



ANNUAL REPORT 2023

United Way of Bradford County

24 Main Street, Suite 1
Towanda, PA 18848

570-485-5485
unitedwaybradfordcounty.org



A Message from the United Way

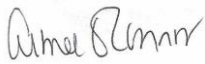
Dear Bradford County Community,

United Way of Bradford County had an exciting year celebrating our 45th anniversary. Reaching out to all corners of the county, we not only reflected on the last 45 years but also looked forward to how the United Way can collectively and resourcefully shape the future. In July of 2023, the United Way began a yearlong community impact study with help from all voices in the county. We will identify the needs and begin working with all our communities to meet their needs as we move toward the next 45 years.

Supporting 48 agencies through \$500,000 of funding through our campaign as our employers were just recovering from COVID was remarkable. Their commitment exhibits the goodwill of employees and employers who really care for our community.

On behalf of the United Way, THANK YOU!

Sincerely,



Aimee O'Connor
President



Joan Smith-Reese
Executive Director

United Way Board of Directors



Aimee O'Connor, President, (M&T Bank)
Constance Spaulding, VP Allocations (Retired Dupont)
Jonah Howe, Secretary, (Cheapeake Energy)
Todd Boyles (Martha Lloyd Community Service)*
Rhonda Claiborne (Central Bradford County Chamber)
Stacy Garrity (PA State Treasurer)
Darlene Innocenzo (Retired, Towanda Area School District)
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Irene Radigan (Radigan Broadcasting Group, LLC)
Eric Schoonover (Schoonover Inc.)*
Angela Wells (GTP)
Pam Young (Realty ONE Group)*

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Jason Krise, Treasurer (Penelec, First Energy)
Ashley Botts (Tuscarora Wayne Ins. Group)
Bill Bustin (Rovertown)*
Crystal Chilson (Jen-Weld)*
Robert Hugo (Retired, State Farm)
Barbara Kropelnicki (Visions FCU)
Jody Place (Retired, Penelec, First Energy)
John Secor (Henry Dunn Insurance)*
Kristie Tunnickliff (P&G)
Johnny Williams (The Morning-Times)
Kelly White (Lackawanna College)

*Not In picture

Campaign Kick Off



United Way 2023 Campaign kickoff was a great success. Agencies and workplace partners came together at a luncheon to mark our 45th anniversary and announce our campaign. Guest speaker, Aaron Proietti, spoke of innovation and the importance of everyone knowing what we are aiming for and collaborating together to get there. He challenged us to assess what our community needs, listening to all the voices, and taking the risk to accomplish meeting those needs.

Victory Celebration!

On Wednesday morning, March 22nd, over 70 people from our agencies, workplace partners and Board Members attended our annual Campaign Celebration/Victory Breakfast at the Towanda Golf Club.

Twenty Pledge to Win prizes were awarded to employees at our workplace partners who donated \$52 for the year to support our agencies in need.



Executive Director Joan Smith-Reese and UW Board President Aimee O'Connor with our 2023-2024 Corporate Sponsor UTLX.

Over \$500,000 was raised during our 2023 campaign allowing us to support 48 different agencies in our area. Our 2024 Campaign Kickoff begins on September 27th at the Bradford County Public Safety Center at the crossroad of Route 6 and 220 in Towanda.



P&G prize certificate presented by Board Member Krisite Tunnichiff to winner Mary Hollingsworth of Martha Lloyd Community.



Randi Morse from the River Valley Regional YMCA Towanda presents certificate to pledge prize winner Rebecca Socha Brown from DuPont.



THANK YOU! To our many workplace partners!!

Celebrating Our 45th Anniversary



For the kickoff of our 45th Anniversary, the United Way hosted celebrations in the four corners of the county. We started at Blackburn in Sayre on August 11th, then on to Flying Taco in Towanda on August 18th. Next was Grovedale in Wyalusing on September 8th and last, but not least, the Park Hotel in Canton on September 29th.

Our supporters, donors, sponsors, and board members who attended helped us recite our United Way of Bradford County Manifesto, talked briefly about our organization, and then just had fun being together and celebrating 45 years!

United Way of Bradford County Manifesto

Problems.

