Now more than ever, let’s LIVE UNITED.
Dear Friends,

When the roots of the United Way of Wyoming Valley were first established in 1921, we were founded in response to three major crises that were impacting our community ... the return of veterans from WWI, those impacted by natural disasters, and those suffering with Diphtheria.

Every year since those very humble beginnings, our community has been working together to help those most in need of support. Today, 99 years later, as we all continue to address the challenges of a year none of us will ever forget, what has become clear is that the work of the United Way and our network of partners has never been more important.

From the very first week of the COVID-19 pandemic, the United Way and our funded partners have been helping to address the “safety net” needs of the community such as food, housing assistance, information and referral, volunteer efforts, and so much more.

While this work is critical to the initial response of the crisis, we also remain committed to addressing another crisis ... the persistently high rate of childhood poverty in the community we all call home.

As you will see in the pages of this year’s annual report, despite the challenges of COVID-19, the United Way of Wyoming Valley continues to lead an aggressive agenda focused on the education and health of children and the financial stability of families. With heartfelt appreciation to the donors and volunteers who embrace this mission, 17,436 children benefited from the initiatives we created and the services we are funding.

Our community has faced many challenges in the past. We are a community that is resilient, united, and inspired to be better and stronger.

The United Way of Wyoming Valley is looking forward to our 100th anniversary to celebrate the achievements of the past and, more importantly, pursue a vision for a brighter future. We are grateful for your friendship and support.

Sincerely,

Bill Jones, President and CEO
UNITED WAY LEADERSHIP DURING DIFFICULT TIMES

UNITED WAY CARES

In an effort to help individuals and families in need of services during the ongoing COVID-19 crisis, the United Way of Wyoming Valley led an initiative which partnered 14 regional United Ways from Northeast and Central Pennsylvania with WBRE/WYOU Eyewitness News on a joint fund raising campaign called “United Way Cares.” The on-air/online campaign featured public service announcements and news segments featured on both stations and the PaHomepage.com website. The campaign was supported by regional radio and newspapers and 100% of all funds raised went directly to address local needs created by the crisis. Thank you to all who supported this effort.

THANK YOU TO THE FRONT-LINE HEROES

The United Way of Wyoming Valley and the Greater Wilkes-Barre Chamber of Commerce partnered to recognize and say “thank you” to all front-line and essential workers for their tremendous and selfless efforts during the COVID-19 crisis. A banner was displayed on Public Square in Wilkes-Barre to reflect our community’s heartfelt gratitude to all who helped others during this difficult time.
Making a difference

COVID CAN’T BEAT CARING

While the COVID-19 crisis forced us to cancel our very popular Day of Caring, it couldn’t stop the community from expressing its kindness. Instead of our traditional annual event, the United Way of Wyoming Valley promoted “Acts of Caring” and encouraged residents to do individual acts of kindness for others. We would like to thank all who participated and brought joy to those in our community.

SUMMER LEARNING WORKBOOK INITIATIVE

Many national experts believe the abrupt disruption of the school year caused by the COVID-19 crisis will be “catastrophic” to the education of some students, especially those with limited incomes. To help the youngest of learners stay on track for key academic milestones, the United Way of Wyoming Valley partnered with Highlights Magazine to provide high quality, age appropriate workbooks to nearly 6,000 kindergarten through 2nd grade children in 12 school districts. The workbooks are designed to help children maintain critical math and literacy skills and better prepare them for the new school year. We want to thank the many generous donors who helped fund this project. It was a great success and appreciated by parents and school districts.

AWARD WINNERS

CORPORATE AWARDS: Berkshire Hathaway Guard Insurance Company, Corporate Award Winner 100+ Employees

Each year the United Way of Wyoming Valley highlights two outstanding partners with our Corporate Awards. These awards recognize not only generous campaign support but volunteerism, advocacy and a year-round commitment to community support. This year we recognize Berkshire Hathaway GUARD Insurance Company as our corporate award winner with more than 100 employees and the Pennsylvania State Education Association – Northeast Chapter as our recipient among organizations with less than 100 employees. We thank both of these organizations for their dedication to the mission of the United Way.

ROSE BRADER COMMUNITY SERVICE AWARD

Established in honor of Rosalie Brader, this award has been presented annually since 1980. This award is the highest honor for adult volunteerism presented by United Way of Wyoming Valley and honors an individual for outstanding local volunteer service.

Presented to Keri Degnan, Trion Industries

PENNSYLVANIA STATE EDUCATION ASSOCIATION AWARD

SARA & ANTHONY F. KANE, JR. ACHIEVEMENT AWARD

This award is designed to keep the spirit alive of the late Tony and Sara Kane, as well as the ideals of charitable giving and community service that Tony would have carried on by the P.S.E.A movement.

Presented to Stephanie Gover, Wyoming Valley West School District
Education, Financial Stability, and Health are recognized by United Way as the building blocks for a good quality life and a strong community. By focusing on these three issues along with the Safety Net, we are able to develop successful young people, contribute to healthy lives, and support the financial stability of our residents. The following local programs are funded based on their role to advance our goals through one of our four Impact Areas:

◆ EDUCATION - To help at-risk children enter kindergarten ready to learn and move through school and beyond graduation with confidence.

