

UNITED WAY OF BERKS COUNTY

2014 Annual Report



LIVE UNITED



United Way of Berks County

A MESSAGE FROM LEADERSHIP

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

Dear Friends,

We are privileged to lead an organization supported by so many generous and dedicated individuals and businesses committed to making a difference in our community.

Thanks to you, children are succeeding, families are stronger and older adults are living independently. Your commitment to United Way allows programs and initiatives to operate throughout Berks County to help more than 100,000 local people.

Through your continued support, you share the LIVE UNITED spirit every day in so many ways and allow us to achieve key milestones:

- By working closely with agency partners, we fund more than **50 crucial programs** that touch and change lives for the better. In addition, United Way leads community initiatives like **2-1-1**, which is a free information and referral service connecting Berks Countians to community resources, including child care, health programs, food banks, services for older adults and more. By calling 2-1-1 people are connected to the help they need. The service is now available 24/7 and is staffed with bilingual representatives.
- More than **1,400 volunteers** provide leadership, expertise and guidance to United Way and extend our resources to accomplish more than we ever thought possible. United Way's **Volunteer Center** links individuals and groups to community service and volunteer opportunities throughout Berks County.
- More than 350 trained **Ready.Set.READ!** volunteers work weekly with 475 elementary students to help them become better readers. This work would not be possible without the partnership with 29 elementary schools within 12 school districts.
- The volunteers and participants involved in **Blueprint for Leadership Program** are committed to cultivating diverse talent and leadership to strengthen nonprofit committees and boards.
- Generous individuals, companies and foundations provided support to the **2014 Campaign** and helped us exceed the campaign goal by raising nearly **\$9.6 million**.
- We celebrate over **4,200 Loyal Contributors** who have invested in United Way for 10 years or longer - - collectively giving nearly **\$4 million**.
- And, we have **20 Partners for the Future** members who have chosen to make a legacy gift to United Way through their will or other planned gift.



Chris Kraras
Board Chair



Tammy White
President

All of this and more is made possible because of you.

On behalf of the entire organization and those receiving help through United Way funded programs,

thank you for all you do.

YOU Make It Possible!



Thank you for helping raise nearly \$9.6 million and serving as an important partner in advancing United Way's work.

- **The United Way of Berks County Tocqueville Society**, which is made up of individuals who personally contribute an annual gift of \$10,000 or more, represents 21% of the total annual campaign. The 134 Tocqueville members contributed just over \$2 million. United Way's Tocqueville Society provides an exceptional commitment to United Way's mission and work.
- **The Pacesetter Program** is integral to the success of the annual campaign and represents more than 25% of the total 2014 campaign, with 1,460 members contributing an annual gift of \$1,000 or more. In 2014, these individuals collectively contributed more than \$2.44 million.
- **The 2014 Community Leaders Challenge Match**, which provided \$200,000 in matching dollars allowed leadership giving donors to maximize their contributions. The match was generously supported by Colonial Oaks Foundation, Stevens & Lee/Griffin, The UGI Companies and one anonymous donor.

Our community is a special place. Berks Countians work together to improve lives and strengthen our county. Giving to United Way comes in many ways, including workplace giving, individuals gifts, legacy giving, corporate gifts, stocks and more. Each gift means our community is a better place to live for everyone.



There's no one way to create lasting, generational change. And that's the kind of change we're talking about when we tackle complex interconnected issues like school readiness, reading proficiency, financial stability, helping people meet basic needs and leading healthy lives. So, United Way funds high priority and high performing health and human service programs throughout Berks County within four focus areas: Education, Income, Health and Safety Net Services.

Thanks to the community's support, we are proud to invest in more than 50 local programs to help more than 100,000 local people. More than 70 volunteers — people like you — invest hours of their time and expertise to identify the best possible community investments. The volunteers evaluate each funded program's performance on an annual basis.

EDUCATION: \$2,534,675

We all have a stake in making sure children grow up to be productive members of our community. This begins with the foundation of a good education. Key education issues addressed by United Way supported programs include school readiness and success and youth development.

Berks County Intermediate Unit:
Community Child Care

Big Brothers/Big Sisters of Berks County:
Mentoring Programs

Birdsboro Community Memorial Center:
Out of School Programs

Camp Fire USA : Adahi Council :
Council Clubs and Community Outreach

The Children's Home of Reading:
Alternative Education Program

Girl Scouts Eastern Pennsylvania:
Outreach to Minority & At-Risk Girls

Hawk Mountain Council Boy Scouts of America:
Comprehensive Youth Development & Scout Reach

Olivet Boys & Girls Club of Reading & Berks County:
Comprehensive Youth Development

Opportunity House:
Child Care Program

The Salvation Army: Reading Corps:
Learning Center

YMCA of Reading & Berks County:
Child Care/Healthy Youth, Baby University

Rapid Response Grant:
South Mountain YMCA

Ready.Set Read! Grants:
Brandywine Heights Area School District, Conrad Weiser School District, Exeter Township School District, Friends of the Berks County Libraries, Governor Mifflin School District, Reading School District, Schuylkill Valley School District

Live United Grants:
Mentors for Berks Youth, Teachers in the Park

FOCUS AREA: INCOME

INCOME: \$451,479

When people are unemployed or cannot meet basic needs, the impact is felt throughout the community. The lack of financial stability is linked to negative societal issues. United Way's efforts in the areas around supportive housing programs and promoting personal financial management are designed to help others gain long-term stability.

