



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 |
|---------------------|--------------------|

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 |
|--------------------------|------------------|

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 |
|-------------------------|------------------|

| | |
|---|--------------------|
| TOTAL LIABILITIES AND NET ASSETS | \$4,145,623 |
|---|--------------------|

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

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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 |

GOVERNMENT & CORPORATE LEADERSHIP DONORS

CORNERSTONE SOCIETY (\$100,000+)

| | | |
|---|--|---|
| Community Care Behavioral Health Organization | Monroe County Administrative Office Sanofi Pennsylvania Housing Finance Agency | Pocono Mountains Visitors Bureau Temple University |
|---|--|---|

KEYSTONE SOCIETY (\$50,000-\$99,999)

| | | |
|---------------------------------------|----------------------------------|------------------------|
| East Stroudsburg Area School District | Housing Alliance of Pennsylvania | Weiler Abrasives Group |
|---------------------------------------|----------------------------------|------------------------|

CAPSTONE SOCIETY (\$10,000-\$49,999)

| | | |
|---|--|---|
| Carbon-Monroe-Pike Mental Health and Development Services | Lehigh Valley Health Network – Pocono Hospital | St. Luke's University Health Network |
| ESSA Bank & Trust | Neighborworks NEPA | UGI Utilities |
| Highmark Blue Cross | PNC Bank | United Way of Pennsylvania |
| i2M | PPL Electric Utilities | University of Pittsburgh Medical Center |
| Internal Revenue Service | ShawneeCraft Brewing Company | Waste Management |
| | | Wells Fargo |

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

| | | |
|--|-------------------------------------|---|
| AAA North Penn | Frailey Insurance Agency | Pipefitters & Plumbers Local #524 |
| Abeloff Auto Group | The Frogtown Chophouse LLC | Pocono Mountain School District |
| Aetna Better Health | Gilbane Building Company | Price Chopper |
| AllOne Charities | Guardian Life | Ray Price Cars |
| AmeriHealth Caritas Services, LLC | Kia's Accelerate The Good | Reed Technology Solutions LLC |
| Blue Ridge Cable | Lamar Advertising | Stroudsburgs Rotary Foundation |
| Buck Hill Community Services Committee | Lehigh Valley Health Network | Tiny Toes Learning Center |
| Camelback Resort | The Lester G Abeloff Foundation | United Envelope LLC |
| Chick-Fil-A | Liberty One Realty, LLC | United Parcel Service |
| Columbia Associates – McDonald's | M&T Bank Wilkes-Barre | The Wawa Foundation |
| Concannon, Miller & Co. PC | Monroe County Transit Authority | Wealth Strategies and Management, LLC |
| Cove Pocono Resorts | Mountain View Vineyard & Distillery | Wee Wons Day Care – Preschool/Kindergarten |
| East Stroudsburg University | My Girl Managed Services | Weis Markets Inc. |
| Evergreen Village | NBT Bank | Weseloh Carney & Co. LLC |
| First Keystone Community Bank | Nelson Family Life Foundation Inc. | Wind Gap Electric, Inc. |
| First National Bank of Pennsylvania | Pentagon Federal Credit Union | |
| | Peter Properties | |

CORPORATE SUPPORTERS (\$500-\$999)

| | | |
|--------------------------------------|---|----------------------------------|
| A.B.E. Doors, Inc. | F&F Paving & Excavating | Odd-lot Outlet Inc. |
| Baehr Family Financial LLC | Investigation Technologies, Inc. | Santosha on the Ridge |
| Best Auto Service Center | Monroe County Emergency Management | State Employee Combined Appeal |
| Brite Cleaners | Moyer Aviation Inc. | Stroudsburg Area School District |
| Century 21 Select | Pleasant Valley All Sports Club – Volleyball Account | Target 1260 |
| Chestnut Retreat Center | Oak Tree Properties, Inc. | Warriors Pizza |
| Citizens Savings Bank – Mount Pocono | | |

INDIVIDUAL LEADERSHIP DONORS

ALEXIS DE TOCQUEVILLE SOCIETY (\$10,000+)

| | | | |
|-----------------------|-----------------|-------------------------|-------------------|
| Bill & Barbara Cramer | Michael & Susan | The Mattioli Foundation | Karl & Ann Weiler |
| The Joseph and Ann | Lundquist | David & Marina Ottaway | The Weiler Family |
| Farda Foundation | | | Foundation |

PLATINUM DONORS (\$5,000-\$9,999)

| | |
|---------------|------------------|
| Lisa S. Tomko | Nicole L. Wilson |
|---------------|------------------|

GOLD DONORS (\$2,500-\$4,999)

| | | | | |
|-------------------------------|---------------------|----------------|-----------------------|----------------|
| Anonymous Donor | Sheila M. Chellgren | Jay Huffman | Paul & Judy Schuchman | Scott A. White |
| William C. & Susan W. Andrews | John. T. DeVivo | James B. Hyatt | Phillip B. St. James | |

SILVER DONORS (\$1,000-\$2,499)

| | | | | |
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| | | | Tameko Patterson | James C. Wilson |

BRONZE DONORS (\$500-\$999)

| | | | | |
|-------------------------|------------------------|----------------------|-------------------------|-----------------------|
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| William F. Dwyer | Sean Illig | Luz Martin | Mathilda Sheptak | |

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East Stroudsburg University

Cristina Matos

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Todd Nemura
Director of Resource Development

Linda Paugh
Eviction Mediation Manager

Roxanne Powell
Manager, Community Impact

Liana Riutort
Coordinated Entry Manager,
Pocono Region

Maria Schramm
Associate Director,
Community Impact

Jean Sierra
Executive Assistant

Timera Toppin
Generation Next Coordinator

Marianna Vitale
Data Specialist

Robyn Weaver
Equity Officer





**Pocono Mountains
United Way**

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Stroudsburg, PA 18360

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Fax: 570.234.3469

 [PoconoUnitedWay.org](https://www.PoconoUnitedWay.org)

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