

United Way
of Broome County, Inc.

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what matters.™



United Way of Broome County Annual Report for 2003

www.unitedwaybroome.org

United Way is more than fund raising

2003 was a great year! Our major Campaign and fund distribution activities are year-round, even though their results "bookend" the year. We began by making our allocation awards to 100 programs in 30 participating agencies, based upon the successful 2002 Campaign from the prior year's fall. We ended 2003 by completing another highly successful Campaign



Paul R. Hoffmann, Esq.

and authorizing that \$3,392,443 of the money raised will go to programs and services. Tom Meade, Chair of the 2003 Campaign for 2004 needs, is passionate about the importance of local charities. That understanding of the value of health and human service programs, coupled with the extremely hard work of our fund distribution volunteers, led by Thomas A. Conlon, Jr., resulted in our funding programs that: Help young people succeed; strengthen families; build stronger neighborhoods; assist older adults; promote health and wellness; and respond to emergencies and fight hunger and homelessness.

Besides planning, organizing and implementing the community's largest annual campaign and fund distribution program for local charities, we were engaged in a wide-variety of activities that strengthened our quality of life. The pages that follow document a truly amazing record of achievement, from the distribution of child safety seats to helping the community plan services for our growing senior population.

Clearly, we have much to celebrate. One noteworthy disappointment, though, was the decision by PROBE's Board to cease operations effective December 31, 2003. PROBE, a member agency for 25 years, lost some significant funding that adversely affected its ability to continue offering quality programs, PROBE's Board made a difficult and painful—but courageous—decision to transfer its programs to another organization, and we congratulate the agency's Board and staff for their many years of dedicated service to the community. Despite this sad occurrence, 2003 was a great year, and our achievements reflect the hard work, dedication and effort of hundreds of volunteers.

Please review this report to see the tremendous accomplishments that are possible when we work together to make a difference in the lives of others. Real people; real change; accomplishing what matters—helping others with real results.

Sincerely,

Paul R. Hoffmann
President

COVER PHOTOS

Top row (left to right):

Tom Koffiman, Assistant Store Manager of Wegmans Food Market, presents a \$1,000 gift card from Wegmans to Karen Haynes of NYSEG, who won it in a drawing open to all those who donated at least \$1 per week to the 2003 United Way Campaign

Dennis Harding, managing partner of Serafini Nissan-Volvo, with the 2004 Nissan Sentra won by Steve Brill in a drawing for those who contributed \$3 or more per week to the 2003 Campaign.

George Safranek of Frito Lay makes a presentation at the CAN-DO session designed to assist local organizations in promoting the United Way campaigns in their workplaces.

United Way distributed about 200 children's car seats for free to eligible families in February.

Campaign Chair Tom Meade (left) prepares to jump into the pool at the swimming marathon at the YMCA that kicked off the 2003 fund drive while United Way President Paul Hoffmann looks on.

Bottom row:

Mike Morgan, president of Olum's Furniture Co., dressed as a turkey on the day after Thanksgiving following a challenge to Olum's employees to double their contribution to United Way from the previous year.

Women enjoy quilting at the Johnson City Senior Citizens Center, a United Way member agency.

BAE Systems employees load Christmas trees donated by Target onto a truck to distribute them to needy families in the area.

Day of Caring volunteers do landscaping at the Danielle House in Binghamton on September 11.

A volunteer from BAE Systems and his daughter participated in Day of Caring cleaning and painting activities.

The Day Nursery Association, a United Way member agency, provides educational programs for children, not just custodial child care.

what matters.™

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Raising resources with new initiatives

The 2003 United Way Campaign can best be summarized as a campaign of “firsts”... a campaign with a strong focus on organizing initiatives to be tried for the first time, with the underlying objectives to encourage new donors, and to motivate sustaining donors to increase their giving. The 2003 Campaign end results are testimony to the faultless logic behind the plan. **The campaign raised pledges totaling \$3,951,244**, meeting the Campaign goal of \$3.95 million, and exceeding the amount pledged in the 2002 Campaign by \$70,000, making it the highest total pledged in 10 years!

There were many hands and hearts behind the 2003 Campaign success, but the campaign leadership provided by **Tom Meade, Campaign Chair**, and **Jon Scott, Campaign Associate Chair**, deserve special recognition. Tom and Jon were the “Dynamic Duo”, developing and pushing the adoption of seven new campaign programs between them, with amazing positive results.

- While past campaigns have featured incentives to encourage donor giving, the 2003 Campaign took a quantum leap, offering donors giving at least \$3 per week the possibility of winning a **new 2004 Nissan Sentra donated by Serafini Nissan-Volvo**. Nearly 4,000 donors submitted entry cards for the drawing to pick a winner. Jon Scott deserves the credit for convincing the Serafini management team to support their community with their generous gift of the Nissan Sentra. The winning entry was drawn by **Dennis Harding, Managing Partner at Serafini Nissan-Volvo**, on live TV carried by WBNG-TV. The winner was **Steve Brill of Endicott Interconnect Technologies**.

- Campaign 2003 donors of at least \$1 per week were eligible to participate in drawings for **three gifts of \$1,000 in groceries, donated by Wegmans**. Wegmans has been a consistent provider of campaign incentives. However, the availability of not one, but three chances for the very attractive prize of free groceries was a significant boost over incentives of past years. Nearly 8,000 donors submitted entry cards for the free groceries incentive. **Rich Gilbert, Wegmans Store Manager**, drew the names of the three gift card winners: **Carol Bell, Susquehanna School District; Karen Haynes, NYSEG; and Kevin Buchanan, United Parcel Services**.

As a result of meetings set up by Jon Scott with the United Way of Berks County staff, two new campaign initiatives were implemented: CAN-DO and expanding Leadership giving.

- **CAN-DO** is a catchy acronym for “Campaign Analysis Now—Developing Objectives”, a planning approach based on familiar business planning principles. The process starts with analysis of campaign fund-raising potential for the organization. This step is followed by reviews of past results to determine what percent of the organization’s potential has been achieved. These analyses provide the foundation to target a specific incremental improvement in the percent potential results, which in turn becomes the basis for developing specific plans to achieve the targeted improvement. A total of 13 organizations participated in the CAN-DO training session in July. On average they improved their employee campaign results by more than 11 percent across the

board, increasing by more than \$57,000 over the 2002 campaigns.

- The initiative for **Leadership Giving** had as its objective to motivate campaign donations of \$1,000 or more by individual donors. Businesses were encouraged to develop specific plans to encourage their employees to consider giving at this level, such as meetings with their senior staff personnel on the issue. Several businesses followed through with leadership giving programs, and 37 new members were added to the **George F. Johnson Society**, which recognizes leadership giving—a 16 percent increase in Society membership from 2002.

Tom Meade was responsible for creating three additional positive initiatives to help the campaign succeed against its aggressive 2003 goal.

- Beginning in 2002, a **Day of Caring** has been organized each year as a major community event to remember September 11, 2001. The 2003 Day of Caring involved more than 1,200 community volunteers. The 2003 **Campaign Kickoff**, held less than a week later, was planned as a relatively low key but newsworthy event, to attract media attention to the start of the fall Campaign. Tom Meade swims competitively and is the current national champion in his age group for 50- and 100-yard freestyle swimming. He personally organized a 24-hour swim marathon as the kickoff to the United Way Campaign. More than 120 swimmers, including those from the Binghamton University Masters Swim Club and six local high school teams, participated. The event was also a fundraiser—a first for local United Way kickoff events. The swimmers completed more than 6,200 laps at the YMCA pool in Westover, raised more than \$5,000 for the Campaign, and attracted extensive news coverage.

