

# BUCKS UNITED

UNITED WAY OF BUCKS COUNTY ANNUAL REPORT  
& MAGAZINE

**MULTIPLIER  
AWARDS**  
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**BUCKS  
KNOCKS OUT  
HUNGER**  
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**CAMPAIGN  
FOR THE  
GREATER  
GOOD**  
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**PLUS** Local Perspectives on Education, Income & Health, 14 Reasons to Explore Bucks County, A Local Recipe for Every Season, By the Numbers, and more!



Comcast congratulates  
United Way of Bucks County  
awards recipients,  
past and present, including:

Brian Jeter  
*Dr. Stanton Kelton Service Award*

Nan Mauro  
*Paul Sauerbry Award*



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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 nonprofit sector. My experience prepared me for many things, but not the overwhelming passion, commitment, courage, and unity that I have witnessed these past two years. 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 – the past two years have been banner ones. We are distributing 30% more resources in Bucks County. Two years ago, we were touching 1 in 10 lives in Bucks County. Today, we are touching more than 1 in 5.

We are in a period of transition as we shift our focus to the larger initiatives that impact our friends and neighbors most. We are increasing capacities, and we are also asking everyone to give just a little more. Last year, we asked you to “be the change”. This year, we are asking you to raise the bar. We are asking you to be more than the change. We are asking you to be a hero. Help us show everyone that heroes are here in Bucks County.

## SNAPSHOT: YEAR IN REVIEW

The level of growth we have experienced over these past two years doesn’t happen without hard work. It took a solid six months of intensive work to complete a strategic plan to carry the organization through the next three years of transformation. We 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 continue to improve 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; we are connected to more stakeholders than ever before via Twitter, Facebook, 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 know that UW Bucks is making ripples with its technology initiatives because United Way Worldwide recently invited us to join the United Way of Twin Cities, Portland, Detroit and New York City on their Social Media Strategic Planning Initiative. We are now in a position to influence the online strategy of 1,800 United Ways around the world.

We are so very proud that every dollar raised in Bucks County still stays in Bucks County. That has translated well to year-round relationship building with the donors and corporations that support us.

We have experienced increases in our volunteer Days of Caring, as well as our signature initiatives like Bucks Knocks Out Hunger, the Bucks County Women’s Initiative, our annual Pep Rally, and our Stuff the Bus back to school supply drive.

## NEXT STEPS

You are witnessing the beginning of something remarkable. This year, we will create deeper year-round relationships. Our Bucks County Women’s Initiative will reach more than 400 girls through mind, body and spirit programs. BKO Hunger will bring awareness to the issue of food insecurity in Bucks County and provide a huge amount of food. Programs we fund at partner agencies will continue to create better opportunities for those who need a hand up this year.

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 when we dig in and do a little more. Now is the time to decide how you will help - how you will be a hero in our community.

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

Sincerely,

A handwritten signature in black ink that reads "Jamie Haddon".

Jamie Haddon  
President & CEO, United Way of Bucks County



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

## Top-responsibility of the C-Suite: The Chief Believers

Luke: "I can't believe it."

Yoda: "That is why you fail."

Last year, I used this space to congratulate the accomplishment of a big organizational goal: significant growth in income for the first time since 2007. Congratulations were appropriate. Yet, at the end, there was a transition to the next year's goals; there was emphasis added that we must always hold the end(s) in mind.

Yet the "C-Suite" (the shorthand we use to collectively describe CEOs, CFOs, and other senior executives) has a role that has to be fulfilled before the goals are even written; before we begin acting with the ends in mind. Before anything else happens, C-Suite must embrace the role of "Chief Believers".

Our organization is no stranger to goals. There has been a lot of work to refine goals so that they are not only SMART (Specific, Measureable, Attainable, Relevant, and Time-bound), but also SMARTER (Evaluated and Revised as needed). There is little argument about the value of goals. They are the steps necessary to accomplish a mission. And mission is the grandest of all the goals. It is the master-goal; the organization's reason for being.

Our mission is "to advance the common good." While attractive, inviting, and appealing on the surface, to the experienced, it is...a doozy. Putting it through the paces of those SMARTER refinement tools, we see an issue: it is too general. It has to be made more specific so the right measures are defined. As for attainable, those that operate in this environment must guard against their tendency for being too idealistic. The conditions of the great recession impress relevance. Knowing how challenging our mission is, it is difficult to say when it can be accomplished. We try anyway.

Regardless of those critiques, nonprofit organizations continue with the process. Through planning, a roadmap for the future is defined. There is a process to create goals that integrate to the master-goal. The real work begins only after this is done; our action becomes the means to accomplishment.

Action is also where conflicts arise. Invariably, questions of capacity and concerns about capability will surface. Next, there are the challenges of alignment of functions, as well as governance. New information and opportunities will be

presented. They may be inviting, even gravitational. But they may also cause drift. That can be costly.

All of this can raise questions about the specific strategies employed. These conflicts conspire to add stress, tension, and pressure.

Those in the C-Suite are not impervious to the stress, tension, and pressure. To help, there is rising science about goal accomplishment. Writing in several articles contributed to Forbes Magazine, David DiSalvo first offers a warning: stress often releases a hormone (cortisol) that can diminish performance. Worse, that may have far more detrimental effects over the longer-term.

On the other hand, further research suggests that "our brains use the neurotransmitter dopamine as an internal guidance system to reach goals...[it's] sort of a "Marco Polo" effect that influences choices made to direct action toward a goal, and adjust expectations about how close or far away the goal really is."

In considering goals, DiSalvo adds the importance of true belief: "Another way to say that is – why would you expect a convincingly successful outcome when you haven't convinced yourself that it is possible."

Those that occupy the C-Suite in the health and human service arena take on incredible missions. There is little praise or recognition. Many are looking to you for solutions. To succeed, motivation has to come from the heart. Be wary, though: the heart may overreach while the mind attempts to overrule. This can lead to frustration or failure.

Yet, neither diminish the heart, nor understate the mind. Instead, marry the two. Allow them to passionately conceive of the inconceivable. Then, fill the role that so many in our communities need. Embrace the role of Chief Believer.

After that, SMARTER goals are a snap.



John Ramirez, Chief Financial Officer, United Way of Bucks County.

A handwritten signature in blue ink that reads "John Ramirez". The signature is stylized and cursive.

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## INTRODUCTION OF NEW BOARD MEMBERS

## TERMS BEGINNING 5/2/2014

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# AN AGENCY WITH IMPACT

By Patty Smallacombe, Ph.D.

## UW Bucks Community Investment Goes Online

This winter, United Way of Bucks County took the big plunge into online grant management. Using a new web-based program called e-Clmpact, our funding and reporting process is streamlined and efficient for all involved with the added bonus of being eco-friendly.

### HOW DOES IT WORK

In UW Bucks' Community Investment process, member agencies submit proposals for programs based on a needs assessment outlining priority areas. Volunteers from the community work together on panels to review the proposals and determine which programs in the areas of education, income, and health will be funded. Now, both agencies and volunteers use the same online tool to make this happen.

### MAKING THE SWITCH

UW Bucks offered a series of trainings at each of the Bucks County Community College campuses. Hands-on in the computer lab, agency staff navigated the online system and learned how to complete the proposal in the electronic format. Kathy Bennett from NOVA made the switch with ease, commenting, "We really like the e-Clmpact system. It



Jimmy Bellis of Wegmans, a new volunteer on the Community Investment Health Panel, receives e-Clmpact training.

provides clearer expectations of what [is] needed in the grant application process, and provides a level of consistency of what is being submitted by the various agencies. It is a user-friendly, straightforward system that [is] easy to use by even our more 'technologically challenged' staff members!"

Volunteers were trained in their panel meetings to review and score program proposals online. Bill Bronson of Com-

cast is excited about the tool, noting "e-Clmpact system is well-designed and user friendly. I look forward to utilizing its capabilities to advance UW Bucks' mission of serving the community in an effective and efficient manner."

### GREAT FEATURES OF E-CLIMPACT

e-Clmpact can be used from any device that connects to the Internet. All applications are submitted electronically,

eliminating the need for paper copies or last minute drop offs to the UW Bucks Office. Important for the organization, the system can be used to track multiple projects at UW Bucks as we develop its capabilities further.



UW Bucks staff, volunteers, and member agencies all connect online to streamline funding and reporting.

### HOW DO WE KNOW WE ARE MAKING A DIFFERENCE?

A key feature of e-Clmpact is that it offers the use of common outcomes and standard indicators to track the ways that a program benefits people's lives. Programs report on outcomes ranging from children's readiness for school, a family's steps toward financial stability, to seniors aging in place. With this system, UW Bucks can track these measures across funded programs and show collectively the impact of these investments in the community.

Making a difference for those in need in Bucks County is what we do; e-Clmpact gives us a powerful tool to help.

**About the Contributor:** *Patty Stern Smallacombe, Ph.D. is the Sr. Vice President of Community Impact at United Way of Bucks County and a sociologist by training. Working with the UW Bucks team for 8 years, she has been travelling the journey of community impact from the development of the Success By 6 initiative to outcomes-based accountability. She appreciates the opportunity to work with many talented volunteers and professionals throughout the county on a variety of collaborative projects. Patty enjoys time with her daughter, family and friends, practicing tai chi, and time in the great outdoors.*

# BRIAN JETER

## WINNER OF THE DR. STANTON KELTON SERVICE AWARD

By Katie Pilot

*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.*



Dr. Stanton Kelton



Brian Jeter

Brian Jeter, Senior Director of Government Affairs at Comcast, is this year's Kelton Award winner. He leads the government and regulatory affairs programs for Comcast's Philadelphia Suburbs North area.

He also serves on UW Bucks' Board of Executive Directors as the Vice Chair of Marketing. He grew up in Northeast Philadelphia, moved around the region for a while with Comcast, and happily returned to Bucks County in 2005.

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

I really enjoy the Bucks County community. It's close knit. It's a great place to work, live, and raise a family. Bucks County has rich history and it's really a community that's turning a corner, in terms of growth for businesses and families. It's just a wonderful place to live.

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

The passion really stems from having the ability to give back to non-profits through Comcast. I'm lucky and thankful that Comcast gives me the opportunity and resources to make an impact in the community where we live and where we serve customers. It's a tremendous benefit to work for a company that's so supportive of our involvement.

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

As I said, the culture at Comcast really empowers us to give back. We've been

able to support numerous organizations that we see as priorities in our community. Obviously United Way of Bucks County, as well as Big Brothers Big Sisters, which is a national partnership for us. I also support different diversity organizations to reach all populations of people in need - I think that's really important.

### ■ You've mentioned how supportive Comcast is of giving back. Do you think you hire people to work there who are inclined to support nonprofits? Or that they begin to support nonprofits because it's part of the culture at Comcast?

I think it's really a combination of both. It's been part of the culture, embedded into the company and the employees, for almost 60 years - since we've been in existence. It's part of our creed to find ways to make an impact on nonprofits and the community. We benefit because the company supports us in these endeavors - they match us in giving and give us opportunities to give back. It's really a win-win for the company, the non-profit community, and those who serve it.

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

The company has been taking part in United Way campaigns for the better part of a decade. I helped run UW campaigns in our offices in Bucks County and around the region. When I came back here, I really focused my approach to giving back to Bucks County, and I was honored when I was asked to serve on the board.

### ■ You have been a leader and volunteer of the nonprofit community for years. What are some of the volunteer leadership positions you have held? Are there any projects or accomplishments of which you are exceptionally proud?

Something we're really proud of is being able to select nonprofit partners for our Comcast Cares days. It's a day to give back for the employees, always at the end of April. The United Way has been a catalyst for us to connect with key partners around the community that

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we can really help. It's an inspirational and an incredible opportunity to utilize the network of resources UW Bucks has. We've worked with Habitat for Humanity, NOVA, the homeless shelter, Libertae... it's just a great chance to make the county a better place to live for those who need it the most.

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

That's a tough one! Serving on the board and being able to shape the United Way to better serve the needs of the community with fellow board members and staff has been incredibly rewarding and eye-opening. Whether it's helping raise campaign dollars or working on CIC, those experiences really stick out in my mind.

In 2012, we partnered with [Family Service Association's] Bucks County Emergency Shelter. A lot of people think that we live in the suburbs, so

people aren't homeless. Sadly, we do have a homeless shelter and it was in need. We were able to work with FSA after a recommendation came from an employee whose wife had spent some time in the shelter years ago. We were really able to make a difference with the shelter as it was in transition.

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

There's an old quote, "There's nothing stronger than the heart of a volunteer." I've had the ability to see that in a variety of ways since being back in Bucks since 2005. The lifeline of a nonprofit is its volunteers. They always need them, and the only way you can really make a difference is to get involved. With United Way, or FSA or Bucks County Opportunity Council - there are agencies here that are doing great deeds for those who need it the most.

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

The infamous perception that there's a Lower, Central and Upper Bucks. I respect the cultures and history of those parts of the county, but it's the 21st century. It'd be great to marry the elements of each part and represent as one county, rich with history and pride. The county has a lot to offer, from Bristol to Quakertown and everywhere in between.

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

Probably a dozen I'd say. All different variations for different purposes... But probably a dozen.

**About the Contributor:** *Katie Pilot is the Marketing Assistant at the United Way of Bucks County, where she enjoys getting the word out about all the great things UW Bucks does for the community. Originally from New Hampshire, she came to the area to attend Villanova and was happy to stick around following her May 2014 graduation.*



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# NAN MAURO

## WINNER OF THE PAUL SAUERBRY AWARD

By Candi Guerrero, M.Ed.

*“The heart of the volunteer is not measured in size, but by the depth of the commitment to make a difference in the lives of others.”*

DeAnn Holiss

*The 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 honors Paul Sauerbry, President of United Way of Bucks County from 1964 to 1974.*



Paul Sauerbry



Nan Mauro

This year, Nan Mauro is being honored with this prestigious award. Nan has been involved with the United Way of Bucks County's community investment process for about ten years. For the last several years, she has been Co-Chair of the Community Investment Cabinet (CIC). She helps lead the CIC and volunteers through the process of reviewing applications for funding submitted by Bucks County-based agencies. They then make recommendations for funding based on specific county-wide goals and outcomes. Nan's commitment to this process supports her belief that to empower people is, "To give a hand up, not a handout."

**You are well known in Bucks County for your commitment to the non-profit community. What drives that commitment? Who has influenced you?**

Having had a career in health services, counseling, and also as an educator, I think that when I retired I saw it as an extension of my career. When you're in those positions, you never stop helping. I can't say that there was one person who put me in that direction, but working with children my whole life—I just feel that's where our beauty lies, our hope for tomorrow. I think we need to put our ideas and nurturing toward the goal of raising the person who, for example, finds the cure for cancer. I think that's so important.

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

In the past, I was on the board of Bucks County Children and Youth. I worked in the school system for 25 years, so early education is my passion.

**How did you first get involved with United Way of Bucks County's community investment process?**

I got involved through a friend of mine who was on the board of United Way of Bucks County at the time. He asked me if I would be interested in being a panel member. I've been a panel member for many years and just worked my way up the ladder.

**What keeps you committed to this process?**

I like to keep very current and open-minded and I think I can do that being Co-Chair. I'm not only looking at the areas of education, income, and health. I'm also looking at the financial

end of things. I'm seeing what's actually needed, and what's being done in the community. The position involves the many different arms of the United Way and involves me in what happens from the bottom up.

**What stands out as your first memory or impression of UW Bucks?**

I started out on a panel, reviewing applications [for grants]. But when I started doing site visits to the agencies that we funded, I was just overwhelmed by the work being done, especially in early childhood education. I was so impressed with the people who ran the agencies and with the people who worked with the children! It was very heartwarming.

**You have been a leader, volunteer, and dedicated friend of the nonprofit community for years. What are some**

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**of the projects or accomplishments of which you are exceptionally proud?**

I was the Chair of Success by 6, which is still close to my heart. I feel it's so important to get to a child at a very early age so that you can instill in them the values that will help them have a happy and safe life. When I see where the dollars go, I am excited and proud that we can do that.

**■ What might people be surprised to know about you?**

They may not be surprised to know this, but I have six grandchildren and I love spending time with them and watching them play sports. I'm a gardener and I'm currently president of the Four Lanes Garden Club. That's probably something they don't know about me: I like to dig in the dirt!

**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.

## BEST WISHES FOR A SUCCESSFUL EVENT!



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# 2014 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 of the movement, it takes a leader (in this case a shirtless dancing guy at a concert) 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 people dancing, they have already multiplied and have started to amplify their actions. Even more crucially, the joiner is the catalyst because, “new followers emulate followers – not the leader.”

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

We have been fortunate to see such formations in our community. We have witnessed collective action and accomplishments over the last year.

It is that core of a movement that is celebrated and heralded by our Shirtless Dancing Guy Award, better known as **The Multiplier Award**.

### Multiplier: Carol Albright



Carol Albright

There is no doubt that Carol is a standout. She is the new President of the Diversity Council at Advertising Specialty Institute (ASI) of Treve. In this role, she helps connect employees to community volunteer projects through UW Bucks. Carol has also initiated a year-round UW Bucks campaign at ASI. Each department is given an exclusive time of the year to arrange a fundraising event that engages all employees. Carol empowers her staff and makes fundraising fun! Her leadership and commitment to teamwork have increased ASI’s giving and connected her team more closely to our community.

### Multiplier: Penny Detwiler



Penny Detwiler

UW Bucks CEO Jamie Haddon can’t resist yelling “PENNY” every Monday and Friday as he enters the office and sees Penny Detwiler. She has been volunteering at UW Bucks for many years. She is a delightful person and she fills any room with her unique brand of moxie. Her attention to detail is unparalleled, and she multiplies herself every week at UW Bucks by making life easier for the staff.

