

UNITED WAY OF BRADFORD COUNTY

2024-2025

ANNUAL REPORT

“AS YOU GROW OLDER, YOU WILL DISCOVER THAT YOU
HAVE TWO HANDS — ONE FOR HELPING YOURSELF, THE
OTHER FOR HELPING OTHERS.” — AUDREY HEPBURN

UNITED IS THE WAY

UNITED WAY BRADFORD COUNTY

24 MAIN STREET, SUITE 1
TOWANDA, PA 18848
(570) 485-5485

UNITEDWAYBRADFORDCOUNTY.ORG





Roberta Coleman, Executive Director
Aimee O'Connor, President
Kristi Tunncliff & Jamie Orlandini of P&G,
a corporate sponsor of UWBC

A WORD FROM THE UNITED WAY

As we reflect on the past year, we are filled with deep gratitude and immense pride in all that we have accomplished together through the United Way Bradford County. From strengthening partnerships to supporting new initiatives, this year has been a testament to what's possible when a community unites with purpose and heart.

Thanks to the dedication of our donors, volunteers, and partners, we were able to make meaningful progress in the areas of education, financial stability, and health—touching the lives of countless individuals and families across our county. Whether it was providing vital resources to those in crisis, supporting children through early education programs, or helping working families find financial footing, your support made that impact possible.

But while we celebrate these milestones, we know our work is far from over. As we look ahead, we are more energized than ever. The needs in our community continue to evolve—and so must we. With new opportunities on the horizon, we are committed to being a driving force for positive change, expanding our reach, deepening our impact, and creating innovative solutions that build a stronger Bradford County for everyone.

Together, we can—and will—do even more.

Thank you for being a part of this journey. The future is bright, and we're just getting started.

With gratitude and hope,

ROBERTA COLEMAN
EXECUTIVE DIRECTOR

AIMEE O'CONNOR
BOARD PRESIDENT



Thank you to our 2025-2026 Corporate Sponsor



CAMPAIGN KICKOFF

The 2025 Campaign Kick-Off was held on September 18th. With many attendees, including representatives from our agencies, workplace partners and board of directors we discussed The United Way Bradford County's upcoming campaign. We also held a successful assessment panel on the needs of the county.

Our campaign goal was set at \$550,000. Pledge to Win forms and posters were distributed and all attendees went out with a positive outlook on reaching our goal to help the community.



DAY OF CARING



Throughout the year, United Way Bradford County has had the honor of working alongside many volunteers for numerous Day of Caring events. Our workplace partners receive the call to action when projects for our non profit agencies need to be completed, and they never disappoint

We work as a team to complete these projects and are so proud to be able to do this for the many local agencies we support.



Williams helps S.A.F.E paint a new room for their facilities



Volunteers help Urban Ark Conservation place gravel for his chicken coop



The Team from UTC Transco paint floors at The Salvation Army in Sayre



Howard Energy working on projects for Endless Mountain Mission Center



Towanda Football Players help UWBC with moving boxes



Volunteers paint garden boxes and mow for Urban Ark Conservation



UNITED WE GOLF



What a beautiful day. What a successful day.

The 4th annual UNITED We Golf tournament was held Friday, May 30th at the Towanda Golf Club.

The day was teeming with prizes, raffles, winners, good golf and fantastic food
(Thank you Steve Brown representing Wyoming Casing and Jones Catering).

This eventful day began with our HELICOPTER Ball Drop (Thank you, Jon Huff!) with Abby Stroud purchasing the winning golf ball! And we just kept going! State Farm JUST PUTTING AROUND winner was Cory Russell.

TEAM PLACE [Jody Place, Nick Place, Danny Edwards, Dylan Bates] golfed their way into the champion spot.

2nd Flight winners were TEAM PROCONEX [Greg Lent, Chris Carpenter, Jeff Cook, Shawn Lord]

Notable performances for the day include Closest to the Pin winners #2 Bill Wallitsch [9' 5"] #4 Mike Gallagher [5' 1"] #14 John Brenchley [10"] #16 Andy Ripic [12' 5"] and Long Drive winners #9 Nick Place, #15 Steve Sliwinski #9 Darlene Innocenzo

Appreciation for our Teams!

