

Dear United Way supporters:

Since 1924, the United Way of Mercer County has been working to advance the common good right here in our community. Through an elaborate network of 30 local affiliate agencies and other initiatives, your United Way investment in the areas of education, income, and health is improving the quality of life in our community. Your investment in United Way assures that our most vulnerable residents receive compassionate and responsive service, and that our team of volunteers continually reviewing outcomes and implementing changes to assure that your contribution is directed to the most critical needs.

Today, our United Way, like many others throughout the country is focusing on preventative programming rather than the reactionary agency allocation system used in the past. The implementation of the Ten Funding Values during this year's allocation process creates a standard by which agency programs are evaluated.

The United Way of Mercer County is recognized for its innovative practices by its peers regionally, statewide, and at national forums. This effort is evident in various activities such as Woman's Leadership Initiative, Economic Summit on early Education, CEO Roundtable, the Winning Mindset Seminar, and Success By Six™. These activities create awareness around issues facing our community; most importantly, they form collaborations between agencies and other organizations to maximize our ability to make positive lifestyle changes. These changes help reduce the burden on our social service network of agencies.

I believe that the future of this United Way is as bright as it ever has been throughout recent years. Our campaign leadership is anticipating another positive campaign, and the allocation system changes that have been made recently assure that each donor dollar is being spent judiciously. Let's continue the motto: Onward and upward!

Sincerely,

Jim Misky, Executive Director

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Hermitage, PA 16148  
Phone: (724) 981-1884  
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<http://www.uwmercercounty.org>

**OUR MISSION STATEMENT:** The United Way of Mercer County strives to improve lives by mobilizing the caring power of our local communities. Our caring hand reaches all across Mercer County, helping the lives of anyone who is in need. One hundred percent of all donations stay local, so our long list of partner agencies helps Mercer County residents from the young to the elderly. Programs like our **Success By 6™** help the early development of children so they can come to school ready to succeed.



## United Way of Mercer County's

### 36th Annual Meeting

Avalon at Buhl, Sharon, PA  
August 3, 2011

## 2010 ANNUAL REPORT

GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED™ 

## What is the United Way?

The role of the United Way is to advance the common good through maximum community impact. The backbone of the United Way of Mercer County is its staff of four plus many volunteers who advance the common good in one or more of three ways:

**-Giving** by making financial contributions, typically through payroll deduction every month.

**-Volunteering** their time in many ways to enable the system to work and to minimize expenses in the process. Some volunteers help to raise money during the annual campaign, others work on budget panels determining how the contributions will be allocated, while others work to identify community needs and monitor quality control

**-Advocating** the “Live United” theme and supporting the United Way initiatives, programs and the overall philosophy of raising the quality of life in our community.

Thus, with a small staff supplemented by an army of volunteers, the United Way is a group of local citizens committed to making Mercer County a great place to live and work for everyone.

### Vision Statement

Be recognized as the lead organization promoting the continual assessment of the needs of our community and fostering the creation of solutions to improve the quality of life in Mercer County.

### Staff:

James L. Micsky, Jr.—Executive Director  
Erika M. Hink—Campaign Associate  
Sarah Robinson-Cronin—Bookkeeper  
Brenda George—Administrative Assistant