◆ HEALTH - To help at-risk children and families achieve good health.

◆ SAFETY NET & FINANCIAL STABILITY – To provide access to food, shelter and other essential services for individuals/families and youth who face threats to their immediate well-being. To help at-risk individuals and families achieve greater financial stability.

**EDUCATION**

1. Big Brothers Big Sisters of The Bridge, Catholic Social Services
2. Preschool Readiness Program, Catholic Youth Center
3. School-Age Development Program, Catholic Youth Center
4. Child Care and Early Learning, Child Development Council of NEPA
5. Helping Students Find Their Spark, Luzerne Intermediate Unit
6. After School Program, McGlynn Center
8. Turn the Page, Wyoming Valley, Osterhout Free Library
9. SHINE Luzerne County, Wilkes University
10. Early Childhood Education Child Care Program, Wilkes-Barre Family YMCA
11. Power Scholars Academy, Wilkes-Barre Family YMCA
12. Together We Grow Preschool, Wyoming Valley Children’s Association

**HEALTH**

1. ParentChild + Program, Family Service Association of NEPA
2. The Parenting Education Program, Catholic Social Services
3. Drug and Alcohol School-Based Program Expansion, Children’s Service Center
4. Early Head Start, Luzerne County Head Start
5. Nurse-Family Partnership, Maternal and Family Health Services
6. Preventing Child Sexual Abuse, Victims Resource Center
7. A Healthy Smile for a Healthy Start, Volunteers in Medicine
8. Caring Alternatives Sibling Support, Volunteers of America

**SAFETY NET & FINANCIAL STABILITY**

1. Mother Teresa’s Haven, Catholic Social Services
2. Emergency Temporary Housing, Commission on Economic Opportunity
3. Material Aid, Commission on Economic Opportunity
4. Prescription Assistance, Commission on Economic Opportunity
5. Traveler’s Aid, Commission on Economic Opportunity
6. Emergency Shelter, Domestic Violence Service Center
7. Crisis Counseling, Domestic Violence Service Center
8. 2-1-1, Family Service Association of NEPA
9. Food Assistance, The Salvation Army
10. Sexual Assault Support Services, Victims Resource Center
11. Patient-Centered Comprehensive Care, Volunteers in Medicine
12. Ruth’s Place, Volunteers of America
13. Dial-A-Drive, Volunteers of America
14. Financial Counseling, Advantage Credit Counseling Services
UNITED WAY
Community Impact Initiatives

READING BUDDIES
Reading Buddies is United Way's newest volunteer-driven early literacy initiative that connects mentors to students in first grade who need extra help. It has been very impactful. The program is designed to improve students' early literacy skills and help them stay on track to be reading proficiently by the end of third grade, which is a critical milestone and a key indicator of high school graduation rates.

IMAGINATION LIBRARY
In 2014, the United Way of Wyoming Valley launched the Dolly Parton Imagination Library in the Wyoming Valley. This early literacy initiative provides free, age-appropriate books to each enrolled child once per month from birth to age 5. Since its launch, we have registered more than 5,000 children and distributed more than 125,000 books across Wyoming Valley. The program is designed to increase the amount of time parents and caregivers spend reading together, which can help build key literacy skills and lead to improved kindergarten readiness.

Three-year-old Cecelia Bartuska is our 5,000th child enrolled in United Way of Wyoming Valley’s Imagination Library Program.
The 2019 Annual Campaign kicked off in great style and with much enthusiasm. Our featured speaker, Kenton Lee, founder of Because International and “The Shoe that Grows,” used humor and sincerity to convey that we can all do something to help improve the lives of children living in poverty.

On the pages at the end of this report, we list individual and corporate donors. Due to space limitations, however, we could only list donations of $1,000 or more, but please know that we are grateful for every single gift that made our campaign a success. Because of you, our donors and volunteers, lives are improving throughout the Wyoming Valley.

Elizabeth Garey, a dedicated teacher at Child Development Council for more than 20 years, was presented with the United Way’s inaugural “Possibility Award.” The award was generously sponsored by Community Bank, NA.

United Way of Wyoming Valley’s Annual Campaign went virtual in 2019 as Campaign Co-chairs Alana Roberts and Tom Makowski hosted a streaming campaign rally from Wilkes-Barre’s THINK Center.

In December 2019, United Way partnered with the Luzerne County Bar Association to present information about the fight against childhood poverty in conjunction with a continuing education event based on the legal aspects of the classic movie, “Miracle on 34th Street.”
United Way of Susquehanna County, a division of United Way of Wyoming Valley, is focused on HELPING CHILDREN DO WELL.

