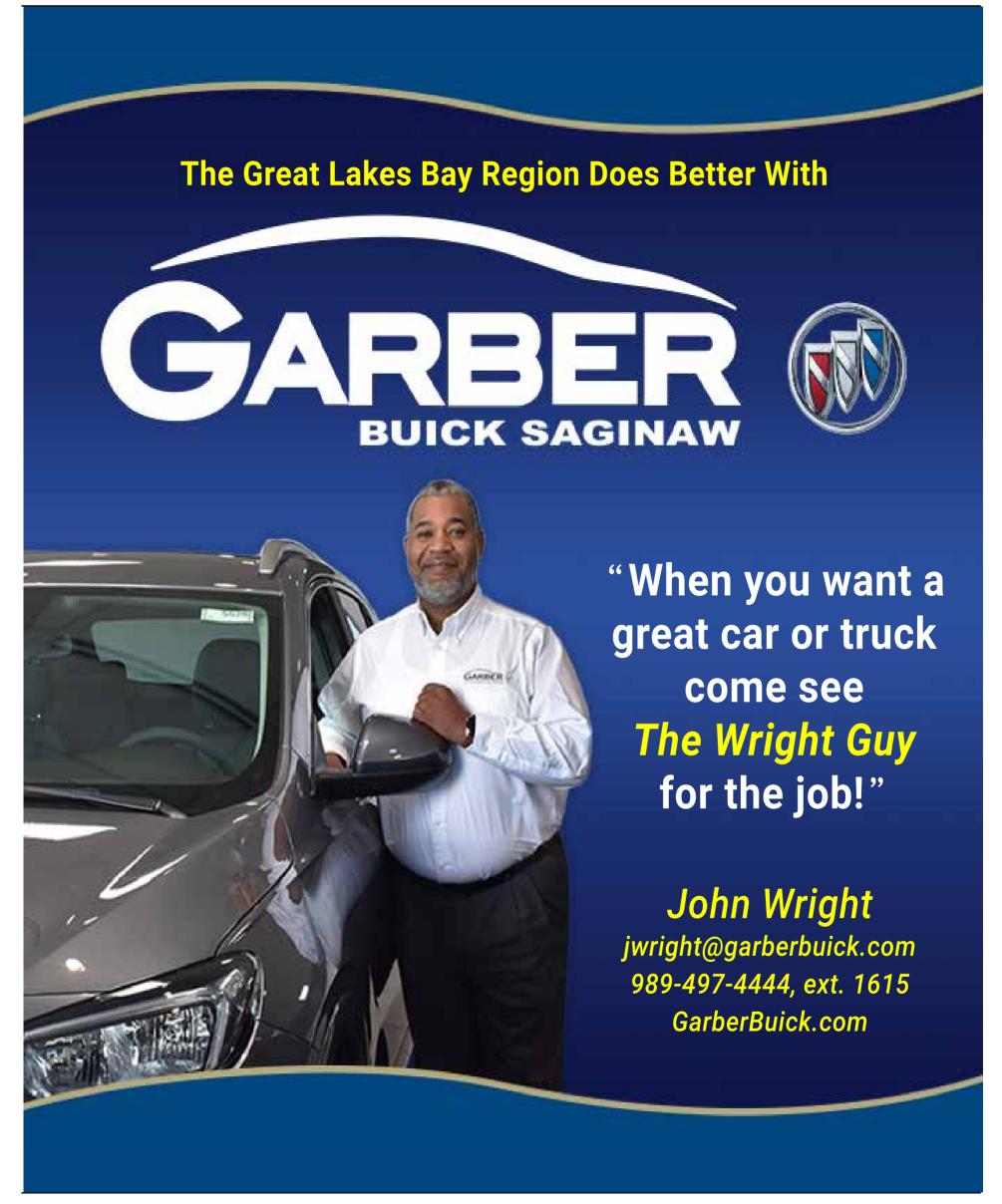














Brittany Saunders is ready to pay it forward. The Chicago native enrolled at SVSU with ambitions to pursue a teaching career. Brittany was encouraged and invigorated by other passionate educators who worked closely with her to ensure she would accomplish her goals. And she is. Even before she was set to graduate, Brittany could boast a résumé with a paid internship in a school district along with K-12 classroom experience. Now she can't wait to begin a professional career, inspiring students with the same kind of one-onone attention she received from her professors at SVSU.



svsu.edu/opportunity





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