### Multiplier: Dinorah Craven



Dinorah Craven

Dinorah is a busy, talented Analytical Technologist and Environmental Specialist at Dow Chemical – *and*, she is the heart and soul of her company’s UW Bucks campaign. She and her team find ways to get everyone involved in their campaign, including an end-of-campaign lunch with a talent contest, live music, and amazing raffles. Dinorah also knocks out the best-ever campaign tracking spreadsheets! Her hard work makes a big impact in the community and keeps the long relationship between Dow and UW Bucks going strong.

## MULTIPLIER FACT

In 2013, about 63% of our Multiplier Award winners were men. In 2014, 83% are women. We’re wondering who will ‘multiply’ more in 2015...



## Multiplier: Jennifer Dredge



Jennifer Dredge

Jennifer is a key leader in Cummins Power Systems' United Way initiatives. Her philosophy is simple: lead by example, treat everyone with respect, and always pay it forward. She is the kind of person who jumps right in and helps any time a need arises. Although she is involved with many community projects, she holds a special place in her heart for the UW Bucks Stuff the Bus back to school supply campaign. As a mother of four, she understands and appreciates the importance of starting the school year right. She has become a major cheerleader and organizer at Cummins and always goes above and beyond the call of duty.

## Multiplier: Carol Gerson



Carol Gerson

Underneath Carol's charming demeanor lies a strong, high-achieving business person. She always finds time to help the community while running the HR department for AON Affinity's 400-plus employees. Carol manages the ever-increasing UW campaign at their Warm-inster site - with help from coworkers, she'll quickly remind you! Under Carol's leadership, AON also participates in UW Bucks' Days of Caring projects annually. Carol supports the Bucks County Women's Initiative, an affinity group of UW Bucks, and is a UW Community Investment Committee member. We can't ask for more, but we know Carol would say 'Yes!' if we did.

## Multipliers: Cadie Greek and Rajesh Goyal



Cadie Greek (far left), Rajesh Goyal (far right) and their Day of Caring team

These two scientists from Solvay became UW Bucks campaign leaders about two years ago. Their company had always

provided tremendous support, but they wondered: how can we get even more involved? They did it through service to the community. For example, they now host a phenomenal picnic at Tyler Park for special needs children currently receiving services through the Bucks County Intermediate Unit. The picnic includes cool science experiments, like making ice cream with sprinkles, and (don't try this at home!) placing Mentos in soda bottles. Cadie & Rajesh make learning and giving fun for everyone in our community!

## Multiplier: Mary Gesualdi



Mary Gesualdi

For many years, Mary has provided essential support to the 21st Century Community Learning Center programs in Bristol Borough, all of which are operated by United Way of Bucks County. Not only does she give her time to help steer programs through the Advisory and Oversight Committee, she helps to raise funds to augment the programs. She is an informal liaison

to the schools, local residents, and the borough - and one of the best advocates for kids that we have ever met.

## 2013 MULTIPLIER INAUGURAL AWARDEES

**Michael Agnew, Jr.:** Translated our 2012 messaging into a wonderful video called "I Am The Change."

**Danielle Bush, Bob Caruso, Steve Gallucci:** Teamed up with Sesame Place, Wegmans, and UW Bucks for hurricane relief for county food pantries.

**Richard Coe:** Connected UW Bucks to school district leadership county-wide.

**Kate Fratti (Calkins Media), Kelly Vliet and Frank Lyons (Continental Tavern and Friends of Washington Crossing Park):** Helped show the unique ways we Live United in Bucks County when re-enactors crossed the Delaware in UW Bucks "uniforms."

**Mrs. Gridley and her 4th Grade Class:** Multiplied their efforts at Pfaff Elementary, collecting more than 22 boxes of items to help those in need.

**David Heller:** Turned a \$5,000 mini-grant into over \$13,000 worth of items for disaster relief kits as part of his Eagle Scout Project.

**Tim Philpot:** Turned \$2,000 into 23,000 meals, planting a seed which later became BKO Hunger.

**Chuck Pressler and the Central Bucks Rescue Squad:** Offered office space and continue to be host to the UW Bucks Doylestown office.

**Jordan Stokes:** Collected over \$10,000 in items for at risk children.

**LeAnn Talbot, Bob Smith, Brian Jeter of Comcast:** With 6,000 employees, they took their workplace campaign participation from 30% to 78% in one year.

**Twitter Corps, including @AmyPerryHall, @BuxMontNews, @ChiefPressler, @ChuckHall, @DHink69, @DonLafferty, @FirePixx1979, @HeyLauraFreed, @JenPhillipsApril, @KristieFinnan, @Marlene4Dtown, @NancyDoster, @PinkAndBrowne, @RickToone:** Online advocates for @UWBucks projects; helped us trend #7 and #4 in the world!

**John White and Signature Systems:** Developed and donated the very first UW Bucks.org mobile app.

**Mark Worthington:** Reinigorated the UW Bucks Leadership Giving Campaign.

## Multipliers: David & Annie Hall and Kendall Bajek



David Hall and Annie Hall



Kendall Bajek, far left, and members of the Jules Thin Crust Team.

Thin Crust team and Kids United became the #1 donor to BKO, raising more than \$5,200. Kids United helped educate the public about food insecurity and let people know that every quarter donated equals one meal. Jules Thin Crust not only allowed Kids United to collect money at their locations, they also scheduled 'dine and donate' events. The Jules employees even donated their tips! They are now looking forward to the next BKO Hunger event and multiplying themselves by helping other communities start their own Kids United groups!

## Multipliers: Jennifer Hannigan and Paul Kuhn



Paul Kuhn (left) and Jennifer Hannigan (right) with UW Bucks CEO Jamie Haddon (center).

Some partnerships start quickly and stay status quo; others get better and move into true friendships. With a deep commitment to the community and a desire to engage all employees, Jennifer and Paul decided to aim for the stars! M & C Specialties (ITW) generously offered a challenge: if they get 100% participation in the UW Bucks campaign, they would match their employees' gifts 2:1. That means for every

\$1 an employee gives, M & C Specialties would give an additional \$2. That incredible commitment allowed employees to make an incredible impact. Jennifer, Paul, and M & C Specialties (ITW) truly multiply their gifts to the community.

## Multipliers: Heiner Markhoff, Karen Johnson-Susko, and Cathy Janoson



Heiner Markhoff



Cathy Janoson (left), Karen Johnson-Susko (center) and their UW Bucks friends.

There is no doubt that the GE team strives for excellence in everything they do. Take their UW Bucks campaign, for example. Year after year, they go above and beyond to make their campaign fun and engaging. CEO Heiner Markhoff sets the tone with his incredible support. His 'campaign cabinet' is stacked with enthusiastic leaders who care about the community. Their campaign activities include a kick-off picnic, 5K Run, food drives, bowling, a chili cook-off, and closing celebration with a great silent auction. Their commitment doesn't end there. GE volunteers help with projects - through UW Bucks and beyond - year-round. We consider the GE team to be friends and resources. They inspire us. They are one of the best examples of how strong, lasting partnerships with companies can truly improve conditions in Bucks County.

David and Annie want their children to learn the value of changing people's lives and knowing that they make a difference. When they heard about BKO Hunger, they saw an opportunity. They invited the UW Bucks staff, Jules Thin Crust general manager Kendall Bajek, and every family from their neighborhood to their house to learn more about BKO. That's when "KIDS UNITED DOYLESTOWN" was born! Soon, the families were rallying together to provide food for pantries county-wide. Together, the Jules

## Multiplier: Coleen Jones



Coleen Jones (back left corner) with her third grade class.

At Quarry Hill Elementary School (Pennsbury School District), third grade teacher Coleen Jones teaches more than the core subjects. She teaches her students compassion, empathy, and service to others. Together, she and her class came up with the idea to help others in our community. They decided to make 'Baby Bundles'. Students made their own gift bags and filled them with hand-decorated onesies, bottles, pacifiers, diapers, and wipes. All bundles went to the UW Bucks partner agency Child, Home & Community. Giving became infectious at their school and now another class is collecting dental hygiene products for senior citizens.

## MULTIPLIER FACT

Many of our Multipliers help us fight food insecurity. That allowed us to distribute 50 tons of food last year alone - the equivalent of 10 male elephants!



### Multiplier: Angel Mayoros



Angel Mayoros

Angel and her team at Praxair in Fairless Hills organized a food drive that caught the attention of their corporate office. Their drive resulted in an award of \$5,000, which they turned into 20,000 meals for UW Bucks BKO Hunger. They also amassed a large team of food packagers for BKO as well! We appreciate their ongoing commitment to fighting hunger in the community.

### Multiplier: Cathy Snyder



Cathy Snyder

Cathy Snyder of Rolling Harvest Food Rescue loves a challenge. When we approached her to help with the first BKO Hunger project, we really weren't sure what kind of work it would entail. Nonetheless, she agreed to help. She used a portion of the money raised through BKO Hunger to partner with local farms. These farms provided a huge range of produce - apples, kale, tomatoes, string beans, corn, and more - to local food pantries through Rolling Harvest. She did an incredible job, providing about 100,000 servings and spending on average 50 cents a pound for produce, most of which was organic! We appreciate her help and true passion for making sure everyone in our community has access to healthy food.

### Multiplier: Janet Steiner



Janet Steiner (center with foam finger) and the UW Bucks team.

Janet Steiner, Manager of Government & Regulatory Affairs for Comcast, is one of those people who makes you wonder, "How does she do it?" She seems to be everywhere, tirelessly assisting nonprofit organizations year after year. She is a giving, caring part of our community and (as her daughter Raven might put it) a UW 'bestie'. She is also a Board Member of Big Brothers/Big Sisters of Bucks County and campaign coordinator for the annual UW Campaign. Best of all, she always finds quirky ways to make things a little more interesting. Example? That was her car decked out like a homecoming float for last year's Pep Rally.

### Multiplier: Melanie Sullivan



Melanie Sullivan

As a campaign coordinator, Melanie offered her time and talent to increase UW Bucks' engagement with the Central Bucks School District. She is a positive person and an exceptional communicator. In a short time, she has clearly shown her commitment to connecting people to UW Bucks Initiatives. In just one year, she increased the district's overall giving by 168%! She is generous, giving, and helpful.

### Multipliers: Pat Walker and Amy Gianficaro



Amy Gianficaro



Pat Walker

This dynamic duo, along with the staff from The Bucks County Courier Times and The Intelligencer, provided incredible help and support with marketing efforts for the very first Bucks Knocks Out Hunger (BKO) campaign. We know that without their help, support, and guidance, it would have been nearly impossible to meet our goals of providing over 100,000 meals, over 20,000 lbs. of fresh local produce, and more than 10,000 lbs. of much needed proteins to Bucks County pantries. We are very fortunate to have a local media outlet so invested in the success of our community.

**DO YOU KNOW  
A UNITED WAY  
OF BUCKS COUNTY  
MULTIPLIER?**

If you know someone who goes above and beyond, Lives United, and inspires others to do the same, you can nominate them for a 2015 Multiplier Award. It could be someone who runs your campaign at work, someone who was a 'volunteer match' to help your agency, or someone who does a drive in your neighborhood. You can contact Marissa Christie at [marissac@uwbucks.org](mailto:marissac@uwbucks.org) with your nomination.



# 14 REASONS TO VISIT BUCKS COUNTY IN 2014

By Visit Bucks County - Jess Lawlor

*Anniversaries, expansions, new hotels, exhibits and festivals combine to make Bucks County a must-see place to visit in 2014. Discover 14 reasons why Bucks County is a top travel destination this year.*

## 1. Sesame Place® to open Cookie's Monster Land

Sesame Place®, the only theme park in the world dedicated to the television show Sesame Street, will open its furriest land ever in 2014. Cookie's Monster Land, a brand new section of the park, will feature five exciting rides, a three-story net climb, a soft play area for the park's youngest fans and Cookie's Sometimes Anytime Food Market.



## 2. Pennsbury Manor celebrates 75 years

Pennsbury Manor celebrates its 75th anniversary as a museum in 2014. Take part in the year-long celebration and stop by any Sunday between April and October to tour the historic grounds and manor and witness living history activities.

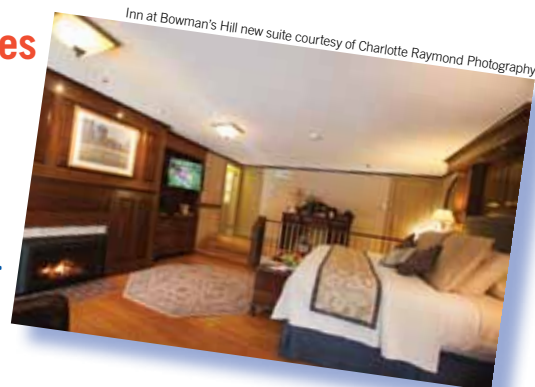


## 3. Bucks County Children's Museum expands

The Bucks County Children's Museum in New Hope is acquiring an additional 3,400 square feet of space to house two new educational exhibits and a large multipurpose event space. The wind exhibit will give children the opportunity to control air movement through a colorful 20-foot air chamber system. The water exhibit features a large-scale interactive video that will give visitors the chance to assist a historic mule barge down the Delaware Canal by operating virtual locks.

## 4. The Inn at Bowman's Hill adds ultra-luxurious suites

The Inn at Bowman's Hill, a AAA Four Diamond property, opened two new suites in early 2014. The 600-square-foot George Washington Suite enjoys a panoramic view of the inn's beautiful grounds along with a spacious private veranda. The 800-square-foot Penthouse Suite features eight chandeliers, two fireplaces, a king-size feather bed and more. The highlight of the Penthouse Suite is the bathroom with a large two-person steam shower and corner whirlpool tub under a fiber-optic star ceiling.



## 5. Pearl S. Buck House completes eight-year restoration project

Following an eight-year restoration project, visitors to the former home of Nobel- and Pulitzer-Prize winning author Pearl S. Buck can enjoy increased access to rooms and items never before seen by the public. An exhibit celebrating the 50th anniversary of Pearl S. Buck International, the non-profit organization that preserves Pearl Buck's legacy, will be on display at the National Historic Landmark from August through December.

## 6. Inaugural summer festival aimed at history buffs scheduled in New Hope

The Greater New Hope Chamber of Commerce and the Coryell's Ferry Militia will present the inaugural New Hope Liberty Festival June 20-22. This three-day Revolutionary War era reenactment of General Washington's 1778 encampment and Delaware River crossing will feature a live artillery cannon firing and rifle demonstrations, a veterans and military parade, colonial period activities for children, a 5K run, Patriots' Ball, and much more.

**About the Contributor:** Visit Bucks County (VBC) is the official tourism promotion agency for Bucks County, PA. Situated only miles outside of the city, Philadelphia's northern countryside is the perfect escape with bed and breakfasts, wineries, vibrant main streets, seasonal festivals and events, outdoor recreation, family-friendly attractions, and more. Check out [VisitBucksCounty.com](http://VisitBucksCounty.com) for planning ideas and travel inspiration. Be sure to follow the tourism office on Facebook, Twitter, Pinterest, and Instagram for the latest buzz about Bucks County.

## 7. “Get Your Kicks” on Route 66 at the Mercer Museum

The Mercer Museum will take visitors on a geographic and historic tour of iconic highway Route 66 with a new exhibit, “America’s Road: The Journey of Route 66,” on display from May 31-August 24. Highlights of the exhibit include an interactive drive-in theater, period radio show and various automobiles on display, including a 1969 Mercedes 600, once owned by Elvis Presley!



## 8. Peddler's Village festivals welcome people of all ages

Peddler's Village, the 42-acre shopping village in Lahaska, PA has long been a beloved Bucks County attraction. This lively 18th-century style village offers family-friendly fun all year long, so save the dates for the Strawberry Festival (May 3-4), Peach Festival (August 9 - 10), and Apple Festival (November 1-2).

## 9. Bucks County welcomes new hotels

Bucks County's family of hotels is growing! A new Courtyard by Marriott is being added in Bensalem. This four-story building will be home to 124 guestrooms. A new Hampton Inn, also in Bensalem, will open with 101 guestrooms.

## 10. 2014 marks the 75th Anniversary season of the Bucks County Playhouse

An institution in the theater community since its opening in 1939, this year marks the Bucks County Playhouse's 75th anniversary season. To recognize the occasion, the historic theater will host a 75th Anniversary Gala Benefit in May.



## 11. New exhibit to open at Washington Crossing Historic Park Visitor Center

The Washington Crossing Historic Park Visitor Center will debut “A Disaffected Neighborhood,” an exhibit examining the challenges faced by George Washington and the leaders of the revolution upon their arrival to Bucks County in 1776. Washington Crossing Historic Park re-opened its Visitor Center in 2013 after a two-year, \$4.6 million renovation and now features new exhibits, an expanded gift shop, and a 247-seat auditorium.



## 12. “Follow the Rainbow to New Hope, PA” with New Hope Celebrates Pride Week

New Hope presents the 11th Annual New Hope Celebrates Pride Week and Parade May 11-18. Follow the mile-long rainbow flag as it travels down Main Street during the parade and take part in a variety of fun events throughout the week-long celebration.

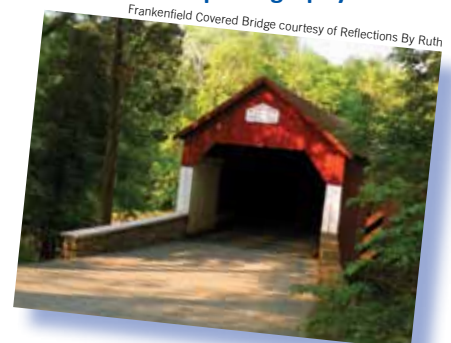


## 13. Michener Art Museum looks forward to new exhibits

Coming off the success of the Grace Kelly exhibit, the James A. Michener Art Museum in Doylestown is poised to host a variety of new exhibits in 2014. Upcoming exhibits include “Paul Evans: Crossing Boundaries and Crafting Modernism,” “Where Children Sleep: Photographs by James Mollison,” and “Starstruck: The Fine Art of Astrophotography.”