The ones most people don't have the stomach for.

The ones nobody talks about at cocktail parties.

The ones that can't be solved.

We go looking for them.

In unforgiving cities, desolate towns, and seemingly docile suburbs.

We find every dollar we can to address them.

But we are more than the fundraisers.

We are the hand raisers. The game changers.

The-stop-talking-start-doing-band-together-and-take-on-the-impossible-task-masters.

United, we face teen pregnancy in Milwaukee.

United, we stand up for the children left behind in China.

United, we battle for veterans in Bradford County.

United, we confront the struggles of refugees in Europe.

No matter the obstacles. No matter the odds.

We surround a community's most critical problems.

And we fight. We fight for Teegan. We fight for David.

We fight for Xiao Lin and Saraya and Kim.

We fight for those who need a voice and those whose names we do not know.

United Way we fight for the health, education and financial stability of every person in every community.

Because change doesn't happen alone.

Hope isn't a one-man band.

And there's no such thing as self-taught or self-made.

We have one life.

To live better, we must

LIVE UNITED.



Day of Caring



Chesapeake Energy lending a hand at CHOP



UTLX workday at Sayre Historical Society



Allete Clean Energy servicing at Martha Lloyd Community



Chesapeake Energy painting at the Bradford County Humane Society



Kerri Strauss Community Impact Award



Steve Bowen & Henry Farley representing the Sayre Historical Society with Elaine Elliott.

The Second Annual Kerri Strauss Community Impact Award was given to two amazing community volunteers.

Elaine Elliott has been a Board Member since 1992. One of her many roles was to serve as Chair of the Allocations Committee. She was employed at DuPont and is an avid traveler, having visited all the National Parks across the U.S. Elaine chose her award of \$500 to go to the Sayre Historical Society.



UW Board President Aimee O'Connor, Elaine Elliott, Kerri Strauss & Joan Smith-Reese, Executive Director.



Joan Smith-Reese, Irma Henson of Sayre, & Aimee O'Connor.

Irma Henson also received the award. Irma sat on the Allocation Committee as well as wore many other hats for both the United Way and other community organizations. Irma is a lover of the arts and served as a Board Member and actor for Winding Rivers Players. She worked as the Program Director at the Bradford County Regional Arts Council for many years, presenting a wide range of performances at the three theatres. She and her husband love to travel so nailing her down to receive the award was quite a feat. Irma's \$500 was awarded to the Salvation Army



Marge Ross, Salvation Army Rent/Utilities Coordinator, Irma Henson & Sandy Campbell, Food/Soup Kitchen Coordinator.

United We Golf



Our Second Annual Golf Tournament was held on Friday, May 19th at the Towanda Golf Club. Eighteen teams from our many workplace partners and community friends took to the course helping us in raising over \$25,000! This year's Co-Title Sponsors for the event were **Chesapeake Energy** and **UTLX**. Don't miss out on the fun at our third annual tournament to be held on **Friday, May 31, 2024!**

Thank you to our Co-Title Sponsors!!! Chesapeake Energy and UTLX!



Team Schoonover's found their sponsorship sign on the course!



Team Place takes the winning crystal trophy! Mike Roof, Robert Place, Jody Place and Nick Place.

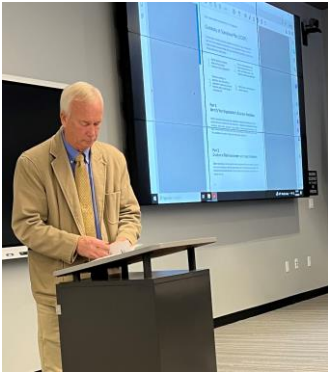


Golf Chair Darlene Innocenzo and Joan Smith-Reese putting up our banner at the 2nd Annual Golf Tournament in May.