**ADVISORY BOARD:**

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Terri Allen</td>
<td>Alice Davis</td>
<td>Kim Smith</td>
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<tr>
<td>Tammy Bonnice</td>
<td>Richard Mackey</td>
<td>Staci Wilson</td>
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<td>Thomas Chamberlain</td>
<td>Jamie Orlandini</td>
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**FUNDED PROGRAMS:**

- Children’s Advocacy Center
- Foster Grandparent Program
- Nurse Family Partnership
- Summer Quest
- Career Mentorship for Susquehanna County Students
- Promoting Healthy Relationships for Children and Teens/Raising Awareness of Child Abuse
- Disaster Services
- Emergency Stable Shelf Meals & Emergency Heating Assistance
- Weinberg Northeast Regional Food Banks
- NEPA 2-1-1
- Fuel and Emergency Assistance
- Crisis and Advocacy Services
- Summer Lunch Box program, Service Center, Emergency Services
- Youth Development

**FUNDED AGENCIES:**

- American Red Cross of Northeastern PA
- B/S/S/T Area Agency on Aging, Inc.
- Commission on Economic Opportunity
- Family Service Association of Northeastern Pennsylvania
- Maternal & Family Health Services
- The Salvation Army, Eastern Pennsylvania
- Susquehanna County 4-H
- Susquehanna County Free Library Association
- Susquehanna County Interfaith
- Women’s Resource Center
- Northern Tier Industry and Education Consortium
Berwick Area United Way, a division of United Way of Wyoming Valley, is focused on helping improve the lives of children from CRADLE TO CAREER.

**ADVISORY BOARD:**

Gina DiPippa        Jennifer Redis        Bridgett Coolbaugh
Kevin Tanribilir   Ashley Milloway       Franklin Kepner III
Brad Berryman      Sharon Wilkin

**FUNDED PROGRAMS:**

- Life’s Challenges
- Early Childhood Education
- Breaking the Cycle
- Emergency Shelter
- Preschool Vision Screening & Eye Safety Education
- Positive Behavioral Interventions & Supports
- Parents as Teachers
- 2-1-1 Help Line
- Education Expansion Development
- Comprehensive Emergency Services

**FUNDED AGENCIES:**

- AGAPE: Love From Above To Our Community
- Berwick Area YMCA
- Beyond Violence, Inc.
- Central Susquehanna Sight Services, Inc.
- Columbia Child Development Program
- Columbia County Family Center
- Family Services Association of NEPA
- For The Cause Teen Center
- Salvation Army
Balance Sheet June 30, 2019

**ASSETS**

**Cash/Investments:**
- Cash & Equivalents: $1,046,197
- Restricted Investments: $17,219,464
- Total Cash/Invest.: $18,265,661

**OTHER ASSETS:**
- Unconditional Promises to Give (net): $869,360
- Grant Receivables: $631,395
- Property & Equip. (Net of Reserve): $21,583
- Prepaid Expenses: $15,776
- Total Assets: $19,803,775

**LIABILITIES & NET ASSETS**

**LIABILITIES**
- Agency Allocations/Designations: $1,715,958
- Trade Accounts/Restricted Accounts: $275,399
- Grant Payable: $98,223
- Total Liabilities: $2,089,580

**NET ASSETS:**
- Temporary Restricted: $1,078,665
- Board Restricted: $4,497,795
- Permanently Restricted: $12,137,735
- Total Net Assets: $17,714,195
- Total Liabilities & Net Assets: $19,803,775
Revenue & Expenses information was compiled from audited financial statement as of 6/30/19.
United Way of Wyoming Valley’s **Christmas in July** Drive Competition feeds both the mind and the body. In 2019, employees at 53 area businesses, schools and other organizations spent the month of July holding food drives at their locations for the CEO/Weinberg Food Bank, or raising dollars to support the Dolly Parton Imagination Library, which provides free, high-quality books to children from birth to age 5 to promote early learning and family reading.

**FOOD TOTAL: 20,146 lbs.**
1st Place: Trion Industries, 5,703 lbs.
2nd Place: Benco Dental, 4,789 lbs.
3rd Place: UGI Utilities, Inc., 2,716 lbs.

**READING TOTAL - $26,644.00**
1st Place: Berkshire Hathaway Guard Insurance, $11,300.00
2nd Place: Navient, $7,205.00
3rd Place: Benco Dental, $7,088.00

**GRAVESTONE MANOR**

Gravestone Manor, United Way of Wyoming Valley’s largest special event fund raiser, presented its 21st season of Halloween scares this past October. The theatrical haunted house has raised more than $440,000 to benefit United Way programs and services. We are extremely grateful to Trion Industries for providing the space for the show and for all the volunteers who make this tradition a “spook-tacular” success!

The 2019 shows attracted over 3,000 patrons and raised **$34,160.00**
LEADERSHIP GIVING

ALEXIS DE TOCQUEVILLE SOCIETY
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$75,000 TO $99,999
The F.M. Kirby Foundation

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PLANNED GIVING:
Do you want to impact the future? When you include the United Way of Wyoming Valley in your estate planning, you are changing lives and contributing to the long-term well-being of our community.

Planned giving is simple. You can include a bequest in your will, donate gifts of appreciated stock, or name the United Way as a beneficiary of a life insurance policy or retirement plan. Plus, your gift may provide you with important tax benefits.

To leave a lasting legacy by including the United Way of Wyoming Valley in estate plans, contact Michael W. Bernhardt at mbernhardt@unitedwaywb.org or 570-270-9113.
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LIVE UNITED. United Way

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