



**United Way
of the Laurel Highlands**
Serving Cambria & Somerset Counties

LEADING CHANGE IN OUR COMMUNITY

2019 ANNUAL REPORT

Get to know our work:
UWLaurel.org

UNITED WAY OF THE LAUREL HIGHLANDS



WHO WE ARE

The United Way of the Laurel Highlands is an independent, volunteer-driven, community-leading organization, responsible for creating, expanding, and accelerating positive social change in Cambria & Somerset Counties.

WHAT WE DO

Beyond leading change within the community, the United Way of the Laurel Highlands is strategically focused on funding evidence-based programs and impactful services aimed at four main initiative areas:

- Early Childhood Development
- Parental Engagement
- Youth Drug & Alcohol Prevention
- Basic Human Needs

These community needs have been identified by several community-wide needs assessments, which were performed in partnership with Conemaugh Health System.

HOW WE WORK

In order to create the most effective, sustainable, long-term change within the community, we at the United Way of the Laurel Highlands have adopted an Enhanced Community Impact Model (ECIM) ®.

Enhanced Community Impact Model ®

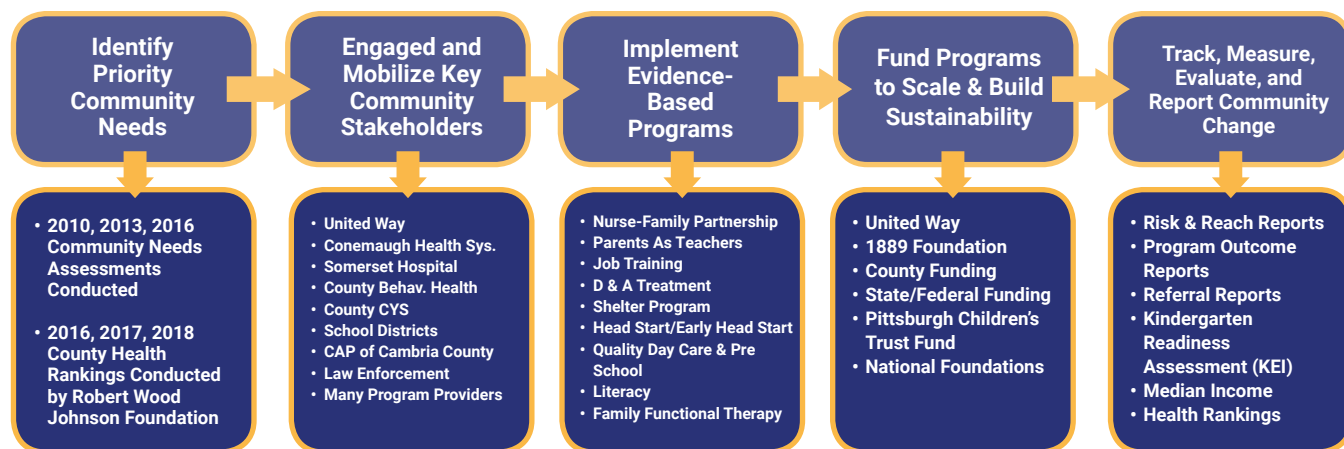
The Enhanced Community Impact Model (ECIM) is the foundation of “how” the United Way of the Laurel Highlands implements, sustains, and creates lasting social change across a two county service area. This model follows collective-impact strategies focused on building collaborative efforts to address priority community needs. Throughout the process, progress is tracked, measured, evaluated, and reported.



EARLY CHILDHOOD DEVELOPMENT & PARENTAL ENGAGEMENT INITIATIVE

Over the last several years, the United Way of the Laurel Highlands has worked to successfully build out the model to incorporate all potential stakeholders who provide early childhood and parenting services in both Cambria and Somerset Counties. Strategic funding, outreach, and relationship building has allowed for the creation of funding a model that fosters robust programming, which is shown on the next page.

Building a Civic Infrastructure Following the ECIM[®]



Designing & Implementing a Resource Model - *Parental Pathways to Success*

The United Way of the Laurel Highlands, in partnership with multiple early learning providers, school districts, and agencies, has built the ***Parental Pathway to Success***. This linear model guides parents and their children through specific programs and services available within the community that assist, strengthen, and support healthy family development, promote resiliency, and create sustainable self-sufficiency.

