



Pocono Mountains
United Way

2021-2022 ANNUAL REPORT

Investment to Impact

15,524 people served last year. Look inside to find out how.

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LETTER FROM THE PRESIDENT/CEO AND BOARD CHAIR

Dear Friend,

Creating a stronger community with quality health care, good education systems, and the opportunity for financial mobility has always been the goal of Pocono Mountains United Way as we strive to leave a lasting impact that grows exponentially over time. Calculating the impact of this organization can be done by simply adding up the thousands of individuals in Monroe County who were served by United Way this past year. 15,524 men, women and children represent the sum of that effort, and that number represents one out of a dozen people in our community! Yes, Pocono Mountains United Way is about adding impact and increasing the good we can do together.

Pause for a moment and take account of the programs and the people who have made that impact possible. Rental assistance kept thousands in their homes with more than \$10 million leveraged for landlords and tenants. Eviction Mediation benefited hundreds more. Education is a core focus of the Pocono Mountains United Way, and more than 3,000 screenings for vision, hearing, speech and other aspects of development were performed this year for young children. And when people needed help, it was a phone call away with PoconoInfo answering the line for 6,500+ folks.

Who do we serve? Pocono Mountains United Way is available to everyone. We help philanthropists and businesses find ways to give back to their community through donations, volunteerism, and advocacy. Pocono Mountains United Way serves people in need, especially those living paycheck to paycheck. We categorize these households, families, and people as ALICE. It is an acronym - Asset Limited, Income Constrained, Employed. ALICE is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget. ALICE is essential and Pocono Mountains United Way continues to advocate and support this community in Monroe County.

United Way is uniquely positioned to...

- Work across sectors and needs for systemic and root cause solutions
- Leverage government and private resources (Pocono Mountains United Way can leverage unrestricted donations. \$1 can leverage up to \$7.77 of impact)
- Deliver programming and services as an immediate intervention
- Drive data-informed decisions
- Develop deep familiarity with community partners
- Bridge and provide support to marginalized and hard to reach populations through trusted messengers

This annual report summarizes the collective work of donors, volunteers and staff to deliver a strong LIVE UNITED message to Monroe County.

A heartfelt thank you all those involved in the daily impacts we help provide to thousands through the work of the Pocono Mountains United Way.

Respectfully,



Michael B. Tukeva
President/CEO



Chris Barrett
Chair, Board of Directors

MISSION STATEMENT:

Pocono Mountains United Way engages and mobilizes resources to improve lives through accelerated community change.

VISION:

A community where everyone has ample opportunities for quality education, good health, and financial stability.

HOW TO GET INVOLVED

United Way fights for the health, education, and financial mobility of every person in every community. We win by Living United, by forging unlikely partnerships, by finding new solutions to old problems, by engaging and mobilizing resources, by improving lives through accelerated community change, and by inspiring others to join the fight against our most daunting social crises. Join us!

GIVE to Invest

Recurring and One-Time Investments

Automatically recurring monthly donations make a big impact on the community with a smaller impact to your finances each month. Either way, it only takes a few clicks on your phone or computer. These investments in the local community help fund the programs and processes of Pocono Mountains United Way and other local agencies to meet the needs of the community and create accelerated change.

Leadership Giving

United Way's Leadership Donors inspire others in our community to support our community. Leadership donors contribute \$500 or more annually to Pocono Mountains United Way and are recognized at events throughout the year and in our Annual Leadership Report.

Tocqueville Society

To encourage philanthropic action and voluntary community service in our community, United Way's Tocqueville Society is made up of extraordinary philanthropists who give \$10,000 or more annually to United Way. Named after Alexis de Tocqueville, one of America's greatest historical philanthropists, Pocono

Mountains United Way's Tocqueville Society offers flexible strategies for giving across our community, plus unique and inspiring opportunities for philanthropists to network with leaders from across the region, state and country.

Appreciated Assets

Gifts of stocks and other securities offer significant tax advantages. We can assist you in making this sort of gift, or you can contact us for information on how to do it on your own.

