

REPORT TO THE COMMUNITY

2023-2024



Chester County
UNITED WAY

FRIENDS AND SUPPORTERS OF CHESTER COUNTY UNITED WAY,

In a world frequently defined by conflict and division, it's natural to wonder, "where did community go?" But here in Chester County, community isn't just alive—it's thriving, thanks to countless acts of service, generosity, and support happening around us every day.

We see it at the Chester County Food Bank, where fresh food reaches families in need, and in Coatesville classrooms, where mentors are teaching students resilience and determination. It's there in courtrooms, where Friends Association steps in with legal aid to prevent evictions, and with the American Red Cross, recently aiding families impacted by floods. Community shines at senior centers, where programs combat isolation, and with Legal Aid of Southeastern Pennsylvania, bringing financial stability to mobile home owners. It's in local clinics, offering healthcare to those who might otherwise go without, and at our Financial Stability Center, where personalized guidance leads to lasting independence.

Every day, dedicated volunteers and local heroes bring community to life. And now, we're proud to see our headquarters become a vibrant hub for nonprofits, alliances, and community groups committed to creating lasting impact. Beyond our walls, our initiatives are transforming lives: our mobile home tax reassessment program is set to save homeowners over \$9 million in the next decade. We've assisted in securing \$150,000 for AEDs in schools, graduated 19 new students from our Leadership Chester County program, and re-energized our Community Impact Council that has already devoted over 520 volunteer hours to assessing community needs.

As we look to the future, our commitment remains steadfast: we'll continue to expand partnerships, advocate for vital policy changes, and mobilize every dollar to strengthen Chester County. Thank you for being a part of this mission. Together, we're building a stronger, more resilient Chester County.



Christopher Saello

Christopher Saello
President & CEO



Carolyn Beam

Carolyn Beam
Chair of the Board

UNITED WAY FINANCIAL STABILITY CENTER



Celebrating 10 years of impact, the United Way Financial Stability Center, established in 2014, has been a vital resource for Chester County residents seeking financial security. As the only center in Pennsylvania co-located with PA CareerLink®, it provides comprehensive support in one convenient location, helping individuals and families stabilize their finances, reduce debt, and build assets. From the very beginning, Open Hearth has been our core partner and Financial Navigator, playing a critical role in ensuring the center's success.

The top client needs continue to include budgeting, credit repair, debt relief, employment, housing, and transportation—core services that directly address the challenges many residents face daily. Thanks to our strong partnership with over 30 local agencies, **the center has served more than 2,500 residents**, empowering them to achieve lasting financial stability.



Photo above: Grand opening of the United Way Financial Stability Center in 2014



More than
2,500
individuals received
services from our
Financial Stability Center

INVESTING IN OUR COMMUNITY



GRANT RECIPIENT HIGHLIGHT: WEST CHESTER AREA SENIOR CENTER

At 88, Joe was living in an isolated and unsafe home without running water or heat. Lacking proper kitchen facilities, transportation, and income, his health and well-being were rapidly declining. With help from a United Way funded program, Joe was assigned a case manager who found him safe, affordable housing with a fully functioning kitchen. Now a daily member of the West Chester Area Senior Center, Joe enjoys nutritious meals, connects with friends, and participates in health and wellness programs. The center also introduced Joe to an audiologist, who fitted him with hearing aids, significantly enhancing his quality of life.

Today, Joe is thriving, thanks to the comprehensive support he receives.

Our vision for Chester County is a community where all residents have opportunities to achieve a vibrant and healthy quality of life.

Last fiscal year, our total community investment was **\$1,711,251** through grants to agencies, special initiative funding and donor designations. Below is a brief overview of our impact:

THE POWER OF COLLABORATION

At Chester County United Way, we believe in the power of collaboration to uplift families. A partnership involving Ann's Heart, the Phoenixville Area School District, Chester County's Office of Children and Youth, and other local agencies provided critical support to a homeless mother and her two children. Together, these organizations helped the family secure shelter, connected Mom to trauma counseling, and ultimately enabled both children to enroll in the Milton Hershey School—a fully funded K-12 boarding school offering stability and comprehensive care.

This story highlights the profound impact of working together. Chester County United Way proudly invests in partnerships like these, creating pathways to safety and hope for families in need.



51 unique organizations utilized our new building space, saving them an estimated total of **\$64,270** in rental fees and related expenses



62 individuals trained or additionally certified in life-saving CPR/AED workshops



19 students graduated from Leadership Chester County and gained valuable business, leadership and entrepreneurial skills



320 individuals received financial coaching, counseling, and other supportive services from our Financial Stability Center



\$245,000 raised for our Community Impact & Innovation Fund and food insecurity programs through special events, Live United in Music & Chester County Stronger Golf Classic



60 successful Mobile Home Tax Reassessment appeals completed, bringing the total to 1,052 reassessments



2,508 tax returns were prepared through the Volunteer Income Tax Assistance program (VITA), generating an **economic impact of nearly \$4 million**

COMMUNITY IMPACT & INNOVATION FUND

ALICE remains our target population. These are working families and individuals with income above the Federal Poverty Level, but not high enough to afford basic household necessities. To learn more about our impact, scan the QR code below:



FUNDING PARTNERS

Chester County United Way 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:



SOCIAL INNOVATION LAB

A year ago, we launched the Social Innovation Lab as part of our commitment to Next Generation United Way. Initially a space for collaborative problem-solving, it quickly adapted to meet a pressing need: equipping Chester County nonprofits with knowledge in AI and Data & Analytics. Through tailored training and interactive workshops, we're ensuring our partners have the tools to thrive in a rapidly evolving landscape. The Lab has already opened doors and fostered creativity in ways we never anticipated.

We are proud of the progress made in this first year and are excited to continue driving social innovation that transforms our community for the better.

184
attendees from **134** unique
nonprofit organizations
participated in our offerings

“ I GREATLY appreciate the free courses you offer to nonprofits - it makes attending them a much easier decision.”



2023-2024 BOARD OF DIRECTORS

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Fulton Bank

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Energage, Inc.

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Aaron Proietti ('24)
Founder
Today's Innovator

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& Community Engagement
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PECO

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Operations Manager
Krapf Bus Company

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Community Volunteer

Rhonda West-Haynes ('24)
Senior Director, Revenue Cycle &
Utilization Management
Penn Medicine - Chester County Hospital

Melinda Winkler ('24)
Co-Founder
DOES Media / Work2gether

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

FINANCIAL SUMMARY (July 1, 2023 - June 30, 2024)

Total Contributions	\$1,654,776
In-Kind Contributions	\$48,745
Investment & Other Income	\$470,532
Uncollectable Pledges	(\$106,529)

Total Revenue & Support **\$2,067,524**

Community Investments	\$1,711,251
Fundraising	\$177,448
Management & General	\$156,517

Total Investment & Expenses **\$2,045,216**
Change in Net Assets **\$22,308**

*Source: Audited Financials
2023-2024*

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





Chester County
UNITED WAY

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CHESTER COUNTY UNITED WAY STAFF

Christopher P. Saello

President & CEO

Stephanie A. Miller

Chief Operating Officer

Christina Wagoner

Senior Vice President,
Financial Development

Dana Grow

Senior Director, Communications

Kelly Cockshaw

Director, Leadership & Innovation

Kari Sullivan

Director, Resource Development

Amanda Blevins

Director, Community Impact Initiatives

Valerie Connors

Administrative Manager