



Pocono Mountains
UNITED WAY

2024-2025 ANNUAL REPORT

UNITED IN STRENGTH



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LETTER FROM THE PRESIDENT/CEO AND BOARD CHAIR

Dear Friends and Partners,

As we reflect on the past year, one truth has remained clear: when we come together, we become stronger. Whether helping a family avoid eviction, connecting a child to early education, or walking with someone through a time of personal crisis, the strength of our community has shown up time and time again.

This Annual Report tells the story of that strength. It is a story rooted in impact, built on trust, and filled with momentum.

Together, we made real progress in the areas that matter most.

We helped families find stability in housing during moments of uncertainty.

We expanded access to early learning, giving children a stronger start.

We provided referrals for food, utility assistance, and other essentials to neighbors who were struggling.

We walked alongside students as they prepared for bright futures.

And we did not do any of it alone.

The road ahead calls for more of this unity. That is why we are entering the next year under a new theme: **United in Strength.**

This is not just a tagline. It is a mindset. It is a call to build deeper relationships, to act with bold compassion, and to show up consistently in the places where we are needed most. It means building trust by supporting one another within our organization and through true partnership with the community.

In a time when trust matters more than ever, we are working to earn it every day...through our actions, our transparency, and our commitment to the people of the Pocono Mountains.

This Annual Report offers a glimpse of that commitment. We hope you see not just what has been accomplished, but what is possible when we remain United in Strength.

With sincere gratitude,



Michael B. Tukeva
President/CEO



Chris Barrett
Chair, Board of Directors

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.

Chris Barrett, *Chair*

Pocono Mountains Visitors Bureau

Michael Sherman, *Vice Chair*

Community Member

Tim Kresge, *Secretary*

Community Member

Jamie Schmeelk, *Treasurer*

Pocono Mountains Visitors Bureau

Miguel Barbosa

East Stroudsburg University

Jill D'Alessandro

St. Luke's University Health Network

Pete Gray

Community Member

Don Hannig

Hannig Development LLC

Debbie Kulick

Eastern Monroe Leasing & Training, Inc

Dave Makarsky

Community Member

Laura Pastore

Weiler Abrasives Group

Joe Pinto

Lehigh Valley Hospital – Pocono,
Part of Jefferson Health

Rich Schlameuss

Monroe County Transit Authority

Lyman Winner

The Frogtown Chophouse

PROGRAM HIGHLIGHTS

Each number in this report represents more than just data. It reflects a story of real change made possible by the trust and generosity of our community. This year's Annual Report is designed to show the power of collective impact and build continued momentum as we move into Fiscal Year 2026.

FINANCIAL STABILITY

EITC TAX CREDIT SCHOLARSHIPS

32 Pre-K & K-12 Scholarships
Awarded



46 Scholarships Awarded for ESASD
Summer & School Care Scholarships
(Pre-K – 12)



512 children attending ESASD
Summer
STEAM-R program



PRE-K TUITION SUBSIDY



**CHILDREN & THEIR FAMILIES
RECEIVED ASSISTANCE**

No family should have to choose between working and ensuring their child is cared for in a quality early learning environment. Similar to the EITC Program, our Pre-K Tuition Subsidy program made it possible for 60 children to attend pre-kindergarten while giving their parents the ability to work and support their families.

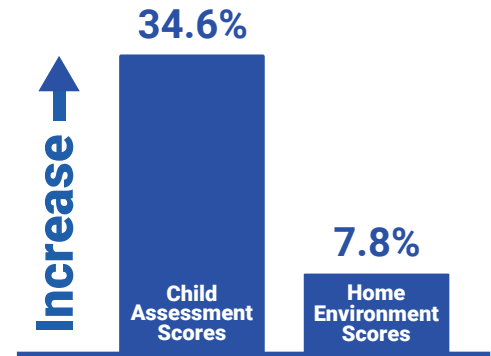
EDUCATION

SMILE IN-HOME MENTORING

51 children/families received mentoring.