Habitat for Humanity of Berks County:
Homeownership for Needy Families

Literacy Council of Reading & Berks County:
Literacy Training and ESL Programs

Reading Area Community College:
ESL Language Classes

The Salvation Army: Reading Corps:
Supporting Housing

Threshold Rehabilitation Services:
Employment Services and Intensive Vocational
Rehabilitation Program

YMCA of Reading & Berks County:
Housing

Venture Grants:
Berks Connections Pretrial Services
Friend, Inc. Community Services

Live United Grants:
Berks County Justice System Employment Council,
Berks County Transition Coordinating Council



FOCUS AREA: HEALTH



HEALTH: \$1,801,473

Health impacts every aspect of a person's life. Good health allows children to learn better and adults to live more productive lives. United Way funded programs address both the preventive aspect of health issues, while also addressing more intervention types of needs.

American Cancer Society

Berks Connections/Pretrial Services: Community Re-entry
Program

Berks Encore: Meals on Wheels

Berks Deaf & Hard of Hearing Services: Advocacy and
Client Services

Berks Visiting Nurses Association: Skilled Nursing Services

Berks Women in Crisis: Counseling

Co-County Wellness/Berks AIDS Network: HIV/AIDS
Education and Prevention, Case Management for Older
Adults

Council on Alcoholism & Drug Dependence of Berks
County: School Based Insight Groups

Easter Seals of Eastern PA : Pediatric Clinics, Outpatient
Therapy, Therapeutic Recreation

Family Guidance Center: Counseling

The Reading Hospital Center for Mental Health: Children
Psychiatric Services

Rapid Response Grants: Advantage Home Care, Inc., Berks
Community Health Center, Berks Connections Pretrial
Services, Berks Encore, Easter Seals Eastern Pennsylvania

Ready.Set.Read! Grant: Berks Community Health Center

Live United Grants: Shady Hollow Assisted Riding



SAFETY NET SERVICES: \$1,869,112

When people's basic needs are not met, the consequences may be severe. United Way's mission is to ensure the basic necessities of life are available for those most in need. Our partnerships and programs provide a crucial safety net for vulnerable populations to quickly access help and support for a better quality of life. United Way funded programs address immediate needs, as well as help address the root causes of issues.

American Red Cross: Berks County Chapter:
Disaster Preparedness and Response,
Armed Forces - Emergency Communications, Veteran's
Transportation Program

Berks Women in Crisis:
Shelter, Hotline Service

Centro Hispano:
Social Services

Community Prevention Partnership:
BerksTALKLINE

Friend, Inc. Community Services:
Community Resource Connections

Greater Berks Food Bank:
Food Distribution

Jewish Federation of Reading:
Food Bank, Case Management, Transportation Services

Opportunity House:
Shelter Program

The Salvation Army: Reading Corps:
Family Services Program

The Salvation Army: Service Extension Unit:
Community Welfare

United Service Organization - USO

Live United Grants:
The Rudden Family Foundation, Inc.

Other Payments and Grants:
Opportunity House/Children's Alliance Center

Other Contracts:
United Community Services
PA 211 East

2014 LOANED CAMPAIGN SPECIALISTS

Alcon Research, Ltd.
Deanna Harvey

Brentwood Industries, Inc.
Aubrey Detterline

Cambridge-Lee Industries LLC
Angel Serrano

Carpenter Technology Corporation
Mike Fitzgerald
Jason Gregro
Fred Heckman
Carl Unger

Centro Hispano
Ineavelle Ruiz

East Penn Manufacturing Co., Inc.
Benny Estrada
Scott Cass
Deb Michael

Fulton Bank
Desiree Mengel

National Penn Investors Trust Company
Kristen Killoran

Penske Truck Leasing Co.
Aphrodite Felix
Alison Mohr

Reading Health System
Elizabeth Archer
Chris Jones

UGI Energy Services
Ashley Fehnel

*EnerSys supported the LCS Program and sponsored **Liz Charles.** Additional LCS Program support provided by Quadrant EPP USA, Inc.*

Community Volunteers
Rich Bittle
Irv Evans
Eileen Lunquist



VOLUNTEERS are a vital part of the United Way. Volunteers provide valuable leadership, expertise and guidance, and allow our organization to extend its resources. We thank our more than 1,400 volunteers for their continued commitment.

In 2014, the monetary value of volunteer time was estimated to be \$906,282. This figure is based on the Independent Sector's estimated value of volunteer time for 2014, which is \$23.07 per hour. The estimate helps acknowledge the value of many individuals who dedicate their time, talents, and energy to making a difference.

2014 BOARD OF DIRECTORS

United Way's Board of Directors is a committed group of leaders representative of our community whose strategic decision-making and guidance steer the organization. They share their passion, expertise, and the resources needed to get things done.

Board Chair

Chris Kraras*

White Star Tours & Travel Center

Lenin Agudo

City of Reading

Paula Barron*

Tompkins VIST Bank

James Boscov

Boscov's Department Store, LLC

Carl Botterbusch

Sharon Danks*

Tweed-Weber, Inc.

Robert Davis

Diane Duff*

Michael Duff*

Penske Truck Leasing Co.

Andrea Funk*

Cambridge-Lee Industries LLC

Scott Gruber

Tompkins VIST Bank

Bradley Hall*

UGI Energy Services

Gordon Hoodak

Reading School District

Delphia Howze

Penske Truck Leasing Co.

Scott Hunsicker

Reading Fightin Phils

Daniel Huyett*

Stevens & Lee

Ellen Huyett*

Geoffrey Jones

Joanne Judge

Stevens & Lee/Griffin

David Karafa

FirstEnergy Corporation

Steven Keifer

Hamburg Area School District

Dr. Solomon Lausch*

Berks Business Education Coalition

Nick Marmontello*

Beth Gallen Mastromarino

Van Reed Wealth Management LLC

Joni Naugle*

Naugle Associates, LLC

Laurie Peer*

Reinsel Kuntz Leshar LLP

Michael Reese

Scott Rehr

Emerald Advisors, Inc.