The model, which was developed through a collaborative effort lead by the United Way of the Laurel Highlands, accomplishes three main goals:

1. Maintain continued year-to-year support and assistance for at-risk families needing aid via family and personal development.
2. Provide a continuum of care for both parents and their children, leading up to the child entering our school systems.
3. Increase parental knowledge of child development and care, while preparing all children socially, emotionally, and academically for kindergarten.



Implentation, Funding, and Outcomes

Following the Enhanced Community Impact Model[®], the United Way of the Laurel Highlands has placed a targeted focus on funding both the ***Nurse-Family Partnership*** and ***Parents as Teachers*** programs at sustainable levels in both Cambria and Somerset Counties through annual fundraising, grant procurement, state and federal funding, and continued foundation support. Over the past eight years, the implementation and focused funding for these programs have led to the following results in both Cambria and Somerset Counties.



358

Families Served Annually



100%

Up-to-date Immunizations



100%

Referred to Annual Development Screening



94%

Referred Developmental Delays



87%

Transitioned into Early Learning Development Programs

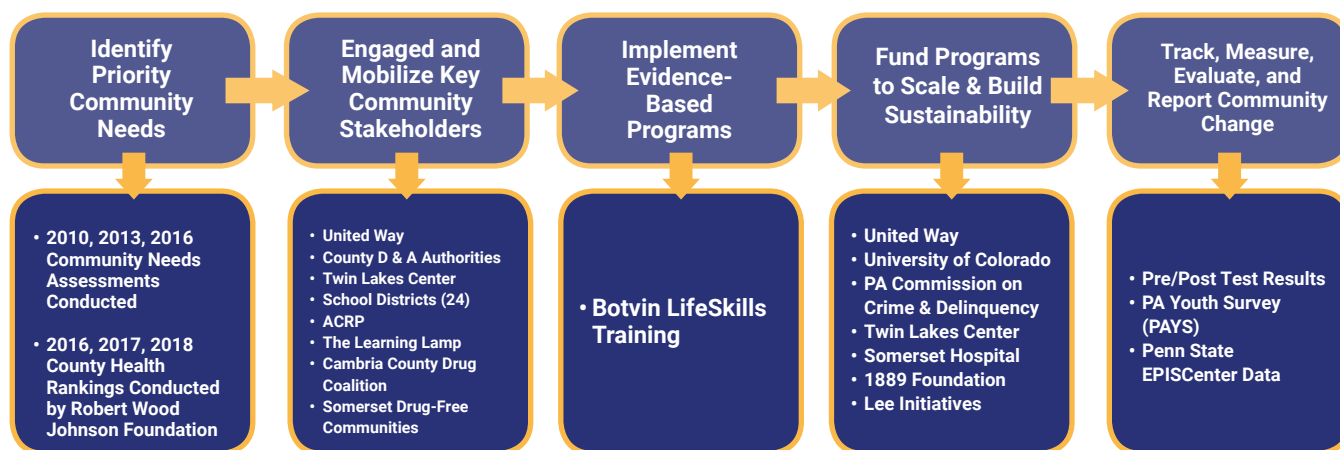
YOUTH DRUG & ALCOHOL PREVENTION INITIATIVE

Youth Drug & Alcohol Prevention

The United Way of the Laurel Highlands has a strategic focus on developing, implementing, and expanding the reach of youth drug and alcohol prevention programming in all school districts in both Cambria and Somerset Counties. In 2011, the UWLH Board of Directors made the decision to fund the growth and expansion of the nation's top prevention program, Botvin LifeSkills Training, in four predetermined school districts across both Cambria and Somerset, reaching approximately 160 students.

Over the last nine years, the work of the UWLH, along with many key community stakeholders, including each county's Single County Authority, Twin Lakes Center, Cambria County Drug Coalition, Somerset Drug-Free Communities, the Pennsylvania Commission on Crime and Delinquency, University of Colorado, all 24 school districts, and providers of Youth Drug & Alcohol Prevention programming have made significant a impact within the region. Botvin is now being taught to over 8,200 students each year.

Implementing the Enhanced Community Impact Model to Create Social Change



PRESCHOOL & AFTERSCHOOL PROGRAMMING

Preschool & Afterschool Programming

At the United Way, we continue to place a strategic focus on funding high-quality preschool & afterschool programming within our community. Investment in these programs help children develop social and emotionally, and contribute to academic success. We continue to make impact through our Partner Agencies who serve these specific needs within our community.

