

**United  
Way**



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



# LEADING CHANGE

*In our community*



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# 2020 | ANNUAL REPORT

Get to know our work: [UWLaurel.org](http://UWLaurel.org)



## WHO WE ARE

The United Way of the Laurel Highlands is a 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

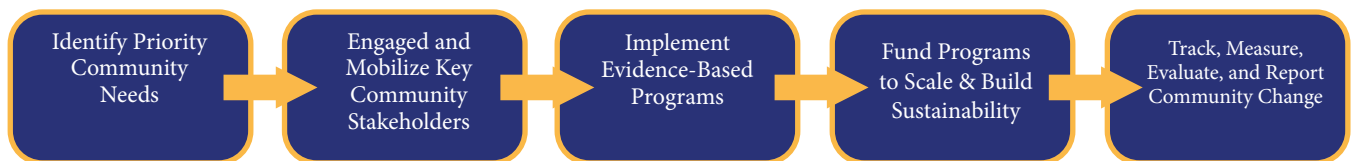
These community needs have been identified by several community-wide needs assessments, which were performed in partnership with Conemaugh Health System.

## HOW WE WORK

In order to foster 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®

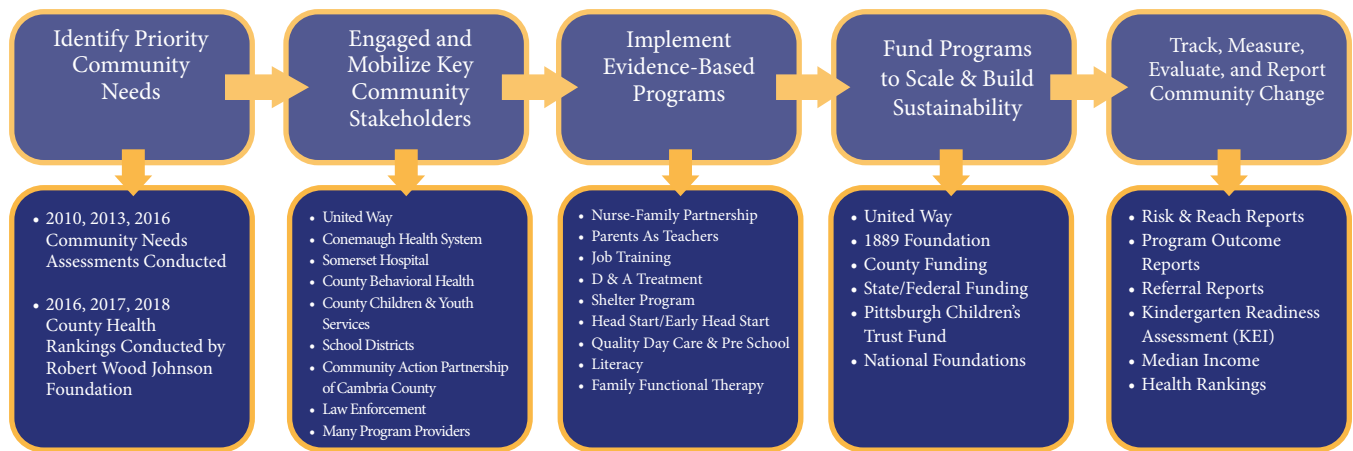
The Enhanced Community Impact Model (ECIM) is the foundation of “how” the United Way of the Laurel Highlands implements, sustains, and creates lasting social change across a two county service area. This model follows collective-impact strategies focused on building collaborative efforts to address priority 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 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<sup>®</sup>