Marilu Rodriguez

RB Legal Counsel LLC

Reverend Luther Route

Virginia Rush

Colonial Oaks Foundation

Steven Schumacher

G. Fred Shaeff, Jr.*

United Labor Council

Jerome Simcik

SFS intec, Inc.

Timothy Simmons*

Baker Tilly Virchow Krause, LLP

Alison Snyder

East Penn Manufacturing Co., Inc.

Tim Snyder

National Penn

David Strobel

Carpenter Technology Corporation

Yvonne Stroman

Therese Sucher

Reading Health System

Dr. Carlos Vargas-Aburto

Kutztown University

Patrick Velekei

The Giles Financial Group

Jeffrey Wasmuth

Wells Fargo

Dr. Anna Weitz

Reading Area Community College

Doug Yocom*

Precision Medical Products, Inc.

Richard Zuidema

EnerSys

* Executive Committee member

Condensed Financial Statement Information

UNITED WAY OF BERKS COUNTY

AS OF DECEMBER 31, 2014

The financial results presented are taken from United Way of Berks County's IRS Form 990 using the December 31, 2014 Audited Financial Statements. The 2014 Audited Financial Statements contain an unmodified opinion, which is the highest opinion an organization may receive. United Way's complete audited financial statements and tax filing (IRS Form 990) may be obtained from the United Way of Berks County's website (www.uwberks.org) or by contacting the United Way office.

	2014	2013
ASSETS		
Cash and Short Term Investments	\$3,067,971	\$3,045,871
Pledges Receivable	\$7,263,944	\$6,774,183
Long Term Investments (at Market)	\$9,879,533	\$9,504,987
Other Assets	\$189,433	\$181,343
TOTAL ASSETS	\$20,400,881	\$19,506,384
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities	\$2,331,442	\$2,130,212
Non-Current Liabilities	\$256,201	\$172,803
Total Liabilities	\$2,587,643	\$2,303,015
NET ASSETS		
Unrestricted, Available for Use *	\$2,584,468	\$2,736,907
Temporarily Restricted **	\$7,841,281	\$7,265,351
Board Restricted Endowment	\$1,709,527	\$1,652,389
Permanently Restricted Endowment	\$5,677,962	\$5,548,722
Total Net Assets	\$17,813,238	\$17,203,369
Total Liabilities and Net Assets	\$20,400,881	\$19,506,384
	2014	2013
REVENUE		
Contributions	\$10,132,601	\$9,294,778
Investment and Other Income	\$622,977	\$557,511
Total Revenue	\$10,755,578	\$9,852,289
EXPENSES		
Program Services		
Investments in Programs	\$7,227,671	\$6,751,408
United Way Community Impact Program	\$888,112	\$803,981
Community Support	\$8,115,783	\$7,555,389
SUPPORT SERVICES		
Fundraising	\$1,143,391	\$1,140,170
Administration	\$647,036	\$650,897
Total Support Services	\$1,790,427	\$1,791,067
RECONCILIATION TO AUDIT		
Non-Operating Expenses ***	(\$215,831)	(\$86,026)
Unrealized Gains/Loss on Investments	(\$23,668)	\$908,095
Change In Net Assets	\$609,869	\$1,327,902
Net Assets Beginning of the Year	\$17,203,369	\$15,875,467
Net Assets End of the Year	\$17,813,238	\$17,203,369

* United Way of Berks County believes prudent and responsible management requires the organization to establish and maintain an unrestricted net asset balance sufficient to provide working capital and adequate liquidity in the event of unexpected events affecting revenue generation and cash flow. The balance is within the target level of three to six months of distributions and expenses.

** Committed to service allocations and operations for future years.

*** Non-Operating Expenses are pension related changes. The plan was hard frozen December 31, 2012 and no benefits are being accrued.



Turning the Pages to Success
in Berks County.

www.ReadySetReadBerks.org

Ready.Set.READ! continues to progress as United Way and the community focus on improving early grade reading proficiency.

Third grade reading proficiency is a primary indicator of a child's academic and future success. Locally, more than a quarter of Berks County 3rd graders are not reading at a proficient level as measured by recent PSSA's. Children who do not read proficiently by the end of third grade are four times more likely to drop out of high school and 13 times more likely to drop out if they are also living in poverty.

Star Readers, the volunteer tutoring program component, has over **350 trained volunteers**, including corporate employees, college students, retired educators and community members. They volunteer at **29 elementary schools within 12 school districts**: Antietam, Brandywine Heights, Conrad Weiser, Daniel Boone, Exeter, Governor Mifflin, Hamburg, Kutztown, Muhlenberg, Oley Valley, Reading and Schuylkill Valley. The tutors work with nearly **500 first, second and third graders** needing assistance to become proficient readers, as measured by 3rd grade PSSA reading scores. Additional growth is anticipated for the 2015-16 school year.

Implementing school-readiness activities for pre-school children led to the development of the **Growing Readers program**. Growing Readers is an early literacy program developed to implement structured preschool curriculum in predominately Latino operated childcare centers. It is aligned with the Pennsylvania Department of Education 2014 Learning Standards for Early Childhood. The program focuses on providing direct support to identified childcare centers servicing **children 3-5 years of age**. The curriculum teaches and strengthens skills in preparation for entry into kindergarten.

