

COMMUNITY



SUPPORT



VOLUNTEER

LIVE UNITED

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,

When you think of United Way, what comes to mind? When we think of United Way, we think of you because you are the strength of the organization. United Way represents Berks County at its best: a community of caring people and organizations working together on a shared dream of a community where everyone can have a safe, stable and successful life.

We are in awe of the community's continued commitment and generosity. Last year, more than 2,000 volunteers supported United Way. Volunteers served as board and committee members to provide leadership, oversight and strategic thinking. Ready.Set.READ!, a community collaboration, continues to progress because of many volunteers including the tutors who support reading activities with elementary children on a weekly basis during the school-year. In addition, volunteers made our inaugural Big Cheese Project a huge success by packaging 100,000 nutritionally fortified macaroni and cheese meals in less than four hours...meals which were donated to the Greater Berks Food Bank. You volunteered and you gave generously to the campaign which reached new heights by raising more than \$9.8 million in 2015.

Successful campaigns translate into dollars invested in high performing programs delivered through our partner organizations. Right now, your support is helping fund nearly 60 community programs and initiatives that make a difference in the lives of more than 100,000 local people each year. By strategically focusing resources in the key areas of education, income, health and safety-net services, we are investing in long-term solutions that help people every day.

Planning for the future of our community includes identifying and connecting with the next generation of leaders. That is why United Way is excited about our newest initiative, Emerging Leaders United, also identified as ELU. ELU provides a wide range of volunteer engagement, personal development and social opportunities for younger members of the community. The program is off to a great start and we look forward to engaging even more young leaders in 2016.

Please visit our brand new, mobile-friendly website which allows us to share our work and partnerships, as well as showcase volunteer activities, special events and more. Check it out at uwberks.org. Please stay connected by following us on Facebook, Instagram, Twitter and LinkedIn.

We invite you to read more about our progress and accomplishments as you page through this Annual Report. It is our collective story of the past year - - what we as a community have achieved by working together.



Chris Kraras
Board Chair



Tammy White
President

**Great things happen when we
LIVE UNITED.**

WE ARE COMMITTED



Under the leadership of Campaign Co-Chairs, Brad and Barbara Hall, United Way raised more than \$9.8 million dollars to invest in United Way programs and initiatives and help meet community needs.

Berks County is an incredibly GENEROUS community!

Thank you for helping raise more than \$9.8 million. Together, we improve lives and strengthen our community. Through workplace giving, individuals, legacy giving, corporate gifts, stock and more, each gift means our community is a better place for everyone.

Your support makes it happen!

- **The United Way of Berks County Tocqueville Society**, which is made up of individuals that personally contribute a generous annual gift of \$10,000 or more, represents more than 23% of the total annual campaign. The Tocqueville program experienced significant growth this past year and currently consists of 146 members.
- **The Pacesetter Program** is integral to the success of the annual campaign and represents 25% of the total 2015 campaign, with 1,474 members contributing an annual gift of \$1,000 or more. In 2015, these individuals collectively contributed more than \$2.47 million.
- **The 2015 Community Leaders Challenge Match**, which provided \$200,000 in matching dollars allowing leadership giving donors to maximize their contributions, was generously supported by The UGI Companies and two anonymous donors.



WE ARE INVESTED

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.



FOCUS AREA: EDUCATION

EDUCATION: \$2,629,518

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 youth development.

