



*“2009 was certainly
a challenging year
for Broome County.
Not only was our
community . . .*

(continued on page 2)

United Way of Broome County 2009 Annual Report

www.unitedwaybroome.org

2009 WAS A CHALLENGING YEAR

BOARD OF DIRECTORS

Mary Ann Wilcox, *President* +
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Ex-Officio:

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 James E. Leonard, C.P.A.
 C. Michael Mercincavage +
 Jeffrey Shafer, D.V.M. +



Mary Ann Wilcox

2009 was certainly a challenging year for Broome County. Not only was our community deeply impacted by the economic crisis, it was shattered by the terrible tragedy at the American Civic Association. Yet in the wake of this awful loss, this community once again, rallied to support those in need. I am humbled by the capacity of our residents to give back, to rebuild, and to make Broome County a better place. We are proud of our partner agency, American Civic Association, for continuing to serve the community under very difficult circumstances, and we are grateful for all the work our partner agencies do to further our common goals.

While economic conditions are obviously posing a strain on our area, donors continue to give generously, and there is no shortage of volunteers willing to share their time and talent. As you look through this Annual Report, you will notice the names of many of these volunteers. We list almost 300 individuals. They may be members of our Board of Directors or members

of a standing committee. Some receive release time from their employers to work with United Way. Others are retired or otherwise participating on their own time. Another 1000 people, not mentioned by name, have volunteered at our annual Day of Caring. They accomplished much needed projects at local not-for-profit agencies and truly exemplified the concept of "Living United."

The United Way of Broome County has a small paid staff of seventeen very dedicated individuals, counting both full-time and part-time employees. However, the selection of programs the United Way supports, and the allocation of funds to sustain these efforts, are decisions made by the volunteers, not the staff. In effect, this is a plan to invest in our community, thoughtfully composed by community members eager to improve it.

To all our volunteers and supporters, I say "Thank You,," and I look forward to what we can accomplish in the future.

—Mary Ann Wilcox
President
 United Way of
 Broome County

2009 - A YEAR FULL OF "FIRSTS"



Alan Hertel

2009 was a significant year for our United Way, and for me, in many ways. It was my first full year as Executive Director, so I had the opportunity to deal with many "firsts". The list of "firsts" is too long to explore in great detail; suffice it to say that I had a wonderful educational experience. I would like to say thank you to everyone (staff, board, volunteers, agencies, community partners, and more) for your support and fine work. I would especially like to recognize our staff. They are dedicated to the United Way and to our community, and it shows in the fine work they do.

Early in the year, our community was forced to deal with the horrific shootings at the American Civic Association and the subsequent trauma, injuries and deaths. We were asked to play a part in the healing process through the collection of and distribution of donated funds for the victims of this tragic event. This was not an easy task. In fact it was one of the most difficult things we have ever been involved in. It was gratifying, though, to see everyone come together to help those in need. We can all be proud of the great character exhibited by our community.

The economic downturn impacting our country also impacted our United Way. Our annual campaign raised fewer dollars than the previous year for the second year in a row. This meant we had fewer dollars to allocate for programs to meet the needs identified in our Community Investment Strategy Report. Our partner agencies refocused their efforts to make the best use of their allocations, so that critical programs would continue to be offered.

We reviewed our allocations process and made some significant changes. We shifted from having allocations panels that dealt with specific agencies, to panels that dealt with specific program areas. This al-

lowed us to more easily compare "apples to apples" to insure the best use of funds entrusted to us by our donors. We also instituted a new outcomes reporting requirement that will show the programs we fund are achieving specific, measurable results.

First Call For Help is a community information and referral (I&R) call center that has been operating out of our office in Vestal for more than 25 years. In 2000, the Federal Communication Commission reserved the 2-1-1 number as the dialing code for community I&R services. We have been working for some time to transition to a 2-1-1 Information & Referral Regional Hub, and have received that official designation. In 2009 we handled more than 30,000 calls for information, with more than half of those calls for basic human needs; which are food, clothing and shelter. We are extremely pleased to provide this invaluable service to our community.

Our United Way is transitioning from a direct benefit model to a community impact model for the distribution of funds. This means we will be putting more emphasis on identifying the underlying causes of key problem areas in our community and allocating funds to programs that will help to alleviate that underlying problem. Our focus will be on three building blocks that lead to a better life – Education, Income and Health. We can not do this alone, so we will be working with organizations and individuals representing our community and leveraging resources to achieve the most positive impact. This will be a gradual process, and one that will certainly benefit all.

I look forward to the coming year and to many more "firsts" for all of us.

—Alan Hertel
Executive Director
 United Way of
 Broome County

* Resigned
 + Executive Committee Member

ANNUAL CAMPAIGN RAISES ALMOST \$4 MILLION DURING TOUGH YEAR

By any definition, the 2009 Campaign was a significant challenge, created by the devastating national economic climate. Both locally and nationally, the economy was hit by workforce reductions exceeding 10 percent, creating huge increases in demand for human services for the affected families.

Clearly, significant financial impacts were felt locally, not only impacting the potential to support the United Way campaign, but at the same time significantly increasing local needs for services for residents to cope with their impacted living circumstances.

In our community, the largest impacts were felt by the largest businesses. Lockheed Martin reported the loss of 1,000 jobs primarily because of the federal government's decision to terminate the Presidential helicopter. IBM, Endicott Interconnect, and BAE each reported reductions of at least 200 jobs. Vail Ballou announced that it was closing its local plant and moving the jobs to southern Pennsylvania.

Overall, of more than 200 local businesses that conducted United Way campaigns among their employees in 2009, almost half had lower results for those campaigns than were achieved in 2008.

In spite of the gloomy economic news, the Campaign Cabinet under the leadership of **C. Michael Mercincavage** of Binghamton University set the 2009 Campaign goal at \$3,850,000, which was the amount raised in the 2008 Campaign. The key driver in this high goal, which was approved unanimously, was the recognition by the Cabinet that the area business climate would lead to increased numbers of affected families looking for help with basic needs as the workforce reductions took their toll.