Gratitude for our Raffle Basket Donations!

Praise for the time and assistance of our volunteers, the Golf Tournament Committee, and the Towanda Golf Club managers and staff. A heartfelt thank you for all our tournament sponsors. So much of what we accomplish is made possible through your support. One Community. One Mission. United Way.



V.I.T.A VOLUNTEER INCOME TAX ASSISTANCE PROGRAM

Empowering the Community Through Free Tax Assistance: VITA Program Sees Record Growth



In its second year, the United Way of Bradford County's Volunteer Income Tax Assistance (VITA) program delivered extraordinary results, reinforcing its role as a vital community resource. During the 2024 tax season, volunteers at nine locations across the county processed 2,452 federal, state, local, and rebate returns—an astounding 226.5% increase from the previous year. This effort returned a remarkable \$1,329,102 to local residents, nearly doubling the \$674,917 brought back in 2024. The program also saved taxpayers an estimated \$253,400 in preparation fees, up 26.7% from the prior year. These savings and refunds directly support household stability, enabling families to meet essential needs, reduce debt, and invest in their futures.

Designed to assist individuals earning \$72,000 or less, seniors, people with disabilities, and those with limited English proficiency, the VITA program not only eases the tax burden but also strengthens the financial foundation of the community. To continue offering this vital service and meet growing demand, the United Way of Bradford County has set a funding goal of \$40,000 for the upcoming year. This modest investment yields an extraordinary return—over \$33 in community benefit for every dollar spent—making VITA one of the most cost-effective ways to support local families.

To contribute and help keep this service free for those who need it most, please visit
<https://unitedwaybradfordcounty.org/donate-2/>.



31%

Of households are ALICE households.

ALICE households are working households. They hold jobs, pay taxes, and provide services that are vital to the economy in our county such as nurses, high school teachers, retail salespeople, child care workers, custodians and office workers.

(Asset-Limited, Income Constrained, Employed)

VICTORY BREAKFAST/ANNUAL MEETING

On Wednesday, March 19th the United Way Bradford County held its annual meeting & victory breakfast! Our board of directors, our local agencies, workplace partners & a few special guests attended the campaign breakfast wrap up at The Legion in Towanda.

Our board president, Aimee O Connor discussed the success of the campaign, raising \$529,150!

Pledge to Win prizes were awarded to the many employees of our workplace partners who donated \$52 or more to the campaign.



Thank you Valley Flower Shoppe for your centerpiece donations



KERRI STRAUSS COMMUNITY IMPACT AWARD



Doug presenting the check to Dr. Janilyn Elias
Doug was extremely grateful for the award.

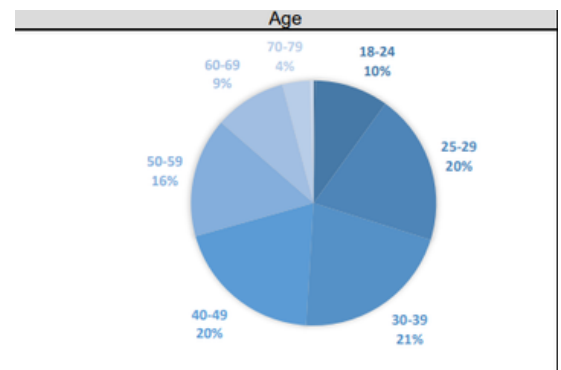
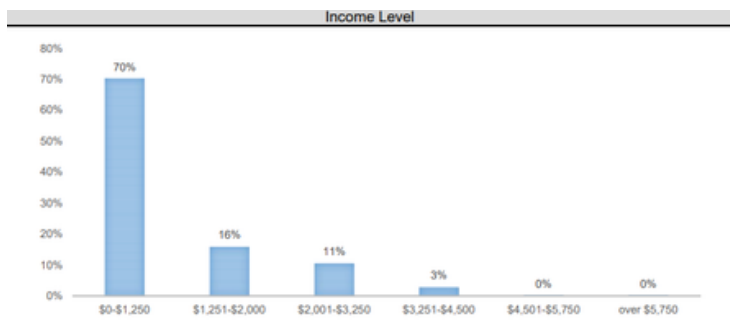
This year's Kerri Strauss Community Impact Award was presented to Doug Ulkins. Doug is a former Superintendent of the Athens School District, since retired. He began his career as a Special Education Teacher in the Troy Area School District in 1978. Over the years, Doug has served in a variety of capacities in the education field, including Assistant Superintendent, Principal, Director, Consultant, and Advocate. He currently serves as Chairman of the Board for Martha Lloyd Community Services, an organization he has served for over 20 years. When that organization unexpectedly had an opening for their President and CEO position, he stepped up to serve as interim President. Mr. Ulkins held that position for five months, showing up every day to ensure the clients that Martha Lloyd Community Services serves continued to receive necessary programming to thrive with the opportunity for a high quality of life, and so that the over 300 employees continued to be proud to represent a caring and reputable human service agency.