ARC ADVOCACY SERVICES
Education Programs

BIG BROTHERS/BIG SISTERS OF BERKS COUNTY
Mentoring Program Services

BIRDSBORO COMMUNITY MEMORIAL CENTER
Education Programs

CAMPFIRE USA: ADAHI COUNCIL
Community Outreach

THE CHILDREN'S HOME OF READING
Alternative Education Program

CENTRO HISPANO DANIEL TORRES, INC
Opening Doors

BERKS COUNTY INTERMEDIATE UNIT
Child Care

GIRLS SCOUTS EASTERN PENNSYLVANIA
Outreach to At-Risk Girls

HAWK MOUNTAIN COUNCIL:BOY SCOUTS OF AMERICA
Comprehensive Youth Development
Urban Scouting

OLIVET BOYS AND GIRLS CLUB of READING
& BERKS COUNTY
Comprehensive Youth Development

OPPORTUNITY HOUSE
Child Care Program

SALVATION ARMY: READING CORPS
Learning Center

YMCA OF READING & BERKS COUNTY
Child Care/Healthy Youth Development
Baby University

RAPID RESPONSE FUND GRANTS

YMCA of Reading & Berks County - Brandywine Program

READY.SET.READ! GRANTS TO OTHER ORGANIZATIONS

Antietam School District
Brandywine Heights Area School District
Conrad Weiser School District
Daniel Boone Area School District
Governor Mifflin School District
Oley Valley School District
Reading School District
Schuylkill Valley School District
Yocom Institute for Arts Education

LIVE UNITED GRANTS

Many Rivers Learning Center
Wood to Wonderful

STRATEGIC ISSUE GRANTS

Communities in Schools of the Lehigh Valley
(serving Reading School District)

FOCUS AREA: INCOME

INCOME: \$407,826

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 & ESL

SALVATION ARMY: READING CORPS

Supportive Housing

THRESHOLD REHABILITATION SERVICES, INC.

Berks Personnel Network

YMCA OF READING & BERKS COUNTY

Transitional Housing

READING AREA COMMUNITY COLLEGE

Bilingual ESL Classes

RAPID RESPONSE FUND GRANTS

Literacy Council of Reading-Berks

LIVE UNITED GRANTS

Berks County Justice System Employment Council

FOCUS AREA: HEALTH

HEALTH: \$1,991,881

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

Prisoner Re-Entry Program

BERKS ENCORE

Meals on Wheels

BERKS DEAF & HARD OF HEARING SERVICES

Advocacy & Client Services

BERKS VISITING NURSE ASSOCIATION

Skilled Nursing & Related Services

BERKS WOMEN IN CRISIS

Counseling

BOYERTOWN AREA MULTI-SERVICE

Supportive Services for Older Adults

CO-COUNTY WELLNESS SERVICES

HIV/AIDS Education and Prevention
Case Management for Older Adults

EASTER SEALS OF EASTERN PENNSYLVANIA

Pediatric Clinics
Out Patient Therapy
Therapeutic Recreation

FAMILY GUIDANCE CENTER

Counseling

GREATER READING MENTAL HEALTH ALLIANCE

Advocacy and Support Groups

THE READING HOSPITAL CENTER FOR MENTAL HEALTH

Child Psychiatric Services

STRATEGIC ISSUE GRANTS

Berks AIDS Network/Co-County Wellness

VENTURE GRANTS

Abilities in Motion
Easter Seals Eastern Pennsylvania
Goodwill Industries Keystone Area
Threshold Rehabilitation Services, Inc.

LIVE UNITED GRANTS

Berks T1D Connection
Unending Promise

continued on next page >

WE ARE IMPROVING LIVES

FOCUS AREA: SERVICE NET SERVICES

SAFETY NET SERVICES: \$1,679,463

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
Disaster Response
Emergency Communications to Armed Forces
Veterans Transportation

BERKS COALITION TO END HOMELESSNESS
Homeless Prevention

BERKS WOMEN IN CRISIS
Shelter
Hotline/Rapid Response

BOYERTOWN AREA MULTI-SERVICE
Basic Needs

CATHOLIC CHARITIES: DIOCESE OF ALLENTOWN
Case Management/Counseling for Veterans and Families