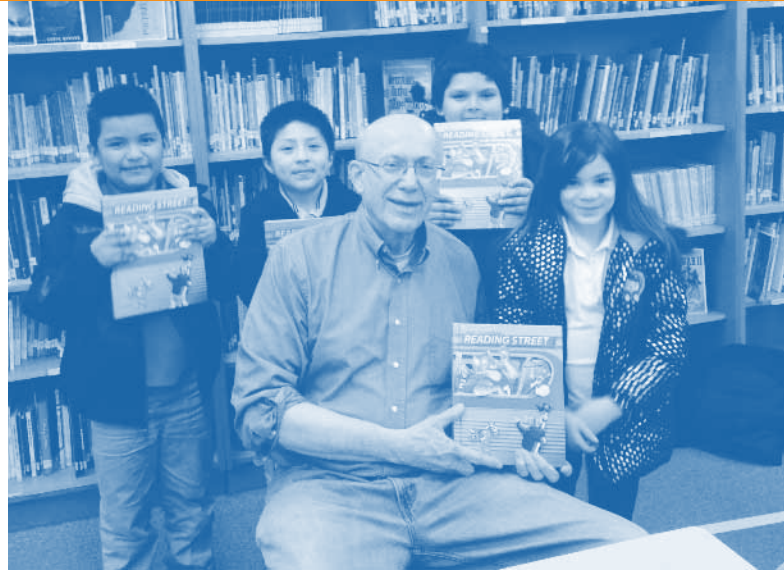


The Ready.Set.READ! Board of Directors provides leadership and guidance to the development of this work. The governance group represents varied community sectors and consists of more than 40 individuals. Sharon Danks, Tweed-Weber, Inc. serves as the Chairperson.

Capital Area Intermediate Unit was engaged to conduct an independent evaluation of the initiative's development and implementation. The report provides confirmation of the potential for the program to have meaningful impact on improving struggling readers' proficiency and contributing to achievement of the Ready.Set.READ! 10-year goal of 90% of Berks County's third graders reading proficiently by 2023. Examples of key findings include:

- The DIBELS words-correct-per-minute (WCPM) indicator revealed that 41% of the participating second grade students moved from strategic to proficient.
- The DIBELS accuracy indicator identified that 44% of the participating second grade students moved from strategic to proficient.

For more info, visit readyssetreadberks.org.





UNITED WAY OF BERKS COUNTY, INC.

Focus on Leadership Giving

Looking Ahead to the 2015 Campaign

United Way of Berks County is grateful for the overwhelming support and generosity of our leadership giving donors and committed volunteers. The leadership giving component of the campaign generates more than \$4.4 million and represents 47% of the overall campaign. The gifts from the members of both the Tocqueville Society (annual gifts of \$10,000+) and the Pacesetter Club (annual gifts between \$1,000 and \$9,999) are vital in ensuring the success of the campaign.

2015 Community Leaders Challenge Match

United Way is pleased to announce the 2015 Community Leaders Challenge Match supported by The UGI Companies and two anonymous donors. This \$200,000 challenge match provides a great incentive to current leadership givers and prospective leadership givers to multiply the impact of their gift. All new and increased giving within both the Tocqueville Society and the Pacesetter Club will be matched as follows:

- New Tocqueville and Pacesetter gifts will be matched in their entirety.
- Level increases within both programs will be matched in their entirety.
- Incremental increases within both programs will be matched.
- Tocqueville Step-Up Program: Donors who commit to a pledge of \$5,000 in 2015, \$7,500 in 2016 and \$10,000 in 2017 will be welcomed into the Tocqueville Society in 2015. The challenge match will augment the gifts in 2015 and 2016 by providing the additional \$5,000 and \$2,500, respectively.



Leadership Giving Recognition Event

Members of the Tocqueville Society and the Pacesetter Club are encouraged to attend the annual Leadership Giving Recognition Event on Thursday, October 22, 2015 from 5:30-7:30 p.m. at GoggleWorks Center for the Arts. Our guests will have the opportunity to view the Philadelphia Watercolor Society Annual Exhibition as well as enjoy delicious hors d'oeuvres and cocktails in celebration of their generosity and participation in United Way of Berks County's leadership giving program.

United Way of Berks County is grateful for the support of the 2015 Campaign Partners that generously are sponsoring this event:

- Carpenter Technology Corporation
- Diamond Credit Union
- Ehrlich Pest Control
- EnerSys
- Fulton Bank
- M&T Bank
- National Penn
- Penske Truck Leasing Co.
- Plumbers Union Local 600
- Precision Medical Products, Inc.
- Reading Fightin Phils
- Reading Health System
- Reinsel Kuntz Leshner LLP
- St. Joseph Regional Health Network
- Stevens & Lee/Griffin
- Tompkins VIST Bank
- UGI Utilities, Inc.
- VF Outlet
- Visions Federal Credit Union
- Wells Fargo
- White Star Tours and Travel Center

A Year of Chocolate by Godiva Chocolatier, Inc.

All leadership givers who attend the Leadership Giving Recognition Event are eligible to win a "sweet treat." Five lucky winners will receive delicious chocolates delivered on a monthly basis. Special thanks are extended to Godiva Chocolatier, Inc. for this generous incentive for our leadership givers.

LEADERSHIP GIVING

United Way of Berks County Tocqueville Society

The Tocqueville Society is a leadership giving and recognition program that exists to foster, promote and recognize the vital importance of community commitment and personal giving at an exceptional level. The Society honors Alexis de Tocqueville, the Frenchman who wrote so enthusiastically of the American spirit of volunteerism and effort for the common good. Members of the Tocqueville Society generously contribute \$10,000 or more on an annual basis.

United Way of Berks County's 134 individuals/couples contributed more than \$2 million during the 2014 annual campaign. We are privileged to rank second in membership nationwide when compared to like-sized communities. Additionally, we are pleased that 85% of our Tocqueville members are Loyal Contributors who have been giving to the United Way for ten or more consecutive years. We sincerely appreciate the outstanding generosity of the members of the United Way of Berks County Tocqueville Society.

