

Annual Report 2005

United
Way



what matters.™



United Way of Broome County

www.unitedwaybroome.org

VOLUNTEERS AND DONORS MAKE A DIFFERENCE DAILY

Cover photos:
all from the locally produced video created for the 2005 United Way Campaign

Every day, in fact as you read this letter—you are making a difference in the lives of thousands of your friends and neighbors. You, and tens of thousands of your fellow Broome County residents, support local charities “the United Way.” Your support may be financial; it may be as a volunteer; it may be both. Regardless, though, when you support United Way, you are making a difference in the lives of others: Helping Young People Succeed; Strengthening Families; Assisting Older Adults; Promoting Health and Wellness; Responding to Emergencies—Fighting Hunger and Homelessness; and Building a Stronger Community.

Working with our member agencies, we are continuing the process of looking at results. It is not always easy to define and measure the social outcomes of human service programs. But, we receive financial and volunteer support because the donor community wants to invest in programs that work.

We are justifiably proud of our member agencies and our fund distribution decisions. Thousands of manhours are expended to determine how best to use our charitable resources to support much needed, effective programs. The hundred and ten volunteers in our allocations process face very difficult decisions and they do a remarkable job!

The work of our fund distribution volunteers is, of course, made possible by the results of our campaign leadership. **Jeff Lake**, Sr. Vice President-Regional Executive of **NBT Bank**, achieved a very aggressive goal of \$4 million. Campaign success was due to many factors: leadership, hard work, and committed volunteers and staff. But, it also was supported by terrific campaign incentives, led principally by the donation of a 2005 Toyota Scion-TC, contributed by **Gault Toyota-Scion**. We also had wonderful campaign incentives provided by **Olum’s Furniture, Cruise Holidays, and Wegmans Food Markets**.

For the third year, we implemented a corporate **CAN-DO (Campaign Analysis Now—Developing Objectives)**. This year, through the leadership of **Mark Capobianco** from the **Vestal School District**, we tailored this unique program to our public school system with excellent results. Another new campaign initiative was the development of a local chapter of the **Alexis de Tocqueville Society**. Thanks to the leadership of **Tom and Phyllis Meade**, with the moral support and assistance of **Bob and Marilyn**

Schumann, our inauguration of our chapter of this prestigious national leadership giving program was a tremendous success.

Through the leadership of **Anne Reyen**, we had an extremely successful **Day of Caring** to pay tribute to the victims of September 11th. Our 1,100 volunteers from 46 agencies spent the day on 112 projects.

We also distributed coats, computers and Christmas tress, as well as promoted participation in the **Earned Income Tax Credit (EITC) Program**. In this regard, working with **AARP**, the **Social Services Department** and **GHS Federal Credit Union**, we helped increase the combined federal and state refund for EITC and other categories by over \$1 million for local taxpayers.

Details about all of the above initiatives—and more—follow. Please review the report and, as you do, I hope you will share my pride in the accomplishments of our member agencies, the hard work of our volunteers and staff, and the trust and confidence we have earned from donors. Working together, we truly have made a difference in the lives of many people in our community, and that is really “what matters!”

—Gina Denniston



Gina Denniston

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BOARD OF DIRECTORS

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Ex-Officio:
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Thomas P. Hoke
Jeffrey D. Lake +
Thomas J. Meade Jr.
Michael Mercincavage
Robert B. Thomas, Esq.
Mary Ann Wilcox +

* Resigned
+ Executive Committee Member

CAMPAIGN EXCEEDS \$4 M

ANNUAL CAMPAIGN

The 2005 Annual Campaign received pledges of \$4,001,375, exceeding its goal and achieving an increase of \$40,000 over 2004 Campaign results. It was the first time since 1993 that over \$4 million was pledged to the annual United Way fund drive.

The Campaign's strategic components were: (1) four attractive incentives to encourage donor support—an increase of one over the previous year; (2) two CAN-DO seminars—one for businesses and one for schools—to help organizations upgrade their campaigns; and (3) an expanded program to encourage individual Leadership Giving. At the official end of the Campaign in mid-November, it was short of the goal by \$20,000, so a fourth strategic component was added: one-time donations to push the Campaign "over the top". This initiative succeeded, with 11 "angels" pledging enough to top the goal.

The Campaign kickoff was held in mid-September at the YMCA of Broome County in Binghamton. Its theme was recognition of the 57 Thomas J. Watson member organizations for their support of at least \$10,000 in combined employee and corporate giving to United Way in 2004. All were invited to the breakfast kickoff. Its highlight was the presentation of a rose to each of the organization executives in attendance by youngsters from the Y's child care program to say "thank you" for their support.



Both volunteers and staff members answer telephones accepting pledges to the United Way Campaign at the telethon held at **WBNG-TV** on the last day of the Campaign in mid-November.



Artan Serjanej (center), winner of the 2005 Scion TC from **Gault Toyota-Scion** in the drawings for the United Way Campaign incentives, is congratulated by **John Spencer** (left), executive director of United Way. Serjanej's wife, **Marianne Soden-Serjanej**, is at right.

Campaign Awards

CHALLENGE CUP AWARDS

These awards recognize the highest combined per capita giving in 14 categories.

Small Businesses (less than 24 employees)

Columbia Gas Transmission

Mid-Sized Businesses (25 to 99 employees)

Sunstream Corp.

Large Businesses (100 to 499 employees)

Press & Sun-Bulletin

Major Businesses (more than 500 employees)

BAE Systems

Large Banks and Insurance

M&T Bank

Finance/Insurance/Brokerages

Mang Insurance Group

Professional Service Offices

Piaker & Lyons, P.C.

