

- member site visits
- U W resources
- recipients-testimonials
- 50/50 raffles
- loaned executive
- food
- cook offs - competition
- peers-networking

ANNUAL REPORT 2004

theme - visual
 Intern
 - newsletter
 - CEO involvement
 dress up
 vacation days
 UCR's, TVs, etc
 + won more w/ early
 pizza party - more than 1

United Way



**United Way
of Broome County**

Employee
Per Capita

4.97
320.87
323.00
327.50
331.46

Employee
Per Capita

\$20.11
\$10.22
\$13.42
\$17.47
\$20.67

390

2004 WAS INDEED A BUSY YEAR FOR UNITED WAY

During 2004, United Way:

- raised more money in the Annual United Way Campaign than at any other time in the last 10 years;
- held the third annual Day of Caring, with more than 1,000 volunteers participating;
- distributed funds to more than 100 worthy programs at our member agencies through the annual Allocations Program, and to other worthy programs in our community through our Venture and Special Assistance Grants; and
- made an impact on our community through our involvement with other organizations in coalitions and other cooperative efforts to improve the lives of the residents of Broome County.

In all of these undertakings, we have been mindful to emphasize the **results** of our efforts and to show Broome County that United Way concentrates on **“what matters”** in our community.

In just three short years, Day of Caring has truly become the premier volunteer activity in Broome County each year. The first Day of Caring, held exactly one year after the tragic events of September 11, 2001, gave the citizens of Broome County the opportunity to commemorate the victims and heroes of 9/11 and to get out there and make a real difference in our community.

Each year since has seen new organizations and additional community residents involved in this wonderful activity. In 2004, September 11 fell on a Saturday, so Day of Caring provided the opportunity for increased participation by young people. In fact, some entire families participated in Day of Caring projects together.

During this past year’s Day of Caring, volunteers performed over 80 community service projects at 44 charities and other nonprofit organizations in Broome County. Since only about half of these organizations were United Way member agencies, we were able to reach out to a broad cross-section of the community. Day of Caring again demonstrated United Way’s continuing efforts to help our neighbors through service.

The overwhelmingly positive response to Day of Caring from the local community and those who participated in it has prompted us to do it again in 2005. We believe that an event like this is important in promoting community spirit and growth and to give people the chance to take action in making their world a better place.

We certainly want to thank Jim Silkworth, Chair of Day of Caring in 2004, and the other volunteers who organized this event that does so much for the Broome County community.

Since the Day of Caring event was huge, we decided to have a more low-key, yet compelling, beginning to our Annual Campaign again in 2004. Since it involved youth hockey players at the Broome Community College Ice Center, we called it a “face-off” rather than a “kickoff”.

But a change of name did not affect the enthusiastic participation by the youngsters or the coverage by the news media. Campaign Chair Ron Lesch had been involved in hockey for many years and helped secure participation by both the Binghamton Junior Senators and the Southern Tier Hockey Association. Even Max, the mascot of the Binghamton Senators, attended the event!

The 2004 Campaign goal of \$4 million was certainly ambitious, and the final result of \$3.96 million was very, very close to the mark. We had a lot of obstacles on our Campaign journey this year—with a still-struggling local and national economy we were very fortunate to have raised 99 percent of our goal.

Our successful 2004 Campaign was the result of our strong connection with the local community, great leadership, hard-working volunteers, and very generous donors.

Increasingly, United Way is emphasizing that we are here in our community working every day, not only by providing funds for programs that benefit the residents of our area, but also making sure that the programs we fund achieve measurable results.

We are not only a fund provider. We are also out there every day working with other organizations, including businesses, government agencies, and other nonprofit organizations to make sure that the needs of our community are met, that Broome County is a better place to live, and that the people in our community who need services receive them.

I am looking forward to another year of serving as United Way’s Board President and together we can make 2005 a very successful year.

—Gina Denniston



Gina Denniston

Cover photos:

Front cover—Jamie Striley of **Olum’s Furniture Co.** makes a presentation at the CAN DO session held in July to help organizations improve their United Way campaigns. (For more about the CAN DO program, see page 3.)

Back cover—Area residents participate in the annual Day of Caring held on September 11. (Additional information about Day of Caring begins on page 9.)

BOARD OF DIRECTORS

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 Michael Mercincavage
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 Helen J. Raymond
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* Resigned

INCREASING RESOURCES IN A TOUGH ENVIRONMENT

"Support United Way...As Easy as 1, 2, 3" summarizes the story of the 2004 United Way campaign.

The slogan was originally devised to publicize the expanded program of incentives to encourage donors to give \$1 per week, \$2 per week, or \$3 per week (or more). However, the slogan also aptly summarizes the 2004 Campaign strategies for success: (1.) provide attractive incentives to encourage donor support; (2.) schedule a CAN DO seminar for businesses that wanted to improve their employee campaigns; and (3.) organize an active program to encourage leadership giving (gifts of \$1,000 or more).

The strategies, under the direction and efforts of a dedicated Campaign team, proved successful, as the campaign raised \$3,961,794 working in a tough fund-raising environment, an amount \$10,550 more than was raised in the 2003 Campaign!

- The high level of donor interest generated by the incentives resulted in more than 13,000 entries for the three drawings at the end of the Campaign;
- The seven businesses that participated in the CAN DO program increased their 2004 Campaign results by 25.8 percent over their 2003 results, adding more than \$39,000 to the Campaign;
- Fifty new members were added to the George F. Johnson Society for leadership giving, the highest number in recent history.

CAMPAIGN HIGHLIGHTS

Starting with the 2002 Campaign, the nature of the key Campaign public events has taken on a sports flavor, in keeping with the interests and talents of the Campaign chair. In 2002, Oliver Blaise organized a cross-Broome County run to kickoff the Campaign, in keeping with his interests in marathon running. In 2003, Tom Meade, the current National Champion in 50- and 100-meter free-style swimming for his age group, organized a 24-hour swimming relay involving local swimming clubs to bring attention to the start of the annual fund drive.

The 2004 Campaign Chair Ron Lesch is an enthusiastic participant in local adult ice hockey. Hence, it was a natural step to continue using competitive sports as the background for the 2004 Campaign events. Ron helped organize the kickoff as a hockey clinic for 6 to 11 year-olds as an example of one of the six areas of community programs supported by United Way: Helping Young People Succeed.

Forty youngsters turned out for the clinic (and mini-tournament that followed) held at the new **Broome Community College Ice Center** under the able direction of the **Binghamton Junior Senators** coaching staff. The event was highly successful and gained excellent news media coverage. At the close of the Campaign, the traditional sit-down Celebration Dinner to announce Campaign results was replaced with a pre-Binghamton Senat game Tailgate Picnic at the Broome County Arena in cooperation with the Binghamton Senators staff. The attendees enjoyed the change of pace immensely, and again, the event attracted the news media.



