

Community Will Benefit From 2007 Campaign!



Front (L. to R.): Susana Burgos and Bridgette Samuel, graduates of the YWCA's Quantum Opportunities Program, reveal the total amount raised as Dick Seim, campaign chair, (far right) looks on. Back (L. to R.): Campaign Division Chairs, Brenda Brinkman, Jerry Watson, Steve Gohn and Roger Dick.

"...hundreds of companies, and individuals came together - with a single purpose - to raise funds that will help improve and enrich the lives of thousands of York County residents."

The 2007 Campaign successfully wrapped up on December 6th with the Victory Celebration at The Yorktowne Hotel.

Highlights of the event included:

- Bridgette Samuel (featured in the 2007 campaign video) thanked the community for their support.
- Campaign volunteers were recognized.
- Campaign prizes were awarded (read about the winners on page 4.)
- And, the much anticipated announcement of the total dollars raised was made.

Dick Seim, president, York Hospital, senior vice president, WellSpan Health, and campaign chair announced the total: **\$7,258,513, the most money raised to date!**

Dick remarked, "The United Way campaign was successful this year because of the assistance of very dedicated, extra-ordinary people including the Campaign Cabinet, Loaned Campaign Associates, Account Executives Campaign Coordinators and many others."

Dick continued, "When you think about the scope of this community-wide effort, it is truly remarkable that hundreds of companies, and individuals came together - with a single purpose - to raise funds that will help improve and enrich the lives of thousands of York County residents."

Thank you for your support - together we are making a difference in our community.

E-Pledging New Campaign Tool

United eWay, an easy-to-use online pledging system was implemented this fall just in time for the 2007 Campaign. Over 20 community organizations are currently using the system in York County.

There are many benefits for companies to use the online pledging system:

- 1) Pledge forms are customized for each company based on their requirements (eliminates paper pledge forms).
- 2) Reports are generated and payroll information is exported to an Excel spreadsheet.
- 3) Automatic email reminders, thank you letters, etc. can

- be created to send to employees.
- 4) The system is efficient.

To learn more about how your company can utilize United eWay for the 2008 Campaign, call Dottie Rohrbaugh at 717-771-3805.

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Robert J. Woods
Executive Director

Executive Director's Message

On December 6th, the United Way of York County announced the results of the 2007 campaign at the Annual Victory Celebration, a record-breaking \$7,258,513. To raise a 1% increase during these times is a major testament to the leadership behind the campaign and the generosity of our community.

Campaign Chair Richard Seim worked tirelessly on this campaign. After recruiting the Campaign Cabinet, he was visible at campaign trainings, events, and other activities. It was after the campaign kickoff where his impact was particularly felt through presentation to various employee groups, individual meetings, and major events. Dick's sincerity resonated with his message in support of the United Way campaign. As president of York Hospital and senior vice-president of WellSpan Health, Dick's commitment to health and human services in York is readily apparent. As the Campaign Chair for the United Way, he has demonstrated his

commitment to the quality of life in York County, above and beyond any expectations.

I would like to thank the other members of the Campaign Cabinet, who shared in the leadership for this campaign. They are Jerry Watson, Key-struct Construction; Brenda Brinkman, Retail Consultant; Susan Crawford, Dentsply International; Amy Nelson, WellSpan Health; Dr. Kate Urban, York Suburban School District; Betty Carson, M&T Bank; Roger Dick, Campbell Operations/Cooper Tools; Steve Gohn, CBY Systems; Barry Epley, JMT; Clark Rupert, AFL-CIO Central Labor Council; Linda Davidson, C.S. Davidson; William Simpson, Susquehanna Real Estate; and, Bruce Williams, Glatfelter Insurance Group. These are the individuals who opened doors, recruited others, and gave of their time and expertise to make this campaign successful.

In the end, I would like to thank the thousands of con-

tributors who chose to contribute their hard-earned dollars back to the community. Those dollars will be used to fund programs that impact people's lives every day in York County. There is no question that in almost all facets of our lives, costs are escalating, some out of control. Yet, even in these conditions, people continue to support one another through the United Way campaign. You can rest assured your funds will be distributed to those programs that are having impact and "...improving people's lives." Thank you.

On November 15th, YorkCounts' Metro – York initiative publicly released its report, which contained eight recommendations for the improvement of the quality of life in the Metro – York region. Focusing on municipal and education issues, Task Forces are being formed for implementation purposes. Please contact the YorkCounts office at (717) 815-6430 or yorkcounts.org/metro for more information and to become involved.

Improving People's Lives Into the Future

Several long-time United Way advocates have begun endowing their annual contribution. They are doing this by making a gift to the United Way's Heritage Fund at the York County Community Foundation.

The Foundation's management of the fund ensures that the investment income will pay an individual's annual gift in perpetuity. United Way policy directs endowment income to

The Community Fund, which supports a wide variety of human service programs provided by the member agencies.