Major Retailers

Target Stores T-1056

Auto Dealers

Miller Auto Team

Food Sales and Distribution

Wegmans Food Market

Local Schools

Deposit Central School District

Local Government

Broome County Planning and Economic Development

Law Firms

Levene Gouldin & Thompson, L.L.P.

Not-for-Profit Organizations

United Way of Broome County

HELPING HAND AWARDS

The Helping Hand Award is presented each year by the Campaign leadership to those individuals who have made notable contributions to the United Way Campaign through their commitment and creativity.

Warren Elston, Bridge-water Center for Rehabilitation and Nursing

Dave Franz, Lockheed Martin Systems Integration

Brooke Hovancik, Deposit Central School District

Trish Iandanza, Haworth Press

Kathy Marinaro, Security Mutual Life Insurance Co. of New York

Tom Moss, Security Mutual Life Insurance Co. of New York

Denise Mughetti, Partners Trust Bank

Dorcas Natale, Bridge-water Center for Rehabilitation and Nursing

Linda Sebesta, United Health Services

Darleen Smith, Coughlin and Gerhart, L.L.P.

WINNERS OF DONOR INCENTIVE PRIZES

Donor incentives were introduced to United Way of Broome County campaigns in 1997. In 2005 they were expanded from three to four, all donated by local businesses. More than 18,000 entry cards were submitted for the drawings.

The 2005 winners are:

Donor: **Gault Toyota-Scion**; prize: 2005 Scion TC; minimum donation: \$3 or more per week; winner: **Artan Serjanej**, Broome County Law Department

Donor: **Olum's Furniture Co.**; prize: plasma TV home theater; minimum donation: \$2.50 or more per week; winner: **David Csejtey**, Doron Precision

Donor: **Cruise Holidays**; prize: five-day Bermuda cruise; minimum donation: \$2 or more per week; winner: **Greg Miller**, Binghamton City Schools

Donor: **Wegmans Food Market**; prize: \$1,000 gift card; minimum donation: \$1 or more per week; three winners: **Mike TerBoss**, Union-Endicott Schools; **Michelle Suer**, National Pipe and Plastics; **Gary Hinkley**, Olum's Furniture Co.



HIGH-QUALITY DAY CARE FOR CHILDREN

Parents throughout Broome County seek high-quality, yet affordable child care, including day care for preschool children and after-school care for older children.

*United Way is helping in this effort by providing funds to child care and after-school programs at eight member agencies: **Boys and Girls Club of Binghamton, Boys and Girls Club of Western Broome, Broome County Urban League, Day Nursery Association, Jewish Community Center, Salvation Army, YMCA of Broome County, and YWCA of Binghamton/Broome County.** Some of these agencies offer child care at two or more sites.*

The United Way funding for these programs allows them to offer discounts or other financial incentives to parents with only modest incomes. These parents are then able to work or attend college knowing that their children are not only being cared for, but also learning.

Leadership Giving

Leadership giving efforts in 2005 focused on increasing membership in the George F. Johnson Society for donors of \$1,000 to \$9,999, and in the newly initiated Alexis de Tocqueville Society for donors of \$10,000 or more.



ALEXIS DE TOCQUEVILLE SOCIETY

The Alexis de Tocqueville Society is a national leadership giving society operating under the auspices of the United Way of America, recognizing donors that contribute at a high level. Members are listed in a nationally distributed Tocqueville Society publication. The Broome County chapter of the Tocqueville Society was established during the 2004 Campaign with four charter members. In 2005 eight additional members were added.

The society is named for the French historian and author who, after visiting America in 1831, praised the new nation's citizens in his two-volume book, Democracy in America, for voluntarily assisting their neighbors in times of need.

Ordre de Liberte'

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

Anonymous (1)
Miller S. & Adelaide S. Gaffney Foundation
Mr. & Mrs. Robert F. Schumann

Membres de la Societe'

(\$10,000-\$24,000)

Anonymous (2)
Deborah & David Gouldin
Peter & Marilyn McGinn
Tom & Phyllis Meade
Sarkisian Brothers Foundation
Lawrence J. & Jennifer B. Schorr
Dr. Mary Ann Swain
Robert B. Thomas



THOMAS J. WATSON SOCIETY

Organizations qualifying for membership in the Watson Society pledge \$10,000 or more in combined employee and corporate giving. For the 2005 campaign, 58 organizations (the highest number in its 12-year history) qualified for membership in the Society.

Platinum Award

(\$100,000 or more)

BAE Systems
EIT/Huron Group
IBM Corp.
Conrad & Virginia Klee Foundation
Lockheed Martin Systems Integration
United Health Services

Gold Award

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

Broome County Government employees ^
Dr. G. Clifford & Florence B. Decker Foundation
New York State Electric & Gas Partners Trust Bank
Security Mutual Life Insurance Co. of New York
Universal Instruments Corp.

Silver Award

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

Columbian Financial Group
Frito Lay
Miller S. & Adelaide S. Gaffney Foundation

HealthNow New York
Howland Foundation
Levene Gouldin & Thompson, L.L.P. ^
Lourdes Hospital (LECCO) ^
Maines Paper & Food Service
M&T Bank, N.A.
Press & Sun-Bulletin
Visions Federal Credit Union
Wegmans Food Market

Bronze Award

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

Ametek +
Binghamton City Schools employees
Binghamton Giant Markets +
BOCES employees
Broome Community College employees
Cadence Design Systems
Catholic Charities
City of Binghamton employees
Control Concepts
Coughlin & Gerhart, L.L.P. +
Crowley Foods
Family & Children's Society
Gault Toyota-Scion
Hinman Howard & Kattell, L.L.P.
HSBC Bank, USA
Johnson Outdoors
L3 Communications Link Simulation & Training
Miller Auto Team
NBT Bank, N.A.
James B. Nelson Trust Fund
Olum's Furniture Co.
Piaker & Lyons, P.C.
Price Chopper
Rockwell Collins +
Sarkisian Brothers Foundation
Sunstream Corp.
Target Stores T-1056
Temple Inland
Thomas, Collison, Meagher & Seiden L.L.P. +
Time Warner Cable
United Parcel Service
United Way of Broome County +
Vestal School District 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. Efforts to expand the George F. Johnson Society in 2005 continued to focus on encouraging local businesses to establish leadership giving programs in conjunction with their employee campaigns. This was supplemented with direct mail/personal contact programs to encourage individual leadership giving. These programs were highly successful as the George F. Johnson Society welcomed 37 new members.

