

# BUCKS UNITED

UNITED WAY OF BUCKS COUNTY ANNUAL REPORT & MAGAZINE

#iamthechange

AN AGENCY  
WITH IMPACT  
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SPRIT OF BUCKS  
& COMMUNITY  
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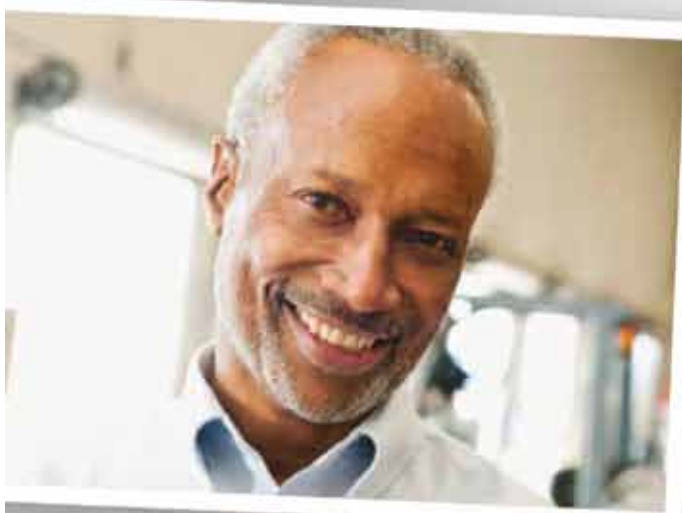
#LIVEUNITED



**PLUS** 13 Reasons to Explore Bucks County, Inspiring Legacy Donors,  
Tips on Education, Income & Health, By the Numbers, and more!







# TOGETHER, WE CAN CONNECT MORE KIDS TO OPPORTUNITY.

We're honored to be a part of caring communities dedicated to helping more families overcome the digital divide.

The Internet has the potential to level the playing field in American life, especially when it comes to access to education – but only for those who can afford it.

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Join our many dedicated partners who have already used Internet Essentials to make a difference in their communities by registering today on our Partner Portal: [InternetEssentials.com/partner](http://InternetEssentials.com/partner)



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## FROM JAMIE HADDON, PRESIDENT & CEO, UNITED WAY OF BUCKS COUNTY



Jamie Haddon, President & CEO,  
United Way of Bucks County.

Thank you, Bucks County. It has been an amazing year and we deeply appreciate the donors, advocates, and volunteers who made it possible. We are proud to be your United Way. We are proud to be growing and getting stronger. As we do, we are in a better position to multiply and amplify your efforts. We are better able to leverage your support - be it time, talent, or treasure - for maximum impact. The stronger we are, the more we can do.

I came to the United Way in 2012, with over 20 years of experience in the non-profit sector. My experience prepared me for many things, but not the overwhelming passion, commitment, courage, and unity that I have witnessed this year. I have been touched by the incredible generosity that we have seen from our corporate, community, and agency partners. Individuals and groups; young and old; donors, advocates, and volunteers - everyone coming together to be Bucks County - United.

Thanks to our friends and supporters - the thousands of people who choose to Live United - 2012 was a banner year. Our campaign grew by over 13%; our total overall income grew an astounding 23%.

### SNAPSHOT: YEAR IN REVIEW

This level of growth does not happen without hard work. It took a solid six months to speak to hundreds of partners; to convene a Community Conversation with 300+ community leaders; to determine our next steps.

I spent a lot of time listening and making lists. We still have many outstanding items on those lists, but we're off to an excellent start. We are more present in Central and Upper Bucks and have a new Doylestown office with two new fulltime employees. We renovated our Fairless Hills Office and have three new community meeting rooms to bring more people together.

We have improved communication and technology, providing more platforms to celebrate and build community. We have an interactive website with agency pages; a Positively Bucks County blog connected to content sharing partners like Phillyburbs.com and BucksAlive.com; we are connected to more stakeholders than ever before via Twitter, Facebook, Google+, and YouTube; we have a mobile Connections App that lists all health and human services organizations in Bucks County and can be updated in real time.

We are using our experience and success to help other groups in Bucks County. Earlier this year, 150 people representing 75 agencies attended our first ever Social Media Conference at Ann's Choice with the help of our friends at SoMeBizLife.

### NEXT STEPS

You're not seeing the end of something great. You are witnessing the beginning of something remarkable. This year, we will develop a community calendar to help all nonprofits with fundraising; we will facilitate a video boot camp for our partners; we will launch a PSA competition for Bucks County nonprofits in conjunction with the Central Bucks Chamber of Commerce's Film Fest; we will do everything we can to improve access to education, income, and health in Bucks County.

Behind each of our goals is one big, audacious plan: We want to create a movement. We believe it feels good to do good and that people who start doing the right thing won't want to stop. We believe that doing the same thing and expecting different results is crazy. That's why we're doing things differently. Bigger. Bolder. More exciting.

This is your year. This is our year. This is when we dig in and do a little more. Let's work together and make a difference.

We've got work to do, Bucks County. Let's LIVE UNITED.

Sincerely,

Jamie Haddon  
President & CEO, United Way of Bucks County



We are proud to support the  
**United Way of Bucks County.**

Thank you for serving the community  
in many great ways.

In addition, First Federal would like to congratulate our CEO, Bruce Iacobucci,  
for his hard work and receiving the Paul Sauerbry Award.



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## FROM JOHN RAMIREZ, CHIEF FINANCIAL OFFICER, UNITED WAY OF BUCKS COUNTY

In a recent radio interview about preparation for the Super Bowl, Brian Westbrook (former running back for the Philadelphia Eagles), said that part of his routine was to practice “Psycho-Cybernetics” as taught to him by one of his former coaches. He said “it includes visualizing every play, and seeing yourself successful with every move.”

In the book of the same name, Maxwell Maltz claimed that the human mind is both a “servo-mechanism” and “teleological.” That means that the brain can both use feedback to course-correct and that it can be set to its own success. He compared the mind to a heat-seeking missile.

In other words, once the target is set, the mind would unconsciously achieve what was passionately held and envisioned. Maltz says that happiness and success start with visualization and end up becoming habits. He teaches people to “hold the end in mind, and not worry about the means.”

For United Way of Bucks County, visualization occurred at an organizational level this past year. The Board Members established a goal: to increase focus and energy on raising more funds for the community. Steps to achieving their goal included a more demanding hiring process. Out of this process came the employment of new CEO, Jamie Haddon.

With Haddon, exciting, new organizational dimensions took root. The organizational goal was no longer singular. Diversity in thoughts, opinions, and performance manifested. New team members entered the picture and there was some shifting of personnel into different roles.

The end result: after years of negative trajectory, the team not only reversed the direction of United Way of Bucks County, but also dramatically increased campaign funds. Our campaign grew by over 13%; our total overall income grew 23%.

Maltz said that sometimes this phenomenon - accomplishing things post-visualization - could seem like magic. But it’s not magic. It is surprisingly demanding; and when a demanding goal is accomplished by a team, they should celebrate what they did together.

I would like to take a moment to congratulate the team at United Way of Bucks County for a year of exceptional work. And rest assured, when I say “team”, I am talking about everyone



John Ramirez, CFO at United Way of Bucks County, shows that finance guys do have a sense of humor.

who contributed - donors and volunteers, advocates, board members, agency partners, even those who took just a moment to share a UW Bucks story online.

It is time to start the process again with new demanding goals. This time, however, the team should vow to never forget the power that comes if we “hold the end in mind.”

Sincerely,

John Ramirez  
CFO, United Way of Bucks County



# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Board Chair  
Trish Markel-Mulligan  
Team Capital Bank

Vice Co-Chair, Resource Development  
John Wilson  
Johnson & Johnson

Vice Co-Chair, Resource Development  
Bruce Iacobucci  
First Federal of Bucks County

Vice Co-Chair, Community Impact  
Anna Marie Mauro  
Community Representative

Vice Co-Chair, Community Impact  
Bill Gretzula  
Bensalem School District

Treasurer  
Mike Connor  
Community Representative

Corporate Secretary  
Francis Sullivan, Esq.  
Hill Wallack, LLP

Immediate Past Chair  
Lynn T. Bush  
Bucks County Planning Commission

Personnel Committee  
Ron Davis  
Parx Casino

Marketing Committee  
Brian Jeter  
Comcast

Governance Committee  
Francine Block  
American College Admissions  
Consultants

## DIRECTORS

Michael D. Bannon, Department of Consumer Protection Weights and Measures

Patricia M. Boyle, United Food and Commercial Workers Local #1776

Bob Caruso, Sesame Place

Blaine Forkell, Wegmans Food Markets

David Freeman, QNB

Barry Galasso, Bucks County Intermediate Unit #22

Steve Gallucci, Wegman's Food Markets

Glynn Key, GE Water & Process Technologies

Samuel Lee, Bristol Township School District

Doreen Masalta, PECO

Catherine McElroy, Bucks County Community College

Sonny Parikh, Community Representative

Nathan Smedley, Independence Wealth Management

Pat Walker, Calkins Media

## HONORARY LIFE MEMBERS

Jacqueline Bowers

Dr. Gary L. Bowman

Kathy Brett

Richard O. Coe

Karen Dawkins

J. Peter Dominick

Thomas P. Donnelly, Esq.

James Dowling

Grover Friend

David J. Gondak

Jack McCaughan

Harold Oswald, Jr.

Samuel M. Snipes, Esq.

Carl Wallnau, Esq.

Mark Worthington

# INTRODUCTION OF NEW BOARD MEMBERS

## TERMS BEGINNING 5/3/2013

Todd A. Alderfer  
National Penn Bancshares, Inc.

Vince Mandes  
ABIM Foundation

JoAnn Perotti  
Bucks County Intermediate Unit #22

Martha Feinberg Woglom  
County of Bucks

## RETURNING BOARD MEMBERS 2013 FOR SECOND TERM

Anna Maria Mauro

Sonny Parikh

Nate Smedley

Frank Sullivan

# THE HIDDEN NEEDS IN BUCKS COUNTY

By Steph Sides

## Shedding Light on "Invisible Issues"

Babies love to play peek-a-boo. No matter how many times you hide a baby's eyes, each time they see you, they squeal with joy! Babies only react to what they see. Each time you cover their eyes or walk out of view, a baby thinks you are gone. If they don't see you, you must not be there.

Society is similar to a baby in that we don't often believe something exists if we don't see it with our own eyes. In Bucks County, most people do not see homelessness and therefore, they don't think it exists. In our historic and quaint towns from Bristol to Quakertown, we don't see people lying on streets or huddled over grates for warmth. We don't see a musician playing a guitar with a tin to collect tips. If we don't see it, does homelessness exist in our communities?

Unfortunately, it does.

During the recent Buck Up Bucks County campaign to raise \$200,000 for a new kitchen at the Bucks County Emergency Homeless Shelter, staff at Family Service Association repeatedly heard these words:

"I had no idea there was a homeless shelter in Bucks County."  
"I never realized that homelessness was an issue in our community."

While the campaign reached its goal quickly, its effect on the community is longer lasting. It offered Family Service Association, and our partners the Bucks County Courier Times, the Intelligencer, and Comcast, the opportunity to open Bucks County's eyes to this hidden problem.

## WHO IS HOMELESS?

On any given day 75 - 80 people call the Shelter home, but there are many more people living in their cars or in tents in the woods behind the local grocery store. In Bucks County, the homeless are teens sleeping on sofas of friends' houses and families staying a few days in a hotel room until the money from their paycheck runs out. The homeless are single moms with small children. The homeless are adult couples living pay check to pay check until unexpected medical situations put them behind on rent and out in the cold.

In Bucks County, the homeless are people who look just like you and me but have untreated mental health problems. Among the homeless are the cashier who rang up your purchases at the store yesterday, the person who took your order at the fast food drive through window, the person who cleans the floors at your child's school.

Homelessness in Bucks County may be hidden, but it exists.

## OTHER HIDDEN ISSUES

Homelessness is not the only 'invisible issue' facing our friends and neighbors. We often don't see the plight of a person who lives with a mental illness, or a co-worker who has a substance addiction. Domestic abuse and poverty are often hidden as well.

*"...we don't often believe something exists if we don't see it with our own eyes."*

The good news is that the non-profit community is working together to bring awareness and find solutions to these issues and others. The success of Buck Up Bucks County shows us that when made aware of problems

and asked to do only what they can, caring citizens can make an immense difference in our community.

Buck Up only asked each person to give just ONE dollar. Thousands of people did just that. Individuals, businesses, schools, faith-based groups, business groups, social service organizations, sports teams—everyone came together with open eyes to make a better life for a homeless person.

Now, imagine what more we can do when we harness that kind of energy and effort on a regular basis!

## THE NEXT STEPS

Think about what matters to you.

Is it early childhood education? Is it economic self-sufficiency for working families? Mental health? Find that thing that you think is worth investing in and start doing research. We are better off when we have informed advocates in the community.

Next, connect with a Bucks County nonprofit working in that area. Volunteer. Offer to assist with fundraising. Advocate. Do what is meaningful to you. You don't have to make a grand gesture; the smallest acts of kindness can be more impactful to a person struggling with a hidden problem each day of their life. All gifts - time, talent, and treasure - can be put to good use.

Together, we make a difference greater than ourselves. United, we will open our eyes and see the better community we have created.

**About the Contributor:** Steph Sides has been the Communications Coordinator for Family Service Association for the past 10 years. In that role, she is responsible for marketing the agency's 20+ programs which aim to strengthen the lives of individuals, families and communities in Bucks County. Family Service Association is celebrating 60 years of in the community in 2013. For more information visit [www.fsabc.org](http://www.fsabc.org).



## FRANCIS J. SULLIVAN, ESQ. WINNER OF THE DR. STANTON KELTON SERVICE AWARD

*Each year, a member of the United Way of Bucks County Board of Directors is awarded the Dr. Stanton Kelton award. This long standing award recognizes an individual who has made a significant contribution over the past year to the goals of the United Way of Bucks County and its mission in the community. This award honors the memory of Dr. Kelton, a compassionate and generous board member from 1966 to 1993, who was dedicated to advancing this community.*



Francis J. Sullivan

Francis J. Sullivan, Managing Partner of Hill Wallack LLP's Yardley, PA office is this year's Kelton award winner. He is partner-in-charge of the Business & Commercial and Trusts & Estates practice groups. He represents corporate entities and partnerships in a wide variety of business transactions and related litigation.

Mr. Sullivan is Past President of the Bucks County Bar Association, as well as its Charitable Foundation, and is a Past President and current Vice President of Family Service Association of Bucks County. He is also the Corporate Secretary of the United Way of Bucks County and is the most recent winner of the Mark E. Goldberg Community Service Award, honoring a member of the Bucks County Bar Association who demonstrates a continuing commitment to community service outside the legal profession.



Dr. Stanton Kelton

### ■ What do you like best about living and working in Bucks County?

Bucks County is a unique and special place. I have lived here most of my life. I have seen Bucks County develop. It has everything you would ever want to have in a community. You have history that's exceptional; scenery that's extraordinary; culture, the arts. We're close to Philadelphia and New York. There is nothing that you could want to experience that you can't experience in Bucks County.

### ■ What drives your commitment to nonprofit organizations? Who has inspired you?

This may sound corny, but growing up in my family, we were always told to help other people. Now, as a lawyer - well, it is a part of your makeup. It is an expectation as a member of this profession; when you are working with people you have to give back. The term "giving back" is a well recognized concept within the legal community. And if you live in a community, you can't help but get involved. I became involved with nonprofits not just because I wanted to be involved with nonprofits; it's because I

want to do things to help the community in which I live and work.

### ■ What are some of the organizations and causes that you are most proud to support in Bucks County?

Number one on my list is Family Service Association of Bucks County. I have been a part of FSA for a long time - at least 18 years. I am proud of my association with them and all the things that they do. I am also proud of my association with the United Way because they help all the social service agencies in Bucks County. By supporting the United Way, you are supporting generally all of the non-profits in Bucks County. I am on other boards such as Boys Scouts, but I am probably most involved with Family Service Association.

### ■ You have been involved in nonprofit work for many years. Are there any specific projects or accomplishments that stand out?

You have to go back in history a little. If you remember back when the AIDS epidemic first became a big deal, Family Service Association was instrumental in putting in a home for people who were HIV positive in New Hope. We had enormous

opposition to it. I was on the board and I also acted as counsel. In order to get this home established in the New Hope area, we had to go through the zoning process, then to the Bucks County Court of Common Pleas and finally to the Pennsylvania Commonwealth Court, where we were successful. FSA helped redefine the term "family" in Pennsylvania.

### ■ How did you first get involved with the United Way of Bucks County?

I was approached by Bruce Iacobucci. He asked me if I would be willing to join the board. At that time - about three years ago - the board was going through a lot of changes. I felt my skills as an attorney could provide help to the board in a difficult time.

### ■ What are some of the trends you have seen in non-profits over the years? Do you think the next generation of nonprofit leaders are as committed as you and your peers?

Nonprofits are in trouble in our current economic climate because of the lack of economic support from the government, foundations, and private donations coupled with a significant increase in the

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services people need. A lot of nonprofits are struggling and may not survive these difficult times. That's what makes the United Way's mission more important.

One of the things needed for future boards is to be cognizant of maintaining the financial stability and vitality of the organization. You can't help others unless you're sound yourself.

As far as future board members, I believe there are people out there who will take up the torch. It is up to current board members to find and cultivate the people to replace them. An organization is only as vital and strong as its board, and the board is only as strong as its ability to cultivate new talent and bring in fresh blood to maintain its vitality.

### ■ What would you tell someone interested in getting involved with a nonprofit?

It is the best thing you can do. You get more out of it than you give. I know it's a trite saying, but the more you give, the more you get.

### ■ You are being honored for a year of exceptional service. What are some of the projects that you have taken on this year?

I'm surprised by that, and I'll be honest: I don't know what I have done that's so exceptional! I really don't. I just know that I have done everything that I have been asked to do and everything that has needed to be done. If people think that's exceptional, that's wonderful... but I don't know what I have done that is exceptional.

### ■ If you could change one thing about Bucks County, what would it be?

I would change its transportation system. Bucks County doesn't have a good, common transportation system. It is very expensive to live in this area because you need a car, and without a car you're isolated. That's the one thing I would change - the transportation system.

### ■ What would people be surprised to know about you?

People would be surprised to know that I am an immigrant. I was born in a small

mining community just outside of Manchester, England. I came over here when I was around three years old.

It was a gritty, grimy industrial part of England that has now become very gentrified. My whole family were miners. It was a hardscrabble mining community. My mother was born and raised in England and my dad was born and raised in Ireland and moved to England during the war.

A few years after they were married, my dad came over on the boat and worked in America. He lived with my mother's sister in New York for a year, saved up his money, and sent for the wife and the kids and we came over on the Queen Mary.

### ■ What advice or words of wisdom can you share?

Be positive and understand that when things go bad, you have to learn from them. Learn from those experiences. And always help people become the best they can be. When you do that, you become the best you can be.

**60th Anniversary**  
Family Service Association

**Strengthening the lives of individuals, families, and communities since 1953**

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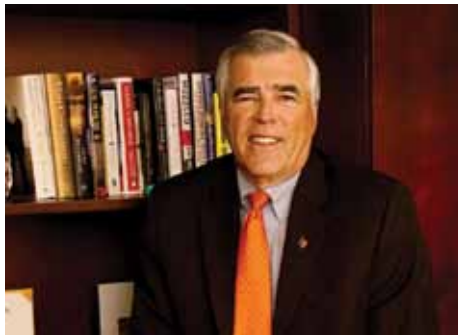
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## BRUCE IACOBUCCI WINNER OF THE PAUL SAUERBRY AWARD

*The prestigious Paul Sauerbry award is given annually to a volunteer who, over an extended period of time, has demonstrated commitment to the community through innovative leadership, stimulus for volunteer action by others, courage to overcome obstacles, and dedication and creativity in the development of programs to meet community needs. The award is made in honor of Paul Sauerbry, President of United Way of Bucks County from 1964 to 1974.*



Bruce Iacobucci

### ■ What do you like best about living and working in Bucks County?

I lived in Philadelphia as a child, grew up in Delaware County, moved to Montgomery County as an adult, and to Bucks when I joined First Federal. I love the entire Philadelphia area and the surrounding communities. This area has tremendous diversity, great educational opportunities, and excellent access to both the arts and major sports teams. My time in Bucks County has allowed me to become more familiar with the diversity of this county. There is an extreme difference from Lower Bucks to Central Bucks that often misleads individuals about the social needs of our county.

### ■ You are well known in Bucks County for your commitment to the nonprofit community. What drives that commitment? Who has influenced you?

I was raised in a modest home in Drexel Hill. My father owned his own small dry cleaning business and became a leader in the local Havertown Optimist's organization. I witnessed his time and devotion to their philanthropic endeavors first hand. I was the first in my family to attend college and have been extremely fortunate to have been mentored by some very giving leaders over the

This year, the Paul Sauerbry award goes to Bruce Iacobucci, President and Chief Executive Officer of First Federal of Bucks County.

Bruce started in banking in 1970 with Provident National Bank after graduating from Haverford College. Before joining First Federal of Bucks County in October of 2006, Bruce worked at six different banks over a 36-year career largely as a result of ongoing bank mergers. Although Bruce spent many years in his career as a commercial lender, his most recent prior role was as an Executive Vice President of Sovereign Bank in charge of Retail Banking. Bruce currently serves on the Board of the United Way of Bucks County and is their Campaign Co-Chair.

Jessica Sweeney sat down with Bruce to learn more.

years. When I joined First Federal, it was quite clear in my early days that all of our Board of Directors were committed to charitable giving in both dollars and time commitments. I knew early on that we would be a good fit.

### ■ What are some of the organizations and causes you are most proud to support in Bucks County? Why?

There are several, as I have been fortunate to have played various roles with some very fine organizations. Besides my United Way director role, I have worked closely with the Bucks County Opportunity Council, serving most recently as Co-Chair for their annual graduation event (the most moving event there is); I have enjoyed working with Family Service Association which has opened my eyes to the numerous aspects of social support they offer to their clients; I also serve as an Ambassador for the St. Mary Foundation, a truly great hospital housed right here in Lower Bucks; and finally I have enjoyed helping the local Bucks County Council of the BSA in fundraising events in the lower part of the County.

### ■ How does your own commitment to being a donor, advocate, and volunteer in Bucks County impact your team at First Federal of Bucks County? Do you

### think you hire people who are inclined to support nonprofits? Or that they begin to support nonprofits because it's part of the culture at First Federal?

When running our UW campaigns each year, we try to bring in individuals from the agencies the United Way serves to tell their personal stories about how those agencies have helped them personally. We believe it is important to show our contributors how their money impacts "real people". This serves to change the entry on their payroll stub from a deduction into a positive contribution. Knowing that our bank matches all contributions dollar for dollar simply magnifies the power of their contributions.