In addition, Doug sits as Chairman of the Board for the Donald Guthrie Foundation Education and Research, and the Guthrie Board of Trustees. He has served on numerous other local boards in the past, including the Greater Valley Chamber of Commerce, NY-Penn Leadership Council, Bradford/Sullivan MH/IDD, and Athens Rotary Club. He has been an active member of the Troy Lions Club for over 40 years.

Doug is certainly well-deserving of this year's Kerri Strauss Community Impact Award.

211 REPORT

UNITED WAY BRADFORD COUNTY'S 211 HELPLINE ASSISTS INDIVIDUALS BY PROVIDING HELP FROM A TRAINED NAVIGATOR. THEY LISTEN AND REFER THEM TO THE BRADFORD COUNTY UNITED WAY AGENCIES THAT CAN ASSIST THEM BEST. TEXTING IS AN OPTION, WHICH MANY OF THE YOUNGER POPULATION PREFER. HERE ARE THE YEAR END STATISTICS DEMONSTRATING THE REFERRALS MADE BY 211 AND THE CRITICAL NEEDS OF OUR RESIDENTS.



Top Identified Needs	
Housing Related Coordinated Entry	210
Rent Payment Assistance	132
Electric Service Payment Assistance	116
Community Shelters	104
Homelessness Prevention Programs	85
Emergency Shelter Clearinghouses	76
Low Income/Subsidized Private Rental Housing	67
Housing Search Assistance	48
Public Housing	40
Home Rental Listings	37
Total Identified Needs:	2072

OUR LOCAL AGENCIES

Community Resiliency

Abuse and Rape Crisis
American Red Cross
Bradford County Action
Bradford Wyoming County Literacy Program
Endless Mountains Mission Center
Grace Connection
Kali's Mission
Luke's Hidden Haven
Monroeton Public Library
Penn York Valley Habitat for Humanity
Rekindle the Spirit
Sayre Historical Society
Supporting Area Families Everyday (S.A.F.E.)
The Bridges of Penn York Valley Churches
The Children's House Child Advocacy Center
The Main Link
The Salvation Army - Sayre
The Salvation Army - Towanda

Youth Opportunity

Allen F. Pierce Free Library
Big Brothers Big Sisters of NEPA
Boy Scouts of America-Great Falls Council
Bradford County Heritage Association
Bradford County Historical Society
Child Hunger Outreach Partners (CHOP)
Girl Scouts of NYPENN Pathways
French Azilum

Healthy Community

Animal Care Sanctuary
Area Agency on Aging
Bradford County Humane Society
Bradford/Sullivan Special Olympics of PA
Endless Mountain Pride LLC
Happy Tails No Kill Animal Shelter, Inc.
Mather Memorial Library
North Central Sight Services
Penn York Opportunities
River Valley Regional YMCA - Bradford County
Towanda Area Christian Outreach (T.A.C.O.)
Towanda Public Library
Urban Ark Conservation
Valley Chorus