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

Anonymous (1)
Mr. & Mrs. Richard W. Botnick
Larry & Gina Denniston
Mr. & Mrs. Robert J. Gault
Mrs. Shirley W. Keller
David J. Maines
William R. Maines
Thomas E. Rattmann
Edward Rompala
Dee & Jim Scanlon
John G. & Judith A. Spencer

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

Anonymous (2)
Dick & Betsy Aswad
Loretta & Jim Carrigg
Joseph Cervantes
Mr. & Mrs. C. A. Cleveland Jr.
Jeff & Sandi Coghlan
Kenneth L. & Beth A. Coleman
Honorable Mary Rita Connerton
Ann & Bill Davies
Mr. & Mrs. Thomas J. Davis
Loren & Sue Guy
Norman T. Herbert
Charles & Patricia Ingraham
K.S.G. & Mrs. Robert L. McDevitt
Dale & Hank McGlynn
Eugene E. & Judith C. Peckham *
John & Karen Pomeroy
Mr. & Mrs. John F. Russell

Ken & Sue Spink
Fred W. Stein

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

Anonymous (12)
David L. Adour Esq.
Ferris & Louise Akel
George & Sally Akel
Ronald & Beth Akel
Richard & Kathleen Allman
David & Kim Ayres
Edward & Kathryn Badyana
Thomas W. Bartenstein
Diane N. Bean & Stephen W. Spero
Bruce O. Becker
Carol Belva
Mary E. Benally
Gerry & Diana Bendz
Jane & Bill Berical
Frank E. Berrish
Susan L. & Oliver N. Blaise Jr.
Barbara C. Blossom
Marilyn & Allan Bombard
Bruce & Cheryl Boyea
Nancy & Charles Brink
Roy & Melissa Brock
Marc A. Burford
David J. & Mary Beth Cahill
Patricia S. Camilo
Mark & Patricia Capobianco
Bob & Agnes Carey
Joan & Don Carlin
John & JoAnn Carrigg
Kathy & Ron Charsky
Dr. J. Roger Chatterton
Pamela L. Christina
Judith E. Clark
Eugene P. Clarke
Michael Cohen
Donald Conklin
Cheryl & Thomas Coughlin
Mary W. Couper
Mr. & Mrs. Richard W. Couper
Bruce Crozier
Jyoti & Dr. Rajesh Dave'
Alex & Mary De Persis
Jeanine M. Dellango
Maureen J. Dempsey
Dr. & Mrs. Christopher Demtrak
Dr. & Mrs. Bruce Denham
Marjorie & Kamlesh Desai
John & Eve DiMenna
Timothy E. Driscoll
Sandy Englehart
Patricia A. Ewing
James Felmet
John & Colleen Fitzsimmons
Don & Carolyn Flanagan
Frank & Colette Floyd
Helene J. Freed
Bina & Bob Gallagher
Stephen & Linda Gardner
Richard & Kathleen Gilbert
Dr. Francis & Joyce Gilroy
Robert & Marie Gomulka
Ms. Karen Goodman
Al & Kristi Gorick



A volunteer reads the winner's name at one of the incentive drawings held at the end of the Campaign.

Campaign Volunteers and Event Sponsors

Peter & Elaine Gorton
 Jim & Jean Gow
 Mr. & Mrs. Arthur Grambling Jr.
 Bernard Griffin
 Dr. Steven Grossman
 Dr. & Mrs. Thomas Gudas
 Emmanuel & Melissa Guizano
 Bob & Marian Hansen
 Dr. Jonathan Harris & Ms. Gloria Block
 Bonnie Henderson
 Chris & Wendy Hill
 Eric Hills
 Michael J. Hills
 Steven J. Hissong
 Paul R. & Nadine K. Hoffmann
 Cornelia & John Hogan
 Leon & Phyllis K. Horwitz
 Jane & Bob Hyland
 Michelle M. Jeavons
 Mr. & Mrs. Douglas R. Johnson
 Frithiof V. Johnson
 Diane M. Julian
 Joseph Kane
 C. Addison & Nancy B. Keeler
 John & Marcella Keeler
 Bill & Lisa Kelly
 Dr. Thomas F. & Nancy Kay Kelly
 George R. Knott Jr.
 Julianne M. Koromhaz
 John S. Kresge
 Jeff & Cindy Lake
 Amar & Nada Lal
 Robert & Lisa Lee
 Ronald W. & Diane M. Lesch
 Virginia Lowe & Jeanne Ford
 Al & Diana Lyons
 Christopher C. Lyons
 Peter J. Marshall
 Joyce Majewski
 Richard Matsushima
 Kathy S. McGarrah
 Kevin J. McKeown
 Michael McNally
 Roger McVannan
 James S. Mellema
 Christopher Mellon
 Mike & Joyce Mercincavage
 Jan & Floyd Metzger
 Frank & Carol Meyer
 Judith & Kenneth Miller
 Susan & Steve Miller
 Mr. & Mrs. Wendell H. Miller
 Bill & Sandy Mitchell
 Mitch & Aimee Mitchell
 Edmond & Marilyn Mohring
 Sam P. Monachino
 Charlotte S. Moore
 Michael Morgan
 Maria & Jerry Motsavage
 Tom & Molly Mott
 Vincent G. Natale
 David & Mary Ellen Niefer
 Dr. & Mrs. Orville F. Nielsen
 David Niermeyer
 Rita & Mike O'Brien
 James & Terry Orband
 Dr. & Mrs. Thomas J. Oven
 Jay & Barbara Peak