CENTRO HISPANO DANIEL TORRES, INC
Information and Referral

FRIEND, INC. COMMUNITY SERVICES
Community Resource Connections

JEWISH FAMILY SERVICES
Food Bank
Case Management
Transportation Services

MIDPENN LEGAL SERVICES
Legal Representation for Basic Needs

OPPORTUNITY HOUSE
Shelter Program

SALVATION ARMY: READING CORPS
Family Services Program

SALVATION ARM: SERVICE EXTENSION UNITS
Community Welfare

UNITED SERVICE ORGANIZATION

GREATER BERKS FOOD BANK
Access to Food

PAYMENTS TO OTHER ORGANIZATIONS
United Community Services

RAPID RESPONSE FUND GRANTS
Bridge of Hope Berks County
Family Promise of Berks County
Greater Berks Food Bank
Opportunity House
YMCA of Reading & Berks County -
Reconnection Program

OTHER GRANTS
Community Prevention Partnership
Greater Berks Food Bank
Outreach, Inc.
United Way of Lancaster County
Pennsylvania CASA
PA 2-1-1

LIVE UNITED GRANTS
Oley American Legion Post 878



2015 LOANED CAMPAIGN SPECIALISTS

Alcon Research, Ltd.
Eneudy Baez
Amber Brossman

Cambridge-Lee Industries, LLC
Tim Snyder

Carpenter Technology Corporation
Jason Gregro
Steve Kemery
Fred Heckman

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

Fulton Bank
Jonathan Hogan

Met-Ed, A FirstEnergy Company
Carlixa De La Rosa

National Penn
Jonathan Keller

Penske Truck Leasing Co.
Aphrodite Felix
Jamie Mitstifer

UGI Energy Services
Paulette Bartashus
Jackie Nawa

Community Volunteers
Rich Bittle
Liz Charles
Irv Evans
Mike Reese

*Thank you also to EnerSys and
Quadrant EPP USA, Inc. for supporting
the 2015 LCS Program*

LCSs dedicated to Reading Health System
Orlando Castro
Richell Garipoli
Joanna Horst



We Bring Together VOLUNTEERS

We know it's important to you to make a difference within our community. Part of United Way's mission is to connect people and organizations to community and volunteer opportunities throughout Berks County.

The LIVE UNITED spirit was front and center with our **Day of Caring** and **The Big Cheese Project**. More than 400 volunteers participated in last year's Day of Caring and helped with varied volunteer activities, including beautification, maintenance and clean-up projects. Over 300 people volunteered for The Big Cheese Project and packaged 100,000 nutritionally-fortified mac & cheese meals. The meals were shared with the Greater Berks Food Bank, which were then distributed to area families in need.

Visit uwberks.org throughout the year to learn more about community volunteer opportunities. Whether you would like to participate in one of United Way's volunteer events, coordinate a company team volunteer project, or plan a family volunteer activity, your involvement will help build a stronger Berks County.

United Way thanks our more than 2,200 volunteers who provide valuable leadership, expertise and guidance, which in turn, allows our organization to extend our resources. In 2015, the monetary value of volunteer time was estimated to be \$983,159, based on the Independent Sector's value of volunteer time of \$23.56 per hour.

2015 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 and Travel Center

Lenin Agudo

City of Reading

Paula Barron

Tompkins VIST Bank

James S. Boscov

Boscov's Department Store, LLC

Carl N. Botterbusch

Ramiro M. Carbonell

Stevens & Lee

Paul Cohn*

Clermont Wealth Strategies/

Fulton Bank

Sharon Danks*

Tweed-Weber, Inc.

Robert D. Davis

Tompkins VIST Bank

Diane Duff

Michael A. Duff*

Penske Truck Leasing Co.

Andrea J. Funk*

Cambridge-Lee Industries, LLC

Sara Galosi

Alcon Research, Ltd.

Scott L. Gruber*

Tompkins VIST Bank

Dr. Jill Hackman

Berks County Intermediate Unit

Barbara Hall*

Bradley C. Hall*

UGI Energy Services, Inc.

Alisa Harris

UGI Utilities, Inc.

Gordon Hoodak

Lauer's Park Elementary School

Delphia Howze

Penske Truck Leasing Co.