It was a very challenging Campaign year, with community donations totaling \$3,724,940, or 96 percent of the goal. Most considered this an outstanding result, taking the economic conditions into account. In addition, there were many notable achievements:

- There were 46 new individual donors who were recognized by the **George F. Johnson Society** in the 2009 Campaign by contributing \$1,000 or more. Many of these were employees of local businesses who were responding to special appeals made by their employers.
- The George F. Johnson Society expanded to recognize not only individual giving, but also those businesses which provided a corporate donation of \$500 or more—a total of 90 organizations.
- Five foundations and trust funds collectively increased their donations by \$36,000. This included a \$5,000 donation from one foundation that was a new contributor to United Way.
- The total employee donations at 45 businesses each increased by 10 percent or more over the previous year's results.
- Two organizations moved up from the silver (\$25,000 to \$49,999) to gold (\$50,000 to \$99,999) level in the rankings of the **Thomas J. Watson Society**, which recognizes combined employee and corporate giving of \$10,000 or more.



C. Michael Mercincavage, 2009 United Way Campaign Chair

CORPORATE CHALLENGE AWARDS

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

Small Businesses (49 or fewer employees)

Instron

Mid-Sized Businesses (50 to 99 employees)

Emerson Network Power

Large Businesses (100 to 499 employees)

National Pipe and Plastics

Major Businesses (more than 500 employees)

BAE Systems

Large Banks and Insurance

Security Mutual Life Insurance

Finance/Insurance/Real Estate

Chemung Canal Trust Co.

Professional Service Offices

Gitto & Niefer, L.L.P.

Major Retailers

Macy's

Auto Dealers

Miller Auto Team

Food Sales and Distribution

Wegmans Food Market

Local Schools

Vestal Central Schools (employees)

Local Government

City of Binghamton Fire Department (employees)

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, creativity, volunteerism, inspiration, and measurability.

Joseph Carpenter, Lourdes Hospital

Donna Cook, Wegmans Food Market

Anna Dmitriev, Coughlin & Gerhart, L.L.P.

Linda Fiacco, Security Mutual Life Insurance

Patricia Follette, Whitney Point Central Schools

Judy Gillkeson, Visions Federal Credit Union

James Julian, VMR Electronics

Jamye Lindsey, Levene, Gouldin & Thompson, L.L.P.

Janet McHenry, Columbian Financial Group

Tony McMahon, WICZ Fox40

WINNERS OF DONOR INCENTIVE PRIZES

Donor incentives were introduced to United Way of Broome County campaigns in 1997. In 2009, more than 14,000 entry cards were submitted for the drawings for the six prizes available in 2009, all donated by local businesses.

The 2009 winners were:

Donor: **Olum's**; prize: four kitchen appliances; minimum donation: \$3 or more per week; winner: **Rob Agnew**, Lockheed Martin.

Donor: **Manley's Mighty Mart**; prize: \$1,500 in gasoline; minimum donation: \$2 or more per week; winner: **Mark Kvaltine**, BAE Systems.

Donor: **Wegmans**; prizes: three \$1,000 gift cards; minimum donation: \$1 or more per week; winners: **Nancy Driftmyer**, Vestal Central Schools; **Cyndi Lee**, Twin Tiers Home Health Care; and **Mark Sedlak**, Endicott Interconnect Technologies.



A gift to the United Way Campaign provides funds to many programs at partner agencies, including the developmental screenings program at Handicapped Children's Association.



The United Way Campaign video was shown many times during the Campaign season.

Leadership Giving

Among leadership giving efforts in 2008 were increasing membership in the George F. Johnson Society at the bronze level, for donors of \$1,000 to \$2,499, and in moving those at that level to the higher levels.



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.

Ordre de Liberte'

(\$25,000-\$49,999)
Philip Gaffney (Miller S. & Adelaide S. Gaffney Foundation)

Members de la Societe'

(\$10,000-\$24,999)
Dick and Dottie Botnick
Deborah & David Gouldin
James D. & Dolores V.E. Scanlon
Lawrence & Jennifer Schorr
Robert F. Schumann
Glenn R. Small
Mary Ann & Don 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 2009 campaign, 45 organizations qualified for membership in the Society.

Platinum Award (\$100,000 or more)

BAE Systems
Endicott Interconnect Technologies
IBM Corp. - Endicott
Conrad & Virginia Klee Foundation
Lockheed Martin MS2
United Health Services

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

Broome County Government employees
Dr. G. Clifford & Florence B. Decker Foundation
M&T Bank, Southern Division
Security Mutual Life Insurance Co. of New York
Visions Federal Credit Union
Wegmans

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

Columbian Financial Group
Emerson Network Power
Miller S. & Adelaide S. Gaffney Foundation
Helen T. Howland Foundation
Levene Gouldin & Thompson, L.L.P.
Lourdes Hospital (LECCO)
Maines Paper & Food Service
James B. Nelson Trust Fund
New York State Electric & Gas

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

Botnick Enterprises
Broome Community College employees
Broome-Tioga BOCES employees
Catholic Charities of Broome County
City of Binghamton employees
Community Foundation for South Central New York, Lillian Briggs Fund
Family & Children's Society
Frito Lay
Hinman Howard & Kattell, L.L.P.
Johnson Outdoors
L3 Communications, Link Simulation & Training
Macy's
Miller Auto Team
National Pipe and Plastics
NBT Bank
Olum's
J.C. Penney #0130
Press & Sun-Bulletin
Price Chopper
Rockwell Collins Simulation and Training
Thomas, Collison, Meagher & Seiden, L.L.P.
Universal Instruments Corp.
UPS
Vestal Central 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. All individual donors contributing \$1,000 or more to United Way are eligible for membership.