## 14. Explore Bucks County on a popular driving tour

Cruise through the scenic Bucks County countryside on one of the tourism office's popular driving tours. Home to 12 historic covered bridges, take a drive on some of Bucks County's most scenic roadways on the covered bridge driving tour. Savor the flavors of nine family-owned wineries on the Bucks County Wine Trail.





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## Growing a Strong Community Farms, Food, and Wine in Bucks County

Founded in 1682 by William Penn, Bucks County, PA, is a haven for food and wine fans.

Our county's founding fathers and mothers had a strong commitment to community; to making Bucks County the best it can be.

Strong community is at the core of our healthy, vibrant local food scene. Residents and visitors alike enjoy the rich agricultural traditions, local farms, and the wonderful food and wine Bucks County has to offer.

Here are three "foodie" groups worth learning more about:

**1. Local food and farming is championed by the Bucks County Foodshed Alliance (BCFA).** A grassroots organization, BCFA's mission is "to foster and expand the local, sustainable food supply in Bucks County and to connect producers and consumers." These dedicated members of



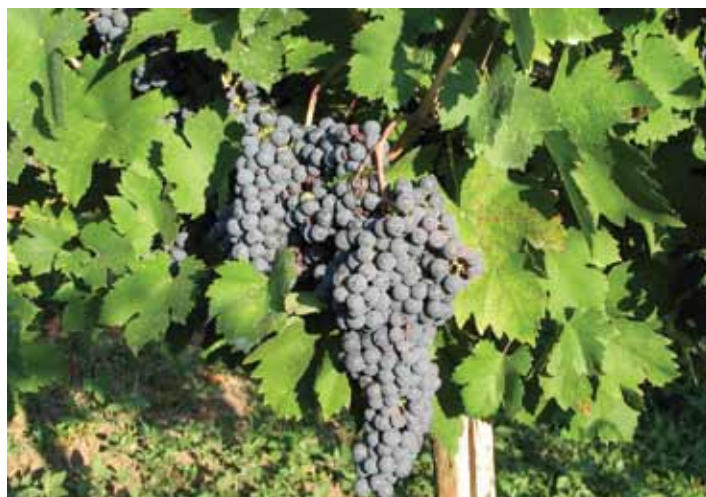
Local food and farming is championed by the Bucks County Foodshed Alliance.

the agricultural community allow local food and farms to thrive here in Bucks County. From crisp apples to sweet strawberries you'll find the bounty of the county at farmers' markets, in kitchens, and on restaurant menus throughout Bucks County.

**2. Big Brothers Big Sisters of Bucks County (BBBSBC), a United Way of Bucks County partner agency, has taken the concept of local food and created a recipe for success through its Big Little Garden project.** According to Sue Gelb, director of events at BBBSBC, the Big Little Garden project "was developed as a match activity to give our Bigs and Littles an opportunity to learn, garden, grow, and har-

vest together." The project, originally launched by locally owned Burpee, combines the BBBSBC goals of mentoring and learning in a fun and engaging way. Gelb adds, "The project has grown into a delicious success!"

**3. In addition to seasonal farm and garden grown goodness, Bucks County is home to the Bucks County Wine Trail (BCWT).** One of Pennsylvania's most popular and well-traveled wine trails, the BCWT is comprised of nine



These grapes will become one of the classic vinifera varieties on the Bucks County Wine Trail.

award-winning wineries. From the classic vinifera varietal wines of Wycombe Vineyards to the sweeping views of vines and the Delaware River at Sand Castle Winery, each of the family-run wineries of the trail offer fine handcrafted wines and unique visitor experiences.

Visits to Solebury Orchards, Wrightstown Farmers' Market, and Buckingham Valley Vineyards are all foodie favorites worth the trip in our area.

To start you on your Bucks County, PA food and wine adventure, consult with the following wonderful local resources: BucksCounty.org, VisitBucksCounty.com, BucksCountyFoodshedAlliance.org, and BucksCountyWineTrail.org.

The only question now is, "Where should I begin?" Cheers!

**About the Contributor:** Kimberly Graziano is a consultant specializing in food and beverage. She is a passionate local food advocate and loves a good conversation! Kimberly regularly trades in her laptop and apron for a hammer and nails as Co-Chairperson of the Women Build Committee for Habitat for Humanity BC. She lives in Bucks County, PA with her husband, Andrew Hinckley.

## Buy Local, Eat Fresh: A Recipe for Every Season

Eating and cooking with fresh foods purchased locally is an excellent way to promote a healthy lifestyle, while supporting local growers and preserving open space.

For those living in Bucks County, access to local food providers is abundant—from individual and community farmers' markets to community supported agriculture (CSA) farms. One of the many benefits of buying local is getting food that is in season, rich in nutrients, and rich in flavor. In the spirit of celebrating local, in-season food, here are four recipes, one for each season, provided by local cultivators.

### SPRING: Spinach Quiche By John Crooke at Tinicum CSA



#### CRUST INGREDIENTS:

- 1 ½ cup all-purpose flour
- ¾ teaspoon salt
- ¾ teaspoon freshly ground pepper
- 1/3 cup extra-virgin olive oil
- 5 tablespoons cold water

#### FILLING INGREDIENTS:

- 1lb Spinach or 1 bunch Swiss Chard
- 1½ tablespoons chopped fresh parsley
- 1 onion (chopped)
- 2 cloves garlic (sliced)
- 6 eggs
- 1 cup cheddar cheese (shredded)
- 1 cup milk
- 1 tablespoon butter

To prepare crust: Combine flour, salt, and pepper in a bowl. Make a well in the center and add ⅓ cup oil and 5 tablespoons water.

Gradually stir the wet ingredients into the dry to form soft dough. Knead on a lightly floured surface until the dough comes together. Wrap in plastic and chill for 15 minutes.

Preheat oven to 400°F. Coat your baking dish with oil.

Roll the dough into a 12-inch circle on a lightly floured surface. Transfer to the prepared pan and press into the bottom and up the sides. Trim any overhanging dough and use it to patch any spots that don't come all the way up the sides. Prick the bottom and sides with a fork in a few places. Bake the crust until firm and light brown, 15 to 20 minutes.

Let cool on a wire rack for at least 10 minutes.

To prepare filling: Melt the butter in a pan and sauté the onions and garlic until tender. Remove from heat. Thoroughly wash the spinach or swiss chard and chop. Wash the parsley and chop. Set aside the chopped spinach and parsley.

In a large bowl beat the eggs. Pour in milk. Shred the sharp cheddar over the eggs. Add the cooked onions and garlic. Toss in the chopped spinach and parsley. Stir together all of the ingredients until thoroughly mixed.

Pour the filling into the crust. Bake at 350°F for 45 minutes or until it is light brown. The center should be solid. When done, remove from oven and let cool for 10 minutes.

### SUMMER: Catalan Pea Shoots By Ryan Lowder at Blue Moon Acres

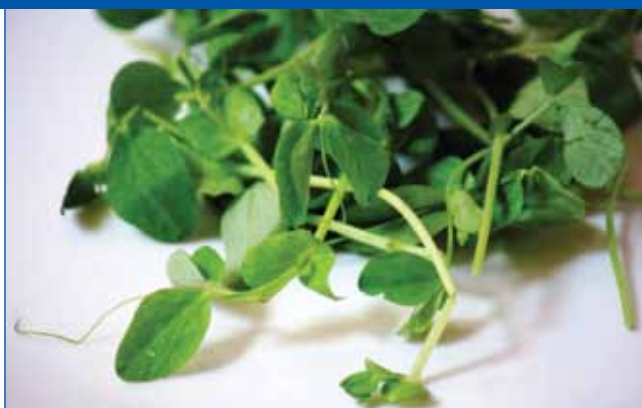
#### INGREDIENTS:

- 1 lb. (4 handfuls) pea leaves
- 1/2 cup pine nuts
- 1/2 cup raisins
- 2 tablespoons butter
- Salt
- 2 tablespoons extra-virgin olive oil

Over medium-high heat, in a pan large enough to hold the shoots, cook the pine nuts and raisins in butter until the nuts start to brown.

Add shoots and a pinch of salt, stir, and turn constantly until shoots cook down and incorporate with other ingredients (this should take 30 seconds to 1 minute). Check seasoning and add salt if necessary.

Leave excess butter in the pan, and finish with a drizzle of olive oil.





## FALL: Easy Exotic Mushroom Bruschetta By Patty & Chris Darrah at Mainly Mushrooms



### INGREDIENTS:

- 1/2 lb. Hen of the woods mushrooms – sliced or pulled apart into small pieces
- 1 large or 2 small shallots (chopped)
- 3 sprigs fresh thyme
- 2 tablespoons sun-dried tomatoes (diced)
- 2-4 tablespoons olive oil
- Salt & pepper to taste
- 1 fresh baguette
- Additional olive oil for brushing on baguette slices

Slice baguette in ¼ inch thick slices and place on un-greased cookie sheet. Brush each piece lightly with olive oil and toast in oven until golden brown. Set aside.

In large skillet, heat 2 tablespoons olive oil until shimmering. Place diced shallots in pan and lower heat to medium. Sprinkle with salt. Sauté until shallots start to soften, about 2 minutes. Add prepared mushrooms, sprinkle lightly with salt and sauté until mushrooms start

to release their juices (you may need to add more olive oil as cooking progresses). Add diced sun-dried tomatoes and continue to cook over medium-low heat until liquid starts to evaporate from pan. Remove from heat, strip leaves from fresh thyme sprigs and combine with mushrooms mixture. Add salt/pepper to taste. Place a teaspoon of mushroom mixture on each baguette slice and serve.

## WINTER: Butternut Squash Buttermilk Pancakes By Jana Smart at Blooming Glen Farm

### INGREDIENTS:

- 1 small butternut squash
- 1 ½ cups flour (¾ cups of each white and wheat flour is nice)
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1 teaspoon salt
- 2 tablespoons brown sugar
- 1 teaspoon cinnamon
- 2 egg yolks
- 1 ¾ cups buttermilk
- 6 tablespoons melted butter

Prep your squash by peeling it and dicing in into cubes (about 1 ½ - 2 cups). Boil in water until tender. Drain and mash with a fork. You want at least 1 cup of mashed squash. Set aside.

In a large bowl, mix the dry ingredients.

Beat egg yolk in a bowl with the buttermilk.



Pour egg and buttermilk mixture into the dry mixture and mix until combined. Mix in melted butter. Then fold in mashed butternut squash.

Heat griddle and brown pancakes on each side. Don't rush it - they take a little longer than regular pancakes.

Serve with butter and maple syrup.

**Blooming Glen Farm**  
[www.bloominglenfarm.com](http://www.bloominglenfarm.com)

**Tinicum CSA**  
[www.tinicumcsa.com](http://www.tinicumcsa.com)

**Blue Moon Acres**  
[www.bluemoonacres.net](http://www.bluemoonacres.net)

**Mainly Mushrooms, LLC**  
[www.mainlymushrooms.com](http://www.mainlymushrooms.com)

**About the Contributor:** Michele Haddon is a journalism student at Bucks County Community College. She enjoys cooking, cycling and photography—not always at the same time. More than anything she loves spending time at home with her husband and three enthusiastic children.



## Out & About: Our Great Outdoors

When it comes to outdoor fun, it's hard to beat what Bucks County has to offer. With such a variety of interesting things to do, it's a wonder we ever go inside! Here are just a few free activities and extraordinary places to explore right here in our own backyard.

**Ringling Rocks Park:** For something truly unique, visit this park in Revere and stroll through the field of massive diabase boulders there. To hear for yourself why the park is called Ringling Rocks, bring along a hammer to tap the stones and listen for them to resonate. For added enjoyment, hike the nature trail to a nearby waterfall. ([www.buckscounty.org/ParksandRecreation](http://www.buckscounty.org/ParksandRecreation), then click on Ringling Rocks Park)



Ringling Rocks Park is uniquely Bucks County.

**Lake Galena and Peace Valley Park:** A great destination for a day long outing, this park has miles of trails for easy hiking and biking. Enjoy a picnic on the grass or reserve a pavilion for a larger group gathering. Water enthusiasts can rent sailboats and kayaks, or if you're in the mood for a quieter interlude, spend some time bird watching, or exploring the nature center. ([www.peacevalleynaturecenter.org](http://www.peacevalleynaturecenter.org))

**Delaware Canal State Park:** Extending from Easton to Bristol, this historic canal and tow-path, now converted to a 60 mile long park, has great river views, easy biking, and quintessentially Bucks County places to relax and explore. You'll be strolling through history as you amble through river towns and take in the ever-changing scenery. ([www.dcnr.state.pa.us/stateparks/findapark/delawarecanal](http://www.dcnr.state.pa.us/stateparks/findapark/delawarecanal))



Delaware Canal State Park has miles and miles of paths to explore.

**Solebury Orchards:** For a fall excursion, go apple picking at Solebury Orchards! You can take a hayride out to the fields when the apples are at their prime and pick them yourself. There is an array of locally grown produce in the farm market and freshly squeezed apple juice in season. The orchards don't hold only apples, however. Peaches, berries, tomatoes, and flowers are available during their growing seasons, too. ([www.soleburyorchards.com](http://www.soleburyorchards.com))



Solebury Orchards is the perfect fall excursion.

**Rice's Sale & Country Market:** Located on Greenhill Road in New Hope, this open-air market bustles on Tuesdays year round and Saturdays from March through December. 400 vendors take part in an extravaganza of antiques, collectibles, jewelry, clothing, fresh produce, and Amish meats and baked goods. You never know what bargains you may find as you peruse the wares of this historic 30-acre sale. ([www.ricesmarket.com](http://www.ricesmarket.com))

**Silver Lake Nature Center:** You'll enjoy the best-protected coastal plain forest in the state when you visit Silver Lake. This 460-acre park and lake have about 4.5 miles of trails routed through or near the various habitats within, all maintained to enhance the diversity of plant and animal life. ([www.silverlakenaturecenter.org](http://www.silverlakenaturecenter.org))

**Bucks County Off-Leash Dog Park:** Located at the Tollgate road entrance of Core Creek Park in Langhorne, this new attraction is a special treat for your pooch and fun for you too. There are separate areas for large dogs and smaller dogs to run freely, yet securely. Contact Bucks County Parks and Recreation Department before going, as an application is required. ([www.buckscounty.org/ParksandRecreation/Sites/DogPark](http://www.buckscounty.org/ParksandRecreation/Sites/DogPark))



Your dog will love the freedom of the Bucks County Off-Leash Dog Park

**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 he brings to all projects.



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# 21ST CENTURY SKILLS FOR 21ST CENTURY STUDENTS

By Matt Uhler

When people think of before- and after-school programs, they often think of a cafeteria or gym full of young students running around and participating in a wide variety of activities. That vision, while not far from the truth, only tells half of the story of the Bristol Borough 21st Century Community Learning Centers.

In the case of the garden club, a new club at the high school, the students and their advisors have all but taken over the once vacant third floor of the high school and turned it in to a greenhouse. But this isn't any ordinary green house. In the rooms with south-facing windows (where the most sun comes in) the students have constructed two vertical



The ultimate goal of the aquaponics club at Bristol Borough's 21st CCLC is to become entirely self-sustaining.

The United Way of Bucks County operates two 21st Century grant programs in Bristol Borough. The program at Snyder-Girotti Elementary School fits the vision described above, a center bustling with activity and energy, but at Bristol High, a completely different type of program has emerged.

On a typical day at the Bristol High center, students could be receiving one-on-one tutoring in any of their core subjects, recovering academic credits that they had previously failed, taking a course to prepare them for their SATs, building an indoor vertical garden, learning photography, or practicing the basic elements of design, animation, and storyboarding.

At this age, when the next step is either the workforce or college, the needs of students become a bit more aligned with the real world and a bit heavier in terms of curriculum. While the center at Bristol High is always looking to run fun and engaging activities, there is also a lot of value placed on creating programs that tie in with the school curriculum, have real-world applications, and provide exposure to potential careers. Additionally, because high school students have greater demands on their time, and are more cognizant of those demands, most of the programs are run like clubs which allows for open participation while limiting student obligations and time commitments.

growing towers that are part of a closed growing system known as aquaponic gardening. In this system, water, rich with nutrients from a fish pond (yes, there's a fish pond, too), is pumped up to the grow towers filled with plants and then eventually filtered through clay pebbles and returned to the fish pond.

The students meet two times a week to maintain the plants, add new plants, start seeds, feed the fish, and measure the pH levels. Once the spring weather is in full swing, the club will be working on building an outdoor pond, and transplanting plants to the courtyard. When the crops come in, they will be sold to Borough residents with proceeds going back in to the club for next year's projects and planting.

The ultimate goal is for the club to become self-sustaining. The same could be said of the students in the Bristol High School 21st Century program.

**About the Contributor:** Matt Uhler works for United Way as the program coordinator for 21st Century programs at Bristol Borough High School. 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.



# NEEDS IN BUCKS COUNTY

By Rachel Maurer

## The Pressures on Today's Youth

There are 54 uniquely different communities that make up Bucks County. Yet according to nearly 100 nonprofits, business leaders, law enforcement agencies, government officials, teachers, coaches, prevention professionals, and students from across the county, the one common concern affecting the youth of these communities is PRESSURE, and the stress it is causing.

As caregivers and community leaders, it is our duty to teach our kids how to deal with pressure and the stress it creates. Are they learning how to be adaptable and resilient? Have we taken the time to teach them how to be responsible adults?

The answer to these questions - a resounding "no!" - was heard loud and clear at the Future of Bucks County Youth

Conference, convened by Central Bucks Family YMCA and supported by the United Way of Bucks County. According to the teens who attended the conference, today's youth are "stressed out" at a much younger age, which is causing them to make bad decisions.

Prevention specialists report the stressors affecting kids are not the traditional ones like getting good grades, excelling in sports, and fitting

in with friends. Bucks County kids today struggle to cope with economic instability at home, mental illness, drug and alcohol addiction affecting family members and friends, as well as violence both at home and in school. Lots of kids have had to "handle" these issues without support or guidance.