Endowment and Planned Gifts

Planned Gifts allow donors to leave a legacy and make a perpetual investment in the education, health, and financial mobility initiatives that are at the core of Pocono Mountains United Way's mission. Your foresight and generosity will have a lasting impact for generations to come.

Matching Gifts

Many companies have demonstrated their support for Pocono Mountains United Way by matching their employees' gifts. Before you make a gift, ask whether your employer participates in a matching gift program, as certain steps may need to be taken.

ADVOCATE for Change

Use your voice to advocate for Quality Education, Good Health, and Financial Mobility.

Follow us on social media for the latest advocacy opportunities.

VOLUNTEER to Impact

Visit VolunteerMonroe.org for opportunities to volunteer with Pocono Mountains United Way and other agencies in our community!





OUR IMPACT

Our programs and services focus on Education, Financial Mobility, and Health - the building blocks for a good quality of life.

15,524 people were served by Pocono Mountains United Way in Fiscal Year 2021-2022!

RENTAL ASSISTANCE PROGRAMS

4,004

Individuals assisted to remain housed

\$10,285,401

In rental assistance leveraged - stabilizing landlords and tenants

LANDLORD-TENANT EVICTION MEDIATION

267

Individuals served

98%

Of households assisted remained housed an average of 30 days after receiving assistance

VOLUNTEER INCOME TAX ASSISTANCE (VITA)

188

Returns prepared

\$208,000+

In refunds generated

\$40,000+

In tax preparation fees saved

HEALTHY START EARLY CHILDHOOD SCREENINGS

3,253

Developmental, vision, hearing, dental and speech screenings conducted

543

Referrals made for additional services

75%

Referral rate increase over pre-pandemic baseline

SMILE IN-HOME MENTORING PROGRAM

18

Children and their families received mentoring

30.1%

Improvement on developmental evaluation of participating children

4.45%

Improvement on evaluation of home environment of participating families

POCONOINFO HELPLINE

6,595

Individuals served from July 2021-June 2022

836

Advocacy calls made on behalf of clients in need of services

25.4

Average number of calls per weekday

EDUCATION

In Monroe County, families with young children have a variety of support options offered by Pocono Mountains United Way including health screenings, Educational Improvement Tax Credit scholarships, and reading campaigns. Since the inception of the **Healthy Start Early Childhood Screening Program** in 2004, over **25,000 screenings** have been provided to children in local communities. Children who may have issues detected by screenings receive a referral to additional services. Before the pandemic, referral rates were below **10%**, but referrals have **increased by nearly 75%** and now over 17% of screenings lead to a referral. This past year alone, **3,253 screenings** were provided, and **543 referrals** were made.

Pocono Mountains United Way is an approved organization under Pennsylvania's **EITC/OSTC Program** and sends contributions made by a business to Pre-K through 12 schools and to the Summer STEAM-R Program. So far there have been **30** Pre-K through 12th grade scholarships and **284** children attended the Summer STEAM Education Program. This was made possible with **\$103,000** in business contributions.

SMILE In-Home Mentoring Program helps to ensure that families receive support and resources to give their children learning experiences. The Early Childhood Educator, the parents, and the child work cooperatively in the home or virtually to help prepare children

to enter school ready to learn. Home visiting program recognizes that parents are children's first teachers, but sometimes, parents and others who raise children look for help. Families are at the heart of children's growth, deeply affecting everything from physical health to school success to social skills and emotional well-being. When families and educators work together to support children's development, children's potential in school and in life can be realized. Last year, **18** children and their families received over **480** hours of mentoring, resulting in a **30.10%** increase measured from the developmental assessment and **4.45%** increase from the in-home environment assessment.

United We Read is building a community of readers to make Monroe County a place of opportunity for all. So far, **1,050** children have received books thanks in part to **\$3,100** in donations received to purchase new books. The most powerful ways to develop children's literacy skills are also the simplest: talk to them, listen to them, read to them, and write with them. As children's author Emilie Buchwald wrote, "children are made readers on the laps of their parents."