### ■ How did you first get involved with United Way of Bucks County? What stands out as your first memory or impression of UW Bucks?

I first went to a Bucks County UW fund raiser on September 10, 2001, while working at Sovereign Bank. It was an event where we were challenged to play 100 holes of golf in a dawn to dusk day. Martin Moran invited me to join him at this fun, yet exhausting event. Eric Stark, a former banker with me at Sovereign, was the then Executive Director of



Paul Sauerbry

*continued from page 10*

UW of Bucks County. Martin and I both completed the task and raised some decent dollars in doing so. After joining the Board in 2007, Martin's first task was to get me to succeed him as Finance Committee chair at United Way... I think I was set up.

### ■ What are some of the ways your team at First Federal has become involved with United Way?

Besides our annual campaign we try to identify projects that our team members could participate in for "day of caring" projects. We have painted school buildings, weeded gardens, helped clean the homeless shelter, and helped clean out an agency's attic as a few examples.

### ■ What are some of the most memorable volunteer experiences you have had?

Being present at a Habitat for Humanity home dedication to its new owner was very special. I had worked side by side with her and her family on renovating their home in Norristown each Thursday during my prior "retirement".

### ■ What trends have you seen in nonprofits over the years? Do you think the next generation of nonprofit leaders is as committed as you and your peers?

Agencies have to find financial supporters and volunteers who have a passion for their mission. Without the passion, sustainability in down economic times will be challenging.

### ■ What would you tell someone thinking of getting involved with a Bucks County nonprofit?

Join an agency where your time and effort will make a difference and will bring joy to their clients – and to you for helping them.

### ■ You will be retiring at the end of 2013. What's next for you?

First, my retirement starts at the end of June. My wife Marti will not let me push that date out any further!

I will still be active at First Federal serving on their loan committee. I do have plans on spending a few months each winter in Florida, visiting and playing with my grandchildren frequently, reading a lot of non-fiction books, working out to prolong my life - and hopefully improving my golf game.

### ■ If you could change one thing about Bucks County, what would it be?

We need better roads to get from one end of the county to another, but the

"not in my backyard" rule will likely prevent that.

### ■ What might people in Bucks County be surprised to know about you?

During my brief previous retirement, I spent about seven months as a limousine driver.

### ■ How many Live United T shirts do you estimate you have acquired over the years?

I have three active Live United T shirts that I proudly wear when jogging around the neighborhood or at the beach.

### ■ Finally, what advice or words of wisdom can you share?

There is a fine line between being in a rut and being in a groove - only you can choose which one applies to you.

**About the Contributor:** Jessica Sweeney is the AVP/Marketing Manager of First Federal of Bucks County. Jessica has been with First Federal since December 2007 and manages the bank's marketing awareness and community outreach initiatives. She lives with her husband, Joe, in Bensalem and is active with many committees throughout the community, including the Lower Bucks County Chamber of Commerce, Family Service Association and Bucks County Community College.



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*continued on page 11*



# BRISTOL BOROUGH 21ST CCLC: OPENING DOORS

“Every youth owes it to himself and to the world to make the most possible out of the stuff that is in him.”

By Gayle Evans

Orison Swett Marden

The Bristol Borough 21st Community Learning Center is bustling with activity on this cooler than average day. I am sitting in a comfortable room on the main floor of the Saint James Parish House waiting for Robert to join me.

This place is familiar to Robert. He has spent years participating in educational, cultural enrichment and sports programs here. Several minutes go by, and still no Robert. I head downstairs to see if anyone knows what has happened to him. Mr. Ricci, one of the teachers, tells me that Robert is in the blue room. Sure enough, there sits Robert. He has thread in his hand and he is intently listening to Miss Jasmine lead a sewing class. Fearless and full of surprises, he’s learning yet another new skill to take with him.

Funded by grants made available through the Pennsylvania Department of Education, 21st Century Community Learning Centers (21st CCLCs) provide enrichment programs and activities for middle and high school students. The goal is to improve students’ chance of academic success in core subjects such as reading, math and science. United Way of Bucks County’s 21st CCLCs serve students who are in 4th through 12th grade and reside in Bristol Borough. Students are treated as individuals, encouraged to explore the world, and to strive for greatness.

Robert is just one of hundreds of students we work with at 21st CCLCs, but knowing his story is knowing why programs like this matter.

## ROBERT’S STORY

One of 10 children, Robert is a 10th grade student at Bristol Borough High School. He can’t decide which subject he likes most: science or math. He has aspirations of becoming a mechanic, professional football player, or a coach. He has been spending afternoons and summers participating in the Bristol Borough 21st CCLC programs for over 5 years. Now, he proudly boasts that he is 16, and still enjoys his time at the 21st CCLC.

He is a dedicated football player at Bristol Borough High School. On the field, Robert is a force to be reckoned with. His favorite phrase is, “They can’t handle me.” Tall and strong, he loves to compete, play hard, and win. Off the field, he’s a gentle giant. Quick witted and funny, he loves to joke, laugh, and encourage his friends at the 21st CCLC to never give up.

When Robert first started attending the program, he saw himself as a “bad” kid who didn’t get his homework done. With a slight grin he states, “I gave Miss Michelle a hard time,” something staff may see as an understatement.

When asked what made him change, he pulls back his shoulders and affirms, “I grew up, and I learned my lesson when I got in trouble.” He credits the 21st CCLC staff and his mother, Kenya, with turning him around. He offers, “If it were not for the Learning Center, I would probably be running the streets of Bristol with nothing to do.”



Robert Jones has discovered the importance of having a place to go after school.

It’s no surprise that of the many activities offered at the Center, sports is his favorite. Football may be his first love, but beating his volleyball coach in a pickup game is a close second. His many yoga sessions have been useful as well. He has discovered some yoga positions make great warm-ups before football games and practices.

Lowering his eyes, he confides that another program at the center made a major impact on his life. Robert attended a leadership class hosted by the Institute for Global Education and Service Learning (IGESL). Through this class, he learned not only how to become a leader, but how to choose the right people to be around. He now sees himself as a leader among his peers. He uses leadership skills to help with sports programs and teach younger students good sportsmanship.

As our conversation winds down, Robert plans to make his rounds at the Center before heading home. He is a happy kid, always smiling. He shares his positive attitude with other kids because that’s what life is all about. He tells me, “I never put anyone down because I wouldn’t want anyone to put me down.”

Like hundreds of other students, Robert has discovered the importance of having a place to go. He is living proof that when we open up doors to new opportunities, it can be life-changing.

**About the Contributor:** Gayle Evans is the Project Director for the Bristol Borough 21st Century Community Learning Center. She joined the staff of the United Way of Bucks County in June 2012, after working for 19 years in the field of higher education. A proponent of life-long learning, she has devoted her career to encouraging individuals to aspire for greatness by never giving or accepting anything less than the best.

# BUSINESSES GIVING BACK

## Hill Wallack LLP: Living, Working & Giving in Bucks County

Were you new to Bucks County, you would be forgiven for thinking that the Law Firm of Hill Wallack, LLP has been a part of the Bucks County community forever.

A list of organizations where Hill Wallack attorneys serve on the Board of Directors is like a ‘who’s who’ of Bucks County nonprofits; Big Brothers, Big Sisters; Family Service Association; Pearl S. Buck International; Central and Lower Bucks County Chambers of Commerce; United Way of Bucks County - and many more.

Francis J. Sullivan, Managing Partner at the Yardley office, points out that in a recent announcement in the Bucks County Law Reporter, they only listed the 18 boards where their attorneys are most active for space reasons. Beyond this, the team at Hill Wallack offers financial support and sponsorships to countless nonprofits.

## THE HISTORY

Founded in 1978, Hill Wallack LLP is a leading law firm known for tackling some of the toughest legal and business challenges. About two thirds of their attorneys are based in the Princeton, New Jersey office.

The Bucks County office opened just six years ago, formed by a merger which included Francis J. Sullivan, Rosemary A. Sullivan, and Jeffrey G. DiAmico. Now, nearly 20 attorneys call the Yardley office home - and that number is growing. The Yardley office recently acquired another 7,000 square feet to accommodate anticipated growth.

## THE PEOPLE

Hill Wallack has expanded by attracting talented, dedicated, and experienced people. But there’s more to the story. They have also attracted people with values; people who care about the communities in which they live and work; people who talk about being ‘integrated and committed partners’ in the community and then practice what they preach.

Most of their attorneys have been practicing in Bucks County anywhere from 5 - 40 years; many have lived in the community for much longer. When they came to Hill Wallack, they came



Members of the Hill Wallack team take a break from a holiday party to say, “I am the change.”

committed to giving back. That commitment clearly informs the corporate culture.

What’s the benefit? According to Sullivan, they are active and present in the community for a simple reason: they live and work here. They want Bucks County to be the best they can make it. They want to improve the quality of life for their friends and neighbors. They want to improve the quality of their own lives by making the community stronger.

**Editor’s Note:** Francis J. Sullivan is the recipient of this year’s Dr. Stanton Kelton award for a year of exceptional service. For a full interview, go to page 8.




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# 2013 MULTIPLIER AWARDS

## Are you a shirtless dancing person?

We know that big results often require a movement; something that starts with an individual but grows to become something greater.

But, how does that happen?

In an inspiring video entitled, “Lessons from a Dancing Guy,” Derik Sivers offers unique insights into what it takes for a movement to form. In the first part, it takes a leader (in this case a dancing guy) with the courage to go-it-alone, and, in the author’s words, “look ridiculous.”

Sivers then points out the crucial, underappreciated role of the first follower. That person also has to be brave. That person has to have faith in the movement. It is that first follower that “transforms a lone nut into a leader.” With just two, they have already multiplied and have started to amplify their actions. Even more than that though, the joiner is the catalyst because “new followers emulate followers – not the leader.”

As demonstrated in that video, at the core of a movement, there is the one. That leader is validated by a second, then when others join, growth begins and the movement expands exponentially.

We have been fortunate to see just such formations. We have witnessed collective action and accomplishments over the last year. It is that core that is celebrated and heralded by our Shirtless Dancing Person Award, also known as **The Multiplier Award**.

Here are a some examples:

**Multiplier: Jordan Stokes**



Jordan Stokes and his fearless first follower, Maryann (aka Mom).

Hearing of the United Way Stuff the Bus and Holiday Helper programs in 2010, Jordan decided to do something. He decided to help children who did not have school supplies; he decided to brighten up their holiday. Soliciting the help of friends and neighbors, he has come up with fun, creative, and inspiring activities and events to get people to contribute generously. To date, he has collected items valued at over \$10,000. He would never ask for it, but his good deeds have brought recognition. The Central Bucks Chamber of Commerce recently honored him with a Young Citizen’s Award.

**Fearless first follower:** His mom, who has danced with him all along!

## My Favorite Multiplier by Bill Shoffler

### *That Boy Can Dance*

This particular dance party started out with a waltz. But David Heller, Jr. was just getting warmed up. He wanted something bigger; something livelier. David stepped on the dance floor and put on one of those salsa samba’s. The beat was irresistible. Soon there were more. The whole auditorium was filled with one great big smiling line, moving to David’s beat.

Multiplier: David Heller, Jr.



David Heller, Jr. (second from right) with his family.

When David Heller, Jr. heard that United Way of Bucks County received a \$5,000.00 grant from Shell Oil to make disaster relief kits, he saw an opportunity. He believed he could leverage this grant to complete his Eagle rank project and help his community.

The grant was enough to make about 50 disaster relief kits. David decided that wasn’t enough. Why not go for a hundred?

With the help of his family, friends, Troop, and church, David raised another \$1,600.00. But he didn’t stop there. He and his family started contacting vendors and local merchants asking for discounts and price breaks - even free shipping - to get all of the items he wanted in the kits.

In the end, David assembled 100 kits each containing 37 items that you need to get you through the first 2 days of a disaster. The retail value of each kit? \$135.00.

Let’s see: 100 x \$135.00=\$13,500.00. That’s an impressive return on that \$5,000 investment, making David my favorite (literal) multiplier of the year.

**Multipliers:** Volunteer Twitter Corps (@JenPhillipsApril, @PinkAndBrowne, @Donlafferty, @FirePixx1979, @NancyDoster, @KristieFinnan, @HeyLauraFreed, @AmyPerryhall, @ChuckHall, @DHink69, @Marlene4Dtown, @ChiefPressler, @BuxMontNews, @RickToone, @Bruce143)

How does a nonprofit like United Way of Bucks County get noticed on the world stage? With help from a unique group of volunteers. At the Community Conversation last year, twelve volunteer Tweeters (now called the Twitter Corps) imbedded themselves amongst the 300 attendees of the conference. They “live Tweeted”, driving the hash tag #bucksunited to trend number 3 on Twitter that day. They had people all over the world tuning in to find out more about what we would do this year.

**Dancing further:** After the event, some members of the Volunteer Twitter Corps got together to debrief. They decided they could do more. They continue to provide help and support on and offline. Members of this group hosted the SoMeBizLife/UW Bucks social media conference. They have become friends and advisors, elevating the entire nonprofit community in Bucks County by supporting the UW Bucks blog (Positively Bucks County); our PSA competition (coming in 2014); sharing our stories on sites they own, and more.



Elisa Baxt (aka @PinkAndBrowne) and Laura Freed (aka @HeyLauraFreed) use Twitter to advocate for @uwbucks.

**Multiplier: Mike Agnew, Jr.**

During the day, he is a Test Engineer for Motorola. Afterhours he is a Big Brother, a supporter of nonprofits, and our volunteer videographer. He translated our 2012 messaging into a wonderful video called I am the Change (on www.uwbucks.org and YouTube). It captures our organization’s past and present; it celebrates people who make a difference. By his actions, he has multiplied his dedication by connecting with thousands of people across Bucks County and beyond.



Mike Agnew, Jr., the volunteer videographer who created the 2012 campaign video.

**Multipliers: The 4th Grade Class of Mrs. Gridley**

Multiplication effect: Students felt compelled to collect necessary items for those dramatically impacted by Hurricane Sandy. These enthusiastic young volunteers gathered contributions from other classes and grades at Pfaff Elementary (Quakertown Community School District). They had neighbors from the community dropping by to help out. What started with one box quickly grew to 22 boxes full of clothes, toys, blankets, and more. Their generous donation, distributed through the Salvation Army and the Bucks County Housing Group, touched many people.



Mrs. Gridley’s fourth grade class - full of energy and the drive to do good.





John White, far left, with the team from Signature Systems, Inc.

### Multipliers: John White and the team at Signature Systems, Inc.

For decades, UW Bucks has published Connections. That book is the primary central source explaining every health and human services nonprofit in Bucks County. In 2012, 6 years after the last revision, it was clearly time to update. John White from Signature Systems in Newtown was approached and asked what it took to make the book into a mobile device App. Within a week, John's team chose to be first followers. Within a month, the project was completed. They contributed their work as a gift to the community. Unlike the traditional publication, this App can be updated in real time and can accommodate an unlimited number of relevant nonprofits.

### Multiplier: Richard Coe

Recent retiree Richard Coe believes so strongly in the power of the UW Bucks education pillar that he made it his mission to connect UW Bucks with all Bucks County School Districts. First were all of the Superintendents. Later, he cleared the way to enable follow-ups with every school district's Human Resource Manager during their monthly meetings at the BCIU. That resulted in one-on-one meetings with each person in their office and a school district conference with all their campaign coordinators. Bottom-line: he has singlehandedly multiplied and amplified UW Bucks commitment to education and strengthened the connection with the school community.



Richard Coe, advocate for education, reads aloud to a preschool class.

### Multiplier: Mark Worthington

He considered himself "retired" from his volunteer days at UW Bucks. However, seeing great potential for change (and a gauntlet thrown) he decided to jump back in. He was one of the first Board Members to step up and identify opportunities for campaigning. After several months, he felt so strongly about the progress that he volunteered to be the Leadership Campaign Chair. He renewed his Alexis de Tocqueville gift of \$10,000 and encouraged others to do the same.

**Amplification and multiplication:** After a 12 year absence, Worthington revived UW Bucks Leadership and Vanguard Society appreciation events. Thanks to his leadership, the UW Bucks Board's own campaign increased by 288%.

### Multipliers: The collaboration of Danielle Bush (UW Bucks), Bob Caruso (Sesame Place), and Steve Gallucci (Wegmans)

After Hurricane Sandy, United Way of Bucks County Impact Assistant Danielle Bush initiated contact with agencies and partners, asking several questions. Are you ok? Do you need anything? What can we do to help as you serve those impacted by the storm? The feedback: food pantries were feeding more people than they ever had before and their reserves were desperately depleted. When Bob Caruso and Steve Gallucci learned about that, they each had tractor trailers full of food delivered immediately.

**Dancing further:** That generosity, and those actions, became the inspiration for a MLK service project.

**Exponential growth because of those first lone nuts:** Later, the information collected was used to secure a \$150,000 gift from United Way of Pennsylvania (through the Hurricane Sandy fund) to replenish the food pantries in Bucks County.

### Multipliers: LeAnn Talbot, Bob Smith, and Brian Jeter of Comcast

Their company's Freedom Region had previous United Way campaign participation of around 30%. These three believed they could do better. Out of the Trevoise office, Leann, Bob and Brian planned a comprehensive campaign. Their goal was to connect with every Comcast employee in Bucks, Chester, Montgomery, Delaware and Philadelphia Counties, plus Southern New Jersey and the State of Delaware. LeAnn sent personal messages via video to Comcast employees. Senior management were coached on the key messaging so that they could work to inspire their teams. Participation went from 30% to 78% - well above their goal. With that increase, the Freedom Region became #1 in the country for Comcast United Way campaigns.

**Dancing further:** The same day that LeAnn shot her video messages for Comcast, these leaders arranged for a unique in-kind donation. Comcast produced a short, video message about UW Bucks for educators throughout the county.

**Unexpected recognition:** United Way Worldwide will recognize these efforts at their National Conference in Indianapolis.



Chuck Pressler (far right), Jamie Haddon (far left) and members of the Board of the Central Bucks Rescue Squad celebrate the opening of the new UW Bucks office.

### Multipliers: Chuck Pressler and the Board of Directors of Central Bucks Rescue Squad

United Way of Bucks County board minutes dating back to 1958 reveal the group's challenge with reaching the middle and the upper County. When Chuck Pressler heard that, he knew he could help. He and his Board of Directors decided to share office space. The new UW Bucks Doylestown office was opened in July at a ceremony hosted by the Intelligencer/Courier Times. In September, staff were assigned to that location fulltime.

**Dancing further:** That donated site has hosted dozens of meetings in the last few months. It has also been a major collection site for the Stuff the Bus school supply program. Beyond that though, the steps taken by that group of people expanded UW Bucks' presence into those other areas of the County for the first time in over half a century.

### Multiplier: Tim Philpot

Challenged to leverage a \$2,000 Land O' Lakes grant, he connected with Outreach Inc., a nonprofit that helps others package meals that cost just \$.25/each. He then multiplied the resources available with four other sponsors and a team of volunteers on MLK Day of Service. He coordinated with other staff to build a volunteer crew of 75, many from CBCares and Delaware Valley College, plus the stewards of the James Lorah House in Doylestown, the Village Improvement Association (VIA).

**Outcome:** Thanks to that seed money, plus a bit more raised by social media challenges during the assembly, more than 23,500 meals were produced.

**Dancing further:** Plans are underway for a follow-up MEGA meal assembly this year. The goal? Package more than 68,000 meals. That's one meal for each person who is currently food insecure in Bucks County.



Tim Philpot moves one of the dozens of boxes of food packed for Bucks County food pantries on MLK Day of Service.

### Multipliers: Kate Fratti (Calkins Media), and Kelly Vliet and Frank Lyons (Continental Tavern and Friends of Washington Crossing Park)



Kate Fratti (left), Frank Lyons (right), and Kelly Vliet (not pictured) help raise awareness about food insecurity in Bucks County.

There is virtually nothing more iconic in Bucks County than the annual reenactment of the Crossing of the Delaware. What started as a joke on twitter ended up with re-enactors exchanging their uniforms for Live United T shirts at their dress rehearsal. This would not have happened without columnist Kate Fratti and community leaders Kelly Vliet and Frank Lyons. When Kate mentioned the twitter joke in the Bucks County Courier Times, Frank fired back. Sure, the re-enactors would wear T shirts. If Kate would put on a uniform and cross the Delaware. What followed was a wonderful show of unity in Bucks County.

**Multiplication effect:** The T shirts were for a great cause: to raise awareness about food insecurity in Bucks County. While re-enactors did their part spreading the word, Kelly was hard at work organizing a food drive at the Continental Tavern.

## THE MORALS OF THESE STORIES

- If you feel the need to dance – dance.
- If you see someone dancing, and want to join – join.
- If you see a group growing to meet a challenge or clear an obstacle – Live United.



# 13 REASONS TO EXPLORE BUCKS COUNTY IN 2013

By Visit Bucks County

Whether you are brand new to Bucks County or have lived here all of your life, 2013 is a great year to get out and enjoy our community.

Bucks County is rolling out the red carpet with show-stopping art exhibits, a new festival, and more - making Bucks County THE place to be in 2013.

13 amazing adventures start here:

## 1. Grace Kelly Exhibit Makes First American stop at James A. Michener Art Museum

The Michener Art Museum in Doylestown celebrates its 25th anniversary with an exciting exhibit on Grace Kelly's life. The exhibit will run from October 31, 2013 through January 26,

2014. The Michener is the first American venue for this interactive exhibition and Prince Albert of Monaco will attend the opening! This unique exhibit traces the path Grace Kelly took from Philadelphia to Monaco.

Photo by Archives du Palais Princier de Monaco - G. Lukowski



## 2. Peddler's Village Debuts a NEW Summer Festival

Peddler's Village in Lahaska will celebrate a new summer festival this year. "Blueberries and Bluegrass" is scheduled for Saturday, July 13 and Sunday, July 14, 2013. All are invited to enjoy a weekend full of blueberry treats and entertainment from swinging bluegrass and country music to children's activities and games. Admission and parking are free.



TM © 2012 Sesame Workshop. © 2012 SeaWorld Parks & Entertainment, Inc. All Rights Reserved.

## 3. Sesame Place Debuts NEW "Spring Celebration" Package

Take the kids to Sesame Place and enjoy Twilight admission on your first visit and the next consecutive day is FREE! This new package includes a one-night stay at a Sesame Place preferred hotel, admission to the park after 3 p.m. on your first day, a meal at any of the park's three restaurants and a family photo! Valid April 27 through June 24.