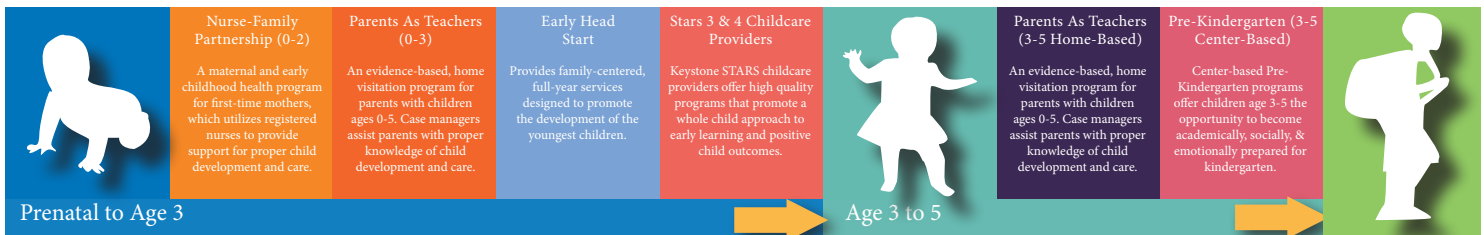


## Designing & Implementing a Resource Model - Parental Pathways to Success

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 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.



## Implementation, Funding, and Outcomes

Following the Enhanced Community Impact Model<sup>®</sup>, the United Way of the Laurel Highlands funds 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 scaling of these programs have led to the following results in both Cambria and Somerset Counties.



392

Families Served Annually



98%

Up-to-date Immunizations



100%

Referred to Annual Development Screening



97%

Referred Developmental Delays



88%

Transitioned into Early Learning Development Programs

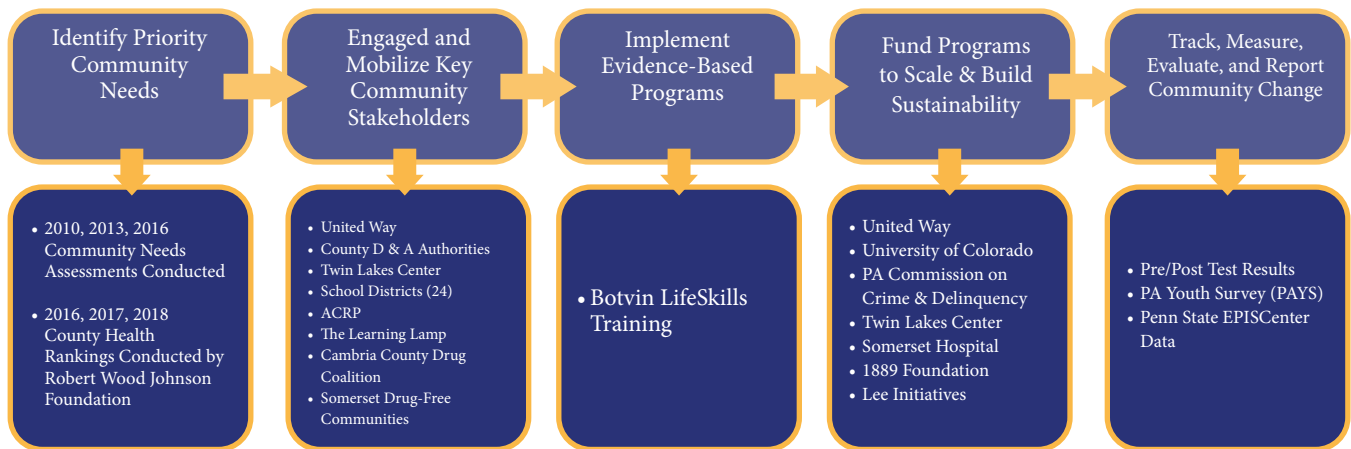
# YOUTH DRUG & ALCOHOL PREVENTION INITIATIVE

## Youth Drug & Alcohol Prevention

The United Way of the Laurel Highlands is committed to providing 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 10 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 6,500 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 fund high quality preschool and afterschool programming within our community. Investment in these programs help children develop social and emotionally, and contribute to academic success. Through our Partner Agencies, children continue to receive the care they need to learn, grow and thrive.