HEALTH

Pocono Mountains United Way received a grant through Temple University and the Health Resources and Services Administration to address **COVID-19 vaccine hesitancy** by offering support and resources to vulnerable populations. Through a combination of direct outreach at local events and service providers, dissemination of educational materials, and digital marketing campaigns, **thousands** of Monroe County residents were encouraged to take action to protect their health.

Pocono Mountains United Way is proud to partner with Lehigh Valley Hospital – Pocono in support of the **Double Bucks** initiative. Now in its sixth year of operation, this program allows Supplemental Nutrition Assistance Program (SNAP – formerly known as food stamps) participants to double their dollars when they use their SNAP card at the Monroe Farmer's Market.



In addition to securing fresh, healthy food, this program encourages support for local farmers. Nearly **300 households** are served during the market's seven-month season each year.

SingleCare (formerly FamilyWize) partners with over 800 local United Ways to help people afford their prescription medications. This free savings card assisted **2,396 individuals** to save nearly **\$183,000** on their prescriptions.

FINANCIAL MOBILITY

Two in five households in Monroe County are ALICE – **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. These households are working but struggling to afford a basic household budget including food, rent, utilities, transportation, and childcare. From the basics of a safe place to sleep, to the wealth-building opportunity created through homeownership, Pocono Mountains United Way knows that housing stability is a key factor in the financial mobility of ALICE households.

Pocono Mountains United Way serves as a key partner to the County of Monroe in administering the **Emergency Rental Assistance Program**. This program assists with rent and utility payments, stabilizing both landlord and tenant. As the program was launching in April 2021, Pocono Mountains United Way was able to offer critical expertise, staffing infrastructure, and financial resources to ensure these federal funds were deployed efficiently and effectively. In Fiscal Year 2021-2022, a total of **3,884 individuals** were assisted to remain housed, and over **\$10.2 million** in funding was managed by Pocono Mountains United Way staff, making Monroe County a top performer in the Commonwealth of Pennsylvania.

When the COVID-19 pandemic hit and people were unable to work, Pocono Mountains United Way recognized the risk that many tenants and landlords were facing. Without the ability to work, tenants were unable to pay rent and bills and risked eviction, while landlords saw cashflow changes that could impact their ability to pay mortgages, make repairs, and maintain



their business. Pocono Mountains United Way went to work developing the **Landlord-Tenant Eviction Mediation program** providing assistance that allows people to remain housed. In total, **267 individuals** were aided and there was a **98% success rate** at keeping people housed an average of 30 days after receiving services.

Hospitality and tourism are at the heart of the Pocono Mountains, contributing millions of dollars each year to the local economy and providing thousands of jobs. Many of those we interact with daily are ALICE - **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed - working hard but struggling to make ends meet. In recognition of their contributions to the Poconos, and the unique challenges that the COVID-19 pandemic created, the Hospitality and Restaurant Worker Relief Fund awarded **13 mini-grants** of \$250 to \$1,000 to reduce barriers to work and improve home safety and habitability.

One key support for the ALICE population is the Earned Income Tax Credit – which lifts about 4.6 million Americans out of poverty each year. The **Volunteer Income Tax Assistance (VITA) program** run by Pocono Mountains United Way ensures that families get all the tax credits they are entitled to, as well as saving on tax preparation fees. For the 2021 filing season, VITA Clients received assistance with opening bank accounts to ensure families receive their money faster. A total of **188 households** were assisted during the 2021 filing season. In addition, more than **\$208,000 in tax refunds** were generated and over **\$40,000** in fees were saved.

