

# NEXT GENERATION United Way

REIMAGINING AND TRANSFORMING OUR FUTURE



2021-2022 | REPORT TO THE COMMUNITY

United Way  
of Chester County



# FRIENDS AND SUPPORTERS OF UNITED WAY OF CHESTER COUNTY,

What a year it has been! As we transitioned to a new impact agenda centered around recovery, rebuilding and reimagining a stronger Chester County, a surprising opportunity presented itself that allowed us to dive even deeper into our mission. We purchased and renovated a 5,000 square foot stand-alone building, located at 150 John Robert Thomas Drive in the Commons at Lincoln Center Office Park in Exton. This new endeavor serves as the permanent headquarters for our staff as well as host to a Social Innovation Lab, Leadership Training Center and Financial Independence Hub for our community.

The decision to buy a building happened rather quickly, as our current office lease entered its final year and the rent increased significantly. Our Board of Directors decided that this strategic move was necessary to set us up for the next generation. Funds were raised through a silent capital campaign to ensure that it did not affect the annual campaign that supports our nonprofit grants. In just 57 days, we raised \$1.395 million, and all donors agreed to give their gifts above any current annual support!

This new effort will allow us to invest an additional \$1 million back into our community every ten years that otherwise would have gone to rent and occupancy costs. Though we are thrilled for Chester County to utilize this space, we know that the real work is about to begin. We can't wait to see the innovative solutions and community collaborations that will happen between these walls in the years to come.



*Christopher Saello*  
Christopher Saello  
President & CEO



*Brian Parsons*  
Brian Parsons  
Chair of the Board

# INVESTING IN OUR COMMUNITY

United Way of Chester County proudly invested **\$2,793,882** in our community through grants to agencies, special initiative funding and donor designations. Below is the breakdown shown in the ALICE (Asset Limited, Income Constrained, Employed) essential categories:

MENTAL/BEHAVIORAL HEALTH

HOUSING/HOMELESSNESS PREVENTION

FOOD INSECURITY

SENIORS

EDUCATION/YOUTH DEVELOPMENT

SPECIAL POPULATIONS

PRE-K

HEALTHCARE SERVICES

BASIC NEEDS

SPECIAL PROJECTS

GRANT RECIPIENT HIGHLIGHT:  
PHOENIXVILLE WOMEN'S OUTREACH

*Charlene made the brave decision to leave her abusive and violent marriage. This was not an easy decision, but necessary for her to rebuild her life. At The House, Charlene had the opportunity to focus on herself for the first time. She began new mental health treatment to process the trauma she had experienced and learned to understand her past, while building skills to help her navigate her future. Charlene worked vigorously and maintained employment at several jobs while at The House which allowed her to regularly contribute to her savings and build a foundation for her future.*

# FUNDING PARTNERS

United Way of Chester County gratefully acknowledges the corporate partners, nonprofit agencies, foundations and other organizations whose financial and in-kind support help us fight to improve lives in Chester County.

See the list of game changers by scanning the QR code below:





# PROGRAMS AND EVENTS

*Creating real, lasting change.*



## VOLUNTEER INCOME TAX ASSISTANCE (VITA)

Provides free tax preparation for low-and moderate-income households and is an essential service to thousands of Chester County residents. This year, **2,662** returns were prepared, generating an economic impact of over **\$5.4 million**.



## MOBILE HOME TAX REASSESSMENT

Assists mobile home owners in Chester County in filing for property tax reassessment appeals. This year, the program completed **246** successful reassessments, pushing the total reassessments to **756**, saving those homeowners **\$6.9 million** over the next 10 years that should have never been owed to begin with if not for a flaw in the state tax code.



## FINANCIAL STABILITY CENTER

Offers extensive support and resources, professional guidance, confidential counseling and a set of services to help clients clarify and achieve their financial goals. This year, **793** individuals received financial coaching, counseling, or other supportive services.



## LEADERSHIP CHESTER COUNTY

Fosters a vibrant, safe and inclusive community by preparing business leaders to guide nonprofit organizations. This year marked the program's 21<sup>st</sup> year, producing **522 total graduates** that have gained valuable business, leadership and entrepreneurial skills.



## CHESTER COUNTY COORDINATED ENTRY

Coordinates and manages access, assessment, prioritization and referrals to housing and emergency services for any person(s) experiencing or at imminent risk of homelessness in Chester County using the 211 system. This year, the program fielded **17,122 calls**.



## LIVE UNITED IN MUSIC

Presented by Citadel Credit Union, this event raises funds and spirits with a lively concert at Penn Oaks Golf Club. Thanks to the attendees and sponsors, over **\$82,000** was raised for the Community Impact & Innovation Fund.



