CELEBRATING 100 YEARS OF STRENGTHENING OUR COMMUNITY

2020–2021
Annual Report

United Way of Wyoming Valley
Dear Friends,

Thank you for being a part of this story!

On October 11, 1921, after months of planning, the Wilkes-Barre Chamber of Commerce created an entity called the Community Welfare Federation for the purpose of conducting an annual fundraising drive to support the community’s network of charitable organizations. It was the forerunner of what is today, the United Way of Wyoming Valley.

This year, the organization will celebrate its 100th Anniversary and we couldn’t be more excited.

As you go through the pages of this year’s annual report, you will see some wonderful images of our historic past. Despite significant challenges like the Great Depression, wars and conflicts, the Agnes Flood of 1972, 9/11, and now a pandemic, the organization has continued to raise resources every year to address the ever-changing needs of the Wyoming Valley. In fact, since the very first campaign in 1922, more than $213 million has been raised to help our most vulnerable residents and neighbors in need.

Although much has changed since 1921, what hasn’t changed is the unwavering commitment to strengthen and improve our community.

Today, the United Way of Wyoming Valley is focused on the very pressing issues of childhood poverty. Poverty is a root cause of ever-increasing human service need, a significant threat to the healthy development of children, and it affects the entire community.

Given the pandemic’s impact on lower income families and the disruption to the education process over the last two school years, children throughout the Wyoming Valley continue to struggle. As such, we believe our most important work — improving the odds of success for at-risk children — is still ahead of us. It is a promise we intend to keep.

The story of the United Way of Wyoming Valley is the story of us, our community. At the core of our story are people, like you, who care. It is the past and present donors, volunteers, and partner agencies who, over the course of time, have all worked collectively and gave generously to meet the needs of others who are the heroes of this story.

So, on behalf of our Board of Directors, staff, and, most importantly, the children of our community who need a strong United Way, thank you for caring and thank you again for being a part of "our" story.

Sincerely,

Bill Jones
President and CEO

Charity Navigator is America’s premier independent charity evaluator which provide in-depth, objective ratings and analysis of the financial health and accountability & transparency of America’s largest charities. Charity Navigator awarded United Way of Wyoming Valley four out of a possible four stars, indicating that United Way of Wyoming Valley adheres to good governance and other best practices and consistently executes its mission in a fiscally responsible way.
Our History

1920s
- On November 11, 1922, the Community Welfare Federation was launched in the Wyoming Valley, raising $258,878.
- The Community Welfare Federation was created in the 1920s, raising $258,878.
- The organization changed its name from the Community Welfare Federation to the Community Welfare Council.

1930s
- The Women’s Council is created and the Welfare Planning Council to address the need for support increases.

1940s
- The organization also remained committed to strengthening services and improving ways to better meet community needs.

1950s
- The first “Red Feather” parade was held on October 14th, drawing tens of thousands of spectators and thousands of dollars.

1960s
- The first “Loaned Executive” program is initiated.

1970s
- The Nippon Airlines crash occurred in 1972, raising $4 billion in damages.
- The campaign, chaired by Atty. Murray Ufberg, tops $4 million for the first time.

1980s
- The first Rose Bowl Award in honor of the president of a 10-year employee and volunteer leader, was awarded to Gary Van Scoy.
- The first United Fund campaign and partners with food suppliers during the summer months.

1990s
- The campaign, chaired by Mr. Henry Cling, tops $5 million.

2000s
- The campaign, chaired by Terry Casey, tops $5 million.

2010s
- United Way of Wyoming Valley, established September 11th Fund and participates in a local telethon to raise funds for 9/11 victims.

2020s
- The organization is prepared to meet COVID-19 pandemic, fundraising is a critical tool for support.

Stock Market crashes.
- 1929
- 1930s
- Great Depression impacts employment, charitable giving and community service.
- as result of organized labor’s commitment to the United Services Organization (USO) to support members of the Armed Forces and their families.

World War II starts.
- 1939
- 1940s
- 1942
- Empire at Pearl Harbor.
- The US is attacked by the Japanese Armed Forces and their families.

Community Welfare Federation was created.
- 1947
- 1948
- Wyoming Valley Community Chest.