- Tom organized a special Task Force early in the Campaign cycle to pursue new accounts and to encourage existing accounts with significant upward campaign potential to increase their support. The Task Force of 10 volunteers used a number of approaches to reach their assigned accounts, including one-on-one contacts to chief executives and presentations to group meetings.

- He also recognized that motivating key persons, the individuals at each company responsible for organizing employee campaigns, is important to campaign success. Tom organized programs to solicit attractive gifts-in-kind, to be given as prizes in drawings for key persons whose employee campaigns increased by 5 percent or more. These drawings were held at the close of the campaign, with more than two dozen gifts, including certificates from restaurants and massage therapists, going to key persons.

During June, **IBM** hosted meetings of area business CEOs and chief school officers to solicit their support for the 2003 Campaign CAN-DO program, leadership giving, and loans of campaign specialists to help organize and execute employee campaigns. Both morning and afternoon sessions were held to accommodate the busy schedules, with a total of 45 organization executives attending the presentations by the 2003 Campaign leadership.

At the end of the meeting, attending executives were asked to volunteer to provide support from their organization for one or more of the three areas discussed. The meeting was an important step in gaining senior organization support for the initiatives that contributed to the success of the Campaign.

At the Celebration Dinner in November, 12 campaign volunteers were awarded Helping Hand Awards for their special contributions to the 2003 Campaign. The names of those honored appear elsewhere in this Annual Report. The campaign results from the 12 organizations associated with the award winners increased by \$52,000 over the \$75,000 raised in 2002, an increase of 69 percent. Five of these organizations joined two other organizations qualifying as new members of the **Thomas J. Watson Society**, which recognizes organizational leadership giving. The additions increased Watson Society membership to 56, the highest number since it was created in 1994. The seven new members are **BOCES School Employees, Cadence Design Systems, Olum’s Furniture Company, Penguin Putnam, Price Chopper Stores, Susquehanna Valley School Employees, and Target Stores**. Additionally, **Frito Lay** moved from the Bronze to the Silver level as it doubled its 2002 campaign results.

In 2003, 27 employee campaigns increased by more than 25 percent over their 2002 campaign results, and of these, 18 were more than 50 percent higher. Six organizations (**Cadence Systems, Frito Lay, Giant Markets, Olum’s Furniture, NBT Bank, and Roberson Museum and Science Center**) increased by more than 100 percent.

A total of 178 organizations were recognized with certificates for employee campaign achievements, exceeding standards set for percent participation, per capita giving, and/or increasing over their 2002 campaign results.



Local swimmers, such as this group from Binghamton High School, participated in the swimming marathon held at the YMCA in Westover as the kickoff for the 2003 United Way Campaign.

Additionally, 50 organizations were recognized with certificates for increasing their corporate donations by 5 percent or more compared to 2002.

A new Challenge Cup category was established this year to recognize law firms achieving the highest combined corporate and employee per capita giving. The first winner of this new award is **Hinman, Howard & Kattell, LLP**.

Earlier the 2003 Campaign was described as one of "firsts". Perhaps because of the positive impact of those "firsts", the Campaign could also be described as "enthusiastic". And no action exemplified the enthusiastic support more than that displayed by **Mike Morgan, President of Olum's Furniture Co.** On the rainy day after Thanksgiving, Mike dressed up in a turkey suit and waved to passing motorists on Vestal Parkway for two hours, ignoring the weather. He had promised his employees that he would do this if they were successful in doubling their campaign results over 2002. And they did!

No report on the 2003 Campaign would be complete without recognizing the contributions of the hundreds of volunteers and business supporters that were behind the successful campaign effort. Please take a moment to scan the listings in this annual report of the organizations that gave their time, talents, sponsor funding, and gifts-in-kind, to support the 2003 Campaign efforts:

- 2003 Campaign Cabinet... for their campaign leadership
- 2003 Loaned Campaign Specialists... for their outstanding support of the 300 employee campaigns
- 2003 Event Sponsors... for their generous financial support to the many campaign events to assure that no campaign donor funds were used
- 2003 Home Run Team sponsors... for contributing \$25 for each Binghamton Mets home game home run

We also owe our thanks to:

- The members of the seven swim teams that participated in the kickoff event... **the Binghamton University Master Swim Team, and the High School Girl's swim teams from Johnson City, Binghamton, Union-Endicott, Chenango Forks, Windsor, and Maine-Endwell.** These volunteers not only participated in the marathon swim, but also gathered significant dollars from their families and friends to kick-off the campaign fund-raising effort.

- The army of **RSVP volunteers** for their tremendous help in preparing and posting the thousands of campaign mailings.

- The Communications Committee for developing the messages for the campaign, backed up by creative products for supporting the fund-raising activities. In particular, our thanks to **Dwight Adolf, BAE Systems**, for his creative graphic design contributions.

- To the local communications media for providing airtime and ad space to convey the messages of the campaign.

- To **WBNG TV-12** who again sponsored the Campaign Telethon, and the many volunteers who manned phones from the first morning news show at 5:30 a.m. through the 6 p.m. news broadcast.

The 2003 Campaign was characterized by an effective mixture of the tried-and-true with new initiatives, that led to the highly successful Campaign results. The theme for the Campaign was also new... "**what matters.**", to emphasize the focus on supporting community programs that produce tan-



Dennis Harding (left), managing partner of Serafini Nissan-Volvo, prepares to pull the name of the winner of the 2004 Nissan Sentra donated by the dealership that was presented to a donor of \$3 or more per week to the United Way fund drive. United Way Campaign chair Tom Mead (center) and Nick Serafini, president of the auto dealership, assist with the drawing.

gible and measurable results. But the real message of the 2003 campaign success was once again the willingness of Broome County families, individuals, and businesses to respond generously to help the many in our community who need support to improve their quality of life.

BINGHAMTON METS PARTNERSHIP

Now in its twelfth year, the Binghamton Mets Home Run Team continues to provide significant support to United Way annual fund-raising efforts. Since the opening game in 1992, the Home Run Team program has contributed nearly \$51,000 to support services for the community.

Three organizations signed on as members of the 2003 Home Run Team: **BAE Systems Platform Solutions, Columbian Financial Group** (a Home Run Team supporter since the inception of this program), and the **Brian Mather State Farm Agency**. Each pledged to donate \$25 to the United Way for every home run hit by a Binghamton Mets player during home games. The target of 45 home runs was reached during August, ensuring that the campaign would benefit by a total of \$3,375 contributed by the three sponsors.

As part of the Home Run Team activities, a Mets player is named "Player of the Month" and is publicly recognized with an award presentation in a short, pre-game ceremony. A representative from one of the sponsoring organizations makes the presentation. For the 2003 season, recognition awards were presented to **outfielder Ron Acuna, first baseman Craig Brazell, pitcher David Mattox, pitcher Bob Keppel, and catcher Mike Jacobs.**