Tam & Diane Pham
 Carol & Barrie Phillips
 Kevin M. Pierson
 Ed & Betsy Pietriyk
 Robert Pipher
 Donna Przybysz
 Mark Reed
 William H. & Audree F. Rincker *
 Christopher Ritter & Marilyn Tallerico
 Henry & Dorothy Rode
 Peter & Susan Ronan
 Chris & Rochelle Ryan
 Lennart A. Saaf
 Bill & Pam Scannell
 Lola S. Schumann
 William A. Seigart
 Dr. John Sharpless & Janet Rutkowski
 Winslow T. Shearman
 Richard & Margaret Sheehan
 Everett & Karen Shimp
 Dr. & Mrs. Ehtisham Siddiqui
 Mr. & Mrs. Arthur B. Siegel
 Richard Sileo
 Ronald & Sue Simons
 Dennis & Julie Slattery
 Arthur C. Smith
 Bob & Penny Smith
 Carl & Jacqueline Speicher
 Dr. & Mrs. John F. Spring
 Dr. Laurence Spraggs
 Chris Strahm
 James F. & Pamela B. Sullivan
 Dennis & Linda Sweeney
 Dr. & Mrs. James Terzian
 Marie & Dan Thomas
 Jennifer & Douglas Thrall
 Steve & Laura Trichka
 Jim & Terri Turner
 Kent & Barbara W. Turner *
 Dr. & Mrs. James Vincens
 Jacqueline M. Visser
 Mary E. Vohringer
 Terry Walsh
 Lynn & Dave Warne
 Dr. & Mrs. Michael J. Wasco
 James W. Wasson
 Kevin Weaver
 Robert C. Webb
 John B. & Jacqueline T. Westcott
 Dr. & Mrs. Mark Westcott
 Mrs. Cynthia H. Wetjen
 Gregory J. White
 Maynard & Sue Wiff
 Jerry C. Wilber
 MaryAnn & Jim Wilcox
 Mark Winheld
 Paul & Michele Zurawel

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

+ New
 ^ Moved up to this level in 2005

CAMPAIGN CABINET

The Campaign Cabinet is the volunteer group responsible for planning, organizing, and executing the campaign. The Cabinet, through its program of meetings with key businesses and individuals, sets the annual goal based on its assessments of the prevailing conditions in the community that could affect the success of the Campaign.

Campaign Chair

Jeffrey D. Lake, NBT Bank, N.A.

Associate Campaign Chair

Michael J. Morgan, retail consultant

Vice Chairs

Cynthia S. Burger, Broome County Medical Society
 Thomas Hoke, community volunteer
 Ronald W. Lesch, Partners Trust Bank
 Thomas J. Meade Jr., Sunstream Corp.
 Michael Mercincavage, Binghamton University
 Helen J. Raymond, Roberson Museum & Science Center

Division Chairs

Mark Capobianco, Vestal Central School District
 Eugene P. Clarke, Binghamton University
 Cindy Gordineer, American Red Cross, Southern Tier Chapter
 Diane M. Julian, NBT Bank, N.A.
 Michael Klein, Broome County Government
 Peggy Miller, Strategic Computer Solutions
 David L. Niefer, Levene Gouldin & Thompson, L.L.P.
 Carl Speicher, M&T Bank, N.A.
 Jacki Speicher, Partners Trust Bank
 Michael Wardell, North-western Mutual Financial Network

Organization Representatives

Gina Denniston, M&T Bank, N.A.
 Mary Ann Wilcox, community volunteer

LOANED EXECUTIVES

Loaned Executives provide the support needed to work with key persons on the planning and execution of the more than 300 employee campaigns that take place during the Campaign. Our sincere thanks to the following group of dedicated Loaned Executives that took on the challenges of the 2005 Campaign.

Karen Anderson, community volunteer
 Sandy Benedict, community volunteer
 Joe Ciccarino, community volunteer
 Gary Donafrio, community volunteer
 Prudy Georgia, community volunteer
 Tom Griffiths, community volunteer
 David Irons, BAE Systems
 Stan Jablonski, community volunteer
 Bob Jensen, Lockheed Martin Systems Integration
 Ray Linder, community volunteer
 Everett Shimp, volunteer
 Colin Soule, BAE Systems

EVENT SPONSORS

Financial support by these organizations made possible holding Campaign events without using donor funds. The number of Event Sponsors increased to 26 in 2005, the most ever.

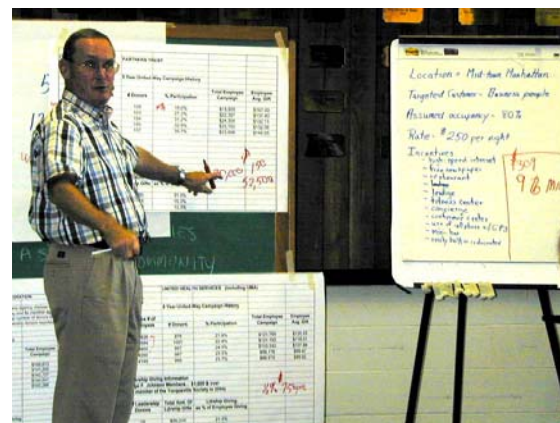
BAE Systems
 Binghamton Giant Markets

Broome County Automobile Dealers Council
 Citizens Bank
 Coughlin & Gerhart, L.L.P.
 Empire Motors
 HSBC Bank, USA
 IBM Corp.
 Levene Gouldin & Thompson, L.L.P.
 Lockheed Martin Systems Integration
 Maines Paper & Food Service
 M&T Bank, N.A.
 Mang Insurance Agency
 NBT Bank, N.A.
 New York State Electric & Gas
 Olum's Furniture Co.
 Partners Trust Bank
 Progressive Dental
 Roberts Eyecare Associates
 Sunstream Corp.
 Time Warner Cable
 Tioga State Bank
 United Health Services
 Universal Instruments
 Visions Federal Credit Union
 Wilber National Bank

HOME RUN TEAM

Special thanks to the Binghamton Mets for hosting the Home Run Team and the five organizations that contributed \$25 to the United Way Campaign for each home game home run by a Binghamton Mets player.