Ordre d'Egalité \$50,000 - \$74,999

Colonial Oaks Foundation
Brian and Jan Hard
Vincent and Donna Hartnett
T. Jerome and Carolyn R. Holleran *ℓ*
Ray and Carole Neag
Liliane and David Walton

Ordre de Liberté \$25,000 - \$49,999

Delight and Helen Breidegum
John and Ann Broadbent
Cacoosing Family Charitable Foundation
Frank and Rita Cocuzza
Bob Flicker
Mr. and Mrs. Joseph M. Harenza
Daniel and Kathleen Langdon
Mr. and Mrs. Thomas W. Martell
Mr. and Mrs. Charles W. Miller
Marlin and Ginger Miller
The Lynn Neag Memorial *ℓ*
Mr. and Mrs. Richard M. Palmer, Jr.
Plus one member who wishes to remain anonymous.

Philantrope \$20,000 - \$24,999

Ernest J. and Lisa A. Choquette
Lois and Irvin Cohen
Michael and Diane Duff
Bradley and Barbara Hall
Bill and Karen Jacobelli
Joanne M. Judge and
Rick Oppenheimer
Chris and Ann Kraras
David and Barbara Thun
Art and Judy Vallely
Don and Joanne van Roden *ℓ*

Humanité \$15,000 - \$19,999

Marc and Jane Althen
Joseph L. and Shirley K. Boscov
Philanthropic Fund
Angela and Dick Eht
Jack and Janet Gallagher
Patricia Giles and John Speicher
Martha L. Hafer
Dena and Vic Hammel
Sandra and Richard Hartman
Dan and Ellen Huyett
Ezekiel S. Ketchum Memorial Fund *ℓ*
Sally S. Mikiewicz*
Mark and Jacqueline Oliver
Shirley and John K. Palmer
Craig and Sue Perrotty
Mr. and Mrs. Paul R. Roedel
John and Gloria Rothenberger
Eric and Jeannie Savage
Jay and Sherry Sidhu
Nadine and John Weidenhammer
Nancy and Doug Yocom

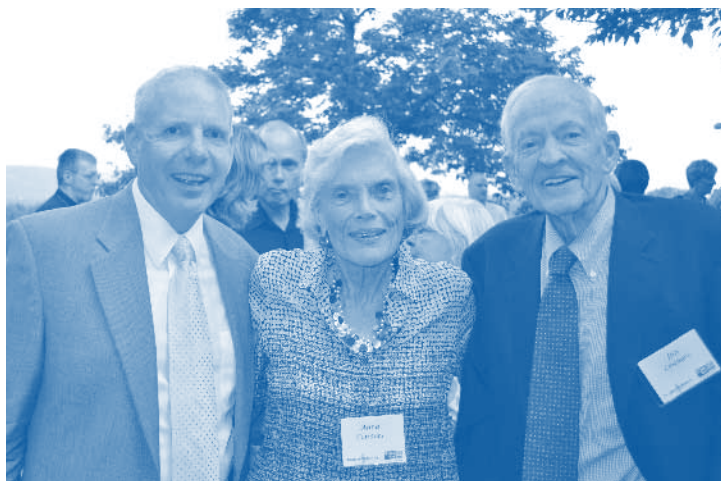
Visionnaire \$12,500 - \$14,999

Dennis and Eileen Abruzzi
Eunice and Albert Boscov
Cynthia and Jim Boscov
Mauro and Angel Cammarano
Michael and Dominique Caron
Jo and Paul Cohn
Robert and Edwina Davis
Bernie and Pat Hofmann/Hofmann Family Foundation
John F. Horrigan, Jr.
Jim and Jan Loomis
Clint and Debby Matthews
Mr. and Mrs. Samuel A. McCullough
Mr. and Mrs. J. Christopher Michael
Michael and Rhonda Schmidlein
Dave Strobel
Martha and David Swartz
C. Thomas and Dianne C. Work
Priscilla and Ben Zintak
Plus one member who wishes to remain anonymous.

Membres de la Société \$10,000 - \$12,499

Mrs. Theodore C. Auman III
Peter and Pamela Barbey
Robert and Laura Beard
Tom and Leslie Bell
Mr. and Mrs. Bruce P. Bengtson
Rosemary E. Bestwick
Daniel and Mary Breidegum
Dave and Elizabeth Capitano
Bob and Anita Chaney
Rich and Kelly Close
Dr. and Mrs. Patrick Colarusso
Bill and Vicki Combs
Jim and Anna Connors
John and Gail Craig
Dick and Nancy* Crowther
Robert and Jayne Dieruff
Atty. Timothy G. Dietrich and Audrey Andrules
Bernie and Pat Donahue
Phil and Judy Fleck
Funk Family
Bill and Gwen Gage
David and Paula George
Scott and JoAnn Gruber
Charles F. Harenza, Esq.
John and Kate Harenza
Tina and Tom Henefer
Mr. and Mrs. Tyrone Javier
Mike and Tina Jemison
Barbara and Sid* Kline
Jeff and Jodi Long
Mr. and Mrs. Mark Maggs
Atty. and Mrs. Jack G. Mancuso
Nick and Risa Marmontello *ℓ*
Ed and Suzy McKeaney
Don and Jana Mikes
Jan and Chet Mosteller
John and Susie Myers
Joni and David Naugle
Mrs. Richard M. Palmer, Sr.*
Mr. and Mrs. Robert Pistor
Elaine Rado
Jim and Debi Radwanski
Gary and Karen Rightmire ➡
The June A. Roedel Memorial *ℓ*
Peter and Leigh Rye
Mr. and Mrs. Mark E. Schlott
Pamela and Steven Schumacher
David and Shelley Shaffer
Carl W. and Jean H. Staples
Mr. Craig A. Stein
Jeff and Delores Stoicheff
Peter and Mary Terranova
Mr. and Mrs. Stephen J. Terroni
Mr. and Mrs. Edward D. Trexler III
George and Nancy Weaver
Mark and Kathi Wennell
William and Stephanie Wulfsohn
Dick and Kathy Zuidema
Plus eight members who wish to remain anonymous.