Martha Lloyd School, Inc.
Northern Tier Unified Arts Association
Northern Tier Industry & Education Consortium
Rainbow Riders
Rekindle the Spirit
Sayre Public Library
Secure Rehab Vocational Enterprise - SERVE
Towanda Aqua Duck Swim Club
Troy Historical Society
Winding River Players
Wyalusing Public Library

Financial Security

Bridge of the Penn York Valley Churches



GIVING OPPORTUNITIES

- Online on our website
- Text GIVEUWBC to 53-555
- Fill out a pledge form

Sign up to Volunteer Online

Find us on Social Media

Sign up for our Email Newsletter

VOLUNTEER OPPORTUNITIES

OUR GENEROUS DONORS

Thank you to our 2025 Pledge to Win Campaign Donors

Bradford County Regional Arts Council
Claverack Rural Electric Company
Lackawanna College
Pick Fought Wealth Advisors
Top's Friendly Market

C&N Bank
GTP
M&T Bank
Robinson Landscaping
Tuscarora Wayne Insurance
River Valley Regional YMC

Cargill
The Grouse Taproom
P&G
Steinbach, Goodall & Yurchak
UTC Railcar Services

Thank you to our 4th Annual United We Golf Tournament Sponsors

Christine Perham Interior
Dunn Insurance
First Citizens Community Bank
Mountain Lake Electric
Robinson Landscaping
Stuff'd N Load'd
Tuscarora Wayne Insurance
Williams Auto Sales

Claverack Rural Electric Company
DuPont
Flying Taco
Owen's Family Dentistry
Sample News Group
Tioga Downs Casino
UTC Railcar Service
Williams Co.

Dandy
expand energy
Lackawanna College
Pick Foughts Wealth Advisors
Stacey Harer State Farm - Troy
Towanda Gun Club
Visions FCU

Tocqueville Society

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. Keneeth & 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

OUR GENEROUS DONORS

United Way Bradford County wishes to thank all of our Leadership Donors:

Diamond Leadership Donors: \$10,000-\$150,000

Cargill	P&G	The Williams Company	Chesapeake Energy
GTP	Guthrie	United Way of the Southern Tier	
Gannon Associates		The Williams Company	

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

Dupont	UTC Railcar	Highmark Blue Cross of NEPA	Martha Lloyd Community Services
Tuscarora Wayne Insurance		JELD-WEN	Robert & Eileen Hugo

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

Howard Energy	Tops Markets	United Way of Berks County
C & N Bank	Alice Truffa	

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

Visions Federal Credit Union	Joseph Scopelliti	Chemung Canal Trust Company
Winter Memorial Trust	Caterpillar	PA Dept of Revenue-SECA
First Energy	Coterra Energy	United Way Greater Philadelphia
Century Farm LLC	Fern McNett	United Way Greater Lehigh Valley
UGI Utilities, Inc	Jon G Moehlmann	Duane & Jacki Phillips
Alpha Industries Northeast	Clavarack Rural Electric Cooperative	

In Memory or Honor of:

Anonymous donation in memory of Jerry McNett
Donna & Jim Conforti in memory of their parents

OUR GENEROUS DONORS

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

Towanda Area School District
Bradford County
Enterprise Rent a Car
Dandy Mini Marts
Sayre Area School District
National Fuel Gas Company Foundation
Steinbacher Goodall & Yurchak
United Way of San Antonio and Bexar Co

Animal Care Sanctuary
ALLETE Clean Energy
New Shoe Store
Kerri Strauss
Troy Area School District
ITW (Illinois Tool Works)
United Way Suncoast
Stacee Harer State Farm
Sarah Rohrer
Brooks Greenland
Charlene Feeser
Athens Legion
Steve Sliwinski
The Grille
Michele Barbour
Roof Jewelers
United Way of Southeastern Michigan
The Hartford
Athens Area School District
Jim & Donna Conforti
Alice Moyer
Mary Lou Kaufmann
Daniel Storrs
Nadine Furman

United Way of Lackawanna and Wayne
Wyoming County United Way
General Electric
Robert Cooper
Ralph & Carol Meyer
Northeast Bradford School District
Kathy West
United Way of Wyoming Valley