BAE Systems
 Columbian Financial Group
 Olum's Furniture Co.
 State Farm Insurance, Brian Mather Agency
 Universal Instruments



David Lee, President of United Way of Wyoming Valley, Wilkes-Barre, PA, leads the CAN-DO session held for selected Broome County businesses in July. The program is designed to help in-house United Way campaigns to be more successful.

UNITED WAY—IMPROVING OUR COMMUNITY

United Way allocates funds to almost 100 programs at its member agencies and operates other programs itself to benefit the entire community. It is also a partner in numerous programs throughout the county that both strengthen the community and help those in need.

Below, organized by area of community service, is a summary of the programs funded by United Way at its members agencies and some examples of the partnerships and coalitions in which United Way participated during 2005.

A complete list of all programs supported by United Way is available on the United Way website (www.unitedwaybroome.org), by e-mailing a request to info@uwbroome.org, or by calling (607) 729-2592.

2006 ALLOCATIONS TO PROGRAMS IN EACH AREA OF COMMUNITY SERVICE

1. Assisting Older Adults: **\$209,316**

Supports 12 programs at 6 member agencies that address quality of life for older adults through recreational and cultural programs; promotion of well being and self-sufficiency through counseling and education.

Partnership: Making Life Easier for Seniors

The **Aging Futures Partnership** helps identify the needs of local seniors and develop community solutions to address them. United Way is a member of this coalition of local organizations under the leadership of the **Broome County Office for the Aging**. The partnership is currently focused on three critical areas: supporting caregivers, managing chronic illnesses, and reducing social isolation.

Much of the effort during 2005 was aimed at getting information to area seniors about the services available in Broome County, rather than creating new programs.



2. Promoting Health and Wellness: **\$358,950**

Provides services through 14 programs at 9 member agencies for individuals and families with disabilities, mental illness, addictions, and other special needs, including information, counseling, referrals, and support groups.

3. Helping Young People Succeed: **\$1,052,291**

Supports 30 programs at 14 member agencies for youth development through citizenship and leadership programs, physical education programs, and sports activities; and hands-on experience through teen apprenticeship.

4. Strengthening Families: **\$917,766**

A total of 20 programs at 15 member agencies including basic reading; child care; counseling; English as a second language; functional family therapy; parent aid; pregnancy, parenting, and adoptions; and community programs.

Partnership: Giving Children a Healthy Start

Working with **BOCES**, the **Greater Binghamton Coalition**, **Broome Community College**, **Broome County Government**, and others, United Way is part of the **Building Brighter Futures for Broome Early Childhood Coalition**, which helps children from birth to six years. The goal is 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.

United Way’s nationwide effort to promote the fact that children are “Born Learning” has been adopted locally by the Early Childhood Coalition. The coalition also promotes efforts to support healthy births, effective parenting, and quality early childhood education.



Partnership: Expanding Employment Options for Disabled in Five-County Area

During 2005, United Way wrapped up a two-year partnership with other nonprofit organizations, county agencies, and businesses designed to both improve the use of employment services by those with disabilities, and to clear up misinformation some businesses had about hiring disabled workers. Funded by a federal grant covering employment services in Broome, Chenango, Delaware, Otsego, and Tioga counties, the results showed that at least 500 additional persons with disabilities took advantage of the available services.



Partnership: Informing Citizens About Tax Credits

In recent years low- to middle-income workers in Broome County have not received millions of dollars in tax credits for which they were eligible because they either overlooked or did not complete a section of their income tax returns.

Working with the **Internal Revenue Service**, the **American Association of Retired Persons (AARP)**, **Broome County Department of Social Services (DSS)**, **GHS Federal Credit Union**, and students from **Broome Community College** and **Binghamton University**, United Way helped resolve this problem by working to inform area citizens that they might be eligible for the Earned Income Tax Credit.

In the first year of this joint effort, Broome County residents received a total of more than \$1 million additional in federal and state tax credits to which they were entitled.



HELPING CHILDREN AND THEIR PARENTS

*Brandon had a rough start in life—his mother, who had a substance abuse problem, was not supervising him properly. As a result, Brandon was placed in a foster home. Through **ACCORD**, a United Way member agency, a court-appointed special advocate was assigned to Brandon’s case to act as his advocate while he was in foster care.*

The advocate—a specially trained volunteer—arranged for Brandon to be evaluated for developmental problems, but none were found. She also located a relative who was able to care for Brandon, allowing him to be taken out of the foster home.

The advocate also was able to work closely with Brandon’s mother while she overcame her substance abuse problem and became a better parent for her son. She enrolled in local parenting classes and gradually regained control of her life. As a result, she was able to improve her situation and provide her son with a safe and comfortable living environment.

PROGRAMS RECEIVE FUNDS, PARTNERSHIP SUPPORT

5. Responding to Emergencies, Fighting Hunger and Homelessness: **\$458,798**

Supports 16 programs at 11 member agencies that offer assistance for disaster victims and others in need of food, clothing, or shelter; and assistance for victims of domestic violence.