### Preschool Programming - Partner Agencies & Impact

- **The Learning Lamp** - Funded in the amount of \$8,000 in 2020-2021 to provide preschool scholarships to children, The Learning Lamp was able to positively affect the lives of eight deserving preschoolers in Cambria County.
- **Small Town Hope** - Funded in the amount of \$12,000 in 2020-2021 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 2020-2021 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 17 students in the Oakhurst and Coopersdale neighborhoods.
- **Boys & Girls Club of Somerset County (BGC)** - Funded in the amount of \$17,000 in 2020-2021 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 tutoring.

# 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 invests in 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.

Through their work, these Partner 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 2020-2021 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 2020-2021 grant funding cycle, \$200,317 was allocated to 18 local food pantries via the PA Department of Agriculture grant, serving approximately 85,000 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 100 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 \$15,000 in funding to the Peer Empowerment Network, which annually sees over 3,000 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 2020-2021, Highlands Health received \$32,500 to provide much needed medical assistance to 874 individuals in our two county region.



Direct Victims of Crime and Domestic Abuse

Addressing direct victims of crime and domestic abuse within our community is a 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 \$42,000 to provide direct support to individuals escaping domestic violence/abuse situations, and the Women's Help Center received \$12,000 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 25 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:

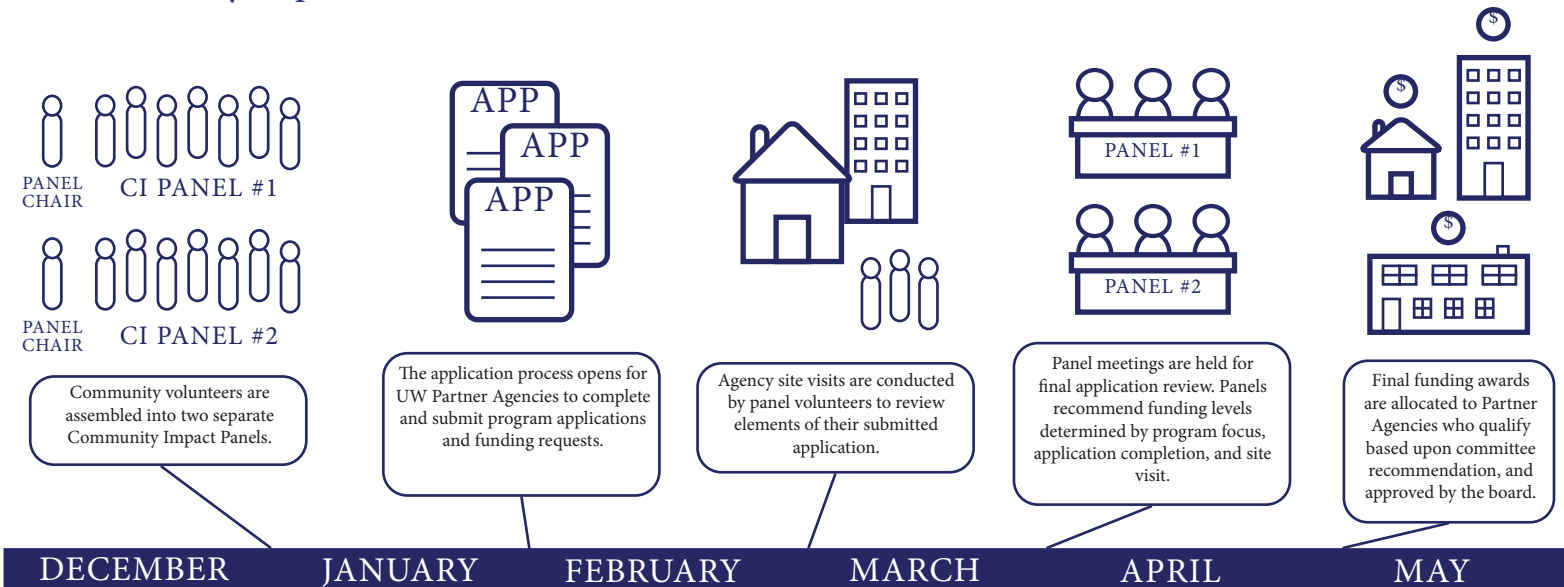
### PANEL #1 - Helping Children & Youth Succeed

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 \$7,437,442 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 2020-2021 grant writing cycle.