The first campaign of the Community Welfare Federation was launched in the Wyoming Valley, raising $258,878.

The first United Fund campaign is launched to assist the food bank and the Christmas in July Food Drive was launched.

The Women’s Council is created to support the organization.

First Rose Bowl Award in honor of the president of the Community Welfare Federation.

First “Red Feather” parade was held on October 14th, drawing tens of thousands of spectators and thousands of dollars.

The first “Loaned Executive” program is initiated.

The organization also remained committed to strengthening services and improving ways to better meet community needs.

With funding from the PA Department of Health.

The education of children is disrupted.

Number of service and focuses on initiatives to address the health and education of at-risk children and the increasing percentage of childhood poverty.

The organization also remains committed to funding local emergency funds.
2020–2021 Campaign Highlights

Resource Development

Introducing Text-To-Give
The Harness Giving platform was introduced to the annual campaign. This Text-to-Give platform provided donors a simple, secure and speedy way to donate to United Way of Wyoming Valley.

Super Bowl Champion Michael Oher’s Message Of Support
Subject of the major motion picture, “The Blind Side”, our 2020 Campaign Keynote Speaker knows firsthand the difficulties of growing up in poverty. Even though we could not celebrate our campaign firsthand the difficulties of growing up in poverty.

“People just need some loving and a little help at the end of the day. And that’s what’s so great about United Way and the things that they’re doing. Every child has potential, but it’s up to us as people to find that potential in that child.”

Lawyers For Literacy
Spearheaded by our 2020 Campaign Chair, Attorney Paul Rushton, United Way of Wyoming Valley introduced Lawyers for Literacy. Through this initiative, we proudly partnered with our local legal community to help at-risk kids improve their literacy skills.

“Lawyers understand the importance of reading. It was a fundamental skill to get into and succeed in law school. It is essential to early school success for children and we want to help our community.”

Now Is The Time To Live United
The pandemic might have disrupted the lives of thousands of children here in the Wyoming Valley but it only strengthened the resolve of the community to end childhood poverty and improve literacy. This message burned bright in the hearts of 20 community leaders who donated their time to appear in our LIVE UNITED video.

Community Impact

Education, Health, and Financial Stability are recognized by United Way as the building blocks to a quality life. By focusing on these three issues, along with our 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.
1. Preschool Readiness Program, Catholic Youth Center
2. School-Age Development Program, Catholic Youth Center
3. Child Care and Early Learning, Child Development Council of NEPA
4. After School Program, McGlynn Center
5. Turn the Page, Wyoming Valley, Osterhout Free Library
6. SHINE Luzerne County, Wilkes University
7. Early Childhood Education Child Care Program, Greater Wyoming Valley Area YMCA
8. Power Scholars Academy, Greater Wyoming Valley Area YMCA
9. Together We Grow Preschool, Wyoming Valley Children’s Association

Health
To help at-risk children and families achieve good health.
1. The Parenting Education Program, Catholic Social Services
2. Drug and Alcohol School-Based Program Expansion, Children’s Service Center
3. Early Head Start, Luzerne County Head Start
4. Nurse-Family Partnership, Maternal and Family Health Services
5. ParentChild+, Family Service Association of NEPA
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
To provide access to food, shelter and other essential services for individuals, families and youth who face threats to their immediate well-being and to help at-risk individuals and families achieve greater 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. Financial Counseling, Advantage Credit Counseling Services
11. Patient-Centered Comprehensive Care, Volunteers in Medicine
12. Ruth’s Place, Volunteers of America
14. Financial Counseling, Advantage Credit Counseling Services

If you would like to donate, please contact Yvette Magistro at 570-270-9117 or donate online at unitedwaywb.org/donate
United Way Community Impact

Hygiene Kits Helped Kids Learning At Home
United Way responded to the COVID crisis by assembling 3,000 hygiene kits to support students learning in a remote setting. These kits promoted the importance of personal hygiene that is so critical to a child’s overall well-being and success in school. Distributed in partnership with seven school districts, the kits contained essential items for elementary-age children such as shampoo, soap, a toothbrush, toothpaste, hand sanitizer and a face mask. We are incredibly grateful for items donated from local businesses including Benco Dental and Proctor and Gamble.