## 4. Washington Crossing Historic Park's Visitor Center Re-opens

At long last, the Washington Crossing Historic Park Visitor Center re-opened its doors after a lengthy renovation. The new Visitor Center will feature 17,000 square feet of space, a 247-seat auditorium, state-of-the-art artifact storage system, dedicated exhibit galleries, an expanded gift shop and a new multi-purpose event and education room.

## 5. Mercer Museum Honors Bucks County Civil War History

The Mercer Museum takes an in-depth look at Bucks County during the American Civil War with a new exhibit, Turning Points from April 26 through August 25. The exhibit commemorates the 150th anniversary of the Civil War by bringing to life the stories of local citizens and soldiers through portraits, diaries, audio recordings and more.

## 6. Pearl S. Buck House's "Facelift" To Be Completed

Green Hills Farm, the former home of Nobel Prize-winning author Pearl S. Buck and her family, will undergo the final phase of an eight-year restoration project with a grand re-opening celebration planned for June 26, Pearl S. Buck's birthday. The national historic landmark home will re-open with refinished floors, fresh paint and surfaces, more artifacts on display and new electrical wiring throughout.

**About the Contributor:** Visit Bucks County (VBC) is the official tourism promotion agency for Bucks County. The mission of VBC is to increase visitation in Bucks County by effectively marketing its heritage and its diverse sites and attractions. For more information on VBC activities call 1-800-836-BUCKS, check out VisitBucksCounty.com or stop by the Bucks County Visitor Center (3207 Street Road in Bensalem, adjacent to the entrance to the PARX Casino). The Visitor Center is open seven days a week from 9 a.m. until 5 p.m. - and even locals will learn something.

Photo by Anthony Sinagoga Photography



## 7. New Hope Celebrates Pride Parade & Week Turns TEN

2013 marks the 10th anniversary of the New Hope Celebrates Pride Parade & Week in New Hope May 12-19. The celebration begins with a traditional Rainbow Flag Drop and fireworks over the Delaware River, culminating in the popular parade participated in by a wide range of organizations, as well as local dignitaries, police and firefighters.

## 8. Carbon Zero Building Arrives at the Silver Lake Nature Center

Brace yourself for the next big thing to hit building designs - a carbon zero home! Imagine a structure that is built with recycled products, heats and cools itself, gathers its own water, recycles its own waste, and produces food. All this is possible with an Earthship. Scheduled to be completed in 2013, the Earthship at Silver Lake Nature Center is the only place in this part of the country where you can see a building of this magnitude.

## 9. Shady Brook Farm Turns 100

This fourth-generation family-owned working farm started out selling produce off the back of a truck. A century later, the Fleming family has evolved Shady Brook into a farm that still grows acres of fruits and veggies, boasts a large farm market and garden center, and is known regionally for its seasonal events such as the Holiday Light Show and Pumpkinfest. A festive 100th birthday party will take center stage in June!

## 11. Bucks County Children's Museum Unveils Two New Exhibits

Who says learning can't be fun? The Bucks County Children's Museum in New Hope has installed two new exhibits: "Stomp Out The Trash" encourages kids to keep our waterways clean through interactive video and "The Motion Machine" is a giant magnetic wall where kids test pathways for a ball to travel through. Museum admission is \$7 per person.

## 12. Rustic Charm meets Elegance: Meet Rose Bank Winery's New Event Space

Rose Bank Winery recently opened its new Rose Ballroom. This country setting boasts cathedral ceilings with exposed rafters and scenic views of the vineyard and sheep pasture, and can hold up to 250 guests. The winery also features The Buckman Barn and Vintner's Ballroom & Loft, accommodating 100 guests and 200 guests, respectively.



Photo by Bucks County Playhouse

## 13. Bucks County Playhouse Opens for Its First Full Season

A year after going dark, the Bucks County Playhouse underwent major renovations and re-opened with a shortened summer season last year. 2013 will be its first full season since the reopen. The Playhouse has been an institution in the theater community since 1939 with stars like Grace Kelly, Liza Minnelli, Walter Matthau and Robert Redford gracing the stage. The season will kick off with the acclaimed Jerry Herman classic, Mame!

Photo by Visit Bucks County







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## AN AGENCY WITH IMPACT

### United Way of Bucks County Invests for Success

Everyone has heard it: "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

Over the past few years, United Way of Bucks County has targeted its funding to invest in programs that help people gain access to the building blocks of a good life, with lasting impact on the community.

It funds the programs that teach people to fish, that create sustainable change, and that help people become self-sufficient.

#### AN IMPACT MODEL

This shift to an "impact model" of funding has changed the way agencies pitch their programs to the United Way.

At one time, United Way was more of a "pass through." Donors gave money to United Way and they simply passed it along to agencies.

According to Dr. Patty Smallacombe, Senior Vice President, Community Impact for UW Bucks, "Now, it's a different process. Volunteer panels create a strategic process around who gets the money." The objective is to fund the programs that both create real change and meet the greatest needs in Bucks County.

Community investment is a core piece of today's United Way of Bucks County. According to Smallacombe, "One of the unique things about the United Way is that unlike most nonprofits, we let community members guide the funding process."

#### ASSESSING NEEDS

Every two years, United Way conducts a full needs assessment, researching the greatest needs in Bucks County. Hundreds of stakeholders at schools, hospitals, nonprofit agencies, and government offices are contacted. They are asked what challenges people are facing, what trends can be observed, and what may be limiting residents' access to a quality education, a stable income, and good health. It is never assumed that needs will remain the same.

"We do this every two years because we know that things can change. We need to be able to fund the programs that Bucks County needs most right now," says Jamie Haddon, President and CEO of United Way of Bucks County. "We take that information and we marry it up with the data. We look at what the needs are through both qualitative and quantitative data," he adds.

Once that information is collected, United Way's volunteer panels get to work. They use this report to help determine what programs will receive funding.

"It's important to start with the needs assessment," says Haddon. "There are a huge number of wonderful programs out there. But we're not just looking for great programs. We are looking for lasting change in the area."

#### COMMUNITY INVESTMENT PANELS

At United Way of Bucks County, three panels consisting of 15 volunteers each determine which programs in the categories of education, income, and health will be funded. The volunteers represent a cross section of the public. There have been

professionals from partner organizations like Comcast and Wegmans, retirees from the private and public sector, board members, and more.

The diversity of the backgrounds makes it a learning experience for all involved.

Volunteer panelist Janet Steiner is the Manager of Government and Regulatory Affairs at Comcast. While Janet has been a long time donor and employee

campaign coordinator, this experience has shown her another side to United Way of Bucks County.

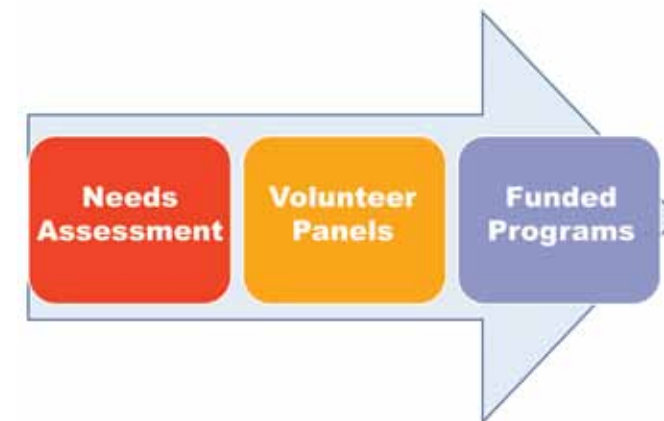
Through the funding process, she learned that United Way funds programs that could literally touch any family in Bucks County. "Serving on the panel has been an eye opener in terms of the scope of what programs and services are [funded through] the United Way," she says. She says programs are there to help people dealing with unforeseen circumstances - things that could happen to anyone. "For example, one of the programs we're funding is through NOVA. It helps victims of crime and violence which can be random acts," she adds.

What she appreciates most is the deeper insight into the types of programs the United Way funds and seeing concrete examples of people who've been helped.

"With the support of the UW, you're really investing in peace of mind. You're making it so if you need them - or someone you love needs this program - it'll be there."

#### HOW IT WORKS

Panels operate on a two year cycle. One year, the panel reads the applications and makes funding recommendations. The



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next year they visit the agencies and gather information for future cycles. According to Dr. Smallacombe, "Site visits are a chance for the agencies to shine. They're an opportunity for the volunteers to see the programs in action. They may meet a client, observe a program in session, or some other activity. Afterwards, they talk with the program staff."

Through the site visits, the volunteer panel members see how the agencies collaborate with one another. They see emerging needs in the county and the improvements made over the past year.

The volunteers fill out evaluation forms after the site visits and, based on the needs they observe, share this information as the basis of the needs assessment process that starts in the summer. The information volunteers collect at site visits serves as both an evaluation and a foundation to help determine the priorities of subsequent funding cycles.

It's an intense period of 6-8 weeks for these volunteers. They start seeing the county in a new way. They see first-hand where their dollars go and how they help.

Janet Steiner says, "I'm amazed at how much nonprofits in Bucks County are able to accomplish with the funding they receive. These people are dollar stretchers!"

The panels' recommendations go to the Community Impact Cabinet who reviews them. Two panel co-chairs sit on this Cabinet, along with UW Bucks board members. The Community Impact



Cabinet performs a secondary review and then send applications to the UW Bucks board for final decisions.

The Board ultimately makes the decisions about the direction of funding, but the volunteer panels and the CIC provide the necessary guidance. Smallacombe says, "They've streamlined the application process and take on a huge segment of the workload so we're able to make better decisions and focus more deeply on projects."

Florence Kawoczka, Executive Director of Bucks County Habitat for Humanity, says she's happy there's a group of people who focus on specific areas such as education or self-sufficiency so they're able to become experts in that area.

She says, "It's a fair process to allocate limited funds to the significant number of hardworking, successful organizations in the county."

## Aon Affinity salutes United Way of Bucks County for providing a helping hand to our neighbors.

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## Ann's Choice Residents Serving the Community

When you think of Ann's Choice, you may think of that pretty and modern senior living community in Warminster. Located on 103 acres, the community is home to approximately 2,000 residents. What many don't know is that Ann's Choice is not the typical retirement community.



An Ann's Choice resident models her new Live United T shirt.

Ann's choice encourages their residents to take part in philanthropy. Director of Ann's Choice Philanthropy, Susan Abtouche, reports "Our residents just love to be involved. In fact, they volunteered almost 65,000 hours last year." Though she is quick to add, "not all residents even report their volunteer hours."

Volunteerism has become such an integral part of their community that Ann's Choice even holds a volunteer breakfast to celebrate residents' accomplishments. Last year, 700 resident volunteers were invited. Resident volunteer Doris Fina finds the work rewarding. "Knowing you have made a difference in someone's life gives you a great deal of satisfaction, especially when you get a smile of appreciation," she says.

One exciting project Ann's Choice residents worked on last fall was called Operation Thank a Veteran. Spearheaded by 13 year old Ottsville student, Shane McArdel, in partnership with United Way of Bucks County, this project sent over 5,000 post cards to veterans in hospitals, nursing facilities and even to some troops serving active duty overseas. "We are really happy to partner with United Way Bucks County," says Abtouche.

Jamison, PA resident and Vietnam veteran, Robert Dougherty, was particularly impressed with this project. "Any bit of real mail you can get these days is a treat. And there is nothing better than a letter from home when [you are] overseas."

Another inspiring project was done in collaboration with St. Jude's Ranch for Children. With locations in Nevada and Texas, this nonprofit works to transform the lives of abused and at-risk children, young adults and families by empowering them to create new chances, new choices and new hope in a caring community.

Determined to help, a team of 40 incredible seniors at Ann's Choice got together and managed to collect 20,000 "recycled" holiday cards. They cut out the fronts and sent them to St. Jude's. St. Jude's residents then used them to create new cards. Residents receive payment for their work. It is an incredibly empowering opportunity for these young adults, and it helps them connect the concepts of hard work and reward.

Locally, Ann's Choice residents are making a difference too. Ann's Choice has five restaurants on site that offer nutritious food to their residents. Twice a month, residents give back by donating and delivering healthy meals to the Bucks County food pantries.



At Operation Thank a Veteran, Ann's Choice volunteers personally composed over 5,000 thank you cards.

"It's awesome that Ann's Choice residents are able to provide nutritious meals to those who need them most," says Doylestown Registered Dietitian, Jennifer Lynn-Pullman, MS, RD, LDN.

For many residents, volunteering gives a sense of purpose and meaning, but the true beneficiaries are the nonprofits they support.

**About the Contributor:** Kristie Finnan, RDN, LDN is a Registered Dietitian/Licensed Nutritionist, at Eat Right Bucks County in Doylestown, Pa. She is passionate about health & wellness and a Nutrition Instructor at Bucks County Community College. Kristie enjoys spending time with her husband and 3 kids, gardening and writing. Follow Kristie on twitter @KristieFinnan or on her blog [www.DivaDietitian.com](http://www.DivaDietitian.com).



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**RALLY!**



## UNITED WAY OF BUCKS COUNTY & BUCKS COUNTY OPPORTUNITY COUNCIL PARTNERSHIP PAYS OFF

By Jessie Marushak

### Bucks County Food Pantries Receive \$150,000 to Replenish Food Supply After Hurricane Sandy

#### ASSESSING THE DAMAGE

In October, when Hurricane Sandy hit the East Coast, Bucks County food pantries felt the effects. "The need for food is always greater than our supply. Anything that takes away from an already depleted food stock makes it so much harder," reported Briana McGonagle, Food Program Manager at Bucks County Opportunity Council.

The Bucks County Opportunity Council manages the Food and Nutrition Network (FaNN), which includes 27 food distribution sites throughout Bucks County, and is Bucks County's lead agency in emergency food distribution.

The Opportunity Council surveyed each FaNN site to better understand the specific ways in which the hurricane affected food supply, daily pantry operation, and the increased need for food. Results confirmed Hurricane Sandy significantly impacted the Bucks County pantry system.

The greatest need being reported was the basic need for food and food supplies. With extended power outages during the storm, many residents lost all of the food in their refrigerators and freezers. People who had never turned to food pantries before, visited the pantries for the first time.

Unfortunately, power outages hit pantries as well. Many pantries lost the most nutritional and expensive items, including meat and dairy products. "We lost over 800 pounds of frozen meat when we lost our electricity for three days during Hurricane Sandy," explained a volunteer from one of the local food pantries.

The need for emergency food was heightened at this time because many children were home from school, as many school districts were closed for an extended period of time after the storm. These children were unable to receive school lunch and/or breakfast, and instead needed to eat these meals at home.

#### FINDING SOLUTIONS

In response to this great need, Bucks County Opportunity Council and the United Way of Bucks County teamed up to apply for a grant through the United Way of Pennsylvania. In February, the agencies were awarded \$150,000 through the Hurricane Sandy Relief Fund to directly help the Bucks County pantries affected by the storm.

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This grant of \$150,000 will help to fill the ever increasing gaps in food security. The money will be used to replenish the food supply that was lost during the storm. Additionally, pantries may also consider purchasing food storage equipment and prevention technology.

“Once again, being a member agency of the United Way of Bucks County and working as a team has made a great difference for our residents in need,” says Roger Collins, Executive Director of Bucks County Opportunity Council.

**About the Contributor:** *Jessie Marushak leads all development efforts for Bucks County Opportunity Council. Their mission is to help low-income families in Bucks County achieve and sustain economic self-sufficiency. They help over 8,000 people annually with emergency assistance, free tax preparation, home energy conservation and their nationally recognized Economic Self-Sufficiency Program. Every \$1 invested in the program saves the community more than \$4 in welfare subsidies. They invite you to join them in building a better community. Learn about their work and remarkable stories at [www.bcoc.org](http://www.bcoc.org), [facebook.com/bcoppportunity](https://facebook.com/bcoppportunity) and @BCOpportunity.*



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# BEAUTIFUL BUCKS COUNTY

*We asked Elisa Baxt, volunteer, advocate - and one of our favorite photo-bloggers - to tell us what's so great about Bucks County. Here is what she said.*

As a kid growing up, Bucks County was somewhere that some of my friends went to take horseback riding lessons.

I remember taking a ride with my friend Jane and her mom to a Saddlery Shop in Holicong, and being amazed by all of the open land and horse farms once we reached Bucks County.



When I got a little older, I couldn't wait for our weekend trips to New Hope, a colorful little town along the Delaware river with so much life, and art, and things to see.



Seven years ago I moved here; to Newtown, Bucks County, and I still enjoy photographing Newtown Borough, with its brick-paved sidewalks and historical homes. I love driving around taking photos of all of the farms and open spaces.

## Bucks County has a sense of pride in itself.

Everyone I meet has an overall appreciation for the people who live here, and for the things the county has to offer. I have not experienced a community like this before, where people genuinely take care of their neighbors and their surroundings as much as their own family.

It seems everyone I've come in contact with gives their time to a local non-profit, or is involved with an organization which will help make Bucks County even better.

Even the teens I've met volunteer at food pantries or nearby soup kitchens, and many help tutor elementary school kids after school. I've been blessed with the chance to do some volunteering myself, and have met so many great people along the way.

Along with its many things to see and do, Bucks County is a place I am proud to now call my home.



**About the Contributor:** Elisa Baxt is an accomplished Social Media freelancer who is well known in the food and wine community. She moved to Bucks County seven years ago and became the area's biggest cheerleader. Elisa enjoys supporting small businesses, especially the local farms. Her favorite hobby is taking photographs all over the county. You can follow her photo blog at [only-in-bucks.blogspot.com](http://only-in-bucks.blogspot.com)



# COMMUNITY RESOURCES

By John Ramirez

## An Invitation to Use 413 Hood Boulevard

No business keeps a separate office for the auditors. Instead, since they only work at an organization for two to three weeks, they are usually steered into open spots. If lucky, that can be the conference room. More often than not though, auditors are placed in areas that are subprime; virtual storage areas filled with unclaimed office furniture. When that happens, they remind themselves that it's only for a few weeks.

Unfortunately, people in the nonprofit sector treat themselves like auditors.

They are so focused on their social service missions and so preoccupied by their overhead costs, that they tolerate - even take for granted - a work environment that is sub-prime or worse. To some, the notion of investing in facilities is akin to taking money out of the hands of those in need.

In the specific case of the United Way of Bucks County's building, nothing had been maintained, let alone improved, for over 20 years. The windows were falling out. The roof was leaking. Pests (fuzzy and flying) were frequent guests. Being of this industry, many members of the team could not imagine disposing of anything that had any possible potential use - either real or imagined. Occasionally, things did have to get thrown out (like when the ceiling sprung a leak and items were damaged), but that was the exception - and was under great protest.

Pat and Paulette, two staffers with a combined half-a-century of experience with UW Bucks, each separately stated, "yeah, every couple of years, the topic would come up, but eventually it got dropped," with one adding, "usually ending about the time that the CEO left."



Items no longer needed at the UW Bucks office on their way to Habitat for Humanity of Buck County's ReStore in Chalfont, PA.

So, when the new CEO proclaimed, "we shall have a location in Doylestown, plus we will fix up this place," some questioned the need to spend on ourselves.

### THE OPERATION BEGINS

The first step was to walk the local fire marshal through the crumbling building. After that, the next Finance Committee meeting was scheduled at the office. There was some resistance, but they did relent. They got a reading of the marshal's report. They felt the drafts coming in the windows. Experiencing the conditions firsthand led to a very short meeting. The finance committee agreed to recommend improvements to the Board, and renovations were approved.

With that, the orders were clarified. "I will get the Doylestown location, and you, you get this place looking bright, spacious, inviting, with room for others to work, plus a conference room dedicated to any community agency that needs to use it," proclaimed the new CEO. "Oh - and we should really try to get all of this done in the next 6 - 8 weeks," he



New windows mean more comfortable temperatures and fewer vermin in the UW Bucks offices.

added. Looking around at the dark, cluttered, drafty, scary, crowded building, the timeline seemed impossible.

Finding vendors is easy. Getting promises of competitive quotes is, too. Breaking up all of the tasks amongst vendors is more difficult. So is coordinating the completion of various tasks among various vendors. Luckily, a personally recommended general contractor helps a great deal. With contractors and vendors secured, and a timeline nailed down, the work could begin.

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### THE WORK

The external trim, plus the windows and doors, went in without needing to move the staff out. Painting, carpeting, and duct cleaning, however, needed the building empty. Storage units were ordered and dropped, as was a 20 cubic yard trash container. The core operations were run from a temporary brain-central in the CEO's office.

Moving furniture took many hands. That was solved through arrangements with the Bucks County Correctional Facility. They gave four dedicated men for two weeks, both for moving out and back in. (Note: It's a wonderful solution, but daily travel has to be arranged, plus it demands careful consideration of supervision and security.) But, even with many strong helpers, it was still a challenge to pry old materials out of the building.

During this time, negotiations were held in the driveway, half way between the storage units and the dumpster. There was tension, with some staff declaring, "we might be able to use that," and adding under their breath, "either this year or the next."

Some items were dumped uneasily. Some were put in storage under protest. A few were granted a reprieve when their owner quietly pulled them from the dumpster and shifted them to storage when backs were turned. Despite all of that, the need to order a second dumpster was considered major progress.

### A NEW COMMUNITY RESOURCE

The CEO announced, "I have found an office location in Doylestown." There is some suspicion (though no direct evidence) that this resource was secured early in the game, but that the announcement was held off for weeks to make it seem harder than it was.

As for the main office at 413 Hood Boulevard, those who have visited have been amazed by the transformation. Beyond the new entry, at the center of the building, there is a community meeting room that comfortably fits 15 to 20 people, and has already been stretched to nearly 30. The LYFT Coalition meets there regularly, as does the Bucks County Women's Initiative. The entire Board has met in the building. Recently, 45 volunteers were spread throughout the building, judging about 650 Martin Luther King essays.

The clean, open, bright environment has been greatly appreciated by the staff. We have a space that matches our mission. We have transformed our headquarters into a true community resource for our friends.

Please know that you are invited - and welcome - to use it for your work. Arrangements can be made by calling our office at 215.949.1660.

**About the Contributor:** At United Way of Bucks County, Chief Financial Officer John Ramirez has the great fortune of being able to apply his unusual mix of international peace studies, and extensive financial experiences, towards his chosen vocation of community development.

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PROUD SUPPORTER OF UNITED WAY OF BUCKS COUNTY.

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## BUSINESSES GIVING BACK

By Kristie Finnan

### Comcast Cares: National Company, Local Impact

Comcast is not just an internet provider or a name on a stadium in Philly. It's a company that makes a big difference in the communities it serves - including right here in Bucks County.

#### MEETING NEEDS IN THE COMMUNITY

When Robert F. Smith, VP of Community Investment for Comcast, was asked what he is most excited about he said, "I'm not *excited*. I'm ecstatic about the things we are doing!" Comcast is actively engaged in many initiatives with nonprofit partners across Bucks County. This year, they are particularly proud of their work with Family Service Association. They were part of the team that worked on the Buck Up Bucks campaign for a new kitchen in the Bucks County Emergency Homeless Shelter.