RECORD OF CAMPAIGN ACHIEVEMENT

<i>Campaign for</i>	<i>President</i>	<i>Campaign Chair</i>	<i>Goal</i>	<i>Raised</i>	<i>% of Goal</i>	<i>Increase</i>	<i>% Increase</i>
1991**	Jesse S. Pevear	Kenneth H. Miller	\$5,000,000	\$4,879,632	97.6%	\$333,858	7.3%
1992**	Jesse S. Pevear	David L. Birchenough	\$5,000,000	\$4,839,755	96.8%	(\$39,877)	-0.8%
1993**	Arthur C. Smith	Robert W. Carey	\$4,850,000	\$4,449,157	91.7%	(\$390,598)	-8.1%
1994**	Robert W. Carey	Deborah A. Gouldin	\$4,125,000	\$4,023,091	97.6%	(\$426,066)	-9.6%
1995	Mark T. O'Neil Jr.	James E. Lee	\$3,890,000	\$3,725,000	95.8%	(\$298,091)	-7.4%
1996	Ronald B. Lake	John T. Fitzsimmons	\$3,600,000	\$3,600,120	100.1%	(\$124,880)	-3.4%
1997	Patricia A. Phelps	Andrew D. Fornarola*/ Peter V. McGinn	\$3,700,000	\$3,602,083	97.4%	\$1,963	0.1%
1998	Patricia A. Phelps	Scott E. Dagenais	\$3,700,000	\$3,623,220	98.0%	\$21,137	0.6%
1999	Deborah A. Gouldin	Mary Ann Swain	\$3,700,000	\$3,701,150	100.1%	\$77,930	2.2%
2000	Deborah A. Gouldin	Paul R. Hoffmann	\$3,780,000	\$3,730,461	98.7%	\$29,311	0.8%
2001	James P. Daly Jr.	John R. May	\$3,800,000	\$3,804,810	100.1%	\$74,349	2.0%
2002	James P. Daly Jr.	Diana J. Bendz	\$3,900,000	\$3,901,688	100%	\$96,878	2.5%
2003	Paul R. Hoffmann	Oliver N. Blaise Jr.	\$3,950,000	\$3,880,245	98.2%	(\$21,443)	-0.5%
2004	Paul R. Hoffmann	Thomas J. Meade Jr.	\$3,950,000	\$3,951,244	100.1%	\$70,999	1.8%

*resigned **combined campaign with local affiliate of American Heart Association

Campaign results of previous years are available on the Internet in the Campaigns section of the United Way website (www.unitedwaybroome.org)

CAMPAIGN CONTRIBUTORS

THOMAS J. WATSON SOCIETY

Organizations qualifying for membership in the Thomas J. Watson Society pledge \$10,000 or more in combined employee and corporate giving to the annual United Way Campaign.

Platinum Award (\$100,000 or more)

BAE Systems
IBM Corporation
Klee Foundation
Lockheed Martin Systems Integration
United Health Services

Gold Award (\$50,000-\$99,999)

BSB Bank & Trust
Decker Foundation
Endicott Interconnect Technologies
New York State Electric & Gas
Security Mutual Life Insurance Co. of New York
Universal Instruments Corporation
Wegmans Food Market

Silver Award (\$25,000-\$49,999)

Broome County Government employees
Columbian Financial Group
Frito Lay
Gaffney Foundation
HealthNow New York
Howland Foundation
M&T Bank
Press & Sun-Bulletin
Time Warner Cable
Visions Federal Credit Union

Bronze Award (\$10,000-\$24,999)

Binghamton City employees
Binghamton Schools employees
BOCES employees
Botnick Enterprises
Broome Community College employees
Cadence Design Systems
Catholic Charities
Control Concepts
Crowley Foods
Family & Children's Society
Hinman, Howard & Kattell, LLP
HSBC Bank
Huron Real Estate Associates, LLC
Inland Paperboard & Packaging
Johnson Outdoors
Levene, Gouldin & Thompson, LLP
Lourdes (LECCO)

Maines Paper & Foods
Miller Motor Car Corp.
James B. Nelson Trust Fund
Olum's Furniture Co.
Penguin Group
Piaker & Lyons, P.C.
Price Chopper
Sarkisian Foundation
Sheltered Workshop for the Disabled
Sunstream Corp.
Susquehanna Valley Schools employees
Target Stores
Union-Endicott Schools employees
United Parcel Service
Vail Ballou Press
Vestal Schools employees
Willow Run Foods

GEORGE F. JOHNSON SOCIETY

The George F. Johnson Society was created to broaden, deepen, and recognize the support from leadership donors for services funded by United Way. All individual donors contributing \$1,000 or more to United Way are eligible for membership.

Platinum (\$10,000 or more)

Anonymous (1)
Mr. & Mrs. Robert F. Schumann

Gold (\$5,000 to \$9,999)

Anonymous (1)
In Memory of Lillian Briggs*
Hilda P. Hickok
Mrs. Shirley W. Keller
Rudy Lawson
David J. Maines
William R. Maines
Peter & Marilyn McGinn
Tom & Phyllis Meade
Abe & Maida Piaker
Edward J. Rompala
Dee & Jim Scanlon
John G. & Judith A. Spencer
Dr. Mary Ann Swain

Silver (\$2,500 to \$4,999)

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Kenneth L. & Beth A. Coleman
Honorable Mary Rita Connerton
Jonathan Curtin
Larry & Gina Denniston
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Loren & Sue Guy
Norman T. Herbert

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John & Karen Pomeroy
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William H. & Audree E. Rincker*
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Ken & Sue Spink
Fred W. Stein
Mr. & Mrs. Robert B. Thomas

Bronze (\$1,000 to \$2,499)

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*Donated by the Community Foundation for South Central New York from Named Donor Advisory Fund

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Thomas J. Meade Jr.

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Dave Irons, BAE Systems
Stan Jablonski, volunteer
John Keeler, volunteer
Bob McDonald, Federal Express
Nick Milton, volunteer
Everett Shimp, volunteer

2003 CAMPAIGN EVENT SPONSORS

BAE Systems
Binghamton Mets
BSB Bank & Trust
Broome County Automobile Dealers Council
Coughlin & Gerhart, LLP
Giant Food Markets
HSBC Bank

IBM Corp.
J.P. Morgan Chase
Levene, Gouldin & Thompson, LLP
Lockheed Martin
Maines Paper & Food Service Inc.
Mang Insurance Agency
M&T Bank
NBT Bank
Olum's Furniture Co.
Progressive Dental
Roberts Eyecare Associates
Sunstream Corp.
Time Warner Cable
United Health Services
Universal Instruments
Visions Federal Credit Union

2003 CAMPAIGN ACCOUNT MANAGERS

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Mary Beth Cahill, volunteer
Daniel T. Carden, NYSEG
Lorraine Clark, HSBC Bank
Callie Demtrak, volunteer
Gina Denniston, M&T Bank
Marcy Depew, M&T Bank
Debra Eaton-Turner, NBT Bank
Susan Gabriel, HSBC Bank
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Deborah Gouldin, volunteer
Daniel Johnson CPA, Southern Tier Imaging
Douglas Johnson, volunteer
Mylene Serrano Kalinich, M&T Bank
John Keeler, volunteer
JoAnn Livermore, NBT Bank
Joe Mahon, M&T Bank
Joyce Majewski, M&T Bank



Tom Meade, 2003 United Way Campaign Chair, with a caricature of him splashing down for the kickoff of the yearly fund drive.