Summer Learning Workbooks
In School Year 20–21, the COVID-19 pandemic continued to disrupt and impact the education of thousands of children in Wyoming Valley. In an effort to help our community’s youngest learners build the educational foundation they need, the United Way of Wyoming Valley once again partnered with local school districts to provide free, age-appropriate summer learning workbooks. While there have been numerous offerings of access to free high-quality apps and online tools, some children, particularly those from low-income families, have been further challenged with connectivity issues. In addition, young learners need to practice critical reading and writing skills with fine motor skills. United Way helps young children maintain their skills and be more prepared for the next school year. More than 3,800 students in kindergarten through 2nd grade participated in the Summer Learning Workbook Initiative.

3,800+ summer learning workbooks to support K–2 students during COVID-19

United Way of Wyoming Valley Initiatives
• Annual Children’s Book Drive
• Annual Literacy Kit Project
• Attendance Awareness
• Dolly Parton Imagination Library
• Loads of Love
• Reading Buddies
• See to Succeed
• School-Based Social Worker
• Summer Learning Workbooks
• “Tag In” for Summer Learning
• The Nurse’s Pantry

Award Winners

Sara & Anthony F. Kane, Jr. Achievement Award
WYANITA EDWARDS
High school teacher at Northwest Area School District for nearly 30 years. The Kane Award is named for the late Anthony Kane and his late wife, Sarah. Anthony Kane was a teacher and PSEA leader in Northeastern Pennsylvania. It recognizes PSEA members who are leaders among their peers by supporting United Way programs and contributing outstanding volunteer service in both their school and community.

Small Business Award
ROSENN JENKINS & GREENWALD LLP

Large Business Award
TRUE VALUE DISTRIBUTION CENTER

Possibility Award
SALLY DEMECK
Volunteer Coordinator for Volunteers of America of Pennsylvania’s Ruth’s Place.

United Way of Wyoming Valley aspires to recognize an individual employee from one of our partner agencies who has excelled at helping and supporting individuals, children and families in programs which are funded through United Way.

Rose Brader Community Service Award
BARB SUGARMAN
Adult and Cultural Director for the Jewish Community Alliance of NEPA. The Rose Brader Community Service Award is the United Way’s highest award for volunteerism. It is named in honor of Rosalie Brader, who worked for the United Way of Wyoming Valley for 31 years. Rose devoted extensive volunteer time and talent towards numerous health and human service organizations throughout the Wyoming Valley.

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 the community. This year we recognize True Value Company as our corporate award winner with more than 100 employees and Rosenn Jenkins & Greenwald LLP 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.

3,000 hygiene kits to support students in remote learning
United Way of Susquehanna County

United Way of Susquehanna County, a division of United Way of Wyoming Valley, focuses on HELPING CHILDREN DO WELL.

Advisory Board
Terri Allen
Tammy Bonnice
Thomas Chamberlain
Alice Davis
Richard Mackey

Jamie Orlandini
Kim Smith
Staci Wilson
Amanda Marcy

Funded Programs
• Foster Grandparent Program
• Nurse Family Partnership
• Summer Rocks
• Career Mentorship for Susquehanna County Students
• Promoting Healthy Relationships for Children and Teens/Raising Awareness of Child Abuse and Crisis and Advocacy Services
• Disaster Services
• Home Modification, Emergency Meals, & Emergency Heating Assistance
• Youth Development
• 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
• Dolly Parton Imagination Library
• Real Men Read
• Nurse’s Pantry
• Little Free Library
• PA Pre K Counts Summer Learning Kits
• Volunteer Income Tax Assistance—VITA

Funded Agencies
• Susquehanna County 4H
• American Red Cross—Southern Tier Chapter
• B/S/S/T Area Agency on Aging, Inc.
• Commission on Economic Opportunity
• Family Service Association of NEPA
• Maternal & Family Health Services
• The Salvation Army, Eastern Pennsylvania
• Susquehanna County Free Library Association
• Susquehanna County Interfaith
• Women’s Resource Center
• Northern Tier Education and Industry Consortium

Berwick Area United Way

Berwick Area United Way, a division of United Way of Wyoming Valley, focuses on helping improve the lives of children from CRADLE TO CAREER.