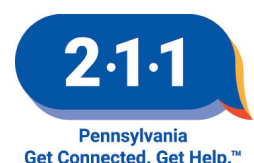
Grant Received	Grant Recipient	Annual Award Amount	County Supported	Duration
Community Foundation for the Alleghenies Food Security at the Portage Food Pantry	UWLH	\$1,500	Cambria	1 Year
Somerset County CARES ACT COVID-19 ECD/PE	UWLH	\$50,000	Cambria/Somerset	TBD
PLCB - Underage Drinking Prevention Youth Drug & Alcohol Prevention	Twin Lakes Center	\$40,000	Somerset	2 Year
COVID-19 Support Grant	Somerset County	\$40,000	Somerset	1 Year
Senior Center Grants - Aging Services	Somerset AAA	\$231,570	Somerset	1 Year
PHARE-Housing	Next Step Center, Inc.	\$250,000	Somerset	1 Year
PCCD-JAG-Re-entry Program	Somerset County	\$213,872	Somerset	2 Year
Community Foundation for the Alleghenies	Family Center	\$1,500	Somerset	1 Year
Community Foundation for the Alleghenies - Afterschool Program - Hope's Villa	Small Town Hope	\$1,000	Cambria	1 Year
Community Foundation for the Alleghenies - Afterschool Program - Hope's Villa	Small Town Hope	\$2,500	Cambria	1 Year
Community Foundation for the Alleghenies - Housing	Next Step Center, Inc.	\$3,000	Somerset	1 Year
RCAP-DCED - Recreation Park Ballroom Project	Windber Borough	\$1,000,000	Somerset	2 Year
Columbia Gas Safety Net Program	UWLH	\$2,500	Cambria/Somerset	1 Year
		<b>\$1,834,942</b>		

## 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 1,800 calls from residents 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

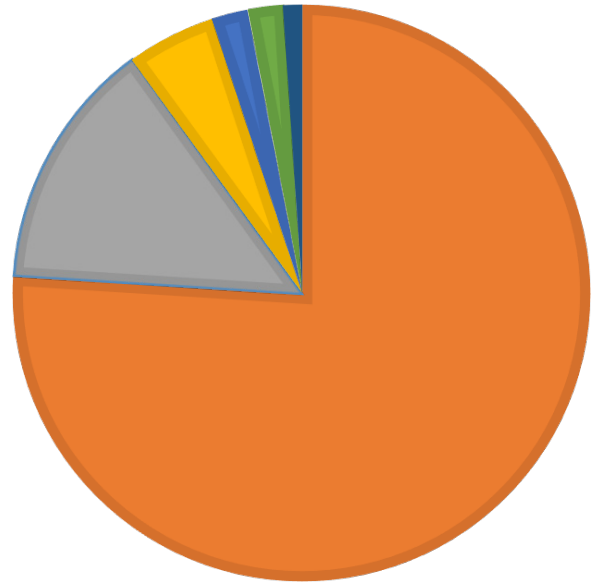
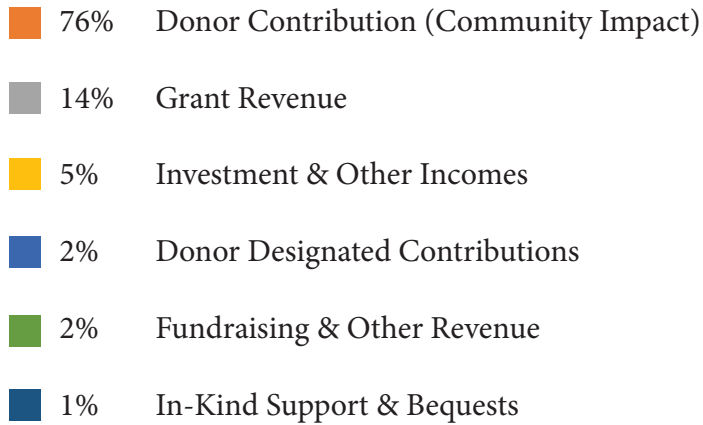