INDIVIDUALS

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

Anonymous (1)
Bruce & Cheryl Boyea
Marilyn Hewson
Shirley W. Keller
Mark Kelly
David J. Maines
William R. Maines
Edward Rompala
Ken & Sue Spink
Jim & Joan Walsh

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

Anonymous (3)
Dick & Betsy Aswad
Frank E. Berrish
John & JoAnn Carrigg
Donald Conklin
Honorable Mary Rita Connerton
Thomas & Patricia Davis
Larry & Gina Denniston
Patricia A. Ewing
David G. Ganter
Bob & Connie Gault
Robert & Marie Gomulka
Jim & Jean Gow
Nancy & Rich Hopf
Charles & Patricia Ingraham
Brad Kirby
Dale & Hank McGlynn
Sam & Cheryl Monachino
Eugene E. and Judith C. Peckham
Charles & Judith Rhodes
Mr. & Mrs. John F. Russell
Dennis & Julie Slattery
Steve & Laura Trichka
Lynn & Dave Warne

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

Anonymous (32)
Glenn W. & Jennifer Ackerman
Ferris & Louise Akel
George & Sally Akel
Ronald & Beth Akel
Dalya Y. Alkass-Blaise & Oliver N. Blaise, III
Richard J. Allman
Peter & Beth Altmann
Mark E. Barnes
Patricia Beauadoin
Bruce & Harriet Becker
Carol Belva
Jane & Bill Berical

Barbara C. Blossom
Carl M. Bosch
Christina Boyd
Michele Boyle & Allen Alt
Patricia Bray
Nancy & Charles Brink*
Eileen T. Buonomo
Kenneth Burt
Edward Butler
Allen & Jody Buyck
Mark & Patricia Capobianco
Bob & Agnes Carey
Joan & Don Carlin
Loretta & Jim Carrigg
Brian J. Cascarino
Keith D. & Gail E. Chadwick
Kathy & Ron Charsky
Gary & Jana Chavoustie
Michael Chewens
Pamela L. Christina
John A. Clark
Judith E. Clark
Mr. & Mrs. C. A. Cleveland, Jr.
Bruno & Jane Colapietro
Kenneth & Beth Coleman
Mrs. Richard W. Couper
Lisa Darling
Jyoti & Dr. Rajesh Dave'
Bill Davies
Tom & Sheila Davis
Lloyd Davisson
Milan M. Dedek
Lois DeFleur
Dr. & Mrs. Christopher Demtrak
Dr. & Mrs. Bruce Denham
Marjorie & Kamlesh Desai
Ann & Dean DiTommaso
James Dobrzynski
Rev. & Mrs. H. Arthur Doersam
Millicent Drew
Frederick DuFour
Thomas T. Ellis, Jr.
Sandra Lee Englehart
Thomas Erickson
James Felmet
Linda M. Fiacco
John & Colleen Fitzsimmons
Don & Carolyn Flanagan
Kerin Flannery
Frank & Colette Floyd
Brian & Lesley Frey
James J. Garceau
Stephen & Linda Gardner
Richard & Kathleen Gilbert
Judy & Randy Gilkeson
Dr. Francis & Joyce Gilroy
Phillip A. Ginter
Frank Girardi
Don & Kathy Gitto
Anne & Patrick Gleason
Daniel J. Gobel
Karen J. Goodman
Al & Kristi Gorick
Peter & Elaine Gorton
Mr. & Mrs. Arthur Grambling Jr.

Dr. Steven Grossman
Thomas & Elysia Gudas
Emmanuel & Melissa Guizano
Jonathan A. Harris & Gloria J. Block
Bob & Marian Hansen
Ruth Helfinstine
Alan & Dawn Hertel
Robert A. Hess
Laurie Higgins
Chris & Wendy Hill
Eric Hills
Michael J. Hills
Steven & Darlene Hissong
Paul R. & Nadine K. Hoffmann
Cornelia & John Hogan
Thomas & Christine Hoke
John Houseknecht
Brian J. Hull
Zenon M. Ivanonko
Michelle M. Jeavons
Sophie A. Jensen
Dale & Maryann Johnson
Mr. & Mrs. Douglas R. Johnson
Frithiof V. Johnson
Christopher M. Jones
Diane & James Julian
Joseph E. Kane
John & Marcella Keeler
Dr. Thomas F. & Nancy Kay Kelly
William & Lisa Kelly
Lorri & Daniel Kemmerer
Dr. & Mrs. Lawrence A. Kiley
David Kimiecik
Robin Kinslow-Evans & Edward Evans
William & Beth Knecht
Julianne M. Koromhaz
Steve C. Kraly
John S. Kresge
Admar & Nada Lai
Jeff & Cindy Lake
Robert P. & Lisa W. Lee
John Leet
Ronald W. & Diane M. Lesch
Charles Lesko
Allan & Diana Lyons
Christopher C. Lyons
James D. Mahlum
Joseph J. Mahon
Fran & Joyce Majewski
Richard & Deborah S. Matsushima
Richard & Marianne Matties
Kevin J. McKeown
Fran & Mark McManus
Michael McNally
Roger McVannan
Tom & Phyllis Meade
Michael Mele
James & Christina Mellema
Mike & Joyce Mercincavage
Michael E. Merritt
Joshua & Heather Miller
Judith & Kenneth Miller
Susan & Steve Miller
Bill & Sandy Mitchell
Pat & Lori Molina
Vicki C. Monticello