Advisory Board
Brad Berryman
Bridgett Coolbaugh
Gina DiPippa
Kathleen Jarcki
Jasmine Jones

Franklin Kepner
Ashley Milloway
Jennifer Redis
Kevin Tarnibill
Rich Wilczynski

Funded Programs
• Life Challenges
• Early Childhood Education
• Breaking the Cycle
• Emergency Shelter
• Preschool Vision Screening & Eye Safety Education
• Parents as Teachers
• 2-1-1 Help Line
• Education Expansion Development
• Comprehensive Emergency Services
• The Nurse’s Pantry
• Dolly Parton Imagination Library
• Summer Learning Workbooks
• Read Across America Day
• Little Free Pantries
• Volunteer Income Tax Assistance—VITA

Funded Agencies
• AGAPE: Love From Above to Others
• Berwick Area YMCA
• Beyond Violence, Inc.
• Central Susquehanna Sight Services, Inc.
• Columbia County Family Center
• Family Service Association of NEPA
• For the Cause Teen Center
• Salvation Army

Advisory Board
Brad Berryman
Bridgett Coolbaugh
Gina DiPippa
Kathleen Jarcki
Jasmine Jones

Franklin Kepner
Ashley Milloway
Jennifer Redis
Kevin Tarnibill
Rich Wilczynski

Funded Programs
• Life Challenges
• Early Childhood Education
• Breaking the Cycle
• Emergency Shelter
• Preschool Vision Screening & Eye Safety Education
• Parents as Teachers
• 2-1-1 Help Line
• Education Expansion Development
• Comprehensive Emergency Services
• The Nurse’s Pantry
• Dolly Parton Imagination Library
• Summer Learning Workbooks
• Read Across America Day
• Little Free Pantries
• Volunteer Income Tax Assistance—VITA

Funded Agencies
• AGAPE: Love From Above to Others
• Berwick Area YMCA
• Beyond Violence, Inc.
• Central Susquehanna Sight Services, Inc.
• Columbia County Family Center
• Family Service Association of NEPA
• For the Cause Teen Center
• Salvation Army
Financial Report

**Assets**

**CASH/INVESTMENTS:**
- Cash & Cash Equivalents $1,711,874
- Restricted Investments $16,846,896
  
  **Total Cash/Investments** $18,558,770

**Other Assets**
- Unconditional Promises to Give (Net) $732,580
- Grant Receivables $680,582
- Property & Equipment (Net of Reserve) $14,257
- Prepaid Expenses $10,178
  
  **Total Other Assets** $1,437,597

**Total Assets** $19,996,367

**Liabilities**

- Agency Allocations/Designations $1,873,690
- Trade Accounts/Restricted Accounts $344,042
- Grant Payable $307,452
  
  **Total Liabilities** $2,525,184

**Net Assets**

- Temporarily Restricted $1,274,896
- Board Restricted $4,622,071
- Permanently Restricted $11,574,216
  
  **Total Net Assets** $17,471,183

**Total Liabilities & Net Assets** $19,996,367

Statement Of Activities

**Revenue**

- Public Support Revenue $3,034,302
- Grant Revenue $4,378,454
- Other Revenue $57,713
- Investment Return $359,827
  
  **Total Support & Revenue** $7,110,642

**Expenses**

- Allocations to Agencies $1,521,144
- Community Impact & Government Services $4,894,021
- Fund Raising $513,522
- Management & General $424,967
  
  **Total Expenses** $7,353,654

**Change in Net Assets** $-243,012

2020 Corporate & Foundation Donors

$20,000+
AllOne Foundation
Benco Dental Supply Company
Berkshire Hathaway GUARD Insurance Companies
Colleen Shea Children’s Foundation
Community Bank, N.A.
The Davidowitz Foundation
Highmark
F. M. Kirby Foundation
M&T Bank
William G. McGowan Charitable Fund Inc.
Mericle Commercial Real Estate Services
Moses Taylor Foundation
MotorWorld Automotive Group Inc.
Navient
Procter & Gamble Paper Products Company
Robert Y. Moffat Family Charitable Trust
Sordoni Family Foundation
UGI Utilities Inc.