Smith adds that he is incredibly proud of the company's Digital Literacy initiative - one of their biggest and most comprehensive ways to give back to the communities they serve. For many children, broadband internet is not available at home, nor are computers or iPads. In fact, 30% of families in the US are without access to this technology. These kids can be at a disadvantage when compared to their fellow students, who have easy access to the digital world at school and home. Unfortunately, many low income students are on the wrong side of a digital divide.

Comcast's partnership with United Way of Bucks County helps spread the word about their digital literacy initiative program, Internet Essentials. Families with children who are free and reduced lunch eligible, and meet other criteria, qualify for a special discount for internet at home. Broadband service is offered to these families for \$9.95 per month and they can secure a fully refurbished and discounted netbook for just \$150.00. This program really helps these kids stay up to date on technology and conquer the digital divide. "We could not have done this without the United Way, who helped us get the word out in the schools and community," says Smith.

#### COMCASTERS ROLL UP THEIR SLEEVES

Comcasters are committed to giving back in a number of ways. Comcast Cares Day is now the nation's largest single-day corporate volunteer effort. Since 2001, more than 437,000 volunteers have contributed over 2.5 million hours of service nationwide through this initiative. On this company-wide day of service, Comcast employees work with their friends and family to make a difference in the community, doing anything from cleaning up parks to painting schools. This year, Comcast Cares Day will be particularly meaningful as the company celebrates 50 years of giving back to the communities they serve.

Comcast's engagement is definitely not limited to one day of action. Throughout the company, Comcasters are encouraged to get involved with nonprofits on an ongoing basis. In Bucks County, Brian R. Jeter, Senior Director of Government Affairs, sits on the board for the United Way of Bucks County. Janet

Steiner, Manager of Government Affairs, is an active volunteer on a UW Bucks Community Investment panel. Countless others help United Way as donors, advocates and volunteers.

Comcast is a big company, but their commitment to local projects and organizations shines in Bucks County. They are not just a name on a stadium or the source of our many channels. They are people like Bob, Brian, and Janet - and thousands more - who care enough to make a difference.

**About the Contributor:** Kristie Finnan, RDN, LDN is a Registered Dietitian/Licensed Nutritionist, at Eat Right Bucks County in Doylestown, Pa. She is passionate about health & wellness and is a Nutrition Instructor at Bucks County Community College. Kristie enjoys spending time with her husband and 3 kids, gardening and writing. Follow Kristie on twitter @KristieFinnan or on her blog [www.DivaDietitian.com](http://www.DivaDietitian.com).



Brian Jeter (left) and William Bronson (right) of Comcast help Harley Cheatham (center) test his new netbook at the UW Bucks office.



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# A CONVERSATION STARTER

## Community Conversation Changes the Way Nonprofit Does Business

When he became President and CEO of United Way of Bucks County, Jamie Haddon started asking questions. He spent nearly four months meeting with 250 influential people to learn what the communities' needs were and how UW Bucks could help.

He asked everyone the same three questions:

- 1) What's your relationship with UW Bucks?
- 2) How can we help?
- 3) Who else do I need to know?

In his conversations, the same topics kept showing up: fund-raising, resource development, governance, social media marketing, marketing, and volunteer recruitment and retention.

"We heard we needed to be a community convener. We heard we needed to help get the nonprofits outcomes noticed. We heard nonprofits needed help marketing and fund-raising. As a result, we felt these were all interconnected topics," says Haddon.

### A UNIQUE POSITION

United Way of Bucks County is a neutral party. It also has brand recognition as part of the largest nonprofit in the country. This puts UW Bucks in a unique position to bring people together to solve community problems.

Haddon said the agency partners told him they wanted UW Bucks to help them get the word out about their programs and initiatives.

"Because we're neutral, we can unite people who wouldn't normally work hand in hand simply because they have different missions. We can use our brand recognition to bring light to the nonprofits in the county and get their message out. People notice, and nonprofits can use that as a validation - like third party credibility."

### CONNECTIONS APP

One direct outcome of those earlier individual conversations was the Connections App for mobile devices. Developed by volunteers at Signature Systems, Inc., in Newtown, PA, the App serves as a "one stop shop" for community members who need social services. Any county nonprofit can list their services and everything is in one place and easy to access. This application was a direct result of those earlier conversations.

Another outcome was the Community Conversation held at Aldie Mansion in July 2012.

### A COMMUNITY CONVERSATION TO REMEMBER

Haddon says, "We were hoping for maybe 40 or 50 people and got 300. People were hungry to share their needs with one an-

other and with UW Bucks. We invited both the agency partners and people who are not traditionally part of UW meetings for a greater mix of community members."

The agenda was built around the six topics that kept surfacing in those initial individual conversations. The Community Conversation allowed the dialogue to be opened up to a broader number of participants.

Two facilitators were assigned to each topic. To ensure a fresh perspective and complete transparency, these facilitators were not UW Bucks staff or partners. They included Laura Otten, Ph.D., the Director of LaSalle Center for Nonprofits, the Head of Marketing for PECO, the Pennsylvania Association of



Candi Guerrero (far right) acts as a scribe at the Community Conversation.

Nonprofits' Director of Education, and many more.

In order to document the conversation, scribes were assigned specific tables for note taking. In addition, 12 volunteers came to tweet, which ensured organic data.

The ground rules were simple: everyone participates; there are no "right answers"; keep an open mind; stay on track; don't be disagreeable.

The facilitators had prompts to guide the discussion. The conversation was lively, the participants had a chance to air their concerns and network with agency UW partners, and the tweets were flying. In fact, the live tweeters tweeted over 3,500 times in the timeframe, pushing the tag #BucksUnited to trend to number 3 in the world on Twitter. To put this into perspective, the trending on Twitter is usually reserved for disasters like Hurricane Sandy or celebrities such as Lady GaGa.

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One of those volunteer tweeters was Bucks County journalist, Tom Sofield, former Patch editor and the current editor of LevittownNow.com.

He describes the event as "Not just a networking event, but it introduced me to a ton of organizations I didn't know about. We got their events uploaded on Patch. Personally, I've donated some money. A lot of them didn't know about social media, now some of them are stepping up their game and using it for networking and sharing their events. The UW is rockin' the social media. I honestly didn't know there was a "UW Bucks" before. I thought it was only in Philadelphia."

### OUTCOMES OF THE CONVERSATION

There have been several outcomes from that group conversation.

One outcome is training opportunities, such as the Social Media for Nonprofits Training held at Ann's Choice in Warminster in 2013.

There were 75 agencies and 150 people in attendance. They spent the day learning how to harness the power of social media for their agencies.

Another outcome is some of the features on the new and improved UW Bucks website. The new site lists each agency partner and includes information about funded programs, along with links to the organization's site and social media. Regular blog updates revolve around a "Positively Bucks County" theme and draw attention to the people and agencies making a difference. The idea is to highlight what's going right in Bucks County, and help residents connect to the nonprofit community.

### GETTING THE WORD OUT

Haddon says, "We've also asked our nonprofits to send us their press releases and treat us as part of the press to make it easier for us to get the word out about their accomplishments. We want to share the successes of others. We want to use our social media and website to raise up all nonprofits in the area. We want to help them share what they're doing."

Of the agency partners, Haddon says, "We're interconnected. When each nonprofit agency in Bucks County is strong, the entire nonprofit community is better off. The fact is that our agencies are the experts in what they do. We want people to know that. I think part of our job at UW Bucks is to make sure our nonprofit partners are positioned as experts."

### WHAT'S NEXT?

The next big, ambitious project to spring from the Community Conversation is a Public Service Announcement competition. Bucks Fever Film Fest and UW Bucks are collaborating on this project, which will be launched in 2014. As social media becomes a bigger and bigger part of marketing - and more people rely on sites like YouTube as their search engine of choice - this type of content is invaluable for nonprofits to get their stories out.

As Haddon says, "We believe we should help the nonprofits multiply their good works by getting the word out. The more stories we can bring out, the more likely a story is to connect with a donor."

After all, sharing stories, raising money, and coming together for the common good— isn't that what it's all about? #BucksUnited

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## GE Power & Water Water & Process Technologies



GE is proud to support our communities through the United Way.



## GE Water & Process Technologies: Giving Back Meets Having Fun

Businesses, communities and nations around the world rely on GE's Water & Process Technologies business. That's a responsibility the team at their headquarters in Trevose, PA, takes seriously. They are a diverse group, full of talent and vision. They are determined to be the best in their industry, and exceed their customers' demands.

It is that same drive - that ambition to exceed expectations - that leads Tracey Poole to spend hours preparing the world's best chili (dominating the chili cookoff each year). It's why Greg Whiting ran this year's GE Water & Process Technologies 5k in a cardboard box decorated as "all fall holidays". It's why their executives willingly don costumes each year - Snooki to Sesame Street and everything in between.

Under the leadership of Heiner Markhoff, president and CEO—water and process technologies for GE Power & Water, this team treats giving back - and having fun doing it - like an important part of their job.

### CREATING A CULTURE OF GIVING BACK

GE has a rich history of working with the community in many ways. There is a GE volunteer organization present and active in over 50 countries. Employees and retirees spend time working with local groups; investing time and talent in the communities they serve. Last year, these local efforts made a big impact with GE volunteer group members donating over a million hours of their time. Locally, that meant sending employees from the Trevose campus to volunteer in Bucks County after-school programs to help students with their homework.

Another way GE gives back is through their United Way campaign. United Way campaigns happen throughout the year at various locations. Last year alone, over \$25 million dollars was contributed through GE campaigns. Locally, an astounding 79.4% of employees at GE Water & Process Technologies in Trevose contributed to the United Way of Bucks County campaign.



Greg Whiting from GE (right) with Lindsey Walker from UW Bucks (left) support the 5k.



Volunteers from GE bring their own aprons to the annual chili cookoff, supporting United Way of Bucks County.

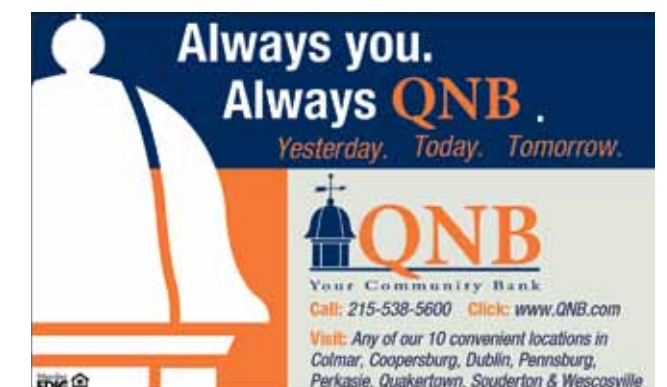
According to United Way Director of Workforce Campaigns Jeannie Foy, the GE team in Trevose "sets the bar high when it comes to making campaigns fun." They have a large group that rallies around the United Way campaign and they do a great job raising funds. She adds that they are also generous when it comes to sharing what they know. Foy has hosted Employee Campaign Coordinator trainings at the GE campus. At these meetings, GE volunteers have happily shared their best practices with other companies.

At GE, part of 'making campaign fun' means asking their most senior leaders to dress up in costume and greet employees with a healthy snack. They also have a kick off barbeque, an extremely competitive chili cook off, progressive lunches where everyone donates food, and an interdepartmental raffle basket challenge. On the surface, these things look like fun and games, but there is a deeper purpose: to raise awareness and engage employees.

When you talk to people like Employee Campaign Coordinator Karen Johnson-Susko, it's clear that volunteering and the United Way campaign are labors of love. "We are really happy to support the United Way," she said in a recent interview with Comcast Newsmakers.

GE Water & Process Technologies is a team of over 350 people - diverse, committed, and eager to engage. And together, they make a difference.

GE Water & Process Technologies is a team of over 350 people - diverse, committed, and eager to engage. And together, they make a difference.





## When it Comes to Education, Pre-K Counts

Preschool. It was when we learned about numbers, letters, and shapes. It was when we learned how to socialize with people outside of our families. Preschool may be a distant memory, but what we learn early in our life stays with us. The importance of our preschool education cannot be overstated.

Studies show that when children have access to high quality care in their formative years, they are far less likely to drop out of school; be unemployed; and have a felony arrest record. They are far more likely to attend college and work in a living wage job. Studies also show that every \$1 invested in early childhood education saves up to \$17 over time.

The goal of United Way's Success By 6 early childhood initiative is to ensure that every child in Bucks County is prepared and ready to succeed by the time they enter school. That means making sure that quality early childhood education is available; family literacy is a priority; parenting support and education is accessible; and families understand the health issues that impact young children.



Who loves receiving Clifford books through Success By 6? This guy!

ceed at work. Families often stay in contact with United Way regarding the program because the benefits for one child are so vast that they want the younger sibling(s) to get the same great high-quality education.

### CONNECTING THROUGH READING & MATH

In addition to Pre-K Counts, Success By 6 promotes family literacy and math events. Grant-funded family literacy kits are distributed to parents of preschoolers throughout the county. This outreach to children and families includes presentations by volunteers and trainers through the Quality Child Care Coalition. Parents and caregivers learn to use the kits to share the love of reading with their children, and then the family goes home with kit in hand! Family literacy events at Quakertown Head Start and the Morrisville YMCA even include a Spanish translator to ensure that non-native English speakers enjoy the same benefits of the training.

Family math events and kits are a new addition to the resources provided Success By 6 this year. Volunteers from Bucks County Community College assemble the kits in preparation for preschool math events county-wide. The pre-school early arithmetic kits include magnetic numbers and magnetic write-wipe lapboard with markers, dominoes, pattern blocks, math links and other colorful learning tools.

Pat Miiller, Project Manager for Success By 6, reflects on the positive effect the events have on families. "A week after the family literacy event was held at Morrisville High School, I was at Senator McIlhinney's Kids Fest. A mother excitedly approached me as she held her child's hand, introduced themselves, and informed her son that 'This is the lady that gave us the literacy kit that you enjoy so much!' Their expressions of gratitude and happiness really made a great connection between them attending the event and transferring what was learned there to being utilized in their home."

For more information on the Pre-K Counts program or for an application, contact Lindsey Walker at [Lindseyw@uwbucks.org](mailto:Lindseyw@uwbucks.org), or 215-949-1660, ext 110.

**About the Contributor:** *An Aries, Lindsey Walker is a born and bred Bucks County resident with a heart that always wants to do the right thing and loves to help people even if she has little to give. Lindsey enjoys running, biking, camping and anything related to the outdoors. Live music and Philadelphia sports teams are two of her passions as well as thoroughly enjoying her work as a Grant Administrator - Success By 6 & Resource Development Associate.*

## Giving Bucks County Kids a Head Start

What's more exciting than getting a call from United Way about a \$65,000 funding opportunity? Finding out that you are approved.

The reality of a program like Head Start is that you're vulnerable when it comes to Federal Budget cuts. Even in the best of times, your funding can be at risk. And now is definitely not the best of times.

Bucks County Head Start, Inc. had an unbelievable opportunity to apply for a \$65,000 grant through United Way of Bucks County to support to support educational materials in classrooms this year. The grant, provided by CSI Charities, Inc., will bring state of the art equipment, new technology, and new curriculum materials to all 22 classrooms across the county. It will improve classroom environments, increase staff morale, and even help meet the "Non Federal Share" requirement.

At a recent agency-wide meeting, the news was shared with members of the Head Start team. Teachers are ecstatic and can't wait to have the items in their classroom. Among the items each classroom will receive are a new computer and printer/scanner, creative curriculum kits, language learning centers, science discovery chests, math learning centers, CD players, and dramatic play centers. There will even be digital cameras to document the children's progress throughout the year.

Why does this matter? Statistics show that children who have a Head Start experience are better prepared to transition into Kindergarten; they gain the skills for lifelong learning. These new tools enhance the experience. These new tools provide fun, hands-on activities that cross domains of learning. These tools make it easier for teachers to give these children a Head Start.

### THE CHILDREN OF HEAD START

Bucks County Head Start, Inc. is a federally funded family and child development program for families whose income falls at or below the federal poverty income guidelines. Funding allows 636 children to be served each year in Bucks County. Children are eligible from the age of three until they begin Kindergarten.

The program is required to make 10% of enrollment opportunities available to children with disabilities. Last year, 17%

of the children served received Early Intervention Services through the Bucks County Intermediate Unit. At Head Start, ensuring this connection to Early Intervention Services is vital. High quality early intervention services can change a child's developmental trajectory and improve outcomes for children, families, and communities.

Other considerations for eligibility include children living in the foster care system and from families who are homeless. Fifteen percent of children served came from homeless families

and 14% of their families were receiving assistance from TANF (Temporary Assistance for Needy Families) and SSI (Social Security Supplemental Security Income).

### A BROADER IMPACT

While Head Start impacts the success of at-risk children, it also can change the course for an entire family. When a child is enrolled in the program, their family receives health and nutrition information. They may be referred to parenting education classes, budgeting and family finances

programs, job training, and substance abuse prevention and treatment. In some cases, they may be referred to programs that prevent or intervene in cases of domestic violence.

The children of Head Start represent Lower, Middle and Upper Bucks County. They represent a range of races and backgrounds. They have one thing in common: given the right opportunities, they can succeed.

When you think of this partnership and this grant, don't think of it as just money. Think of it as over 600 children being transformed into lifelong learners; think of it as their families getting the resources and support they need; think of it as our community becoming stronger because together, we are building a brighter future.

**About the Contributor:** *Marcia Straka has been a part of Bucks County Head Start, Inc. for 22 years; she appreciates the dedication of her staff and the high quality ECE partnerships in Bucks County and has been the Executive Director of Bucks County Head Start, Inc. for 10 years. She believes that you learn something new everyday and enjoys cooking, baking, sewing and spending time with her family especially her nieces and nephews.*



Children in 22 Head Start classrooms will directly benefit from new computers, curriculum, and materials.



## Legacy & Leadership Donors Inspire Community

At our Leadership Giving event last fall, we unveiled a wall-sized plaque honoring the first 60 Legacy Donors of our United Way – those who have contributed more than \$20,000 during their lifetimes to our Annual Giving Campaigns. The commemorative plaque is now displayed in the foyer of our Fairless Hills office.

Leading this group are six generous, community-spirited individuals and couples who have each contributed more than \$100,000 to our United Way. Another ten couples have contributed more than \$50,000.



Mark Worthington (far right) shows off the new Legacy Donor plaque at the Leadership Reception. It honors those who have contributed more than \$20,000 to United Way of Bucks County in their lifetime.

Why do these folks make significant donations through our United Way, year after year, over a long period of time? Two reasons: First, because they can. And second, because they want to make a difference in their community.

Legacy Donors are not only the pacesetters of our annual campaign; they are all long-distance runners in caring about their community.

**Jack McCaughan**, retired chairman of Betz Laboratories, now GE Water and Process Technologies, understood that leadership starts at the top. As volunteer chairman of our United Way campaign for two years in the late 1980s, Jack became our first Alexis de Tocqueville donor. That is the elite society of donors who contribute at the level of \$10,000 per year. His example inspired and challenged others to increase their commitment and their level of giving. As a result of his leadership by example, Betz produced the largest number of leadership donors for many years, continuing the tradition with GE Water to the current campaign. And Jack was our most successful campaign chair, leading us to a 50% increase in our campaign, from \$2 million to \$3 million, over a two-year period, the most significant increases in campaign achievement in our 60-year history.

Jack and his wife Carol have maintained their commitment for the intervening years, achieving a total level of giving that leads our Legacy Donors. Why? Because they can, and because they care deeply about helping others in our community.

As Jack McCaughan demonstrated 25 years ago, Leadership Giving leads to campaign achievement.

This year's annual campaign also achieved new levels, both in the total amount raised from all sources, and the total amount raised from our Leadership Giving Circle. The total campaign for this year reached \$2,568,000\*, the first significant increase in fundraising in five years. Figures are not yet final, but at least 300 members of the Leadership Circle (comprised of donors who contribute at least \$1,000 during

an annual campaign) contributed more than \$500,000 - that's 20% of the total campaign.

Equally important, the 50-plus members of the Vanguard Society (those contributing more than \$2,500 to the annual campaign) reached a total of more than \$250,000 – fully half of the leadership total and 10% of the total campaign.

**This reflects the common experience of successful United Way campaigns across the country: Where there is a strong leadership giving program, there is a strong United Way campaign.**

**Jeane Coyle**, EVP and CEO-designate of First Federal of Bucks County, knows first-hand the needs for human services in Bucks County – and the manner in which our United Way contributions are invested in the Bucks County community. Jeane is co-chair of the Income and Self-Sufficiency committee which is charged with assessing needs and priorities and then distributing funds among the 54 programs which our United Way supports. Jeane is also a member of the **Leadership Vanguard Society**, contributing at least \$2,500 per year to our annual campaign. Why? Jeane has been involved with United Way campaigns for her entire career, with banks in the Lehigh Valley, in Montgomery County, and for the last ten years in Bucks County. "As I've gotten more involved with our fund distribution process, I have been more and more comfortable increasing my contribution. Plus, First Federal encourages annual increases in giving... and the bank matches my contributions dollar for dollar. You can't give to a better cause."

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**Brian Falcone**, **Donald Hicks**, and **Marissa Maret**, all of Johnson & Johnson; **Michael Mulray** and **Donald Ruhle** of GE Water; **Patrick Counihan** of Merck; **Eric Stark** of the Lower Bucks YMCA; **Sara Shoffler** of the BC Intermediate Unit; **Andrew Morey** of Dow Chemical; **David Gondak**, retired teacher from Central Bucks West. All members of the **Leadership Giving Circle**, most of them for many years. All giving through United Way of Bucks County. Because they can. And because they care.

Not all of us have the ability to give at the Tocqueville, Vanguard, or Leadership Circle levels. But all of us can be leadership donors in our own circles. All of us have the ability to be inspired by the swell of community spirit, to rise to the challenge, to give what we can, to help a little more, to combine our small gifts to with those of so many others, to improve lives in our community.

Join our legacy donors in spirit and in action. We still have a long way to go. If you care, give a little more next year. If you can, join one of our leadership circles.

**About the Contributor:** Mark Worthington is CEO of Worthington Associates and Vice Chairman of First Federal of Bucks County. Over the last 30 years he has served in numerous volunteer leadership positions with United Way of Bucks County, including Chairman of the Planning and Allocations Committees, Treasurer, Chairman of the Board, and most recently, Chairman of Leadership Giving, the Leadership Vanguard Society, and the Alexis de Tocqueville Society.

\* Based on comparative analysis of like periods after the change in campaign year.