Preschool Programming - Partner Agencies & Impact

- **The Learning Lamp** - Funded in the amount of \$8,000 in 2019-2020 to provide Preschool Scholarships to children, The Learning Lamp was able to positively affect the lives of 30 deserving preschoolers in Cambria County.
- **Small Town Hope** - Funded in the amount of \$12,000 in 2019-2020 to provide preschool programming to children in the Northern areas of Cambria County, Small Town Hope continues to provide high-quality learning experiences to 20 students.

Afterschool Programming - Partner Agencies & Impact

- **The Learning Lamp** - Funded in the amount of \$15,000 in 2019-2020 to provide their afterschool outreach to students in Cambria County within Greater Johnstown School District, The Learning Lamp was able to provide educationally-based, structured programming to 19 students in the Moxham, Oakhurst, and Coopersdale neighborhoods.
- **Boys & Girls Club of Somerset County (BGC)** - Funded in the amount of \$17,000 in 2019-2020 the Boys & Girls Club of Somerset County's "Power Hour" program has become a community asset for advancing student learning in grades K-5. Funding from the UWLH gives BGC the ability to secure volunteers to assist students with one-on-one learning.

BASIC HUMAN NEEDS INITIATIVE

Supporting Basic Human Needs

The Cambria and Somerset County region is a wonderful place to live, work, and grow. For individuals and families needing assistance, the community has a vast array of safety net services to assist those who are experiencing difficulties. Our United Way is focused on supporting basic human needs by funding the work and programs of our dedicated Partner Agencies. These programs commonly provide the vital resources and assistance that most individuals need to avoid crisis situations.

Basic human needs agencies funded by the United Way provide assistance across a wide spectrum of services. Through their work, these agencies enable the United Way to reach and impact the lives of over 50,000 individuals each year. Programs within this initiative area span across the following seven platforms:



Hunger



Homelessness



Mental Health



Emergency Utility Assistance



Dental Assistance



Medical Assistance



Domestic Violence/Abuse

As the amount of need continues to grow within our community, the United Way of the Laurel Highlands remains strategically invested in the development of collaborative approaches centered on reducing the challenges faced by individuals and families who are most susceptible within the areas shown above. Below we have listed the funded agency, funding level, supported basic human needs, and impact that is being made within the community from the 2019-2020 United Way allocations.



Hunger

The United Way of the Laurel Highlands is the lead administrator of the Pennsylvania Department of Agriculture Grant for Cambria County. During the course of the 2019-2020 grant funding cycle, \$199,458 was allocated to 19 local food pantries via the PA Department of Agriculture grant, serving approximately 52,500 individuals requiring food assistance.



Homelessness

Addressing the issue of homelessness in Cambria and Somerset Counties has quickly become a priority area for our United Way. To address this growing need, we invest funding in two separate shelters within our region — \$18,000 to the Martha and Mary House, operated by Catholic Charities in Cambria, and \$11,500 to the Next Step Center in Somerset. Combined, these agencies serve over 1,200 individuals annually.



Mental Health

Supporting Mental Health programs is important to sustaining the health and well-being of our community. In doing so, our United Way invested \$11,300 in funding to the Peer Empowerment Network, which annually sees over 1,300 individuals within Cambria County.



Emergency Utility Assistance

We support the needs of many individuals through funding Emergency Utility Assistance programs in both Cambria and Somerset Counties. In Cambria, Catholic Charities receives \$20,000 annually to provide emergency financial assistance to individuals seeking vital support. In Somerset, \$6,500 is allocated to The Salvation Army — Somerset to provide heating assistance to families.



Dental Assistance

Annually, the Salvation Army — Johnstown Dental Center receives \$18,000 to provide dental assistance to individuals in both Cambria and Somerset Counties. Funding to the Dental Center provides care to clients who have no insurance and no means to pay.



Medical Assistance

The work of Highlands Health is an important asset for providing much-needed healthcare in Cambria and Somerset Counties. In 2019-2020, Highlands Health received \$32,500 to provide much needed medical assistance to 747 individuals in our two county region.



Domestic Violence/Abuse

Addressing domestic violence and abuse within our community is focus at the United Way of the Laurel Highlands. We are very grateful to have two Partner Agencies who continue to make a positive impact each year. Victim Services, Inc. received \$31,000 to provide direct support to individuals escaping domestic violence/abuse situations, and the Women's Help Center received \$10,000 to provide emergency shelter to women and children needing aid.