The SMILE In-Home Mentoring Program brings mentorship and support into the home, helping families create nurturing environments where children can thrive. The results are clear: children in the program showed significant improvement in their development, and caregivers created more stable and supportive home settings.

"SMILE is a wonderful program. I would highly recommend it for any family that needs extra help with their child, so they are ready to go to kindergarten. Thank you again." Rachael & Haven



GENERATION NEXT

51
STUDENTS
PARTICIPATED



23 sophomores **28** juniors

"Generation Next has been such a good program for me in many ways. I've learned so many things that are not only preparing me for college but are helping me through high school as well." - Generation Next student

HEALTHY START EARLY CHILDHOOD SCREENINGS



FY 2024/2025

4,039 TOTAL SCREENINGS

14.6% resulted in referrals for further evaluation.



450
CHILDREN
ENROLLED

88
GRADUATED
PROGRAM

First we learn to read...Then we read to learn...A book delivered each month directly to a child's home may seem simple, but it is a powerful tool for early literacy and for building connections between parents and children. This year, 450 children participated in the program and 88 celebrated their graduation at age five. These children are now entering kindergarten with stronger vocabularies and brighter imaginations.

BACKPACK DISTRIBUTIONS



FIRE SAFETY TRAININGS

Free trainings provided to childcare employees.



7 TRAININGS
PROVIDED

143
PARTICIPANTS

HOUSING

HOME4GOOD HOMELESS PREVENTION AND DIVERSION PROGRAM

\$50,655

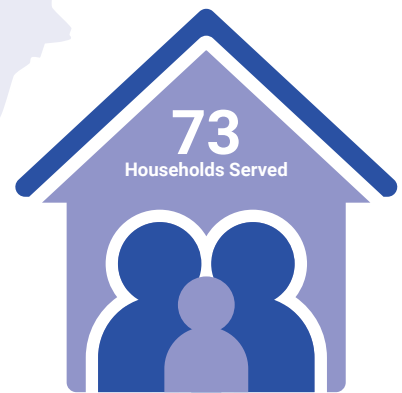
DISTRIBUTED TO MONROE,
PIKE, CARBON & WAYNE
COUNTY RESIDENTS



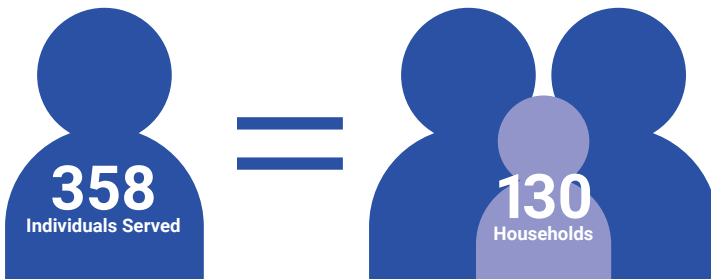
PHARE RENTAL ASSISTANCE PROGRAM

\$105,622

DISTRIBUTED TO MONROE,
PIKE, CARBON & WAYNE
COUNTY RESIDENTS



LANDLORD-TENANT EVICTION MEDIATION



HOUSEHOLDS RECEIVING EVICTION
MEDIATION = 46

HOUSEHOLDS RECEIVED HOUSING
COUNSELING = 84

INFORMATION & REFERRAL

POCONOINFO HELPLINE

Top needs reported by callers:
Rental Assistance, Utility/Fuel Assistance,
Housing/Shelter, Cash Assistance



4,912

INDIVIDUALS ASSISTED W/
INFORMATION & REFERRAL

RESOURCE INVESTMENT

Community Investment Through Volunteer Leadership

Each year, Pocono Mountains United Way engages a diverse group of community volunteers to lead a strategic and transparent investment process that supports critical human service programs throughout Monroe County.

These volunteers establish funding priorities, oversee the grant application and evaluation process, and provide funding recommendations to our Board of Directors. Their insights ensure that resources are directed to programs with the greatest potential for measurable impact.

The commitment and expertise of our volunteers are essential to this process. By lending their time and perspectives, they help us invest wisely, respond to the most pressing local needs, and strengthen the well-being of our entire community.