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# READING & LEADING BY EXAMPLE

By Candi Guerrero

## National Literacy Corps in Bucks County

“Do you want to be just OK, or do you want to be awesome?” That was the question asked of the teen volunteers as they embarked on their new journey. From the beginning, their trainer encouraged the teens to make a commitment – and to believe that if something is worth doing, it’s worth doing right.

### A CONNECTION AND A COMMITMENT

The teen volunteers are part of Bristol Borough 21st Century Community Learning Center’s National Literacy Corps, a cross-age tutoring model that connects middle and high school student Leaders to K - 3rd grade students. Each week, Leaders receive special training to learn how to be better readers and storytellers, how to conduct fun activities, how to encourage young children, how to promote a love of reading, and other skills. Then they practice the skills by providing one-on-one and small group tutoring to strengthen the language and critical thinking skills of 1st-3rd grade Readers in the DOW Afterschool Program at Snyder-Girotti Elementary School.

The model is unique and centers on a “Read & Lead” philosophy. According to The National Training Lab’s Learning Pyramid, individuals retain 90% of what they learn when they teach it to others. Accordingly, National Literacy Corps volunteers – many of whom may read below grade level themselves– are reinforcing their own literacy skills through the simple act of teaching it to someone younger.

In their capacity as Leaders, the teens learn the skills they need to become positive role models, powerful communicators, fluent readers, and active, respectful citizens. From the beginning, the older students are placed in positions of responsibility with the expectation that they can, and will, succeed; that they can, and will, have a positive, significant impact on the lives of their Readers. Leaders also often study illiteracy as a community issue and examine ways to effect positive change in their own neighborhoods through a student generated project. No longer viewed as part of the literacy problem, Leaders respond positively and step up to become part of the solution.

Seven months into the program, the teens’ commitment is undeniable. McKenna, one of the Leaders, looks so forward to working with the young Readers that she hasn’t missed a single session yet. “They’re so happy when we’re here,” she says, “and I know I’m making changes when I help them.”

### INSPIRING TEACHERS & ROLE MODELS

For some of the volunteers, this program is a first step in exploring a career in education. Aaliyah, an aspiring teacher, especially enjoys praising the young students and giving them incentives like stickers. “I like to tell them they did a good job to help them feel good and encourage them,” she claims proudly.

In Bristol Borough, the Literacy Corps is run by the Institute for Global Education & Service Learning ([www.IGESL.org](http://www.IGESL.org)), a non-profit organization that provides service learning training and technical assistance to schools, community organizations, and national service programs. The national headquarters for IGESL is in Bucks County (Levittown, PA).

Through Literacy Corps, the teens are learning to be patient, calm, and supportive – qualities they say are modeled exceptionally well by their IGESL trainer, Joan Liptrot. They credit Joan with helping them become skilled Leaders and inspiring them to be positive role models for their younger peers. With help from Joan and United Way of Bucks County staff, these teens are proving that they are not just OK; they are definitely awesome!

**About the Contributor:** Candi Guerrero, M.Ed. has used her experience as an educator to help implement educational grant programs for children and families in Bucks County for over ten years. She enjoys spending time with her family, especially outdoors and at local parks, and creating special memories with her husband and three young children.



# HELPING TEENS MAKE GREAT CHOICES

By Kathy Kraeck

## LYFT-ing Youth in Bucks County

No, this is not a misspelling: LYFT is an acronym which stands for Lower Makefield, Yardley, Falls and Tullytown, the municipalities that send students to the Pennsbury School District.

LYFT is a prevention coalition set up to help kids in grades 6 – 12 make good choices in life. They are encouraged to stay away from drinking, smoking and drugs. They are also encouraged to get involved and give back to the community. The idea is to “LYFT” students up, empowering them to become student leaders. Together, the 50 plus members of LYFT are a driving force for change in their community.

### ATAG AND STICKER SHOCK

LYFT teen leaders call themselves ATAG - the Awareness Teen Advisory Group. These students are involved with many activities. About five times a year, they run a program called “Sticker Shock” at various beer distributors. They place labels on cases of beer reminding adults that it is never ok to give alcohol to underage drinkers. The group is also active in prescription drug take-backs.

Sara Elwell, a senior who has been involved in ATAG throughout high school, sees value in the work. “I love being a part of LYFT because of the number of teens involved in the group, and the work we do within our local community.” She adds, “I enjoy being a positive role model for younger kids.”

### ADVOCATING FOR CLEAN AIR RIGHTS, TATU, AND LEAD ON!

ATAG teens attend local township park board meetings to advocate for nonsmoking ordinances to be established in our local parks and playing fields. They participate in Teens Against Tobacco Use (TATU), a program where they learn to educate their peers and younger children about the dangers of smoking. They participate in the Lead On! Conference annually, where they attend workshops to increase their knowledge. They then go back to their schools, athletic organizations, and youth groups and spread the word about the importance of making good choices. They let their peers know that if they get caught drinking or doing drugs, there is a very real chance of losing scholarships, not being admitted to college, or worse.

### LYFT-ATAG AND SOCIAL MEDIA

To help spread the word, ATAG-LYFT has joined forces with musician and web designer, Chad Lewine, and video producer Doug Keith. They will create a social media marketing campaign to get their message across to youth and parents.

“I want to reach teens in a way they have yet to be reached with music and video messages,” says Lewine. “I want to infiltrate their world with positive messages.” He adds, “So far,



LYFT teens Julianne and Marisa volunteer in the community on Martin Luther King, Jr. Day.

the kids I am working with are investing time and energy into this cause... It is a pleasure to be working with teens that have their heads on straight.”

Keith, who is a filmmaker, market researcher, and the father of sixth grade twin daughters, says, “This project has been exciting because I get to pull together my interests and background to bring a positive message to kids...including my own.”

Additional public service announcements (PSAs) will be created with the help of Pennsbury High School’s video teacher Dan Mahoney. These videos air on uwbucks.org, YouTube, the Pennsbury SD website and various township websites.

Pennsbury High School senior Austin Peek is proud to be a part of the video project: “I originally joined LYFT in order to better my community. Underage drinking and substance abuse is a major concern across the county, and I wanted to help out by tackling the problem at the source.”

### LYFT ADULT COALITION

Behind the active student group is a dedicated group of adults. The adult LYFT coalition includes Pennsbury School District school administration, parents, police, township officials, business leaders and members of faith-based and civic groups. The coalition is open to any adults who care about building a strong community, and who want to help teens make great choices. For more information, visit [www.uwbucks.org/](http://www.uwbucks.org/) LYFT, email [LYFT@uwbucks.org](mailto:LYFT@uwbucks.org), or call 215-949-1660 x 104.

**About the Contributor:** Kathy Kraeck is United Way of Bucks County’s Pennsbury LYFT Community Mobilizer. She is the proud parent of 6th, 9th, and 12th graders at Pennsbury and can readily relate to the demands facing today’s middle and high school students. She has helped spearhead the creation of Lower Makefield’s Veterans Square Monument, and has been actively engaged in her children’s schools, and other volunteer organizations. She enjoys spending time with her family, travel, art, meeting people of varied cultural backgrounds, good food, and the outdoors.





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## SMALL STEPS, BIG DIFFERENCE

*By Matt Uhler*

### Change the World, Start in Bucks County

Aside from its historic towns and picturesque countryside vistas, Bucks County is full of caring and community-minded individuals. It's one of the things that makes Bucks County such a great place to live. However, finding ways to support the community can, at times, seem like an overwhelming task. The "mega-donors" and "super-volunteers" get the most press. There is no doubt that through their generosity and boundless spirit, they do great things. It tempts the rest of us to think, "good for them," assure ourselves that we would do the same if we had more time/money, then fail to act.

Often times, when we think about what nonprofits need, we think of ongoing volunteer commitments, big cash donations, or participating in special days dedicated to community service such as the Martin Luther King, Jr. Day of Service. These things are all greatly needed - but not all efforts need to be grand, and days of service don't need to be limited to special occasions. There are many ways to support and serve our communities and many small things we can do to make a huge impact.

**Days of Caring:** Businesses throughout Bucks County have shown their commitment to community by hosting Days of Caring. These days are dedicated to achieving specific goals for United Way sponsored agencies and they truly embody the notion that many hands make light work. Not only do these Days of Caring accomplish specific tasks like painting a shelter or landscaping an agency, but they serve as great team building experiences and often rejuvenate employers and employees alike. In many cases, Days of Caring provide opportunities for businesses and nonprofits to connect and form long-lasting and meaningful relationships. "Some of the most successful and exciting Days of Caring events have been employee driven," says Lynn Sabo, Campaign Assistant at United Way of Bucks County. Sabo added, "we've seen events that were conceived and driven by a single employee that felt really passionate about being able to give back to the community."

**Organize a Drive:** Food drive, clothing drive, school supplies drive, diaper drive.... There is more need in Bucks County than some people realize. Fortunately, Bucks residents are willing to step up to meet those needs. Organizing a drive is a great way to get involved in the community and build relationships with neighbors, co-workers, and community members. Drives can be big or small and can happen in neighborhoods, recreation centers, religious groups or in the workplace. "The key to any successful drive is persistence," says Danielle Bush, Community Impact Assistant at United Way of Bucks County. If organizing and planning isn't your thing, be on the lookout for drives already happening and reach out to see how you can contribute.

**Donate a Tweet:** One of the easiest ways to get connected and serve the Bucks County community is by donating a tweet. The driving power behind social media is in its ability to connect people in ways that might not normally happen. When you read an inspiring story, retweet it. If you know about a great volunteer opportunity

spread the word and tweet it. When you see an organization working to make a difference in Bucks County, retweet their stories. By contributing your voice, not only do you join the collective voice of the Bucks County community, but you help raise awareness and encourage others to get involved as well.

**Share your Expertise and Experience:** There are a number of ways for individuals to make an impact by sharing their expertise and experience. Many people associate volunteering with labor; cleaning up a park, painting a building, maybe stuffing envelopes. But 21st century nonprofits are often looking for more specialized volunteers - people to share their life experiences or knowledge. Volunteers may help with web design, data entry, communications, or marketing. Numerous mentoring programs throughout the county bring people with real-world experiences in to the classroom to share their stories of challenge and success with local students. If presenta-



Lynn Sabo, UW Bucks Campaign Assistant, helps people plan and execute Days of Caring.

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tions aren't your strength, consider becoming a guest blogger for your favorite nonprofit. Think about ways that your knowledge can help others in the community and find the venue that can bring your knowledge to those that need it most.

When people get too caught up thinking about the "big impact" projects, they are sometimes tempted to do nothing, but helping out in Bucks County is not a "go big or go home" proposition. Change comes from many hands making light work. It comes from people doing what they can, when they can. Small individual efforts will come together and form something bigger.

Keep in mind that that a food drive or fundraiser begins with one donation, and that that one retweet about a positive story could reach and inspire hundreds of residents. Take small steps and get connected.

For more than 60 years, United Way of Bucks County has been mobilizing the caring power of communities. UW Bucks encourages individuals, organizations, and businesses to realize that they are empowered to make a difference, and that more than anything, they are the change.

We hope that this year, you take the first small step on the road to making a big difference.

**About the Contributor:** Matt Uhler works for United Way as the Program Coordinator for 21st Century programs at Bristol Borough High School and is an active volunteer at the Food Center in Morrisville. He is a lifelong resident of Bucks County. Prior to finding a home at United Way, he worked in education and in the publishing industry.



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## LOCAL PERSPECTIVES

By Candi Guerrero

### EDUCATION: A Family Affair

I have always believed that the most important educational support is the family. It doesn't matter what your family looks like or how much money you have. I believe your family will always play the primary role in coloring, shaping, and enriching your educational experience.

That is a theme of one of my favorite books, *The Education of Little Tree*. When I read it, I was very touched by Little Tree's family story. I realized that my own family enriched my education more than any school ever could.

As a classroom teacher, I felt that my role as an educator was secondary to that of parents and families. I knew that my students were entrusted to me for a short time. Their classroom teachers would come and go, but that learning from (and with) their families would endure.

Today, my greatest teacher is still my family, even as it has changed and grown over the years. And I still believe that one of the best ways to improve education is by working with parents and families. These are some things to remember as we work to support and strengthen education in our communities:

**Learning Doesn't Start in the Classroom** Long before your child enters a classroom, he is learning about the world around him and gaining the skills he will need to succeed. Start early in promoting lifelong learning by interacting with your infant, toddler and preschooler. Read with your young child, play games, encourage him to explore the world around him, and be an active partner in your child's learning.

*Tip: Visit [www.bornlearning.org](http://www.bornlearning.org) & [www.bucksqccc.org](http://www.bucksqccc.org) for more about early education.*

**The Gift of Story** Stories about your own childhood and stories passed down through the generations have special appeal for young children. Share your stories with your child, engage her in the storytelling, and help her feel like she comes from a family that is rich in culture and tradition. You don't have the power to choose your family or its history, but you have the power to choose the legacy that you leave for the children in your family – and your stories are a priceless part of that legacy.

*Tip: The sites [www.storytellingforchildren.info](http://www.storytellingforchildren.info) and [www.storyteller.net](http://www.storyteller.net) have good ideas about how to tell stories*

**Support School Success.** Family involvement is vital for children's school success. The more you participate in school events and support your child's school experience, the more likely he will be to value his education and want to achieve and succeed. Talk with your child's teacher, visit your child's class-

room and school more often, and attend family events.

*For more tips on how to be more involved with your child's school visit the National Coalition for Parent Involvement in Education at [www.ncpie.org](http://www.ncpie.org) and the National Education Association parent page at [www.nea.org/parents](http://www.nea.org/parents).*

**Ask for Help** Schools have many resources to help students and families. If your child is struggling with homework and school assignments, check with your school about getting help. It's hard for parents, especially working parents (and parents who did not have a good school experience) to help a child with school work. But you don't have to do it alone. Recognize the signs that your child needs help and get help early. Reach out to your child's school and work with someone to get the help your child needs, both at school and at home.

*Tip: Check your child's school website or [www.bucksiu.org](http://www.bucksiu.org) to learn about resources to help your child.*

**The Home and School Connection** Children spend a significant part of their time learning in school. Yet, for many students what they learn in school is simply not enough. Teachers commonly say that they can't make up in class what the child isn't getting at home. Parents, grandparents, siblings, aunts, uncles, and cousins are teachers, too, and can do a lot to reinforce what children learn during the school day. What are you doing to support what the children in your family are learning in school?

*Tip: Find ways to promote learning at home at [www.schoolfamily.com](http://www.schoolfamily.com).*

**Learning Doesn't End in the Classroom** Many of the important lessons we learn are not part of a teacher's lesson plan or the state standards. Think back to your own childhood and some of the best learning experiences you had. Were they all in a classroom? Likely not. Trips to the park, farm, museum, beach, nature center, library and other familiar local places are opportunities for the young and old alike to explore and learn. Visit these places and encourage your child to make the world a classroom, to not cease asking questions, and to develop a love of learning.

*Tip: [www.uwbucks.org](http://www.uwbucks.org) has a resource directory which includes an extensive list of local educational resources and programs.*

**About the Contributor:** Candi Guerrero, M.Ed. has used her experience as an educator to help implement educational grant programs for children and families in Bucks County for over ten years. She enjoys spending time with her family, especially outdoors and at local parks, and creating special memories with her husband and three young children.



Candi Guerrero and her son at a recent UW Bucks event.



## INCOME: Protect & Grow

Why is income one of the three pillars of United Way? Simply put, it is one of the building blocks for a great quality of life. This is true for everyone, but with more women as solo heads of household (or “breadwinners” in two income families), it is particularly important that they stay focused on income, economic self-sufficiency, and financial literacy.

As Teresa Heinz Kerry, founder of Women’s Institute for a Secure Retirement, states:

*We have to help each other prepare so that you, your mother, your sister, your daughter, your best friend, won’t end up like so many elderly women today who are living in poverty and despair and disrespect. Many of these same women lived comfortably before retirement. Poverty in our country has a distinctly feminine face. The largest growing segment of our population is poor, elderly women. We shouldn’t let this happen in our lives. We must take charge and have faith that in unity there is strength, in knowledge there is power, and in our action there is a future.*

Economic self-sufficiency requires financial literacy. As Women & Money Magazine informs us, financial literacy is a serious issue in the United States (and globally) for women. Women earn 25% less than men and spend an average of 11.5 years out of the workforce. They have less money saved and feel less confident about personal finance than men. At the same time, 50% of marriages end in divorce and three of four married women are widowed by age 75, after which studies show a woman’s quality of life drops considerably. So much so that the majority of women over 65 in this country cannot afford even their basic needs. The only way to combat this is through education: educating women to have the financial knowledge to build assets and savings, thus becoming self-sufficient and earning an income that sustains themselves and their family.

Am I an expert in income? Not necessarily. But my story shows that it is possible to become self-sufficient and rise out of poverty.

### MY STORY

My parents were immigrants to the United States. My mother worked as a sewing machine operator and my father was a draftsman. Until I started kindergarten, I didn’t speak English. English was my second language. When I was twelve, my

parents divorced and my mother was tasked with raising my younger sister and me, without any child support. Because of my mother’s lack of English, she could not provide homework assistance; in fact, she never attended a parent-teacher conference.



Sonia Smith is the Bucks County Economic and Business Development Administrator.

My sister and I understood that education was the key. I studied hard, and was accepted to Penn State, University Park, for college. When I graduated, I had the maximum amount allowed in loans and I had a job. I paid off my loans after 10 years.

After a stint in corporate America, I left to start my own business, which I later sold to a publicly traded company. I then started working at the County of Bucks,

helping people start a business and navigating them through the public and private sector resources that could grow their business and create jobs in the economy.

Just when things were perfect, I ended up getting a divorce and being diagnosed with Stage II breast cancer. My health insurance allowed me to get the best treatment and care; and two years later I can call myself a survivor.

I’ve been with the County of Bucks practicing Economic &

Business Development for almost 10 years, and I do believe that everyone has the potential to become self-sufficient and increase their income potential.

### LESSONS LEARNED

Over the years, I have learned that there are things you can do to protect - and grow - your income. Some of my tips are simple and some will take some time. In the end, they are all worth doing.

Tips to protect and grow your income:

**10. Take care of yourself and your dependents.** That means practice a healthy lifestyle and exercise. Use preventative medicine (well-baby checkups, vaccinations, mammograms, etc). Have good medical insurance. Bottom line: you can’t work if you are sick, and you can’t be treated without having medical insurance.

**9. Educate yourself.** There are MOOC’s (massive online open courses), community school programs, college courses (continuing education and credit classes), and technical courses available. Some are free, and some may provide financial aid

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or other financial support. Countless studies indicate the correlation between education and increased income.

**8. I give credit to Suze Orman for this one. Have the following four documents:**

- Revocable Living Trust
- Will
- Durable Power of Attorney for your Finances
- Durable Power of Attorney for your Healthcare

**7. Know your Credit Score.** Everything depends upon your credit score. Employers will view it before offering you a job; landlords will look at it before giving you an apartment lease; the interest rate on your loans and/or credit cards is directly influenced by your score.

**6. Think twice before a purchase.** There is a difference between need and want. Most of the time we want it; we certainly don’t need it. Give yourself 24 hours to think about the purchase, and determine if you can really afford it.

**5. Try harder to save.** The easiest way is to have savings automatically deducted from your paycheck. Make sure that you are participating in your employer’s 401 (k) plan or other savings plan. Keep track of ALL your spending for a month, then see if you can cut back 10%. Examine all your bills, especially cable and cell phone, to see if you can get a better deal. Use a debit card, instead of a credit card for food and gas purchases.

**4. Make and maintain relationships and connections, both via social media and especially in person.** It’s so true that everyone does business with who they know. I offer this story to my clients who want to do business with a new prospect:

If you have a wedding to attend, and need your hair styled, who are you going to make an appointment with? Your regular stylist, who you know, and know what to expect (even if it’s not the best), or will you select a new stylist, with whom you have no relationship, and don’t know what the outcome will be? Everyone selects their regular stylist. Enough said. Work on developing relationships and connections, because you never know where that will lead you. Building relationships takes time and effort; but the rewards do pay off.

**3. Make choices without fear.** I’d like to attribute this one to Oprah. Be true to yourself, and don’t worry about what others believe or expect of you. Use intuition. Follow your gut. There’s truth in that.

**2. Ask for help; and take rejection in stride.** There are many agencies affiliated with United Way of Bucks County that can help you. Let their staff connect you to the resources to get the assistance you need. And don’t take it personally if some agencies can’t help you; you are just not their target client.

**1. Help others.** I’m a strong believer in that you get what you give. There are always others less fortunate than us. Give a hand up to someone. Pay it forward.

**About the Contributor:** Sonia Smith is the Bucks County Economic & Business Development Administrator. Ms. Smith resides in Doylestown with her partner, Stephen, and her teen-age children, Melanie and Mitchell. She volunteers with Fox Chase Cancer Center as an inspirational speaker. Sonia enjoys food & wine tastings, and vacationing on the Florida beaches.

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## HEALTH: Tips for Families

Good health matters. We all know that. That said, telling people to “get healthy” is basically like telling someone to “be smarter.” We may want to get there, but figuring out where to start is big, overwhelming, and a little too abstract.

Luckily, we have some experts in Bucks County who are making it easy for kids and their families to get healthy.

Yvonne Kusters uses her background as a certified personal trainer, group fitness instructor, and holistic coach, to advocate and promote health and wellbeing through workshops, instructor trainings, children’s fitness classes, and live performances. Her company, LET’S PLAY TODAY®, represents her vision of what exercise should be; it’s about getting back to the basics – making exercise an enjoyable, imaginative, and fun social experience!

Lolly Hopwood is a children’s musician and songwriter who developed a huge following conducting weekly pre-school story times in Bucks County - an endeavor which combines her love of children with her love of music.

Hopwood was approached by Kusters about collaborating on a music project that would get kids up and moving, encourage them to use their imaginations, and have fun.

Now, they are the beloved duo Lolly & YoYo, and they offer these tips on health in Bucks County.

### TOP 10 HEALTH TIPS:

Yikes! Kids and adults spend, on average, 7.5 hours in front of some form of technology. We choose to eat processed and de-natured food in a box versus the real thing. Look where this has brought us: 1 in 3 kids and 2 in 3 adults are overweight or obese and suffering from major health issues. Let’s use Nature as our medicine. It’s time to unplug, grab some friends and your family and get out and play! We don’t mean the humdrum kind of exercise, but instead the fun, uninhibited, silly stuff that makes you laugh while you sweat! To us, living a vibrant, energetic life and creating optimal health is formed by a three-pronged approach. Real Food. Fun Exercise. Healthy Mind. We’ve listed below some of our favorite local places to play, resources for better food, and tips to de-stress and be present.