A bequest of about twenty times your annual campaign gift will successfully endow your gift. For example, if you typically make an annual gift of \$250 to the campaign, you can endow this gift by making a bequest of \$5,000 in your will. Each year after your death, ap-

proximately 5% of this \$5,000 bequest (or \$250) will be available to support the work of the United Way, so York County's residents will continue to benefit from your generosity into the future.

For more information, please speak with your financial advisor, or call Deborah Gogniat, Director of Major Gifts at (717) 771-3801.

Free Taxes Preparation Sites to Open

The United Way of York County will open free tax preparation sites on January 22, 2008. Individuals and families can have their taxes prepared free if their income is less than \$40,000 or they are 60 years of age or older. Listed below are the tax sites:

United Way of York County
800 East King Street, York

Community Progress Council Inc.
226 E. College Avenue, York
and
219 York Street, Hanover

Loretta Claiborne Building – York College Lab
605 S. George Street, York

Walk-ins are welcome but appointments are encouraged for the above sites! Call 717-771-3813

Acco York Federal Credit Union
1529 Rodney Road, York
(This site by appointment only: 717-767-5395)

Center for Independent Living Opportunities
150 Roosevelt Avenue STE 300, York
(This site by appointment only: 717-849-0991 (Voice), or 717-849-0095 (TTY)).

Jefferson Community Center
501 North Pershing Avenue, York
(This site by appointment only: 717-771-3813)

AARP Foundation Sites:
For taxpayers 60 years or older contact:
York County Area Agency on Aging
Senior Center at 717-771-9042

United Way is again partnering with York Dollars in Your Pocket and AARP and will be responsible for program coordination. The United Way has recruited and trained volunteers to provide this free program which is funded by the United Way of York County and PennSERVE: the Governor's Office of Citizen's Service.

In the Spring of 2007 over 600 returns were prepared, generating over \$750,000 in refunds for York County residents.

For more information or to make an appointment, call: **717-771-3813**

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Families Participate in National Family Volunteer Day

York County's local observance of the 2007 National Family Volunteer Day was held on Saturday, November 17, 2007, at the York Galleria Mall from 12:00 - 5:00 p.m. National Family Volunteer Day is a Points of Light initiative to motivate families to volunteer as a unit and inspire them to become life-long volunteers. The United Way of York County has sponsored this event for the past three years.

179 visitors had fun as they participated in a range of volunteer projects:

- 150 cards were decorated for U.S. Military Veterans.

- 125 doorknob hangers were decorated for nursing home residents through Lutheran Social Services.

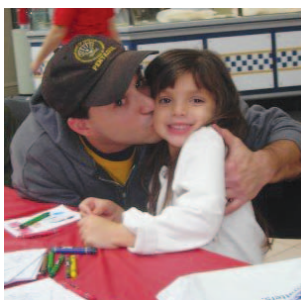
In addition:

- 39 new gloves/mittens were collected for families at ACCESS- York's domestic violence shelter.
- 39 new children's books were collected for Focus On Our Future's 100 Book Challenge.
- Five new blankets were dropped off for the WSBA/WARM 103.3, Columbia Gas, and United Way's STAY WARM! blanket drive.

The United Way's Youth Volunteer Initiative (YVI) leveraged nearly 80 volunteers ranging from college and high school students to community volunteers to help run Family Volunteer Day. This includes 40-50 students from Northeastern High School who could not attend the event, but collected gloves, mittens and books on their own time to give to needy families. The Points of Light Foundation provided YVI with free stickers, temporary tattoos, window clings, decorative tins, and Disney's "Incredibles" DVDs to give away to families who volunteered at the event.



Children working on a variety of projects.



Dad rewards daughter's efforts with a kiss.

Lucky Winners Receive Campaign Prizes

On Monday, December 3rd, Patrick Ball, board chair; Jerry Watson, campaign vice-chair, Bobbi Cavanaugh; president, York County Literacy Council, and Kris Keech; executive director of Mental Health of America, participated in the campaign drawing at the United Way. The winning names were drawn, the winners were contacted but they didn't learn what they had won until the evening of the Campaign Celebration. The winners are:

J. Douglas Owen - Grand Prize Winner - Harley-Davidson® Fatboy® Motorcycle

Doug has worked at the YMCA of York and York County for 30 years as a swim instructor. "Swimming is my life," he said. His daughter had Cystic Fibrosis and swimming was great therapy for her. He had used many of the services provided by United Way member agencies for his daughter and has been giving to the United Way for thirty years. "I give to the United Way because I believe in what they do for this community. I never thought I would win a prize, let alone the grand prize. I am thrilled, excited, ecstatic and my wife and I called everyone we knew and told them the news. I can't believe I won but I guess it will sink in when I pick-up the motorcycle," he said.