➡ Denotes Honorary Member
ℓ Denotes Tocqueville Legacy Circle
* Denotes Deceased



LEADERSHIP GIVING

United Way of Berks County Pacesetter Club

The Pacesetter Club is a leadership giving recognition program that honors those individuals/couples who make annual gifts from \$1,000 to \$9,999. These generous donors are critical to United Way's ability to address our community's most pressing health and human service issues. We are grateful for the overwhelming support of our 1,460 members who contributed in excess of \$2.4 million during the 2014 campaign. We are proud to acknowledge that 57% of our Pacesetters are Loyal Contributors who have been giving to United Way for ten or more consecutive years. We greatly value the generosity of the members of the United Way of Berks County Pacesetter Club.

Platinum Pacesetters

\$7,500 - \$9,999

Carl and Christie Botterbusch
Dr. Dennis and Judith DiRenzo
Rob and Amy Howard
Edwin Lakin
Allen and Sharlene Moyer
Dave and Sandie Rick
Caryl and Gary Wilkinson

Gold Pacesetters

\$5,000-\$7,499

Shawn and Lisa Anderson
Charles and Mary Barbera
Cathy and Tom Beaver
Tim Cunnius
John and Mary Jo Dever
Ken and Jenny Dugan
Matt and Donna Enoch
Steve and Gina Fisher
Samuel and Sarah Flamholz
Ann and Bob Fox
Michael Gibbs and Amy Hunt
Dennis and Vicki Hague
Jed and Jessica Hammel
Fred and Dee Hiehle
Lena and Jack Hopkins
James G. Hughes and
Kristen L. Killoran
Charles and Marina Hurchalla
Barbara J. Ketchum
Tim and Anne Koenig
Cindy and Bill Laubach
James H. Lentz and
Gail M. Ebersole-Lentz
Mr. and Mrs. William Litvin
David and Jackie Lurio
David and Doreen Marberger
Jim Mason
Teresa Mercurio, MD

Glenn and Jane Moyer
Donna and Brian Nugent
Hitoshi Ohta
Paul and Lynn Ott
Oxholm Family
Mrs. Joseph S. Pendleton*
Stephen Peskosky
Mr. and Mrs. Russell E. Reber, Jr.
Elizabeth Bowman Rothermel
Mr. and Mrs. Eric Schaeffer
Tim and Bonnie Simmons
Henry and Helene Singer
Christian and Jennifer Sockel
Drs. Frank and Carol Szarko
Bill and Kate Thornton
Tammy White and
Michael Davidson
Elizabeth C. Wolfe
John and Claire Young
Plus 7 members who wish to remain anonymous.

Titanium Pacesetters

\$3,000-\$4,999

Tim Armstrong
Margaret S. Atwell, MD
Walter and Caitlin Banta
Walter and Kate Banta
Daniel and Deirdre Bausher
D. Michael Baxter and
Denise A. Curran
Ron and Louise Bolam
Mr. and Mrs. Richard P. Bowers
Gary and Zerena Boyer
Dr. and Mrs. Robert A. Brigham
John T. Brooks IV
Donald and Tanisha Brown
Moiz and Laila Carim
Mr. and Mrs. Amandon Carles
Dave and Anne Carroll
Dr. Kelley Crozier and
Reverend Mark Christy
Emily M. Day
Kevin DeAcosta
Russell and Sherry Diehm
Greg and Leslie Diestel
John and Jill Durofchalk
Chuck Fabian
Jim and Debbie Ferry
Ed and Michele Fink
David and Victoria E. Fisher
Paulette F. Force
Jami and Jed Freeman
Brenda and Rich Fulop
Judge Arthur E. and
Louise C. Grim
Michael A. Hajost and Ellen Horan
Richard and Lorie Halliwell
Richard and Luana Harris
Sally Harris
The Harrop Family
Lisa and Steve Heffner
Gerard and Christine Helinek
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Mark and Teresa Zettlemoyer
Mary K. Ziejewski
Ms. Heidi Zimmermann
Michele L. Zimmerman
Mr. John Zmroczek
Mr. Thomas Zogas
Cynthia Zumbunnen
Plus 93 members who wish to remain anonymous.
** Denotes deceased*

We have made every attempt to ensure the accuracy of our donor list. If you discover an error, please accept our sincere apologies and notify us at 610-685-4560 so that we may correct our records.

LEADERSHIP GIVING BY COMPANY

United Way of Berks County would like to recognize and thank our Top 25 organizations for their incredible support through their corporate giving and employee campaigns. Overall, these 25 organizations were responsible for raising 72% of all workplace dollars and 79% of all workplace leadership giving dollars. We applaud their efforts and thank them for their tremendous support.