**1. Join a local farm (also known as a CSA); shop at farmers markets\*; or grow your own garden!** When you eat locally grown foods, you’re benefiting your bodies, the community, and the environment. Fruits, veggies, & other products that are grown locally are packed with more nutrients than anything you’ll ever find at a supermarket. Try juicing, canning, or dehydrating extra produce to use everything that you buy! Add more real foods into your everyday meals and snacks. Replace one processed food (like chips or crackers) for the real thing (carrots or nuts).

**Tip:** Try planting herbs in a pot in your home. It’s a fun and easy way to start a garden and to encourage kids to be a part of the process.

\*Favorite farmers market: Located on Hamilton St. in Doylestown on Saturday mornings from April to October.



Lolly and YoYo know how to get families moving in Bucks County and beyond.

**2. Join a race as a family!** There’s nothing like a deadline to get you working towards a goal. Races can create great opportunities to set exciting goals for yourself & your family. Many 5Ks have children’s options ranging from short ‘dashes’ to mile long fun runs, so involving kids can be easy. As you each work toward your own goals, your kids will be able to see the positive example you set as you make training a priority and overcome hurdles & plateaus in your progress. Most races are set up to benefit a local charity, so training for a race not only gets you into better shape, but it helps your community! Remember that your number one goal is to have fun with your family. This isn’t a competition. It’s just a way to get out, have fun, and build a healthier, stronger family & community.

**Tip:** Check out the Color Me Rad – 5K run

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**3. Park Play.** Check out some of our favorite parks and playgrounds:

- Kids Castle in Doylestown.
- Bensalem Library Playground (YoYo’s favorite, growing up!)
- Tyler State Park and Core Creek have canoes to rent and tons of trails to hike.
- Canal path along River Road - great for biking, walking, and picnicking!
- Warwick Township Park - basketball courts, huge playground and a sprinkler area too!

**Tip:** Take the time to stop at a playground on the way home from school or after running errands. Sometimes, it’s the unplanned trips that build the best memories.

**4. Family Fishbowl.** Here’s a fun and easy activities game that everyone can enjoy!

- Cut up a bunch of paper into strips.
- Write or draw a favorite activity, game, or exercise on each strip of paper.
- Fold the strips closed and place them into a “fishbowl” – any container will do!
- Every day or once a week (you determine how often), one person in the family gets to “go fishing” and picks out one of the pieces of paper. That person can announce what’s on the slip; everyone participates and does the activity together!
- Some ideas might include: go on a walk; go to the playground; ride bikes; make an indoor obstacle course; play catch with scarves; do a freeze dance; play hide and seek, tag, pillow toss, hula-hoop, jumping jacks, or tag.

**Tip:** Create healthy rewards for your family! Use the family fishbowl as a reward for good behavior! Give your child the chance to make slips for additional fun games to play or to take an extra turn picking from the fishbowl.

**5. Educate to motivate!** If you want to be inspired, these documentaries are highly recommended! Food Inc.; Forks Over Knives; Fat, Sick, and Nearly Dead; Food Matters; Bag It, Dirt! The Movie

**6. Be Playful:** Do something out of the ordinary, silly & fun. Pretend to be a shark, a dinosaur, or a monster and chase after your kids. When you catch them, tickle them! If you spend 30 minutes a day chasing your kids around and trying to surprise them, you’re going to get some good exercise in and you’re going to have a much stronger family bond.

**7. De-stress.** Meditation, Tai-chi, Qigong, yoga, or simply ‘stretching’ can help your whole family learn spatial awareness and to center themselves physically and mentally. These activities can also help you develop skills to cope with stress, anxiety, and frustrations that we are all faced with every day.

**Tip:** Try taking a class locally (bring along a buddy, too!) – you won’t regret trying.

**8. Cook with your family.** By involving your children in meal planning and preparation, you’re opening up a dialogue

with them about healthy eating. Try making lettuce wraps or smoothies with fresh fruits & veggies. Your kids can lend a hand by chopping up an avocado (with a child-appropriate knife, of course) or preparing the lettuce, or fruit. And kids will eat them! There’s nothing as fun as eating with your hands or drinking a green smoothie.

**Tip:** Check out our blog for resources on fun food ideas and recipes! [www.letsplaytoday.blogspot.com](http://www.letsplaytoday.blogspot.com)

**9. Buy bikes for the entire family.** Get them new or used. If you opt for new bikes, purchase them locally. Smaller shops can give you the attention and guidance that you need. And you can always return to them for repairs & equipment. If you end up with a used bike, fixing it yourself can be a rewarding experience. New or used, once everyone has a bike, chances are that someone in the family is going to want to go for a ride every week (at least). Just follow your family’s lead and get out in the sun!

### 10. Take the family to the rock gym!

Indoors: Doylestown Rock Gym is the place for rainy day fun!

Outdoors: Many playgrounds have rock wall components, so your kids are probably more familiar with rock climbing than you’d expect. That being said, climbing walls is FUN for all ages and a great way to develop confidence, balance, and strength.

### BONUS IDEAS:

**1. Take your kids to our show!** We play at a variety of locations and offer free shows for the community every month, filled with lots of bubble popping, silly freeze dancing, and jumping around!

**2. Take a fitness class with YoYo** - email her at [info@letsplaytoday.org](mailto:info@letsplaytoday.org) or join Lolly’s musical story time on Monday mornings at 10am at the Doylestown Bookshop.

We’ll leave you with some health advice from a tree. (Unknown author)

- Stand tall and proud
- Go out on a limb
- Remember your roots
- Drink plenty of water
- Be in harmony with nature and yourself
- Enjoy the view

**About the Contributors:** Yvonne Kusters, fondly called “YoYo” by kids, is the creator and founder of Let’s Play Today, a company designed to inspire and empower children and adults to see fitness as fun, playful, and lifelong. Today, LET’S PLAY TODAY® has blossomed into a mobile, educational fitness program for children from ages 16 months through 12 years old. The program has spread nationally and internationally, having reached Australia, Canada, England and Dubai.

Lolly Hopwood is a children’s musician and songwriter. Over the last 12 years, she has enjoyed conducting musical story times at an independent bookshop in Bucks County, teaching young children music classes, and performing live shows. Lolly also plays bass and sings with her husband in the internationally acclaimed band Honeychurch. As the former manager of Siren Records in Doylestown, PA, Lolly has been exposed to a broad range of musical styles and genres, and she brings this eclecticism into her songwriting, recording, and performances. Lolly is excited to encourage her listeners (and her little girl) to grow up to be healthy, happy & strong, inside and out!



## The Incredible Growth of the MLK Essay Contest

*I saw it as a writing contest, but they turned it into making a stake for something to believe in.*

Mr. O'Donnell, 4th grade teacher, Penn Valley Elementary School

Mr. O'Donnell, a 4th grade teacher at Penn Valley Elementary School in the Pennsbury School District, is one of those teachers who sees everything as an opportunity. When he heard about the United Way of Bucks County essay contest celebrating service in Bucks County, he turned it into something special.

He shared stories of Martin Luther King's life. He made it personal and explained how each student could make a difference.

Mr. O'Donnell says, "Education is more than just books, at least here at Penn Valley." He believes it's important to turn students' school experience into a series of teachable moments. For example, Penn Valley works with students who have multiple disabilities. He says that students at his school have a very special relationship and interaction with these students. "The sight of a little girl walking down the hallway, holding another child's hand that has a disability, would bring tears to the strongest of souls. The dream of MLK spans many crossroads, some we see, some we don't, some we can't, and others we can only dream about," he says.

Of students at Penn Valley, he notes, "Some of them are 'Living the Dream' of Martin Luther King, that's why this was so meaningful to them... this small contest gave a little school, with some very young naive hearts, hope and something to look forward to in the future."

### GROWING PAINS

To participate in the contest, elementary, middle and high school students answer one of the following questions, "Why is volunteerism important to you?" or "Why do you feel you should participate in a Martin Luther King Day of Service?"

This is the 3rd year the contest has run and participation exploded. In the first year, there were 143 entries. In the second year, the 167 students submitted essays. This year, there were over 650 entries from students in elementary, middle and high school.

This was an exciting development, but it meant that the team at United Way of Bucks County had to develop a new system for evaluating essays. The old system - a few employees reading essays in their free time - wasn't going to work.

### ENTER THE VOLUNTEERS

Choosing a winner this year required two groups of incredibly dedicated volunteers.

Step one was to narrow the field down to a small group of finalists. To do this, UW Bucks hosted a Volunteer Read-A-Thon. More than 40 volunteers gathered at United Way of Bucks County offices ready to read. They ranged in age from 19 to 90-plus. The diverse group included professional writers, social media consultants, college students, a police officer, a retired Ivy League professor, a CFO, staff from local nonprofits, and many more.

In just two hours, volunteers read more than 650 essays written by students from every corner of Bucks County. They carefully selected finalists based on comprehension of the subject, organization, conclusions, creativity, and 'heart'.

The top scoring essays were each scored by three volunteers. Danielle Bush, from United Way of Bucks County, described it as a collaborative process. "When one essay hit someone, they'd read it out loud to their group and they'd talk about it." It made the reading process more social and allowed volunteers to hear more about the great things students were doing in Bucks County.

Next, the highest scoring essays were sent to the Liar's Club for the final decisions.

The Liar's Club is a nonprofit made up of 13 professional writers from in and around Bucks County who use the tagline, "writers helping writers." The group divvied up the essays among themselves and got to work.

New York Times Bestselling author and teen writing teacher, Jonathan Maberry is a member of The Liar's Club. He notes that "Bucks County is known for a high percentage of writers - and good writers!" While he's proud to be in a community of great writers, he notes that having strong contenders makes choosing a winner more difficult.

Based on the cumulative scores of this group of professional writers, three winners were chosen.

**About the Contributor:** Jen Phillips April is a freelance writer and social media consultant at [www.jenphillipsapril.com](http://www.jenphillipsapril.com) and [www.faucetgroup.com](http://www.faucetgroup.com). With 10 years in the online world, she works hard for her clients to boost their bottom line. She writes website copy, blog posts, emails and more for small businesses and national brands and trains organizations on how to build and implement effective social media strategies.

United Way of Bucks County, the amazing panel of volunteers from the Read-a-thon, and The Liar's Club, congratulate the winners:

- Colin Monahan, Seylar Elementary School, Pennridge School District, teacher: Mrs. McGinty
- Sara Galloway, Richard Strayer Middle School, Quakertown Community School District, teacher: Mrs. Macauley
- Jaden Caperelli, Doyle Elementary School, Central Bucks School District, teacher: Mrs. McPhee

### FROM THE WINNING ESSAYS:

#### COLIN MONAHAN

SEYLAR ELEMENTARY SCHOOL

"Volunteerism is important to me because it could literally save my life... I got Type 1 diabetes when I was three years old, and I will live with this disease for my whole life unless a cure is found....

some people might be organ donors or give blood...I hope I will never need anything like that, but I know because of the kindness of other people, I would have another chance to live a full life. I try to volunteer whenever I can to help other people because others have done the same thing for me."

#### SARA GALLOWAY

RICHARD STRAYER MIDDLE SCHOOL

"Volunteering is more than a word... a certain number of hours... Volunteering is dedicating a tiny amount of time...to possibly change somebody else's life... if you help feed the hungry or clothe the homeless, you could save somebody's life...That person is somebody's baby, somebody's friend, somebody's love, or even somebody's savior...

Everybody is going around saying how lost humanity is, and that makes my blood boil. If society is so lost; why aren't you guiding them? Words are empty air until an action backs them up."

#### JADEN CAPERELLI

DOYLE ELEMENTARY SCHOOL

"...I have been on the receiving end, been on the giving end, and it knits the community together. It feels good to volunteer, but it feels even better to be volunteered for. My mom is the cause of all of this volunteerism....

I am proud to say that I understand what it feels like to be handed a warm meal as if a needy person. All of this can build good character. I've built my character. You should lend a hand and build yours, too."

MLK Essay Contest Sponsored by Parx Casino



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**Tri-Hampton YMCA at Chandler Hall**  
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Newtown, PA 18940  
Phone: 215.579.6200

**Morrisville YMCA**  
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Morrisville, PA 19067  
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## PRESCRIPTION AND OTC DRUG ABUSE

By Tim Philpot

### Bucks County Fights Back

The misuse of prescription medications and over the counter (OTC) medications has been a growing concern on the radar of police, health officials and parents over the past several years. Not much had been done locally to really impact the problem until about two years ago, when things took an awesome new direction. A group of concerned citizens and professionals united to attack the problem head-on with some very positive results.

Melanie Swanson, Prevention Specialist from The Council on Alcoholism and Drug Dependence of Southeast, PA Inc, explains that, "A grassroots effort to combat the growing problem rose up by forging partnerships from members of the community level to the county level and beyond."

Prescription and OTC medications become easily abused in several ways. Sometimes they are left to linger around on our bathroom shelves after we no longer need them and they fall into the hands of someone who is curious about how they make them feel, or we become addicted to the medication and the only way to obtain it is to steal it or buy it off the streets. Additionally, flushing medications down the toilet, as many of us do without a second thought, isn't really a safe way of disposing of them. Studies have shown trace amounts of many different kinds of medications in the water system, making it questionably safe to drink.

With regard to illicit use, the scope of the problem is huge, according to Gary Tennis, Director of the Pennsylvania Department of Drug and Alcohol Programs in Harrisburg. Tennis says, "Prescription drug overdose deaths now exceed all of the illegal street drug overdose deaths combined. Too often, our young people start abusing prescription drugs that they find in the medicine cabinets of their friends or family. These are usually drugs that are no longer needed by the patient."

#### BUCKS PROMISE

In 2010, Bucks Promise, a consortium of anti-drug coalitions which work in their own local community for substance abuse prevention, formed a subcommittee to deal



Tim Philpot (far left) with the team from Bucks Promise, accepts a national "Dose of Prevention" award.

with the prescription drug abuse problem. LYFT, which is the Community Prevention committee that serves the Pennsbury School District and which is sponsored by United Way of Bucks County, joined right in! The group took assertive action, setting its sights on gaining the buy-in of local law enforcement. The Prescription Drug Take Back committee made a moving presentation to the Police Chiefs' Association about a prescription drug

"Take Back" day that had been tried in other parts of the nation. The group found a champion in Christopher McAteer, the Chief of County Detectives who works directly for the District Attorney's Office. McAteer immediately took up the cause with Bucks County District Attorney David Heckler. A date for the first Take Back Day was established and ads were created to explain the initiative to the community. Local coalitions like LYFT approached their police departments to get them on board and everyone prepared with some uncertainty for the day to arrive. Much to everyone's surprise, the day was a HUGE success, with local residents turning over boxes and bags filled with unused medication, some prescriptions as many as 20 years old. Many said things like "I had no idea what to do with these, so I just kept them." The outpouring was remarkable, with many types of highly addictive medications included in the haul.

With such a great response, the committee decided to move forward, and expand. The committee found another method to provide a safe drop-off of medications by asking local law enforcement and townships to install permanent drop boxes in their police departments and other secure locations in the county. Though some were concerned about the safety of this route at first, these drop boxes became quickly popular and many were installed so that residents do not have to wait for the continuing semi-annual collection days, but could drop by the police stations, some of which are open 24/7, and safely dispose of medications and OTC drugs. "To date we have been able to successfully install 24 permanent medication drop boxes throughout the county and have collected a massive amount of medications," says Melanie Swanson, which is more than in any single county in the United States! These drop boxes, combined with semi-annual take backs, have netted over 8 tons of pills, tablets, cough syrup! Director Tennis

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## PLAY BALL: HOW LIFE IS LIKE BASEBALL

By Carl Saalbach

### Helping Bucks County is a Team Sport

If you can't think of at least one way life is like baseball, you don't know the game.

Just like in life, in baseball there's no set time limit. You know that there will be an end, but you don't know when it's coming. There may be curve balls. There will be sacrifices. Just like in life, a person may excel, but it takes a team to succeed.

As in life, you get more than one chance - more than one at bat, and if you're good, more than one season.

When the season starts, there is a strong sense of renewal for the players. Every player is given a clean slate. All statistics reset to zero and everyone is on equal playing terms - until the first pitch is thrown.

It may sound corny or a little contrived (or both), but that's how I think of United Way of Bucks County - like a team at the start of a new season. There is a strong sense of renewal. Spend time with the UW Bucks team and you can tell they're ready to play and that they take the game seriously.

In a very small way, I am part of that team. I have volunteered a few times this year (something I hadn't done since college). I have also donated. My contributions are small, but I like the fact that I am part of something much bigger.

Before you tell yourself that whatever you can give is not enough and it won't possibly have an impact on the community, think again. In baseball, it usually takes more than one player's contribution on a team to score a run. Every little bit helps to get our players in the position to win.

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recently lauded the initiative, marveling, "Bucks County has a model program to take back prescription drugs and it will surely save lives. We are now working to replicate it throughout Pennsylvania."

On February 6, 2013, LYFT and other members of the Prescription Drug Take Back Committee were honored at a national meeting of Community Coalitions. In front of a crowd of 500 peers, the Committee was congratulated by General Wesley Dean, Chief of the Community Anti-Drug Coalitions of America. Dean honored the group with the Consumer Safety Products Association "Dose of Prevention" award for their pioneering efforts. Attacking the problem of prescription and OTC drug misuse required perseverance, but the success might remind you of the words of Margaret Meade who said, "Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."



Artist's rendering of Babe Ruth on the Live United team.

"If my uniform doesn't get dirty, I haven't done anything in the baseball game." - Ricky Henderson

For many of us, it is difficult to find the time to volunteer. Support the United Way any way that you can, but please consider volunteering. Once you start, you will see how fun and significant the game is! You will be surprised at the opportunities available, and how your own strengths or interests can match up perfectly with our community's

needs. Volunteering is how you get your uniform dirty.

So, here's the pitch: United Way is looking for some help this year. I hope you'll take a crack at it. If you already give, take time to volunteer. If you volunteer, consider making a

donation. Advocate when you can; tell others about UW Bucks and how they can get involved.

Let's play ball!

**About the Contributor:** Carl Saalbach is a human resources professional at Saint Joseph's University and a devoted Philly sports fan (win or lose). His favorite volunteer activity this year was being a Martin Luther King Day of Service essay contest reader. His favorite place in Bucks County is the Newtown Theatre, though Tyler State Park is a close second.

So what's next for the committee? They are currently working on a plan to reach out to physicians and dentists, encouraging them to voluntarily review how many pills they dispense and when the medication could be misused, yet more methods to lessen the number of pills on the street. Will this strategy be successful? Only time will tell, but given the track record of this group, we can expect great things.

**About the Contributor:** Tim Philpot is the Director of Community Impact and the Project Director for the LYFT Coalition at United Way of Bucks County. He is a seasoned behavioral health professional and an expert in public and private sector grants. He is active in many community groups and is well respected for the passion and creativity he brings to all projects.



# HURRICANE SANDY AND THE SILENT HEROES

By Danielle Bush

## Partners Pull Together to Make an Impact

It was October 29, 2012 and Hurricane Sandy was traveling up the East Coast headed in our direction. As the rain came down and the winds grew stronger, doubts crept into certainty: the hurricane was actually going to hit our area.

Hurricane Sandy, also known as Superstorm Sandy, pummeled Bucks County with 80 mile per hour winds. Sandy is one of the most expensive storms in US history, second only to Katrina.

A few days after the storm passed, and in spite of having no power at home or in the office, the staff at United Way of Bucks County returned to work. Jamie Haddon, President and CEO, pulled the staff together. After making sure no members of the team needed help, he asked, "What can we do to help those who have been affected by this storm?"

It was a complex question. United Way of Bucks County is not a direct service agency. UW Bucks is not an emergency services provider. How does this kind of organization fit in when disaster strikes?

### GATHERING INFORMATION

At that moment, the best thing for UW Bucks to do was gather information - polling Member Agencies and State Representatives to find out what damage they or their constituents experienced. It is impossible to offer help until you know where it is needed.

UW Bucks also began to take part in Southeastern Pennsylvania Voluntary Organizations Active in Disaster (SEPA VOAD) conference calls regularly. SEPA VOAD is a group of volunteer organizations that coordinates planning efforts and, during a disaster, matches community needs with services provided by member SEPA VOAD agencies e.g. Lutheran Disaster Services, American Red Cross, Salvation Army and Team Rubicon.

As information poured in, two great needs emerged:

- People needed food urgently and the food pantries needed help getting it to them
- Trees were down all over the county, creating dangerous situations for many residents

### FOOD AND BASIC SUPPLIES

Prior to Sandy, food insecurity was already a critical issue. Pantries have experienced a cut of almost 40% in their government resources, yet the demand is up. Sandy added another dimension. People who normally would not visit a food pantry suddenly needed help. Some lost everything in the storm. Others, people living paycheck to paycheck, couldn't work due to the storm, which meant they didn't have money for food. That, coupled with losses suffered by supermarkets and food pantries, created a critical need.

United Way of Bucks County coordinated the efforts of companies and individuals who wanted to help. Some companies stepped up, donating pallets of food. Individuals and groups did their part by holding smaller drives. Some got creative and hosted a "celebrity bartending night" to help those impacted by Sandy.

Some of Sandy's silent heroes - UW Bucks partners who stepped up to meet basic needs for food, clothing, and blankets in Bucks County are: Wegmans, Warrington; Sesame Place, Langhorne; Continental Tavern, Yardley; Energy Concepts, Bensalem; Pfaff Elementary School, Quakertown Community School District; and Mark Stanford, a student at Youngstown University.

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UW Bucks also partnered with the Bucks County Opportunity Council and was successful in securing a \$150,000 grant from the Hurricane Sandy Relief Fund through United Way of Pennsylvania. The Hurricane Sandy Relief grant will help UW Bucks and BCOC provide these pantries more ready-to-eat nutritional meals, freezers and generators. This will also provide a long-term solution to preventing food loss during a severe storm or a disaster.

### CLEARING THE TREES



Trees down in Bucks County created an unsafe environment after Hurricane Sandy.

Fallen trees were the next biggest obstacle the residents of Bucks County were facing after Sandy. Trees had fallen on houses and across roads. Working with the SEPA VOAD Team, United Way of Bucks County helped organize a volunteer day specifically to help residents with downed trees. State Representatives referred constituents who needed help with trees and soon a plan was in place: 40 volunteers would go out and help the families in most urgent need. They would safely take trees down, then cut up and stack the wood on homeowners' properties.



Volunteers work to help families safely remove trees. Wood is then stacked for the property owner.

One family, referred by State Representative Marguerite Quinn, was particularly hard hit. Trees - literally 100 feet high - crashed down around them. This family was facing many challenges post-Sandy and simply did not have the thousands of

dollars it would take to remove the trees safely. When volunteers from UW Bucks and SEPA VOAD were able to help, they were deeply grateful.

These men and women worked to make others safe without expecting thanks or praise. They are truly silent heroes.