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

Allen Moring
 Pat & Anne Morris
 Maria & Jerry Motsavage
 Jim Mulligan
 Kay L. Murray
 Timothy C. & Kim A. Myers
 Vince & Camille Natale
 David & Ellen Niefer
 Dr. & Mrs. Orville F. Nielsen
 David Niermeyer (Niermeyer Foundation)
 James & Terry Orband
 Howell & Susan Palmer
 Donna M. Pastrick
 Gregory J. Patinka
 Sam Pejo
 Michael Peters
 Elaine Petrik
 Mario Petta
 Tam & Diane Pham
 Wade Phelan
 Sheila & Kevin Pierson
 John Pollock
 Amar & Preet Rai
 Rajinder Rai
 Stephen Ramsey
 William H. and Audree F. Rincker *
 Peter & Susan Ronan
 John & Grace Roossien
 Trudy L. Rose
 Peggy Rubin
 David & Naomi Rupright
 Janet Rutkowski & John W. Sharpless
 Lennart A. Saaf
 Matt & Mary Ellen Salanger
 Bill & Pam Scannell
 Lee Schechter
 Nolan & Janice Schmidt
 Lola Ford Schumann
 James & Gail Scott
 Jayne L. Searles
 Linda Sebesta
 Patrick M. Shannon
 Winslow T. Shearman
 Richard & Margaret Sheehan
 Everett & Karen Shimp
 James Showalter
 Helen J. Shulman
 Mark & Nancy Shumeyko
 Kate & Brian Sickora
 Dr. & Mrs. Ehtisham U. Siddiqui
 Arthur B. & Suzanne B. Siegel
 Richard Sileo
 Joseph Silvanic
 Ronald & Sue Simons
 Ron & Jane Skeels
 John Spalik III
 Carl & Jacqueline Speicher
 John G. & Judith A. Spencer
 Dr. John F. Spring
 Fred W. Stein
 William J. Stets II
 Susan Surgent
 Dennis & Linda Sweeney
 Dr. & Mrs. James Terzian
 Douglas & Jennifer Thrall
 Doug Titus

Eric Tomosky
 John & Mary Trumble
 Jim & Terri Turner
 Kent & Barbara W. Turner *
 Gerry Walker
 Terry Walsh
 Thomas & Sarah Walsh
 Dr. & Mrs. Michael J. Wasco
 Dr. James W. & Mrs. Evelyn J. Wasson
 Steve Wayman Jr.
 John B. and Jacqueline T. Westcott
 Dr. & Mrs. Mark Westcott
 Mrs. Cynthia H. Wetjen
 Kevin & Tracy Wheeler
 Mary Ann & Jim Wilcox

CORPORATIONS AND FOUNDATIONS

An addition to the George F. Johnson Society this year is recognition of corporate gifts and foundation grants. All such organizations contributing \$500 or more to United Way are eligible for membership.

Platinum (\$10,000 or more)

BAE Systems
 Dr. G. Clifford & Florence B. Decker Foundation
 Emerson Network Power
 Miller S. & Adelaide S. Gaffney Foundation
 Helen T. Howland Foundation
 Conrad & Virginia Klee Foundation
 M&T Bank, Southern Division
 James B. Nelson Trust Fund
 Security Mutual Life Insurance Co. of New York

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

Citizens Bank
 Columbian Financial Group
 Endicott Interconnect Technologies
 Roger Kresge Foundation
 Lockheed Martin
 Maines Paper & Food Service
 NBT Bank
 Press & Sun-Bulletin
 Public Loan Co.
 Sarkisian Bros. Foundation
 United Health Services
 Visions Federal Credit Union
 VMR Electronics
 Walsh Family Foundation

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

America's Attic
 Ametek Corp.
 Barney & Dickenson
 Binghamton Foundation
 Carpenter's Union 281
 Chemung Canal Trust
 Dryden Mutual Insurance
 Endicott Research Group

Frito Lay
 Instron Corp.
 Johnson Outdoors
 Miller Auto Team
 National Pipe & Plastics
 Norfolk Southern Foundation
 Penguin Group
 J.C. Penney
 Sam's Club
 Sunstream Corp.
 UPS
 Wegmans
 Weis Markets

Bronze (\$500 to \$2,499)

Agway, Endicott
 Amphenol Interconnect Products
 B.W. Elliott Manufacturing
 Bates Troy
 Belknap Lumber
 Best Buy
 Binghamton Material Handling
 Binghamton Mets
 Bon-Ton Department Store
 Buckingham Manufacturing
 Co-operative Feed Dealers
 Don's Automotive Mall
 Doron Precision Systems
 Endicott Coil Co.
 George Industries
 Teri Goodall Associates
 Gorick Construction Co.
 Grainer #107
 Ground Water Services
 Innovation Associates
 Kampai Restaurant
 L3 Communications
 William H. Lane, Inc.
 William L. Lewis Estate
 Link Foundation
 Macy's
 Brian K. Mather Agency
 NAC Enterprises
 Nationwide Insurance
 Niermeyer Foundation
 Olum Foundation
 Olum's
 PB Industries
 Price Chopper
 Reliance Fence
 Rotary Club, Vestal
 Savitch Agency
 Sentry Alarms
 Super X Launderette
 Tarco Steel
 Target Stores
 Time Warner Cable
 Tioga State Bank
 Walmart
 Willow Run Foods
 Xerox Corp.

Volunteers and Sponsors

CAMPAIGN CABINET

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

Campaign Chair

C. Michael Mercincavage, Binghamton University

Associate Campaign Chair

David L. Niefer, Gitto & Niefer, L.L.P.

Vice Chairs

Oliver N. Blaise III, Coughlin and Gerhart, L.L.P.
 Mark Capobianco, Vestal Central School District
 David J. Culbertson, National Pipe & Plastics
 David Gouldin, Levene, Gouldin & Thompson, L.L.P.
 Deborah Gouldin, community volunteer

Cynthia Smith Gordineer, American Red Cross, Southern Tier Chapter
 Michael Klein, Broome County Government

Division Chairs

Brian R. DeBoyace, Tioga State Bank
 Allen Buyck, Broome-Tioga BOCES
 Gina Denniston, M&T Bank, Southern Division
 Jeffrey M. Jacobs, Coughlin and Gerhart, L.L.P.
 Rich Knight, community volunteer
 David E. Kwiatkowski, M.D., United Medical Associates, P.C.
 Keith Leahey, Mental Health Association of the Southern Tier
 Michael Marinaccio, Town of Dickinson
 Ryan M. Mead, Hinman, Howard & Kattell, L.L.P.

Mario Petta, Macy's
 Linda Sebesta, United Health Services
 Doug Titus, Broome-Tioga BOCES

LoriAnne Welch, M&T Bank, Southern Division

Organization

Representatives

Jeffrey Shafer, D.V.M., Vestal Veterinary Hospital
 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 2009 Campaign.