United Way of Greater Cleveland
United Way of Mifflin-Juniata
IBM Employee Service Center
Douglas Ulkins
United Way of Lancaster County
Elaine Elliott
United Way of Allegheny County
Foster Hall Antiques & General Store
Jeffrey Cheeks
Brooks Eldredge-Martin
Joan Smith Reese
United Way of Bradford County
Eric & Doreen Secor
Rosemarie T Balogh
Marcia Kesten
Sturzen Furniture
Timothy Driscoll
Jody Weidner
Charles Houseknecht
Jeffrey Burgess

2024-2025 FINANCIAL STATEMENT

United Way of Bradford County Balance Sheet June 30, 2025

	Report Date Balance	Last FY Balance
ASSETS		
Current Assets		
C&N CHECKING ACCT	\$ 8,343.38	2,013.40
C&N MONEY MKT ACCT	25,063.75	114,882.44
RAYMOND JAMES INVESTMENTS	819,081.04	747,340.39
INVESTMENTS - PA INVEST	52,749.83	50,147.26
PL RECEIVABLES 23/24	0.00	117,486.80
ALLOW DOUBT ACCTS 23/24	0.00	(25,149.83)
PL RECEIVABLES 24/25	96,097.63	0.00
ALLOW DOUBT ACCTS 24/25	(23,275.96)	0.00
PREPAID INSURANCE	991.32	991.32
Total Current Assets	979,050.99	1,007,711.78
Property and Equipment		
PROPERTY & EQUIPMENT	3,673.62	3,673.62
ACCUM DEPREC-EQUIPMENT	(2,761.84)	(2,532.55)
Total Property and Equipment	911.78	1,141.07
Other Assets		
Total Other Assets	0.00	0.00
TOTAL ASSETS	\$ 979,962.77	1,008,852.85
LIABILITIES AND NET ASSETS		
Current Liabilities		
ACCOUNTS PAYABLE/CLEARING	\$ 2,109.55	748.89
ACCRUED PAYROLL EXPENSE	3,415.21	3,964.21
AGENCY ALLOCATION PAY 25/26	443,150.00	0.00
AGENCY ALLOCATION PAY 24/25	0.00	446,000.00
DESIGNATIONS PAYABLE 25/26	2,039.45	0.00
DESIGNATIONS PAYABLE 24/25	0.00	2,090.05
Total Current Liabilities	450,714.21	452,803.15
Long-Term Liabilities		
Total Long-Term Liabilities	0.00	0.00
	Report Date Balance	Last FY Balance
TOTAL LIABILITIES	450,714.21	452,803.15
Net Assets/Fund Balances		
UNRESTRICTED FUND BALANCE	556,049.70	465,313.85
Current FY Income/(Loss)	(26,801.14)	90,735.85
Total Net Assets/Fund Balances	529,248.56	556,049.70
TOTAL LIABILITIES AND NET ASSE	\$ 979,962.77	1,008,852.85

UNITED WAY BOARD & STAFF

Board of Directors:

Aimee O'Connor, President, The Daily Review
Stacey Harer, Past President, State Farm Insurance
Constance Spaulding, VP Allocations, Retired, Dupont
Betty Jo Morris, Secretary, Expand Energy
Samantha Hadlock, Treasurer, Williams Co.
Darlene Innocenzo, Golf Chair, Retired, TA School District
Todd Boyles, Martha Lloyd
Dave Burch, Retired, Lockheed Martin
Bill Bustin, Rovertown
Tammy Ciavardini, GTP
Stacy Garrity, PA State Treasurer
Robert Hugo, Retired, State Farm Insurance
Taylor Myer, Dupont
Jody Place, Retired, First Energy
John Secor, The Dunn Group
Father Dan Storrs, Holy Name of Mary Catholic Chapel
Kristie Tunnickliff, P&G-Mahopany
Kristine Victory, Tuscarora Wayne Insurance
Kathy West, UTC Railcar Repair
Kelly White, Lackawanna College

United Way Staff:

Roberta Coleman, Executive Director
Lissa Clayborn, Program Director