RESOURCE INVESTMENT COMMITTEE & INVESTMENT PROCESS VOLUNTEERS

Clare Lenhart*
Committee Chair

Sarah Beth Sanchez*

Tanya Williams

Sarah Engler

Amaya Matthew

Eddy Acosta

Teresa German

Mohialdeen Abdelghani

Daniel Knappenberger

Jillian Harper

Roberta Walcott

Debbie Harrison*

Deb Kulick*

Beverly Braxton-Cannon*

Richard Schlameuss

Lavinia Harrison

Kody Crosson

Emely Rodriguez

Mackenzie Fink

Matthew Rivera

Lyman Winner*

Jane Dorshimer

Lesly Estil

Legitime Bourjolly

Ashley Stevens*

Donna Roulston*

Joanne Leasure*

Lucas Debartolo

John Gerkhardt

Linda McDonald

Lorette Miller

Laura Pastore

James Thornton

Danielle Gouldthorpe

Jonathan Carrero

** Denotes Resource Investment Committee Members*

“We are grateful to each of the Resource Investment Volunteers that give of their time and expertise to guide our investments into programs meeting local needs. These community members see to it that real progress happens.”

Sarah Jacobi, VP Community Impact

FUNDED AGENCIES AND PROGRAMS

FY 2025/2026 RESOURCE INVESTMENT GRANTS

Funded Agency	Program	Investment Amount
American Red Cross	Disaster Services	\$13,500
Community Action Committee of the Lehigh Valley	Second Harvest Food Bank	\$21,000
Lehigh Valley Hospital - Pocono	Nurse-Family Partnership	\$13,500
Monroe County Habitat for Humanity	Home Preservation Program	\$18,000
Monroe County Meals on Wheels	Home Delivered Meals	\$18,000
Pleasant Valley Ecumenical Network	Diaper and Menstrual Hygiene Product Services	\$14,000
Pocono Area Transitional Housing	Transitional Housing	\$27,798
Pocono Family YMCA	Childcare Assistance to Low Income Families	\$13,500
Pocono Services for Families & Children	Infant and Toddler	\$16,000
Resources for Human Development	Crossroads Street 2 Feet Program	\$33,000
Safe Monroe	Emergency Shelter	\$34,445
Sights for Hope	Transportation Program	\$10,000
The Growing Place Child Care Centers	Special Needs Program	\$16,000
The Salvation Army East Stroudsburg Corps	Emergency Shelter	\$36,258
The Salvation Army East Stroudsburg Corps	Food Pantry and Soup Kitchen	\$30,000
Total Investments		\$315,000



COMMUNITY LEADERSHIP

Pocono Mountains United Way serves a role beyond simply providing assistance through its resource investment in other agencies and the services it delivers directly. Pocono Mountains United Way brings together the community's strengths and needs, uniting them to create solutions that no single organization could achieve alone.



In November 2024, Pocono Mountains United Way collaborated with the Pocono Mountains Visitors Bureau to create the More Front Doors Housing Summit held at Kalahari Resort. The summit pulled together over 350 leaders across the region to focus on the Poconos' housing shortage and to begin the difficult process of developing a strategy to address our region's needs.



DAY OF CARING

Every year Pocono Mountains United Way increases community involvement and commitment by coordinating a day for businesses and individuals to volunteer while learning more about the agencies that make Monroe County a better place to call home.



120+
INDIVIDUALS
CAME OUT TO SUPPORT
THE COMMUNITY
DURING PMUW'S DAY
OF CARING



15
LOCATIONS

VOLUNTEERS HELPED WITH PROJECTS
ACROSS ALL OF MONROE COUNTY



500+
HOURS WERE
DONATED TO HELP
OUR COMMUNITY!



