United Way invests in 50+ programs, initiatives and grants within the areas of Education, Financial Stability, Health and Safety Net Services. Each year, more than 100,000 local people benefit from United Way’s community-wide funded programs.

LIVE UNITED Partners
Supporting Campaign Events and Activities

- BB&T
- The Bone and Joint Care Center
- Connors Investor Services, Inc.
- Diamond Credit Union
- DoubleTree by Hilton Hotel Reading
- East Penn Manufacturing Co., Inc.
- Ehrlich Termite and Pest Control
- Emerald Advisers, LLC
- EnerSys
- Fleetwood Bank
- Fulton Bank Greater Berks
- M&T Bank
- Penske Truck Leasing Co.
- Reading Fightin Phils
- Reading Hospital
- RKL LLP
- Stevens & Lee/Griffin
- The Standard Group
- Tompkins VIST Bank and Tompkins Insurance
- Tower Health-UPMC Health Plan
- VF Outlet
- Visions Federal Credit Union
- Wells Fargo
- White Star Tours and Travel Center

Multiply your Leadership Gift
$350,000 LIVE UNITED Challenge Match
POWERED by EnerSys
and two anonymous donors

Campaign Incentives
Freedom Auto Group - Win a Toyota RAV4!
AAA Reading-Berks Travel - A $2,000 Travel Certificate to plan your dream vacation
Rhoads Energy Corporation - $1,500 gas card
Boscov’s Department Store, LLC - Two (2) $500 gift cards
Visions Federal Credit Union - $500 Visa Card
Redner’s Fresh Markets, Inc. - 3-minute shopping spree
Lasting Image recognition, branding, solutions. - Your choice of a home or lifestyle item from the Lasting Image Recognition website (valued at $575)
VF Outlet - Five (5) $100 gift cards
Godiva Chocolatier, Inc. - Five (5) chocolate lover’s gift baskets will be awarded at the Victory Event, and Leadership Givers attending the Leadership Giving Event are eligible to win one of five (5) Godiva “year of chocolate” gifts.

Key Dates
- September 12 @ 7:30 am - Campaign Kickoff at FirstEnergy Stadium, followed by Day of Caring projects
- November 20 @ 5 pm - Victory Event at the DoubleTree by Hilton Reading