Scott M. Hunsicker

Reading Fightin Phils

Daniel B. Huyett

Stevens & Lee

Ellen Huyett

Steven Keifer

Nick Marmontello*

Beth Mastromarino Gallen

Van Reed Wealth Management LLC

Lori Mieczkowski*

United Labor Council of Reading

& Berks County

Dr. Khalid Mumin

Reading School District

Laurie Peer*

RKL Wealth Management, LLC

Scott Rehr*

Emerald Advisors, Inc.

Marilu Rodriguez

RB Legal Counsel LLC

Mike Schmidlein

EnerSys

Edward Shuttleworth

Met-Ed, A FirstEnergy Company

Jerome T. Simcik

SFS Intec, Inc.

Timothy J. Simmons*

Baker Tilly Virchow Krause LLP

Alison Snyder*

East Penn Manufacturing Co., Inc.

Timothy Snyder

National Penn

David L. Strobel

Carpenter Technology Corporation

Therese Sucher

Reading Health System

Patrick Velekei

The Giles Financial Group

Jeffrey Wasmuth

Wells Fargo

Dr. Anna Weitz

Reading Area Community College

* Executive Committee member

Condensed Financial Statement Information

UNITED WAY OF BERKS COUNTY

AS OF DECEMBER 31, 2015

The financial results presented are taken from United Way of Berks County's IRS Form 990 using the December 31, 2015 Audited Financial Statements. The 2015 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.

ASSETS	2015	2014
Cash and Short Term Investments	\$3,463,162	\$3,067,971
Pledges Receivable	\$7,203,717	\$7,263,944
Long Term Investments (at Market)	\$9,638,597	\$9,879,533
Other Assets	\$125,346	\$189,433
TOTAL ASSETS	\$20,430,821	\$20,400,881
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities	\$2,078,283	\$2,331,441
Non-Current Liabilities	\$412,291	\$256,201
Total Liabilities	\$2,490,574	\$2,587,642
NET ASSETS		
Unrestricted, Available for Use *	\$2,617,925	\$2,584,469
Temporarily Restricted **	\$8,056,991	\$7,841,281
Board Restricted Endowment	\$1,641,746	\$1,709,527
Permanently Restricted Endowment	\$5,623,585	\$5,677,962
Total Net Assets	\$17,940,247	\$17,813,239
Total Liabilities and Net Assets	\$20,430,821	\$20,400,881
REVENUE		
Contributions	\$9,889,098	\$10,132,601
Investment and Other Income	\$433,533	\$622,977
Total Revenue	\$10,322,631	\$10,755,578
EXPENSES		
Program Services		
Investments in Programs	\$6,771,283	\$7,227,671
United Way Community Impact Program	\$943,223	\$880,258
Community Support	\$7,714,506	\$8,107,929
SUPPORT SERVICES		
Fundraising	\$1,154,396	\$1,134,120
Administration	\$638,974	\$640,667
Total Support Services	\$1,793,370	\$1,774,787
NET PERIODIC PENSION COST/SETTLEMENT LOSS ***	\$219,829	\$23,495
RECONCILIATION TO AUDIT		
Non-Operating Expenses ****	\$58,487	(\$215,831)
Unrealized Gains/Loss on Investments	(\$526,404)	(\$23,668)
Change In Net Assets	\$127,009	\$609,870
Net Assets Beginning of the Year	\$17,813,239	\$17,203,369
Net Assets End of the Year	\$17,940,247	\$17,813,239

* 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.

*** A settlement of the pension obligation takes place when the sum of the benefit payments for the year exceed the sum of service cost and interest cost. As per Generally Accepted Accounting Principles, United Way recorded a loss for fiscal years ending 2014 and 2015 respectively. The expense is allocated across program and support services.

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

WE ARE EMERGING

United Way's new initiative, Emerging Leaders United (ELU), connects our organization with the next generation of leaders. ELU provides a wide range of volunteer engagement and personal development opportunities for younger members of the community.