COMMUNITY IMPACT PROCESS

Community Impact - Funding Partner Agency Programs & Services

The impact of the United Way of the Laurel Highlands would not be possible without the hard work and dedication of our 22 Partner Agencies who deliver programs and services to the community. Decisions on appropriate levels of funding allocated to these Partner Agencies is completed through the Community Impact Process. This process is completely driven by volunteers, and ultimately helps to determine what programs will be funded based upon applications they evaluated.

To receive funding from the UWLH, a Partner Agency must go through the Request for Proposal Process. Many partner agencies have long-term relationships with the UWLH, and continue to illustrate their impact to the community based upon an annual assessment, which is done via the Community Impact Process.

Non-UWLH Partner Agencies must respond to a Request for Information (RFI) put forth by the UWLH in order to submit an Request for Proposal (RFP). RFI's are not published annually, and are done so if the need to expand an area of impact is presented.

The Overall Process:

The Community Impact Committee, which is comprised of civic-minded leaders, United Way board members, and United Way volunteers, oversees two Community Impact Panels. These panels are separated based upon two definitions of need within the community aligned with the focus areas of the UWLH:

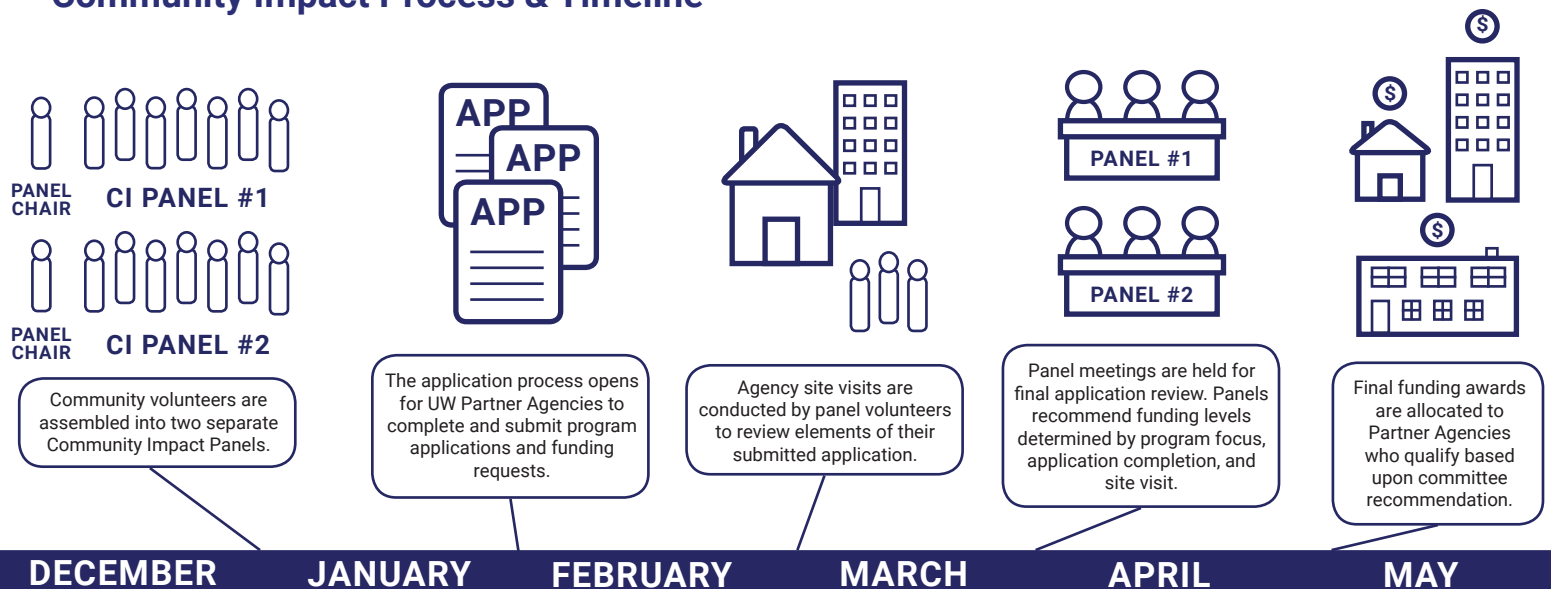
PANEL #1 - *Helping Children & Youth Succeed*

The HCYS Panel is focused on evaluating Partner Agency programming for our youngest community members. Volunteers who comprise this panel will evaluate programs focused on pre-birth to school-aged youth.