### BECOMING A HERO


We know that sometimes heroes emerge in times of greatest need - but please don't let that be your only call to action!

There will be a time when Hurricane Sandy is a distant memory, but there will always be a need for heroes in Bucks County. Just follow these steps:

- Gather information about needs in our community.
- Which are you most passionate about? Decide what moves you.
- Act. Volunteer or advocate. Do something to make a difference.

It's as easy as that. Now - how will you be a hero this year?

**About the Contributor:** Danielle Bush works in the Community Impact department at United Way of Bucks County. She cares deeply and passionately about connecting people with the opportunities they need to succeed. She has emerged as the 'go-to' person for many nonprofit agencies in Bucks County. She has a wonderful husband and two amazing children, who occasionally make guest appearances at volunteer events.



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## SMALL STEPS, BIG DIFFERENCE

By Tim Philpot

### Stone Soup Redux

You might remember the old folk tale about “Stone Soup,” where a wise old person starts a pot of soup by simply putting a stone in a cauldron of boiling water. Each person who comes by drops just a little something in the soup...a few beans, a turnip, some small chunks of meat, some rice... and eventually out of nothing comes a rich and wonderful pot of soup that many can share and enjoy.

Flash forward to the present. What would the 21st Century version of Stone Soup look like? Well a group of dedicated people found out during this year’s Martin Luther King Day of Service. That was the day that many people came together and turned a little bit into a whole lot.

Back in the fall of 2012 the President and CEO of United Way of Bucks County, Jamie Haddon, forwarded an article to the staff about an event that was conducted in Findley, Ohio by a United Way affiliate. The United Way affiliate in Ohio had partnered with an organization called Outreach, Inc. in a mass meal packaging event. Outreach Incorporated is a nonprofit that has organized mass food packaging events across the country, to feed hungry people at home and around the globe. Based on the principle that many hands make light work - and the good old Henry Ford idea of an assembly line - Outreach works with many different volunteer and civic organizations to produce large quantities of healthy food that is easy to prepare and nutritious. Because they can buy in bulk and use volunteers to do the packaging, Outreach is able to work with organizations to package a healthy meal for the astoundingly low cost of only twenty-five cents per meal.

Although the idea of holding a mass meal packaging event locally was appealing, there were lots of challenges. Where would the volunteers come from? Where could the event be held? Who would organize it? How would the food get into the hands of people who really needed it? And perhaps most daunting, how would the organizations come up with the seed money?

Enter a new partner. Central Bucks Cares Educational Foundation (CB Cares) was celebrating their 10th year of MLK Day with Service projects in Doylestown and the surrounding communities and they wanted to make it special. UW Bucks proposed a joint project: the two groups partner to hold a meal packaging event with the help of Outreach, Inc. That’s when things started to happen.

People began to reach out and, no pun intended, the pot began to be stirred. United Way of Bucks County was awarded a grant from the Land O’ Lakes Foundation to assist hungry folks in Bucks County to obtain food. CB Cares was able to identify some matching monies donated to their organization by

the Eden Foundation, which they could put toward the cause. The Village Improvement Association of Doylestown Hospital agreed to donate their space at the James Lorah auditorium to hold the event. The ingredients for soup were coming together. While still short of the financial goal, optimistic people moved ahead with planning.

Of course, one of the most important players in this project was Outreach, Inc. While based in Iowa, this organization has affiliates in different parts of the country. The closest to Bucks County is located just outside of Boston. Outreach Inc. agreed to send their representative from Boston down to work

with United Way of Bucks County and CB Cares to make the event happen. By the way, just to give you the sense of the dedication of Outreach, Inc. and its volunteers, Matthew Martin, the Boston based Outreach representative, planned to get up at 4 am, drive from Boston to Doylestown, hold the event and then drive home all in the same day. The partners made sure that he did not have to endure such a long day and put him up in a hotel the night before the event.

The final plans were made, volunteers were recruited, and every-

one collectively held their breath, hoping that the event would come together. The plan was to package 16,000 macaroni and cheese meals, in about two hours, using five production lines and about 60 volunteers. Could we do it?

On the day of the event, Matthew arrived ahead of schedule and with the help of early volunteers, set up the production lines. At 10:00 am volunteers from all over the community poured in to help, including 35 students from Delaware Valley College, members of the Village Improvement Association, United Way of Bucks County employees and their families, and people from the community who heard about the event and just wanted to help—about 75 volunteers in all. After a few opening remarks, Matthew quickly showed everyone how to operate the production lines and the work began. Specially designed plastic bags were opened and sent down the production lines. Some people put macaroni in the bags, some people added cheese, others added additional soy protein to make the meal more nutritious, others heat sealed the bags, and the last workers on the production lines packed the sealed bags into boxes.

In just under two hours the volunteers were able to package 16,000 meals, a truly amazing accomplishment. But wait...it gets better. Matthew had additional supplies in his van, and asked the group if there was any way that more money could be raised to package additional meals. People got on their cell phones and called friends and family to ask for pledges, tweets went out, vol-

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## THE CASE FOR GIVING LOCALLY

By Tom Sofield

### Community Giving Expected to Grow

Giving to nonprofits that help the local Bucks County community has several benefits, this according to Temple University Fox School of Business Professor James Hunt.

As the retail scene slowly shifts from the once dominant world of big box national stores back to locally-owned shops, as indicated in articles in BusinessInsider.com and Bloomberg Businessweek, a shift is also likely to be seen in the world of nonprofits.

“More and more people are thinking in more local terms,” Hunt says. “Our objectives overall are at a local level.”

“Donating locally provides more of a direct impact and lets you see what your donation is doing,” Hunt says. He adds that is something you do not necessarily get with a large, national organization.

Helping local nonprofits gives people the chance to expand their giving options from just money to providing food, clothes, expertise, or time.

Bristol Borough resident Anne Cobbs says she gives locally because it affords her the chance to see her hard-

earned financial contribution in action. “When I give, I like to see where my money is going and who it’s helping. I don’t really see that if I give to a big national group.”

Hunt said that a mindset like Cobbs is based on wanting to help at the community level.

Nate Khaimchayev of Upper Southamp-

*“Whether they realize it or not, they have a friend or neighbor who is being helped by their donation.”*

ton echoes Cobbs’ thoughts. “Your donation seems to get lost in big groups and its final destination can get muddled in high administrative costs and mismanagement. It’s just better to give at home.”

The United Way of Bucks County funds over 50 programs through 32 different agencies in Bucks County. Countless other programs throughout the 625,249 person county are assisted by the local United Way.

Although part of a larger network of 1,300 United Way chapters, the Bucks County branch is completely autonomous and run by locals.

Local United Way President and CEO Jamie Haddon says this is important for donors to understand. “When people give to United Way of Bucks County, they aren’t throwing money into a void. The money stays here. It helps 32 nonprofit agencies here. Whether they realize it or not, they have a friend or neighbor who is being helped by their donation,” he adds.

Hunt explains that the desire to give locally is based on our mindset to help out on the community level. He says that he only expects

local giving to grow over the next few years.

The next time you think about shopping locally, take a moment. Think about the impact you will make if you choose to give locally, too.

**About the Contributor:** Tom Sofield is a multimedia journalist and editor of *LevittownNow.com*, a hyperlocal news and information hub. He has covered news in Bucks and Montgomery County communities for both newspaper and online audiences for the past three years.

## BEST WISHES FOR A SUCCESSFUL EVENT!

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# CORPORATE SOCIAL RESPONSIBILITY TODAY

By Jeanmarie Foy, Heidi Phillips, and Bill Shoffler

## Giving Employees What They Want

*“Creating a strong business and building a better world are not conflicting goals – they are both essential ingredients for long-term success.”*

William Clay Ford, Jr., Executive Chairman, Ford Motor Company.

According to Forbes Magazine, employees now want more from their employer than a paycheck.

They want a sense of pride and fulfillment from their work; they want a purpose and a company whose values match their own. Incredibly the nonprofit NetImpact found that 72% of young people entering the workforce would take a cut in pay to work for an organization where they could make a difference - and corporate leadership is hearing this message loud and clear.

Corporate Social Responsibility (CSR) is changing. It is moving beyond window dressing and becoming a more refined concept. It is part of a business strategy and a talking point when attracting and retaining talent. In the information age, strong CSR also impacts customer acquisition. According to a recent survey by Landor Associates, 77% of consumers say it matters to them if a company is socially responsible.

What does this really mean for United Way? It means that our connections with business partners are no longer business as usual. Businesses are less interested in a United Way campaign as a once-a-year fundraiser and more interested in how we can add value to their existing CSR strategy. Our connection can't be purely transactional. It must be a true relationship.

To be clear, nonprofits like United Way come to these relationships with an agenda. A strong CSR platform and year round relationship can be a game changer. It is the difference between a semi-engaged donor and a fully supportive stakeholder, willing to advocate and volunteer for the greater good.

But the benefit is mutual. When employees are given opportunities to engage; when they can connect through their workplace to a cause they are passionate about - and where they make a true impact - they are more likely to value both their workplace and their nonprofit connection.

The connection between the value an employee places on CSR and the value they place on their workplace is clear. The Corporate Leadership Council reports that when a company has high engagement in CSR, their staff turnover is 87% lower. Last year, a study by Ipsos MORI found that 75% of employees with a favorable impression of their company's CSR efforts planned to stay at least two years; less than 50% of those with an unfavorable opinion planned to stay two years.

In the interest of enhancing that connection, here are some of the things that our strongest local partners do right when it comes to CSR:

### THEY DON'T JUST TALK ABOUT COMMUNITY, THEY DEMONSTRATE CORPORATE BUY-IN

The most successful UW and corporate relationships start with commitment at the top-most levels of the organization. Employees feel the difference, whether there is true commitment or it's just lip service. For example, First Federal of Bucks County shows their commitment by matching every employee donation, dollar for dollar. Members of their Board of Directors and top management give and volunteer their time, rolling up their sleeves, and work side by side with employees on community projects.

### THEY PLAN A DAY OF CARING

Throughout the year, we help companies plan and execute "Days of Caring." This can either be company-wide or tailored to a smaller contingent - like a specific department or affinity



UW Bucks staff with the team from Aon Affinity at a Day of Caring in Bristol, PA.

group. Some of our companies prefer internal projects—and some want to get the group out of the office for a team-building experience.

Paint a child care center for Head Start, spruce up a kids' playground at the YMCA, sponsor a picnic for special needs children at Tyler Park, collect food for the 63,000 hungry people in Bucks, collect winter coats and gloves for kids, provide meals at the Homeless Shelter in Levittown, clean up an entire neighborhood in Fleetwing. You name it and we have planned it with - and for - our corporate partners.

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### THEIR COMPANY IS REPRESENTED ON A COMMUNITY IMPACT PANEL

Volunteers can offer up their time and expertise in special areas of interest by joining one of the United Way of Bucks County Community Impact Panels—Education, Income, or Health. Proposals from nonprofits are read and scored, agencies are visited, and these panels decide exactly where the dollars raised are spent in Bucks County. Your company is given a voice. Your employees will also see the direct connection between fundraising and making great things happen in the community. There is no question that being part of the two year investment cycle is a lot of work, but it is also extraordinarily rewarding.

### THEY MAKE IT META

Gone are the days when people will read long reports or white papers on a company's Corporate Social Responsibility policies. The best way to promote and endorse CSR in action is to show, not tell.

Our strongest partners do their best to communicate in real time using their website, intranet, Facebook, Twitter, and videos. Employees benefit from immediate feedback on their work. External stakeholders get a better look at what you stand for. Use these tools to make your team feel special and advance your position in the community as a change maker.

### THEY MAKE CAMPAIGNS FUN & TEAM BUILDING

Do something fun! Have a chili cook-off (these get surprisingly competitive), a Halloween costume competition, organize a 5K run around your campus and neighborhood, have an ice cream social, or a talent or fashion show. Have a baby shower and collect diapers and formula for those who need a boost.

Some companies have a penchant for costumes (GE Water & Lockheed Martin) and greet employees in the early hours with healthy snacks as they arrive for work. Dunk tanks are another popular attraction—usually reserved for finance department heads (go figure).

### THE TAKEAWAY


In a perfect world, every company would have a CSR team seamlessly integrated into operations. In the real world, this is not the case. So we leave you with this offer: think of us as your CSR team. Give us some of the responsibility of helping you engage your employees. Let us provide the network, the connections, and the know-how.

When we can connect your team to projects that impact the community - and elevate your CSR strategy - we (you, United Way, and Bucks County) all win. Just think what we can accomplish when we can work UNITED on this.


**About the Contributors:** Jeanmarie Foy is Director of Workplace Campaigns at United Way of Bucks County. She was born in Bucks County and currently lives in Rushland on Ross Mill Pet Pig Farm (has no pets!). Graduated from Temple, DelVal, and University of Hawai'i at Monoa. She's passionate about supporting nonprofit work in Bucks County, Heritage Conservancy properties and essential oils. Contact her at [jeannief@uwbucks.org](mailto:jeannief@uwbucks.org).

Heidi Phillips is a compassionate Bucks County resident who is thrilled with her job as Community and Corporate Development Officer. She has more than 25 years in Sales and Education with a proven ability to train and develop people and accounts. She is most happy when helping others, increasing the size of her vegetable gardens while decreasing the lawn space, and enjoying outdoor activities with family. You can reach her at [heidip@uwbucks.org](mailto:heidip@uwbucks.org).

Bill Shoffler is a 60 year resident of Bucks County and after a 40 year career in industry and finance now considers himself to be in the most enviable career position imaginable: Community and Corporate Development Officer at Bucks County United Way. Bill is an Assistant Scoutmaster and volunteers for Bucks County Special Olympics. Bill and his family enjoy all the richness Bucks County has to offer. You can contact him at [billshoffler@uwbucks.org](mailto:billshoffler@uwbucks.org).



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## SHARING MOVING IMAGES

By Jen Phillips April

### Versatile Videos Matter to Today's Nonprofits

People upload 72 hours of video to YouTube every single minute - and it's not all skateboarding cats.

With YouTube now the second most frequently used search engine (after Google), organizations are seeing the need to get comfortable with video.

Take United Way of Bucks County, for instance. While they are very clear on the fact that they are not experts, they are doing their best to harness the power of video to tell their stories.

#### VIDEO AS CELEBRATION

Video Title: Pfaff Elementary School

When the 4th graders at Pfaff Elementary collected supplies for Bucks County residents affected by Hurricane Sandy, the United Way came and brought them Live United T-shirts and shot a video of the students loading the vans with the toys, backpacks and school supplies they collected.

4th grade teacher Mrs. Gridley said, "The kids organized everything, they sorted the supplies and packed the boxes. It was a student driven project. The United Way came and asked them questions. "The kids really got the bigger message that they could help," she adds.

What was her students' biggest takeaway? "It doesn't take a lot to make a big impact."

#### VIDEO AS DOCUMENTARY

Video Title: Martin Luther King Day of Service

The United Way Bucks, CB Cares and the Village Improvement Association came together on a mission to feed the hungry in Bucks County.

On Martin Luther King Day, these organizations joined together, the James Lorah House donated the space as a staging ground, and the United Way put out a call to volunteers through social media and other channels. Over 70 volunteers showed up to pack meals for the hungry. Then, more donations came in at the last minute and the volunteers ended up packing 23,500 meals for the hungry in Bucks County.

Kimberly Cambra, the Executive Director of CB Cares says of the efforts, "This was not only at the core of offsetting poverty which is at the core of Dr. King's message, but it also brought together 3 key mission statements of the participating organizations. It was a trifecta of community goodness."

#### VIDEO TO PROMOTE AND INFORM

Video Series: United Way Bucks County \_ Jamie Haddon (assorted)

When the United Way wanted to promote the Social Media for Nonprofits Conference held last January, video expert Rick Toone of Shoot Better Video went to CEO Jamie Haddon's office to shoot

him getting the word out about the upcoming training session.

According to Rick Toone, "You can get twice as much info in a video than in text because people speak faster than they can read. Plus, people watch video online. Video works for you 24-7 and it shows personality."

At that January conference, the United Way received the news that they'd received a \$150,000 grant for the food pantries across Bucks County.

Jamie Haddon shared the good news at a break with a room of 150 non-profit leaders. Marissa Christie, Senior Vice President Marketing & Communications caught his impromptu speech on video using her iPad. It was on YouTube and Facebook the next day.

#### VIDEO AS THANK YOU

When UW Board Member and Bucks County Businessman, Mark Worthington pledged \$10,000, the staff wanted to do something memorable to thank him.

They filled a fish bowl with 10,000 pebbles to represent his donation

rippling through the community, gathered up some staff and launched a "sneak attack" (Jamie Haddon's words) on Mr. Worthington's office. Grinning, he accepted the fish bowl gift. Now, they have a 1:56 minute video living on YouTube expressing their thanks in a public way.

#### FUNDRAISING WITH VIDEO

At the heart of every non-profit is the ability to raise money. Without it, they can't continue to do good works in the community. Video is another venue to get the message out to supporters and would-be supporters and reach them where they live. Online.

Strong fundraising videos are touching, heartwarming and often fun. They bring the organization to life.

They are short and to the point, and they tell a story that's easy to watch and share. With the prominence of social media as a major marketing tool, quick clips are the perfect vehicle for building a following.

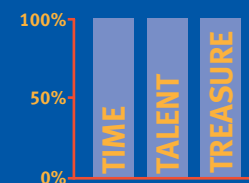
If you're just starting out shooting video, Rick Toone shares these tips: "Have a good message. One video usually has one message. Take a few minutes to plan what you want to share." That makes it easy to tell the story you want to share.

**About the Contributor:** Jen Phillips April is a freelance writer and social media consultant at [www.jenphillipsapril.com](http://www.jenphillipsapril.com) and [www.faucetgroup.com](http://www.faucetgroup.com). With 10 years in the online world, she works hard for her clients to boost their bottom line. She writes website copy, blog posts, emails and more for small businesses and national brands and trains organizations on how to build and implement effective social media strategies.

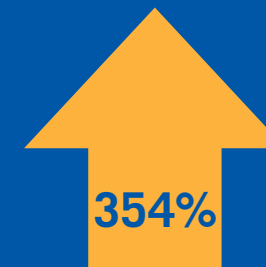


Jamie Haddon announces the receipt of a \$150,000 grant via YouTube.

## UNITED WAY OF BUCKS COUNTY BY THE NUMBERS



All of your contributions—time, talent, and treasure—stay here and directly benefit programs in Bucks County.



**354%:** Increase in the number of entries in the UW Bucks MLK Essay from the first year to today.



Because of the way we leverage gifts, for every \$1 donated, about \$2 in programs, goods and services reaches our community.



**2,500:** Number of people reached by a typical UW Bucks facebook post.



100% of the programs we fund are focused on sustainable change. We believe that a hand up is more valuable than a hand out.



About 90,000 people are touched by our programs each year—that's more than 1 in 10 Bucks County residents.



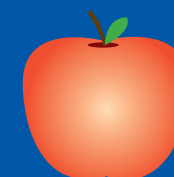
**8,307:** Children receive books of their own for the first time this year.



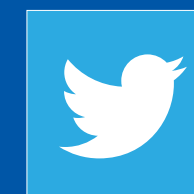
**\$1,000,000 PLUS:** Grant dollars brought to Bucks County annually by UW Bucks to provide educational programs.



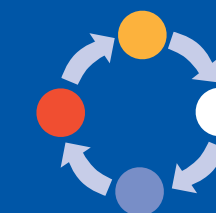
**52%:** Increase in traffic to [uwbucks.org](http://uwbucks.org) following re-launch.



**17,470:** Teens given the tools to make healthy choices each year.



**1,500:** Number of twitter followers added in 2012 (and still growing!).



**11,847:** People who need assistance get information to connect to the right program each year.



**\$17,060:** Value of school supplies collected through Stuff the Bus this year - a 41% increase in donations.



**\$1,700,000:** Dollars saved to date by Bucks County families on prescription drugs with free FamilyWize cards.



**\$601,887:** Value of goods donated through gifts in kind to respond to emergencies.



# WE ARE THE CHANGE.

This year, United Way of Bucks County asked thousands of people across the county to join the movement and say, "I am the change." Here are just a few of them... recognize anyone?







# PEOPLE WHO MAKE A DIFFERENCE IN BUCKS COUNTY LIVE UNITED

[www.uwbucks.org](http://www.uwbucks.org)



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Please support the people and organizations  
that support United Way of Bucks County.  
We're all in this together.