DONOR INCENTIVES

The Campaign built on the excitement created in the 2003 Campaign by again offering donors pledg-

ing \$3 or more per week the chance to drive away in a new 2005 Nissan Sentra donated by **Serafini Nissan-Volvo**. Donors of at least \$1 per week were again eligible to participate in three drawings for \$1,000 in groceries from **Wegmans Food Market**.

To add to the level of donor interest, **Olum's Furniture Co.** offered to donate a JVC Home Entertainment System, featuring a 48" HDTV unit. Their offer was quickly accepted, and offered to donors as an incentive to pledge at least \$2 per week. Hence came the theme, "Support United Way ... As Easy as 1, 2, 3!"

The drawings for the incentive prizes were held at the Awards Reception held at the Roberson Museum and Science Center in December. Dennis Harding, managing partner at **Serafini Nissan-Volvo** drew the winning entry for the 2005 Nissan Sentra on live TV.

Mike Morgan, president of **Olum's Furniture**, drew the name of the winner of the JVC Home Entertainment Unit and Dave Orlovsky, assistant store manager for **Wegmans Food Market**, drew the names of the winners of the three \$1,000 grocery gift cards. All of the winners are listed on page 7.

CAN DO PROGRAM

Seven businesses participated in the full-day CAN DO campaign planning seminar to develop strategies, plans, and goals for their 2004 company campaigns. (The participating businesses are listed on page 6.) Overall, the seven businesses improved over their 2003 campaign results by nearly 26 percent, led by **Maines Paper & Food Services**, which increased by nearly \$24,000. The 2004 Campaign results at **Endicott Interconnect Technologies** were also noteworthy, increasing by nearly \$12,000.

LEADERSHIP GIVING

Two programs were implemented to encourage leadership giving of \$1,000 or more. The first program, begun in 2003 to encourage businesses to organize in-plant leadership giving as part of their campaigns, was expanded for the 2004 Campaign.

Businesses that organized in-plant programs for the 2004 Campaign were **Maines Paper & Food Services, Endicott Interconnect Technologies, Visions Federal Credit Union, BAE Systems, NBT Bank, Partners Trust Bank, and Levene Gouldin & Thompson L.L.P.** Overall, the 2004 Campaign attracted 50 new members to the George F. Johnson Society to recognize leadership givers. A list of the society members begins on page 5.

The second initiative to encourage leadership giving was the organizing of a Broome County chapter of the **Alexis de Tocqueville Society** (see further information at right).

NOTABLE CAMPAIGN FACTS

The Annual Campaign is a highly diversified activity, involving corporate giving, employee giving, gifts from professionals and residents, grants from foundations and trusts, and funds raised through special events. The success of the Campaign activities results from the efforts of hundreds of volunteers, and the generosity of sponsors who underwrite the costs of events associated with the Campaign so that no donor contributions are used.

- Twenty-five employee campaigns increased by more than 25 percent over their 2003 results. Of these, 12 were more than 50 percent higher than in 2003, and eight organizations increased by more



LOCAL ALEXIS DE TOCQUEVILLE SOCIETY

During 2004, a Broome County chapter of the **Alexis de Tocqueville Society (AdT)** was organized. This national organization was created by United Way of America to involve and deepen the understanding, commitment, and support of individuals to United Ways, and to publicly recognize the commitment, creative leadership, and sustained service of outstanding volunteers in the community. Membership is granted to individuals who contribute at least \$10,000 annually to United Ways.

The Society is named for the French historian and author who, after visiting America in 1831, praised the new nation's citizens for voluntarily assisting their neighbors in times of need in his two-volume book, *Democracy in America*.

Tom Meade, who served as Campaign chair in 2003, agreed to lead the Tocqueville Society for 2004-05. The charter AdT Society members are:

Ordre de Liberte'

(\$25,000-\$49,999)
Mr. & Mrs. Robert F. Schumann

Membres de la Societe'

(\$10,000-\$24,000)
Peter & Marilyn McGinn
Tom & Phyllis Meade
One member wishes to remain anonymous



BINGHAMTON METS PARTNERSHIP

Now in its thirteenth year, the Binghamton Mets Home Run Team continues to provide significant financial benefits to United Way's annual fund-raising.

Since the opening game in 1992, the Home Run Team program has contributed more than \$57,000 to support services for Broome County residents.

The 2004 Campaign saw a significant increase in the number of business sponsors, increasing from three to six organizations. Joining **BAE Systems Platform Solutions, Columbian Financial Group, and State Farm Insurance—Brian Mather Agency** this year were **Nationwide Credit Inc. (NCI); Olum's Furniture, and Universal Instruments.** Each pledged to donate \$25 to the United Way for every home run hit by a Binghamton Mets player during home games.

The target of 45 home runs was reached in August, ensuring that the Campaign would benefit by \$6,750 contributed in total by the six sponsors.

As part of the Home Run Team activities, a Mets player is named "Player of the Month" and is publicly recognized with an award presentation by one of the Home Run Team sponsors. For the 2004 season, recognition awards were presented to David Wright, Angel Pagan, and Ron Acuna (twice).

than 100 percent. They are **Maines Paper & Food Services, Boscov's Department Store, National Pipe & Plastics, Deposit Central School District, Tioga State Bank, Endicott Coil, TJ Maxx, and Catholic Schools of Broome County.**

- Fifty-six organizations qualified as members of the Thomas J. Watson Society for donating \$10,000 or more to the Campaign. The complete list of Watson members can be found on page 5 of this report. Four organizations joined the society this year: **Kaufmann's, NBT Bank, L3 Communications, and Serafini Nissan-Volvo.** In addition, three members moved up—**EIT/Huron Group** to the platinum level (\$100,000 or more); **HealthNow New York** to the gold level (\$50,000 - \$99,999); and **Maines Paper & Food Services** to the silver level (\$25,000 - \$49,999)

- The number of Event Sponsors increased by three new members in 2004, to a total of 24 sponsors. The complete list of Event Sponsors is on page 6 of this report.

- Twelve campaign volunteers, representing seven organizations, were recognized at the Celebration Event with Helping Hand awards for their efforts in the 2004 Campaign. The seven campaigns, which raised a total of \$203,000 in 2003, increased to \$270,000 in 2004, an increase of 33 percent.

THANK YOU

No report on the 2004 Campaign would be complete without recognizing the hundreds of volunteers and business supporters that were behind the successful Campaign effort. Please scan the listings on page 6 of the individuals and organizations that gave their time, talents, sponsor funds, and gifts-in-kind to support the 2004 Campaign efforts.

We also owe special thanks to:

- The 2004 Campaign Cabinet, for their leadership of the Campaign;
- The 2004 Loaned Executives, for their outstanding support of the 300 employee campaigns;
- The 2004 Campaign Key Persons, for organizing and executing the in-plant campaigns;
- The 2004 Account Managers, for their efforts to solicit corporate and individual gifts;



- The Binghamton Senators organization, the Binghamton Junior Senators coaching staff, the Broome Community College Ice Center administration, and the Hockey Shop, for their major role in this year's Campaign kickoff and celebration events;

- RSVP volunteers, for their support to the Campaign direct mail program, stuffing thousands of mailers critical to the success of the fund drive;

- WBNG TV-12, for again sponsoring the Campaign Telethon on Nov. 12 from early morning to 6 p.m., and the volunteers who manned the phones.