Partnership: Coat Drive to Keep Local Kids Warm

Working with **Doan Advertising, Aero Gymnastics Academy, Lupo's, Schapiro's Fine Dry Cleaning, and Clear Channel Radio**, United Way again supported the annual



"Keeping Kids Warm" drive to obtain usable coats for needy Broome County children. About 1,500 coats were collected, cleaned, and then delivered to United Way for distribution through 17 local human service agencies, schools, and churches, as well as directly to individuals.

Total for five areas of community service listed above: **\$2,997,121**

The programs in the following area of community service are funded by distributions from United Way's operating budget, grants, and donor designations, rather than by the allocations procedure used to determine funding of programs at United Way's member agencies.

6. Building a Stronger Community **\$440,672**

Includes programs that provide community-wide services, such as referral to community resources, technical assistance for agencies, and coordination of volunteer activities.

United Way services (5 programs): \$225,400
Allocations and Agency Relations; Community Planning (community partnerships); First Call for Help; Teaming for Technology; Voluntary Action Center and Day of Caring.

Donor Choice: \$153,272
Designations by donors to other United Ways or organizations that are not member agencies of United Way of Broome County.

Venture & Special Assistance Grants: \$62,000
Grants to either innovative, new human services programs in Broome County or special one-time projects that cannot be covered by an organization's normal budget—open to all not-for-profit organizations in Broome County. Awarded to 18 programs for 2006.

Partnership: Helping Not-for-Profit Organizations Make Better Use of Computer Technology

United Way's Teaming for Technology program helps local nonprofit organizations by distributing donated computers and other hardware and providing technical assistance in the use of the equipment and software programs.

In 2005, **IBM** donated 37 computers to seven Broome County not-for-profit agencies. These included 21 PCs, 6 Thinkpad laptop computers, and 10 Young Explorer computer stations, with a total value of \$57,592. **Binghamton Material Handling** donated a warehouse for use in computer distribution.

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

During 2005, Teaming for Technology also helped about 25 local agencies by 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.

Teaming for Technology also was a drop-off point for PC Take Back Day in May. Local not-for-profit agencies were able to bring old, used PCs, keyboard, mice, cords, printers, monitor, fax machines, and similar equipment to have them recycled. During the one-day event, over 1 1/2 tons of old equipment was collected at United Way. The **Association for Vision Rehabilitation & Employment (AVRE)** provided the truck and driver to transport all the "junk" equipment to IBM so that it could be recycled rather than taken to a landfill.

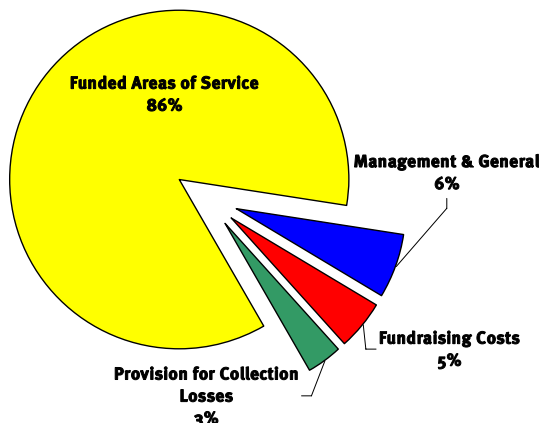
Partnership: Donations of Goods Help Not-for-Profit Organizations

United Way's **Gifts-in-Kind** program collects equipment, furnishings, and other supplies primarily from local companies and distributes them to nonprofit organizations in need of these items. In 2005, **Bed, Bath & Beyond** donated \$19,400 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 \$13,500 to local charities. United Way also coordinated the distribution of in-kind donations from **New York State Visitors Information Center, Piaker and Lyons, NYSUT**, and others.

For several years, United Way has been the local coordinator for donations through **Gifts-In-Kind International**. Not-for-profit agencies in Broome County received more than \$10,000 worth of computer software and hardware, as well as office and program supplies, through this program in 2005.

TOTAL DISTRIBUTION TO ALL SIX AREAS OF COMMUNITY SERVICE: **\$3,437,793**

Total Expenses United Way of Broome County



VENTURE AND SPECIAL ASSISTANCE GRANT FUNDS COME FROM TWO SOURCES

Programs at 18 not-for-profit organizations in Broome County were awarded Venture or Special Assistance Grants by United Way in 2005 for payment during the following year.

In addition, the **Helen T. Howland Foundation** agreed to use the information supplied by United Way to award its own grants to the same organizations.

Venture Grants were awarded to:

- Action for Older Persons
- Broome Community College Foundation
- Children's Home of Wyoming Conference
- Epilepsy Foundation of Rochester-Syracuse-Binghamton
- Fairview Recovery Services
- Faith in Action Volunteers, Broome County Council of Churches
- Family Enrichment Network
- Foundation of State University of New York at Binghamton
- Retired and Senior Volunteer Program (RSVP)
- Rural Health Network of South Central New York
- Waterman Conservation Education Center
- YMCA of Broome County

Special Assistance Grants were awarded to:

- Boys and Girls Club of Binghamton
- Jewish Community Center of Binghamton
- Legal Aid Society of Mid-New York
- Recess Resources
- SOS Shelter
- Volunteers of America of Western New York

HOW MUCH DO YOU KNOW ABOUT UNITED WAY?



FIRST CALL FOR HELP ASSISTS WITH TIMELY ANSWERS

Because of a long-term medical problem, Cindy had been out of the work force for a few years. Now she had the opportunity to interview for a position with a local employer. But there was a problem: she had nothing appropriate to wear to the interview and on her fixed income she could not afford anything new.

But a call to United Way's First Call for Help program provided Cindy with assistance. She was given information about two local clothing banks that had the professional quality clothes she needed for the interview. In addition, she learned about options for obtaining affordable transportation directly to the prospective employer's door.