*"...today's youth are "stressed out" at a much younger age, which is causing them to make bad decisions."*

*continued on page 25*



Jamie Haddon, CEO of United Way of Bucks County, addresses attendees at the CBFYMCA's Future of Bucks Youth Conference.





Community members and leaders of all ages came together to discuss issues facing youth at the Future of Bucks Youth Conference.

*continued from page 24*

"In grade school, teachers and parents nurture you; they help you handle stress. In middle school and high school you are expected to figure it out on your own, because adults tell you when you get to college you will be on your own," said Angeline Refice, senior at Central Bucks High School, "the point is we are not [in college] yet and we still need your help!"



Ideas at the Future of Bucks County Youth Conference are translated into a story board.

So what can we do? By working "united," organizations like the YMCA and United Way can listen to youth and empower them to take action. We can help bring together schools and other community organizations to create

safe havens for our kids and respites for our caregivers. "Together, we can create spaces of inclusion, times of joy, and outlets for aggression," said Kevin Crail, senior director of youth development at CBFYMCA.

According to Susan Berg, managing partner of Compass Solutions, "Every generation of youth faces new challenges as technology and culture evolve. Today it's pressure, stress, and the intrusion of technology. Our job as a community is to offer teens protection, comfort, and safety. Children grow when they feel safe, so that needs to be our first priority. It does, indeed, take a village."

**About the Contributor:** Rachel Mauer is the executive community director for Central Bucks Family YMCA. Rachel is passionate about the Y's commitment to strengthen the community by supporting youth and families. She resides in Central Bucks with her husband Craig and daughters Emily (9) and Jessica (7).

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

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## A SUMMER TO REMEMBER

Adeanna was one of 143 children who were able to go to summer camp, thanks to the Y's financial assistance program. She is a typical 10 year old. What makes her situation unique is without the Y's financial assistance, Adeanna would've had to spend the summer in the breakroom at her grandmother's job. Instead she spent a fun, active summer learning at the Y!

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# BUSINESSES GIVING BACK

By Karen Johnson-Susko

## GE: Where Giving Back Matters

If you ask any employee at GE Water & Process Technologies if supporting the United Way of Bucks County is important, you will hear a resounding “yes.” It isn’t a job requirement, although many employees sharpen their leadership skills



Members of the GE Global Ops team help UW Bucks by bowling for a cause.

through organizing events, raising funds, and volunteering time during Campaign. Supporting the United Way is part of GE’s culture. Chief Executive Officer Heiner Markhoff sets the tone for the over 400 employees at the Trevose Headquarters by making the goals clear: raise more money, give back, and have fun! Leaders start organizing for the October campaign each July.

You can see a transformation happen at GE as October approaches. There is an excitement in the air like no other time of year. The volunteer team of over 50 people comes ready with new and innovative ideas to make each campaign even better than the last. Events range from the Kick-Off Picnic, Chili Cook-Off, 5K Walk/Runs, and Leaders in Costume, just to name a few. The fun doesn’t end when campaign does, however. Employees organize year-round activities such as sponsoring Bucks Knocks Out Hunger, Technology Days, supporting YWCA activities, food drives, and many more activities through our GE Volunteers. UW Bucks is a priority for GE Water.

GE has a long history of corporate citizenship dating back to the beginnings of the 130 year old company. The company believes “Citizenship at GE is more than a program or a set of good intentions. It is our pledge to improving social, governance, environmental and economic sustainability efforts around the world.” For GE Water, this pledge starts right here in Bucks County. Chad Stiller, Global Operations Executive states, “GE Water is committed to helping our communities and improving the social environment around them. We know that empowering and supporting the local community helps drive sustainability and growth.”

Supporting the United Way is also personally important for many GE employees. Often, people know someone who has been touched by a UW Bucks program. They recognize the difference we can make together. Sales Support Team Lead Cara Broadbelt states, “Giving back is important to me as an employee because it gives me opportunities to touch a broader community. I can share the experience with my family, like letting them choose the YWCA Holiday Hearts gifts. My children see how GE helps people and they, in turn, want to give back.”



GE volunteers were the largest single group helping pack meals at BKO Hunger.

For many at GE Water, working for a company that supports the community is important. GE puts tremendous time and resources into community outreach because they believe it is their role to do so. Employees get the benefit of fulfilling their values by making the important connection between work and life. They want you to know they have a great deal of fun doing it. If you drive past Somerton Road in Trevose during the month of October, you just might see Elmo or a Pirate greeting people at the front gate and encouraging them to donate to the United Way. It’s all part of GE Water’s winning formula for a successful partnership with the community.

**About the Contributor:** Karen Johnson-Susko, Customer Experience Tools & Master Data Leader, is a 15 year veteran at GE Water who loves to make a difference in both her work and the community. She has lead the National United Way Campaign for 9 years. Karen has a dual-career GE family (her husband Jim also works at GE and organizes United Way events), and her 8 year old daughter Bella loves getting involved with Mom and Dad!



# BUSINESSES GIVING BACK

## Comcast: A Long History of Living United

Comcast's history with United Way dates back to the company's founding in the 1960s, when Ralph Roberts selected United Way as Comcast's first community partner. He understood the value of giving back to empower communities, and incorporated that belief into Comcast's culture.

To bring Ralph's vision to life, Comcast hosts an annual nationwide giving campaign to encourage its employees to make financial contributions to United Way, and its efforts are consistently ranked among the top 50 campaigns in the country. Since 2001, the campaign has provided more than \$50 million in total support to United Way from Comcast and NBCUniversal employees and the Comcast Foundation.

Comcast's most recent campaign, held in the fall of 2013, raised a company record of nearly \$6.4 million in pledges from more than half of the company's employees. In recognition of Comcast's partnership with United Way, United Way Worldwide honored Comcast Corporation in 2013 with two Summit Awards for volunteer and philanthropic engagement—two of United Way's highest honors.

In addition to Comcast's annual campaign, Comcast provides cash and in-kind support to national and local United Way programs, such as digital literacy efforts and tax assistance, and partners with local United Ways on community service efforts, such



Comcast employees work with local students to promote digital literacy.

as the company's Comcast Cares Day.

The United Way of Bucks County recognized Comcast with their Most Improved Campaign award for Comcast's 2013 campaign and will recognize Comcast Senior Director of Government Affairs Brian Jeter with this year's Dr. Stanton Kelton Service Award for his significant contributions through Comcast to help UW Bucks reach its goals. Brian has served proudly on the UW Bucks Board of Directors since 2009, and works with Board peers on the Executive Committee.

The company has supported a number of programs and initiatives including: UW

Buck's Pep Rally Awards and Annual Breakfast, Bucks Knocks Out Hunger, and the Bucks County Women's Initiative.



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"Thank you to the United Way of Bucks County for all that you do for our community."

# BUSINESSES GIVING BACK

## National Penn Bank: Sharing Time & Treasure in Local Communities

National Penn Bancshares, Inc., headquartered in Allentown, operates 118 branch offices in 14 counties throughout Pennsylvania and one branch office in Cecil County, Maryland.

National Penn's Eastern Region, which operates 10 branches in Bucks County, has a longstanding reputation for superior service, competitive products and building strong relationships with their customers.



Members of the National Penn team at Manna on Main in Lansdale.

Recognizing the importance of social responsibility, the Eastern Region supports the local communities they are so privileged to serve through financial contributions and volunteerism. The eastern region contributed over \$83,000 this year to local educational organizations through the PA Educational Improvement Tax Credit program. National Penn employees, as a whole, logged 16,745 volunteer hours in 2013.

United Way of Bucks County's CEO, Jamie Haddon, notes that National Penn team consistently engages in projects that make a difference in Bucks County. "National Penn Bank is so incredibly awesome for how they give back to the Bucks County community. We so appreciate their help and support," he says.

UW Bucks Campaign Director Jeannie Foy adds that National Penn's commitment to the workplace campaign makes a big difference in Bucks County. "National Penn Bank knows that educating their employees on the work of UW Bucks



National Penn employees volunteer at BKO Hunger.

transforms them into donors. During the campaign their teams gather across the area to hear how contributions make positive change in Bucks County. National Penn steps up and makes our community a priority," she says. That support and commitment to educating donors makes a big difference.

The Eastern Region is a proud supporter of the United Way of Bucks County by being a Platinum Sponsor of the Bucks United Pep Rally.



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# BUSINESSES GIVING BACK

## Hill Wallack LLP: Regional Strength, Local Impact



Founded in 1978, Hill Wallack LLP is a leading law firm with offices in Yardley, Pennsylvania and Princeton and Morristown, New Jersey. Our regional strength places us in an ideal position in today's market. With 70 lawyers, our mid-market size allows us to provide sophisticated, high-level service to clients in a cost-efficient, responsive manner.

Our attorneys are called upon to tackle some of the toughest legal and business challenges. The firm represents businesses, nonprofit and government entities, and individuals in litigation, transactional, and regulatory issues. The firm also includes those skilled in family law, trusts & estates, tax liability, and other areas of individual service.

Hill Wallack LLP is honored to support The United Way of Bucks County and to be a sponsor of the Pep Rally Awards and Annual Breakfast. The firm values the United Way's commitment and dedication to making Bucks County a healthy and prosperous community through its education, income and health programs. Also known as Pennsylvania's community business partner, Hill Wallack LLP is valued by local businesses who appreciate the firm's strong ties to the greater Bucks County community, with attorneys who are lifelong residents of the county.

The firm is very involved in community organizations that make up the fabric of Bucks County. Denise Bowman begins serving a term this summer as Chair of the Board of Directors for the Lower Bucks Chamber of Commerce; Tom Jennings is a longtime Board member of Citizen Diplomacy International (CDI), formerly known as International Visitors Council; Barbara Kirk serves as President of The Bucks County Bar Association; and Frank Sullivan continues working with groups as diverse as The United Way of Bucks County, The Family Services Association of Bucks County, and the Boy Scouts of America to name a few. The YWCA, Heritage Conservancy, and Big Brothers Big Sisters of Bucks County are examples of additional organizations the firm is committed to.

Most recently, Hill Wallack LLP has joined on as an Official Partner of the Special Olympics 2014 Games coming to New Jersey June 14-21, 2014. The firm admires the dedication and determination of the inspiring athletes and looks forward to being a part of this monumental event.

Hill Wallack LLP's Yardley office continues its rapid growth by adding more attorneys and staff to serve its ever growing client base across all industry sectors throughout the Greater Philadelphia region, especially in Bucks County.

# BUCKS KNOCKS OUT HUNGER

By Tim Philpot

## Putting Hunger on the Mat

People in Bucks County are quietly generous, and nowhere is this more evident than in their support of food pantries across Bucks County. These centers, while often humble and sheltered from the public eye, are a year-round lifeline for many thousands of residents. Sadly, they often struggle to keep up with demand in the summer when donations slump and people take vacations or get busy with other seasonal activities. As a result, pantries are less able to help put meals on the table for those in need. It is a sore reminder that hunger never takes a vacation.

Upon hearing that this trend was growing, United Way of Bucks County President and CEO Jamie Haddon began meeting with his

staff to discuss ways in which they could help. One idea that emerged was to supply struggling food pantries with large

*“Volunteers from across Bucks County came together to pack over 100,000 meals in just a few hours.”*

amounts of pre-packed, shelf-stable meals. These meals could be assembled inexpensively through the use of volunteers in a mass assembly line process. But how could one organization compensate for a county wide pattern? And how many meals would they have to make to put a meaningful dent in the problem?

Convinced that it could be done by finding the right partners in the community, the team quickly formed a coalition, welcoming people with a variety of skills and connections to pitch in. Volunteers from many fields including media, graphic design, finance, education, and more, quickly signed on to join the effort. The wheels began to turn. A catchy boxing motif was chosen as a way to demonstrate the desire to fight aggressively against hunger, and “Bucks Knocks Out Hunger” (or BKO Hunger for short) was born. The group set some ambitious goals for the project: to raise, at the minimum, \$25,000, pack 100,000 meals, and engage 500 volunteers. If more money was donated, they could also provide pantries with fresh produce from local farms, plus healthy lean proteins and other perishable items.

BKO Hunger was announced at the United Way of Bucks County’s pep rally in May 2013, and preparations kicked into high gear. Business and individual donations were strong and support rolled in from some unexpected corners. One group donated the proceeds from their neighborhood yard sale to help the cause. In another community, a group called Kids United was formed to canvas their town and gather donations. Even a cheeky garden vole with a fondness for Twitter pro-



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# PANTRY PERSPECTIVES

## BKO Hunger Meals Matter to Our Community

By Briana McGonagle

The Bucks County Opportunity Council was grateful to be a part of the Bucks Knocks Out Hunger meal packaging event. At a time when the resources that fund our Food and Nutrition Network are dwindling and the need is steadily rising, it means so much to us to be able to help keep our food pantries well-stocked.

Joann Jordan, Coordinator of the Harvest Ministries Food Pantry of the Cornwells United Methodist Church in Bensalem, expresses just how important these meals have been. “The BKO meal packages were a welcome addition to our pantry, and came at an opportune time when our supplies are typically at low-stock levels. In addition to operating the pantry, we also provide a lunch program, and having these meals to serve was a great help to us,” explains Jordan.

Summertime is typically the time of year when pantries are in greatest need of food. Charitable giving quickly drops after the holidays, meaning that pantries are receiving significantly less in food drive donations during this season. This is compounded by the fact that there is an increased need for food during the summer months, as children are home for summer break and are not able to receive free or reduced-priced school lunch and breakfast.

It is critical to ensure that food pantries are offering healthy and nutritious foods. These meals are fortified with many vitamins and nutrients, and they taste good, too! Jordan notes, “The folks we served gave the meals good reviews!”

**About the Contributor:** Briana is the Food Program Manager for the Bucks County Opportunity Council. She enjoys all things related to food: growing it, cooking it, eating it, and making sure everyone has enough good stuff to fill their bellies.



With help from volunteers, BCOC distributed all 100,000 meals to local food pantries and senior centers.





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moted the effort. Volunteer response was incredible. In less than two weeks 500 volunteer slots were filled, and many more people were asking how they could also get involved.

BKO Hunger was held on August 9, 2013. It truly was a knock-out event on several levels. "It was an awesome and humbling experience," said Jane King, a community volunteer. "I had never seen something like this held, and it was so much fun working together with people." Kyle St. Claire who also volunteered reflected, "I think a lot of awareness was raised that day. I never realized that there was so much need, or that there were so many food pantries in Bucks County."

Media coverage before and during the event showed county residents that food insecurity hits people hard, even here in Bucks County. A collaborative community spirit was palpable in the room that day. BKO Hunger empowered people; it showed many that they could make a difference. Equally amazing was that, in just over 4 hours, two shifts of volunteers had packed 100,000 meals.

In addition, enough donations came in to provide food pantries with over 115,000 servings of fresh produce from local farms, as well as to purchase 10,000 pounds of lean meat, fish, and other needed perishable items that pantries have a hard time obtaining through typical food drives.

BKO was a huge success, exceeding all goals. It was a truly awesome display of generosity, team spirit, and a common vision.

Perhaps most importantly, BKO reminded us that everybody has something they can give; that working collaboratively on a shared goal can bring about exponential results; and that Living United is not just a catchphrase, it's a philosophy that works.

**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 he brings to all projects.*

**Editor's Note:** Information regarding BKO Hunger 2014 can be found at [www.uwbucks.org/BKOHunger](http://www.uwbucks.org/BKOHunger). Because hunger is a year round issue, donations to this project can be made any time by visiting [www.uwbucks.org/donate](http://www.uwbucks.org/donate) and selecting BKO Hunger.

## KIDS UNITED SHOW HOW TO LIVE UNITED

By Michele C. Haddon

Margaret Mead put it best when she said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

This was the kind of attitude a handful of local kids and parents took on when they founded Kids United. The group formed in June 2013 with the purpose of raising money in support of United Way of Bucks County's Bucks Knocks Out (BKO) Hunger campaign.



Cole Reed, 6, and his father Lu Reed, of Kids United seal meals at BKO Hunger. Photo by Stephanie Veto

Kids United teamed up with Jules Thin Crust to raise over \$5,200, making them the largest donor for BKO Hunger.

The group started in the kitchen of David and Annie Hall's Doylestown home. "We thought it could be a good thing to get our kids involved in," explained David Hall. The meeting included other parents and children, along with Kendall Bajek, general manager of Jules Thin Crust. The group talked with staff from the United Way of Bucks County and developed ways in which they could help.

Their efforts involved distributing 100 donation canisters to local businesses throughout the Doylestown area, manning donation collection tables outside of Jules Thin Crust and at the Doylestown Farmers Market, and organizing two all-day fundraisers hosted by Jules Thin Crust in which 15 percent of all proceeds went to Kids United. In addition, the staff at Jules Thin Crust decided to donate all of their tips on each of those days.

By raising money in the fight against hunger, Kids United also raised awareness about food-insecurity in Bucks County. "Some families don't have a full meal every day; they sometimes skip a meal. It makes me sad they don't have enough money to eat," said 8-year old Zandie Hall, a member of Kids United.

What started out as a simple call to action, became an inspiring initiative that brought friends and neighbors together, and gave kids a chance to learn that even the smallest of hands can make a huge difference in the world.

**About the Contributor:** Michele Haddon is a journalism student at Bucks County Community College. She enjoys cooking, cycling and photography—not always at the same time. More than anything, she loves spending time at home with her husband and three enthusiastic children.



# LEADING THE WAY

By Marissa Christie

## Carol & Patrick Counihan: A Legacy of Caring for Bucks County

The massive scrapbook in front of Carol and Patrick Counihan has the satisfying, familiar smell of a used bookstore. It is packed full of Bucks County history and it chronicles a legacy. In this case, the legacy of John and Netta Mason, Carol's parents.

The Masons' story is told in newspaper clippings and occasional handwritten notes. It shows a long history of giving back and of investing time, talent, and treasure in our community. Netta was one of the first two volunteers ever at Doylestown Hospital. John was Doylestown Borough Council President, one of the founders of Child Welfare in our community, a director of the Bucks County United Fund, and an outstanding and often recognized humanitarian. Their legacy inspires Carol and Pat.