During the past year, Penske and UGI Energy Services served as a pilot group for a soft launch of the ELU program and valued the mix of volunteer, social and development activities.

Since then, the group has expanded and has volunteered in a series of projects, including Day of Caring, organizing a holiday party for Berks Women in Crisis residents and partnering with Berks Area Mountain Biking Association to help clear trails at Mineral Springs Park. From a development perspective, leadership building and networking sessions were offered, and members enjoyed several social activities as well. Currently, nearly 200 young Berks Countians are now enjoying exclusive access to personal development opportunities, volunteer activities and social events through ELU.



EMERGING LEADERS UNITED

Kelly Adomshick
Johanna Aguilar-Lopez
Esteffani Alcantara
Beth Angstadt
Kristen Arner
Christopher Aull
Heather Ayala
Jennifer Bachman
Eneudy Baez
Jaimee Baker
Ashley Bauscher
Josef Becker
Jobany Bedoya
Tatyana Belko
Richard Benton
Tamara Bernstein
Chris Bigos
Sarah Bishop
Angela Blum
Jennifer Bohn
Paul Bond
Angelina Borelli
Beth Bowers
Alissa Boyer
William Brent
Brandon Bretz
James Brodhag
Jennifer Caba
Marco Calderon
Andrew Cammarano
Valerie Cardell
Scott Cass
Ashley Chambers
Shane Clark
Wendy Claus
Meghan Cocuzza
Michele Cooper
Trish Corvo
Anthony Cox
Angela DeLong
Aubrey Detterline
Robert DiFilippo
Julia Dougherty
Ryan Ellis
Jeffrey England
Luke Eshbach
Steven Falcon
Ashley Fehnel
Edward Felix
Aphrodite Felix
Scott Fenstermaker

Jen Fern
Luis Fernandez
Vinessa Ferraro
Kelly Fessler
Amy Fick
Vanessa Fields
Shannon Figueroa
Sarah Finney
Ann Fioravanti
Sharon Frantz-Howell
Kimberly Frey
Aaron Fries
Wayne Gehris
Bridget Good
Astairre Goodhart
Amanda Griffith
Brittney Gross
Jason Grove
Elon Gruber
Jenny Habecker
Regina Hampton
Michael Hartman
Alicia Hartman
Jessica Heil
Rena Heim
Jeffrey Henry
Amy Hiller
Jamie Himmelberger
Samuel Hindman
Lori Hoffman
Jonathan Hogan
Jason Hornberger
Jennifer Hostetler
Matthew Huddleston
Justin Huffman
Kristina Ibach
Stephen Johnson
Kyle Keech
Seth Kelchner
Lisa Kelly
Lindsay Kennedy
Kaitlin Killian
Soun Kimm
Angela Knittle
Ashley Koch
Shannon Kohl
Matthew Krasney
Mackenzie Krott
Jeremy Kuhn
Colleen Kunkle
Pattie Kurnik

Joshua Labe
Jena Lawrence
Brian Lawrence
Brittanie Lewis
David Lindenmuth
Antonia Lineaweaver
Carol Lombardo
Lacey Lott
Kara Lucas
Joshua Maldonado-
Mazzo
Michael Mancias
Heather Margowski-
Williams
April Maschke
Elizabeth Masciotti
Marissa May
Brett Mayer
Jennifer McAllister
William McClain
Lisa Meinhart
Jason Mell
Anibal Mendez
Jamie Mitstifer
Haley Mohn
Angelica Morales
Heather Moyer
Emily Myers
Jaclyn Nawa
Jeremiah Neighbors
Jaclyn O'Donnell
Dawn Orgera
Alissa Ott
Ian Paisley
Bala Peterson
Lisa Pike
Marco Pokrywa
Jaime Ragonese
Julie Ravis
Tara Reinhart
Kristin Rimmel
Christy Resh
Roland Reyes
Jenna Riberio
David Roth
Jessica Rozzi
Rebecca Sanbower
Jennifer Savage
Bradley Schaefer
Alma Schittler
Adam Schleicher

