

United Way of Berks County



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2023 Campaign Fact Sheet

Why 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 be financially stable. This is why we invest 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 from all of these partners.



Premier Sponsors

Customers Bank
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FirstEnergy Foundation
Penske Transportation Solutions

Lead Sponsors

UPMC Health Plan

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LIVE UNITED Partners

The Bone and Joint Care Center
Diamond Credit Union
DoubleTree by Hilton Hotel Reading
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Fleetwood Bank
Fulton Bank
Giant Food Stores, Inc.
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Morgan Truck
Penn St. Health St. Joseph Medical Center
Reading Parking Authority
Reading Truck
RKL LLP
Sheetz, Inc.
The Stevens & Lee Companies
Tompkins
Visions Federal Credit Union
White Star Tours and Travel Center

Incentive Sponsors

Kelly Auto Group - Win a new AWD Toyota Corolla Cross!
AAA Reading-Berks Travel - A \$2,000 Travel Certificate
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

Other Campaign Support

Dale Carnegie Training in SE Pennsylvania & Delaware
Grafika Printing, Inc.
Lasting Image, A TSC Company

Impact in Action



Dorothy is 91 and lives on her own. She uses a walker which makes grocery shopping and cooking difficult. Dorothy is grateful for Meals on Wheels, a United Way funded program. She receives a healthy meal each weekday delivered by a friendly volunteer. Staying in her home is important to Dorothy and receiving meals supports her independence. It also means someone is checking in on her...another set of helping eyes giving her family peace of mind. Dorothy is thankful, "The meals help me stay healthy, and I don't have to do the dishes," she says jokingly. Your United Way support helps Dorothy and many others! **TOGETHER, we change lives!**

Key Dates

May 4 and June 13, morning - Campaign Planning Workshops
September 13 @ 8:00 am - Campaign Kickoff at FirstEnergy Stadium
November 15 @ 5:00 pm - Victory Event at the DoubleTree by Hilton Reading