PANEL #2 - *Strengthening & Supporting Families, Supporting the Vulnerable & Aging, Promoting Self-Sufficiency, and Promoting Health & Wellness*

This Panel is focused on evaluating Partner Agency programs which strengthen families, promote health and wellness, support the vulnerable and aging, or promote self-sufficiency. Volunteers on this panel also review programs focused on basic human needs within our community.

Community Impact Process & Timeline



GRANT WRITING

Grant Writing Initiative

Beginning in 2016, the United Way's Grant Writing Initiative was developed to support grant procurement for both United Way initiatives and community-based collaborations. Over the last four years, Travis Hutzell, the United Way's Grant and Resource Development Director, has helped secure over \$5,600,000 in grant funding, which has largely benefited vital community-based efforts in both Cambria and Somerset Counties. The following table illustrates the progress that has been made throughout the course of the 2019-2020 grant writing cycle.

Grant Received	Grant Recipient	Annual Award Amount	County Supported	Duration
Community Foundation for the Alleghenies Grant - Governor's Institute Team - Blacklick Valley School District	UWLH	\$4,050	Cambria	1 Year
Drug Free Communities Continuation Grant	Cambria County Drug Coalition	\$125,000	Cambria	1 Year
Community Foundation for the Alleghenies Grant - Early Childhood Development	The Family Center	\$2,000	Somerset	1 Year
Gun Violence Grant	City of Johnstown	\$150,000	Cambria	1 Year
PHARE Housing	Next Step Center, Inc.	\$75,000	Somerset	1 Year
Community Foundation for the Alleghenies Grant - Housing	Next Step Center, Inc.	\$4,500	Somerset	1 Year
Community Foundation for the Alleghenies Grant - Early Childhood Development	Small Town Hope	\$26,000	Cambria	1 Year
Community Foundation for the Alleghenies Grant - Parental Engagement	Small Town Hope	\$2,000	Cambria	1 Year
Neighborhood Assistance Program Grant	Somerset Inc.	\$300,000	Somerset	5 Year
PA Commission on Crime & Delinquency Grant	Somerset SCA	\$75,000	Somerset	2 Year
Governor's Institute - Early Childhood Education	UWLH	\$10,000	Cambria	6 Months
DDAP - Diversion Grant - Mental Health	Somerset SCA	\$40,021	Somerset	9 Months
PDE Computer Science/STEM Grant	Blacklick Valley School District	\$35,000	Cambria	1 Year
Community Foundation for the Alleghenies Grant	Winber Economic Dev. Committee	\$15,000	Somerset	1 Year
The Heinz Endowments Grant	UWLH	\$16,000	Cambria/Somerset	1 Year
UWP Early Childhood Focus GRant	UWLH	\$4,500	Cambria/Somerset	1 Year
UWP - Literacy Grant	UWLH	\$12,000	Cambria/Somerset	1 Year
Annual Grant Funding Awarded		\$922,071		

PA 211

PA 211 Helpline

PA 211 is non-emergency helpline dedicated to connecting individuals who are in need of health and human services with local information and resources that can help assist them during their time of need. PA 211 is available to all residents in Cambria and Somerset Counties free of charge, and is available 24/7, 365 days a year. Annually, PA 211 receives over 1,500 calls from residents in our two county region seeking help for health and human services related to:

- Utility Assistance
- Rent Assistance
- Medical Assistance
- Drug & Alcohol Support or Treatment
- Mortgage Assistance
- Employment Assistance
- Transportation Assistance
- Food Assistance