# REVENUE & EXPENSES

## Revenue & Expenses - 2019-2020 Fiscal Year

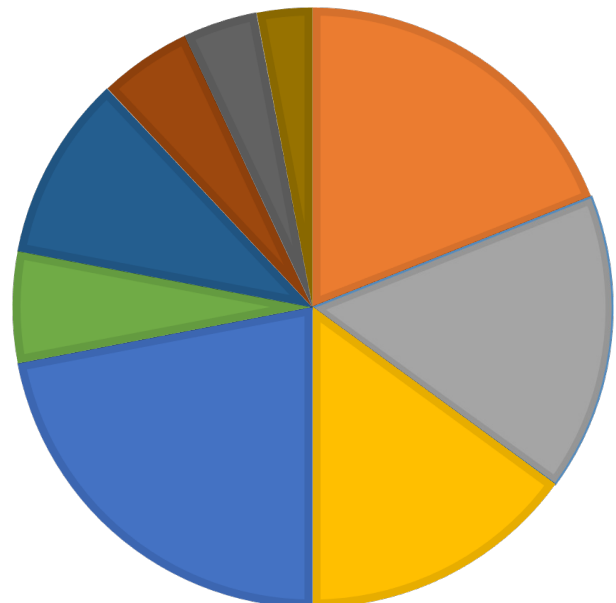
United Way adheres to best practices in non-profit management, applying consistent, effective, internal controls and strong governance to ensure accountability and transparency. Revenue and expense information reflects audited totals from the Fiscal Year - July 1, 2019 to June 30, 2020.

### Revenues:



\$1,694,666

### Expenses:



\$1,546,515

# 2021-2022 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	\$72,518
Community Impact Initiatives	United Way of the Laurel Highlands	\$67,371
Community Outreach Services	United Way of the Laurel Highlands	\$59,981
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
Early Childhood Mental Health	The Learning Lamp	\$25,000
Emergency Food & Shelter	United Way of the Laurel Highlands	\$19,993
Emergency Financial Assistance	Catholic Charities	\$18,000
Homeless Shelter Cambria County	Catholic Charities	\$18,000
Dental Center	The Salvation Army - Johnstown	\$18,000
PA 2-1-1	211 Southwest PA	\$15,225
Drop In Center for Adults with Mental Illness	Peer Empowerment Network - Cambria	\$15,000
Children's Grieving Support Services	Victim Services	\$13,000
Youth Tutoring	Flood City Youth Academy	\$12,500
Preschool Programming	Small Town Hope	\$12,000
Homeless Shelter Somerset County	Next Step Center	\$11,500
Outreach Programs	The Learning Lamp	\$10,000
Tutoring (Power Hour)	Boys & Girls Club of Somerset County	\$10,000
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 County Blind Center	\$6,000
Emergency Shelter Service	Women's Help Center	\$5,400
Unrestricted	Greater Johnstown YMCA	\$5,282
Sustainable Produce Program	Somerset County Mobile Food Bank	\$5,078
Stork's Nest	Greater Johnstown YWCA	\$3,500
Youth Drug & Alcohol Prevention	Twin Lakes Center	*680*
Donor Designated Pledges		**\$32,000**
<b>Total Community Impact Investment</b>		<b>\$859,028</b>

\*Funding supplemented by the Somerset Single County Authority for Drug and Alcohol\*

\*\* Includes ACRP and Boy Scouts of the Laurel Highlands Council\*\*

# 2020-2021 COMMUNITY IMPACT INVESTMENT

## 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. The blue column at right notes CARES ACT Emergency Food Funding.