Kelly Michalek, HSBC Bank
Peggy Miller, volunteer
John Morris, HSBC Bank
Terry Orband, volunteer
Debbie Riccardi, volunteer
Dorothy Rode, volunteer
Tom Savoldy, M&T Bank
Karen Skinner, HSBC Bank
Mona Slatter, M&T Bank
Joanne Smolinsky, M&T Bank
Fred Stein, volunteer
Paul Sweeney Esq., Coughlin & Gerhart, LLP
Kent Turner, volunteer
Sue Vitanza, volunteer
Michael Wardell, Northwestern Mutual Life Insurance
Robert Wedlake Esq., Hinman, Howard & Kattell, LLP
Grace M. Welch, NBT Bank

Colleen Yannuzzi, HSBC Bank
Carol Yeager, volunteer
Mike Zuckermann Esq., Levene, Gouldin & Thompson, LLP

CAN-DO ORGANIZATIONS

BAE Systems
Frito Lay
HSBC Bank
I3 Communications
Levene, Gouldin & Thompson, LLP
Lockheed Martin
Olum's Furniture Co.
Piaker & Lyons, P.C.
Sheltered Workshop for the Disabled
Time Warner Cable
United Health Services
Universal Instruments

CAMPAIGN AWARDS

2003 CAMPAIGN CHALLENGE CUPS WINNERS

Small Businesses (less than 24 employees)
Columbia Gas Transmission
Mid-sized Businesses (25 to 99 employees)
Sunstream Corp.
Large Businesses (100 to 499 employees)
Time Warner Cable
Major Employers (more than 500 employees)
BAE Systems
Major Retailers
Bon Ton
Auto Dealers
Miller Motors

Insurance, Brokerage, and Real Estate Agencies

J.P. Morgan Chase
Large Financial and Insurance Organizations
Security Mutual Life Insurance Co. of New York
Professional Service Offices
Piaker & Lyons, P.C.
Food Sales and Distribution
Wegmans Food Market
Local Schools and Colleges
Broome Community College

Local Government Departments

Broome County Department of Planning and Economic Development
Law Firms
Hinman, Howard & Kattell
Not-for-Profit Organizations
United Way of Broome County

2003 CAMPAIGN INCENTIVE WINNERS

2004 Nissan Sentra (sponsored by Serafini Nissan-Volvo)
Steve Brill, Endicott Interconnect Technologies

\$1,000 in Groceries for Pledging at Least \$1 a Week to 2003 Campaign (sponsored by Wegmans Food Market)

Carol Bell, Susquehanna School District
Karen Haynes, NYSEG
Kevin Buchanan, United Parcel Services

HELPING HAND AWARDS

Tracie Babcock, Cadence Systems
Allen Buyck, BOCES
Carol Crimmins, Catholic Charities
Diane Julian, NBT Bank

Stacey King, Target Stores, Store # T1056
Maggie Kosik, Susquehanna Valley Schools
Kathleen Loveland, Vestal Schools
Amanda Marsico, Keystone Associates
Jennifer Miller, Penguin Group
Leslyn Spruck, Willow Run Foods
Jamie Striley, Olum's Furniture Co.
Judy Work, Frito Lay

State and federal government drives

United Way of Broome County serves as the paid fundraiser for the local annual charitable campaigns of the state and federal government. They are the Broome/Chenango/Tioga **State Employees Federated Appeal (SEFA)** and the **Southern Tier Combined Federal Campaign (CFC)**. Together state and federal employees contributed over \$200,000 to these campaigns. In 2003, SEFA raised \$192,210 and STCFC raised \$22,162.

This was the first year that Tioga County was included in SEFA. Again this year, SEFA had a thank you drawing for those donors who contributed \$2 or more per pay period. There were four drawing winners. **Frank Mols** of **Binghamton University** won the Chestnut Inn Weekend Getaway. **Barbara Eggleston** of **Broome Developmental Center**, **Mike Lynch** of the **New York State Troopers**, and **Susan H. Twilliger** of **Binghamton University** each won Binghamton Mets 50-game ticket books.

The local SEFA fund drive was chaired by Lois DeFleur of Binghamton University this year. Member charitable organizations serving needs locally, nationally, and internationally will be helped through the contributions raised in the drive.

The Combined Federal Campaign spans six counties: Broome, Chenango, Delaware, Otsego, Tioga, and Tompkins. The Local Federal Coordinating Committee oversees the campaign and is responsible for the year around campaign responsibilities including approving new local charities as members. The campaign's average gift was \$156.



Larry Lepak (left), SEFA Chair, with drawing winners (from left): Susan H. Twilliger, Binghamton University; Barbara Eggleston, Broome Developmental Center; Frank Mols, Binghamton University; and Mike Lynch, New York State Troopers.

STATE AND FEDERAL VOLUNTEERS

STATE EMPLOYEES FEDERATED APPEAL COMMITTEE

State Employee Representatives

Lawrence T. Lepak, *Chair*

Donald Blake, *Chair **

Lorraine Arrow, *Vice Chair*

Francis Bealo

Mary Benally

Bill Campoli
Ann Glossl

Dayna Saraceno

Cheryl Spatt

(PEF) New York State Department of Environmental Conservation
(MC) Harpur College of Arts and Sciences, Binghamton University
(PEF) New York State Department of Transportation
(PEF) Office of Disability Determination
(CSEA) Unified Court System District Office
(MC) Broome Developmental Center
(MC) Office of the Vice President for Student Affairs, Binghamton University
(CSEA) Broome Developmental Center
(PEF) Binghamton Psychiatric Center

Ron Siwiec
Joe Slavik

Federations

Shelli Cordisco
Thomas DeCoursey
George Geller
Regina T. Hendrix
Joanne B. Macklin
Alex Matich
Sharon Schecter
Townsend Southard

Campaign Committee

Lois DeFleur, Chair
Marcella Keeler, Loaned Executive

Southern Tier AIDS Program
Catholic Charities

United Way of Broome County (Action for Older Persons)
Global Impact
Earth Share of New York
America's Charities
Community Works of New York State
Community Health Charities of New York
Tioga United Way
Neighbor to Nation

President, Binghamton University
Binghamton University, retiree

Independent Organizations

Ray Cordello
Kristine Cunningham
Sue Jacobs
Michael J. Keenan
Ann Lomonaco
Susan MacLennan

Elizabeth Monaco
Judith Nelson

Alys Rickert
Joan E. Ticknor

* resigned

Camp Good Days
Mom's House
Meals on Wheels, Western Broome
Good Shepherd-Fairview Home
American Heart Association
Campus Pre-School, Binghamton University
Chenango United Way
Habitat for Humanity, Broome County
New York State Special Olympics
American Cancer Society

SOUTHERN TIER COMBINED FEDERAL CAMPAIGN COMMITTEE

Thomas Jenkins, *Chair*

Mary Martir

Jerry Docteur

Clara Fiske

Constance Finch
CDR Scott Weller

United States Postal Service, Binghamton
United States Postal Service, Binghamton
Social Security Administration, Binghamton
Social Security Administration, Oneonta
Internal Revenue Service
DCMC, Lockheed Martin, Owego

“what matters.”

“**What matters**” is more than a slogan for United Way. What matters is not the dollars we raise, but the lives we change and the positive **results** those dollars have on our community. Your donation to United Way in 2003 helped change the lives of

thousands of individuals of all ages and backgrounds in Broome County—**that’s what matters!** Here are just a few examples of those accomplishments in the six areas of service supported by United Way:



HELPING YOUNG PEOPLE SUCCEED: United Way funds provide safe places for area young people to be themselves after school, such as the Boys and Girls Club of Binghamton. These sites offer them both education and recreation.



BUILDING STRONGER NEIGHBORHOODS: United Way funds help adults like Pat Williams of Hapursville (above left, with Linda Barton of Literacy Volunteers of Broome/Tioga) to learn to read so they can find jobs, get a better education, and improve their lives.



RESPONDING TO EMERGENCIES, AND FIGHTING HUNGER AND HOMELESSNESS: United Way’s funds help families in domestic violence situations find a safe and secure place to live, such as the SOS Shelter.

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STRENGTHENING FAMILIES: United Way's funds help provide affordable early childhood education so that parents can work or attend college classes knowing that their kids are not only being well cared for, but are also acquiring skills that will help them when they begin school.



ASSISTING OLDER ADULTS: United Way's funds give seniors (like these at the Johnson City Senior Citizens Center) opportunities to get out, make new friends, learn new skills and hobbies, and be active members of their communities.