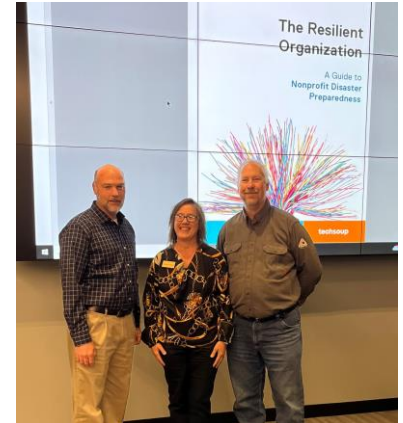
Our great volunteers: Vanessa Johnson from C&N Bank, Barb Kropelnick from Vision FCU, Crystal Chilson from Jeld-Wen, Rhonnda Claiborne from Central Bradford County Chamber.

Disaster Preparation Workshop



Last November, the United Way of Bradford County brought the United Way Agencies together for an informative workshop on how to plan for any disaster in technology, people, processes, and physical plants. Robert Barnes, the former Director of Emergency Management Services led the event. The plan was for both natural and man-made disasters including pandemics. A major emphasis was on technology. The basics which included items such as inventories of equipment, security and privacy of information, alternative site locations, preserving organizational documents, communication plans, financial impact and

ultimately a final Continuity of Operations Plan was to be completed by each agency with timelines to revisit and update annually or more often if needed.



Event sponsors Jason Krise from First Energy & Jeff Claiborne from BHE/GT&S

Funding for this event was provided by a grant from First Energy and BHE GT&S, A Berkshire Hathaway Energy Company.

ALICE

Kristen Rotz, the president of the United Way of Pennsylvania spoke at a United Way luncheon on Wednesday, June 7th on ALICE. ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. "ALICE is everyone in our state who is working and earning an income, but they are not yet earning enough to provide for their basic needs," Rotz explained. "In the state of Pennsylvania, two in five households are struggling financially. 27% of households in our state earn above the federal poverty level, but not enough to meet a basic survival budget. The other 12% are living below the federal poverty level. Unfortunately, here in Bradford County, your average is higher than the statewide average. Bradford County's ALICE households make up 32% of the population. ALICE families include those who work in care taking professions, childcare centers, home health, the service industry, retail and grocery stores." Around 60% of the most common jobs in Pennsylvania earn less than \$20 per hour.



Public programs such as the Supplemental Nutritional Assistance Program (SNAP) can be source of support. People who earn 150% or less than the federal poverty level can apply. However, ALICE families are often categorized as making too much money to qualify for assistance that they need.

One source of help is the Volunteer Income Tax Assistance (VITA) program which the United Way of Bradford County is currently pursuing. Rotz describes VITA as impactful and a major return on investment. Volunteers prepare tax returns for residents who are income-qualified for free. "Most of these people qualify for some type of federal tax credit. Once a year when they file their taxes for free with VITA, they can get hundreds and thousands of dollars back depending on their family situation." In Pennsylvania, the average VITA tax return brings over \$1,400 per filer which is money the filer can use towards reliable transportation or paying off debts according to Rotz.

(Information from an article written by Philip O'Dell, The Morning Times, Tuesday, June 13, 2023 edition)

Bradford County 211 Annual Report

United Way of Bradford County's 211 Helpline assists individuals that need help from a trained navigator. They "listen" and make a referral to the Bradford County United Way agencies that can help. "Listening" can also be texting which many of our younger population prefers.

Here are the year-end statistics demonstrating the critical needs of our Bradford County residents.

July 1, 2022, to June 30, 2023

Top Needs:

Electric Service Payment Assistance	346
Rent Payment Assistance	257
Housing Related Coordinate Entry	174
Community Shelters	138
Homeless Prevention Program	108
Food Pantries	103
Low Income/Subsidized Private Rental Housing	102
Housing Call Re-Queued	101
Housing Search Assistance	68
Housing Info After Hours	49

TOTAL YEAR'S NEED 2,049



Did you know...

Since our inception, the amount raised for our United Way Agencies...

\$11,320,000!!!



Number of
United Way
Agencies

Day of Caring events for
our United Way agencies in
2022!



Number of volunteer hours spent
in our community!