$10,000–$19,999
Altitude Philanthropies
Benevento & Mayo Foundation
Borton-Lawson Diocese of Scranton
Kronick Kalada Berdy & Co., P.C.
Luzerne Foundation
John J. and Marjorie Passan Foundation
The Williams Founder
PNC Bank, Northeast PA
The Andrew J. Sordoni III Foundation
PNC Bank, Northeast PA
National Penn Bank
McCarthy Tire Service Co. Inc.
M&T Bank

$5,000–$9,999
A. Rifkin Co.
The Bergman Foundation
Diamond Manufacturing Company
McCarthy Tire Service Co. Inc.
Power Engineering Corporation
PPL
Riggs Asset Management Company
True Value Company

$1,000–$4,999
Alexander W. Dick Foundation
Bonner Chevrolet Co. Inc.
The Citizens’ Voice
Coal Creative
Commonwealth Health
Debbie Darling Belinski Memorial Fund
Duggan & Marcon Inc.
Engle Eyewear Optique
First Keystone Community Bank
FNBC Bank
Fran Tomalis & Son, Inc.
Geisinger Wyoming Valley Medical Center
The Grimm Foundation
Guyette Communication Industries
Hemmler & Carnay Architects
Hillman Security & Fire Technology
Howell Benefit Services Inc.
Estate of Rose G. Liebman
Leadership Wilkes-Barre
Luzerne Bank
Luzerne County Community College
Luzerne Optical Laboratories Ltd
McCole Foundation Inc.
Net Bank
Orloski’s Car Wash and Lube Shop
Joseph and Erma Paglianite Charitable Foundation
Perez Design, Build, Remodel, LLC.
QTG
Ralmark Company
Reilly Associates
Max & Tillie Rosenn Foundation
Rosen, Jenkins & Greenwald LLP
Shoval Foundation
Silverblatt and Associates
Snyder & Clemente
Sundance Vacations
Susquehanna Steam Electric Station
T.J. Cannon Inc.
John J. and Josephine Thomas Charitable Foundation
United Association Local Union 524
US Hydraulics
Wegmans Food Markets
Weis Markets Inc.
Wilkes University
Williams
The Wright Center
Young Lawyer’s Division of the Wilkes-Barre Law and Library Association

$500–$999
AllOne Foundation
Benco Dental Supply Company
Berkshire Hathaway GUARD Insurance Companies
Coal Creative
The Citizens’ Voice
Coal Creative
Commonwealth Health
Debbie Darling Belinski Memorial Fund
Duggan & Marcon Inc.
Engle Eyewear Optique
First Keystone Community Bank
FNBC Bank
Fran Tomalis & Son, Inc.
Geisinger Wyoming Valley Medical Center
The Grimm Foundation
Guyette Communication Industries
Hemmler & Carnay Architects
Hillman Security & Fire Technology
M&T Bank

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
mbernhardt@unitedwaywb.org
570–270–9113
THE HEART OF A VOLUNTEER IS NOT MEASURED IN SIZE, BUT BY THE DEPTH OF THE COMMITMENT TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS

Thank You To Our Board Of Directors

Jennifer Sordoni, Board Chair  
Lauren Allen  
John Baum  
Ron Beer  
Brad Berryman  
Rebecca Binder  
Karen Borton  
Don Brominski  
R. Greg Collins  
Jessica Cronauer  
Gina DiPippa  
Tina Dowd  
Donna Farrell  
Ken Fernandez  
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Carmen Magistro  
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Catherine O’Donnell, Esq.  
Teri Ooms  
David Pedri  
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Rev. Shawn Walker  
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Carl Witkowski

#PowerThePromise

100 N. Pennsylvania Ave., 2nd Floor, Wilkes-Barre, PA 18701  
570-829-6711  www.unitedwaywb.org

PLEASE NOTE: While United Way makes every possible attempt to recognize our donors with the utmost accuracy, we apologize for any errors or omissions that might have inadvertently occurred in this acknowledgment of our valued donors. Extensive efforts were made to identify all leadership givers. However, some employer policies prohibit the release of donor names or some names may not be released until after the printing of this booklet. If for some reason, your name was omitted, listed as anonymous, or if you would like it listed differently in the future, please call Yvette Magistro, Director of Resource Development at 570-270-9117.