

United Way of Berks County



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2022 Campaign Fact Sheet

Why We Do What We Do: United Way believes every Berks Countian deserves the best possible opportunity to meet essential needs, to access equitable educational opportunities, have the ability to live a healthy life and become financially stable. This is why invest we in **80+ programs, initiatives and grants** and focus on **quality early care and learning, financial capability and workforce development programs, along with tackling food, housing and health insecurity challenges**. Each year, we work with **33 agency partners**, along with other community partners to **help more than 150,000 local people**.



We are grateful for the generous support of our partners and incentive sponsors

LIVE UNITED Partners

- Ashley Furniture
- 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
- Fulton Bank
- Giant Food Stores, Inc.
- M&T Bank
- Penske Transportation Solutions
- Reading Fightin Phils
- RKL LLP
- The Stevens & Lee Companies
- Tompkins
- Utilities Employees Credit Union
- Visions Federal Credit Union
- White Star Tours and Travel Center

CommUNITY Partners

- Fleetwood Bank
- Lasting Image, A TSC Company
- Reading Parking Authority
- Reading Truck
- Santander
- Sheetz, Inc.
- Sir Speedy Printing

Incentive Sponsors

- Kelly Auto Group - Win a new AWD Toyota Corolla Cross!
- AAA Reading-Berks Travel - A \$2,000 Travel Certificate
- EG Smith, a division of Rhoads Energy Family of Companies - \$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, a TSC company - Your choice of lifestyle item (valued at \$575)
- Godiva Chocolatier, Inc. - Five (5) chocolate lover's gift baskets

Campaign Supporters

- East Penn Manufacturing Co., Inc.
- Carpenter Technology Corporation
- Customers Bank
- Dale Carnegie Training in SE Pennsylvania & Delaware
- FirstEnergy Foundation
- Grafika Printing, Inc.
- RKL LLP
- UGI Family of Companies

Impact in Action



Providing stability for our youth:

Too many kids face challenges like food insecurity and mental health issues. That's why United Way helps fund "Hubs of Hope", a program at agency partner, Olivet Boys & Girls Club, designed to connect multiple resources into a central initiative, including providing meals and personal care items to kids in need. The program also works with BCIU to arrange counseling services.

TOGETHER, we change lives!

Key Dates

May 26 & June 23, mornings - Campaign Planning Workshops

June 17, 6 - 9 pm - Big Cheese at Penn State Berks

September 14 @ 8:00 am - Campaign Kickoff at FirstEnergy Stadium

November 16 @ 5:00 pm - Victory Event at the DoubleTree by Hilton Reading