Over 70,000

Individuals were impacted by
United Way agencies in 2022

Our Area Agencies That You Support

Educational & Emergency Needs

Abuse & Rape Crisis Center
American Red Cross
CHOP Food Pantry
Endless Mountain Mission Center
Mather Memorial Library
Penn-York Habitat for Humanity
Sayre Public Library
The Bridge of Penn-York Valley Churches
The Main Link
TACO Food Pantry

Allen F. Pierce Free Library
Bradford County Action
Dale's Depot
Grace Connection
Monroeton Public Library
Sayre House of Hope
Supporting Area Families Everyday (SAFE)
The Children's House
The Salvation Army – Sayre & Towanda
Wyalusing Public Library



Katie Patton reading to preschoolers at the Towanda Public Library Summer Reading Program

Independence for Elderly & Disabled

Area Agency on Aging
Bradford/Sullivan Co. Special Olympics of PA
Bradford Wyoming Literacy Program
Martha Lloyd Community Services
North Central Sight Services
Penn-York Opportunities
SERVE, Inc.
Valley Relief Council



Special Olympia Gold & Silver Medal Winner Izaak Hobsday with UW Board Member Johnny Williams from The Morning Times.

Youth Development

Big Brothers Big Sisters
Boy Scouts, Fiver River Council
Girl Scouts of NYPENN Pathways
River Valley Regional YMCA

Community Enrichment

Animal Care Sanctuary
Bradford County Heritage Association
Bradford County Historical Society
Bradford County Humane Society
Bradford County Regional Arts Council
French Azilum
Happy Tails No Kill Animal Shelter
Kali's Mission
LeRoy Heritage Museum
Rekindle the Spirit
Sayre Historical Society
Valley Chorus
Winding River Players
Wyalusing Library
Wyalusing Valley Museum

Working alongside Bradford County Humane Society at the William's Subura Farmer's Market.



Thank you all at the United Way for supporting our program. We hit our 5-year mark and our goal for Towanda borough. They are seeing a reduction in cats roaming throughout the borough. Couldn't do it without your support.

*Charlotte & Gary Parks
Kali's Mission*

Leaving a Lasting Legacy



The generosity of generations past and present has made possible much of what our United Way is today. For almost a half century, United Way's mission has been to improve the lives of Bradford County residents.

Sustaining the magnitude of our work is a tremendous challenge and yet, so necessary as we move forward meeting the needs of Bradford County. A planned gift will enable you to make a significant difference for our endowment, operations or programs while also reducing the taxable portion of your estate.

The support we receive from annual gifts is critical, but a legacy gift is like a support system we can count on to help us continue our mission for generations to come.

Focusing on the Future there are many ways to give to United Way of Bradford County

A Gift in Your Will: Just as you arrange for the financial and personal security of loved ones, you can also provide for the ongoing work of the United Way Bradford County through a will. Gifts by bequest can assist in such areas as endowment, capital needs and program development, connecting you with the United Way in a very special way for years to come.

A Gift in a Trust: A trust enables you to make a significant gift to the United Way while receiving income from capital, securities or other property and significant tax advantages. The unitrust and annuity trust, two of the most common charitable trusts, provide income to you during your lifetime and, if you so choose, the lifetime of a beneficiary.

A Gift in Appreciated Long-Term Securities: These gifts may enable you to avoid capital gains tax while taking a charitable deduction for the full value of the stock.

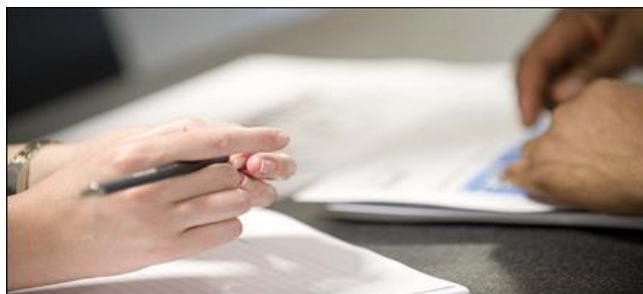
A Gift in Personal Property: An outright gift of your residence, vacation home or other real estate to the United Way qualifies you for a charitable deduction. This type of gift may also enable you to avoid capital gains tax on the appreciation of the property.

A Gift in Retirement Assets: Designating the United Way of Bradford County as a beneficiary of your IRA or other retirement plan can help reduce income and estate taxes.