2021 STATEMENT OF FINANCIAL POSITION

2021 CURRENT ASSETS

Cash and Cash Equivalents	\$903,935
Certificates of Deposit	337,012
Investments, at fair value (Note 6)	792,565
Grants Receivable	1,013,818
Pledges Receivable, net (Note 4)	219,818
Deferred Expenses	247,134
Prepaid Expenses	2,215
Total Current Assets	3,516,497
Land, Building, and Equipment, Net (Note 5)	629,126

TOTAL ASSETS	\$4,145,623
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2021 LIABILITIES

Due to Member Agencies	\$305,000
Accounts Payable and Accrued Expenses	339,361
Deferred Support	827,389
Designated Funds Payable	25,844
Donor Choice Designated to Agencies and Other United Ways	8,443
Total Current Liabilities	1,526,037
Term Debt (Note 7)	116,431

TOTAL LIABILITIES	1,642,468
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2021 NET ASSETS

Net Assets Without Donor Restrictions:	
Undesignated	1,002,491
Board Designated:	
Land, Building, Equipment	629,126
Working Capital	185,135
Total Board Designated Net Assets	814,261
Total Net Assets W/out Restrictions	1,816,752
Total Net Assets With Donor Restrictions	686,403

TOTAL NET ASSETS	2,503,155
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TOTAL LIABILITIES AND NET ASSETS	\$4,145,623
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STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT AND REVENUE			
Contributions & Grants	\$1,559,208	\$190,622	\$1,749,830
Current Campaigns	826,924	-	826,924
Fundraising events, net of direct expenses of \$5,021	14,769		14,769
Forgiveness of debt income –			
Paycheck Protection Program	110,600	-	110,600
Total Support	2,511,501	190,622	2,702,123
NET ASSETS RELEASED FROM RESTRICTIONS	723,159	(723,159)	0
Total Support and Revenue	3,234,660	(532,537)	2,702,123
EXPENSES			
Programs and events	2,885,437		2,885,437
General & Administrative	79,319		79,319
Fundraising	110,912		110,912
Total Expenses	3,075,668	0	3,075,668
INCOME (LOSS) FROM OPERATIONS	158,992	(532,537)	(373,545)
INVESTMENT INCOME, NET	146,564		146,564
CHANGE IN NET ASSETS	305,556	(532,537)	(226,981)
NET ASSETS, JULY 1	1,511,196	1,218,940	2,730,136
NET ASSETS, JUNE 30	\$1,816,752	\$686,403	\$ 2,503,155

Data above are the most recent audited financial information available. For the years ending June 30, this statement should be read in conjunction with our complete audit report. A copy of the full report can be found at PoconoUnitedWay.org

RESOURCE INVESTMENT

Each year, Pocono Mountains United Way utilizes a volunteer-led process to make strategic investments in key programs meeting the human service needs of residents of Monroe County. Volunteers from diverse backgrounds establish funding priorities, oversee the grant application and review process, and make funding recommendations to the Board of Directors. These dedicated volunteers give generously of their time and expertise. We are very grateful to these volunteers for their work in reviewing agencies and programs and determining how to best invest resources to meet community needs.

As the needs of the community continued to evolve in the wake of the COVID-19 crisis, Pocono Mountains United Way focused its strategic investments across five priority areas:

- Housing (Rental Assistance, Homeless Prevention, Homeless Sheltering/Emergency Housing)
- Food (Food Banks, Community Meals, Home Delivered Meals)
- Childcare
- Mental Health (including Substance Misuse)
- Domestic Violence

