

# UNITED WAY OF BERKS COUNTY: 2024 CAMPAIGN FACTS



United Way of Berks County

**Doing Right. Right Here.** Never underestimate the power of one. With our experience, expertise and community connections, United Way of Berks County magnifies, multiplies and maximizes the impact of every donation. **It starts with U!**

**80+**

**Programs**

**190,000**

**People Helped**

**\$11 million**

**Invested in our community**

Your help creates brighter futures in the areas of **education, financial stability, health and safety net services.**

## Together, we change lives!



Rufus, a 76-year-old Vietnam veteran facing homelessness due to his apartment complex being sold, received assistance from Catholic Charities, a United Way Agency Partner. They connected him with a local property manager who provided a new apartment. With support from a case manager and veteran volunteers, Rufus smoothly transitioned into his new home. Catholic Charities covered initial apartment costs, relieving Rufus of financial burdens.

## Key Dates

**June 14** - Big Cheese at Penn State Berks

**September 11 @ 8:00 am** - Campaign Kickoff at FirstEnergy Stadium and Day of Caring

**November 13 @ 5:00 pm** - Victory Event at the DoubleTree

**We are grateful for the generous support from our partners.**

## Premier Sponsors

Customers Bank

EnerSys

FirstEnergy

Penske Transportation Solutions



## LIVE UNITED Partners

Bone and Joint Care Center

Brentwood Industries

Diamond Credit Union

Doubletree by Hilton Reading

East Penn Manufacturing Co., Inc.

Emerald Asset Management PA, LLC

Fleetwood Bank

Fulton Bank

GIANT

Morgan Truck Body

Penn State Health St. Joseph

Reading Fightin Phils

Reading Parking Authority

Reading Truck

Rentokil Terminix

RKL LLP

Sheetz

The Stevens & Lee Companies

Tompkins Community Bank

Visions Federal Credit Union

White Star Tours

## Incentive Sponsors

**Kelly Auto Group**

Win a new AWD Toyota Corolla Cross!

**AAA Reading-Berks Travel**

A \$2,000 Travel Certificate

**Rhoads Energy**

\$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

**Brentwood Industries, Inc.**

Wheelbarrow filled with "Best of Berks" items (valued at \$1,000)

**TSC**

Your choice of lifestyle item (valued at \$575)

## OTHER CAMPAIGN SUPPORT:

Dale Carnegie Training in SE Pennsylvania & Delaware

Grafika Print

Members 1st Federal Credit Union

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