[www.uwbucks.org](http://www.uwbucks.org)

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Rob Cariola, Agent  
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Fairless Hills, PA 19030  
Bus: 215-269-3093  
[rob.cariola.lvgt@statefarm.com](mailto:rob.cariola.lvgt@statefarm.com)

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Organization Name

3M	Boscov's Department Store	Deluxe Corporation Foundation	ITW (M&C Specialties)	Neiman Marcus	State Farm Insurance
A Woman's Place	Boy Scouts of America, BC Council	Dominion	J.C. Penney Company	Neshaminy School District	Susquehanna Bancshares
Abbott Laboratories	Bristol Borough School District	Dow Chemical	Jacobs Engineering	Network for Good	Tara Tape
Accenture	Bristol Township School District	Draeger Medical	Janney Montgomery Scott	Network of Victim Assistance	Target
ACME Markets	Bristol-Myers Squibb	Dunmore	Johnson & Johnson	New Hope-Solebury School District	TD Bank
Acxiom	Bucks County Bank	EnForm Graphic Productions, Inc.	Johnson, Kendall & Johnson	New Jersey State Employees Charitable Campaign	Team Capital Bank
ADP/Manhattan	Bucks County Community College	Enterprise Rent-A-Car	JP Morgan Chase & Co	New York Life Insurance	The Dump
Advertising Specialty Institute	Bucks County Head Start	Equifax	Kellogg Company	North Penn United Way	Third Federal Bank
Aetna US Health Care	Bucks County Housing Authority	Express Scripts	Key Instruments	Northampton Township	TODAY, Inc.
Agilent Technologies	Bucks County Housing Group	Exxon	Laboratory Corp. of America	Northwestern Human Services	Toner Recycling Company
AIG/AGF	Bucks County Opportunity Council	Family Service Association	Land O' Lakes Foundation	NuStar Energy LP	Travelers
Air Products & Chemical	Bucks County Technical High School	Federal Express Corporation	Legal Aid of Southeastern PA	OfficeMax	Unisys
Aldie Foundation	Bucks County-Workforce Investment Board	First Data	Lexmark International	Palisades School District	United Health Group
Allstate Insurance Company	C & S Wholesale Grocers	First Federal of Bucks County	Libertae	Parx Casino	United Illuminating Co.
Ally	CDC Publishing LLC	First Niagara Bank	Liberty Mutual	The Peace Center	United Parcel Service
American Express	Carroll Engineering	Fisher Clinical Services	LifeQuest	PECO	United States Steel
Ametek, Inc.	Centennial School District	FMC Corporation	Lifespan Senior Services	Penn Color	United Way of New York City
Anderson House, Inc.	Central Bucks School District	Fox Chase Bank	Lincoln Financial Group	Penn Environmental & Remediation	United Way of Pennsylvania
AON Affinity	Ceridian	Fox Chase Chemical Diversity Center	Lockheed Martin Space Systems Company - Newtown	Penn State	Upper Bucks County Technical School
Aramark	CFC	Fulton Bank	Lowe's	Pennridge School District	Upper Bucks YMCA
Aria Hospital Bucks County	Charming Shoppes, Inc.	Gap Stores	Lower Bucks Community Centers	Pennsbury School District	Verizon Foundation
Arkema	Child, Home & Community, Inc.	GE Water & Process Technologies	Lower Bucks Family YMCA	Pfizer International	Vita Education Services
Ashland Oil Company	Children's Developmental Program	Giant Food Stores	Lucent Technologies	PNC Bank	Wal-Mart
AT&T	CIGNA	Good Friends, Inc.	Macy's	PPL Corporation	Walgreens
Avery Dennison Corp (Fasson)	Collective Brands (Payless Shoe Source)	Grand View Hospital	Managing Liquor Concepts, LLC	Price Waterhouse Coopers	Warminster Fiberglass
BankAmerica	Comcast Cable	Greater Philadlphia Media-Bucks County Courier Times/The Intelligencer	Marsh & McLennan	Principal Financial Group	Wegmans
BARC Developmental Services	Community Health Charities of Maryland	The Grundy Foundation	Marshall, Dennehey	Prudential Insurance	Wells Fargo
BC Drug & Alcohol Commission	Constellation Energy	Habitat for Humanity of Bucks County	McCafferty Auto Group	PSE&G	Williams
BC Intermediate Unit #22	Contact, Greater Philadelphia Council of Southeast PA	Harold Beck & Sons	McKnight Steel & Tube	QNB	Woods Services
BD Group	Council Rock School District	Henkels & McCoy	Merck & Company, Inc.	Quaker Chemical Corporation	Worthington Associates
Begley Carlin & Mandio, LLP	County of Bucks	Hershey Foods Corp	Microsoft	Quakertown Community School District	Yellow Freight Systems
Bensalem School District	Credit Counseling Center	Hewlett Packard	Middle Bucks Institute of Technology	Rhodia Corporation	YWCA of Bucks County
Best Buy Company	Cummins Power Systems, Inc.	Home Depot	Milton Roy Co.	RR Donnelley	
Big Brothers/Big Sisters of BC	Customers Bank	Honeywell Hometown Solutions	MobileCause	SECA	
BNY Mellon	Delaware Valley College	Hyman Korman Family Foundation	Morrisville School District	Sesame Place	
Boehringer Ingelheim Pharmaceuticals		IBM Corporation	National Penn Bank	Siemens Medical Solutions	
Boeing		Insaco	Nationwide	St. Luke's Quakertown Hospital	
Bon Ton					



UNITED WAY OF BUCKS COUNTY STAFF HERE TO SERVE

LIVE UNITED: Connect with UW Bucks Staff

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UNITED WAY OF BUCKS COUNTY

Statement of Operations (Pre-audit) For the Year Ended 12/31/12

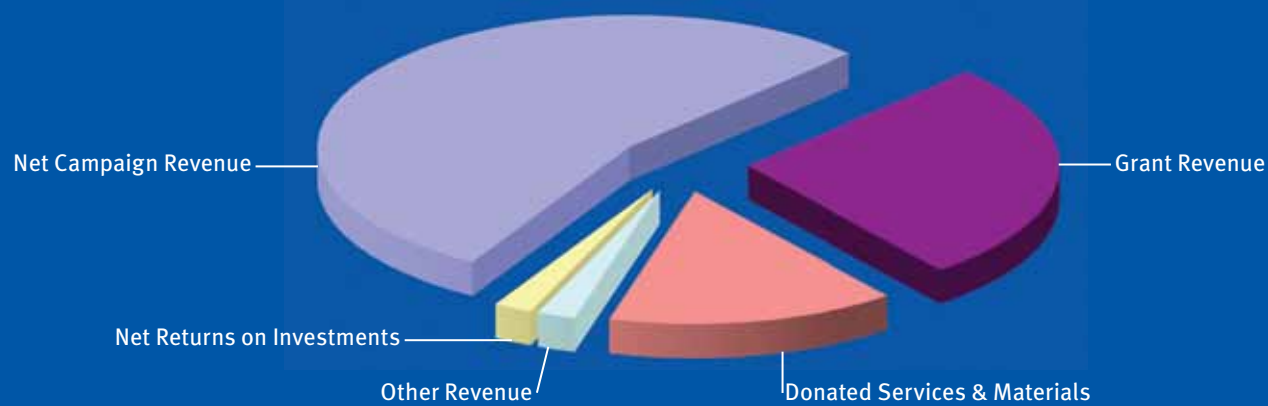
PUBLIC SUPPORT AND REVENUE

Net Campaign Revenue	
Gross Campaign	2,081,046
Less: Donor Directed Gifts	(175,489)
Less: Provision for Uncollectibles	(64,607)
Net Campaign Revenue	1,840,950
Grant Revenue	1,738,898
Donated Services & Materials	601,887
Other Revenue	84,997
Net Return(Loss) on Investments	76,216
Public Support and Revenue	4,342,948

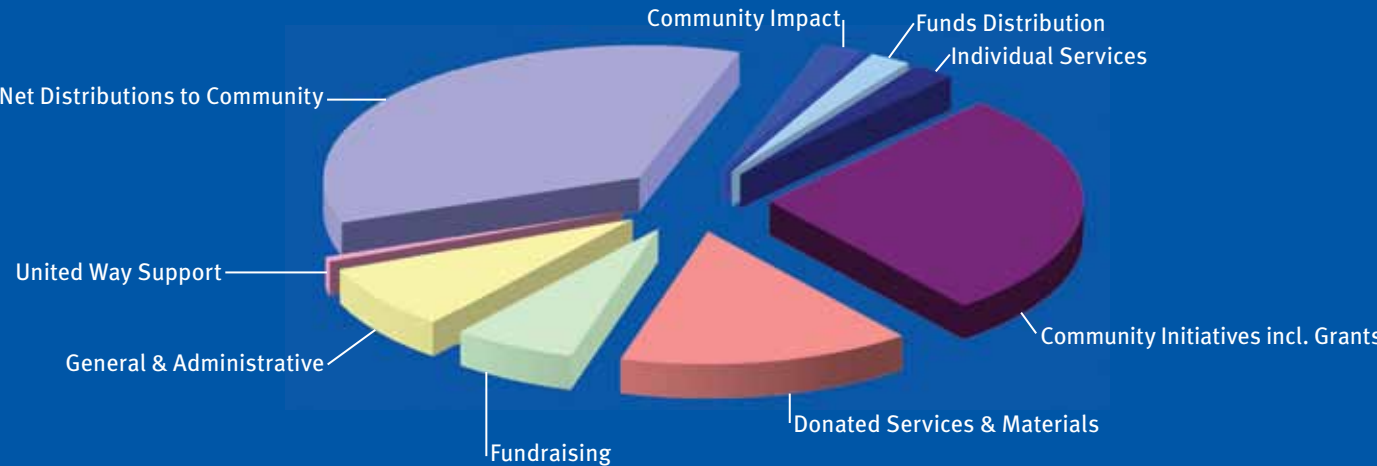
EXPENDITURES

Community Impact Expenses	
Distribution to Bucks County	1,337,427
Less: Donor Directed Gifts	(175,489)
Net Distributions to Community	1,161,938
Community Initiatives, inclg Grants	1,792,847
Donated Services & Materials	602,667
Community Impact	76,814
Funds Distribution	63,790
Individual Services	75,085
Community Impact Expenses	3,773,141
Fundraising	432,340
General & Administrative	314,672
United Way Support	21,428
Expenditures	4,541,581
Net Surplus	(198,633)

PUBLIC SUPPORT AND REVENUE



EXPENDITURES





# MAKING AN IMPACT IN BUCKS COUNTY

## UW Bucks Education, Income and Health Projects in Action

United Way of Bucks County has been mobilizing a variety of resources in the communities—through people, time, talent, relationships, expertise, technology and financial support—to create lasting changes in community conditions that improve the lives of the residents of Bucks County. The following is a snapshot of how UW Bucks adds value through a variety of community impact strategies:

### EDUCATION – EARLY CHILDHOOD & YOUTH DEVELOPMENT

**Community Investments to Partner Agencies of \$471,000** to help children and youth achieve their potential through 20 programs provided by 16 agencies that support quality child care, school readiness, and academic completion. These programs provide safe places and caring adults for young children and school-age youth to support families.

**Pre-K Counts** - \$337,140 – this is the sixth year of the program for the State of Pennsylvania through the Office of Child Development and Early Learning. This grant provides Quality Pre-Kindergarten education for 64 children throughout the County and professional development/education for teachers to ensure quality education for the children. UW Bucks serves as the lead agency (grant holder) for the 4 Pre-K Centers that participate in this program.

**21st Century Community Learning Center Grants** - (Cohort 5) - \$1,380,000 over 3 years to provide after school and summer, academic and cultural enrichment opportunities for grades 6-12 for students residing in Bristol Borough. (Cohort 6) - \$1,260,000 over 3 years to provide after school academic enrichment opportunities primarily for grades 4-6 for students residing in Bristol Borough (Cohort 6a) - \$1,092,000 over 3 years to provide academic support, credit recovery, and workforce development services to students grades 9-12 and their parents residing in Bucks County.

**Success By 6** – is part of the largest network of early childhood coalitions in the country. With 39,000 children in Bucks County under the age of six, our volunteers are working on projects in 4 key areas: 1) Quality Early Care and Education 2) Literacy 3) Parenting and 4) Healthy From the Start to make sure that these children are ready to learn when they enter school.

**Born Learning** – Distribution county-wide to parents and caregivers to create early learning opportunities for young children. These materials include “KidBasics” and “You’re Child @ ...” series in both English and Spanish. We focus on “Everyday Moments Being Teachable Moments.” Currently,

we are planning the establishment of “Born Learning Trails” throughout the County.

**Children’s Trust Fund** – Strong Families, Safe Children Grant of \$40,000 for 3 years (we are currently in Year 3)- to provide coaching/mentoring for family child care professionals regarding identifying and reporting potential child abuse and neglect.

**LYFT** – Community Prevention Coalition: - Drug Free Communities Grant - \$125,000 per year for up to 10 years (currently in year 8 of this program) that works with the Pennsbury School District through a community coalition to support efforts to minimize risk-taking behavior and maximize access to prevention education opportunities and resources to assist youth and families.

**Sober Truth on the Prevention of Underage Drinking Grant** - \$200,000 over four years to specifically address efforts to reduce underage drinking in the Pennsbury School District. Pennsylvania Liquor Control Board grant - \$17,500 for one year to also address underage drinking in the Pennsbury School District through social marketing and peer to peer messaging.

**School Readiness Materials** - Created a “Children Learn Through Play” card to support parents in preparing their children for school and distributed “Kindergarten Here I Come” and “Learning is Everywhere “ calendars with fun educational transition activities by month. These projects are collaborative efforts with the Quality Child Care Coalition and Pre-K Counts.

**Early Childhood Education Trainings** - We support financially and with technical assistance, trainings for early childhood professionals which include: KidWriting, Tender Bridges, etc, in collaboration with other organizations that support quality early childhood education.

**Community Resource Guide for Young Children & Families** – Distributed an updated version of this directory (“Who to Call in Bucks County”) that provides information and phone numbers (including hotlines) that are important to families and children. This guide is done in collaboration with the BCIU # 22 and the Quality Child Care Coalition.

**Ready Reader** – Achieving Success By 6 – through a grant from Charming Shoppes for over \$5,000 for 1 year, we have continued to distribute a Family Literacy Kit and developed a math kit for parents of preschoolers throughout the county with presentations by Success By 6 volunteers on how families can use this kit to share the love of reading/learning with their children.

*continued from page 74*

**Book Drives** – Success By 6 was the recipient for the 6th year of the annual Barnes & Noble holiday book drive. Over 8,300 books were purchased by generous shoppers who gave these children’s books for distribution to child care centers and preschools throughout the county.

### INCOME – FINANCIAL STABILITY/SELF-SUFFICIENCY

**Income – Financial Stability Community Investments of \$340,000** to promote financial stability and independence through 16 programs and 13 agencies that support job skills, affordable housing, and skills for increased savings, financial assets and long term stability.

**Emergency Food and Shelter Program** – Through funding from the Federal Emergency Management Agency, UW Bucks administers this program that brought \$46,937 this year to the community in support of emergency shelter.

**Gifts In-Kind** – Through a network of stores and businesses throughout the area, we receive donations with an average annual value over \$300,000 of goods for distribution to our partner agencies throughout the County. These items include bedding, clothing, furniture, toys, house wares, etc, for use by the agencies or their clients.

**In-Kind Donations** - In 2012, the business community and generous residents of Bucks County donated over \$200,000 of goods and services. They have donated items such as coats, office furniture, sofas, TV’s and wheelchairs. These items are given to our agencies to use or be used by their clients.

**Stuff the Bus** - This program was started to meet the overwhelming need for school supplies in Bucks County. We asked for help from the community and received an incredible amount of support. Stuff the Bus provided over \$17,000 worth of school supplies to families who were struggling. These children went to school prepared and ready to make a fresh start to the new school year.

**Operation Helping Hand** – An annual food drive that is run through United Way in collaboration with the schools (both public and private) to collect food on one day each year in March. This collection brought in 41,716 lbs. of food in 2012, which was distributed to food pantries throughout the county.

**Tax Prep & EITC** - On-line and On-site Tax Preparation – link on our website for tax preparation, for anyone making less than \$57,000 per year, to complete and file their tax returns free of charge. UWBC also partnered with Bucks County Opportunity Council’s Bucks Back Program, which offered free tax prep to early childhood professionals. These programs focus on capturing the Earned Income Tax Credit to benefit families in Bucks County.

### HEALTHY COMMUNITIES

**Healthy Community Investments of \$330,600** to promote health services, access to healthcare, violence prevention education, and coordination of services through 12 programs provided by 9 agencies.

**First Call For Help** – A local phone Information and Referral service run through United Way of Bucks County in collaboration with Contact of Greater Philadelphia for people in the community to connect to agencies, for emergency assistance, and referral for services.

**Connections** – Human Resource Directory - Also known as “The Red Book” – UW Bucks with a grant from Wells Fargo Foundation is providing an update of this comprehensive listing of a variety of human services (both private and public) which are available to people in our community. This directory is also available on-line at [www.uwbucks.org](http://www.uwbucks.org).

**Connections App** - The free app that connects you to agencies and programs across Bucks County right when you need them. Go to [www.uwbucks.org](http://www.uwbucks.org) from your mobile device and you will automatically be directed to the app.

**Familywise Prescription Assistance Program** – UW Bucks distributes prescription discount cards throughout the county for use by people who do not have prescription coverage or for a drug that is not covered. In 2012, 14,274 claims were made and \$332,550 was saved by the residents of Bucks County on their medications.

Proud to support  
the United Way  
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# UNITED WAY OF BUCKS COUNTY FUNDED PROGRAMS

Thanks to our donors, advocates and volunteers, over 50 programs are receiving United Way of Bucks County funding during this cycle (2012 – 2014).

Funded programs focus on the building blocks of a great life: a quality education, a stable income, and good health. They meet the greatest needs in Bucks County, as determined by our biennial Needs Assessment. They are devoted to creating sustainable change in our community. They are a hand up – not a hand out.

The programs listed here represent the people and organizations who bring the passion, expertise, and resources needed to get things done. Together, we address the issues that destabilize our community.

To learn more about these funded programs, visit [www.uwbucks.org/member-agencies](http://www.uwbucks.org/member-agencies).

Funded programs by agency:

**A Woman's Place**

Medical Advocacy Project

**Aldie Foundation, Inc.**

Outpatient Treatment Program

**American Red Cross SEPA Chapter**

Emergency Services

**BARC Developmental Services**

JOBS Program (Joint Opportunities for Business and Society)

**Big Brothers Big Sisters of BC**

Bristol Community Based Mentoring  
High School BIGS Program  
School Based Mentoring Program

**Boy Scouts Of America,  
Bucks County Council**  
ScoutReach

**Bucks County Head Start, Inc.**

Summer Enrichment Program

**Bucks County Housing Group**

\*GROW! A Day for Women and Girls  
Comprehensive Housing Counseling  
Program

**Bucks County Opportunity Council**

Economic Self-Sufficiency Program  
Emergency Services Program -  
Crisis Prevention for Self- Sufficiency  
and Independence (CPSI)  
\*Getting Ahead Workshop Series

**Child, Home & Community**

Taking Charge – Adolescent  
Parenting and Career  
Development Program  
\*Taking Charge – Adolescent  
Mothers Educational Summer Retreat  
Program

**Children's Developmental Program**

Family Support Program

**CONTACT of Greater Philadelphia**

Warm, Crisis Suicide Prevention  
Lifelines Reassurance Contact

**Credit Counseling Center**

Certified Credit Counseling  
Foreclosure Prevention & Loss  
Mitigation Program

**Family Service Association of BC**

Bucks County Emergency Homeless  
Shelter  
Behavioral Health Program (BHP)  
Early Childhood Services/Parents as  
Teachers  
Ways to Work/Drive To Success Program  
The Teen Center  
HIV/AIDS Case Management and  
Prevention  
Case Management for Older Adult and  
Disabled Residents of Bucks County  
Housing Authority

**Girl Scouts Of Eastern Pennsylvania**

Youth Leadership for At Risk Girls

**Good Friends, Inc.**

Addressing Employment & Psychiatric  
Functioning within a Drug & Alcohol  
Halfway House

**Habitat for Humanity of Bucks County**

A Brush With Kindness

**Interfaith Housing Development**

**Corporation of Bucks County**  
Lending A Hand

**justCommunity, Inc.**

Strengthening Families Program

**Legal Aid Of Southeastern PA**

Legal Resources for Financial Stability  
Protection From Abuse Pro Bono  
Program

**Libertae**

Essential Life Skills Support  
Clinical Life Strategies Program

**Lifespan Senior Support Services**

Comprehensive Home Assessment  
Program

**Lower Bucks Community Center, Inc.**

Low Income and Special Needs Early  
Children Education Scholarship and  
Family Support Program

**Lower Bucks Family YMCA**

Special Needs & At Risk Early Childhood  
School Age Special Needs and At-Risk  
Youth Care

**Network Of Victim Assistance**

Abuse and Violence Prevention  
Education Programs  
Direct Services to Victims of Crime &  
Violence

**The Council of Southeast Pennsylvania,  
Inc.**

AIM – Youth Intervention Program  
Gateway to Work  
\*Money Matters for Women in Recovery

**The Peace Center**

Project Peace for Schools

**TODAY, Inc.**

Gang Awareness

**Upper Bucks YMCA**

Upper Bucks YMCA Childcare

**Vita Education Services**

English as a Second Language For  
Immigrants  
\*Decisions for Living for Incarcerated  
Women

**YWCA of Bucks County**

Women's Employment Initiative  
YWCA Prevention Programs

# SPIRIT OF BUCKS ORGANIZATIONS

*Companies and their employees donating over \$10,000 on an annual basis earn the distinction of Spirit of Bucks.*

**\$300,000 and Above**

Johnson & Johnson

**\$100,000 to \$299,999**

GE Water & Process Technologies

Giant Food Stores

**\$50,000 to \$99,999**

Charming Shoppes

Comcast Cable

Dow Chemical Company

First Federal of Bucks County

ITW (M & C Specialties and Key Instruments)

Merck & Company

Nationwide Insurance

PECO

United Parcel Service

**\$25,000 to \$49,999**

Bristol-Myers Squibb

Enterprise Rent-A-Car

Greater Philadelphia Media

Bucks County Courier Times / The Intelligencer

Lockheed Martin Space Systems

Neshaminy School District

TD Bank

United States Steel

Wegmans Food Markets

Wells Fargo

**\$15,000 to \$24,999**

Advertising Specialty Institute

AON Affinity

Arkema

Bank of America

Bucks County Community College

Combined Federal Campaign

Council Rock School District

Harold Beck & Sons

IBM Corporation

J.C. Penney

Macy's

Milton Roy Company

Penn Color

PPL Corporation

QNB

Sesame Place

Target

The Grundy Foundation

United Way of Bucks County

**\$10,000 to \$14,999**

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GlaxoSmithKline

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National Penn Bank

Pennsbury School District

Rhodia Corporation

Third Federal Bank

\* Funded Through United Way of Bucks County's Women's Initiative



## COMMUNITY AWARD WINNERS

### PARTNERSHIP AWARDS

We commend the following for their outstanding partnerships with United Way of Bucks County.

#### Community Engagement

Barnes & Noble  
hhgregg  
Enform Graphic Productions  
Gasper Home & Garden Showplace  
McCaffrey's  
Serenity Day Spa & Wellness Center  
Sesame Place

#### Community Partner

#### Caring for Kids Award

Charming Shoppes  
Comcast Cable

#### Helping Hand Award

Lockheed Martin Space Systems

### YOUTH ENGAGEMENT

#### Operation Helping Hand Award

Strayer Middle School, Quakertown  
Community School District

#### Martin Luther King Day of Service Essay Contest

Jaden Caperelli,  
Doyle Elementary School  
Colin Monahan,  
Seylar Elementary School  
Sara Galloway,  
Richard Strayer Middle School

### CAMPAIGN AWARDS

#### LIVE UNITED AWARD

GE Water and Process Technologies

#### 100% Agency Participation

Big Brothers, Big Sisters of  
Bucks County  
Bucks County Opportunity Council  
Child, Home & Community  
Children's Developmental Program  
CONTACT Greater Philadelphia  
Credit Counseling Center  
Good Friends

Libertae

United Way of Bucks County

#### Regional Campaign Excellence

Johnson & Johnson

#### Corporate & Employee Campaign Excellence

Dow Chemical Company

#### Best New Campaign

Key Instruments

#### Most Improved Campaign

Comcast

#### Outstanding Campaign / Multi-Location

GIANT Food Stores

#### 20% Circle Award

Nationwide

Third Federal Bank

### TRAVELING TROPHY AWARDS

Highest per capita giving ratios in the  
2012 campaign.

#### Corporate Giving

Over 100 Employees

First Federal of Bucks County

Under 100 Employees

ITW (M&C Specialties)

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Over 100 Employees

First Federal of Bucks County

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Libertae  
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**Congratulations to  
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