2021-2022 VOLUNTEER RESOURCE INVESTMENT COMMITTEE

Tameko Patterson, Committee Chair

Sadeel Alkathiri

Mona Alzahrani

Beverly Braxton-Cannon*

Nichele Brown

Mark Dodel*

Essam Eid

Taylor Fox

Emily Grober

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Debbie Kulick

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Michaela LaBar

Dr. Clare Lenhart*

Linda Mader

Linda McDonald

Patricia Saylor*

Ellyn Schindler*

Rich Schlameuss

Kenyatta Smartt

Christian Smith

Dave Super*

Connie Yuhasz



*Denotes Review Panel Chairs

Funded Agency	Program	Investment Amount
American Red Cross of the Poconos	Disaster Services	\$14,100
Community Action Committee of the Lehigh Valley	Second Harvest Food Bank	\$18,350
Family Promise of Monroe County	Project New Beginnings	\$29,750
Monroe County Habitat for Humanity	Home Preservation Program	\$10,000
Monroe County Meals on Wheels	Home Delivered Meals	\$11,500
Pocono Area Transitional Housing	Transitional Housing Program	\$25,000
Pocono Services for Families & Children	Birth to 3rd Grade Childcare	\$40,000
Resources for Human Development, Inc.	RHD Crossroads Community Services	\$30,800
Stroud Region Open Space & Recreation Commission	StroudKids Camp Programs Camperships	\$6,000
The Growing Place Child Care Centers	Tuition Assistance for Working Families at Risk	\$15,000
The Growing Place Child Care Centers	Special Needs Program	\$20,000
The Salvation Army	Emergency Shelter	\$24,500
The Salvation Army	Food Pantry and Soup Kitchen	\$30,000
Women's Resources of Monroe County	Emergency Shelter and Housing	\$30,000
Total Investments FY 2021-2022		\$305,000

CORPORATE LEADERSHIP DONORS

CORNERSTONE SOCIETY (\$100,000+)

Sanofi Pasteur	Community Care Behavioral Health (CCBH)
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KEYSTONE SOCIETY (\$50,000-\$99,999)

Pocono Mountains Visitors Bureau	Weiler Abrasives Group
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CAPSTONE SOCIETY (\$10,000-\$49,999)

AllOne Charities	Lehigh Valley Health Network – Pocono Hospital	United Parcel Service – UPS
ESSA Bank & Trust	PNC Bank	University of Pittsburgh Medical Center (UPMC)
Highmark Blue Cross	PPL Electric Utilities	Wells Fargo Bank

TOP SUPPORTERS (\$1,000-\$9,999)

AAA North Penn	Gilbane Building Company	Stroudsburg Area School District
Abeloff Auto Group	Guardian Life	Stroudsburgs Rotary Foundation
Aetna Foundation	Monadnock Non-Wovens, LLC	TARGET 1260
Brodhead Creek Regional Authority	Monroe County Administrative Office	The Lester G Abeloff Foundation
Buck Hill Community Services Committee	Monroe County Transit Authority	The Rosemary DePetrus Foundation
Chandler Barnes Family Fund	Mountain View Vineyard & Distillery	UGI Utilities, Inc.
Cigna	Pentagon Federal Credit Union	United Envelope LLC
Citizens Savings Bank – Mount Pocono	Pipefitters & Plumbers Local #524	United Way of Pennsylvania
Concannon, Miller & Co. PC	Pocono Mountain School District	VaxServe Inc.
Corcoran Hegarty & Associates, LLC	Pocono Mountains Economic Development Co.	Victaulic
Dr. Joseph B Conahan Jr.	Pocono Record	Walmart Master Account
Ertle Subaru	Ray Price Cars	Weis Markets Inc.
Evergreen Village	Reed Technology Solutions LLC	Weseloh Carney & Co. LLC
First Keystone Community Bank	St. Luke's University Health Network	
Frailey Insurance Agency		

CORPORATE SUPPORTERS (\$500-\$999)

Air Products	IBM Employee Charitable Contribution Campaign	Peoples Security Bank & Trust
Best Auto Service Center	Kinsley's Shop Rite of Brodheadsville	Pleasant Valley All Sports Club Volleyball Account
Brite Cleaners	Lehigh Valley Health Network	R.W. Buff, Inc.
Century 21 Select	Moyer Aviation Inc.	Santosha on the Ridge
Columbia Associates – McDonald's	Northeast Race Beast	Ski PA Gear
East Stroudsburg Area School District	Oak Tree Properties, Inc.	Stark Financial Group
F&F Paving & Excavating	Odd-lot Outlet Inc	T-Mobile
Hearst		