- The United Way Communications Division under the leadership of Eric Olsen, **3i Graphics**, for developing the messages for the Campaign backed by creative products to support the fund-raising activities. In particular, our thanks to Dwight Adolf, **BAE Systems**, for his creative graphics contributions.

- The local news media for providing air-time and ad space to make the public aware of the Campaign.

SUMMARY

The 2004 Campaign demonstrated once again the generosity of the Broome County community: a powerful mix of businesses and individuals giving their time and dollars to help the many in our community who need help to improve their lives. Our sincere thanks, on behalf of all those that will benefit in 2005, to the many thousands of donors and volunteers that made the 2004 Campaign a success!



Record of Campaign Achievement

	Campaign President	Campaign Chair	Goal	Raised	% of Goal	Increase	% Increase
1991**	Jesse S. Pevear	Kenneth H. Miller	\$5,000,000	\$4,879,632	97.6%	\$333,858	7.3%
1992**	Jesse S. Pevear	David L. Birchenough	\$5,000,000	\$4,839,755	96.8%	(\$39,877)	-0.8%
1993**	Arthur C. Smith	Robert W. Carey	\$4,850,000	\$4,449,157	91.7%	(\$390,598)	-8.1%
1994**	Robert W. Carey	Deborah A. Gouldin	\$4,125,000	\$4,023,091	97.6%	(\$426,066)	-9.6%
1995	Mark T. O'Neil Jr.	James E. Lee	\$3,890,000	\$3,725,000	95.8%	(\$298,091)	-7.4%
1996	Ronald B. Lake	John T. Fitzsimmons	\$3,600,000	\$3,600,120	100.1%	(\$124,880)	-3.4%
1997	Patricia A. Phelps	Andrew D. Fornarola* / Peter V. McGinn	\$3,700,000	\$3,602,083	97.4%	\$1,963	0.1%
1998	Patricia A. Phelps	Scott E. Dagenais	\$3,700,000	\$3,623,220	98.0%	\$21,137	0.6%
1999	Deborah A. Gouldin	Mary Ann Swain	\$3,700,000	\$3,701,150	100.1%	\$77,930	2.2%
2000	Deborah A. Gouldin	Paul R. Hoffmann	\$3,780,000	\$3,730,461	98.7%	\$29,311	0.8%
2001	James P. Daly Jr.	John R. May	\$3,800,000	\$3,804,810	100.1%	\$74,349	2.0%
2002	James P. Daly Jr.	Diana J. Bendz	\$3,900,000	\$3,901,688	100.1%	\$96,878	2.5%
2003	Paul R. Hoffmann	Oliver N. Blaise Jr.	\$3,950,000	\$3,880,245	98.2%	(\$21,443)	-0.5%
2004	Paul R. Hoffmann	Thomas J. Meade Jr.	\$3,950,000	\$3,951,244	100.1%	\$70,999	1.8%
2005	Gina S. Denniston	Ronald W. Lesch	\$4,000,000	\$3,961,794	99.0%	\$10,550	0.3%

*resigned **combined campaign with local affiliate of American Heart Association Results of previous years Campaigns are available in the Campaigns section of the United Way website (www.unitedwaybroome.org) on the Internet.

Campaign Contributors

THOMAS J. WATSON SOCIETY

Organizations qualifying for membership in the Society pledge \$10,000 or more in combined employee and corporate giving. They represent every sector of the campaign, from mid-sized to major businesses, engaged in both the public and private sectors, providing both products and services.

Platinum Award

(\$100,000 or more)

BAE Systems Platform Solutions
EIT/Huron Group
IBM Corp.
Klee Foundation
Lockheed Martin Systems Integration
United Health Services

Gold Award

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

Decker Foundation
HealthNow New York
New York State Electric & Gas Partners Trust Bank
Security Mutual Life Insurance Co. of New York
Universal Instruments Corp.
Wegmans Food Market

Silver Award

(\$25,000-\$49,999)

Broome County Government employees
Columbian Financial Group
Frito Lay
Gaffney Foundation
Howland Foundation
Maines Paper & Food Service
M&T Bank
Press & Sun-Bulletin
Time Warner Cable
Visions Federal Credit Union

Bronze Award

(\$10,000-\$24,999)

Binghamton City employees
Binghamton Schools employees
BOCES employees
Bon-Ton Department Store
Botnick Enterprises
Broome Community College employees
Cadence Design Systems
Catholic Charities
Control Concepts
Crowley Foods
Family & Children's Society
Hinman Howard & Kattell, L.L.P.
HSBC Bank, USA
Johnson Outdoors
Kaufmann's
L3 Communications Link Simulation

Levene Gouldin & Thompson, L.L.P.

Lourdes (LECCO)
Miller Auto Team
NBT Bank, N.A.
James B. Nelson Trust Fund
Olum's Furniture Co.
Piaker & Lyons, P.C.
Price Chopper
Sarkisian Foundation
Serafini Nissan-Volvo
Sunstream Corp.
SWS
Target T-1056
Temple Inland
Union-Endicott Schools employees
United Parcel Service
Vestal Schools employees
Willow Run Foods

GEORGE F. JOHNSON SOCIETY

The George F. Johnson Society was created to broaden, deepen, and recognize the support from leadership donors for services funded by United Way. All individual donors contributing \$1,000 or more to the United Way are eligible for membership.

Gold (\$5,000 to \$9,999)

Mr. & Mrs. Richard W. Botnick
Larry & Gina Denniston
Mrs. Shirley W. Keller
David J. Maines
William R. Maines
Abe & Maida Piaker
Edward Rompala
Dee & Jim Scanlon
John G. & Judith A. Spencer
Dr. Mary Ann Swain

Silver (\$2,500 to \$4,999)

Anonymous (3)
Dick & Betsy Aswad
Loretta & Jim Carrigg
Joseph Cervantes
Mr. & Mrs. C. A. Cleveland Jr.
Kenneth L. & Beth A. Coleman
Honorable Mary Rita Connerton
Jonathan Curtin
Mr. & Mrs. Robert J. Gault
Jim & Jean Gow
Loren & Sue Guy
Norman T. Herbert
K.S.G. & Mrs. Robert L. McDevitt
Dale & Hank McGlynn
Eugene E. & Judith C. Peckham *
John & Karen Pomeroy
Thomas E. Rattmann
Mr. & Mrs. John F. Russell
Ken & Sue Spink
Fred W. Stein
Robert B. Thomas
Daryll Weatherly

Bronze (\$1,000 to \$2,499)

