

QUICK FACTS

MacKenzie Scott Gift

EXPANDING OUR WORK

MacKenzie Scott Gift

United Way of Berks County was surprised and grateful to be one of the recipients of a gift from Ms. Scott at the end of 2020. She donated \$4.2 billion to 384 high performing organizations across the U.S. to support increased needs from the pandemic and to help the most vulnerable persons in communities; United Way of Berks County received \$10 million. This gift does not replace annual campaign dollars, but instead provides new funding for immediate COVID-related needs and targeted longer-term systemic change.



Advisory Committee Established

An Advisory Committee, comprised of United Way board members and community volunteers, has been established to provide guidance and a framework for putting the funds to work in Berks County. Ultimately, United Way Board of Directors approve the distribution of the funds.

The foundation of the Advisory Committee's planning is grounded in United Way of Berks County's mission: improving lives by inspiring collaboration, volunteerism, and financial support to build a stronger community - with a goal of creating change that can be sustained.



Annually, through the support of volunteers and generous donors, United Way financially invests in more than 80 local programs - through agency partners and one-time grants. United Way manages Ready.Set.READ!, a community initiative focused on third grade reading proficiency for academic success. United Way's Leadership United programming recruits, places, and trains volunteers.

The Advisory Committee developed a recommendation, for this one-time grant, to expand the work the organization engages in on an ongoing basis.

Accelerate The Greater Good



The Advisory Committee established a three-part plan for the grant:

COVID RESPONSE GRANTS – continue to support increased demand for services to help those most impacted by the pandemic meet their basic needs.

IMPACT GRANTS – support programs/collaborative efforts to expand programming and capacity to serve the community's most vulnerable individuals and families. To date, 7 Impact Grants have been awarded: Street Medicine Program, STRONG (a homeless youth program), Berks Workforce Tec Centro (workforce development) and Berks County Mediation Prevention Project (homeless prevention support), Second Street Learning Center (access to quality childcare), PA 211 East (community information and referral service) and Helping Harvest (expand fresh food distribution).

FOCUSED GRANTS - multi-year grants addressing systemic issues and creating sustainable impact will be awarded following a process involving research, community conversations and the development of specific requests for proposals. Grant decisions will be announced in early 2022.