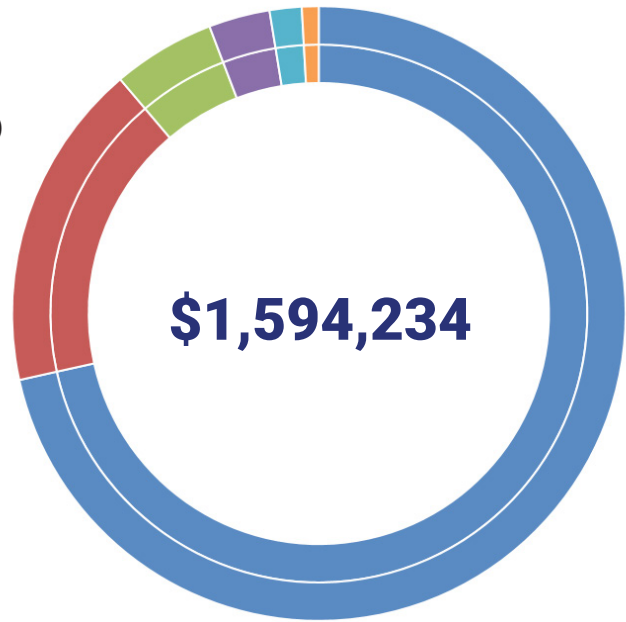
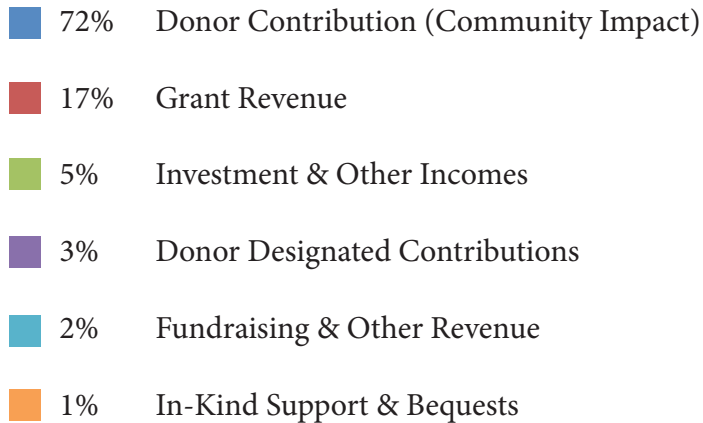


REVENUE & EXPENSES

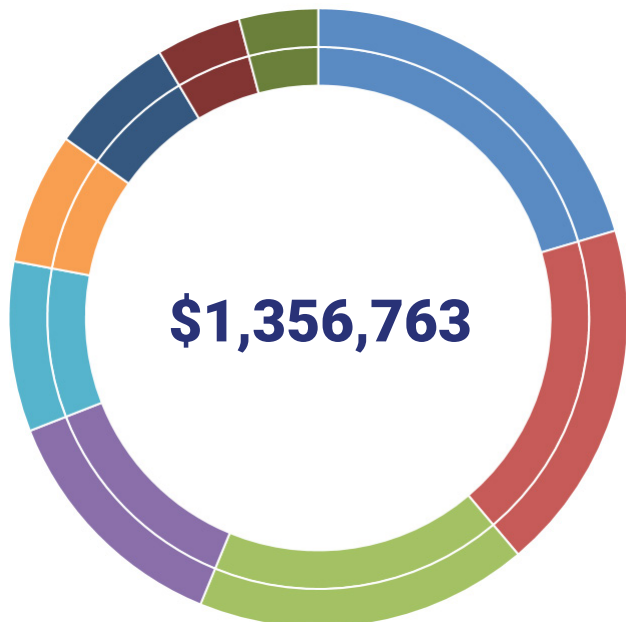
Revenue & Expenses - 2018-2019 Fiscal Year

United Way adheres to best practices in non-profit management, applying consistent, effective, internal controls and strong governance to ensure accountability and transparency. Revenue and expense information reflects audited totals from the Fiscal Year - July 1, 2018 to June 30, 2019.

Revenues:



Expenses:



2019-2020 COMMUNITY IMPACT INVESTMENTS

Community Impact Investments

Community Impact Investments are the funds that each agency receives based upon the work of the Community Impact Committee. Allocation amounts are determined based upon agency site visits conducted in March, followed by volunteer evaluations of the programs in April. The table below illustrates how funding raised through the prior campaign, as well as grant procurement, makes an impact within the communities of both Cambria and Somerset Counties.