### Past Presidents/Chairpersons

Year	President	Chair(s)	Year	President	Chair(s)
1924	John Perry	John Perry	1969	Dr. Robert Merk	Ivor J. Lee
1925	John Perry	Ray Neville	1970	Dominick Reale	Roy F. Buchman, Jr.
1926	John Perry	Mott Robertson	1971	Michael C. Yourga	Charles H. Chance
1927	Ray Neville	J. E. Perry	1972	Louis R. Epstein	George D. Myers
1928	Mott Robertson	John P. Curry, Sr.	1973	Henry G. Evans	Louis Puskar
1929	Hugh J. Garvey	Hugh J. Garvey	1974	Louis Puskar	Henry G. Evans
1930	Myer Frank	Fred T. Fruit	1975	Louis Puskar	Henry G. Evans
1931	Walter M. Dann	John Stevenson	1976	Roy F. Buchman, Jr.	James E. Feeney
1932	Walter M. Dann	Ray Neville	1977	James E. Feeney	Nick Strimbu Guy McCracken
1933	Joseph H. Broscoe	Rev. W. Wishart Mrs. W. Whitla	1978	James E. Feeney	Rich Schwab Charles Graves
1934	Fred T. Fruit	A. W. McDowell	1979	Anna Belle Jones	Robert P. Mayberry
1935	E. O. Biggins	Leo H. McKay	1980	Anna Belle Jones	Irwin M. Yanowitz Thomas R. Bohlender
1936	F. J. Leuthner	S. H. Hadley	1981	Louis R. Epstein	James R. Topper
1937	Joseph T. Burke	S. H. Hadley	1982	Thomas Bohlender	Thomas T. Demas
1938	George Mahaney, Jr.	H. B. McDowell	1983	Thomas Bohlender	Henry G. Evans Louis Epstein
1939	G. A. Harshman	H. V. Putnam	1984	Judith M. Achre	Steve Gurgovits Phil Marrie
1940	H. V. Putnam	G. A. Harshman	1985	Judith M. Achre	Edward E. Schott Jim Sarvas
1941	H. V. Putnam	Leo H. McKay	1986	Harry R. Sheppard	George Warren, III
1942	H. V. Putnam	L. R. Keough	1987	Harry R. Sheppard	Gregory Taylor
1943	Leo H. McKay	Rev. W. Parsons Ralph Johnston	1988	Paul G. Flint	James McCune
1944	C. D. Kearns	J. H. Morrison Ralph Johnston	1989	Paul G. Flint	Robert Liptak
1945	John K. Hodnette	Rev. James Murphy	1990	Edward E. Schott	Joseph George
1946	George S. Warren, Jr.	D. V. Sawhill C. M. Musser	1991	Jim Sarvas	James Cardamon
1947	Dr. Allan Booth	George Warren, Jr. N. F. Vidal	1992	Jim Sarvas	Anthony Zucco
1948	Howard W. Boose	L. R. Keough Ed J. Kavanagh	1993	Robert Liptak	Donald Thomas John Mastrian
1949	Burton Moss	James Frey James Ingram	1994	Robert Liptak	Francis X. Petrimi, Sr.
1950	Edward J. Kavanagh	Donald Hittle	1995	George Warren, III	Dominic Vadala
1951	H. B. McDowell	Lynn Davenport	1996	Frank Evans	Daniel E. Lawyer
1952	Lynn Davenport	Nate Dunn	1997	Frank Evans	Vincent Cardamon
1953	Herbert E. Hetu	E. A. Owen	1998	Frederick A. George	Stephen J. Gurgovits
1954	E. A. Owen	Austin J. Donoughe	1999	John K. Williams	James E. Feeney
1955	Peter J. Joyce	Kenneth Bell	2000	John K. Williams	Rex Knisley
1956	George S. Warren, Jr.	Henry Roemer J. Grajciar	2001	Chester B. Scholl	Gary Hinkson
1957	James Norman	John Chiles, Jr. James Norman	2002	Mark A. Longietti	Richard W. Epstein Kathryn & John Lima
1958	Cyril T. Garvey	L. R. Keough William C. Nicholson	2003	William G. Perrine	Ruthanne Beighley & Joseph George
1959	Dr. Allan Booth	Henry G. Evans	2004	William G. Perrine	Frank & Linda Evans
1960	Ray Eisenbies	Henry G. Evans	2005	Rex W. Knisley	Mark Ferrara John Sarandrea
1961	Peter J. Joyce	Henry G. Evans	2006	Gary Hinkson	John Sarandrea
1962	William Nicholson	Burton J. Moss	2007	Gary Hinkson	
1963	Henry G. Evans	Michael C. Yourga	2008	Richard W. Epstein	
1964	Mrs. Ed Finucane	H. B. McDowell	2009	Richard W. Epstein	
1965	Louis Parker	Nick Strimbu H. P. Forker	2010	Michael P. Walton	
1966	James Norman	Edward Frank James Jones	2011	Michael P. Walton Susan Piccirilli	
1967	Nick Strimbu	Richard G. English			
1968	Edward Frank	Louis R. Epstein			