Karen Anderson, retired
 Gary Donafrio, retired
 Tom Griffiths, retired
 Stan Jablonski, retired
 Ray Linder, retired
 Vivian Pack, retired
 Everett Shimp, retired
 Rosemary Simpson, BAE Systems
 Steve White, retired

EVENT SPONSORS

Financial support by these organizations made it possible to hold Campaign events without using donor funds.

BAE Systems
 Binghamton Giant Markets Corp.
 Chemung Canal Trust
 Citizens Bank
 Coughlin & Gerhart, L.L.P.
 Endicott Interconnect Technologies
 Hinman Howard & Kattell, L.L.P.
 HSBC Bank USA
 IBM Corp.
 Levene, Gouldin & Thompson, L.L.P.
 Lockheed Martin MS2
 M&T Bank, Southern Division
 Maines Paper & Food Service
 Mang Insurance Agency
 NBT Bank
 Olum's
 Roberts Eyecare Associates
 Rockwell Collins Simulation & Training
 Time Warner Cable
 Tri-Boro Supply
 United Health Services
 Visions Federal Credit Union

HOME RUN TEAM

Special thanks to the Binghamton Mets for hosting the Home Run Team and the three 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
 Universal Instruments

2009 DAY OF CARING SET NEW PARTICIPATION RECORD

DAY OF CARING SPONSORS

Gold Sponsors

Ametek Aerospace & Defense
BAE Systems
Binghamton Giant Markets
Endicott Interconnect Technologies
IBM
Visions Federal Credit Union

Silver Sponsor

Columbian Financial Group

Gifts-in-Kind Sponsors

Clear Channel Radio Press & Sun-Bulletin

Coat Drive Sponsors

Clear Channel Radio
United Health Services

DAY OF CARING COMMITTEE

Co-Chair: Anne Reyen

Co-Chair: Ken Spink, Jr.

Members:

Karen Anderson, project management
Mary Lou Dimmick, sponsor recruitment
Lesley Frey, public relations
Kathy Greenblott, project recruitment
Erik Jensen, public relations
Ann Lomonaco, morning program
Susie Sullivan, project management
Steve White, GROW BROOME

AREA MANAGERS

Lorraine Arrow
Susan Brandow
Cherry Carley
Carol Cass
Mary Cleary
Doris Drozdek
Mary Frate
Nicki French
Mary Kay Jensen
Richard Oakley
Ada Petta

September 11, 2009, was the date of the eighth and largest of the annual Day of Caring activities organized by United Way in Broome County, with 1,417 volunteers from 52 area organizations participating. It was a day of service, volunteerism, and community spirit as well as a time to remember those who lost their lives on September 11, 2001.

As in previous years, Day of Caring continued to be about serving others through volunteer work at 49 local not-for-profit organizations, about half of which were not members of United Way, and building up Broome County, making a better quality of life for everyone. A total of 188 volunteer work groups completed 101 different work projects during Day of Caring.

In addition, four organizations that were unable to release their employees to be volunteers on Day of Caring organized drives instead, collecting items such as food, paper products, clothing items, or school supplies which were then donated to appropriate local agencies or organizations.



A volunteer works on the grounds of the Binghamton Zoo at Ross Park during Day of Caring.



Volunteers from the Communications Association of the Southern Tier paint hallways at United Way.



A volunteer cleans the carousel at the Ross Park Zoo.



Day of Caring volunteers do yard work at United Way.



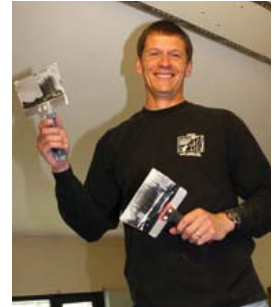
Painting, including this work at the Discovery Center, is a popular Day of Caring activity.



Planting in the Storybook Garden at the Discovery Center on Day of Caring.



Kathy Buchta, a volunteer from the Communications Association of the Southern Tier, cuts weeds at United Way.



Not every Day of Caring volunteer can handle two paint brushes together!



A volunteer moves furniture at the Binghamton Boys and Girls Club during Day of Caring.



Painting a door frame at the Children's Home is a helpful Day of Caring work project.

SENIORS INCREASINGLY INVOLVED IN GROW BROOME

In 2006, a new project called GROW BROOME was added to Day of Caring, extending its spirit beyond a single day. Using 100 growing containers called Earth Boxes, volunteers at 17 non-profit organizations grew vegetables to fight hunger in our community. The program has continued and been expanded ever since.

At least half of the produce grown as part of GROW BROOME during its four years has been donated to the Community Hunger Outreach Warehouse (CHOW) of the Broome County Council of Churches, which distributed it to low-income people in the area.

GROW BROOME is part of Growing Connection, a program of the United Nations to help improve the food supply for people around the world. During GROW BROOME'S first year Bob Patterson of the Food and Agriculture Organization of the United Nations visited several of the GROW BROOME sites.

Expanded in 2007 by adding a Senior Connection of nursing home residents growing vegetables and herbs, GROW BROOME also has a program of nutrition and agricultural education at summer camps for children. The program grew to 110 Earth Boxes at in 2007, and then to 135 boxes, with about half of them at senior facilities in 2008. In 2009 a total of 145 Earth Boxes were planted as part of GROW BROOME. The cost of the program is supported by local sponsors, some of which have aided the program all four years.



A variety of vegetables were grown by GROW BROOME.

GROW BROOME SPONSORS

Gold Sponsor
Oakdale Mall

Silver Sponsor
Excellus BlueCross
BlueShield
Clintwood Healthy U

Bronze Sponsors
Barney & Dickenson
Bates Troy Laundry & Cleaners
The Event Connection
United Health Services

GROW BROOME GROWERS

- ACHIEVE
- American Civic Association
- Boys and Girls Club of Binghamton (Camp Sertoma)
- Broome County Council of Churches
- Broome-Tioga BOCES
- Catholic Charities of Broome County
- Children's Home Discovery Center of the Southern Tier
- Elizabeth Church Manor
- Good Shepherd-Fairview Home
- Hilltop Retirement Campus
- Ideal Nursing Center
- Johnson City Senior Citizens Center
- Susquehanna Nursing Home
- United Way of Broome County
- Vestal Nursing Home
- Waterman Conservation Education Center

COAT DRIVE GETS EARLY START THROUGH DAY OF CARING



Vestal High School's boys' and girls' soccer teams advertised the coat drive with "got coats?" on their shirts.

