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United Way of Bradford County Launches 2026 Campaign at Community Luncheon

TOWANDA, PA – United Way of Bradford County officially kicked off its 2026 Community Campaign during a luncheon held on Wednesday, September 23, bringing together community leaders, supporters, volunteers, and local businesses to highlight the needs facing Bradford County residents and celebrate the impact of community giving.

A featured highlight of the luncheon was the powerful "Impossible Choices" presentation delivered by Ashley Leary and Jada Brosious of United Way of Pennsylvania. The presentation focused on ALICE, which stands for Asset Limited, Income Constrained, Employed. ALICE households are working families and individuals who earn above the federal poverty level but still struggle to afford critical expenses such as housing, food, childcare, transportation, and healthcare. Attendees learned that more than 41% of households in Bradford County fall into the ALICE category, underscoring that many hardworking residents live paycheck to paycheck despite being employed.

Through an interactive experience, participants were challenged to make difficult financial decisions based on realistic household budgets and unexpected life events. The presentation offered a sobering, eye-opening look at the hard choices many families face every day and strengthened the importance of community aids and support systems that help local families achieve stability. Many attendees left with a better understanding of the financial pressures affecting their neighbors and renewed respect for the importance of local support services.

Another highlight of the luncheon was the return of Corks for the Cause, United Way of Bradford County's wine and spirits fundraiser. Organizers were pleased to announce that this year's event saw significant improvement over the previous year, demonstrating solid community support and enthusiasm for the fundraiser's return. Proceeds from Corks for the Cause help support United Way's continuous efforts to strengthen programs and resources that improve lives throughout Bradford County.

The luncheon also recognized Remington, United Way of Bradford County's 2026 Top Dog for the Cause, and his owner, Vanessa Kabes. To celebrate his achievement, they received Milk-Bones, a commemorative car decal, and flowers as part of the annual campaign that engages pet lovers while raising awareness and support for United Way's mission.

"The Impossible Choices presentation was a compelling reminder that many of our neighbors are facing financial challenges that regularly go unseen," said Lissa Clayborn, Executive Director of United Way of Bradford County. "Knowing that more than 41% of Bradford County households are ALICE households helps put into perspective why United

Way's work is so important. The generosity shown through events like Corks for the Cause and our community campaign helps ensure we can continue supporting programs that make a genuine difference in people's lives."

United Way of Bradford County's 2026 campaign will continue throughout the coming months, raising funds that support local programs and initiatives focused on strengthening financial stability, health, education, and community resilience. Individuals, businesses, and organizations are encouraged to support the campaign through workplace giving, direct contributions, planned gifts, sponsorships, and volunteer service. Donations can be made online at www.unitedwaybradfordcounty.org, or by contacting United Way of Bradford County to learn more about giving and volunteer opportunities. Every gift helps generate lasting change for local individuals and families.

About United Way of Bradford County

Our Mission: To empower our neighbors to build a healthy community through education, collaboration, advocacy, and resource mobilization.

Our Vision: A compassionate, prosperous community where all needs are met.

United Way of Bradford County works alongside local nonprofits, businesses, volunteers, and community leaders to meet critical needs and create lasting positive change throughout Bradford County.

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