At United Way of Bucks County, Leadership Donors contribute at least \$1,000 per year. Legacy Donors contribute at least \$20,000 over their lifetime. Carol and Patrick are Leadership and Legacy Donors, with generosity that far exceeds these thresholds. But that is only a small part of their story.

Pat is quick to point out that they do not want any special recognition for what they do. They know they are blessed in many ways. They feel blessed to live in this wonderful community; fortunate to have made their gifts to United Way through his employer, Merck, a company that matches employee donations; lucky enough to be following in the footsteps of community leaders like the Masons who, along with their friends and neighbors, demonstrated why giving back matters.

While the Counihans remain exceedingly humble about all they have done for our community over the years, they truly serve as examples of how to Live United. Here are some of the lessons learned from this family and their legacy.

**GENEROUS GIVING IS NOT A SET NUMBER; IT IS WHAT YOU CAN AFFORD TO GIVE.**

Pat and Carol quickly point out that they feel fortunate to have the ability to be Leadership and Legacy donors. But in the end, they note that giving is not about a specific amount. It is about giving to your potential. It is about sharing what you can afford in order to benefit a mission about which you care.

**CARING FOR THE COMMUNITY IS ABOUT MORE THAN JUST FINANCIAL GIVING.**

Patrick and Carol note that caring for the community is much more than just financial giving. "We both knew the importance of being involved. Carol's parents were great

role models," says Pat. Carol volunteered in the community and in the Central Bucks School District for about a decade, prior to becoming an employee for the district. She feels it gave her double rewards. She understood more about what was going on with her boys and could help others at the same time. It also gave her a unique perspective on needs in the community.

Patrick really connected with United Way of Bucks County by volunteering on what was formerly the Senior Allocation Committee,

now the Community Investment Committee. Through that process, he learned more about what funded programs do. "It's such a great process to determine where United Way funds will be given," he says. "You quickly find out which agencies have the greatest impact." He went on to serve as a United Way board member. He notes that while all the agencies do great work, he found himself drawn to the work of the Bucks County Opportunity Council, where he served on their board. To this day, the Counihans continue to support this strong agency.



Carol and Patrick Counihan follow in the footsteps of Carol's parents - and provide inspiration for the next generation.



## SETTING AN EXAMPLE FOR THE NEXT GENERATION MATTERS.

Pat and Carol feel that exposing the next generation to philanthropic pursuits is important. That means serving as an example, but not pushing or demanding participation.

From the time their children were young, the Counihans have included them in work that benefits Bucks County. Pat recalls a time when his sons were still in high school and he brought them along to deliver holiday meals. He felt it was important that they know the world outside of Doylestown. They delivered family meals from the top to the bottom of Bucks County. "It was an enlightening experience," he says. These now adult children and their wives get involved as time permits, finding special rewards in the holiday "Adopt a Family" program.

According to Patrick, it's important for young people to recognize that they are, "blessed in many ways, living in this community. You need to start thinking about ways to give back."

There is no question that the Counihans provide an amazing road map for the next generation of donors, advocates, and volunteers. They carry on a proud legacy of giving back and they inspire others to wonder: What will my legacy be?

**About the Contributor:** *Marissa Christie is lucky enough to have her dream job: Senior Vice President, Marketing and Communications, at United Way of Bucks County. She enjoys reading, learning, volunteering, spending time with her husband, and international travel.*



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# MAKING A DIFFERENCE

By Danielle Bush

## How to Get Involved with UW Bucks

Want to be part of the UW Bucks community? Have you been thinking about getting involved but don't know what step to take first? It's as easy as coming up with an idea to help the community and contacting your UW Bucks Campaign Coordinator or reaching out to the UW Bucks office.

Below are six great ways that anyone - businesses, groups, or individuals - can get involved with UW Bucks to help change lives.

### DAYS OF CARING

Days of Caring projects are group volunteer opportunities for businesses, organizations, and schools. They are a chance to get ambitious groups of employees or students



Volunteers from Publicis participate in Days of Caring in Bucks County.

out into the community to make a difference. Participating in a Day of Caring project promotes teamwork and compassion. It is also an opportunity for a nonprofit to have a project done by volunteers. UW Bucks' Day of Caring Team discusses your ideas, available dates, and geographical location, and then handle all of the planning and make arrangements for your group.

"Participating in United Way's Day of Caring was a tremendous and memorable experience for our whole team at Touchpoint. Working together in a unique environment like that builds a strong sense of teamwork and camaraderie you just can't generate in an office. We received such positive feedback that we are planning our next Day of Caring for the spring." - Rick Keefer, President and CEO, Publicis Touchpoint Solutions

### DRIVES

A drive is an easy way to get everyone involved to make a difference. It's also a fun way to spark a little competi-



Third grade students from Quarry Hill Elementary School (Pennsbury School District) designed a 'baby supply drive' with their teacher.

tive spirit amongst employees or members of your group. UW Bucks partners with many different organizations on various drives for clothing, food, school supplies, coats, and baby supplies. Come up with an idea for a drive your group feels passionate about, and reach out to UW Bucks. We can help with logistics and make sure the items you collect get to the right local nonprofit.

### GIFTS IN KIND

A "Gift In Kind" can be defined in many different ways: A donation of discontinued items or clothing from a store, a "like new" sofa from someone who is moving, or even an hour of time from an expert in a certain field. We are always thrilled to receive physical donations of goods, but don't underestimate the value of your time!

An accountant donating an hour of expert knowledge to an agency that is struggling to pay for repairs can be very impactful. All donations of time, talent, and treasure help Bucks County agencies and programs directly. If you are a lawyer, doctor, construction foreman or any other sort of expert and you want to give back, consider getting involved with UW Bucks!

*continued on page 39*

## VOLUNTEER

In 2013, UW Bucks matched 1,335 residents with all types of volunteer opportunities in the county. We connect volunteers with Bucks County nonprofits and local projects that meet individual interests and skills. If you are interested in becoming a volunteer please fill out a volunteer application on the UW Bucks website.

UW Bucks projects in need of volunteers annually include: Bucks Knocks Out Hunger, Stuff The Bus, Month of The Young Child, and MLK Day of Service Essay Read-A-Thon. Announcements about these opportunities, and others, are made online at [www.uwbucks.org](http://www.uwbucks.org), through Twitter (@uwbucks) and Facebook (uwbucks), and in our local newspapers.

"I love to volunteer for UW Bucks. I like the people, like the variety of jobs that are given to me. I like the appreciation shown to me from all staff. It feels like what I do is really helping to make a difference. [I am now in] my fifth year [and] I feel like I have acquired a new family," says volunteer Penny Detwiler.

## SUPPORT INITIATIVES

UW Bucks has implemented several initiatives in response to the needs of the community. Among these are Bucks Knocks Out Hunger (BKO Hunger), Stuff The Bus, and Bucks County Women's Initiative. These events allow people to really con-

nect with a specific cause that they care about here in Bucks County. UW Bucks needs donors to make events possible, advocates to get the word out, and volunteers to carry the projects to completion - so many ways to get involved!

## SHARE

We want you to share both your needs and your Live United stories with us. This helps bring people together for the greater good - from connecting someone in need with the right agency to helping share the success of a UW Bucks donor, advocate, or volunteer.

If you have a specific need for items, volunteers or a project please contact Danielle Bush at [danielleb@uwbucks.org](mailto:danielleb@uwbucks.org) or 215-949-1660.

If you have an awesome story about how you Live United, contact Marissa Christie at [marissac@uwbucks.org](mailto:marissac@uwbucks.org) or 215.949.1660, or via Facebook/uwbucks or Twitter (@uwbucks). We are always looking for great stories to share on our blog: Positively Bucks County ([uwbucks.org/blog](http://uwbucks.org/blog))!

**About the Contributor:** Danielle Bush, Director of Community and Volunteer Engagement, is a dedicated member of the UW Bucks Leadership staff. She is a proud wife to her high school sweetheart, Mike, and proud mother to Brian and Isabella. In her free time Danielle enjoys spending time with her family, especially at the beach in Cape May, NJ.



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# EDUCATION, INCOME & HEALTH IN BUCKS COUNTY

United Way of Bucks County is dedicated to improving lives by mobilizing the caring power of communities.

We believe that we are all connected and that we all have a stake in making Bucks County a healthy and prosperous community. We know that when we work together to advance the common good, we create a better life for all.

To advance the greater good, we focus on three key issues: access to a **quality education**, a **stable income**, and **good health** – the building blocks of a great life.

We asked local experts to give us their perspective on education, income, and health in Bucks County.

## EDUCATION

### Lifelong Learning: Expanding Minds and Opportunities *By Barbara Yetman*

If chicken soup is good for the soul, then think of lifelong learning as chicken soup for the mind. Wikipedia defines lifelong learning as the “ongoing, voluntary, and self-motivated pursuit of knowledge for either personal or professional reasons.” This learning may take place within the classroom or extend well beyond its walls. In today’s world, it feeds the need to stay informed, satisfies curiosity, and nurtures creative and intellectual instincts. It’s the stuff that keeps communities vibrant by continually expanding their understanding of themselves and the world around them.

There’s a pot of “chicken soup for the mind” ready and waiting at Bucks County Community College. It includes the traditional ingredients you might expect, including associate degrees and certificates - but there’s more. BCCC also offers opportunities for continuing education and workforce development. There’s an Encore Career Institute for those over the age of 50 that are looking to retool, retrain, or re-enter the employment market. There are art exhibits and cultural events. And for those just starting the journey, there are summer camps for kids.

Indeed, the college envisions itself as “a vibrant center for community engagement and learning, providing innovative paths that inspire educational, career, and personal fulfillment.” As you might expect, those paths lead in many different directions.

Take, for instance, Glenn. Glenn was laid off from his job as head of sales and marketing. With two children and a wife, he needed an option that allowed him to juggle his family responsibilities while pursuing his dream in cinema/video



Adult learners at BCCC understand the value of expanding their minds and opportunities.

production. He found it at Bucks.

Or Courtney, whose friends encouraged her to enroll at the college. Courtney was 32 years old when she graduated with her Associate degree in Social Services from BCCC. She’s now continuing her education at the University of Pennsylvania on a full scholarship.

Or the hundreds of individuals, aged 50 and over, who have participated in and benefited from the

Encore Career Institute. There are people like Janice, who described the experience as “a positive, sustaining influence that has renewed a sense of hope” in her search for employment. There’s Dawn, who recognized the Institute for playing an instrumental role in keeping her focused with the job search.

For others, lifelong learning may simply present an opportunity to engage with those who have similar interests: learning a new language, developing artistic talents, understanding technology, exploring new hobbies, and so on.

When we put education first - when we commit to lifelong learning - we are better off. But so is our whole community.

Whether expanding minds or opportunities, whether formal or informal, the benefits of lifelong learning are many: enriching lives, enhancing skills, and opening doors.

**About the Contributor:** *Barbara Yetman has decades of experience as a leader in post-secondary education. She currently serves as Vice President, Student Affairs, at Bucks County Community College, where she oversees departments that include Admissions, Financial Aid, Career Services, Counseling and Advising, Transfer Services, and Student Life. She believes that Student Affairs plays an integral role in helping students on the road to academic success.*

## Early Investing: Simple Ways to Teach Our Children about Saving & Investing *By Mike Zisa*

Financial literacy is a hot topic among politicians and educators across the country. Understanding how to save, invest, and become financially responsible is as important as solving for 'x', analyzing English poems, and balancing chemical equations, yet it is not always covered in the classroom. So how do parents and grandparents educate their young family members about how to become financially secure?

The easy answer is to teach kids about buying stocks, dividend reinvesting, mutual funds, retirement plans, asset allocation, diversification, and other relevant concepts. But how? The most effective method in educating our children about money is by example. The first step is teaching kids the value of a dollar.

A friend of mine had a son who broke a window in their house by banging on it. He had been warned not to, so when the damage occurred, he had to take responsibility for it. The father explained to his son that he would have to give up \$100 of his savings to help pay for the window - an easy punishment since the window cost much more than that to fix! The son learned two lessons: don't bang on the windows, and respect the value of money.

As a parent and financial literacy teacher, I can say with confidence that educating our children about investing is one of the most important gifts we can give them. While it is sometimes difficult to find time in our crazy schedules to teach our children about financial topics, the effort we make pays off as they grow older. Some simple ways to teach young people about becoming financially secure include:

- Encourage your child to save or invest by matching them 50% (similar to most 401k plans).
- Give your children a lump sum allowance at the beginning of the month and explain that they have to budget the money well because they will receive nothing else until the next month.
- The next time your children really want something, such as the latest and greatest video game, tell them they have to get a job (any kind of job) and save for it.
- Every time you give your children cash for things like mov-



Teaching children the value of money is critical to their financial success later in life.

ie tickets, clothes, or a soda at the local convenience store, ask for the change.

- Show how their investments can exponentially grow over time through the power of compounding using examples and calculators on the internet.
- When devising your family budget for the year, ask your children to have some input regarding the projected amounts for expenses.
- Have your children pay for some of their college expenses so they have a stake in their education.

Barry Huret, a retired industry executive from Lower Makefield who is active in the community, explains that his kids learned about money by working for it. "We believed that having a part-time job was an important experience, so they worked after school or on vacation time while in high school and in college, giving them excellent insight," he said.

Michael Garry, a Certified Financial Planner in Yardley, adds "my children have a limited amount of income and need to decide how much they will save and invest, how much they will give to charity, and how much they will spend. If they spend it, they need to know they can't use it later for some other purpose."

Being a good role model is vital when raising financially literate children. If your kids see you spending on frivolous items, they will likely do the same when they are on their own. If you live within your means, they are more likely to be frugal with their money and be able to invest for the long-term in order to become financially secure.

In today's world, children who learn to plan a budget, save, invest early, and manage risk in their portfolios will live a less stressful and more satisfying life. We can all make a difference in this world by setting a high priority for financial literacy among our young citizens. The time is now to rise to the challenge of helping our kids grow up to become financially responsible in our communities. Good luck and happy parenting!

**About the Contributor:** Mike Zisa is a financial literacy educator at Pennsbury High School and the author of 'The Early Investor: How Teens & Young Adults Can Become Wealthy' ([BecomeAnEarlyInvestor.com](http://BecomeAnEarlyInvestor.com)). He is a passionate advocate of promoting financial responsibility and conducts presentations for various organizations.



**The mission of Valley Youth House** is to provide prevention and intervention services, counseling, life skills and behavioral health services to abused, neglected and homeless youth and their families. Our programs foster positive growth enabling at risk youth and their families to become healthy, productive, responsible members of the community.

Services are provided by a professional staff, community volunteers, and student interns at schools, family homes, offices and more than 100 residential facilities throughout Bucks, Carbon, Chester, Delaware, Lancaster, Lehigh, Luzerne, Montgomery, Northampton, Philadelphia and York counties.



## Witness the Support of the Community

When the grant for The Synergy Project, a Street Outreach program of Valley Youth House was lost, Bucks County individuals took it upon themselves to raise the funds needed to serve local youth and give them an opportunity to grow into healthy, productive adults.

The Synergy Project serves disenfranchised youth in urban, suburban and rural communities throughout Bucks County and operates under the assumption that all youth deserve to be safe.

Thanks to the support of caring individuals, The Synergy Project will be able to continue attending to the needs of youth living on the streets by supplying food, warm clothing and other survival assistance until they can be reunited with family or established in other safe housing.



## THE SYNERGY PROJECT

Street Outreach, a program of Valley Youth House



For more information on ways you can help,  
contact the Bucks County Shelter at 215-442-9760 or the Synergy Project at 215-990-3962



# HEALTH

## Kicking Off Community Health Collaboration *By Raquel Braemer*

There are many poor, sick people in Bucks County. As a community of patients and providers, we need to collaborate to find solutions.

These words led HealthLink Medical Center and the United Way of Bucks County to jointly host Bucks County's first Community Health Roundtable. The healthcare landscape has changed, and the entire county is affected. Rather than face these new challenges alone, the community should come together to discuss the new challenges posed by the Affordable Care Act and develop solutions as a group.

This winter, more than 35 local leaders gathered in the Community Room at the Southampton Free Library. Leaders from Bucks County's hospitals, clinics, and human service organizations, as well as local politicians, were among those represented and lent their voice to the conversation.



Representative Mike Fitzpatrick addresses leaders from Bucks County's hospitals, clinics, and human service organizations at Bucks County's first Community Health Roundtable.

medical and financial needs. The costs of copayments and deductibles are often misunderstood or overlooked.

- A new "gap" has been created without the expansion of Medicaid, and these residents, who cannot afford health plans under the ACA, will continue to require care.
- Bucks County's hospitals, clinics, and human services organizations need to actively collaborate to:
  - Ensure that all "gaps" are filled so that all residents receive healthcare, and
  - Break down competition in acquisition of funding and resources.
- Communication between the public, health agencies and the government is essential.

The conversation won't stop here.

The group plans to meet again every few months. Subcommittees will be formed and will meet more frequently to collaborate and propose solutions to providing care for Bucks County's vulnerable populations.

If you would like to become involved, or if you feel that a particular organization or county leader should be invited, contact Raquel Braemer, Director of Institutional Advancement at HealthLink, at [rbraemer@healthlinkmedical.org](mailto:rbraemer@healthlinkmedical.org) or (267) 699-0122.

**About the Contributor:** *Raquel Braemer is the Director of Institutional Advancement at HealthLink, where she manages the fundraising and public relations efforts of the organization. Bucks County is Raquel's adopted home of the past three years after having grown up in the Poconos. She enjoys spending time with her two dogs, creating projects discovered on Pinterest, and exploring Bucks County and Philadelphia.*



During the intermission of the Community Health Roundtable, HealthLink was presented with a plaque recognizing the nonprofit as one of the "Do-Gooders" of 2013. The plaque was presented by Amy Gianficaro, Bucks County Courier Times and The Intelligencer, to Tony DiRienzo, HealthLink Board President.