**17TH ANNUAL
KEEPING KIDS WARM
COAT DRIVE**

**DONATE NEW OR GENTLY USED COATS
FOR LOCAL CHILDREN IN NEED
DONATE HERE SEPT. 11TH - OCT. 31ST**

SPONSORED BY

United Way held a special Day of Caring drive, from August 14 through September 11, to benefit the Keeping Kids Warm Coat Drive, which has been a tradition in Broome County for 17 years.

This community-wide drive involving a dozen organizations regularly collects about 2,000 new or gently used coats during October and November for kids who might otherwise do without a warm winter coat. United Way has been a partner in this drive for many years, distributing the donated and cleaned coats to charities and schools that serve those in need.

The Day of Caring drive was a welcome early start to the annual coat drive, and the decision was made to push the entire coat drive earlier so that all of the donated coats would be distributed before the coldest days arrived.

While more than 50,000 coats have been provided to local children in need since the Keeping Kids Warm program was founded by Sam A. Lupo and Sons in 1992, in recent years the number of coats donated has declined somewhat. In 2008, only 1,090 items were donated.

But thanks to the Day of Caring drive, the total donations in 2009 increased to 2,256, so that no local child needed to walk to school in winter without a heavy coat to wear.

UNITED WAY PROGRAMS: HELPING IMPROVE BROOME COUNTY LIVES

United Way allocated funds to 75 programs at partner agencies and operated other services itself to benefit the entire community. United Way also works with other area organizations in programs that both strengthen the community and help those in need.

Below, divided among education, income, and health (the building blocks for a good life in Broome County) are the programs funded by United Way for 2010 at its partner agencies, plus other programs either operated by United Way or funded in other ways.

EDUCATION

After School Enrichment Program - Broome County Urban League - \$30,190
Boy Scouts in Broome County - Boy Scouts, Baden-Powell Council - \$49,304
Chemical Dependency Prevention - Mental Health Association - \$20,668
Compeer Youth Mentoring - Mental Health Association - \$36,962
Coordinated Children's Service Initiative, FOCUS Program - Mental Health Association - \$25,116
Cub Scouts in Broome County - Boy Scouts, Baden-Powell Council - \$66,940
Developmental Screenings Program - Handicapped Children's Association - \$48,161
Drop-in Care Program - Boys & Girls Club of Western Broome - \$19,389
Early Child Care - Wilson Children's Center - \$12,503
Early Child Care (Early Childhood Center) - Jewish Community Center - \$49,633
Early Child Care (Y's Kids) - Broome County YMCA - \$75,929
Early Child Care (Young Wonders) - YWCA of Binghamton - \$86,307
Main Unit - Boys & Girls Club of Binghamton - \$110,227
Membership (Troop) Program - Girl Scouts NYPENN Pathways - \$12,951
Mental Health Players - Mental Health Association - \$14,603
Outreach (Special Interest) Program - Girl Scouts NYPENN Pathways - \$33,254
Pregnancy, Parenting, and Adoptions - Catholic Social Services - \$51,646
Saratoga and Carlisle Youth Centers - Broome County Urban League - \$23,357
School Age Child Care - Boys & Girls Club of Western Broome - \$3,328
School Age Child Care - Broome County YMCA - \$10,124
School Age Child Care (Kids Connection) - Jewish Community Center - \$9,733
School Counseling Programs - Family and Children's Society - \$29,144
Summer Program - Broome County Urban League - \$22,075
Summer Program (Summer Fun Club) - Boys & Girls Club of Western Broome - \$23,856
Teen Center - Boys & Girls Club of Binghamton - \$33,421
Teen Pregnancy Prevention Program - Planned

Parenthood - \$7,669
Teen Program - Boys & Girls Club of Western Broome - \$30,990
Venturing and Exploring in Broome County - Boy Scouts, Baden-Powell Council - \$19,738
Youth and Adult Services - Salvation Army, Binghamton Corps - \$25,659
SUBTOTAL FOR EDUCATION - \$982,877

INCOME

Adult Education Program - Boys & Girls Club of Western Broome - \$17,639
Basic Literacy - Literacy Volunteers of Broome/Tioga - \$7,223
Center for Help - Broome County Urban League - \$5,300
Central New York Legal Helpline - Legal Aid Society - \$21,054
Disaster Services - American Red Cross - \$202,640
Emergency Assistance - Catholic Social Services - \$25,310
Emergency Family Services - Salvation Army, Binghamton Corps - \$70,743
English as a Second Language - Literacy Volunteers - \$4,574
Health and Safety Services - American Red Cross - \$36,400
Immigration Services - American Civic Association - \$30,647
Multiple Sclerosis Knowledge, Independence, and Health - National MS Society - \$13,552
Public Education and Elder Planning - Action for Older Persons - \$54,503
Services to Armed Forces - American Red Cross, Southern Tier Chapter - \$37,750
Shopper Program - American Red Cross, Southern Tier Chapter - \$15,300
SUBTOTAL FOR INCOME - \$542,635

HEALTH

Adult Exercise Program - Boys & Girls Club of Western Broome - \$26,231
Advocacy Program - SOS Shelter - \$18,539
Aquatics - Adult Exercise - Boys & Girls Club, Western Broome - \$33,488
Athletics and Recreation Program - Catholic Youth Organization - \$16,798
Camp Sertoma - Boys & Girls Club of Binghamton - \$87,202
Community Primary Prevention Education - Crime Victims Assistance Center - \$14,937
Counseling Program - Family and Children's Society - \$136,970
Elder Counseling Program - Family and Children's Society - \$24,619
ENCOREplus Cancer Prevention, Education, and Advocacy - YWCA of Binghamton - \$12,149
Family Counseling - Catholic Social Services - \$171,431
Fitness/Aquatics/Wellness - YWCA of Binghamton - \$40,496