While many of the calls to First Call for Help are about basic needs, the information and referral specialists who answer 80 to 90 calls each day also assist in many other areas as well.



Crime Victims Assistance Center, one of the 30 United Way member agencies.

UNITED WAY FUNDS GO TO 100 PROGRAMS

Most United Way member agencies offer many programs, but United Way provides funds only to some of them. Currently, United Way supports about 100 specific programs at its member agencies (and elsewhere in the community) in six areas of



community service: Assisting Older Adults; Helping Young People Succeed; Promoting Health and Wellness; Strengthening Families; Re-

sponding to Emergencies, Including Fighting Hunger and Homelessness; and Building a Stronger Community.

Both the greatest number of programs supported and the largest amount of funds from United Way go to Helping Young People Succeed area, which includes after-school programs, camping activities, and leadership development.

Very few programs are completely supported by United Way. Most also receive funds from participant fees, foundation and government grants, and other sources.



UNITED WAY AGENCIES AND SERVICES

United Way of Broome County has 30 local member agencies, all providing assistance in the areas of health and human services. United Way also operates five local services that benefit the community.

United Way Local Member Agencies

ACCORD—A Center for Dispute Resolution, Inc.
 Action for Older Persons, Inc.
 American Civic Association, Inc.
 American Red Cross, Southern Tier Chapter
 Arthritis Foundation, Broome County Branch
 Boy Scouts of America, Baden-Powell Council, Inc.
 Boys and Girls Club of Binghamton, Inc.
 Boys and Girls Club of Western Broome, Inc.—Family Center
 Broome County Catholic Youth Organization
 Broome County Urban League, Inc.
 Broome-Tioga Association for Retarded Citizens
 Catholic Social Services of Broome County
 Crime Victims Assistance Center, Inc.
 Day Nursery Association
 Deposit Foundation and Rural Housing Services, Inc.
 Family and Children's Society of Broome County, Inc.
 Girls Scouts - Indian Hills Council, Inc.
 Handicapped Children's Association of Southern New York, Inc.
 Jewish Community Center of Binghamton
 Johnson City Senior Citizens Center, Inc.
 Legal Aid for Broome and Chenango, Inc.
 Literacy Volunteers of Broome/Tioga, Inc.
 Mental Health Association of the Southern Tier, Inc.
 National Multiple Sclerosis Society, Upstate New York Chapter
 Planned Parenthood of South Central New York, Inc.
 PROBE, Inc.
 Retired and Senior Volunteer Program (RSVP)
 The Salvation Army
 SOS Shelter, Inc.
 YMCA of Broome County
 YWCA of Binghamton/Broome County

United Way Local Services

Allocations and Agency Relations
 Community Planning (Community Partnerships)
 First Call for Help
 Teaming for Technology
 Voluntary Action Center and Day of Caring

TRUST FUND PROVIDES LONG-TERM LOCAL SUPPORT

Some donors make bequests or lifetime gifts to the United Way Trust Fund. This is a separate fund which gives donors the opportunity to support local charities "the United Way" in perpetuity. The principal of the Trust Fund remains intact and only 5 percent of the value of the total fund is used in any year to support programs and services. Since capital gains and other earnings usually exceed this

amount, the fund grows and creates a permanent memorial to its donors.

Donations to the Trust Fund in 2005 were:
 Estate of Mrs. R. Carlton (Sarah) Wren \$500,000
 Estate of Dorothy T. Wiltsie \$100,000
 Gifts also were received in memory of: Elaine Dudley, Floyd (Rudy) H. Lawson, Larry Lundeen, and Carlton Thompson.

IT'S MORE THAN A FUNDRAISER FOR MEMBER AGENCIES!

DISTRIBUTING CONTRIBUTED FUNDS

Although perhaps best known for raising funds for member agencies, United Way does much more.



At least equally important is deciding how the money donated in the Annual Campaign will be distributed. Local volunteers make these decisions. About 100 of them together spend more than 3,000 hours

each year as part of a system that makes a formal assessment of community needs before any dollars are distributed.

Funding is directed to those programs that are determined to meet the community's priority needs, while keeping an eye on preventing duplication of services.



The child care center at the Binghamton YMCA is one of many local agencies benefitting from the activities of the Early Childhood Coalition, which includes United Way as an active partner.

UNITED WAY JOINS COMMUNITY PARTNERSHIPS

United Way has long been involved in local human health and welfare issues beyond raising funds for its member agencies. One of the organizations included in the merger that created United Way locally was the Social Planning Council, which looked at issue assessment, service coordination, and trend analysis in Broome County.

Over the years United Way has established programs such as First Call for Help, the local information and referral service, when it saw the need; supported mergers of local organizations, such as the consolidation of the three agencies which became the Boys and Girls Club of Western Broome; and otherwise looked at the "big picture" as to the health and welfare needs of Broome County residents.

Recently, local coalitions and partnerships have formed around particular issues in the community, and United Way has been active in most of these efforts. Examples include the Building Brighter Futures for Broome Early Childhood Coalition, which aids children from birth to six years old to give them a "healthy start" in life and to prepare them for success in school; and the Aging Futures Partnership, which currently is concerned with supporting caregivers, managing chronic illnesses, and reducing social isolation of seniors.



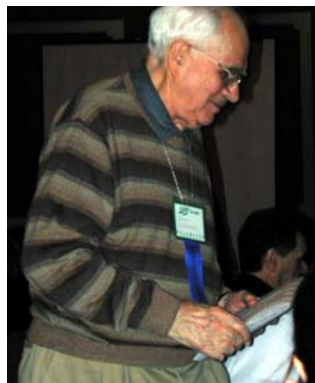
Children's Home of Wyoming Conference, although not a member agency, has received funds from United Way through the yearly Venture and Special Assistance Grant program.

