United Way of Berks County Fact Sheet
2012 Campaign At A Glance

Scott and JoAnn Gruber
2012 Campaign Co-Chairs

Mission

United Way improves lives by inspiring collaboration, volunteerism and financial support to build a stronger community.

Impact

United Way tackles the issues within four focus areas:

Education, Income, Health and Safety Net Services

United Way supports **34 agency partners**, with funded programs helping more than 100,000 local people each year.

Provides information and referral through **2-1-1** and helps people find help and connect to community resources

Raised **more than $9 million dollars i**n the 2011 Campaign

2012 Community Leaders Challenge Match

A $225,000 Challenge Match to expand the Leadership Giving Program

Supported by: Masano Bradley LLP, National Penn, VIST Bank, Weidenhammer and three anonymous donors

2012 Campaign Incentives

Freedom Auto Group - Cast your vote on United Way's Facebook page and help determine the incentive car...choose between a Toyota Prius-C or a Toyota Corolla!

AAA Reading-Berks Travel - A $2,000 Travel Certificate to plan your dream vacation

AWI/Shurfine Markets - 3-minute shopping spree

$500 **VF Outlet** gift card combined with a $500 Visa Card from **CTCE Federal Credit Union**

Boscov's, Inc. - Flat Screen TV

Godiva Chocolatier - Five (5) chocolate lover's gift baskets

Leadership Givers attending the Leadership Giving Event are eligible to win a **Martin Guitar,** as well as one of five **Godiva** "year of chocolates" gifts.

Reading Royals will provide a $5 off voucher to all contributors and Leadership Givers receive two free tickets for a regular season home game.

2012 Campaign Partners

Supporting key campaign events and activities

- Carpenter Technology Corporation *
- Classic Harley Davidson
- CTCE Federal Credit Union
- Customers Bank
- Ehrlich Pest Control
- EnerSys *
- Fulton Bank
- Hartman | Shurr
- IBEW Local 743
- JRD Packaging & Industrial Supply *
- Leisawitz Heller
- M&T Bank
- National Penn *
- PACE Institute *
- Penn Pride
- Penske Truck Leasing Co.
- Phoenix Packaging *
- Precision Medical Products *
- RAM Industrial Services, Inc.
- Reading Phillies Baseball Club
- Reinsel Kuntz Lesher LLP
- St. Joseph Medical Center
- Stevens & Lee and Griffin Financial Group *
- The Reading Hospital and Medical Center *
- UGI Utilities, Inc.
- VF Outlet
- VIST Bank *
- White Star Tours and Travel Center *

** organizations supporting R-Phils All-Star event, benefitting United Way*

Key Dates

July 10 at 5 pm - R-Phils Hitting Challenge & Home Run Derby to benefit United Way

September 12 at 7:30 am - Campaign Kickoff at FirstEnergy Stadium and Day of Caring

November 15 at 5 pm - Victory Event at Inn at Reading

LIVE UNITED
United Way
United Way of Berks County