## FIRST ANNUAL GOLF OUTING

Presented by Meridian Bank, this event benefits the Community Impact & Innovation Fund through fellowship and fun. Thanks to the sponsors and golfers, the first annual event raised over **\$108,000!**



# FINANCIAL SUMMARY

(July 1, 2021 - June 30, 2022)

Total Contributions	\$3,612,126
In-Kind Contributions	\$19,088
Investment & Other Income	\$288,368
Uncollectible Pledges	(\$126,162)
<b>Total Revenue &amp; Support</b>	<b>\$3,793,420</b>

<b>Community Investments</b>	<b>\$2,793,882</b>
<i>(Program grants to agencies, special initiative funding and donor designations)</i>	
Fundraising	\$171,384
Management & General	\$175,75
<b>Total Investments &amp; Expenses</b>	<b>\$3,141,017</b>
<b>Change in Net Assets</b>	<b>\$652,403</b>

*Source: Audited Financials 2021-2022*

**See the Audited Financial Statements by scanning the QR code below:**





# NEXT GENERATION UNITED WAY

*Repositioning for the future.*

## NEXT GENERATION United Way

**"LEADERSHIP REQUIRES THE COURAGE TO  
MAKE DECISIONS THAT WILL BENEFIT THE  
NEXT GENERATION."**

**- ALAN AUTRY**



### SOCIAL INNOVATION LAB

- Created for the next generation of social entrepreneurs
- State of the art collaborative center designed to jump start innovative and creative approaches to community problems
- Includes incubation space for small and start up nonprofits in a co-working environment



### THE ARLENE T. BENTLEY LEADERSHIP TRAINING CENTER

- Home for the Leadership Chester County program training
- Capacity building workshops for nonprofits
- State of the art technology
- Meeting space for community and other nonprofit events



### FINANCIAL INDEPENDENCE HUB

- Navigation services site when the Financial Stability Center is closed
- Mobile Home Tax Reassessment registration site
- Volunteer Income Tax Assistance Program (VITA) tax preparation site

*United Way of Chester County is beyond grateful for our Board of Directors and Board Chair, Brian Parsons, who worked tirelessly to help make this permanent home a possibility.*

— **Christopher Saello**  
President & CEO

Scan the QR code below to view the generous donors who made this possible:



# 2021-2022 BOARD OF DIRECTORS

## CHAIR OF THE BOARD

Brian Parsons ('22)  
Vice President & COO  
Communications Test Design, Inc.

## COMMUNITY IMPACT COUNCIL CO-CHAIRS

Timmy T. Nelson ('22)  
Retired  
United Parcel Service

## BOARD TREASURER

Peter J. Silvester, Jr. ('23)  
Retired  
PAC Strapping Products, Inc.

David F. Zimmerman ('22)  
Director of Customer Experience  
QVC, Inc.

## BOARD SECRETARY

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Executive Vice President, Retail Banking  
Fulton Bank

Tony Scheivert ('23)  
Township Manager  
Upper Uwchlan Township

Steve Shihadeh ('23)  
Founder  
Get-To-Market-Health

Rhonda West-Haynes ('24)  
Director, Revenue Operations  
Penn Medicine - Chester County Hospital

Melinda Winkler ('24)  
Co-Founder  
DOES Marketing & Work2gether

C.J. Witherspoon ('24)  
Founder/Owner  
3Spoons Productions

## DIRECTORS

Will Anderson ('22)  
Agent  
State Farm Insurance

Edwin A. Brownley, Jr. ('23)  
Retired  
PAC Strapping Products, Inc.

Kathy Cozzone ('22)  
Executive Director  
Uwchlan Ambulance Corps

Stephen DiMarco ('24)  
Managing Director  
Penn Oaks Golf Club

Marybeth DiVincenzo ('23)  
Community Leader

Dan Kessler ('24)  
President  
Energage, Inc.

Charles D. Kochka ('22)  
Executive Vice President,  
Chief Lending Officer  
Meridian Bank

James Logan ('24)  
City Manager  
Coatesville

Scott A. Neumann ('24)  
External Affairs Manager  
PECO Energy

Joseph O'Brien ('23)  
Retired  
Chester County Intermediate Unit

Aaron Proietti ('24)  
Founder  
Today's Innovator

Jodi Roth-Saks ('23)  
Executive Director  
Jewish Relief Agency

# UNITED WAY OF CHESTER COUNTY STAFF

Christopher P. Saello  
President & CEO

Stephanie A. Miller  
Chief Operating Officer

Christina Wagoner  
Senior Vice President of  
Financial Development

Darshana Shyamsunder  
Senior Director, Community  
Impact & Initiatives

Doug Kaiser  
Director of Resource Development

Dana Grow  
Director of Communications

Edwina Johnson  
Community Impact Assistant

Valerie Connors  
Executive Assistant



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