2024 STATEMENT OF FINANCIAL POSITION

2024 ASSETS

CURRENT ASSETS

Cash	\$1,907,606
Certificates of Deposit	57,758
Accounts Receivable	13,263
Grants Receivable	152,322
Pledges Receivable, net	104,600
Prepaid Expenses	19,047

NONCURRENT ASSETS

Investments	915,698
Right-of-Use Asset – finance lease	1,637
Land, Building, and Equipment, Net	592,895

TOTAL ASSETS

\$3,764,826

2024 LIABILITIES

CURRENT LIABILITIES

Accounts Payable and Accrued Expenses	\$158,138
Due to Member Agencies	357,352
Designated Funds Payable	-
Donor Choice Designated to Agencies and Other United Ways	743
Deferred Revenue	38,975
Finance Lease Liability	500

NONCURRENT LIABILITIES

Finance Lease Liability	1,030
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TOTAL LIABILITIES

\$556,738

2024 NET ASSETS

Without Donor Restrictions:	
Undesignated	2,212,760
Board Designated	185,135
Total W/out Donor Restrictions	2,397,895
Total With Donor Restrictions	810,193

TOTAL NET ASSETS

\$3,208,088

TOTAL LIABILITIES AND NET ASSETS

\$3,764,826

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT AND REVENUE			
Contributions & Grants	\$415,862	\$1,215,964	\$1,631,826
Current Campaigns	884,060	160,889	1,044,949
Special Events, net of direct expenses of \$5,505	9,945	-	9,945
Contributed non-financial assets	311,999	-	311,999
Other Income	5,790	9,525	15,315
Net Assets Released from Restrictions	1,467,653	(1,467,653)	-
Total Support and Revenue	3,095,309	(81,275)	3,014,034
EXPENSES			
Programs and Events	2,485,878	-	2,485,878
General & Administrative	186,967	-	186,967
Fundraising	280,382	-	280,382
Total Expenses	2,953,227	-	2,953,227
Income From Operations	142,082	(81,275)	60,807
Investment Return	98,275	-	98,275
Change in Net Assets	240,357	(81,275)	159,082
NET ASSETS AT THE BEGINNING OF YEAR	\$2,157,538	\$891,468	\$3,049,006
NET ASSETS AT END OF YEAR	\$2,397,895	\$810,193	\$3,208,088

BUSINESS SERVICES AND INVESTMENT OPPORTUNITIES

Goal-Based Investing

Marketing and Public Relations

Provide financial sponsorships, in-kind donations, and volunteers at events, or provide a portion of revenue from sales as a contribution. We help promote your involvements to make the public aware.

Corporate Social Responsibility

Meet your internal and mandated community support goals through corporate donations, participation in PA's Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) programs, and other means that work for your business.

We aim to be a true partner to business that benefits all parties involved: the business, United Way, and most importantly, the community we both serve.

How Much to Invest

Corporate Social Responsibility and Philanthropy is an important consideration for all businesses and may be required in certain cases. We can help you meet your needs and goals.

Where to Invest

General Operating Fund

Trust-based unrestricted funding that allows us to be nimble and responsive.

Endowment Fund

To ensure we are here to serve in perpetuity.

Programs and Services

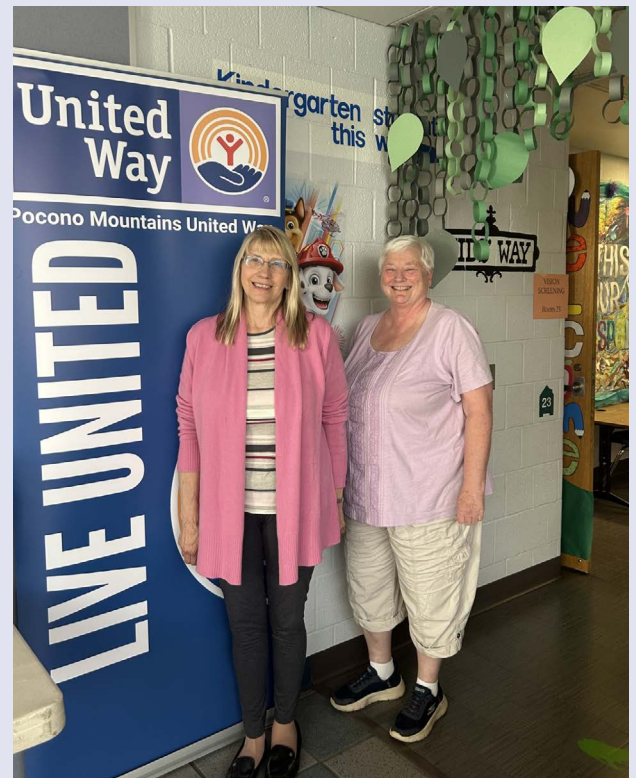
Make an impact in areas most important to your business.