The morning began with a series of speakers who weighed in on the needs of county nonprofits, the healthcare marketplace under the Affordable Care Act, Medicaid Expansion, and the role of free clinics. Among those speaking were State Representative Gene DiGirolamo and Representative Mike Fitzpatrick. The discussion was then opened up to all participants. Many people posed questions; others expressed both confusion and concern. Despite much uncertainty, there was a consensus on a handful of ideas.

- The public needs to be educated about choosing an appropriate health insurance plan that takes into account

# BUCKS COUNTY WOMEN'S INITIATIVE

By Katie Pilot

## Shaping the Futures of Girls in Bucks County Through Mind, Body & Spirit

Nearly 300 women and men filled the Crystal Ballroom at the Northampton Valley Country Club in March for "Shaping Futures: Mind, Body & Spirit," Bucks County Women's Initiative's signature fundraiser for their 2014 programs.

The night was full of energy as guests ate, drank, and mingled. Live and silent auctions, jewelry raffles, and a live performance by the Bucks County Women's Chorus were just a few of the highlights.

Auction items were varied, and included things like box seats at an Eagles game, a 5-night stay in Cancun, a wide range of gift certificates to local businesses, and even a chance to meet fashion designer Nicole Miller!

"We had a huge range of auction items available. The total value was more than \$30,000! We were really moved by how many businesses and individuals made donations. And it was fantastic to see so many women coming out to support girls in Bucks County," says Marissa Christie, one of the event organizers.

Event attendee Carl Saalbach, who won a number of items at the silent auction, notes that it is also important for men to support this event. "Everyone in our community, regardless of gender, needs access to opportunities. That's not just a 'women's issue.' It's a human issue. Supporting Shaping Futures is the right thing to do."

The event was all about fun, but it was for a seriously good cause. All money raised at the event went directly to BCWI's 2014 funded programs with partner agencies; the Bucks County Intermediate Unit, the Central Bucks Family YMCA, and A Woman's Place.



Lisa Radmore (left) and Anne Barberides look over the items up for silent auction at the BCWI Shaping Futures event. Photo by Art Gentile.

### BCWI'S MISSION

The mission of Bucks County Women's Initiative, an affinity group of United Way of Bucks County, is to help girls become strong women through three critical elements of well-being: mind, body, and spirit. BCWI is managed by women and aims to build gender equality, create social change, and promote a culture of philanthropy among women and girls.

This year, in conjunction with partner agencies, BCWI is funding three amazing programs to advance this mission. Each of the three funded programs helps girls grow up to be strong, healthy individuals through mind, body, or spirit.

### 2014 FUNDED PROGRAMS

Bucks County Intermediate Unit is hosting the 2014 "mind" program: a day-long conference called **#GirlSTEM**, where girls from across the county will have the opportunity to learn about science, technology, engineering, and math from women mentors. More than 350 girls in grades 6 - 10 will participate and be inspired to consider STEM careers.

**For our donors:** It costs less than \$25 to send a girl to this conference.

The "body" program, **Empower U**, is hosted by Central Bucks Family YMCA. High risk,

low-income girls in grades 10 through 12 will have access to a 12-week health and wellness program that includes a 3 month membership to CBFYMCA, group classes, meetings with a certified lifestyle coach, field trips, and more. Girls will learn healthy habits and how to reach their health and wellness goals. **For our donors:** It only costs about \$130 to put a girl through the full 12 week program.

*continued on page 45*





UW Bucks Board Chair Trish Markel (right) and Barbara Lynam of Intrigue Fine Apparel strike a pose at Shaping Futures.

**Teens Leaning In** is our 2014 “spirit” program, hosted with partner agency A Woman’s Place. Girls in grades 7 - 12 will attend monthly meetings of Teens Leaning In throughout the year, where they will learn leadership, effective communication, and how to pursue their ambitions. Workshops aim to inspire, empower, teach girls to confidently take a seat at any table, and challenge the impact of gender-based discrimination for girls during adolescence. **For our donors:** Girls will meet monthly for a year, with additional connections between meetings, for about \$25/session.

A special thanks goes out to everyone involved in this event, including partner agencies, sponsors, attendees, and donors. These programs wouldn’t be possible without you!

For updates regarding BCWI programs and projects visit [www.uwbucks.org/women](http://www.uwbucks.org/women), [www.twitter.com/buckswomen](https://www.twitter.com/buckswomen), or [www.facebook.com/buckswomen](https://www.facebook.com/buckswomen).

**About the Contributor:** Katie Pilot is the Marketing Assistant at the United Way of Bucks County, where she enjoys getting the word out about all the great things UW Bucks does for the community. Originally from New Hampshire, she came to the area to attend Villanova and was happy to stick around following her May 2014 graduation.



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# CAMPAIGN FOR THE GREATER GOOD

By Jeanmarie Foy

## UW Bucks Campaigns Help You Achieve Corporate Philanthropic Goals

United Way of Bucks County is uniquely positioned to help you accomplish your corporate philanthropic goals by creating a special campaign team to partner with you year-round.



Local partners like GE Water and Process Technologies offer many opportunities for employees to volunteer. This helps reinforce the connection between money and mission.

Our skilled team can help you choose and meet your philanthropic goals. This may include breaking down big annual goals into manageable pieces; streamlining the diverse fundraisers already happening in your workplace; helping you plan and execute large or company-wide days of community service; and helping you capture your true outcomes to better report out to key stakeholders.

*“When Draeger wanted to become involved in the community, we reached out to United Way of Bucks County to get some ideas. They were a perfect fit for the volunteer work we wanted to do. Our Committee works with UW Bucks to find opportunities throughout the county where we can make a difference. We offer varied events so that everyone can find their niche. It is a wonderful partnership.”*

- Donna Leister, Manager, Sales Operations, Draeger Medical, Telford

We can broaden or narrow the scope of your philanthropic efforts like no other organization can. United Way is best known for bringing people and resources together from across the county to create real change. While we focus on big issues - providing Bucks County residents with access to a quality education, a stable income, and good health - we have many programs under these umbrellas that will match the areas you and your team care about.

For example, if you care most about hunger and food insecurity, your UW Bucks workplace campaign can connect you directly to Bucks Knocks Out Hunger. If you care about early childhood education, our Success By 6 initiative is where your company may choose to invest. Best of all, each of these im-

pact areas have connected volunteer opportunities, allowing for some great team building at your workplace.



Working together year round with your campaign team like Aon Affinity gives ample opportunity to reach philanthropic goals.

At UW Bucks, we recognize and celebrate the busy employees who work hard, but also view supporting their community as important in their overall satisfaction of life. Because there is little time left after work, family, and social obligations, a UW Bucks workplace campaign offers year-round opportunities for employees to shine in many different ways.

### BRING YOUR TEAM TOGETHER

According to a study conducted by Harris Interactive, for the Fidelity Charitable Gift Fund, when people were asked how they would define ‘true philanthropy’, 66% said that the concept includes giving both money and time. 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. Giving your employees the outlet to make a difference - and experience true philanthropy by giving time and money - has huge potential to increase job satisfaction.

The volunteer opportunities we provide to enhance campaigns are as diverse as the companies we work with. Some businesses send teams to do big, outdoor Days of Caring. Others conduct back to school supply drives to help with our Stuff the Bus initiative. Still others create their own initiatives, connected to their UW Bucks campaign, and all with the help and support of our campaign team.

### THE BOTTOM LINE

There is no question that, with our partners’ help, we accomplished a great deal this year. Together, we have increased our contributions to the community and doubled our impact.

*continued on page 47*



*continued from page 46*

We went from touching about 1 in 10 lives in Bucks County to touching 1 in 5 lives.

But we need your help to keep this momentum. Any business or organization can easily be a part of the great work being done every year in Bucks County.

Please consider joining this movement. UW Bucks can help set up a year-round engagement calendar, with incentives to give, advocate, and volunteer through Days of Caring, Step-up Leadership Giving, volunteer connections, Gifts-In-Kind, and opportunities to promote the good things you do.



You don't have to be this close to your UW Bucks campaign team... unless you want to be!

When you're ready to get involved, connect with me at 215-949-1660 x114 or [jeannief@uwbucks.org](mailto:jeannief@uwbucks.org) to discuss these opportunities and how we can create a campaign team that works for you.

**About the Contributor:** Jeanmarie Foy, Director of Workplace Campaigns at UW Bucks is a proud, life-long resident of Bucks County, with a 3-year interlude at the University of Hawai'i for a Master's Degree in Resource Economics. She attributes any success to her family and friends at UW Bucks, those special people at companies she works with, and also the great campaign team of Heidi Phillips and Bill Shoffler.

*“As a community bank, First Federal of Bucks County is committed to helping those in need in Bucks County. We choose to match Board Member and Team Member UW Bucks donations \$1 for \$1, and our campaign delivered over \$86,000 this year alone. When team members know their employer is behind them matching donations, it creates exponential energy and commitment to the cause. We are all in this together.”*

*Jeane Coyle, President & CEO, First Federal of Bucks County*

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## ECC: Easy as 1-2-3...

What exactly is an ECC? It's an acronym that stands for Employee Campaign Coordinator. ECCs are influencers and change makers in our community. They are liaisons between their CEO, colleagues, UW Bucks, and the community.

### WHAT MAKES AN ECC SUCCESSFUL?

Before we can determine what makes an ECC successful, we have to ask: how do we define success? It is often about the dollars raised for the UW Bucks campaign. But perhaps just as important, it is about engaging, communicating, and creating an environment where campaign is fun and productive.

Our most successful ECCs help connect their team to UW Bucks year round through volunteerism and updates about donations in action. They also build teams at their workplace to get great ideas flowing.

Take **Candice Quigley**, recruiter at 3rd Federal Bank and winner of this year's 'Outstanding Employee Campaign Coordinator' award. Each year, Candice approaches the campaign as a new, exciting challenge to engage both management and employees and create great team spirit. She and **CEO Kent Lufkin** personally meet with employees and allot time for UW Bucks to educate everyone on how their donations work in Bucks County. These pieces are key to a successful campaign.

### NUTS AND BOLTS: 6 BEST PRACTICES FROM THE TOP ECCs



#### 1. Get buy in from your 'top dog'.

Our most successful ECCs meet with - and make sure they have the support of - the 'top dog'. For some, this means the CEO, Executive Director, Principal or department heads. The

idea is to make sure that key influencers are on board and will support the activities you have planned.

The more committed the ECC and top dogs are to the campaign, the more successful it will be. It is also important that ECCs and CEOs lead by example. Take **Ellen DiOrio**, a leader at Cummins Power Systems. She manages a busy HR department that meets the needs of hundreds of diverse employees at a Fortune 500 company, yet she still makes the time to run a successful campaign, right out of the "best practices" playbook. As a leadership donor herself, she sets a great example at Cummins.



**2. Build an enthusiastic team.** The most successful ECCs do not go it alone. They bring together a team to share ideas, plan, and execute, knowing that many hands make light work. At GE Water in Trevose, **CEO Heiner Markhoff**, promotes a volunteer team format. GE

Water ECCs **Jessica Moore, Mark Klaiber, Keven Cassidy, Nancy Chamblee, Karen Johnson-Susko, and Cathy Janoson** lead a strong, enthusiastic team that rock & rolls after strategic (and fun) planning meetings. They all know it is especially important for the company to see the connection between their philanthropic goals and UW Bucks projects.



**3. Set a goal and a timeline.** ECCs that set a goal and timeline - and share that information with their entire workplace - are the most successful. Goals can be linked to fundraising (dollars raised, percent of employees who donate) or participation in specific events

(number of employees who attend a specific fundraiser that is part of the campaign).

Approaching any major project without a goal and timeline is a problem. It's like jumping in your car to go on a road trip without a destination in mind. Sure - you could end up somewhere nice, but you could also end up driving in circles and getting frustrated. Specific goals and timelines are the roadmaps of our best ECCs.



#### 4. Be 'Tigger', not 'Eeyore'.

Remember these Winnie the Pooh characters? We see a trend in the performance of our ECCs. The best ECCs approach their job like Tigger.

They are excited to help, to change lives in the community, and to make things fun for their colleagues. The ECCs who take more of an Eeyore perspective, start conversations apologetically with 'I know you're busy, but...' and 'I know money is tight for everyone, but...'. Trust us: this doesn't work.

ECCs who are positive, energetic, and enthusiastic about what they can accomplish with their team are always the most successful.

*continued on page 49*



**5. Make the campaign about more than money.** Our best ECCs are educated about the impact of UW Bucks campaign dollars in the community. They are advocates and they share the value of the campaign with others. They also

get their teams involved in many ways. They initiate Days of Caring community service projects and drives. They engage volunteers from their company in initiatives like Bucks Knocks Out Hunger and the #girlSTEM Conference.

Our best ECCs know what their colleagues care about, then connect the campaign to specific work in the community. They also make caring for the community about more than just money.



**6. Say 'thank you' in a meaningful way.** The most outstanding ECCs always thank their team - and everyone who contributes to their campaign in a meaningful way. For companies like Dow and GE, this

means great closing events. At other workplaces, it means making sure that people who donate are personally acknowledged by the CEO.

We know that people do not typically donate because they are seeking out thanks or praise. However, an acknowledgement of their help and support goes a long way. The more meaningful and sincere the acknowledgement, the better people feel about giving.

On that note, we have a special message for all of our current (and potential) ECCs: THANK YOU! We hope that much of this information rings true for you. You are so important to our progress in Bucks County. This community is better off because you step up as an ECC - a true leader - for your company.

If you are not currently an ECC, but are thinking about joining this powerful force of volunteers, please don't hesitate to give Jeannie, Heidi, or Bill a call at 215-949-1660 x114.

**About the Contributors:** Jeannie Foy, Director of Workplace Campaigns, and Heidi Phillips and Bill Shoffler, Community and Corporate Account Executives, are the United Way of Bucks County Campaign Team. They have the best jobs ever—partnering with people across Bucks County for the greater good. Nothing makes them happier than staying connected to their ECCs year-round.

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## The Power of Peace in Our Schools, Homes & Community

When children come to school every day, they carry more than simply their backpacks and lunch bags. In times of need, children often carry emotional turmoil into school.



Peace Educators teach children that every person has an “emotional cup.”

The stress from tension in homes, unresolved conflict, bullying, and social exclusion can often prevent children from learning and thriving in the most crucial years of their lives. Without the tools to resolve these conflicts and heal from trauma, these children may be caught in a cycle of violence and pain for years to come.

The Peace Center is breaking that cycle. Physical, emotional, social, and moral safety is crucial for children to learn, grow, and thrive. Peace education provides tools to resolve internal and external conflict, develop respect for oneself and others, and increase social and emotional IQ. Project PEACE for schools is a comprehensive approach to creating a safer, more peaceful school environment through character education, peer mediation, restorative justice interventions, and conflict resolution training for school staff and parents.

When peace becomes a whole school commitment, children experience new ways to solve problems and face challenges. Presented with these new possibilities, children become empowered to resolve their conflicts with each other and within themselves in a healthy, peaceful way. When schools become more peaceful, so do their students. By creating more peaceful kids, we create a more peaceful world.

### WHEN EMOTIONS OVERFLOW

The first step to resolving conflict is to know how we feel and why. For this reason, each Project PEACE class begins with an emotional check-in. Often children (and adults) lack a strong emotional vocabulary and are unsure how to express themselves, especially in a conflict.

“I enjoyed all the activities,” said one student, “but I liked the emotional check-in the most. It was nice to be able to express my feelings.”

Peace education teaches students how to manage difficult emotions and stress. Peace Educators teach children

that every person has an emotional cup. In a stressful situation or conflict, the cup becomes more and more full until it can’t hold anything else. When someone gets to this point, one little thing can send them over the edge, spilling emotions onto another person and escalating conflict.

When someone’s emotional cup overflows, they feel anger. But before feeling angry, they may feel worried, embarrassed, or afraid. After explaining this, the facilitator asks students what they can do to empty their emotional cup. In many classes, students will think of over 30 ways to empty their cup and make themselves feel better before exploding with anger.

“My all time favorite thing [they] taught us is when you are stressed, to breathe and to not let all your anger out at once,” explained a student.

In the classroom, teaching about the emotional cup and asking students about the fullness of their cup can help gauge a conflict and manage stress. This activity also encourages self-care and increases empathy for others.

The tools to practice peace can also be used at home. Many families are experiencing increased stress that leads to conflict. Parents can have emotional check-ins with their children at the dinner table, before bed, or any other time when the family is together. When your child is angry or upset, help them to find words for how they’re feeling and strategies to empty their emotional cup.

Peace within ourselves and our community helps every child to make healthy choices. By teaching peace, we open up a world of possibilities for our children, providing tools and skills they can use throughout their lives.

**About the Contributor:** Kate Whitman is a Project PEACE Coordinator. Her involvement in peace work began with The Peace Center over 10 years ago, and she is honored to currently be serving as Program Coordinator! Along with peace education, Kate has a passion for knitting, hiking, travel, and poetry.



Students in the Project PEACE program learn to see themselves as peaceable beings.

# FAMILY RESOURCES

By Pat Miiller

## Top Five Things To Do in the First Five Years of Life






A child's brain develops so rapidly in their first years that it's almost impossible to grasp. By age five, about 90% of a child's brain is developed.

A child's early experiences, both positive and negative, can affect the structure of the brain. In addition to a child's health and nutrition, every experience - like seeing one's first rainbow, riding a bicycle, reading a book or sharing a joke - activates certain neural circuits and leaves others inactive. Below are some important things to keep in mind during these formative years.



Allowing your child to explore the world during their first 5 years is critical.