PROMOTING HEALTH AND WELLNESS: United Way's funds help children with physical disabilities gain better mobility and improve their quality of life through the Handicapped Children's Association.

ults

what matters.™

Working with others to better Broome

Community Building

United Way does so much more than fund programs—it is involved with numerous programs throughout Broome County that help strengthen our community and further help those in need. During 2003, United Way partnered with other organizations in the local community to bring about these programs. Here are some examples of the community-building programs United Way was involved with in 2003:

United Way helped develop a database of homeless shelter vacancies and information for the **Broome County Homeless Coalition**. The **Homeless Information Management System** posts a list of homeless shelter vacancies on its web site, www.broomepathways.org, so police, social service workers, and homeless shelters can easily access information about shelter vacancies to refer those in need of a place to stay.

United Way co-sponsored with NYSEG a second **Youth Summit**, a forum for hundreds of high school students, teachers, and business leaders to discuss employment opportunities and the strengths of the local area in order to encourage young people to find work and get an education in Broome County.

In 2003, United Way partnered with the **Greater Binghamton Coalition** in a project to help young people from birth to adolescence. One program, called **Building Brighter Futures for Broome Early Childhood Coalition**, aids children from birth to six years old to give them a “healthy start” in life in order to prevent long-term health, social, and learning problems and to prepare them for success in school. The program promotes healthy births, effective parents, and quality early childhood education.

To aid those aged seven to 16, the **Youth Development Assets Initiative** was developed to help youth gain self-esteem and make better life choices.

United Way also helped develop a **Citizens Corps Council** with multiple community partners, including member agencies **RSVP** (the lead organization) and the **American Red Cross**. The council is designed to help the community prepare for emergencies. In addition, United Way services on the local **Federal Emergency Management Aid (FEMA)** board, which helps allocate resources to the community in times of emergencies.

United Way worked with other organizations to determine community needs and issues in order to aid Binghamton University's **Center City Coordination Project**. The project hopes to coordinate the human service programs operating throughout downtown Binghamton in order to more effectively help those in need. Over 30 human service agencies are involved in this project that aids over 6,000 Binghamton residents.

United Way helped 150 local young people gain valuable skills and find jobs through its work with the **Broome County Office of Employment and Training**. United Way worked with the **Broome-Tioga Workforce Development Board** to secure over \$500,000 in federal grant funding for the program and to provide consultation on program management and resource development. United Way also is involved in monitoring and evaluating youth workforce and **Welfare-to-Work** programs for Broome County, which help young people gain skills and jobs.

Aging Futures Partnership

United Way is involved with the **Aging Futures Partnership**, which helps to identify the needs of local seniors and determine which community programs can help fill those needs. A coalition of local organizations under the leadership of the **Broome County Office for the Aging**, the partnership has identified seven needs of the local aging population through surveys, focus groups, one-on-one interviews, and other methods. These needs are: managing chronic disease, housing, understanding and accessing services, transportation, caregiver support, legal and financial planning, and remaining socially connected. United Way hopes to address these needs through continued involvement with the partnership.

The partnership has been awarded a four-year, \$750,000 grant from the prestigious **Robert Wood Johnson Foundation** to help fund strategies to address the top three issues determined by the partnership (supporting caregivers, managing chronic illnesses, and reducing social isolation).

Teaming for Technology Program

Teaming for Technology, a United Way-funded program, helps local non-profit organizations with their computing and technological needs through the distribution of computers donated by IBM and the technical assistance provided by the program's two staff members.

For the twelfth year, **IBM Corp.** donated computers to Broome County not-for-profit agencies to help them increase their ability to effectively deliver their services. In 2003, IBM donated a total of 61 PCs, 11 Thinkpad laptop computers, 9 Young Explorer computer stations, and 1 network printer with a total value of \$116,087. The computers were donated in three different ways: through Gifts-in-Kind International, through the Teaming for Technology Program, and as a corporate gift to United Way. **Binghamton Material Handling** again donated its warehouse for use in distributing the computers.

The Young Explorer computer stations designed for children ages 3-7, together with educational software and learning materials for teachers and care providers, were donated to four childcare centers as part of the **IBM KidSmart Early Learning Program**. This childhood learning initiative is designed to give pre-kindergarten youngsters a jumpstart on education through fun, interactive learning, and access to new technology.

Teaming for Technology also helped 27 local agencies during 2003 in creating and/or converting databases; technology planning; installing hardware and software; troubleshooting hardware, software, or network problems; setting up computers and networks; and data recovery. Over 50 different local agencies have been assisted by the program since its establishment in 1999.

Gifts-In-Kind

United Way's **Gifts-in-Kind** program collects equipment, furnishings, and supplies from local companies and individuals and distributes them to non-profit organizations in need of these items. In 2003, **Bed, Bath & Beyond** donated \$38,400 worth of household goods, which were distributed to local shelter and housing programs serving people in need. **Talbots** donated women's clothing valued at about \$16,000 to local charities. United Way also coordinated the distribution of in-kind donations from **New York State United Teachers**, the **Rural Health Network**, **NYSEG**, and others.

United Way also is the local coordinator for **Gifts-In-Kind International**. In 2003, Broome County non-profit agencies received tens of thousands of dollars worth of computer software and hardware, as well as office and program supplies through this program.

In collaboration with **Doan Advertising**, **Lupo's**, **Aero Gymnastics Academy**, **Schapiro's Fine Dry Cleaning**, and **Clear Channel Radio**, United Way supported the eleventh annual “**Keeping Kids Warm**” coat drive for children in Broome County. Two **Binghamton University** graduate students in the Master of Social Work program, who are serving as United Way interns, coordinated the project. About 3,000 coats were collected, cleaned, and distributed through local human service agencies, schools, and churches.

First Call for Help

First Call for Help (FCFH), United Way's comprehensive health and human referral service, participated in a number of coalitions this past year to help strengthen prioritized community programs. Working with **Building Brighter Futures For Broome** an education campaign was initiated to promote improved parenting. FCFH through a dedicated telephone line serves as a primary resource reference for this program.

FCFH is an on-going member of additional coalitions that were organized last year. It is active member of the Holiday Community Program that provides children's gifts and food for families in need during the holidays. In addition FCFH is listed with **Darkness To Light**, a national child abuse preventive organization, as a regional call-in reference site. It qualified for this program after the staff completed specialized training provided by Darkness To Light.

In its day-to-day operation of its primary service, FCFH received over 18,000 calls last year, which resulted in over 26,000 referrals being provided. Over 4,000 mailings on reference materials were also sent out. Basic needs (i.e. food, shelter) accounted for over 12,000 of the calls. Food was the number one basic need, although usually not the underlying issue.

As legislation moves forward on the enactment of 2-1-1, the national information and referral network, FCFH continues to include it in its strategic planning and in its educational materials for the community.

Trust Fund provides long-term help

The United Way was very fortunate to receive several bequests and gifts throughout 2003 which, in the aggregate, totaled \$372,228. Donors include the United Way in their estate plans because, like their annual gifts during their lifetime, the United Way Trust Fund represents the best way to help many local charities in perpetuity.

We take care not to use Fund principle for operating purposes. Only 5 percent of the value of the Trust Fund is used to support the programs and services of participating agencies. Since capital gains and other earnings exceed this amount, the corpus of donations remains in tact, and the Trust Fund grows and creates a permanent memorial to the thoughtfulness and generosity of contributors.

Furthermore, our volunteer-directed allocations process makes sure that earnings from bequests are used to support needed and high-quality services that reflect the current needs of the community.