Events

Provide the funding and volunteers to make community events successful.

Why Invest

- Business legacy and community perception
- Employee perception and retention
- Brand awareness and marketing value
- Potential tax benefits
- Personal feeling of helping our neighbors
- Long-term benefits to our economy and jobs



Budgeting Your Investment

Marketing

Sponsorships and In-Kind donation

Corporate Social Responsibility Opportunity

Workforce development and Workplace Giving Campaigns

Community Support

Corporate donations, sponsorships, and program support

Tax Incentives

Educational Improvement Tax Credit (EITC) as a tax benefit

GOVERNMENT & CORPORATE LEADERSHIP INVESTORS

CORNERSTONE SOCIETY

Carbon-Monroe-Pike Mental Health/
Developmental Services
Community Care Behavioral Health
East Stroudsburg Area School District

Monroe County
Pennsylvania Housing Finance Agency
Pocono Mountains Visitors Bureau

Sanofi
United Way of Pennsylvania
Weiler Family Foundation

CAPSTONE SOCIETY

AllOne Charities
American Lung Association PA
CLA Foundation
ESSA Bank & Trust
Highmark Foundation
I2M

Lehigh Valley Hospital – Pocono,
Part of Jefferson Health
Mattioli Foundation
PNC Financial Services Group, Inc.
PPL Electric Utilities
The Ann & Joseph Farda Foundation

UGI Utilities, Inc.
Waste Management
Wayne Bank
Weiler Abrasives Group
Weis Markets Inc.
Wells Fargo

TOP SUPPORTERS

Abeloff Auto Group
AmeriHealth Caritas Services, LLC
Barley Creek Brewing Company
Blue Ridge Communications
Brodhead Creek Regional Authority
Buck Hill Community Services
Committee
Camelback Resort
Cigna Group
Cove Haven Entertainment Resort
Enterprise Holdings
First Keystone Community Bank
Givinga Foundation, Inc
Gross McGinley, LLP

Guardian Life
Highmark Blue Cross
Housing Alliance of Pennsylvania
The Lester G Abeloff Foundation
M&T Bank Wilkes Barre
Met-Ed
Middle Smithfield Township
Monroe County Transit Authority
Mountain View Vineyard & Distillery
NBT Bank
Penn State College of Medicine
Pocono Mountain School District
Paradise Stream Resort
PPL Foundation

Price Township
Ray Price Cars
R.W. Buff, Inc.
State Employee
Combined Appeal
State Senator Rosemary M. Brown
Target 1260
The Wawa Foundation
Wealth Strategies & Management
Wind Gap Electric, Inc.

CORPORATE SUPPORTERS

Douglas Infiniti
EHD Insurance
ESU Student Activities Association
Kinsley's Shop Rite of Brodheadsville

Pocono Builders Association
Pocono Mountains
Industrial Park Authority
Pocono Palace
Price Chopper/Market 32

Purposeful Money
United Envelope LLC
UPMC | University of
Pittsburgh Medical Center

Please note that in some cases, we are unable to receive the names of donor-investors and thus cannot display them. If your organization is missing, please contact us at info@poconounitedway.org right away.

INVEST BY GIVING

At Pocono Mountains United Way, our mission is driven by a single, unwavering truth: our community is stronger because of you.

As a community investor, your financial contributions do more than fund programs — they fuel lasting change. Your support enables us to invest in vital services that improve education, health, and financial stability across Monroe County. The return on that investment is a better-prepared workforce, stronger families, healthier individuals, and a more resilient local economy.