SOME UNITED WAY FUNDS GO TO NON-MEMBERS

Although most United Way funds are distributed to its member agencies, not all are.

Each year about 10 percent of the funds contributed to the Annual Campaign are set aside for distribution through the Venture and Special Assistance Grant program. These are awarded to new and innovative human service programs in Broome County and special one-time projects that cannot be covered by an organization's normal budget.

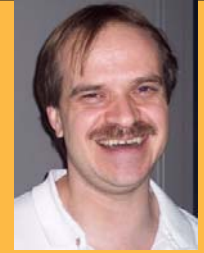
These grants are open to any not-for-profit organization in Broome County. Both United Way members and non-members may apply.



John Osborne of the American Association of Retired Persons was recognized at the 2005 United Way Annual Meeting for the AARP's partnership in the effort to inform local tax payers about the Earned Income Tax Credit.

AUDITED FINANCIAL STATEMENTS AVAILABLE

A copy of the complete audited financial statements of United Way of Broome County will be available after June 23, 2006, 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, (607) 729-2592.



FIGHTING DRUGS AND ALCOHOL

Scott Shelansky began using drugs and alcohol at age 12. He dropped out of high school and later was kicked out of the Navy because of his drug abuse. He then moved from state to state, drinking daily.

By 1991 Scott was unable to hold a job. In the next 12 years he enrolled in six alcohol and drug programs, but none were totally successful. This is not unusual, as only about 25 percent of those in recovery programs give up drinking for a year or more.

When he arrived at the Broome County YMCA in 2003, Scott was angry and hesitant to start a new recovery program. Through the rehabilitation program at the YMCA, Scott received counseling, attended meetings of Alcoholics Anonymous regularly, and eventually got a part-time job at the Y.

As Scott's recovery progressed, he moved up from custodian to security, then to personal trainer, and eventually he became the YMCA's primary personal trainer.

Scott has been sober for more than two years. He continues to work and live at the YMCA, counting on its support each day to help him avoid his addictions.

OVER 1,000 VOLUNTEERS PARTICIPATED IN ANNUAL DAY OF CARING

DAY OF CARING SPONSORS

Gold Sponsors

Binghamton Giant Markets
Columbian Financial Group
HealthNow New York

Silver Sponsors

BAE Systems
EIT/Huron Group
IBM

Bronze Sponsors

Citadel Broadcasting
Clear Channel Radio
Cool 100
Press & Sun-Bulletin
Frito Lay
Time Warner Cable
WBNG
Fox40
VanZandbergen Photography
Nirchi's
Precision Design
NewsChannel 34
WBGH
Magic 101.7
Hometown Coffee House
LaLoba Creations

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Karen Anderson, project management
Shelli Cordisco, project recruiting
Mary Lou Dimmick, public relations
Cheryl Fellows, volunteer recruitment
Julie Goon, morning program
Lawrence Kassan, morning program
Ann Lomonaco, Sunday program
Ken Spink, volunteer recruitment
Susie Sullivan, project management

During the four years that it has been held on a single day, United Way's Day of Caring has become an important event for Broome County residents and the people who volunteer their time and effort to ensure the success of the program. It is a day of service, volunteerism, and community spirit, as well as a time to remember those who lost their lives on September 11, 2001.

The 2005 Day of Caring was held on Friday, September 9. About 1,060 volunteers from about 50 corporations, businesses, and organizations worked on almost 100 projects and drives for 50 agencies, both members and nonmembers of the United Way. Thanks to their hard work, children were read to, a mural was painted, a playground cleaned, school supplies were collected, and Broome County was made a better place to live. Without the help of these volunteers, this would not have been accomplished.

New to Day of Caring in 2005 was the opportunity for people to donate their pennies from mid-August to mid-September at **Oakdale Mall** to help make "Remembrance Gardens". These donations provided the supplies necessary to plant 10,000 flower bulbs donated by **Lowe's** Binghamton store at 30 area schools, nursing homes, and eldercare facilities.

Day of Caring continues to be an event that makes Broome County a more beautiful place. Everyone who has participated should be proud in knowing that they made a difference to both their neighbors and their community.



BAE Systems employees worked on a variety of projects during the Day of Caring at the Boys and Girls Club of Binghamton's Camp Sertoma.



Anne Reyen was the chair of the 2005 Day of Caring.



Not all Day of Caring activities are fix-up projects. Here volunteers prepare materials for Binghamton's annual **First Night** celebration held New Year's Eve.



Volunteers from **Rockwell Collins** at Mom's House.

DAY OF CARING STATISTICS

- 969 volunteers completed hands-on projects during the Day of Caring.
- 91 other volunteers helped with the morning program, on planning committees, or as project coordinators.
- 48 businesses, civic clubs, and other organizations provided volunteers who participated in Day of Caring projects and drives. Many non-affiliated volunteers also participated.
- 92 projects were completed by 109 volunteer teams at 44 charities and other nonprofit organizations.
- 8 drives were conducted for food, school supplies, baby items, and other items.
- 10,000 flower bulbs were planted in Remembrance Gardens throughout the community.
- thousands of Broome County citizens benefitted!

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Raymond H. Yeager, *Teaming for Technology Specialist*
Evelyn E. Yonda, *Planning and Allocations Associate*

* Resigned



Again in 2005, volunteers from **BAE Systems** and members of their families helped deliver Christmas trees donated by the **Target** store in Vestal to local families identified by United Way who otherwise would have been unable to afford them. Trees and decorations were delivered to 21 Broome County families.

**United Way
of Broome County**

**United
Way**



www.unitedwaybroome.org

United Way of Broome County, Inc.
PO Box 550
Binghamton, NY 13902-0550

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