	AGENCY	PROGRAM	TOTAL				
<b>EDUCATION</b>	AWARE, Inc.	Williams House	\$15,000				
	Boy Scouts—French Creek Council	Cub Scouting	\$12,000				
	Children's Aid Society	Family Life Program	\$25,000				
	Children's Aid Society	Summer Enrichment Program	\$13,500				
	Children's Center of Mercer County	Shoot 4 the Stars	\$25,000				
	Community Library of the Shenango Valley	Summer Reading Program	\$7,236				
	Girl Scouts of Western PA/Penn Lakes Council	Daisy Girl Scouting	\$13,000				
	Lakeview Area Library	Youth Summer Reading Program	\$2,100				
	Mental Health Association of Mercer County	Aftercare Socialization	\$3,604				
	Mental Health Association of Mercer County	Public Education	\$3,463				
	Mercer Area Library	Public Library Service	\$14,000				
	Mercer County Family Center	Family Education Program	\$5,000				
	Mercer County Juvenile Advisory Council	Court-Appointed Special Advocate Program (CASA)	\$7,200				
	Prince of Peace Center	HOPE Advocacy Program	\$30,000				
	Shenango Valley Urban League	Youth Initiative	\$31,000				
	Shenango Valley YMCA - Farrell	Year Round After-School Program at Chavers Center	\$43,000				
	Success By Six™	Pre-Kindergarten Program	\$85,000				
	The Literacy Council of Mercer County	Vocationally Relevant Basic Skills	\$7,900				
	The Literacy Council of Mercer County	Living Room Learning	\$13,700				
The Literacy Council of Mercer County	From GEDs to Work	\$5,700					
<b>INCOME</b>	ARC of Mercer County (formerly MGAR)	Day Services	\$61,000				
	Salvation Army—Stoneboro	Emergency Assistance	\$1,000				
	Mental Health Association of Mercer County	Representative Payee	\$7,365				
	Mental Health Association of Mercer County	Transportation Program	\$11,392				
	Prince of Peace Center	Emergency Assistance	\$16,000				
	Salvation Army—Mercer Service Unit	Community Welfare	\$3,000				
	Salvation Army—Shenango Valley (Sharon)	Comprehensive Assistance	\$66,000				
	Salvation Army—Shenango Valley (Sharon)	Emergency Housing Assistance	\$11,900				
	Salvation Army—Greenville	Comprehensive Assistance	\$17,000				
	The Good Shepherd Center	Rent & Utilities	\$5,000				
	Shenango Valley Urban League	Housing & Homeless Program	\$45,257				
<b>HEALTH</b>	American Red Cross	Emergency Services	\$45,000				
	American Red Cross	Service for the Armed Forces	\$28,000				
	Brandy Springs Park	Park for Community	\$14,000				
	Buhl Community Recreation Center	Aquatics Program	\$54,000				
	Catholic Charities Counseling & Adoption Center	Counseling	\$22,800				
	Community Counseling Center of Mercer County	Outpatient Program	\$42,500				
	The Good Shepherd Center	Food Pantry	\$7,250				
	Grove City Meals-on-Wheels	Food Services Program	\$700				
	Keystone Blind Association	Prevention of Blindness	\$16,300				
	Keystone Blind Association	Special Services	\$56,000				
	Lakeview Meals-on-Wheels	Food Services Program	\$1,250				
	Mental Health Association of Mercer County	Advocacy Program	\$3,208				
	Salvation Army—Shenango Valley (Sharon)	Social Development Program	\$3,590				
	Shenango Valley YMCA	Adolescent Physical Fitness/Military Readiness Program	\$10,000				
	Shenango Valley YMCA	Financial Assistance Program	\$20,000				
	Shenango Valley YMCA - Greenville	Adolescent Physical Fitness/Military Readiness Program	\$10,000				
	Shenango Valley YMCA - Greenville	Financial Assistance Program	\$20,000				
<b>Education</b>	<b>\$362,403</b>	<b>Income</b>	<b>\$244,914</b>	<b>Health</b>	<b>\$354,598</b>	<b>2011 Total Allocations</b>	<b>\$961,915</b>

## AGENDA

Welcome .....Michael Wright  
Shenango Valley Urban League

Call to Order and Remarks.....Susan Piccirilli, 2011 Board Chairperson

Board Nominations.....Tina Cascio, Nominating Chairperson

Treasurer's Report.....Jeff Chrobak, Treasurer

Invocation.....Rev. Lora Adams-King, Farrell Area School District

## LUNCH

Video.....Quaker Steak & Lube/United Way

Keynote Speaker.....John Longstreet  
President & CEO, Quaker Steak & Lube

Campaign Excellence Awards.....Mark Ferrara & John Sarandrea  
2010/2011 Campaign Chairpersons

## Honorees:

Sharon City School District  
St. Paul's

Dallas Hartman Dual Enrollment Educational Scholarship.....  
.....Dallas W. Hartman P.C.