A wide-variety of plan giving techniques remain available, and donations may be made in cash, securities, insurance policies, or real estate. Although estate planning can have a variety of tax benefits, including income tax, state tax, and/or capital gains tax, fundamentally it is an investment in the future of the community. Those interested in obtaining further information about the benefits of including the United Way in an estate plan should speak with an attorney, financial advisor, bank trust officer, or a member of the United Way Trust Fund Committee.

Crime Victims Assistance Center helps children speak about abuse

Second grader "Amelia" had a dark secret she felt she couldn't tell anybody: she was being sexually abused by her mother's boyfriend, who was living with them. But a visit by representatives from **Crime Victims Assistance Center**, a United Way member agency, to her school one day taught her to be strong and speak out about the abuse.

The representatives are a part of the center's **Child Assault Prevention Program**, which sends four program assistants into the community to do presentations and role-playing activities at Broome County elementary schools about how to deal with bullying, strangers, and abuse. The program teaches kids that they have three rights: to be safe, strong, and free.

As a result, Amelia got the courage to tell someone about the abuse she had been enduring at home. She learned from one of the program assistants that kids could always talk to their school's principal, which Amelia did. The principal called the New York State Child Abuse Hotline, which referred her case to Child Protective Services, which launched an investigation.

Amelia was then taken to a safe place to tell

her story: the **Child Advocacy Center** at Crime Victims Assistance Center. This center gives young victims of abuse a chance to tell their story one-on-one in a comfortable setting to a Child Protective Services worker and/or a law enforcement official. This allows children to tell their difficult story once, and only once—instead of multiple times to multiple people. The interview sessions can be videotaped if requested by the police. During the sessions, other people involved in the case can watch from a closed-circuit television set in a separate room. Parents of the child sit with an advocate during the interview sessions.



Trust and Endowment Fund report

Current year gifts and bequests received

Ruth M. Young	\$ 33,091
Irving Goldman	132,407
Esther Couper for the Edgar W. Couper Endowment Fund	205,055
In memory of the following: Yvonne Lawson, Elizabeth Smith, Carin Webb, Ruth Rodney, John O'Brien and George Ainslie	1,675

2002 gifts and bequests received

Anonymous	5,000
Edward L. Blossom	5,000
Esther Couper for the Edgar W. Couper Endowment Fund	242,837
Winifred K. Lacey	5,000
Jayne E. McCarthy	2,000

Prior year(s) gifts and bequests (\$10,000 or more)

J. Donald Ahearn	750,892
Mrs. Louella Beckwith	114,893
Mary K. Blair	520,222
William S. and Helen G. Chittenden	105,769
Mrs. Elizabeth J. Coe	33,526
Alice Atkinson Cooper	61,390
Edgar W. Couper	14,954
Esther Couper for the Edgar W. Couper Endowment Fund	483,509
Mrs. Florence N. Crawford	200,000
Mrs. Mildred W. Cushman	76,674

James M. and Cornelia Y. Davidge	39,723
Harriet Ford Dickenson Foundation	2,200,000
Mr. & Mrs. David L. Dickenson	249,033
Joshua B. Dunning	10,888
George G. Eggleston	372,061
George M. Ely	489,564
Luther S. and Jeanne W. Ely	483,925
James Forrestal Estate in memory of Nancy E. Truesdell	24,000
James Forrestal	270,072
Jennette K. Forrestal	55,381
Anna Frtyal	97,819
Miller S. and Adelaide S. Gaffney	100,000
J. DeWitt Gardner	74,329
Dr. & Mrs. Julius Gattner	190,947
Eva Louise Gay	51,683
Great American Food Stores	25,950
Earl O. Hagman	49,910
Ralph Hasbrouck	121,868
Hazel M. Hillygus	192,574
Julia Francis Hoffman	10,000
Stewart W. and Willma C. Hoyt	1,780,706
Mrs. Jeannette G. Johnson	21,263
Iona Keeler	10,000
Chandler Keller	68,920
Anna Kostakovich	10,000
Paul H. Kraiss	23,511
Benjamin G. Kroehler	133,508
Golda E. Landon	120,283
Lily B. Lemons	81,862

Elnora M. Lewis	40,044
George A. Manger	21,172
Mrs. Ernest J. McHarg	11,183
Juanita C. Merle	28,904
Florence Ostrosky	15,000
Carroll and Christine Potter	10,500
Edward H. Prentice	84,485
Josephine R. Reynolds	40,024
Frank L. Rider	13,519
Mrs. Bertha M. Roper	14,709
Mr. & Mrs. George L. Savory	10,816
William and Carrie Schlegel	3,047,763
Robert Schuman	12,250
Mrs. Mary Schumann	50,000
Brewster Weed Smith	25,786
Jane T. Smith	13,623
Gertrude B. Somerville	202,392
Grace B. Stanton	29,494
Ellen Stark	10,000
Marguerite Taylor	10,000
Charles L. and Helen Wagener	253,333
Mark Winheld	13,962
Ruth M. Young	42,000
Edith L. Zeh	58,629
Memorial gifts prior to 2003	36,471
Total all gifts under \$10,000	253,662
GRAND TOTAL	\$14,703,395

Distribution of funds from Campaign

PROGRAMS FUNDED AT MEMBER AGENCIES (BY AREAS OF SERVICE)

Assisting Older Adults

Community Service - <i>Johnson City Senior Citizens Center</i>	\$19,726
Elder Counseling - <i>Family and Children's Society</i>	\$30,812
Health and Wellness - <i>Johnson City Senior Citizens Center</i>	\$4,185
Health Insurance Counseling (HIICAP) - <i>Action for Older Persons</i>	\$32,656
Patient/Community Services - <i>Arthritis Foundation</i>	\$9,296
Protection of Adults - <i>Action for Older Persons</i>	\$8,273
Public Education/Elder Planning - <i>Action for Older Persons</i>	\$49,037
Recreation/Education - <i>Johnson City Senior Citizens Center</i>	\$4,185
Senior Activities - <i>Boys and Girls Club of Western Broome</i>	\$7,200
Senior Companion - <i>Deposit Foundation</i>	\$3,845
Transportation - <i>Retired and Senior Volunteer Program</i>	\$15,950
Volunteer Services - <i>Retired and Senior Volunteer Program</i>	\$23,096
Volunteer Transportation - <i>Deposit Foundation</i>	\$7,703
Total for Service Area	\$215,964

Building Stronger Neighborhoods

Adult Housing - <i>YWCA of Binghamton/Broome County</i>	\$13,205
Assistance Referral - <i>Deposit Foundation</i>	\$2,142
Basic - <i>Literacy Volunteers</i>	\$8,200
Casework and Technical - <i>American Civic Association</i>	\$22,439
Community Services - <i>Planned Parenthood</i>	\$29,074
Education - <i>Crime Victims Assistance Center</i>	\$17,393
English as a Second Language - <i>Literacy Volunteers</i>	\$5,560
Refugee Program - <i>American Civic Association</i>	\$4,870
Transitional Living - <i>YWCA of Binghamton/Broome County</i>	\$33,640
Total for Service Area	\$136,523