Joshua Schultz
Matthew Sech
Claribel Seda
Stacy Seidel
Kristen Sfameni
Kevin Shainline
Julia Shaw
Sarvant Singh
Dharmaraj Sivasamy
Timothy Snyder
Adrienne Soja
Jamie Sonon
Colin Speck
Robert Spohn
Wes Stefanick
Daniel Stein
Jordan Sterner
Courtney Stonefelt
Kelly Stoneham
Julie Street
Sarah Sullinger
Daniel Szabo
Tashalynn Taylor
Patrick Taylor
Diem Thach
Nic Thomas
Leanna Thomas
Mary Tibbetts
Elizabeth Toumanios
Shana Trego
Christa Trego
Sheila Tulli
Jesse Tyahla
Patrick Velekei
Shannan Venezia
Daniel Wagner
Elizabeth Ware
Bridget Wealand
Amber Weaver
Ellyn White
Joshua Wilder
Benjamin Witt
Jennifer Woodland
Chileen Yeager
Jessica Yeastadt
Kevin Zaylor
Tina Zimmerman

WE ARE STRENGTHENING OUR COMMUNITY



Turning the Pages to Success
in Berks County.

www.ReadySetReadBerks.org



Early grade reading success is a critical component of learning and a leading indicator of future academic success. Yet 40% of Berks County third-graders are reading below grade level. That means over 1,900 children in our community – in urban, suburban and rural schools – are four more times likely to drop out of school and 13 more times more likely to drop out if they also live in poverty. This means they are less likely to develop essential workforce skills and less likely to serve as productive citizens.

This is why United Way manages the Ready.Set.READ! community initiative. We are working with partners to increase reading proficiency to put children on the path to greater achievements.



In 2015, Ready.Set.READ! (RSR) built momentum in each of its programs.

- **Star Readers:** Nearly 400 trained volunteers tutor close to 500 students in 29 elementary schools within 12 school districts to provide one-on-one tutoring support to students each week.
- **Raising a Reader:** This family engagement and book exchange program is in place at four Reading School District Pre-K and kindergarten classrooms, as well as a Head Start site.
- **ReadyRosie:** As an online and bilingual parent engagement resource, this program currently engages parents and caregivers in nine school districts.
- **Growing Readers:** By collaborating with Latino childcare providers, several centers have increased the quality of their programs through literacy modeling and coaching.
- **Story Friends:** This program's volunteer ranks expanded from 14 to 85 volunteers. Volunteers read to pre-school classroom while modeling fluency and expression.
- **Opening Doors:** This group-education program helps Latino families with children ages 0 – 5 increase their child's school readiness. 45 parents, with 96 young children, have graduated from the 10-week parent education class.
- **Neighborhood Bridges:** RSR forged a partnership with Yocum Institute to pilot a program in four third-grade classrooms in two Reading School District elementary schools.

Ready.Set.READ! By The Numbers:

42,734 total hours kids spent in various reading activities as part of RSR activities

15,000+ number of local children, age birth through 3rd grade, participating in RSR programs

10,609 volunteer hours in support of RSR activities

9,924 hours tutoring elementary students

Focus on Leadership Giving

United Way of Berks County is grateful for the tremendous support and generosity of our leadership giving donors and committed volunteers. The leadership giving component of the campaign generated more than \$4.75 million and represented 48% of the 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 critical to ensure the success of the overall campaign. United Way of Berks County applauds the more than 1,600 individuals and/or couples who generously support the leadership giving program.

Looking Ahead to the 2016 Campaign

2016 Community Leaders Challenge Match

United Way of Berks County is pleased to announce the 2016 Community Leaders Challenge Match supported by the Edwin Barbey Charitable Trust. This \$350,000 challenge match will provide great incentive to current leadership givers to increase their annual leadership gift and to prospective leadership givers to join the Pacesetter Club. All new and increased giving within both the Tocqueville Society and 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 a level in both programs will be matched.
- Tocqueville Step-Up Program: Donors who commit to a pledge of \$5,000 in 2016, \$7,500 in 2017 and \$10,000 in 2018 will be welcomed into the Tocqueville Society in 2016. The challenge match will augment the gifts in 2016 and 2017 by providing the additional \$5,000 and \$2,500, respectively.