Anonymous (13)
David & Colleen Adour
Ferris & Louise Akel
George & Sally Akel
Ronald & Beth Akel
Richard J. Allman
Michael Arp
Robert Auchinachie
David & Kim Ayres
Edward & Kathryn Badya
Sherry L. Baker
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Bruce O. Becker
Mary E. Benally
Chuck & Carol Bender
Gerry & Diana Bendz
Jane & Bill Berical
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Marc A. Burford
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Helene J. Freed
Bina & Bob Gallagher
Donna & John Gately
Richard & Kathleen Gilbert
Dr. Francis & Joyce Gilroy
Don & Kathy Gitto

Robert & Marie Gomulka
Ms. Karen Goodman
Al & Kristi Gorick
Peter & Elaine Gorton
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Mr. & Mrs. Arthur Grambling Jr.
Elizabeth W. Griffiths
Dr. Steven Grossman
Bob & Marian Hansen
Dr. Jonathan Harris & Ms. Gloria Block
Gene A. Heiser
Ruth Helfinstine
Chris & Wendy Hill
Eric Hills
Michael J. Hills
Steven J. Hissong
Lee G. Hoffman
Paul R. & Nadine K. Hoffmann
Cornelia & John Hogan
Leon & Phyllis K. Horwitz
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James P. Jacobson
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Frithiof V. Johnson
Michael B. Johnson
Diane M. Julian
Joseph Kane
C. Addison & Nancy B. Keeler
John M. & Marcella M. Keeler
Bill & Lisa Kelly
Dr. Thomas F. & Nancy Kay Kelly
Fred L. Kennedy
George R. Knuth Jr.
Julianne M. Koromhaz
John S. Kresge
Robert R. & Joan S. Lacey
Jeff & Cindy Lake
Bob & Lisa Lee
Dr. & Mrs. James Lee
Robert & Lisa Lee
Laurie Higgins Leech
Ronald W. & Diane M. Lesch
Virginia Lowe & Jeanne Ford
Michael G. Lotito
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Christopher C. Lyons
Peter J. Marshall
Ian McEvoy
Kathy S. McGarrah
Michael McNally
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Gerhard & Eva Meese
Christopher Mellon
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Donna Przybysz
Mark Reed
William H. & Audree F. Rincker *
Christopher Ritter & Marilyn Tallerico
In Memory of Yvette S. Rode
Peter & Susan Ronan
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Cary & Peggy Rubin
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Richard & Margaret Sheehan
Everett & Karen Shimp
Dr. Ehtisham U. Siddiqui
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Dennis & Julie Slattery
Arthur C. Smith
Bob & Penny Smith
Stephen Spero
Dr. Laurence Spraggs
Dr. & Mrs. John F. Spring
Chris Strahm
James F. & Pamela B. Sullivan
Dennis & Linda Sweeney
Dr. & Mrs. James Terzian
Marie & Dan Thomas
Jennifer & Douglas Thrall
Kent & Barbara W. Turner *
Jim & Terri Turner
Jacqueline M. Visser
Mary E. Vohringer
Terry Walsh
Lynn & Dave Warne
Dr. & Mrs. Michael J. Wasco
James W. Wasson
Robert C. Webb
John B. & Jacqueline T. Westcott
Dr. & Mrs. Mark Westcott
Cynthia H. Wetjen
Gregory J. White
George & Lisa Wierwille
Jerry C. Wilber
Francis Yammarino
Paul & Michele Zurawel

** Donated by the Community Foundation for South Central New York from Named Donor Advisory Fund*

Campaign Volunteers

CAMPAIGN CABINET

The Campaign Cabinet is the volunteer group responsible for planning, organizing, and executing the campaign. The Cabinet, through its program of meetings with key businesses and individuals, sets the annual goal based on its assessments of the prevailing conditions in the community that could affect the success of the Campaign.

Campaign Chair

Ronald W. Lesch, Partners Trust Bank

Associate Campaign Chair

Jeffrey D. Lake, NBT Bank, N.A.

Vice Chairs

Cynthia S. Burger, Broome County Medical Society
 Thomas Hoke, community volunteer
 Thomas J. Meade Jr., Sunstream Corp.
 Michael Mercincavage, Binghamton University
 Helen J. Raymond, community volunteer
 Brian K. Smith, Boys and Girls Club of Binghamton

Division Chairs

Mark Capobianco, Vestal Central Schools
 Kathy Gitto, RSVP
 Diane M. Julian, NBT Bank, N.A.
 Nancy Olmstead, Broome County

David L. Niefer, Levene Gouldin & Thompson, L.L.P.
 Donna Przybysz, HealthNow New York, Inc.
 Carl Speicher, M&T Bank
 Michael Wardell, Northwestern Mutual Financial Network
 Dorothy Rode, community volunteer

Organization Representatives

Gina Denniston, M&T Bank
 Maryann Wilcox, community volunteer

LOANED EXECUTIVES

Loaned Executives provide the support needed to work with key persons on the planning and execution of the more than 300 employee campaigns that take place during the Campaign. Our sincere thanks to the following group of dedicated Loaned Executives that took on the challenges of the 2004 Campaign.

Karen Anderson, volunteer
 Les Berry, business owner
 Jackie Bulger, United Way of Broome County
 Joe Ciccarino, volunteer
 Lori Dayton, BAE Systems Platform Solutions
 Gary Donafrio, volunteer
 Tom Griffiths, volunteer
 Stan Jablonski, volunteer
 Everett Shimp, volunteer
 David Warne, BAE Systems Platform Solutions

EVENT SPONSORS

Financial support by these organizations made possible holding Campaign events without using donor funds.

BAE Systems Platform Solutions
 Binghamton Giant Markets
 Broome County Automobile Dealers Council
 Coughlin & Gerhart, L.L.P.
 HSBC Bank, USA
 IBM Corp.
 J.P. Morgan Chase
 Levene Gouldin & Thompson, L.L.P.
 Lockheed Martin
 Maines Paper & Food Service
 Mang Insurance Agency
 M&T Bank, Southern Division
 NBT Bank, N.A.
 NCI
 Olum's Furniture Co.
 Partners Trust Bank
 Progressive Dental
 Roberts Eyecare Associates
 Sunstream Corp.
 Time Warner Cable
 United Health Services
 Universal Instruments
 Visions Federal Credit Union
 Wilber National Bank

ACCOUNT MANAGERS

Account Managers call on company management and individual donors for gifts to support the campaign. Many Account Managers volunteer each year to help with the Annual Campaign.

Fourteen local organizations were the source for re-

cruiting 36 Account Manager volunteers for the 2004 Campaign, led by M&T Bank with 15 volunteers. In addition to the Account Managers from the listed organizations, there were five community volunteers who volunteered to call on individual donors. Our sincere thanks to all the volunteers and associated organizations for their great support to the Campaign.

Binghamton University
 BOCES
 Coughlin & Gerhart, L.L.P.
 Enviren Calibrations
 HealthNow New York
 Hinman Howard & Kattell, L.L.P.
 HSBC Bank, USA
 Levene Gouldin & Thompson, L.L.P.

