



**UNITED WAY**  
Berks County

**BLUEPRINT FOR  
LEADERSHIP**

## MISSION

Train and support individuals from a wide range of backgrounds to succeed in positions of leadership in local nonprofit and community organizations.

## BUILDING CAPACITY & IMPACT

**The benefits of Blueprint for Leadership (BFL) are a win-win-win.**

### **Individuals:**

- Increase their knowledge around community assets and needs, along with enhanced cultural awareness
- Expand communication, interpersonal and leadership skills
- Put new skills to use through volunteer service

### **Employers:**

- Retain employees possessing a greater ability to lead, problem-solve and build teams effectively within the workplace
- Have employees better connected to our multi-cultural community

### **Local nonprofits:**

- Have access to a larger pool of individuals representing a broad range of backgrounds and experiences to serve in community leadership roles

## PROGRAM HIGHLIGHTS

- Program launch: April 8, 2026  
Welcome Breakfast: April 1, 2026
- Participants meet at six morning workshops, one per week for 5 hours, April – May, at varied nonprofit and business sites
- Participants are linked to a mentor, representing a senior leader within the sponsoring organization, or BFL alumni, for coaching and support during the program
- Program Graduation: June 8, 2026
- Class topics include: Dale Carnegie public speaking, roles and responsibilities of board members, strategic leadership and nonprofit governance. Classroom and panel instruction includes community guest speakers, team-building experiences, and self-evaluation

## PROGRAM TUITION

2026 Program Tuition: \$900 per participant

**Questions?** Contact Jean Morrow at 610-685-4587 or [jeanmor@uwberks.org](mailto:jeanmor@uwberks.org). Additional program information available at [www.uwberks.org](http://www.uwberks.org).

## **AT A GLANCE**

BFL participants come from local companies and organizations who value providing a rich training program to grow their employees.

United Way works with a committee comprised of representatives from local companies, nonprofits and BFL graduates to implement the annual program.

Participating organizations in 2025 include:

- Alvernia University
- Brentwood Industries
- Centro Hispano
- Diamond Credit Union
- Don't Quit LLC
- East Penn Manufacturing Co., Inc.
- EnerSys
- Neighborhood Housing Services
- Olivet Boys & Girls Club of Reading & Berks County
- Opportunity House
- Penske Transportation Solutions
- Tower Health
- United Way of Berks County
- Visions Federal Credit Union