Leadership Giving Recognition Event

Members of the Tocqueville Society and Pacesetter Club are invited and encouraged to attend the annual Leadership Giving Recognition Event on Thursday, October 20, 2016 from 5:30-7:30 p.m. at One Meridian at Spring Ridge. Our guests will be treated to delicious hors d'oeuvres and cocktails in celebration of their generosity and support of United Way of Berks County's leadership giving program.

United Way is grateful for the support of the 2016 Campaign Partners that generously sponsor this event:

- BB&T
- The Bone and Joint Care Center
- Carpenter Technology Corporation
- Connors Investor Services, Inc.
- Diamond Credit Union
- Ehrlich Pest Control
- EnerSys
- Fulton Bank
- M&T Bank
- Penn State Health St. Joseph
- Penske Truck Leasing Co.
- Precision Medical Products, Inc.
- Reading Fightin Phils
- Reading Health System
- Reinsel Kuntz Leshner LLP
- Stevens & Lee/Griffin
- Tompkins VIST Bank and Tompkins Insurance
- 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 in attendance at 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 146 individuals/couples contributed more than \$2.3 million to the 2015 annual campaign. We are privileged to rank second in membership nationwide among like-sized communities. Additionally, more than 80% of our Tocqueville members are Loyal Contributors who have been giving to United Way for ten or more consecutive years. We sincerely appreciate and applaud the outstanding generosity of the members of the United Way of Berks County Tocqueville Society.



Jo and Paul Cohn, 2015-16 Tocqueville Chairs

Ordre de Fraternité
\$75,000-\$99,999
Brian and Jan Hard

Ordre d'Egalité
\$50,000-\$74,999
Colonial Oaks Foundation
Vincent and Donna Hartnett
T. Jerome and Carolyn R. Holleran *ℓ*
The Kindness Coalition Foundation,
John M. Arnold and Karen Masano
Ray and Carole Neag
Liliane and David Walton

Ordre de Liberté
\$25,000-\$49,999
Helen Breidegam
John and Ann Broadbent
Cacoosing Family Charitable
Foundation
Frank and Rita Cocuzza
Bob Flicker
Bradley and Barbara Hall *ℓ*
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.
Art and Judy Vallely
Plus one member who wishes to remain anonymous.

Philantropie
\$20,000-\$24,999
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 Mr. John Zmroczek
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 Barbara Zuppa
Plus one hundred three 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 75% of all workplace dollars and 82% 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
The UGI Companies	82	33	33	7	4		9	168
Carpenter Technology Corporation	90	20	24	5	1		7	147
Reading Health System	63	12	17	10	2	2	5	111
Penske Truck Leasing Co.	42	19	18	10	3	1	13	106
Alcon Research, Ltd.	45	12	20		1			78
EnerSys	34	10	13	6			5	68
East Penn Manufacturing Co., Inc.	28	10	6	8	1	1	6	60
Boscov's Department Store, LLC	22	6	8	5	4	1	5	51
Met-Ed, A FirstEnergy Company	30	7	6	3	2		1	49
Stevens & Lee	9	6	8	3	2		11	39
Reinsel Kuntz Leshar LLP	16	4	8	3	1		1	33
National Penn	16	5	2	5	2		1	31
WorleyParsons Group, Inc.	18	5	5			1	1	30
Godiva Chocolatier, Inc.	16	5	3					24
Cambridge-Lee Industries LLC	17	2	3				1	23
Customers Bank	18	2	1				2	23
Brentwood Industries, Inc.	9	2	1	4			2	18
Wells Fargo	10	1	4	1	1	1		18
R. M. Palmer Company	6	2	3	1	1		3	16
Singer Equipment Company, Inc.	6	2	2	3	2			15
White Star Tours	5	2		2			3	12
J. C. Ehrlich Co., Inc.	1		1	2	1		2	7
Precision Medical Products, Inc.			2	1			3	6
The Giorgi Companies				3	1		1	5
Travelers Insurance Co.			1				1	2