M&T Bank
 NBT Bank, N.A.
 New York State Electric and Gas
 Northwestern Mutual Life Insurance
 Partners Trust Bank
 Southern Tier Imaging

CAN-DO PROGRAM

The 2004 CAN-DO program produced Campaign results 25.8 percent higher than in 2003. The participating organizations were:

Binghamton City employees
 Endicott Interconnect Technologies
 HSBC Bank, USA
 M&T Bank, Southern Division
 Maines Paper & Food Service
 Olum's Furniture Co.
 Penguin Group



The chance to win a 2005 Nissan Sentra from **Serafini Nissan-Volvo** was one of the incentives offered to donors to the 2004 United Way Campaign. It was won by Darryl Weatherly, an employee of **Buckingham Manufacturing Co.** Ramona Slattery of **M&T Bank** was the winner of a JVC home entertainment system donated by **Olum's Furniture Co.** Joan Bussom from **NYSEG**, Kristine Hall from **Security Mutual Life Insurance of New York**, and Tom Murphy from **NBT Bank**, each won \$1,000 grocery gift cards from **Wegmans Food Market**.

Campaign Awards

CHALLENGE CUP AWARDS

These awards recognize the highest combined per capita giving in 14 categories.

Small Businesses

Industrial Electroplaters, Inc.

Mid-Sized Businesses

Sunstream Corp.

Large Businesses

HealthNow New York

Major Businesses

BAE Systems Platform Solutions

Large Banks/Insurance

NBT Bank, N.A.

Finance/Insurance/Brokerages

Mang Insurance Group

Professional Service Offices

Piaker & Lyons, P.C.

Major Retailers

Bon Ton

Auto Dealers

Miller Auto Team

Food Sales and Distribution

Wegmans Food Market

Local Schools

Deposit Central Schools

Local Government

Broome County Planning and Economic Development

Law Firms

Levene Gouldin & Thompson, L.L.P.

Not-for-Profit Organizations

United Way of Broome County

HELPING HAND AWARDS

The Helping Hand Award is presented each year by the Campaign leadership to those individuals who have made

notable contributions to the United Way Campaign through their commitment and creativity.

Greg Catarella, Levene Gouldin & Thompson

Gene Clarke, HealthNow New York

Niki Demoney, Maines Paper and Food Service

Megan Detrick, Visions Federal Credit Union

Mary Guditis, Broome County Government Employees

Nancy LeBlanc, Broome County Government Employees

Danielle MacDonald, Maines Paper and Food Service

David Niefer, Levene Gouldin & Thompson, L.L.P.

Joan Rossi, Boscov's
 Kenneth Spink, Endicott Interconnect Technologies

Kristin Tomek, Visions Federal Credit Union

Sylvia Zampi, HealthNow New York

STATE, FEDERAL EMPLOYEES HAVE OWN FUND DRIVES

The Broome, Chenango, and Tioga **State Employees Federated Appeal (SEFA)**, raised over \$200,000 for the first time since its inception. SEFA was “born out of the collective desire to do more for others” and is the only authorized charitable fund-raising campaign to be held in state facilities.

This year **Patricia McDonnell**, director of the **Broome Developmental Disabilities Services Office**, chaired the campaign. Through the campaign over 1200 state employees contributed to just under 200 charitable organizations, supporting health and human services, as well as environmental issues.

As a thank you to donors giving \$3 bi-weekly, incentive drawings were again held at the end of the campaign. Trooper **Edward T. Kiluk** of the **State Police** unit in Owego, won the Sherwood Inn in Skaneateles, N.Y. weekend getaway. **Gail M. Misulich**, of the Office of Disabilities Determination, won tickets for 10 **Binghamton University** Bearcats men’s or women’s basketball games. Three state employees each won 50 game gift packs for **Binghamton Mets** baseball games. They were **Modina R. VonWeinstein** and **Yulanda Velez** from the **Office of Disabilities Determination**, and **Marcia DiRose** of the **Broome County Family Court**.

The **Combined Federal Campaign (CFC)**, spanning the counties of Broome, Chenango, Delaware, Otsego, Tioga and Tompkins, raised over \$12,000. Local postal employees make up the largest group of contributors in this campaign. The chair for many years, **Thomas Jenkins**, of the Local Federal Coordinating Committee that oversees the campaign retired in the spring. Acting Chair, **Mary Martir**, oversaw the campaign.

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BAE Systems named “company of the year” by New York State United Way



United Way of New York State (UWNYS) awarded **BAE Systems Platform Solutions** of Johnson City its “**Company of the Year**” award in May 2004 for its active participation in United Way and the community. Pictured are (left to right): **Gerald W. Williams**, chair of BAE’s Employee Community Fund; **John N. Pike**, chair of UWNYS’s statewide awards committee; **Steve Kraly**, manager of engineering administration at BAE; **David J. Mack**, UWNYS board vice chair; and **Susan Hager**, president of UWNYS. United Way of Broome County nominated BAE for the award.

STATE EMPLOYEES FEDERATED APPEAL COMMITTEE (BROOME COUNTY)

State Employee Representatives

Lawrence T. Lepak (PEF), *Chair*, New York State Department of Environmental Conservation
 Lorraine Arrow (PEF), *Vice Chair*, New York State Department of Transportation
 Francis Bealo (PEF), Office of Disability Determination
 Mary Benally (CSEA), Unified Court System District Office
 Bill Campoli (MC), Broome Developmental Disabilities Services Office
 Ann Glossl (MC), Office of the Vice President for Student Affairs, Binghamton University
 Dayna Saraceno (CSEA), Broome Developmental Center
 * Cheryl Spatt (PEF), Greater Binghamton Health Center

Independent Organizations

Ray Cordello, Camp Good Days
 Kristine Cunningham, Mom’s House
 Sue Jacobs, Meals on Wheels, Western Broome
 Michael J. Keenan, Good Shepherd-Fairview Home
 Ann Lomonaco, American Heart Association
 Susan MacLennan, Campus Pre-School, Binghamton University
 Elizabeth Monaco, Chenango United Way
 Judith Nelson, Habitat for Humanity, Broome County
 Alys Rickert, New York State Special Olympics
 Ron Siwiec, Southern Tier AIDS Program
 Joe Slavik, Catholic Charities
 Joan E. Ticknor, American Cancer Society



Federations

Shelli Cordisco, United Way of Broome County (Action for Older Persons)
 Thomas De Coursey, Global Impact
 Jack Garber, Neighbor to Nation
 George Geller, Earth Share of New York
 Regina T. Hendrix, America’s Charities
 Joanne B. Macklin, Community Works, New York State
 Alex Match, Community Health Charities of New York
 Sharon Schechter, Tioga United Way

*Resigned

SOUTHERN TIER COMBINED FEDERAL CAMPAIGN LOCAL COORDINATING COMMITTEE

* Thomas Jenkins, *Chair*, United States Postal Service, Binghamton
 Joseph Chesna, *Chair*, United States Postal Service, Binghamton
 Jerry Docteur, Social Security Administration
 Constance Finch, Internal Revenue Service
 * Clara Fiske, Social Security Administration, Oneonta
 Mary Martir, United States Postal Service, Binghamton
 CDR Scott Weller, Lockheed Martin, Owego