A Gift in Life Insurance: The gift of a new or existing life insurance policy allows you to create a substantial gift to United Way of Bradford County irrespective of your present assets or estate and can help reduce income and estate taxes.

This information is intended to provide general gift planning information only. Please consult your own legal and financial advisor for specific legal, tax or investment advice before making any gift.

For more information about planning your gift, please contact Joan Smith-Reese, Executive Director at (570) 485-5485 or email jsmithreese@unitedwaybradfordcounty.org.



Tocqueville Society

The Tocqueville Society recognizes individuals contributing at the highest level of personal giving of \$10,000 or more annually. These caring philanthropists exemplify the giving spirit of America, as witnessed by the Society's namesake, Alexis de Tocqueville, during his travels to America in 1831. Tocqueville Society members are committed to the United Way's collective impact strategy which focuses their money on result-oriented programs that make a real difference in the lives of people in Bradford County.

Tocqueville Society: Ordre de Liberte - \$25,000 - \$50,000

Mr. & Mrs. Kenneth & Caroline Taylor
Mr. & Mrs. Thomas & Maragarita Taylor

Tocqueville Society: Membres de la Societe - \$10,000 - \$24,000

Mr. & Mrs. Jay & Barbara Chadwick
Mr. Max P. Gannon, II
Mr. & Mrs. Randy & Nancy Williams Foundation

Leadership Donors

United Way of Bradford County wishes to thank all leadership donors:

Diamond Leadership Donors - \$10,000 - \$99,999

Cargill	Chesapeake Energy	DuPont
Global Tungsten & Powders	P&G Paper Product Co.	The Guthrie Clinic
The Williams Companies, Inc.	UTC Rail Car	

Ruby Leadership Donors - \$5,000 - \$9,999

Gannon Associates	Highmark Blue Cross of NEPA	Robert Hugo
JELD-WEN	Tuscarora Wayne Insurance Co.	Winter Memorial Trust

Emerald Leadership Donors - \$2,500 - \$4,999

Stacee Bellows	Caterpillar	C&N Bank
Enterprise Rent-A-Car	Flynn Energy Transport	Howard Energy Partners
Martha Lloyd Community Services	Robert Hugo State Farm	Stacee Harer State Farm
Towanda School District	United Way of the Allegheny County	United Way of Lehigh Valley
United Way of Southern Tier		

Sapphire Leadership Donors - \$1,000 - \$2,499

Bradford County	Century Farm LLC	Chemung Canal Trust Co.
Clavarack Rural Electric Coop.	Barry & Barbara Deboer	Jon G. Mehlmann
PA Dept. of Revenue - SECA	Joseph Scopelliti	Tops Friendly Markets - HQ
Alice Truffa	UGI Utilities, Inc.	Valley Energy
Vision Federal Credit Union		

United Way of Bradford County Leaders - \$1 - \$999

AAA North Penn	ALLETE Clean Energy – Amer. Mt. Wind	Amazon Smile
American Care Sanctuary	Arrow United Industries	Athen School District
Athens Legion	B&K Equipment	Veronica Barnett
Jeffrey L. Cheeks	Rhonnda Claiborne	Robert Cooper
CVS Caremark	Ed Day	Deb Harer, State Farm Ins
Brooks Eldredge-Martin	Elaine Elliott	Henry Farley
First Energy	Stacy L. Garrity	General Electric
Brooks H. Greenland	Irma Henson	IBM Employees Service Ctr
ITW (Illinois Tool Works)	Jeff Paul Plumbing & Heating	Kellogg Mt. Rod & Gun Club
Marcia S. Kesten	Lockheed Martin	Betty L. Macintire
Paul Meas	Ralph & Carol Meyers	Chad Milliner
Alice B. Moyer	National Fuel Gas Co. Foundation	NE Bradford School District
PS Bank	Sarah L. Rohrer	Sayre School District
Angela Schoonover	Steinbacher Goodall & Yurchak	Tammie Storrs
Kerri Strauss	Troy School District	United Parcel Service
United Way of Berks County	United Way of Broome County	United Way of Greater Phila.
United Way of Rochester	United Way of Wyoming Valley	United Way Worldwide
Christina Vail	Williams Auto Group	Your Cause, LLC