Cynthia Crow - Second Prize Winner - \$2,500 worth of Giant Gift Cards

Cynthia has worked at Starbucks Coffee Company for over ten years in distribution, and now as an engineering coordinator. She has been giving since the first United Way Campaign at Starbucks. She said, "I think it's important to give back to the community and giving to United Way is an easy way for me to do that." She was so thankful to be chosen and is going to give some of her gift cards to people she knows who are in need of some help. "I just want to share my good fortune with others," she said.

Brenda Kohler - Third Prize Winner - \$2,200 Tech Toy Package

Brenda works at CBY Systems, Inc. as the receptionist and has been giving to the United Way since she started almost 16 years ago. Brenda gives to the United Way because she wants to help other people, "I'm a giver," she said. When Brenda got the call that she had one of the prizes, she just couldn't believe it. "I never thought I had a chance of winning a prize with so many other people giving. I would have been happy with any of the prizes," but says she's delighted with the prize she won.

Carol Stough - Fourth Prize Winner \$1,000 Bon-Ton Shopping Spree

Carol works at Clarence Orendorf Elementary School and has been a third grade teacher for 36 years. She has been giving to the United Way for almost as long as her years as a teacher. She said, "Every year when I watch the campaign video, I know my contribution is helping others and that's important to me. Several years ago a teacher I know was featured in the video, and that has reinforced the fact that no matter what your circumstances, United Way programs are available to everyone." She is thrilled with her win and is planning to purchase some new furniture for her kitchen.



(L. to R.): Hank Maul and Fred Gates representing Harley-Davidson Motor Company, congratulate J. Douglas Owen on winning the motorcycle.



(L. to R.): Robert Woods, presents Cynthia Crow with the Giant Gift Cards.



(L. to R.): Travis Synder, The Core Group presents Brenda Kohler with the Tech Toy Package.



(L. to R.): Deb Pekale, The Bon-Ton Stores, Inc. presents Carol Stough with \$1,000 shopping spree.



Your Contributions are Improving Lives

*Mary Jones has been doing her best to support herself and her three children. But, it's not easy!

Her children participate in a United Way funded after-school program where they receive assistance with their homework and receive an evening meal, which saves on the family

food budget. This program gives Mary peace of mind knowing her children are safe and getting a nutritious meal, and she doesn't have to juggle her work schedule. Because of her limited income she also receives weekly groceries, and clothing from the agency's clothing room for herself and her children.

Here in York County many families find themselves walking on a financial tightrope like Mary - barely getting by. But thanks to your support of 78 United Way funded programs, help is available when the need arises.

*The name has been changed to protect the privacy of the individual.

Sign-up for the Union Community Activists' Training

The 2008 Union Community Activists' Network [UCAN] training class will start February 26, 2008 and will be held every Tuesday evening ending April 15, 2008.

The classes are sponsored by the York/Adams Central Labor Council, in cooperation with the United Way of York County.

The "information and referral" training encourages volunteers from various labor unions and interested individuals to learn about available

health and human service programs in the community, many of which are supported through the United Way Community Fund.

The training is used at workplaces, in emergency situations, and with unemployed workers and can also enhance attendees' leadership skills.

A \$25 registration fee covers all materials and the graduation dinner on April 15th. For more information, please contact Alan Vandersloot, United Way Labor Liaison at 717-771-3806.

Benefits of Loaned Campaign Associate Program

by Michael Haun

Many friends and co-workers have asked me, "What was it like working as a Loaned Campaign Associate at the United Way this year?"

To answer the question, I tell them that at first I wasn't sure exactly what I was getting into. However, over the course of the next twelve weeks, I had the opportunity to work with the caring staff at the United Way and to conduct many meetings at businesses throughout the county. I also had the opportunity to work with representatives of several member agencies.

The experiences I had working with these various organizations has shown me how important the United Way family is to the people of York County.

Working as a Loaned Campaign Associate has also given me skills I can apply in my career at Fulton Bank. Coordinating the employee meetings and managing my business accounts has helped me fine-tune my public speaking and organizational abilities and will make me a more effective employee.

This has been a truly rewarding experience and I am grateful to my employer for allowing me to participate.

I encourage anyone with an interest in helping our community to volunteer to be a Loaned Campaign Associate for the 2008 Campaign.



Michael Haun, Fulton Bank 2007 Loaned Campaign Associate

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Important Message to all 2007 Campaign Contributors

For 86 years United Way of York County has been working with community partners to identify pressing community needs and provide resources to resolve them. We are grateful for your financial support, volunteer commitment, your interest in our community and in our continued success. *Together we are improving lives.*

Thank you for your support!

We're on the Web!
Visit us at:

www.unitedway-york.org

About Our Organization

United Way of York County serves the community by organizing a network of volunteers, agencies and contributors to provide for the vital health and human service needs of York County.