Agency	2020-2021 Funding	CARES Act
Dorothy Day Center - Saint Francis Univ.	\$672	\$958
Food for Families Food Bank	\$4,706	\$6,710
Catholic Charities	\$47,731	\$63,050
Women's Help Center, Inc.	\$2,017	\$25,790
Community Action Partnership	\$10,756	\$15,335
<b>Total</b>	<b>\$65,882</b>	<b>\$111,843</b>

## PA Department of Agriculture Grant Funding Distribution - 2020-2021

Food Pantries	2020-2021 Funding	CARES Act Emergency Food Funding
St. Bernard Food Pantry	\$11,550	\$20,000
Cresson Food Pantry	\$7,140	\$5,000
Dorothy Day Center	\$6,525	\$5,000
Ebensburg SVDP Food Pantry	\$11,565	\$5,000
Forest Hills Emergency Food Pantry	\$4,980	\$5,058
Franklin Street United Methodist Church Pantry	\$16,025	\$5,000
Good Samaritan Food Pantry	\$9,095	\$4,990
Gr. Johnstown Christian Fellowship Pantry	\$8,760	\$5,000
Interfaith Food Pantry	\$22,405	\$24,670
Moxham Food Pantry	\$12,470	\$5,000
Patton Food Pantry	\$14,485	\$20,743
Portage Area Food Pantry	\$7,710	\$8,363
South Fork Food Pantry	\$6,525	\$5,000
St. Andrew's Food Pantry	\$3,172	\$5,000
St. Clement's Food Pantry	\$7,070	\$5,000
Walnut Grove Emergency Food Bank	\$6,790	\$5,004
West End Food Pantry	\$13,950	\$5,113
Backpack Program		\$8,000
Destiny's Outreach		\$8,089
<b>Served Meals</b>		
Family Kitchen	\$12,640	\$10,000
Salvation Army	\$5,150	\$4,845
<b>Equipment Grant</b>	\$12,310	
<b>Total</b>	<b>\$200,317</b>	<b>\$169,875</b>

# 2020-2021 COVID-19 RESPONSE



United, we were nimble in our pandemic-related efforts to provide emergency funding, leadership and labor across our service area.

**“The financial assistance ... HELPED US TO CONTINUE our hot, lunchtime meal.”**

- Georgia Lehman, community relations specialist at St. Vincent de Paul

We enabled Partner Agencies to re-allocate program funding to their areas of highest need, provided COVID resources to the community, encouraged masking through our United Against COVID partnership, collaborated with the 1889 Foundation to distribute emergency funds across the region and raised additional dollars to provide relief efforts.

**“It was extremely important because it helped us to do the work we do to SHELTER THE HOMELESS.”**

- Lisa Wengerd, executive director of Next Step Center in Somerset County

United Way of the Laurel Highlands COVID-19 Emergency Funding		
Ferndale Area School District	Feeding Program	\$2,000
Cambria County Backpack Program	Feeding Program	\$3,089
Nurse Family Partnership Somerset	Baby Equipment	\$382
Somerset Food Pantry	Food Program	\$1,750
Boswell Food Pantry	Food Program	\$1,500
Windber Food Pantry	Food Program	\$1,000
Hollsopple Food Pantry	Food Program	\$750
Central Cambria School District	Feeding Program	\$2,000
Next Step Center Somerset County	Emergency Housing	\$1,870
Girl Scouts	Outreach Troops	\$1,500
Somerset County Mobile Food Bank	Hastings Food Distribution	\$344
Highlands Health	Staffing	\$7,225
Women's Help Center	Emergency Housing	\$13,000
Victim Services	Emergency Counseling	\$1,000
Flood City Youth Academy	Staffing	\$500
<b>Total</b>	-----	<b>\$37,910</b>



We volunteered at food distributions, spread the word on COVID-19 guidelines and remained a source of support for our service area.

**UNITED, WE MADE A DIFFERENCE.**

**“We continued to FEED OUR STUDENTS throughout the pandemic ... It allowed us to do a little more for our children when they needed it.”**

- Amy Arcurio, superintendent at Greater Johnstown School District



# 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 especially appreciative for a strong partnership with the 1889 Foundation. Throughout the pandemic, UWLH worked with the 1889 Foundation to fund emergency needs through a community grantmaking process. Together, we invested more than \$191,000 to support nonprofits helping the region’s most vulnerable residents during the COVID-19 crisis.