Closing Remarks.....James L. Micsky, Jr.  
United Way of Mercer County, Executive Director

### What Does It Mean to “Live United?”

With its “Live United” theme, advancing the common good is about working within and changing systems to help all of us on an ongoing basis. To do this, The United Way focuses on three essential building blocks for quality of life:

- Education essential to getting and keeping a job with a livable wage and health benefits.
- Income adequate enough to pay for today’s necessities and that will allow families to become financially stable and independent
- Health, enabled by access to quality healthcare, keeps children on track in school and adults productive at work.

### How the United Way Fits Today’s Lifestyles

Our economic base and our lifestyles have changed dramatically since the Ozzie and Harriet days and the American dream of parents with two children living in their own home simply is not there for many in our community. This leaves many people facing major challenges in the basic areas of income, health and education, and in need of a much stronger social service system to fill in the gaps traditionally provided for by the family structure. These are the social conditions that make it essential that Mercer County have an active United Way operation that provides assistance for those in need of basic human services. In today’s world, the United Way of Mercer County is the bedrock of our support system to help those in need.

### How Much Should I Contribute to the United Way?

If you are wondering whether your contribution is appropriate, United Way has employed for over 40 years a giving guideline of .6% of income, which equals a gift of one hour of work per month. For example, if you have an annual income of \$50,000, then .6% equals an annual gift of \$300 or \$25 per month. As your income rises and your ability to give increases, the suggested giving level increases accordingly. United Way suggests that as income increases toward \$100,000, the suggested level of giving increases from .6% toward 1%. Based on this formula, for an income of \$100,000, the suggested gift would be \$1,000 or \$83 per month. Contributing regularly through payroll deduction is the easiest and most effective way to be generous.

### “A BUCK A WEEK” – An Employee Campaign for Every Company

How can you organize a campaign in your company that lets employees at least start to give back to our community? We propose that you start with our “A Buck A Week” program where through payroll deduction employees are asked to give at least \$1 per week. Nearly everyone can afford to give at this level and some may want to give more. A Buck a Week is a small enough target that you can feel comfortable asking everyone to participate. Employers can also encourage giving. For example, some employers offer to match employee gifts up to a certain level and this constitutes some or all of their corporate gift. Other employers offer rewards for giving, with prizes ranging from a “jeans day” to time off. We hope you will give your employees a chance to join the United Way in our “A Buck A Week” program. It’s a great cause!

### Allocation Committee:

The Allocation Committee is charged each year with determining the minimum funds required to meet the operating needs of participating agency programs. The dynamics of this function are affected by the number of agencies, quality of services provided, program and facility expansion, needs of the community and fiscal responsibility. Comprised of approximately 80 community members representing all walks of life, the allocation panels meet during the first three months of the year to consider requests and appeals from affiliated agencies.

#### Allocation Panel Chairpersons:

Dana Frankenburg, Chairman

Kim Anglin	Vassie Clemenza	John Evans
John Fair	Bill Gathers	Ken Johnston
Thom Kwolek	Angela Palumbo	Phil Picciotto
Karen Piccirilli	Caren Renz	Candy Sizer
Rich Vetica		

### Planning Committee:

The Planning Committee is responsible for reviewing all new agency applications for United Way of Mercer County funding. The committee monitors the current listing of United Way funded agency programs to insure that no duplication of service exists, and to make the Board of Directors and Allocation Committee members aware of emerging community needs. The Planning Committee members interview key agency personnel prior to recommending full affiliation status or venture grant approval.