Each year, thousands of lives are directly impacted by the work we do together. That impact reaches neighbors, coworkers, employees, and families across Monroe County. Many are just one unexpected event away from financial crisis, and your support ensures we can provide a hand up when it's needed most.

Together, we address not only the immediate needs of individuals and families, but also the broader, systemic challenges that affect our community as a whole. Whether it's affordable housing, mental health support, or workforce development, your investment enables us to take a long-term view while remaining agile in the face of urgent needs.

Your role goes beyond financial giving. As a thought partner, you help us develop innovative solutions and sustain the programs that deliver proven results. From early childhood education to college access, from crisis support to job readiness — you are at the heart of every success story.

Every dollar you give is an investment in a stronger Monroe County:

- When a family stays housed and employed, our economy benefits.
- When a first-generation student attends college, our future grows brighter.
- When a child enters school ready to learn, our graduation rates rise.

To continue fueling this impact, we invite you to renew your gift, deepen your involvement, and stay united in strength with us. Your commitment is a powerful reminder that lasting change starts locally. And in a time when connection and collaboration are more important than ever, we are proud to move forward together under this year's theme:

United in Strength.

Together, we are UNITED IN STRENGTH, as we build a community where everyone can thrive.



HOW TO GET INVOLVED

VOLUNTEER Your Time and Talent

Volunteering makes a difference. It makes a difference in the community, and it makes a difference in your life. Whether you volunteer as an individual or with a group; whether it is a one-time event or a skilled ongoing effort; it makes a difference. Here are just a few of the benefits to you, your organization, and to the community:

- Creates a sense of community: Volunteering helps connect people in a community by bringing them together to work towards a common goal. Connection and shared purpose create community.
- Strengthens communities: Volunteering can help further strengthen communities by building relationships between people and organizations that can lead to more collaboration and cooperation in the future.
- Promotes community engagement: Volunteering can promote civic engagement by encouraging people to get involved in their community and take an active role in shaping its future.
- Sense of fulfillment and purpose: Volunteering can give you a sense of fulfillment by helping others and making a positive impact on their lives.
- Promotes physical and mental health: Volunteering can help keep you physically active, and research shows that a sense of purpose and connection with your community is one of the biggest factors in overall health and happiness.

Volunteer Opportunities

1. Visit www.volunteeronmonroe.org for an updated list of opportunities in our county. All nonprofits are welcome to post opportunities, and all residents, organizations, and businesses are encouraged to sign up for these opportunities any time that works.
2. Plan to be a part of Day of Caring, held every year in September. This one-day event brings hundreds of people together for a day to celebrate community by collaborating on a variety of projects.
3. Contact individual nonprofits for other opportunities that may not be listed online. Skilled workers, board members, and custom options may be available.

ADVOCATE for Change

Use your voice to advocate for quality education, good health, and financial mobility for everyone in Monroe County. Follow us on social media, and check the Advocacy section of our website for more information and opportunities.



INDIVIDUAL INVESTMENT OPPORTUNITIES

How to Invest

Cash-Based Investments

Make a one-time or recurring donation using your credit card, digital wallet, or direct bank withdrawal.



**SCAN TO
DONATE TODAY**

[PMUW.org/donate-now](https://pmuw.org/donate-now)

Where to Invest

General Operating Fund

Trust-based unrestricted funding that allows us to be nimble and responsive.

Endowment Fund

To ensure we are here to serve in perpetuity.

Programs and Services

Make an impact in areas most important to you.

Events

Provide the funding and volunteers to make community events successful.

Wealth-Based Investments

There are a variety of investment vehicles that leverage wealth rather than cash, which may have additional tax benefits as well. More information is shown on the next page.

