

United Way of Berks County Campaign Fact Sheet

2018 At A Glance



United Way of Berks County

www.uwberks.org

PO Box 702
Reading PA 19603
610-685-4550

Our Mission

United Way improves lives by inspiring collaboration, volunteerism and financial support to build a stronger community.

Our Impact

- United Way is committed to improving lives and strengthening our community by bringing together the right mix of people and organizations to tackle key issues within four focus areas: Education, Financial Stability, Health and Safety Net Services
- United Way currently supports 34 agency partners, with funded programs and initiatives helping more than 100,000 local people each year.
- Through our Ready. Set. READ! initiative we are improving early grade reading proficiency.
- 2-1-1 provides information and referral and connects people to community resources.
- United Way raised more than \$10.5 million dollars in the 2017 Campaign.

Community Wide Care: Create Change For A Stronger Community. Your donations help those most in need AND support a broad range of more than 50 health and human service programs to create lasting change.

Live United Partners

Supporting Campaign Events and Activities

BB&T
The Bone and Joint Care Center
Connors Investor Services, Inc.
Diamond Credit Union
DoubleTree by Hilton Hotel Reading
East Penn Manufacturing Co., Inc.
Ehrlich Termite and Pest Control
EnerSys
Fromuth Tennis
Fulton Bank Greater Berks
M&T Bank
NAI Keystone
Penske Truck Leasing Co.
Precision Medical Products, Inc.
Reading Fightin Phils
Reading Hospital
RKL LLP
Stevens & Lee/Griffin
Tompkins VIST Bank and Tompkins Insurance
UPMC Health Plan
VF Outlet
Visions Federal Credit Union
Weidenhammer Systems Corporation
Wells Fargo
White Star Tours and Travel Center

Challenge Match

\$350,000 Community Leaders Challenge Match generously sponsored by two longtime anonymous supporters.

Campaign Incentives

Freedom Auto Group - Win a Toyota RAV4!
AAA Reading-Berks Travel - A \$2,000 Travel Certificate to plan your dream vacation
Boscov's Department Store, LLC - \$1,000 gift card
Rhoads Energy Corporation - \$1,500 gas card
Redner's Warehouse Markets - 3-minute shopping spree
Lasting Image Recognition. Promotions. Solutions. - Your choice of a home or lifestyle item from the Lasting Image Recognition website (valued at \$575)
VF Outlet - Five (5) \$100 gift cards
Visions Federal Credit Union - \$500 Visa Card
Godiva Chocolatier, Inc. - Five (5) chocolate lover's gift baskets and Leadership Givers attending the Leadership Giving Event are eligible to win one of five (5) Godiva "year of chocolate" gifts.

Key Dates

September 12 @ 7:30 am - Campaign Kickoff at FirstEnergy Stadium, followed by Day of Caring projects
November 14 @ 5 pm - Victory Event at the DoubleTree by Hilton Reading