Functional Family Therapy - Catholic Youth Organization - \$17,380
Health and Wellness - Johnson City Senior Citizens Center - \$12,617
Health Insurance Counseling - Action for Older Persons - \$32,321
Reaching Out-Access to Health Care - Planned Parenthood - \$20,248
Recreation and Education - Johnson City Senior Citizens Center - \$11,192
Resident and Day Camp - Girl Scouts of NYPENN Pathways - \$70,416
Residential Services - SOS Shelter - \$37,639
Rural BEAR (Bringing Equal Access to Residents) Program - Mental Health Association - \$9,180
Senior Social Recreation - Boys & Girls Club of Western Broome - \$19,119
Senior Wellness Programs - Broome County YMCA - \$19,235
Summer Day Camp (Camp Arrowhead) - Broome County YMCA - \$10,124
Summer in the Parks Program - Boys & Girls Club of Western Broome - \$12,418
Summer Program (Day Camp) - Jewish Community Center - \$7,785
Supervised Visitation - Family & Children's Society - \$17,058
Transportation - Retired and Senior Volunteer Program (RSVP) - \$15,841
Voices for Children/Court Appointed Special Advocate Program - ACCORD - \$8,988
Volunteer Services - Retired and Senior Volunteer Program (RSVP) - \$24,179
Volunteer Transportation Program - Deposit Foundation and Rural Housing - \$13,099
Youth Health and Wellness - Broome County YMCA - \$70,868
Youth Sports Program - Boys & Girls Club of Western Broome - \$18,565
Youth Swim Program - Boys & Girls Club of Western Broome - \$24,411
SUBTOTAL FOR HEALTH - \$1,055,543

TOTAL, AGENCY FUNDED ALLOCATIONS - \$2,581,055

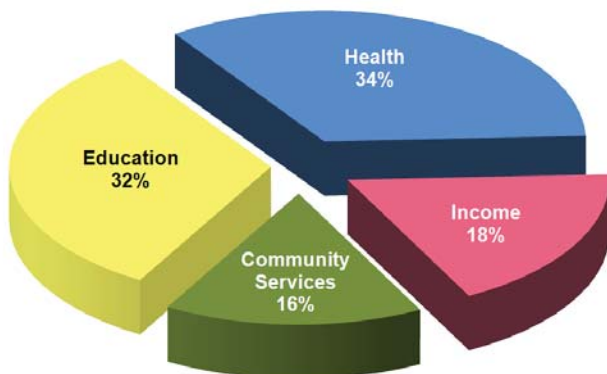
COMMUNITY SERVICES

Community Services are programs that are not funded through allocations to United Way partner agencies. They may be programs operated by United Way, funded through specific requests by donors, or special grants to local programs.

Allocations and Agency Relations - \$84,820
Community Planning (community coalitions) - \$32,410
Donor Choice (designations by donors to organizations that are not partner agencies of United Way of Broome County) - \$123,035
First Call for Help / 2-1-1 - \$122,120
Teaming for Technology - \$36,580
Venture and Special Assistant Grants (one-time grants to 12 local agencies) - \$50,000
Voluntary Action Center/Day of Caring/Grow Broome - \$27,500

SUBTOTAL FOR COMMUNITY SERVICES - \$476,465

TOTAL, ALL PROGRAMS - \$3,057,520



UNITED WAY OF BROOME COUNTY, INC.
STATEMENT OF FINANCIAL POSITION

December 31, 2009

ASSETS	
Cash and Cash Equivalents	\$2,857,322
Pledges, Grants and Bequests Receivable, Net of Allowance for Uncollectible Pledges	1,902,340
Investment Income Receivable	72,719
Other Receivables and Prepayments	119,649
Investments, At Market	22,265,032
Beneficial Interest in Trusts	845,961
Property and Equipment, Net	177,519
TOTAL ASSETS	<u><u>\$28,240,542</u></u>
LIABILITIES AND NET ASSETS	
Allocations Payable to Member Agencies, Other Grants Payable	\$193,796
Other Liabilities	249,431
Accrued Pension Cost	430,588
Total Liabilities	<u>873,815</u>
Unrestricted Net Assets	
Board Designated	14,004,960
Undesignated	76,512
Total Unrestricted Net Assets	<u>14,081,472</u>
Temporarily Restricted Net Assets	2,365,519
Permanently Restricted Net Assets	10,919,736
Total Net Assets	<u>27,366,727</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$28,240,542</u></u>

UNITED WAY'S TRUST FUND
In 1963, the leaders of United Way of Broome County started the Trust Fund with the intent of creating a lasting source of funding to help meet the needs of the local community. What began as a dream with only a few contributors has grown to more than \$17,807,000 in cumulative gifts through the end of 2009. These gifts, along with investment earnings, have enabled United Way's Trust Fund to contribute nearly \$19,674,000 for program support and \$253,700 for Emergency and Capital Needs grants during the same time period.