Helping Young People Succeed

Athletic Recreation - <i>Catholic Youth Organization</i>	\$18,468
At-Risk Youth - <i>Boy Scouts, Baden-Powell Council</i>	\$46,055
Camp Sertoma - <i>Boys and Girls Club of Binghamton</i>	\$30,178
Campership Funds - <i>Boy Scouts, Baden-Powell Council</i>	\$2,939
Campership Funds - <i>Boys and Girls Club of Binghamton</i>	\$4,808
Campership Funds - <i>Girl Scouts, Indian Hills Council</i>	\$2,962
Campership Funds - <i>Salvation Army</i>	\$3,000
Campership Funds - <i>YMCA of Broome County</i>	\$1,764
Carlisle Unit - <i>Boys and Girls Club of Binghamton</i>	\$33,345
Center for Help - <i>Broome County Urban League</i>	\$34,358
Child Abuse Prevention - <i>Boy Scouts, Baden-Powell Council</i>	\$6,500
Cultural/Social Leader - <i>Catholic Youth Organization</i>	\$1,293
Day Camp - <i>Jewish Community Center</i>	\$7,992
Day Camp - <i>YMCA of Broome County</i>	\$4,282
Educational, Cultural, Social - <i>Boys & Girls Club Western Broome</i>	\$33,730
Evening Meals - <i>Boys and Girls Club of Binghamton</i>	\$7,968
Main Unit - <i>Boys and Girls Club of Binghamton</i>	\$163,954
Membership and Program - <i>Girl Scouts, Indian Hills Council</i>	\$14,501
Mental Health Players/Peacetown Puppets - <i>Mental Health Assoc.</i>	\$16,950
Outreach - <i>Girl Scouts, Indian Hills Council</i>	\$37,921
Resident Camp - <i>Girl Scouts, Indian Hills Council</i>	\$73,893
Saratoga Unit - <i>Boys and Girls Club of Binghamton</i>	\$13,596
School Programs - <i>Family and Children's Society</i>	\$46,835
Social Development of Youth - <i>YMCA of Broome County</i>	\$162,540
Teen Program - <i>Boys and Girls Club of Binghamton</i>	\$17,988
Youth and Adult - <i>Salvation Army</i>	\$46,414
Youth and Families - <i>Boy Scouts, Baden-Powell Council</i>	\$92,110
Youth Center - <i>Broome County Urban League</i>	\$55,928
Youth Development - <i>Boys and Girls Club of Western Broome</i>	\$67,756
Youth Programs - <i>Jewish Community Center</i>	\$12,468
Total for Service Area	\$1,062,496

Promoting Health and Wellness

Bringing Equal Access to Residents (BEAR) - <i>Mental Health Assoc.</i>	\$10,000
Chemical Dependency Prevention Services - <i>Mental Health Assoc.</i>	\$21,000
Counseling - <i>National Multiple Sclerosis Society</i>	\$13,200
Crisis Service - <i>Mental Health Association</i>	\$26,934

Diagnosis and Treatment - <i>Handicapped Children's Association</i>	\$69,000
Encore - <i>YWCA of Binghamton/Broome County</i>	\$16,167
Fitness - <i>YWCA of Binghamton/Broome County</i>	\$45,051
Health and Physical Education - <i>Jewish Community Center</i>	\$11,640
Information and Referral/Education/Advocacy - <i>Mental Health Assoc.</i>	\$37,798
Physical Education and Health - <i>Boys & Girls Club West Broome</i>	\$62,500
Self Help (SHIP) - <i>Mental Health Association</i>	\$4,000
Total for Service Area	\$317,290

Responding to Emergencies, Fighting Hunger and Homelessness

All Programs - <i>American Red Cross</i>	\$314,572
Community Education - <i>SOS Shelter</i>	\$10,000
Emergency Assistance - <i>Catholic Social Services</i>	\$20,532
Emergency Assistance - <i>Salvation Army</i>	\$49,098
Emergency Housing - <i>YWCA of Binghamton/Broome County</i>	\$21,177
Homeless - <i>YMCA of Broome County</i>	\$8,340
Legal Services - <i>Legal Aid for Broome and Chenango</i>	\$17,900
Non-Residential - <i>SOS Shelter</i>	\$13,512
Residential - <i>SOS Shelter</i>	\$41,316
Total for Service Area	\$496,447

Strengthening Families

Child Care - <i>Boys and Girls Club of Western Broome</i>	\$61,882
Child Care - <i>YMCA of Broome County</i>	\$23,164
Counseling - <i>Catholic Social Services</i>	\$169,711
Counseling - <i>Family and Children's Society</i>	\$142,357
Early Childhood Center - <i>Jewish Community Center</i>	\$41,028
Expectant Parent Services - <i>Catholic Social Services</i>	\$72,314
Family Re/Preventative - <i>Boys and Girls Club of Western Broome</i>	\$16,540
Functional Family Therapy - <i>Catholic Youth Organization</i>	\$19,840
Kids Korner - <i>YWCA of Binghamton/Broome County</i>	\$34,555
Moeller Street Site - <i>Day Nursery Association</i>	\$44,706
Parent Aid - <i>Family and Children's Society</i>	\$12,266
Recreation/Respite - <i>Association for Retarded Citizens</i>	\$12,766
Saratoga Site - <i>Day Nursery Association</i>	\$66,981
Service Units - <i>Salvation Army</i>	\$1,600
Stuyvesant Street Site - <i>Day Nursery Association</i>	\$48,550
Summer Camp - <i>Association for Retarded Citizens</i>	\$15,282
Total for Service Area	\$783,542

TOTAL ALLOCATION FOR ALL SIX AREAS OF SERVICE \$3,012,262

Donor Choice payments	116,097
Grants and other allocations	53,800
Subtotal: allocations, grants, and donor designations	\$3,174,085

United Way Services

Allocations and Agency Relations	81,486
Community Planning	46,569
First Call For Help	53,755
Teaming for Technology	4,385
Voluntary Action Center and Day of Caring	24,089
Total: agency and services distribution	\$3,392,443

Fund raising	194,853
Management and general	229,648
Total: budgeted distributions	\$3,816,944

Provision for Collection Losses	134,300
Grand Total of 2003 Campaign	\$3,951,244

12 Venture and Special Assistance Grants for 2004

ACCORD, Broome Community College Foundation, the Boys and Girls Club of Binghamton, Children's Home of Wyoming Conference, Conklin Avenue First Baptist Church, Family Enrichment Network, Ferre Institute, Mental Health Association of the Southern Tier, Planned Parenthood of South Central New York, Volunteers of America of Western New York, Waterman Conservation Education Center, and YWCA of Binghamton/Broome County.

Treasurer's report

STATEMENT OF ACTIVITIES

Unrestricted Operating Funds

For the year ended December 31, 2003

Public Support and Other Revenue

Annual Fund Raising Campaign (Public Support)	\$2,862,651
Less: Provision for Collection Losses	(127,446)
Less: Donor Choice Liabilities	<u>(86,739)</u>
	2,648,466

Bequests, Legacies, Grants, and Other Public Support	286,380
Net Investment Income and Other Revenue	50,105
Realized Gains and Losses on Investments	(1,424)
Transfers from Trust and Endowment Funds	<u>929,000</u>
Total Public Support and Revenue	<u>\$3,912,527</u>

Expenses

Agency Allocations, Designations and Donated Equipment	\$3,160,177
Community Services	264,880
Allocations and Agency Relations	87,195
Supporting Services:	
Fund Raising	202,214
Management and General	<u>248,776</u>
Total Expenses	<u>\$3,963,242</u>

Excess of Expenses Over Public Support and Revenue (50,715)

Unrestricted Operating Net Assets, Beginning of Year	<u>766,140</u>
Unrestricted Operating Net Assets, End of Year	715,425
Unrestricted Net Assets, Trust and Endowment	<u>14,123,993</u>
Total Unrestricted Net Assets	<u>\$14,839,418</u>

STATEMENT OF FINANCIAL POSITION

Combined All Funds

As of December 31, 2003

Assets

Cash and Investments, at Fair Market Value	\$22,732,412
Pledges Receivable - Net	2,631,502
Other Receivables, Prepaids, and Other Assets	182,745
Property and Equipment, Net of Accumulated Depreciation	<u>247,922</u>
Total Assets	<u>\$25,794,581</u>

Liabilities and Net Assets

Liabilities

Allocations, Designations and Grants Payable	\$308,735
Accounts Payable and Accrued Expenses	<u>214,959</u>
Total Liabilities	523,694

Net Assets

Unrestricted Net Assets	14,839,418
Temporarily Restricted Net Assets	2,376,358
Permanently Restricted Net Assets	<u>8,055,111</u>
Total Net Assets	<u>25,270,887</u>

Total Liabilities and Net Assets **\$25,794,581**

Note: A copy of our complete audited financial statements will be available after June 16, 2004, on United Way's website, www.unitedwaybroome.org. United Way financial activities are a matter of public record. You may obtain a copy of the latest annual financial record filed with the New York State Office of Charities Registration by writing to: Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271; or by contacting United Way of Broome County Inc., PO Box 550, Binghamton, NY 13902-0550.