### EARLY PARENTHOOD TIPS

-  **1. Encourage exploration.** Allowing a child to explore the world while ensuring health and safety can be challenging, but it is vital.
-  **2. Read with your child.** Reading together as part of your daily schedule is a great way to develop cognitive and emotional skills. Bonus: You also get to spend quality time bonding.
-  **3. Teach your child how to do things and to how play with others.** Letting your child help you with chores, taking the time to play together, and providing opportunities for your child to play with others are activities that offer new experiences. These activities help your child to grow and learn.
-  **4. Learn how children develop so you can teach age-appropriate behavior.** As your child's first teacher, it is up to you to teach them how to behave. Knowing what is age appropriate helps you better understand your child and makes you a better teacher. Ultimately, it will make you a more effective parent.
-  **5. Take care of yourself.** Staying healthy, having friends, and getting organized helps keep a balance. Taking care of yourself ensures that you can enjoy your child's childhood and being a parent.

Want to learn more? Visit Zero to Three's Brain Development section (go to [www.zerotothree.org](http://www.zerotothree.org), click on Behavior and Development, then look for Brain Development) for a wealth of information on how a child's brain develops. You can try a "brain quiz" and learn more about why quality early learning opportunities are so important. Or, visit Pennsylvania's Promise for Children ([papromiseforchildren.com](http://papromiseforchildren.com)) for ideas on what to do with young children to help them grow and develop.

**About the Contributor:** Pat Miiller is an active leader in the Bucks County and Pennsylvania Associations for the Education of Young Children and a member of the Pennsylvania Early Learning Council and Early Learning Standards Task Force. She has won many awards for her work in early childhood education. She is a Bucks County resident and has a true passion for local history. If you are curious, she can tell you why Miiller is spelled with two i's.

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## Understanding and Advocating for the Aging Network

Bucks County was recently ranked the 4th most populated county in PA, according to the US Census Bureau. It was also 4th in the commonwealth for the total number of residents age 62 and over. As the large number of older adults in the county continue to age, the need for services and support will continue to grow.

Understanding how and why resources are made available to support older residents helps us build a stronger community. As we think about the future needs of Bucks County's growing older adult population, we must remember several facts that have been vital to our past and present accomplishments in the Aging Network.

**1. Reauthorization of the Older American's Act is crucial to ensure legislative support as we preserve existing services and create new programs.** The Older Americans Act of 1965 was the foundation for supports and services offered to older adults. It created the requirement for federal, state, and local offices to provide supports for older citizens, including meals, job training, and transportation - services vital to the health and wellbeing of an aging population.

**2. PA is unique, as our lottery provides the necessary revenue for services and supports for older adults who do not qualify for Medical Assistance or other state entitlement programs.** This funding provides services to consumers in the community, needed respite for caregivers, and promotes consumer choice.

**3. It is important for the PA Lottery to remain dedicated to addressing the service and support needs of our older adults.** In addition to supporting programs at the 52 Area Agencies on Aging offices across the state, the PA Lottery also funds rent and property tax rebates, transportation services, and the Pharmaceutical Assistance Contract for the Elderly (PACE) Program. As a result of this funding, the Pennsylvania Department of Aging (PDA) served over 1,000,000 consumers across the state last year; the largest number of consumers served in its history.

**4. Collaboration and partnerships are necessary.** They allow us to share resources, achieve common goals, and meet consumers' needs. Many of the Bucks County Area Agency on Aging collaborations allow us to:

- educate the public about issues regarding older adults (such as educating the public about older adult protective services to ensure our residents have a right to live free from abuse, neglect, financial exploitation, and abandonment);

- work with non-profit organizations that serve as prospective volunteer recruitment sites; address older adult unemployment;
- address consumer mental health, drug and alcohol, and gambling issues;
- develop and implement health and wellness programs vital to promoting healthy lifestyles.

Martin Luther King Jr. once said "life's most persistent and urgent question is, what are you doing for others?" The Area Agency on Aging is grateful to our public and private partners for supporting our efforts to improve the lives of those we serve. We are eager to continue working with the United Way of Bucks County to address consumers' needs, and look forward to remaining a resource available to Bucks County's older adults.

**About the Contributor:** *Najja Orr was hired by Bucks County Area Agency on Aging (BCAAA) June 2002, and has served as the Director since August 2011. Prior to working in the field of Aging, Najja worked with children and behavioral health consumers. Najja is committed to ensuring all seniors receive equal access to services and supports. He is an alumnus of Morehouse College in Atlanta, Georgia.*



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# THE CASE FOR GIVING LOCALLY

By Tom Sofield

## Bucks County One of the Top 100 Most Charitable Counties Nationwide

Bucks County is the 88th most charitable county in the entire country, according to a 2012 study called "The Chronicle of Philanthropy."

Residents across the county donated \$336.3 million to a variety of IRS-registered nonprofit organizations in 2012. The study doesn't say how much of that money was given to local organizations like the United Way of Bucks County, but imagine how much good \$336.3 million could do for our neighbors.

"Wow - \$330 million. That would change a lot of people's lives," Dot Kern, resident of Langhorne, said recently when told about donations made by Bucks County residents.

"I've always thought giving locally was important. You live here, you either work here or nearby, and you benefit from a strong community," she explained. Kern added that she faithfully volunteers at her church and donates whenever possible.



Aon Affinity is one of hundreds of local companies that chooses to give time and money locally through UW Bucks.

Kern isn't alone.

Natan Khaimchayev of Upper Southampton said donating to local groups not only helps people in the community that need it but it also helps the businesses that nonprofits in the community partner with to carry out their

missions. He said he often donates to local efforts.

Donations in the community don't always have to be monetary, Marie Winston of Upper Makefield said.

"Donating time to causes you believe in and know are important to your hometown is just as important as donating money," she said. "Imagine if everybody gave money and no one volunteers their time. The charities could have to hire so many people to do their work it would be impossible to really help the community."

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

"You give, you feel good," Kern said.

**About the Contributor:** Tom Sofield is a multimedia journalist and editor of *LevittownNow.com*, a hyperlocal news and information hub. In April 2012, Tom was honored at the Pennsylvania Newspaper Association Foundation's Keystone Press Awards for his coverage of President Obama's visit to Bucks County in 2011. In 2013, he was named one of Bucks County's Forty Under 40 business leaders.

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## Martin Luther King Day of Service Essay Contest

*“Our motto is, ‘Enter to learn, leave to serve,’  
and the MLK contest promotes that core value.”*

– Jill Macauley, teacher, Strayer Middle School, Quakertown

Why is volunteerism important to you? Why should people participate in community service on Martin Luther King Day? These are the questions students across Bucks County were tasked with answering when they entered their essays in United Way’s Martin Luther King Day of Service essay contest.

Now in its fourth year, the essay contest continues to bring in essays from school-aged children across Bucks County. This year’s contest saw increased participation from several schools, including four schools that had never participated before. The essays come from public, private, and technical schools and represent a broad range of grades from elementary, middle, and high schools.

The bulk of the essays are submitted by teachers who have made the contest a part of their curriculum or have strongly encouraged their students to participate. When asked why her students submit essays, Cathy Ivins, an educator at Emerson Elementary School in Bristol Township replied, “Dr. King is near and dear to our hearts. We have committed ourselves to ‘keeping his dream alive’ for the past several years.” In addition to participating in the MLK essay contest, students from Emerson participate in a Multicultural Day each year on the Friday before Martin Luther King Day. Jill Macauley, a teacher at Strayer Middle School in Quakertown, echoed a similar sentiment in saying, “Our motto is, ‘Enter to learn, leave to serve,’ and the MLK contest promotes that core value.”

Once the essays are received and cataloged, a group of volunteer readers gather on a Saturday morning in February with reading glasses and coffee in hand to begin the scoring process. Essays are scored in five areas: comprehension, organization, conclusions, creativity, and “heart.” While the first four categories are pretty self-explanatory, it’s this final category, “heart,” that moves the readers the most. A number of the students have had very personal and moving volunteer experiences, and the best always show through in their writing.

In talking about the contest, Danielle Bush, contest coordinator, said, “It’s great to see so many of our young people not only take the time to volunteer in their communities, but to also take some time to think about what it means to volunteer and participate in a day of service.” She later added, “I’m

always impressed to see how many essays come in, and how many kids care about service. It’s a great thing to see.”

As the contest heads in to its fifth year, UW Bucks would love to see even more schools represented and even more students demonstrate how they’re “keeping his dream alive.” By writing about their first-hand experiences with volunteerism, these students earn high marks for heart, and are fostering service in our communities.

**About the contributor:** Matt Uhler works for United Way as the program coordinator for 21st Century programs at Bristol Borough High School. 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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# MLK ESSAY CONTEST WINNERS

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

- **Elementary School:** **Sophia Faight**, Snyder-Girotti Elementary School, Bristol Borough School District. Teacher: Mrs. Snyder.
- **Middle School:** **Rebekah Grzywacz**, Paul W. Kutz Elementary School, Central Bucks School District. Teacher: Mr. Geist.
- **High School:** **Elizabeth Yardley**, Pennridge High School, Pennridge School District. Teacher: Mr. Edwards.

## FROM THE WINNING ESSAYS:

### SOPHIA FAIGHT

#### SNYDER-GIROTTI ELEMENTARY SCHOOL

"I look down at my own skin color and what do I see? I see a shade of light tan, and I realize that I'm not really the color white and so why would people categorize us by either black or white? We are really different shades of color.

Imagine if Martin Luther King never challenged people to believe in equality and what is on the inside of a person instead of the outside."

### REBEKAH GRZYWACZ

#### PAUL W. KUTZ ELEMENTARY SCHOOL

"Community service...is when we look outside our own luxury to others who must live a harder life than us, and fight harder battles. Luxuries are most luxurious when they are used for the good of all.

We all are caught up in our own little worlds, we haven't looked outside of our windows, to see the struggles of those all around us. We need to open our eyes."

### ELIZABETH YARDLEY

#### PENNRIDGE HIGH SCHOOL

"Volunteering is important to me because I help simply to help, not for any return. However, there is a huge return that is nothing like having a job and paycheck. The proceeds of volunteerism go directly to one's outlook on life, compassion towards others, and understanding of the world."

MLK Essay Contest Sponsored by Parx Casino



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# SCORE & UNITED WAY OF BUCKS COUNTY

By Marty Schor

## Free Counseling Now Available to Bucks County Nonprofits

The term nonprofit has a very clear meaning about the financial expectations of the organizations it describes - just ask an IRS Agent! By definition, these organizations cannot make a profit. And of course, there is an expectation that their purpose is to serve the needs of the community, rather than the proverbial 'bottom line.'



SCORE retired executives now provide free mentoring and counseling to nonprofits in Bucks County.

However, in most other respects, nonprofits are just like any other business. They need to have a mission, goals, strategy, and plans. To be viable, they also need to manage their resources, marketing, operations, and of course their finances. To do all of these things most effectively, nonprofits often require the same kind of expert assistance and guidance as 'for-profit' businesses.

SCORE has been providing just that kind of expertise for 50 years, focusing primarily on small businesses that are 'for profit'—or at least hope to be. SCORE itself is a nonprofit comprised of 11,000 volunteers nationally, with extensive experience in the corporate world or as entrepreneurs. Last year, SCORE provided over a million hours of free consulting, mentoring and training services to 140,000 people nationwide.

The Bucks County SCORE Chapter has 45 members providing those services to its clients from its four offices located throughout the county. While most of the chapter's clients are traditional small businesses, it has had very successful engagements with nonprofits as well.

As one nonprofit client put it, SCORE "understands our operation and has experience doing the same things." That same client notes that working with SCORE is a "great way of getting a second set of eyes" looking at their needs and how they address them.

Based on its experience and success, Bucks County SCORE has begun an initiative to further extend its services to an extremely important segment of our community: our nonprofits.

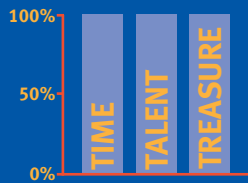
Partnering with United Way of Bucks County, SCORE will be identifying appropriate organizations that could use its services, and then offering those services to them. SCORE counselors will then use a proven approach to work in collaboration with each organization to identify its needs and challenges, develop plans for meeting goals, and guide them through implementation and ongoing management.

Utilizing its mentors' many years of success and experience, SCORE expects this approach to provide a very valuable resource, contributing to the success of nonprofit organizations in our communities throughout Bucks County to make it a better place for all.

**About the Contributor:** Marty Schor is a retired executive living in Doylestown, who now spends most of his 'work week' volunteering in Bucks County. He feels very fortunate to have the opportunity to 'give back' to the community through his work as a SCORE mentor, and as Chair of the Bucks County RSVP (Retired & Senior Volunteer Program) Advisory Council. His hobbies include sailing at Lake Nockamixon, as well as cross-country skiing and biking at Peace Valley Nature Center.



# UNITED WAY OF BUCKS COUNTY BY THE NUMBERS



**100%:** All of your contributions—time, talent, and treasure—stay here and directly benefit programs in Bucks County.



**125,442:** People touched by our programs each year. That's 1 in 5 Bucks County residents - double the impact of the previous year.



**\$2:** Value of your donated \$1. We leverage your gift so that for every \$1 you give, about \$2 in programs, goods and services reaches our community.



**181%:** Increase in UW Bucks' Facebook followers engaged in activities over the past year.



**50 tons:** Amount of food donated to local pantries through UW Bucks in the past year.



**\$89,612:** Value of the volunteer time donated to Bucks County through UW Bucks.



**5,200:** Children receiving 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.



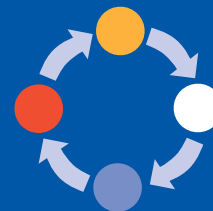
**278%:** Increase in average monthly web traffic to [uwbucks.org](http://uwbucks.org) in the past year.



**100%:** Every program we fund is focused on sustainable change. We believe a hand up is more valuable than a hand out.



**74%:** Increase in @uwbucks Twitter followers in the past year - and still growing.



**17,080:** People who need assistance get information to connect to the right program each year.



**\$17,440:** Value of school supplies collected through Stuff the Bus this year.



**\$2,150,426:** Dollars saved to date by Bucks County families on prescription drugs with free FamilyWize cards.



**\$713,251:** Value of goods donated through gifts in kind to respond to emergencies.

# THANK YOU TO OUR PARTNER COMPANIES

The following companies and organizations contributed to United Way of Bucks County through a 2013 corporate gift, a workplace campaign, or both. Their financial support helps us touch 1 in 5 Bucks County residents each year and we are deeply grateful.

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3M-Philadelphia	Boeing Employees	Draeger Medical
3rd Fed Bank	Bon Ton	Dunmore
A & T Chevrolet	Bosco's Department Store	Educational Testing Service
A Woman's Place	Boy Scouts of America, BC Council	EnForm Graphic Productions, Inc.
Abbott Laboratories	Bristol Borough School District	Enterprise
ACME Markets	Bristol Township School District	Enterprise Rent-A-Car
Axiom	Bristol-Myers Squibb	Equifax
Advance Auto Parts	Brooks Instrument	Express Scripts
Advertising Specialty Institute	Bucks County Bank	Family Service Association of BC
Aetna US Health Care	Bucks County Community College	Federal Express Corporation
Agilent Technologies	Bucks County Head Start	First Data
AIG/AGF	Bucks County Housing Authority	First Federal of Bucks County
Air Products & Chemical	Bucks County Housing Group	First Niagara Bank
Aldie Counseling Center	Bucks County Opportunity Council	Foundations Community Partnership
Allstate Insurance Company	Bucks County Technical High School	Fox Chase Bank
American Express	C & S Wholesale Grocers	Fulton Bank
Amerigas	Carroll Engineering	Gap Stores
Ameriprise Financial	CDC Publishing LLC	Gasper's Home & Garden Showcase
Andersen Corporation	Centennial School District	GE Water & Process Technologies
Ann's Choice	Central Bucks School District	Geisinger Health System
AON/Affinity Insurance Services, Inc	CFC	Genworth Financial
Aramark	Child, Home & Community, Inc.	Giant Food Stores
Arkema	CIGNA	GM Service Parts Operation
Ashland Oil Company	Citizens Bank of Pennsylvania	Good Friends
AT&T	Collective Brands (Payless Shoe Source)	Grand View Hospital
Avery Dennison Corp (Fasson)	Comcast	Greater Philadelphia Media-
BankAmerica	Constellation Energy	Bucks County Courier Times/ The Intelligencer
BARC Developmental Services	Costco	Guide One Insurance
Barnes Distribution	Council of SE PA	Habitat for Humanity of Bucks County
BASF	Council Rock School District	Hanover Insurance
Bayada	County of Bucks	Harold Beck & Sons
BC Drug & Alcohol Commission	Credit Counseling Center	Home Depot
BC Intermediate Unit #22	Cummins Power Systems	Honeywell Hometown Solutions
Begley, Carlin & Mandio	Customers Bank	HSBC (Household International)
Bensalem Township School District	Delaware Valley College	Hyman Korman Family Foundation
Best Buy Company Main Account	Deluxe Corporation Foundation	IBM Corporation
Big Brothers/Big Sisters of BC	Dominion	

Independence Blue Cross  
 Insaco  
 ITW  
 Janney Montgomery Scott  
 Johnson & Johnson, Inc.  
 JP Morgan Chase & Co  
 Jules Thin Crust  
 Kellogg Company  
 Kohl's Main Account  
 Laboratory Corp. of America  
 Legal Aid of Southeastern PA  
 Lexmark International  
 Libertae  
 Lincoln Financial Group  
 Lockheed Martin Space Systems  
 Company  
 Lowe's Main Account  
 Lower Bucks Chamber of Commerce  
 Lower Bucks Family YMCA  
 Lower Bucks Total Health & Wellness  
 Center  
 Lucent Technologies  
 M & C Specialties  
 Macy's  
 McCafferty's Auto Group  
 McGraw-Hill Companies  
 McKnight Steel & Tube  
 Medco Health  
 Merck & Company  
 Microsoft  
 Middle Bucks Institute  
 Milton Roy  
 Morgan Stanley  
 Morrisville School District  
 National Penn Bank  
 Nationwide Insurance Enterprise  
 Neshaminy School District  
 Network for Good

