

# UNITED WAY OF BERKS COUNTY

## 2018 IMPACT STATEMENTS FOR CAMPAIGN

### Education Focus Area

#### Helping Children and Youth Reach Their Potential

##### **EARLY CARE AND SCHOOL READINESS**

- **Berks County Intermediate Unit Child Care** provides quality childcare services to working families. During 2017, your gift helped provide high quality subsidized care for 114 children, allowing their parents/guardians to work and/or acquire skills to prepare for the work force. All centers have earned a Keystone Star rating of 3 or 4 (maximum).

##### **YOUTH DEVELOPMENT**

- The mission of **Big Brothers Big Sisters of Berks County** is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. This is achieved through four mentoring programs utilizing carefully screened and trained volunteers, and includes their cornerstone One-To-One program; the Club Of Unmatched Littles (COUL) group-mentoring; the Teen group-mentoring program; and Students & Mentors Achieving Results Together (SMART), a school-based program. In 2017, 221 youth were provided nearly 15,500 hours of mentor programming.
- **Girl Scouts of Eastern PA:** Girls in Funded Initiatives program provides high-quality out-of-school-time through year-round educational programming and opportunities for girls in underserved communities in the City of Reading. In 2017, your dollars empowered 1,576 girls to find confidence, connect with others, and take action to make the world a better place.
- Through Traditional Scouting and Urban Scouting programs, **Hawk Mt. Council, Boy Scouts of America**, served 7,605 youth in Berks County in 2017, providing educational programs for young men and women that build character and develop leadership, citizenship, and personal fitness. In 2017, the United Way was able to provide an increased investment to assist with piloting the new STEM Scouts program within the City of Reading. STEM Scouts helps girls and boys learn about science, technology, engineering and math through creative, hands-on activities, field trips and interaction with STEM professionals.
- The **Olivet Boys and Girls Club of Reading and Berks County** provided educational and recreational programming for over 10,425 youth in 2017. During the school year, kids attend their clubs Monday through Friday and participate in many activities and programs that enrich their lives and help make them successful students, athletes and citizens. These programs include tutoring, arts and crafts, sports and recreation, computer and technology, leadership and character building, and college access and career development, visual and performing arts. Olivet summer camp programs picks up when the school year ends, keeping youth engaged during the summer months. Almost 90% of 606 students served report feeling a sense of belonging to their home club.



# Financial Stability Focus Area

## Promoting Financial Stability and Independence

### **EMPLOYMENT/JOB SKILLS**

- The **Literacy Council of Reading and Berks County** is working to eradicate illiteracy in Berks County, and in 2017 you helped 976 people better communicate, collaborate, and contribute to their workplace and community via the Literacy Council's ESL and English Forward programs.
- In 2017, **Threshold Rehabilitation Services**, with the financial resources you provided, supported and empowered 132 Berks Countians with physical or developmental disabilities. The Comprehensive Employment Services Support Program teaches skills like resume building, interview support, and on-the-job training with the goal of obtaining and maintaining competitive integrated employment in the community.

# Health Focus Area

## Improving People's Health

### **SELF SUFFICIENCY AND INDEPENDENT LIVING**

- **Berks Encore's** Meals On Wheels program delivered meals, 5 days per week, to 1,131 homebound and/or elderly citizens in Berks County throughout 2017. The nutritious meal, friendly visit and safety check help individuals cope with three of the biggest threats of aging: hunger, isolation, and loss of independence. In 2018, with support of a United Way Venture Grant, Subaru of America and Meals on Wheels America, Berks Encore received a Subaru Outback, which has allowed food delivery enhancements to now include the delivery of fresh produce.
- In 2017, your support of the United Way helped provide medical evaluations, physical and occupational therapy, and therapeutic recreation to 700 children and young adults with developmental or traumatic-induced disabilities through **Easterseals Eastern Pennsylvania**. Designed to meet each participant's individual needs, programs are led by highly-qualified therapists, specialists and other health professionals who work together to help each person overcome obstacles, so he/she may achieve personal independence and reach their own goals.

### **MENTAL HEALTH**

- Reading Hospital - **Primary Care/Mental Health Integration** was established to integrate behavioral health in primary care settings. Currently in 3 practices, The Integrated Care Clinicians' primary role is to provide evidence-based care coordination, brief behavioral interventions and to support treatments initiated by the Primary Care Physician for patients identified as suffering from depression to increase access and improve early detection, treatment, and recovery. During the first 12 months of this program the Integrated Care Clinicians performed outreach to 927 separate individuals in effort to engage them in discussion and treatment for depression and other mental health conditions.

### **HEALTH AND WELLNESS**

- Patients are referred to **Berks Visiting Nurse Association** because they have a medical condition that may be treated effectively in their home, rather than a hospital or nursing home setting. In 2017, your United Way donated dollars have helped BVNA care for over 2,525 people with approximately 15 home visits each, allowing them to remain active, productive, and independent in their homes and communities for as long as possible.

# Safety Net Services Focus Area

## Helping Vulnerable Populations Meet Basic Needs

### **BASIC NEEDS**

- **SafeBerks** provides an emergency shelter for individuals and families impacted by domestic violence and sexual assault for up to 60 days. All daily necessities of food, clothing and hygiene products are provided as are safety planning, case management and connection to community resources, domestic violence and sexual assault counseling, children's programming (including a reading program), nutrition programs, and recreational supports. Crisis services includes the emergency hotline, with texting now available 24/7/365 in English and Spanish. In 2017, your dollars helped SafeBerks provide 18,241 shelter nights to 317 adults and 280 children who were victims of domestic violence.
- United Way partner agencies provide services throughout all of Berks County. In 2017, a total of 1,679 persons, including children and youth from Kutztown, Topton, Fleetwood and eight surrounding townships, were assisted by **Friend, Inc. Community Services** with food and other basic needs. Clients are referred by churches, schools, other agencies or caring neighbors. A case manager meets with the client to determine what services are needed and what the client qualifies for. If there is an immediate crisis, the case manager will work with the client to address the issue. It could include emergency food, assistance with rent, heat, or electric. The client is referred to other agencies and/or connected to other services depending on their needs.
- **Opportunity House** provides emergency shelter housing to homeless children, women and men as well as on-site case management services, and childcare and collaborates with other organizations to provide on-site behavioral health counseling and medical care. Last year the shelter provided services, including a nutritious meal (120 volunteer cooking groups prepared), to 390 adults and 66 children.
- In 2017, your support of the United Way helped the **Salvation Army-Reading Corps Family Services Program** assist 10,392 clients with emergency basic needs including clothing distributions, and case management providing utility assistance, prescription drug assistance, rental assistance, education about community resources and appropriate referrals.

### **DISASTER RESPONSE**

- Your gift helped the **American Red Cross Tri-County Chapter** respond to 57 disasters in Berks County during 2017. These disasters included 54 residential fires, 1 building collapse, 1 hazardous materials incident, and 1 flooding incident - - assisting 75 families and 242 individuals. Trained Red Cross volunteers and staff provide for the immediate emergency needs of shelter, food, and clothing. Additional assistance in obtaining lost medications and eyeglasses is also provided. Red Cross staff continues to work longer term with clients that need help with rent or bedding or referrals for household furnishing.