Our Pledge to Win Raffle Prize Donors

Area Agency on Aging	Bradford County Regional Arts Council
Boyles Apiary	Cargill
Canton Independent – Sentinel	C&N Bank
Claverack Rural Electric Cooperative, Inc.	Comfort Inn
The Daily Review	Dandy Mini Mart
Gambal Printing	M&T Bank
The Morning Times	NorthCentral Sight Services, Inc.
P&G	Penelec, A FirstEnergy Company
Quality Inn	Radigan Marketing (Choice 102)
Rekindle the Spirit/Rialto Theatre	Sayre Historical Society
Steinbacher, Goodall, Yurchak	Tops Friendly Markets
Tuscarora Wayne Insurance	William's
River Valley Regional YMCA	

Our Financial Health

United Way of Bradford County
Balance Sheet
June 30, 2023

ASSETS

Report Date Balance

Current Assets

C&N Checking Account	\$ 8,949.43
C&N Money Market Account	78,001.03
Community Bank Money Market Account	50,404.93
Chemung Canal Trust Account	666,497.57
PL Receivables 22/23	131,733.55
Allow Doubt Accounts 22/23	(25,323.09)
PL Receivables 21/22	0.00
Allow Doubt Accounts 21/22	0.00
Prepaid Insurance	<u>946.00</u>

Total Current Assets 911,209.42

Property and Equipment

Property and Equipment	3,673.62
Accum Deprec-Equipment	<u>(2,303.26)</u>

Total Property and Equipment 1,370.36

Other Assets

Total Other Assets 0.00

TOTAL ASSETS \$ 912,579.78

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable/Clearing	\$ 1,866.64
Accrued Payroll Expenses	2,795.45
Agency Allocation Pay 22/23	0.00
Agency Allocation Pay 23/24	440,944.00
Designations Payable 22/23	0.00
Designations Payable 23/24	<u>1,659.83</u>

Total Current Liabilities 447,265.93

Long-Term Liabilities

Total Long-Term Liabilities 0.00

TOTAL LIABILITIES 447,265.93

Net Assets/Fund Balances

Unrestricted Fund Balance	365,681.45
Current FY Income/(Loss)	<u>99,632.40</u>

Total Net Assets/Fund Balance 465,313.85

Looking Back ...



Mr. Dandy & Marge Ross at the Penn York Triathlon



Melanie Stratton, Owner of Doggy Bo Boutique & Barkery in Sayre supporting United Way's canister drive.



Matthew Beltz from Steinbacher, Goodall & Yurchak accepting the Employer Partner from Irene Radigan at the Victory Breakfast

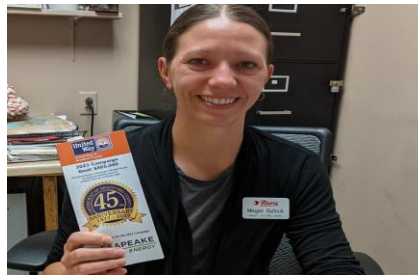


Board Member & PA State Treasurer Stacy Garrity speaking at the Anniversary Luncheon.



Stephanie Cole kicks off our 2023 45th Anniversary Campaign at Cargill.

Top's Friendly Market Assistant Manager Megan Bullock proudly holds our 2023 Campaign brochure.



New Board Members: Crystal Chilson (JELD-WEN), Kelly White (Lackawanna College), Barbara Kropelnicki (Vision FCU) and Betty Jo Morris, Chesapeake Energy.

Board Members Bill Bustin (Rovertown) and Johnny Williams (The Morning Times)



A great time was had by all at the Campaign Celebration, Victory Breakfast on March 22nd.



Celebrating the opening of Laurel Hill Dental Clinic, Jason Krise, Rhonnda Claiborne, Joan Smith-Reese, Jim Noble and Irene Ragidan.



United Way of Bradford County

Thank you for your support!

The United Way of Bradford County has achieved Platinum Transparency Status for 2023 with Candid (formerly known as GuideStar). Visit [Candid | Foundation Center](#) to read more about us.



Follow us on the web or Facebook!



Thank you to our 2023-2024 Corporate Sponsor



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