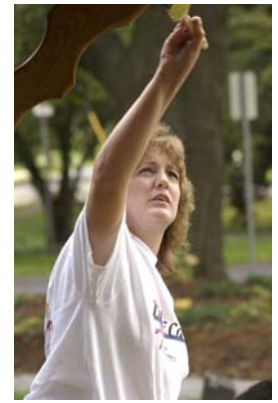
Combined Federal Campaign

* Resigned



DAY OF CARING HELPED 44 LOCAL ORGANIZATIONS

- Samaritan House
- Boys & Girls Club of Western Broome
- Mom's House
- Veterans Services Center
- Deposit Foundation & Rural Housing Services
- Catholic Social Services
- Broome Developmental Services
- Accord
- Gorgeous Washington Street Committee
- Broome-Tioga Association for Retarded Citizens
- YWCA
- Whitney Point Preschool
- Retired and Senior Volunteer Program (RSVP)
- Broome County Division of Solid Waste Management
- Roberson Museum and Science Center
- YMCA, Johnson City
- Waterman Conservation Education Center
- SOS Shelter
- Danielle House
- American Civic Association
- Action for Older Persons
- Day Nursery Association
- Humane Society
- Broome County Urban League
- Children's Home of Wyoming Conference
- YMCA, Binghamton
- Binghamton Parks and Recreation
- Broome County Department of Parks and Recreation.
- Broome County Habitat for Humanity
- St. Ambrose Church
- Boys and Girls Club of Binghamton
- Family & Children's Society
- Girl Scouts, Indian Hills Council
- Good Shepherd Fairview Home
- Town of Vestal Parks Department
- Sheltered Workshop for the Disabled
- Southern Tier Independence Center
- Greater Binghamton Health Center
- United Way of Broome County
- Discovery Center of the Southern Tier
- Southern Tier Celebrates Art Mission
- Boy Scouts, Baden-Powell Council
- Community Options



VOLUNTEERS FROM 52 ORGANIZATIONS HELPED ON DAY OF CARING PROJECTS

- Ancient Order of Hibernians
- Girl Scout Troops
- HealthNow New York
- Sam's Club
- Time Warner Cable
- Lockheed Martin
- United Health Services
- Endicott Interconnect
- Delta Sigma Pi
- BAE Systems
- Binghamton Sertoma Club
- FedEx
- Russells
- Steak House
- Huron Real Estate
- Broome Developmental Services
- Deposit Family Care Center
- Lexis Nexis Matthew Bender
- Visions Federal Credit Union
- Levene, Gouldin & Thompson
- IBM Corp.
- Bob & Sallie Connelly Auctions
- Lourdes Hospital
- Clear Channel Radio
- Universal Instruments Corp.
- Security Mutual Life Insurance Co. of New York
- RAMP Industries
- Alpha Phi Omega
- Goddesses Literary Guild
- JC Penney
- Verizon
- NLX
- Haworth Press
- Delta Kappa Delta
- Johnson Controls
- Lowe's of Binghamton
- Target

DAY OF CARING SPONSORS

Gold Level

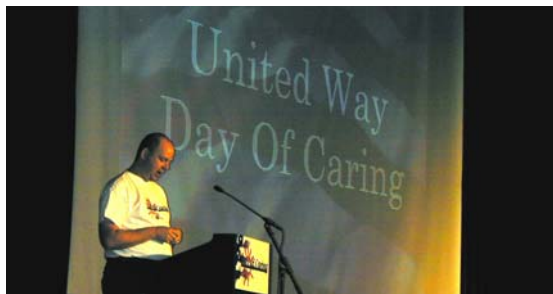
- Citadel Broadcasting
- Clear Channel Radio
- Columbian Financial Group
- Giant Food Markets
- HealthNow New York
- Precision Design
- Press & Sun-Bulletin
- Target
- Time Warner Cable
- VanZandbergen Photography
- WBNG-TV
- WICZ (Fox 40)
- WIVT, News Channel 34

Silver Level

- BAE Systems
- CDPHP
- IBM
- NIRCHI'S

11 ORGANIZATIONS HELD DRIVES ON SEPTEMBER 11

- Vestal Sertoma Club
- City of Binghamton
- Wal-Mart
- UHS Employees Federal Credit Union
- Columbian Financial Group
- HealthNow New York
- Security Mutual Life Insurance Co. of New York
- Visions Federal Credit Union
- United Health Services
- Time Warner
- Levene, Gouldin & Thompson



1,057 VOLUNTEERS PARTICIPATED IN DAY OF CARING ON SEPT. 11

There was something different at the 2004 **Day of Caring** event: kids and parents volunteering together. That's because the date for the event, which has been held for the last three years on **September**



11, fell on a Saturday. As a result, families had a chance to work together to help strengthen and improve their community.

"We were hesitant at first to hold Day of Caring on a Saturday," said **Jim Silkworth**, Chair of the Day of Caring 2004 steering committee. "But we wanted to keep the event on September 11 to commemorate the heroes and victims of the terrorists attacks on that day in 2001. As a result, we allowed kids who were normally in school during weekdays to participate with their parents."

of Caring

As in past years, Day of Caring brought an outpouring of volunteers from the community, though the demographics of the volunteers were a bit different in 2004.

"We saw more kids and students than working adults," noted Silkworth. "We are grateful to be able to give families an opportunity to do something

positive together and to spend more time together. It's good for them, and it's good for the community."

A total of 966 volunteers completed 84 service projects at 44 local nonprofit organizations on Day of Caring 2004. Among the volunteers were 109 volunteer teams representing 52 local businesses and organizations. As a result



of their efforts, thousands of Broome County residents were benefitted!

In addition to the community service projects, a drive collecting **military supplies** for our troops in Iraq and Afghanistan was conducted as a part of Day of Caring. A total of **4,400 personal items** were collected at three local credit unions (**Visions Federal Credit Union, GHS Federal Credit Union, and UHS Employees Federal Credit Union**) and at United Way's offices. A collection drive was also held in August at the **Oakdale Mall** in Johnson City with the support of all local **Clear Channel** radio stations.

Items collected during the drive were shipped to



our troops the week following Day of Caring. Each of the more than 220 military personnel from our area serving in the Middle East received a package containing 20 to 25 items usually not supplied by the military. Items sent included stationary to send letters to home, shaving cream, razors, sun glasses, pain reliever, soap, toothpaste, and activity items such as playing cards and puzzles.

The military drive was coordinated by **Shirley Savage** of the **Family Readiness & Support Group of the Headquarters & Support Company, 204th Engineering Battalion, New York Army National Guard**, with many other members of the group participating.