- Appreciated Assets
- Donor-Advised Funds (DAF)
- Pooled Income Funds
- Charitable Gift Annuity
- Qualified Charitable Distribution (QCD)
- Charitable Remainder Trust

Legacy Giving

- Establish your legacy to last over time
- Create a private fund or foundation
- Personal bequest through your will

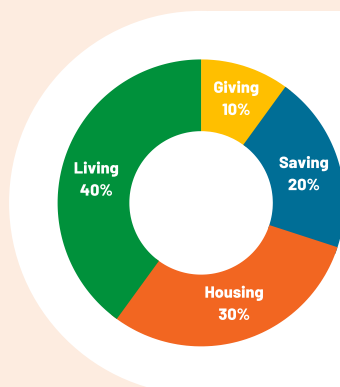
Why Invest

Short-term Return	Long-term Return
Feeling of helping your neighbors	Stronger economy
Potential tax benefits	Potential tax benefits
Live out your personal values	Legacy



How Much to Invest

Philanthropy is a very personal decision. Recommendations reach as high as 10% or more of annual income. 2% can be a useful starting place in the decision making process.



Level	Amount
Tocqueville	\$10,000+
Platinum	\$5,000-9,999
Gold	\$2,500-4,999
Silver	\$1,000-2,499
Bronze	\$500-999

The information below is for informational purposes only and should not be considered financial advice or a recommendation. You can consider bringing these topics to your financial advisors to determine the best course of action for you.

Appreciated Assets

If you donate long-term appreciated assets like bonds, stocks or real estate to charity, you generally don't have to pay capital gains, and you can take an income tax deduction for the full fair-market value. It can be up to 30 percent of your adjusted gross income. Stocks and bonds that have increased in value can be a powerful giving tool because you get an income tax deduction and avoid the capital gains tax. When you give securities directly to a qualified charity, your income tax deduction is based on the security's fair market value and can offset up to 30% of your adjusted gross income (AGI), which could reduce your tax bill. Also, by giving appreciated securities directly (or through a donor-advised fund), neither you nor the charity pays a capital gains tax on the donated securities. For some donors, this means you can give more than if you had sold the security, paid the tax and then given the remaining cash.

Charitable Gift Annuity

A charitable gift annuity is a contract between a donor and a charity with the following terms: As a donor, you make a sizable gift to charity using cash, securities or possibly other assets. In return, you become eligible to take a partial tax deduction for your donation, plus you receive a fixed stream of income from the charity for the rest of your life.

Charitable Qualified Distribution

A QCD is a direct transfer of funds from your IRA custodian, payable to a qualified charity. QCDs can be counted toward satisfying your required minimum distributions (RMDs) for the year starting at age 72, if certain rules are met. In addition to the benefits of giving to charity, a QCD excludes the amount donated from Adjusted Gross Income, which is unlike regular withdrawals from an IRA. Keeping your Adjusted Gross Income lower may reduce the impact of certain tax credits and deductions, including Social Security and Medicare. Also, QCDs don't require that you itemize, which due to the recent tax law changes, means you may decide to take advantage of the higher standard deduction, but still use a QCD for charitable giving.

Charitable Remainder Trust

A Charitable Remainder Trust is a gift of cash or other property to an irrevocable trust. The donor receives an income stream from the trust for a term of years or for life and the named charity receives the remaining trust assets at the end of the trust term. The donor receives an immediate income tax charitable deduction when the CRT is funded based on the present value of the assets that will eventually go to the named charity.

Donor-Advised Funds

A donor-advised fund, or DAF, is an investment account for the sole purpose of supporting charitable organizations you care about. When you contribute cash, securities or other assets to a donor-advised fund at a public charity, you are generally eligible to take an immediate tax deduction. Then those funds can be invested for tax-free growth, and you can recommend grants to virtually any IRS-qualified public charity. Donor-advised funds are the fastest-growing charitable giving vehicle in the United States because they are one of the easiest and most tax-advantageous ways to give to charity.

Pooled Income Fund

A pooled income fund is a type of charitable trust established and maintained by a qualified nonprofit organization. The fund receives irrevocable contributions from one or more individuals, a family or a charity. Donors may qualify for an immediate partial tax deduction, based on their life expectancy and anticipated income stream, but they must pay income tax on the income stream from the fund each year.



Pocono Mountains
UNITED WAY

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 PoconoUnitedWay.org

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 [@poconounitedway](https://twitter.com/poconounitedway)

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