INDIVIDUAL LEADERSHIP DONORS

Alexis de Tocqueville Society (\$10,000+)

Bill & Barbara Cramer
Mark Dodel & Patricia Rylko, MC,
FACC

The Ann and Joseph
Farda Foundation
Michael & Susan Lundquist
Mattioli Foundation

David & Marina Ottaway
Karl & Ann Weiler
The Weiler Family Foundation

Gold Donors (\$2,500-\$4,999)

William C. & Susan W. Andrews

Sheila M. Chellgren

Silver Donors (\$1,000-\$2,499)

Anonymous Donor
Joseph Bedrick
Jerrod Belvin
Raymond T. Burke Jr.
Michael Carfaro
Stewart M. Carrington
Dennis S. Clawson
Cameron Davidson

John T. DeVivo
Peter Favini
Kathleen Howe
Jay Huffman
Mirnes Imsirovic
Robert D. Kelly
David & Lynn Lansdowne
Sharon S. Laverdure

Raffael Lucci
Marianne M. Marks
Timothy J. McManus
Eileen & Joseph "Trip" Ruvane III
Mario Scavello
Paul & Judy Schuchman
Ann M. Wingert
Scott A. White

Bronze Donors (\$500-\$999)

Paul & Leah Barry
Terry Brandenburg
Robert Brown
Thomas Campbell
Holly R. Corcoran
Brian K. Coyne
Jill D'Alessandro
Joshua De La Mata
Nancy S. Dressel
William F. Dwyre
Charles B. Fancher Jr.
John Gesiskie
Stephen J. Getty
Shawn Graham
Donald S. Hannig
Pamela Haydt

MaryAnne & Chester Heeter
Philip Hosbach
Sarah Jacobi
Russell Kemp
Duane Kerzic
Frank Lanterman
Frederick A. Lehrer
Luz Martin
Philip D. Matheson
Christina Gomes Matos
Karl R. Matschat
Linda F. McDonald
Robert M. Moses
Todd Nemura
Marshall L. Pope
Angelica Richards

Bronya Samuel
Jenette G. Sarajian
Richard W. Schlameuss
Joe Scicutella
William Stockbridge
James A. Swetz
Cary Tintle
Robert J. Unruh
Angela Watson
Christopher E. Weiler
Alan I. Westheim
Elizabeth Wise
Constance C. Yuhasz
Edwin Zayas

BOARD OF DIRECTORS

Chris Barrett, Board Chair

Pocono Mountains Visitors Bureau

Miguel Barbosa

East Stroudsburg University

Cristina Matos

Weiler Abrasives Group

Grace D'Amico, Board Vice Chair

Community Member

Christa Caceres

Monroe County NAACP

Tameko Patterson

Sanofi Pasteur

Tim Kresge, Board Secretary

East Stroudsburg University

Jill D'Alessandro

St. Luke's Monroe Hospital

Richard Schlameuss

Monroe County Transit Authority

Jamie Schmeelk, Board Treasurer

Pocono Mountains Visitors Bureau

Don Hannig

Spread Eagle Associates

Lyman Winner

The Frogtown Chophouse

Ben May, Immediate Past Board Chair

Pocono Raceway

Debbie Kulick

Eastern Monroe Leasing and Training



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Michael Tukeva
President/CEO

Sarah Jacobi
Vice President, Community Impact

Ellin Bittlingmeyer
Information and Referral Call Specialist

Thomas Campbell
Director, Housing Initiatives

Jake Higgins
Marketing and Resource
Development Manager

Tyiesha Hinton
Director, ERAP Program

Todd Nemura
Director of Resource Development

Linda Paugh
Eviction Mediation Manager

Roxanne Powell
Manager, Community Impact

Liana Riutort
ERAP Program Manager

Maria Schramm
Coordinated Entry Manager,
Pocono Region

Jean Sierra
Executive Assistant

Timera Toppin
Generation Next Coordinator

Marianna Vitale
Data Specialist

Robyn Weaver
Equity Officer





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United Way**

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