DAY OF CARING STATISTICS

- 966 volunteers completed hands-on projects during the Day of Caring.
- 91 other volunteers helped with the morning program, on planning committees, or as project coordinators.
- 36 businesses, civic clubs, and other organizations provided volunteers who participated in Day of Caring projects and drives. Many nonaffiliated volunteers also participated.
- 84 projects were completed by 109 volunteer teams at 44 charities and other nonprofit organizations.
- 11 drives were conducted for food, school supplies, baby items, and other items.
- 2,400 flower bulbs were distributed for planting throughout the community.
- thousands of Broome County residents benefitted!

DAY OF CARING STEERING COMMITTEE

James Silkworth, *Chair*
 Sandy Dahulich
 MaryLou Dimmick
 Julie Goon
 Steve Keppler
 Melissa Klinko
 Ellen Kodadek
 Diane Novak
 Rick Patten
 Brian Quick
 Debbie Quick
 Anne Reyen
 Amanda Rohs

ABOUT 86% OF FUNDS RAISED GO TO PROGRAMS

At the end of the 2004 Annual Campaign, United Way of Broome County's Board of Directors approved the distribution of \$3,383,968 in 2005. The money, which was raised during the Campaign, will go predominantly to programs at Broome County charities. Most of the funds, \$2,977,438, will go to health and human services programs at United Way's 30 local member agencies. Also included are Venture and Special Assistance Grants, funds for United Way's five direct service programs, and donor-designated funds to nonmember agencies. (A complete list of the programs supported is on page 11.)

United Way provides funds to specific programs at member agencies—not overall budgets. This helps direct funding to priority needs and prevents duplication of services in the Broome County community.

About 100 volunteers help approve and distribute funding among the organizations. Allocation recommendations pass through four volunteer review levels: Allocations Panels, the Allocation Steering Committee, the Community Services Division, and finally, the Board of Directors. Funding is based on a careful analysis of each organization's budget, financial accountability, service effectiveness, management effectiveness, and ability to meet the community's needs. In addition, each program is evaluated as to how well it matches United Way's funding priorities.

In addition to the regular allocations to member agencies, United Way and the Howland Foundation agreed to provide Venture and Special Assistance Grants in 2005 to 15 new and innovative human service programs in Broome County and special one-time projects that cannot be covered by an organization's normal budget.



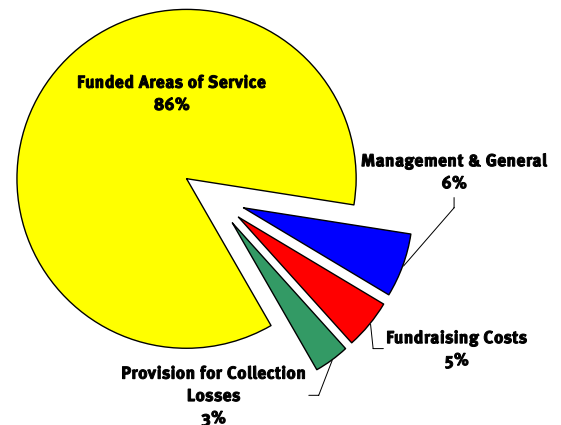
OPPORTUNITY TO GAIN SELF-ESTEEM OFFERED

A youngster's direction in life is often determined by the opportunities available. In Broome County, 48 girls, ages 7 to 14, who were at risk of developing problem behaviors, were able to attend a week-long program of the **Girl Scouts, Indian Hill Council**, at Ahamami Outdoor Center in 2004 at no cost to themselves, through a program funded by United Way.

The girls had opportunities to work as part of teams, learn leadership skills, and participate in challenges that built self esteem. Each living unit planned and prepared meals, set group and personal daily goals, and established codes of conduct, among other things.

In summary, United Way will distribute \$2,977,438 to its member agencies through its allocations program, \$225,500 to its direct service programs, plus \$59,000 in new venture grants (some of which will go to its member agencies), and \$122,030 in donor designated funds to nonmember agencies for a total of \$3,383,968. This is about 85.9 percent of the funds raised in the 2004 Annual Campaign fund drive. (United Way anticipates a collection loss of 3.4%.) Thanks to hundreds of committed volunteers, United Way's operating costs are about 14.1 percent.

**Total Expenses
United Way of Broome County**



Treasurer's Report – 2004

STATEMENT OF ACTIVITIES

Unrestricted Operating Funds

For the year ended December 31, 2004

Public Support and Other Revenue

Annual Fund Raising Campaign (Public Support)	\$2,991,527
Less: Provision for Collection Losses	(144,762)
Less: Donor Choice Liabilities	(107,601)
	2,739,164

Bequests, Legacies, Grants, and Other Public Support	10,565
Net Investment Income and Other Revenue	94,696
Unrealized and Realized Gains and Losses on Investments	14,791
Transfers from Trust and Endowment Funds	928,005
Total Public Support and Revenue	\$3,787,221

Expenses

Agency Allocations and Donated Equipment	\$3,094,686
Community Services	188,982
Allocations and Agency Relations	77,562
Supporting Services:	
Fund Raising	191,053
Management and General	291,928
Total Expenses	\$3,844,211

Excess of Expenses Over Public Support and Revenue (56,990)

Unrestricted Operating Net Assets, Beginning of Year	718,803
Unrestricted Operating Net Assets, End of Year	661,813
Unrestricted Net Assets, Trust and Endowment	14,508,519
Total Unrestricted Net Assets	\$15,170,332

STATEMENT OF FINANCIAL POSITION

Combined All Funds

As of December 31, 2004

Assets

Cash and Investments, at Fair Market Value	\$23,070,431
Pledges Receivable - Net	2,901,901
Other Receivables, Prepaids, and Other Assets	268,405
Fixed Assets, Net of Accumulated Depreciation	224,886
Total Assets	\$26,465,623

Liabilities and Net Assets

Liabilities

Allocations and Grants Payable	\$212,555
Accounts Payable and Accrued Expenses	344,912
Total Liabilities	557,467

Net Assets

Unrestricted Net Assets	15,170,332
Temporarily Restricted Net Assets	2,474,262
Permanently Restricted Net Assets	8,263,562
Total Net Assets	25,908,156

Total Liabilities and Net Assets **\$26,465,623**

Note: A copy of our complete audited financial statements will be available after June 17, 2005, on United Way's website, www.unitedwaybroome.org. United Way financial activities are a matter of public record. You may obtain a copy of the latest annual financial record filed with the New York State Office of Charities Registration by writing to: Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271; or by contacting United Way of Broome County Inc., PO Box 550, Binghamton, NY 13902-0550.