In 2020, the 1889 Foundation provided \$500,000 to advance UWLH’s social change initiatives in Cambria and Somerset Counties. These funds were invested across Partner Agencies’ programs to scale innovative approaches to solving some of the most challenging problems.

The 1889 Foundation’s commitment to wellness and healthy communities also led to collaborations with UWLH on key projects enhancing food security, increasing the availability of locally sourced, nutritious foods, and creating sustainable strategies to improve social determinants of health. As a regional leader, the 1889 Foundation’s spirit of giving helped UWLH improve the well-being of more than 36,000 residents this past year.

# BOARD OF DIRECTORS

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

Assistant Board Chair - **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

**Karen Remick**

*Administrative Director*

Somerset County Technology Center

**Karen Azer**

*Community Advocate*

**Brian Law**

*President*

Prime Design Solutions

**Andy Rush**

*President*

UPMC Somerset

**Deb Barron**

*NFP Corporation*

**Sue Mann**

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1889 Foundation

**Kerri Tononi**

*Executive Director*

Conemaugh Health System

**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**

*Director of Human Resources*

Utz Quality Foods/Snyder of Berlin

**Dr. Jerry Zahorchak**

*Division Chair of Education*

University of Pittsburgh at Johnstown

**Becky Flyte**

*General Manager*

The Daily American

**Carol Myers**

*Executive Vice President & CFO*

1st Summit Bank

**Jim Zimmerman**

*Sr. Vice President*

First National Bank

**Kim George**

*Staff Representative*

AFSCME Council 83

**Kim Oleksa**

*Dev. & Fundraising Coordinator*

Chan Soon-Shiong Medical Ctr. at Windber



## STAFF & OFFICE INFORMATION

**Karen Struble Myers**

*President & CEO*

**Travis Hutzell**

*Director of Grant & Resource Development*

**Paula Gojmerac**

*Community Impact Manager, Officer Manager*

**Mickie Cooper**

*Accountant*

**Rick Kazmer**

*Somerset Community Relationship & Marketing Manager*

**Matthew Pudliner**

*Cambria Community Relationship Manager*

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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.

\$656,387



## MESSAGE FROM LEADERSHIP



Pamela Tokar-Ickes  
Board Chairman



Karen Struble Myers  
President & CEO

Pivot. If we had to pick a one-word theme for this past year, that word would sum it up nicely. During a time when we were all adjusting to a new normal, the United Way of the Laurel Highlands remained flexible in our approach to meet a consistent challenge — human need.

As the pandemic began, our United Way sprang into action, enabling Partner Agencies to reallocate money to the area of highest need, garnering COVID-19 relief funds, and mobilizing food resources across the region. With the help of people like you, more than \$71,995 was raised to address the crisis.

We also worked with our long-time collaborator, the 1889 Foundation, to evaluate and support emergency grants for essential health and human services. Much of the funding was used to improve food security, access to shelter, and the availability of personal protective equipment.

Our United Way started a food security coalition to enhance our regional food system — assisting with everything from volunteering at drive-up distributions to obtaining gallons of milk for local food pantries. We continue to be the local sponsor of the 2-1-1 Network, a 24/7 hotline to connect our neighbors to community resources, which proved to be an invaluable service for those seeking support.

Even the United Way campaign looked different this year. Gone were the days of workplace visits and community events, and here were the days of meeting people where they are — on Zoom, WebEx, and Facebook. Despite our changing approach and the economic challenges our region faced, we are grateful to have maintained our community grantmaking near the pre-pandemic level.

Regardless of the path we've navigated this past year, we're still here. We're still united, and we're still deeply committed to serving our community, now and years from now. As we slowly transition out of the pandemic, we are heartened by our community's resiliency, and are ready to rebuild, restore, and reimagine a bright future ahead.

Sincerely,

Karen Struble Myers, CFRE  
President & CEO

Pamela Tokar-Ickes  
Board Chairman