Top 25 Organizations (combined employee and corporate giving)	Bronze	Pewter	Silver	Titanium	Gold	Platinum	Tocqueville	Total
Carpenter Technology Corporation	102	19	29	10	4		4	168
The UGI Companies	76	30	26	8	5		5	150
Penske Truck Leasing Co.	45	17	18	8	4	1	12	105
Reading Health System	51	11	17	7	4	1	3	94
Alcon Research, Ltd.	43	14	20	1				78
EnerSys	25	9	16	4			5	59
East Penn Manufacturing Co., Inc.	21	11	5	8	1		6	52
Boscov's Department Store, LLC	21	11	2	8	3	1	5	51
Met-Ed, A FirstEnergy Company	29	6	7	3			1	46
Stevens & Lee	9	7	9	2	2		12	41
National Penn	17	5	7	5	3			37
Godiva Chocolatier, Inc.	27	5	3		1			36
WorleyParsons Group, Inc.	20	5	4		1		1	31
Reinsel Kuntz Leshar LLP	13	5	6	2	2			28
Cambridge-Lee Industries LLC	15	3	1				1	20
Wells Fargo	10	1	6	1		1		19
Brentwood Industries, Inc.	10	1		4			2	17
R. M. Palmer Company	4	3	3	2			4	16
Singer Equipment Company, Inc.	3	3	3	4	1			14
Tompkins VIST Bank	5	5	2				2	14
Quadrant EPP USA, Inc.	6		5	1				12
Customers Bank	7		1				2	10
J. C. Ehrlich Co., Inc.	3	1		2	1		2	9
Precision Medical Products, Inc.			2	1			3	6
The Giorgi Companies		1		3	1			5

** This list is a ranking based on the total number of leadership givers within our Top 25 companies.*



SPECIAL THANKS TO OUR TOP 100 ORGANIZATIONS FOR THEIR OUTSTANDING SUPPORT!

Penske Truck Leasing Co.
Carpenter Technology Corporation
East Penn Manufacturing Co., Inc.
The UGI Companies
Bosco's Department Store, LLC
Alcon Research, Ltd.
Stevens & Lee/Griffin
Reading Health System
EnerSys
Met-Ed, A FirstEnergy Company
R. M. Palmer Company
Brentwood Industries, Inc.
National Penn
Wells Fargo
The Giorgi Companies
Precision Medical Products, Inc.
WorleyParsons Group, Inc.
Cambridge-Lee Industries LLC
Godiva Chocolatier, Inc.
J. C. Ehrlich Co., Inc.
Customers Bank
Reinsel Kuntz Leshar LLP
Singer Equipment Company, Inc.
Quadrant EPP USA, Inc.
Tompkins VIST Bank
Santander Bank
White Star Tours & Travel Center
Yuasa Battery, Inc.
United Way of Berks County
Travelers Insurance Co.
Baker Tilly Virchow Krause, LLP
Berks County Intermediate Unit
Reading Eagle Company
Fulton Bank
Weidenhammer Systems Corporation
Alvernia University
VF Outlet
City of Reading
Reading Alloys, Inc., An AMETEK
Company
Hamburg Area School District
Clover Farms Dairy
WORLD electronics
C. H. Briggs Company
Schuylkill Valley School District
Penn State Berks
M & T Bank
Merrill Lynch Wealth Management
Elite Sportswear, L. P.
GAI-Tronics Corporation
Exeter Township School District
Kutztown Area School District

SFS intec, Inc.
Connors Investor Services, Inc.
Mosteller & Associates
Teleflex Medical, Inc.
United Parcel Service
Herbein+Company
Reading School District
Albright College
County of Berks
Muhlenberg School District
Automotive Service, Inc.
Utilities Employees Credit Union
Brandywine Heights Area School District
Elbeco Incorporated
Tray-Pak Corporation
Morgan Corporation
St. Joseph Regional Health Network
Antietam School District
Fromm Electric Supply Corp.
Tulpehocken Area School District
Phillips-Van Heusen
STV Incorporated
Reading Area Community College
The Loomis Company
Berks Career & Technology Center
Magnatech International, Inc.
Hofmann Industries
Grafika Commercial Printing, Inc.
Conrad Weiser Area School District
Barley Snyder
Caron Treatment Centers
Susquehanna Bancshares, Inc.
Reading Fightin Phils
Lentz Milling Company
Comcast
Materion Corporation
The Standard Group
Berks Packing Co., Inc.
Wyomissing Area School District
Governor Mifflin School District
Grosfillex, Inc.
Wilson School District
Sealed Air Corporation
Gage Personnel
United Corrstack LLC
Heyco Metals Inc.
Glen-Gery Corporation
BILLS KHAKIS
RPA Engineering

Ranking based on 2014 corporate and
employee workplace campaign contributions.

UNITED WAY OF BERKS COUNTY ENDOWMENT FUND

United Way of Berks County would like to recognize contributors who have extended their caring in a way perpetuates their support beyond the present and into the future. Whether through a bequest, lifetime gift, memorial gift or an honorarium, these individuals have made commitments above and beyond the annual campaign and will touch the lives of future generations. All these gifts represent a commitment to keeping Berks County strong.

Major Gifts: For their endowed annual gift:

T. Jerome and Carolyn R. Holleran

The Ezekiel S. Ketchum Memorial
*established in 2005 by friends and business associates
of Ezekiel "Zeke" Ketchum*

The Lynn Neag Memorial
established in 1997 by Ray Neag

The June A. Roedel Memorial
established in 1996 by Paul Roedel

The Arthur Ed. Saylor Memorial
established in 1987 by the Berks County Bar Association

Steve Willems, NAI Keystone Commercial Industrial LLC

The following memorial/honorarium gifts were made in 2014:

In honor of clients in lieu of Christmas gifts:

Herbein+Company, Inc.

In honor of James Middleton:

His golfing buddies at General Battery Corporation

From Dr. Ralph M. Reeves to honor the life of:

Mrs. Joyce Beckett

Mr. Ed Draper

Dr. Adam Feldman

Mr. and Mrs. George Gehman

Deaconess Deborah Matern-Graf

Dr. Joe Leoni

Dr. Ed Michalik

Dr. Vince Moffitt

Pastor Fred Opalinski

Dr. Bob Pottash

Mr. and Mrs. Sheldon Snyder

Dr. David Steffy

In memory of Captain Tom Adams:

Dr. Ralph M. Reeves

In memory of David J. Batdorf, Esq.:

Shirley J. Batdorf

Bernville Grange #1887

Blue Mt. Memorial Post 9234 VFW

Martha L. Hafer

Michael H. Reese

Nancy B. Rehr

In memory of Mr. John Bruchak, Jr.