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

Exeter Township School District
VF Outlet
Grafika Commercial Printing, Inc.
Utilities Employees Credit Union
Muhlenberg School District
United Parcel Service
Morgan Corporation
County of Berks
Brandywine Heights Area School District
Albright College
Elbeco Incorporated
Conrad Weiser Area School District
Antietam School District
Phillips-Van Heusen
Tray-Pak Corporation
Automotive Service, Inc.
Hofmann Industries
Lentz Milling Company
Berks Career & Technology Center
The Loomis Company
Teleflex Medical, Inc.
Magnatech International, Inc.
Barley Snyder
Fromm Electric Supply Corp.
Reading Fightin Phils
Penn State Health St. Joseph
STV Incorporated
Reading Area Community College
The Standard Group
C&S Wholesale Grocers
Tulpehocken Area School District
Elite Sportswear, L. P.
Novipax
Hamburg Area School District
Caron Treatment Centers
Governor Mifflin School District
Wyomissing Area School District
Eagle Brass Company
Gage Personnel
United Corrstack LLC
Comcast
Materion Corporation
Diamond Credit Union
Heyco Metals Inc.
Wilson School District
Kozloff Stoudt
Glen-Gery Corporation
Berks Packing Co., Inc.
Encompass Insurance

*Ranking based on 2015 corporate and employee
workplace campaign contributions.*

United Way of Berks County would like to recognize contributors who have extended their caring in a way that 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 Sally Miksiewicz Memorial Fund
established in 2015

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 2015:**

Estate Gifts:

Mary Moyer

Carol A. Parsons

In honor of Jim Boscov:

Yolana Quevedo

In honor of clients in lieu of Christmas gifts:

Herbein+Company, Inc.

In honor of Marcelino Colón:

Association of Fundraising Professionals
Berks Regional Chapter

In honor of Mark and Kathi Wennell:

Elaine M. Balkiewicz

Ed and Susan Barrett

Christine S. Helinek

In honor of Pat Zong:

Prudence S. Precourt

PLANNED GIVING: CREATING A LEGACY GIFT

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. 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 Nancy Kemery:

Steven E. Kemery

In memory of Martha Jean Kenney:

Lynn L. Brown
T. Jerome and Carolyn R. Holleran
Sylvia Klett
Solomon and Maeve Lausch
Scott and Janet Matlack
Glenn and Jane Moyer
Michael E. Nagel
Jon C. Scott
Tompkins VIST Bank and its Board of Directors
Tammy White and Michael Davidson
Plus one donor who wishes to remain anonymous.

In memory of Anne F. Valis:

Rick and Marlene Wilson

In memory of Richard L. Weidman:

Mark and Kathi Wennell

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
Bradley and Barbara Hall
Fred and Dee Hiehle
T. Jerome and Carolyn R. Holleran
Mr. and Mrs. William S. Jaeger
James H. Lentz and Gail M. Ebersole-Lentz
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Laura I. Mattern
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George and Sandy Post
Michael Reese
Bob and Donna Rhoads
Karen A. and Gary W. Rightmire
Brad and Carroll Scribner
Don and Joanne van Roden
Tammy White and Michael Davidson
Nancy and Doug Yocom

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
The Kindness Coalition

\$25,000 - \$49,999

Cacoosing Family Charitable Fund

\$10,000 - \$24,999

Berkshire Charitable Foundation
Crowther Foundation

\$1,000 - \$9,999

Blue Mountain Foundation

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LIVE UNITED



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Printing provided in-kind by Grafika Commercial Printing, Inc.

This publication is printed on recycled paper