Program Investment	Program Delivered by	Investment
Parents As Teachers	Beginnings, Inc.	\$180,000
Grant Writing Initiatives	United Way of the Laurel Highlands	\$70,996
Community Impact Initiatives	United Way of the Laurel Highlands	\$66,614
Community Outreach Services	United Way of the Laurel Highlands	\$59,605
Nurse-Family Partnership	Home Nursing Agency	\$50,000
Direct Services to Victims of Violent Crimes	Victim Services	\$42,000
Youth Drug & Alcohol Prevention	Cambria County Drug Coalition	\$40,000
Parents As Teachers	Family Center	\$34,000
Free Medical Clinic	Highlands Health	\$32,500
Youth Drug & Alcohol Prevention	Twin Lakes Center	\$30,000
ECH Mental Health	The Learning Lamp	\$25,000
Emergency Financial Assistance	Catholic Charities	\$20,000
Emergency Food & Shelter	United Way of the Laurel Highlands	\$19,228
Homeless Shelter Cambria County	Catholic Charities	\$18,000
Dental Center	The Salvation Army - Johnstown	\$18,000
Tutoring (Power Hour)	Boys & Girls Club of Somerset Co.	\$17,000
PA 2-1-1	211 Southwest PA	\$15,500
Outreach Programs	The Learning Lamp	\$15,000
Drop In Center for Adults with Mental Illness	Peer Empowerment Network - Cambria	\$15,000
Children's Grieving Support Services	Victim Services	\$13,000
Preschool Programming	Small Town Hope	\$12,000
Emergency Shelter Service	Women's Help Center	\$12,000
Homeless Shelter Somerset County	Next Step Center	\$11,500
Girl Scouts Urban Setting	Girl Scouts	\$10,000
Preschool Scholarships	The Learning Lamp	\$8,000
Heating Assistance	The Salvation Army - Somerset	\$6,500
Children's Vision Screening Program	Somerset Co. Blind Center	\$6,000
Day Camp	Greater Johnstown YMCA	\$4,200
Scouting Programs	Boy Scouts	\$1,624
Youth Programming	ACRP	\$1,216
Donor Designated Pledges		\$34,000
Total Community Impact Investment		\$888,483



2019-2020 COMMUNITY IMPACT INVESTMENT (cont.)

Emergency Food and Shelter Program

Comprised of local organizations as mandated by Congress, the United Way of the Laurel Highlands Food and Shelter Committee distributes funds from the Emergency Food and Shelter/FEMA grants and the Pennsylvania Department of Agriculture. The United Way of the Laurel Highlands is proud to be the administrator of this grant for Cambria County.

Agency	2019-2020 Funding
Dorothy Day Center - Saint Francis Univ.	\$717
Food for Families Food Bank	\$5,022
Catholic Charities	\$50,937
Women's Help Center, Inc.	\$2,152
Community Action Partnership	\$11,479
Total	\$70,307

PA Department of Agriculture Grant Funding Distribution - 2019-2020

Food Pantries	2019-2020 Funding
St. Bernard Food Pantry	\$8,734
Cresson Food Pantry	\$7,877
Dorothy Day Center	\$6,800
Ebensburg SVDP Food Pantry	\$12,825
Forest Hills Emergency Food Pantry	\$5,403
Franklin Street United Methodist Church Pantry	\$15,515
Good Samaritan Food Pantry	\$9,481
Gr. Johnstown Christian Fellowship Pantry	\$9,717
Interfaith Food Pantry	\$20,240
Park Avenue Food Pantry	\$12,903
Patton Food Pantry	\$13,022
Portage Area Food Pantry	\$7,356
South Fork Food Pantry	\$7,604
St. Andrew's Food Pantry	\$3,918
St. Clement's Food Pantry	\$7,227
Walnut Grove Emergency Food Bank	\$6,649
West End Food Pantry	\$14,014
Served Meals	
Family Kitchen	\$12,382
Salvation Army	\$5,535
Equipment Grant	\$12,257
Total	\$199,458



THE WORK OF WOMEN UNITED

Women United - Women's Affinity Group

The Women United® of the United Way of the Laurel Highlands, formerly known as the “Women’s Leadership Council,” has made great strides since the group’s rebranding in the Spring of 2017. The group, which was designed by the United Way Worldwide, is meant to showcase and display women’s empowerment within the communities they live and work. Since 2017, Women United continues to grow in membership, and is comprised of local female executives, business owners, employees, and community advocates.

Women United® supports the core initiative areas of Early Childhood Development & Parental Engagement. Their core mission is to help educate, engage, and empower families to excel. The women’s affinity group promotes community leadership, interaction, communication, and provides fundraising support for the programs and services aligned with our goals.

The Power of the Purse event, hosted by the Women United®, is the United Way’s top fundraising event. It has become a highly sought after event within the community. In just three short years, the event has grown significantly to host 600 people in attendance. The Power of the Purse event has raised over \$75,000 in support of the United Way’s top two core initiative areas.



Women United® is a global network of more than 70,000 women in 165 communities across the U.S. and six countries, all dedicated to improving lives and creating stronger communities. Since its inception in 2002, Women United® has raised more than \$1.5 billion to drive real and lasting change. The contributions of these women leaders go well beyond financial donations: they get involved, shake things up, and make a measurable difference in their own backyard and around the world.