STATEMENT OF ACTIVITIES

Year ended December 31, 2009

REVENUE	
Gross Campaign Results	\$2,670,198
Less: Provision for Net Collection Losses	(124,981)
Less: Donor Designations	(291,002)
Net Campaign Revenue	<u>2,254,215</u>
Other Revenue:	
Bequests and Other Contributions	220,389
Interest and Dividend Income, Net	582,233
Realized and Unrealized Gains (Losses) on Investments	4,247,134
Grants, Program and Miscellaneous Income	203,929
TOTAL PUBLIC SUPPORT AND REVENUE	<u>\$7,507,900</u>
EXPENSES	
Allocations and Grants to Partner Agencies	\$2,784,291
Broome United Way Program Services	387,627
Total Program Services	<u>3,171,918</u>
Supporting Services	
Management and General	341,165
Fund Raising	224,737
Total Support Services	<u>565,902</u>
TOTAL EXPENSES	<u>\$3,737,820</u>
Increase (Decrease) in Net Assets	\$3,770,080
Minimum Pension Liability Adjustment	100,190
Net Assets - Beginning of Year	23,496,457
Net Assets - End of Year	<u><u>\$27,366,727</u></u>

Current audited financial statements and Internal Revenue Service Form 990 can be found on our website: <http://www.unitedwaybroome.org>

UNITED WAY COMMUNITY PARTNERSHIPS: HELPING BROOME COUNTY

TWO SOURCES FUND VENTURE, SPECIAL ASSISTANCE GRANTS

Programs at 11 not-for-profit organizations in Broome County were awarded Venture or Special Assistance Grants by United Way in 2009 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:

- Catholic Charities of Broome County
- Family and Children's Society
- Greater Binghamton Education Outreach Program
- Handicapped Children's Association
- Lourdes Hospital
- Planned Parenthood
- Southern Tier Alternative Therapies

Special Assistance Grants were awarded to:

- Broome County Council of Churches
- Broome County YMCA
- Opportunities for Broome
- Rebuilding Broome Together

United Way's current community activities include:

- **Aging Futures Partnership** (under leadership of the Broome County Office for Aging) is a coalition of local organizations planning for programs focused on supporting caregivers, managing chronic illness, and reducing social isolation.
- **Born Learning** is a national effort designed to help parents, families, caregivers, and communities create quality early learning opportunities for young children. United Way, along with other local organizations, is a participant in this campaign. Through national public service advertising, parent materials, and community mobilization activities, it provides action steps that are fun, simple, and that can be done in everyday moments to help prepare young children for school.
- **Broome County Continuum of Care** is part of the federal mandate from the Department of Housing and Urban Development, this group is responsible for assessing community need and recommending strategies for addressing homelessness in Broome County.
- **Broome County Youth Bureau** is responsible for assessing the needs of young people from 0 to 21 in Broome County. It provides funding to local non-profit organizations and municipalities to operate youth programs. United Way funds are often used as a match by partner agencies receiving funds from the Youth Bureau.
- **Building Brighter Futures for Broome** provides a forum to support families and caregivers in nurturing the educational, physical, and social development of young children in preparation for school and lifelong success.
- **Children and Youth Services Council** provides a forum for interagency collaboration, communication, and connection among professionals serving youth and families
- **Christmas Cheer for Needy Families** is an annual program with BAE Systems to deliver Christmas trees, decorations, and gifts donated by that organization to needy local families.
- **Community Organizations Active in Disaster** promotes a collaborative structure to coordinate the work of organizations in an ongoing effort to prepare for and respond to disaster related needs in Broome County.
- **Earned Income Tax Credit** - The Internal Revenue Service estimates about 3,500 eligible Broome County residents missed out on millions of dollars last year by not applying for the Earned Income Tax Credit when they filed their federal income tax return. United Way is working with other local organizations to increase awareness and participation in the EITC.
- **Emergency Food and Shelter Program** – created to help people with economic emergencies, this program is funded by the Federal Emergency Management Association but is not disaster related.
- **Family Violence Prevention Council** has the goal of reducing the incidence and severity of family violence in Broome County by developing and implementing a comprehensive, coordinat-

ed community program for preventing, identifying, assessing, and treating all forms of family violence.

- **Foundation Group** – United Way participates in quarterly meetings with representatives from local foundations to discuss community issues and work collaboratively on developing solutions.
- **Integrated County Planning** – established by Broome County to maintain an integrated, inter-agency planning process that will effectively guide the allocation and management of our human resources, it represents a customer-oriented system for delivering human services that builds on community and individual strengths and relies on standards, best practices, and outcomes that are valid and measurable. It combined several former planning processes into a more streamlined and understandable process to guide the allocation and management of resources.
- **Keeping Kids Warm Coat Drive** – each year about 1,800 donated coats are collected, cleaned, and distributed to the needy in our area through a joint effort of businesses, news media, and human service organizations.
- **Kyds Coalition** – this community coalition housed within Broome County Mental Health has as its goal keeping youth drug free.
- **Making Better Use of Technology** – helping non-profit organizations by distributing computers donated by IBM (PCs, laptop computers, Young Explorer stations) and providing technical assistance.
- **Project SHARE** – a federal grant managed by Broome-Tioga BOCES focused on creating safe school environments and healthy students.
- **Tobacco Free Broome-Tioga** – a community coalition housed within the Broome County Health Department with the goal of improving people's health by creating a tobacco free community.
- **Volunteer Administrators of the Southern Tier** – to provide focused networking opportunities for local volunteer coordinators in order to shape the future of volunteerism, develop professional skills, and further careers by facilitating and sharing ideals and programs.

Young businessman donates half his profits to United Way



When 6-year-old Ryan Steadman set up his Work Builders company in fall 2009 to make hand-made toy blocks for children, he knew that he wanted to help people through the sale of his blocks, but he wasn't sure about how to do that.

After hearing that United Way helped people in Broome County, he wanted to visit United Way to learn more. Accompanied by his parents, Ryan visited United Way in mid-November, and after learning more about the organization, he decided to give half of the profits from the sale of his blocks to United Way. In appreciation, United Way gave Ryan a LIVE UNITED t-shirt to wear. Ryan fulfilled this pledge by making his first donation to United Way following the Christmas sales season. He may be the youngest local business owner ever to donate to United Way.

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Ex-Officio:

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Barbara E. Fisher
First Call For Help Program Specialist
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Finance Associate
Mary A. Lancki
Administrative Assistant for Campaign
Sandra A. Mitchell
Assistant Campaign Director
R. William Newcomb
Teaming for Technology Specialist
Rosemary Skryp
Receptionist/Secretary
Dena V. Trask
First Call For Help Program Specialist
Raymond H. Yeager
Teaming for Technology Specialist

* Resigned



United Way of Broome County, Inc.
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www.unitedwaybroome.org