Network Of Victim Assistance  
 New Hope-Solebury School District  
 New Jersey State Employees Charitable  
 Campaign  
 Northampton Township  
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 OfficeMax  
 Oracle  
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 Parx Casino  
 PECO  
 Penn Color  
 Pennridge School District  
 Pennsbury School District  
 Pennsylvania American Water  
 PepsiCo Foundation  
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 SECA  
 Sesame Place  
 Siemens Medical Solutions  
 Solvay  
 Sprint Nextel  
 St. Luke's Quakertown Hospital  
 State Farm Insurance  
 Susquehanna Bancshares, Inc  
 Tara Tape

Target  
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 Team Capital Bank  
 The Dump  
 The Grundy Foundation  
 The Manor—Residents Association  
 The Peace Center  
 Travelers  
 United Health Group  
 The United Illuminating Company  
 United Parcel Service  
 United States Steel  
 United Way of Bucks County Staff  
 United Way of Pennsylvania  
 Upper Bucks Technical School  
 Upper Bucks YMCA  
 Verizon Foundation  
 Vita Education Services  
 Wal-Mart  
 Walgreens  
 Warminster Fiberglass Co.  
 Wegmans Food Markets  
 Wellpoint Foundation  
 Wells Fargo  
 Williams  
 Worthington Associates  
 Yardley United Methodist Church  
 Yellow Freight Systems  
 YWCA of Bucks County



# 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 12/31/13

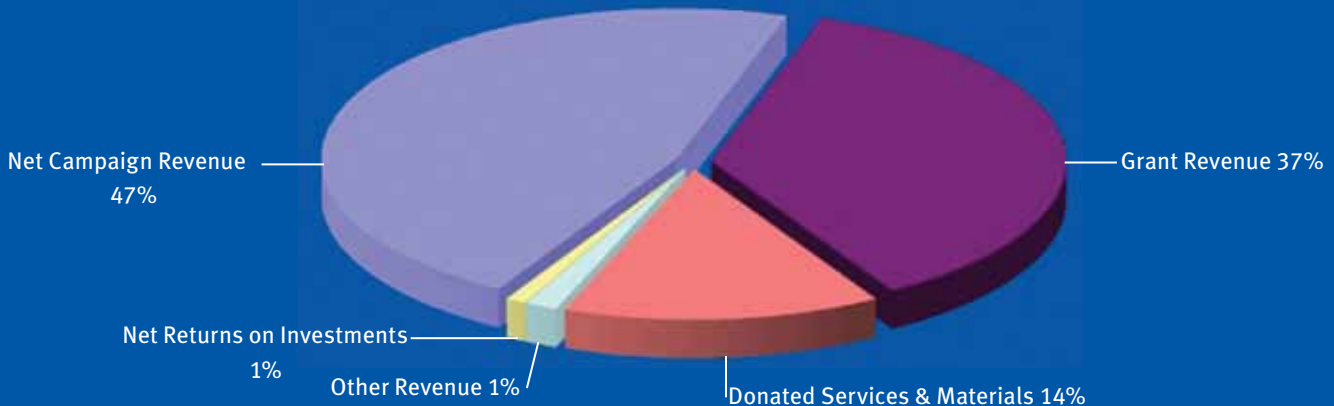
### PUBLIC SUPPORT AND REVENUE

Net Campaign Revenue	
Gross Campaign	2,635,976
Less: Donor Directed Gifts	(199,225)
Less: Provision for Uncollectibles	(129,374)
Net Campaign Revenue	2,307,377
Grant Revenue	1,803,253
Donated Services & Materials	713,251
Other Revenue	72,700
Net Return(Loss) on Investments	45,690
<b>Public Support and Revenue</b>	<b>4,942,271</b>

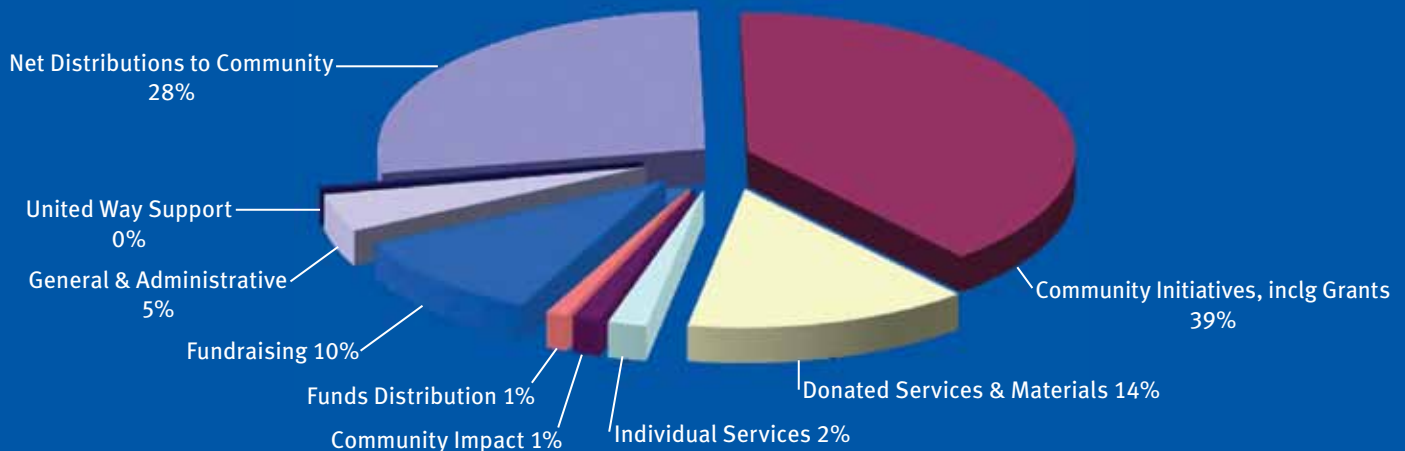
### EXPENDITURES

Community Impact Expenses	
Distributions to Bucks County	1,590,115
Less: Donor Directed Gifts	(199,225)
Net Distributions to Community	1,390,890
Community Initiatives, inclg	1,982,347
Donated Services & Materials	714,031
Community Impact	70,399
Funds Distribution	54,638
Individual Services	75,085
Community Impact Expenses	4,309,852
Fundraising	516,892
General & Administrative	224,602
United Way Support	21,124
<b>Expenditures</b>	<b>5,072,470</b>
<b>Net Surplus</b>	<b>(130,199)</b>

### PUBLIC SUPPORT AND REVENUES, BY SOURCE as a percentage of Total Revenue



### EXPENDITURES, as a percentage of Total Revenues





# WE ARE BUCKS COUNTY AND WE LIVE UNITED

This year, United Way of Bucks County asked thousands of people across the county to join us and say, "We are Bucks County and we Live United." Here are just a few of them... recognize anyone?









# MAKING AN IMPACT IN BUCKS COUNTY

United Way of Bucks County has been mobilizing a variety of resources in the community—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 - \$451,000** to help children and youth achieve their potential through 18 programs provided by 14 agencies that support quality childcare, 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 seventh 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 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 6) - \$1,116,000** over 3 years to provide after school academic enrichment opportunities primarily for grades 4-8 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 Bristol Borough.

**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 6, we work on projects in 4 key areas: 1) Quality Early Care and Education 2) Lit-

eracy 3) Parenting and 4) Healthy From the Start to make sure that these children are ready to learn when they enter school.

**Born Learning.** County-wide distribution to parents and caregivers in order to create early learning opportunities for young children. These materials include the “KidBasics” and the “You’re Child @ ...” series in both English and Spanish. We focus on “Everyday Moments Being Teachable Moments.” In 2013, the first Born Learning Trail was created at Landis Park by Plumstead Township in partnership with UW Bucks.

**LYFT Community Prevention Coalition: Drug Free Communities Grant of \$125,000** per year for up to 10 years (currently in year 9 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.

**School Readiness Materials.** We 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.** We distributed an updated version of this directory (“Who to Call in Bucks County”) that provides informa-

*“United Way of Bucks County has been mobilizing a variety of resources in the community...that improve the lives of residents in Bucks County.”*

*continued on page 67*

tion 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.** 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 and the Quality Child Care Coalition on how families can use this kit to share the love of reading/learning with their children.

**Book Drives.** Success By 6 was the recipient for the 7th year of the annual Barnes & Noble holiday book drive. Over 5,200 children's books were purchased by generous shoppers, who then gave these books for distribution to childcare centers and preschools throughout the county.

## INCOME – FINANCIAL STABILITY/ SELF-SUFFICIENCY

**Community Investments of \$330,000** to promote financial stability and independence through 15 programs and 12 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 \$270,362 this year to the community in support of emergency shelter and prevention of homelessness.

**Gifts In-Kind.** Our membership in the GOOD360 program provides us with relationships to stores throughout the area. In 2013, these stores provided an average value of over \$500,000 of goods for distribution to our partner agencies throughout the county. These items include: bedding, clothing, furniture, toys, housewares, etc., for use by the agencies or their clients.

**In-Kind Donations.** In 2013, the business community and generous residents of Bucks County donated over \$150,000 of donations. 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 30,363 lbs. of food in 2013, which was distributed to food pantries throughout the county.

## HEALTH – 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.** First Call For Help is a local phone information and referral service run through United Way of Bucks County in collaboration with Family Service Association. It is for people in the community for emergency assistance, or to connect to agencies, as well as 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) that 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 smartphone/tablet 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 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 either do not have prescription coverage or for drugs that are not covered. In 2013, 14,939 claims were made and \$398,461.38 was saved by the residents of Bucks County on their medications.



# THANK YOU TO OUR LEADERSHIP DONORS

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United Way of Bucks County Leadership Circles recognize and celebrate the vital importance of personal giving at exceptional levels. Members of our Leadership Circle are people of vision. Their community involvement creates solutions that shape tomorrow.

The Leadership Circle is comprised of local leaders and community philanthropists whose gifts of \$1,000 or more, invested in United Way of Bucks County, impact the quality of life in our community.

Many leadership donors also volunteer and provide guidance throughout the year, help with United Way's affinity groups, and are tremendous influencers at workplace campaigns.

We are deeply grateful for their support, generosity, and the tremendous impact they make in our community.

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# UNITED WAY OF BUCKS COUNTY FUNDED PROGRAMS

"The Community Investment Cabinet is a group of people who form 3 panels: one for education, income and health. They review all of the applications for grants and they make decisions about which ones will be of most benefit to the County. These people come from all different walks of life. We have social workers, educators, engineers, and financial people. That's what makes it wonderful. Everybody is coming from a different perspective. I can't think of any process that's more fair and honest."

- Nan Mauro, Co-Chair Community Impact Cabinet

**Editor's Note:** To learn more about Nan, this year's Sauerbry Award Winner, and her involvement in the community, turn to page 10.

Thanks to our donors, advocates and volunteers, nearly 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.

Funded programs by agency:

## **A Woman's Place**

Medical Advocacy Project

Teens Learning In \*

## **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 Bucks County**

Bristol Community Based Mentoring

High School BIGS Program

School Based Mentoring Program

## **Boys Scouts of America, Bucks County Council**

ScoutReach

## **Bucks County Head Start, Inc.**

Summer Enrichment Program

## **Bucks County Housing Group**

Comprehensive Housing Counseling Program

## **Bucks County Intermediate Unit**

#girlSTEM Conference\*

## **Bucks County Opportunity Council**

Economic Self-Sufficiency Program

Crisis Prevention for Self-Sufficiency and Independence (CPSI)

## **Central Bucks Family YMCA**

Empower U.\*

## **Child, Home and Community**

Taking-Charge- Adolescent Parenting and Career Development Program

## **Children's Developmental Program**

Family Support Program

## **Credit Counseling Center**

Certified Credit Counseling

Foreclosure Prevention & Loss

Mitigation Program

## **Family Service Association of Bucks County**

Bucks County Emergency Homeless Shelter

Behavioral Health program (BHP)

CONTACT Helpline

Early Childhood Services/Parents As Teachers Program

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

Reassurance Program

## **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

## **Legal Aid of Southeastern PA**

Legal Resources for Financial Stability

Protection from Abuse Pro Bono Program

## **Libertae, Inc.**

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

Childhood Education Scholarship and

Family Support

## **Lower Bucks Family YMCA**

Special Needs & At Risk Early Childhood/

School Age Special Needs and At-Risk

Youth Care

## **Network of Victims Assistance**

Abuse and Violence Prevention

Educational Programs

Direct Services to Victims of Crime &

Violence

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

AIM—Youth Intervention Program

Gateway to Work

## **The Peace Center**

Project Peace for Schools

## **Upper Bucks YMCA**

Upper Bucks YMCA Childcare

## **Vita Education Services**

English as a Second Language for Immigrants

## **YWCA of Bucks County**

Women's Employment Initiative

YWCA Prevention Programs

\* Funded through Bucks County Women's Initiative, an affinity group of United Way of Bucks County.



## SPRIT OF BUCKS ORGANIZATIONS

*Companies and their employees donating over \$10,000 on an annual basis earn the distinction of Spirit of Bucks. They are the bedrock that causes positive change to happen in Bucks County.*

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

First Federal of Bucks County  
GE Water & Process Technologies  
Johnson & Johnson

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

Comcast  
Dow Chemical Company  
Giant Food Stores  
ITW (M & C Specialties and Brooks Instrument)  
Merck & Company  
PECO  
United Parcel Service

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

Advertising Specialty Institute  
Bristol-Myers Squibb  
Enterprise Rent-A-Car  
Greater Philadelphia Media  
Bucks County Courier Times / The Intelligencer  
Lockheed Martin Space Systems  
Nationwide Insurance  
Neshaminy School District  
TD Bank  
Wegmans Food Markets  
Wells Fargo

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

3rd Fed Bank  
AON/Affinity Insurance Services  
Arkema  
Bank of America Corporation  
First Niagara  
Harold Beck & Sons  
IBM Corporation  
Macy's  
National Penn Bank  
PPL Corporation  
QNB  
Sesame Place  
Target  
The Grundy Foundation  
United Way of Bucks County

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

Bensalem School District  
Bucks County Community College  
Combined Federal Campaign  
Council Rock School District  
Family Service Association  
Federal Express  
Insaco  
Milton Roy Company  
Pennsbury School District  
Solvay  
United States Steel

# COMMUNITY AWARD WINNERS

## PARTNERSHIP AWARDS

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

### Community Engagement Awards

Advertising Specialty Institute  
AWeber Communications  
Comcast  
Greater Philadelphia Media  
Bucks County Courier Times/  
The Intelligencer  
Liberty Mutual Group  
Sesame Place

### Community Partner Awards

AON Affinity  
Homewood Suites  
Lockheed Martin Space Systems  
Praxair Mid-Atlantic  
Publicis Touchpoint Solutions

## YOUTH ENGAGEMENT

### Operation Helping Hand

Council Rock High School South, Council  
Rock School District

### Martin Luther King Day of Service

#### Essay Contest

Sophia Faight,  
Snyder-Girotti Elementary School,  
Bristol Borough School District

Rebekah Grzywacz,  
Paul W. Kutz Elementary School,  
Central Bucks School District

Elizabeth Yardley,  
Pennridge High School,  
Pennridge School District

## Youth Engagement— LIVING UNITED

Kids United, Doylestown

## CAMPAIGN AWARDS LIVE UNITED AWARD

GE Water & Process Technologies

### 100% Agency Participation

Big Brothers Big Sisters of Bucks County  
Bucks County Housing Group  
Bucks County Opportunity Council  
Child, Home & Community  
Credit Counseling Center  
Good Friends  
Libertae  
United Way of Bucks County

### Public Sector Campaign Excellence

Family Service Association of Bucks  
County

### Long-Term Corporate Support

PECO

### Campaign Best Practices

Dow Chemical Company

### Regional Campaign Excellence

Johnson & Johnson

### Corporate & Employee Campaign Excellence

First Federal of Bucks County

### Outstanding Employee Campaign Coordinator

Candice Quigley, 3rd Fed Bank

### Most Improved Campaign

Central Bucks School District

### Outstanding Campaign / Multi-Location

Giant Food Stores

### 20% Circle Awards

3rd Fed Bank  
Advertising Specialty Institute  
Central Bucks School District  
Customer's Bank  
Family Service Association of Bucks  
County  
First Niagara  
Harold Beck & Sons  
National Penn Bank

## TRAVELING TROPHY AWARDS

Highest per capita giving ratios in the  
2013 campaign.

### Corporate Giving

#### Over 100 Employees

First Federal of Bucks County

#### Under 100 Employees

ITW (M&C Specialties)

### Employee Giving

#### Over 100 Employees

First Federal of Bucks County

#### Under 100 Employees

ITW (M&C Specialties)

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## DIAMOND SPONSOR

GE Water & Process Technologies

## PLATINUM SPONSORS

Comcast  
Hill Wallack, LLP  
National Penn Bank

## GOLD SPONSORS

3rd Fed Bank  
Calkins Media  
First Federal of Bucks County  
McCafferty Auto Group  
Parx Casino  
Team Capital Bank  
Valley Youth House  
Wegmans

## SILVER SPONSORS

Carisma  
Central Bucks Family YMCA  
Cummins  
Enterprise Rent-A-Car  
Family Service Association of Bucks  
County  
LifeQuest  
Morison Cogen  
Stifel Nicolaus

## BRONZE SPONSORS

AON Affinity  
ASI  
Begley, Carlin & Mandio, LLP  
Bucks County Housing Group  
Bucks County Opportunity Council  
Representative Tina Davis  
Credit Counseling Center  
Fulton Bank  
Habitat for Humanity Bucks County  
Network of Victim Assistance (NOVA)  
The Council of Southeast Pennsylvania  
TGSC Tom Gallagher Systems Consulting  
Univest

## UW BUCKS BOOSTERS

Boy Scouts of America, Bucks County  
Council  
Good Friends  
The Embroidery Shop  
QNB



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***National Penn is a proud supporter of the United Way of Bucks County for all the wonderful work you do in our community!***



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our communities through  
the United Way.



imagination at work