#### Planning Committee Members:

Dan Lawyer, Chairman

Dorothy Bieber	Tina Cascio	John Evans
Todd Hedderick	Alice Mattocks	Noel Moss
Pat Woodings	Tony Zucco	

## Public Relations Committee:

The Public Relations Committee's function is dynamic, in that it adapts to change, as assignments shift in emphasis, priority, and variety. The tasks of the committee include contact with the press and promoting special events. The committee meets regularly to develop its marketing strategies to advertise United Way of Mercer County's name and reputation.

### **Public Relations Committee Members:**

Janice Schwanbeck, Chairperson

Tammy Calderwood	Tina Cascio	Carole Giroski
Kevin Green	Jessie Hull	Liz Izenas
Aisha Mercurio	Kevin McDermott	Jamie Raykie
Karen Reed	Deanne Koch	Harry Steele
Shelley Stefanak	Stacey Walberg	

## Campaign Summary

Under the leadership of Mercer County Superintendents and educational leaders, the 2010 annual campaign generated an impressive \$1.2 million in pledges.

The top five corporate and employee giving totals for the 2010 campaign were from Wheatland Tube, First National Bank of PA, Joy Cone Company, Sharon Regional Hospital, and St. Paul Homes.

We look forward to the challenge of the next year's campaign and to finding solutions to community problems because LIVE UNITED means Advancing the Common Good.

Reach Out A Hand To One And Influence The Condition Of All.  
Thank You!!!

### **2010 Campaign Cabinet**

Lora Adams-King

Alan Baldarelli

Daniel Bell

Mark Ferrara

Bill Gathers

Mike Gentile

Patrick Hefflin

Rachael Martin

Frank McClard

Shane Murray

Joseph Neuch

John Sarandrea

Tim Saxton

## 2011 Campaign Kickoff

The United Way of Mercer County is eagerly looking forward to the 2011 Campaign. For the second year in a row, our campaign will be led by a group of chairpersons rather than by a single individual or couple. This year's campaign is again led by community educational leaders. Campaign co-chairs are Lora Adams-King, Alan Baldarelli, Daniel Bell, Mark Ferrara, Bill Gathers, Mike Gentile, Patrick Hefflin, Rachael Martin, Frank McClard, Shane Murray, Joseph Neuch, John Sarandrea, and Tim Saxton.

Asking educators to lead the campaign is very consistent with the national United Way's theme of education, income and health as the building blocks of a successful social infrastructure. Because sound education is essential to the long term health of a community, public education leaders are a logical choice to manage our annual campaign. The 2012—2013 campaigns will be led by "Income" professionals followed by "Health" professionals in 2014—2015.

### Please join us for these Upcoming United Way Events

Campaign Kick-Off—August  
Public School Systems as Pacesetters

The Winning Mindset Seminar  
August 6—7  
Hickory High School

33rd Annual Pro-Am Golf Classic  
September 1st  
Avalon at Buhl Park  
Concert by "Velveeta" to Follow

Restaurant Revue  
September 22nd  
Avalon at Buhl Park

Honor Society Reception—October  
Date and Location TBA

Thrill or No Thrill  
November 30th, Location TBA

Annual Auction Event  
March 16th, 2012

## 2010 Board of Directors

### Officers

<u>Chairperson</u> Mike Walton	<u>Vice-Chairperson</u> David George	<u>Secretary</u> Anthony Zucco	<u>Treasurer</u> Scott Kalmanek
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### Committee Chairs

#### Campaign

Public School Superintendents

#### Personnel

Brian Durniok

#### Allocations

Dana Frankenburg

#### Union Representative

Dom Vadala

#### Public Relations

Janice Schwanbeck

#### Success By Six™ Liaison

Nancy Lukasko

#### Planning Division

Dan Lawyer

### Members

Susan Bergen-Painter*	Jeff Calvin	Tina Cascio*
Jeff Chrobak	Richard Edge*	Linda Evans
Mark Ferrara*	Brad Gosser	Andy Harkulich
Arthur Heckathorn	Todd Hedderick	Tim Jablon
Rocco Lattore	Lisa Marcucci	Kevin McDermott
Gino Nicastro	Angela Palumbo	Charlotte Pegues
William Perrine	Karen Piccirilli*	Susan Piccirilli
Barney Scholl	Joseph Simko	Stacey Walberg*
John Williams		