Day of Caring Volunteers Aid Broome County

The United Way sponsored Day of Caring, held on September 11, included around 1,200 volunteers, mostly from local organizations, who aided about 50 Broome County nonprofit organizations. Groups of volunteers from about 65 businesses and other organizations spent at least part of the day at some 100 community service projects, about half of them at United Way member agencies.

"Day of Caring allowed us to reach out to the community and to those agencies not normally funded by United Way's dollars," said **Ken Miller**, Chair of Day of Caring 2003. "This allows us to touch so many more lives than was ever possible before we started Day of Caring."

Here are a few examples of the services that were performed on Day of Caring:

- Doing activities with preschool children, such as reading, playing games, making crafts, musical activities, and a trip to Chuck E. Cheese.
- Planting flower bulbs, landscaping, and grounds maintenance.
- Feeding the needy and homeless by collecting food donations for food pantries and serving free meals.
- Performing much-needed interior painting of offices at nonprofit organizations and charities.
- Cheering up nursing home residents by delivering flowers and cards with inspirational messages, and engaging them in activities.

- Doing needed maintenance work at Broome County camps for kids.
- Walking dogs from a local animal shelter and painting the interior of the shelter.
- Cooking covered dish casseroles for teen moms to keep in their freezers for emergencies.
- Creating a memorial for the victims of September 11.
- Creating and beautifying a special playground in memory of a child who died.
- Crafting paper and bamboo lanterns to be used at First Night in Binghamton.

In addition to community service projects, area companies held a total of 13 in-house drives so that employees who were unable to leave work to go out into the community could participate in a Day of Caring activity. The drives collected much-needed items such as school supplies, baby needs, pet food, eye glasses, and groceries for local food pantries. The items collected were distributed to schools and nonprofit organizations.

The day began with a morning program that brought together Day of Caring participants to celebrate the spirit of volunteerism in the community. Held at the Forum Theatre in Binghamton, it recognized that the day was the second anniversary of the terrorist attacks on the World Trade Center. It also focused on how the Day of Caring volunteers were improving their community.

Among the local performers featured at morning program was **Paul Gordon**, a performance artist and co-founder of the renowned Second Hand performance company, who lead the audience in a little "face dancing". Also appearing was vocal quartet **Sound Celebration** and tenor **James Gleason**, who sang the National Anthem. Those attending also saw a special video presentation of the previous year's Day of Caring.



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Donna L. Riegel
Margherita Rossi
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Ex Officio

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Gary Donafrio
Linda Mapes
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Margaret Shiel
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Arleen Wintergrass

Deposit Foundation aids senior activity

Tessie Smith loved to walk to local stores, doctors' appointments, and to visit friends from her centrally located home in Deposit, a small community with no public transportation or taxi service. Though her husband of over 50 years died several years ago, Tessie was doing a good job of managing things on her own without much help from friends and family (all of her adult children live over 100 miles away).

But as Tessie grew older (she is now in her 90s), getting around on her own became increasingly difficult. She could no longer walk to do her errands, visit friends, or to see her doctor for appointments. Many of the friends she used to call on

for rides were no longer driving. Tessie was becoming increasingly lonely and frustrated that she couldn't go out.

Thankfully, the **Deposit Foundation and Rural Housing Services** was there to save the day. The organization helps seniors like Tessie who live in her area get to doctors' appointments in Deposit and surrounding areas and to run basic errands like grocery shopping and banking.

Now with the assistance of the **Deposit Foundation's Transportation Program**, Tessie is given rides to her doctors' appointments by a volunteer driver. He and his wife also take her out to lunch sometimes following her appointments.

United Way, BAE, and Target team to get Christmas trees to needy in Broome County

United Way and employees from **BAE Systems** brought some Christmas cheer to local people in need in December by delivered Christmas trees to them that were donated by the Target store in Vestal.

For the past four years, the store has donated trees that were used for its holiday displays that year to those who otherwise could not afford them. In 2003, trees were delivered to 21 homes in Broome County.

Each year United Way determines the families and individuals with the most pressing needs and employees from BAE Systems deliver the trees to these homes. In addition, the em-

ployees also deliver decorations and gift certificates for the children in the families.

Target Corp. donates \$2

million worth of Christmas trees each year to people in need all across the nation.



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Columbian Financial Group
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Time Warner Cable
Citadel Communications
Clear Channel Radio
Precision Design
Press & Sun-Bulletin

Executive Director
Campaign Director
Finance Director
Receptionist/Secretary
Administrative Assistant,
Allocations and Planning
Communications Director
Executive Secretary
First Call For Help Program
Specialist
First Call For Help Program
Specialist
Finance Associate
Director of Allocations and
Planning
Administrative Assistant, Campaign
Assistant Campaign Director
Teaming for Technology Specialist
Receptionist/Secretary
Allocations and Planning Associate
Community-Building Specialist
First Call For Help Program
Specialist
Teaming for Technology Specialist

Van Zandbergen Photography
WBNG-TV 12
WICZ Fox 40
WVTV News Channel 34
BAE Systems
HealthNow New York
IBM

United Way distributes free booster seats locally

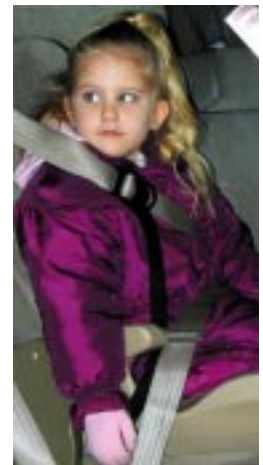
In February, United Way distributed about 200 booster seats for free to Broome County children aged 4 to 8 from low-income families as part of **Boost America!**, a nationwide program with the goal of keeping children safer in cars. The program began **Child Passenger Safety Week**, a joint effort between **Ford Motor Company**, **United Way**, the **Broome County Sheriff's Department**, and the **Broome County Health Department**.

"Motor vehicle crashes are the leading cause of death of America's children," said **Paul Hoffmann**, president of United Way. "Yet it is estimated that fewer than 10 percent of the 20 million

children in America between the ages of 4 and 8 currently use booster seats. Our goal is to have every child in our county ride in a properly fitted car seat."

The **National Highway Traffic Safety Administration** recommends that children who have outgrown child safety seats should be properly restrained in booster seats in the car's back seat until they are eight years old or 4 feet 9 inches tall. A booster seat lifts a child up so that a safety belt fits correctly. Without it, a small child could be ejected from a vehicle in a crash.

The seats were installed by certified child passenger technicians, who also provided training to parents on the proper use of the seats.



The booster seats were distributed at the Broome County Sheriff's Department in Binghamton and the Fire Station in Endicott. United Way determined eligibility to participate in the program.