1889 FOUNDATION INVESTMENT



The United Way of the Laurel Highlands is grateful for a strong collaborative partnership with the 1889 Foundation. In 2019, the 1889 Foundation provided \$576,000. This investment enables UWLH to carryout our mission and create social change in Cambria and Somerset Counties.

Creating long lasting social change in our communities takes time and money. In order to serve everyone who is eligible for the programs that we fund in our top three initiatives, Early Childhood Development, Parental Engagement, and Youth Drug & Alcohol Prevention, we would need an estimated \$5,850,000 annually.

This year \$851,000 was requested by our partner agencies for basic and emergency human needs and community impact grants. Thanks to the support of our community, we raised \$1,270,000 through our annual campaign to help address these needs.

BOARD OF DIRECTORS

Board Chairman - **Pamela Tokar-Ickes**, *Somerset County Commissioner* - Somerset County

Assistant Board Chairman - **Jeffrey Wood**, *General Manager* - Kongsberg Protech Systems

Board Members: (in alphabetical descending order)

Amy Arcurio

Superintendent

Greater Johnstown School District

Jim Huerth

President

AmeriServ Trust & Financial Services

Marty Radovanic

Director of Regional Sales

Highmark Blue Cross Blue Shield

Mike Artim - Past Chairman

President

Intrignia Corporation

Brian Law

President

Prime Design Solutions

Karen Remick

Administrative Director

Somerset Technology Center

Karen Azer

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Sue Mann

President

1889 Foundation

Andy Rush

President

UPMC Somerset

Alan Cashaw

President

NAACP

Chip Minemyer

Editor

The Tribune-Democrat

Tim Walters

Sr. Vice President

AmeriServ Trust & Financial Services

Diane Chesnutwood

Director of Benefits

Concurrent Technologies Corporation

Melissa Musarra

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Pinnacle Foods/Snyder of Berlin

Dr. Susan Williams

Chief Medical Officer

Conemaugh Health System

Becky Flyte

General Manager

The Daily American

Carol Myers

Executive Vice President & CFO

1st Summit Bank

Dr. Jerry Zahorchak

Division Chair of Education

University of Pittsburgh at Johnstown

Kim George

Staff Representative

AFSCME Council 83

Kim Oleksa

Dev. & Fundraising Coordinator

Chan Soon-Shiong Medical Ctr. at Windber

Jim Zimmerman

Sr. Vice President

First National Bank

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ENDOWMENT & PLANNED GIVING

The United Way of the Laurel Highlands' Endowment and Planned Giving fund is a vessel for individuals determined to making lasting impact on the communities of Cambria and Somerset Counties. The fund has been built on a variety of gifts from long-time supporters of the United Way.

\$549,428 



MESSAGE FROM LEADERSHIP



Pamela Tokar-Ickes
Board Chairman



Karen Struble Myers
President & CEO

The United Way of the Laurel Highlands is committed to fostering healthy, resilient communities. Through our community impact areas of early childhood education, parental engagement, and youth drug and alcohol prevention, we are ensuring that children, adults, and teens have the skills they need to learn, grow, and thrive. Additionally, we fund essential health and humans services that support our region's most vulnerable residents.

As part of the fabric of Cambria and Somerset Counties, it's important that our grantmaking be reflective of the needs of the area. Our Community Impact Model is volunteer-driven, utilizing community members from all walks of life to assess the grant applications of partner agencies, conduct site visits, and make recommendations to fund proposals. This practice ensures that stakeholders have a strong voice in the decision-making process and that resources are allocated to robust, results-oriented programs.

For all of the metrics our partner agencies meet, there is one critical item that we don't have on our evaluation forms—heart. It is through the hard work and dedication of 23 organizations that our community is made stronger. When you invest in the mission of the United Way, people are provided with life-changing services and social change begins to happen.

We are incredibly grateful for the many partners that share our vision. Whether it's collaborating with funders, teaming up with nonprofits, or working with area businesses through our annual campaign—everything we do is designed to bring key programs to the region that produce measurable outcomes. Please know we appreciate your contributions to enrich these efforts to enhance the quality of life across the counties we serve, and we look forward to building on our progress together.

Sincerely,

Pamela Tokar-Ickes
Board Chairman

Karen Struble Myers, CFRE
President & CEO