Barry and Bonnie Eiche

Norman R. Ernst

Kathleen M. Fitzpatrick

Bill and Gwen Gage

Robert and Michelle Herbster

Mr. and Mrs. Walter W. Kazmierczak, Jr.

Edward P. Kowalski

Anne M. Lesko

Glenn and Jane Moyer

Charles and Sandra Page

Polish American Heritage

Lynn and Gail Row

Ron Stevens

Sharon Szymanski

Marlene Watts

Richard H. and Carol A. Wells

Marilyn R. Wlazewski

Mary Ann Zerkowski

In memory of Sidney D. Kline, Jr.

Dr. Elaine M. Balkiewicz

Mrs. Conchita P. Braun

Mr. and Mrs. Philip C. Brumbach

Bob and Anita Chaney

Charles Evans Cemetery Company

Ernest J. and Lisa A. Choquette

Jim and Anna Connors

Forest and Kelly Crigler

Leslie and Bill Davidson

Mr. and Mrs. Bruce Deckman

Tim and Jeanie Demers

Marilyn M. Feick

Dr. and Mrs. John H. Gallen

Lisa and John Gallen

Ms. Diane L. Gaul

E. B. Gaul

Greater Reading Economic Partnership

Susan K. Hart

T. Jerome and Carolyn R. Holleran

PLANNED GIVING: CREATING A LEGACY GIFT

Stephanie L. Hollos
John F. Horrigan, Jr.
Steve and Deb Horvat
Dan and Ellen Huyett
Joanne M. Judge and Rick Oppenheimer
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Harry and Jean Morrow
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Anne and Elton Richards
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Stevens & Lee – Third Floor
Dr. and Mrs. Robert D. Sutherland
Doug and Fran Tieman
The Topics Club
Don and Joanne van Roden
Steve and Joan Weidman
Tammy White and Michael Davidson
Don and Phyllis Witman
Philip and Joanne Wolfe
Steve and Chris Wullert
George C. Yatron
Betty L. Ziegler

In memory of Brendan Lackman:

Mick and Kathy Cataldi

In memory of Anna Mae Lynch

Dr. Lisa M. Motz

In memory of Marie Matz

Dr. Stephen A. Maniaci and Staff

In memory of Wanda Volk

Rick and Marlene Wilson

In memory of Conchetta Worrell

David R. Tideman

PARTNERS FOR THE FUTURE

We recognize the following individuals as members of the Partners for the Future Society because they have included United Way of Berks County in their estate planning:

Ronald L. and Beverly A. Bashore
Jo and Paul Cohn
Bob and Ann Fox
Fred and Dee Hiehle
T. Jerome and Carolyn R. Holleran
Mr. and Mrs. William S. Jaeger
James H. Lentz and Gail M. Ebersole-Lentz
Nick and Risa Marmontello
Laura I. Mattern
Harry and Jean Morrow
Joni and David Naugle
George and Sandy Post
Michael Reese
Karen A. and Gary W. Rightmire
Brad and Carroll Scribner
Don and Joanne van Roden
Tammy White and Michael Davidson
Plus three members who wish to remain anonymous.

Planned giving offers incentives and methods of making charitable gifts that can be tailored to meet individual needs. Gifts can result in significant income and death benefits to the individual and his or her heirs. If you have made a provision in your will or estate plan for the United Way of Berks County, or you would like to learn more about how you can join United Way as a Partner for the Future, please call Angie Finney, 610-685-4570.

FOUNDATION GIVING

\$100,000 or more

The Wyomissing Foundation

\$50,000 - \$99,999

Colonial Oaks Foundation

Henry Janssen Foundation

\$25,000 - \$49,999

Cacoosing Family Charitable Fund

\$10,000 - \$24,999

Berkshire Charitable Foundation

Crowther Foundation

\$1,000 - \$9,999

Blue Mountain Foundation

LIVING UNITED

United Way of Berks County

Tammy White – President

Kim Hiester – Administration and
Resource Development Executive Assistant

Community Impact

Pat Giles – Executive VP, Chief Impact Officer
Mary Jimenez – Early Childhood Program Manager
Stella Leonti – Education Initiative Director
Jane Moyer – Early Care and Education Program Director
Danielle Motze – AmeriCorps VISTA Volunteer
Jen O'Brien – Community Impact Director
Darby Wiekrykas – Volunteer Engagement Program Manager

Finance & Administration

Monica Ruano-Wenrich – Sr. VP, Finance & Administration
Ryan Ellis – Finance and IT Manager
Lori Grim – Finance and Database Associate
Ethel Kramer – Administrative Services Program Manager
Diane Manning – Accounting Manager
Janet Matlack – Pledges Receivable Senior Staff Specialist
Marcie Murray – Database Administrator

Marketing/Communications

Christine Spanier – Marketing/Communications Director
Jessica Heil – Marketing/Communications Program Manager
Joe Pettyjohn – Marketing/Communications
and Leadership Giving Associate

Resource Development

Jean Morrow – Sr. VP, Resource Development & Major Gifts
Jobany Bedoya – Community Relations/Campaign Manager
Leslie Davidson – Leadership Giving Manager
Angie Finney – Major Gifts and Planned Giving Manager
Michelle Gettel – Campaign Manager
Karen McKeever – Campaign and E-Pledging Director
Sheila Tulli – Workplace Campaigns Director
Marlene Wilson – Campaign Associate

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United Way of Berks County

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