MORE THAN 100 PROGRAMS SUPPORTED IN 2005

Programs Funded by Areas of Service

Allocation for 2005

Assisting Older Adults

Community Services - Johnson City Senior Citizens Center	\$17,987
Elder Counseling - Family and Children's Society	\$30,812
Health and Wellness - Johnson City Senior Citizens Center	\$4,088
Health Insurance Counseling (HIICAP) - Action for Older Persons	\$32,471
Protection of Adults - Action for Older Persons	\$8,030
Public Education/Elder Planning - Action for Older Persons	\$48,490
Recreation and Education - Johnson City Senior Citizens Center	\$4,110
Senior Activities - Boys and Girls Club of Western Broome	\$7,256
Senior Companion - Deposit Foundation and Rural Housing Serv.	\$3,644
Transportation - Retired and Senior Volunteer Program	\$16,475
Volunteer Services - Retired and Senior Volunteer Program	\$25,250
Volunteer Transportation - Deposit Foundation	\$7,530
Total for Service Area	\$206,143

Promoting Health and Wellness

Bringing Equal Access to Residents (BEAR) - Mental Health Assn.	\$9,811
Chemical Dependency Prevention Services - Mental Health Assn.	\$20,474
Community Education - SOS Shelter	\$10,154
Community Services - Planned Parenthood	\$29,074
Counseling and Support - National Multiple Sclerosis Society	\$13,200
Diagnosis/Assessment/Treatment - Handicapped Children's Ass.	\$69,000
EncorePlus Breast Cancer Prevention/Educ./Advocacy - YMCA	\$9,868
Fitness - YMCA of Binghamton/Broome County	\$44,195
Health and Physical Education - Jewish Community Center	\$6,018
Health Programs - American Red Cross, Southern Tier Chapter	\$28,190
Information and Referral/Educ./Advocacy - Mental Health Assn.	\$37,083
Patient/Community Services - Arthritis Foundation	\$8,365
Physical Educ. and Health - Boys & Girls Club of Western Broome	\$61,256
Self Help (SHIP) - Mental Health Association	\$3,924
Total for Service Area	\$350,612

Helping Young People Succeed

Athletic Recreation - Catholic Youth Organization	\$18,785
At-Risk Youth - Boy Scouts, Baden-Powell Council	\$45,456
Camp Sertoma - Boys and Girls Club of Binghamton	\$29,820
Campership Funds - Boy Scouts, Baden-Powell Council	\$2,856
Campership Funds - Boys and Girls Club of Binghamton	\$4,521
Campership Funds - Girl Scouts, Indian Hills Council	\$2,856
Campership Funds - Salvation Army	\$3,000
Campership Funds - YMCA of Broome County	\$1,548
Carlisle Unit - Boys and Girls Club of Binghamton	\$32,919
Child Abuse Prevention - Boy Scouts, Baden-Powell Council	\$6,756
Cultural/Social Leader - Catholic Youth Organization	\$1,094
Day Camp - Jewish Community Center	\$10,466
Day Camp - YMCA of Broome County	\$3,930
Educ., Cultural, Social - Boys & Girls Club of Western Broome	\$35,856
Evening Meals - Boys and Girls Club of Binghamton	\$7,520
Main Unit - Boys and Girls Club of Binghamton	\$162,119
Membership and Program - Girl Scouts	\$14,256
Mental Health Players/Peacetown Puppets - Mental Health Assn	\$16,629
Outreach - Girl Scouts, Indian Hills Council	\$37,580
Resident Camp - Girl Scouts, Indian Hills Council	\$73,256
Saratoga Unit - Boys and Girls Club of Binghamton	\$13,519
School Programs - Family and Children's Society	\$40,867
Social Development of Youth - YMCA of Broome County	\$160,457
Teen Program - Boys and Girls Club of Binghamton	\$17,819
Transitional Living - YMCA of Binghamton/Broome County	\$24,655
Voices for Children/Court Appointed Special Advocate - ACCORD	\$11,000
Youth and Adult - Salvation Army	\$49,196
Youth and Families - Boy Scouts, Baden-Powell Council	\$90,756
Youth Center - Broome County Urban League	\$58,547
Youth Development - Boys and Girls Club of Western Broome	\$66,256
Youth Programs - Jewish Community Center	\$6,419
Total for Service Area	\$1,050,714

Strengthening Families

Basic Reading - Literacy Volunteers	\$8,200
Casework and Technical - American Civic Association	\$24,600
Child Care - Boys and Girls Club of Western Broome	\$62,456
Child Care - YMCA of Broome County	\$22,916
Child Care - YMCA of Binghamton/Broome County	\$24,956
Community Educ. & Family - Boys & Girls Club Western Broome	\$13,256
Community Programs - American Red Cross, Southern Tier Chap.	\$53,248
Counseling - Catholic Social Services	\$180,772

Counseling - Family and Children's Society	\$138,757
Early Childhood Center - Jewish Community Center	\$49,441
Education - Crime Victims Assistance Center	\$17,683
English as a Second Language - Literacy Volunteers	\$5,560
Functional Family Therapy - Catholic Youth Organization	\$19,306
Moeller Street Site - Day Nursery Association	\$44,051
Parent Aid - Family and Children's Society	\$16,878
Pregnancy, Parenting, and Adoptions - Catholic Social Services	\$50,604
Recreation/Respite - Association for Retarded Citizens	\$10,000
Saratoga Site - Day Nursery Association	\$66,243
Stuyvesant Street Site - Day Nursery Association	\$47,932
Summer Program - Association for Retarded Citizens	\$17,012
Total for Service Area	\$873,871

Responding to Emergencies, Fighting Hunger and Homelessness

Adult Housing - YWCA of Binghamton/Broome County	\$12,788
Assistance and Referral Program- Deposit Foundation	\$1,928
Center for Help - Broome County Urban League	\$31,234
Crisis Service - Mental Health Association	\$26,424
Emergency Assistance - Catholic Social Services	\$28,777
Emergency Assistance - Salvation Army	\$49,316
Emergency Housing - YWCA of Binghamton/Broome County	\$16,773
Emergency Programs - American Red Cross, Southern Tier Chap.	\$231,785
Homeless and Low-Cost Housing - YMCA of Broome County	\$7,912
Intensive Independent Living - YWCA Binghamton/Broome County	\$7,596
Legal Services - Legal Aid	\$20,000
Non-Residential Services - SOS Shelter	\$12,109
Refugee Program - American Civic Association	\$5,400
Residential Services - SOS Shelter	\$42,456
Service Units - Salvation Army	\$1,600
Total for Service Area	\$496,098

TOTAL ALLOCATION FOR THESE FIVE AREAS OF SERVICE \$2,977,438

The programs in the following area of community service are funded by distributions from United Way's operating budget, grants, and donor designations, rather than by the allocations procedure used to determine funding of programs at United Way's member agencies.

Building a Stronger Community

Allocations and Agency Relations	\$77,700
Community Planning (Community Coalitions)	\$27,100
First Call for Help	\$57,000
Teaming for Technology	\$31,500
Volunteer Action Center and Day of Caring	\$32,200
Subtotal for United Way Services	\$225,500

Donor Choice	\$122,030
Venture and Special Assistance Grants (see column at right)	\$59,000

Boys and Girls Club of Binghamton	
Broome Library Foundation	
Broome-Tioga BOCES	
Catholic Charities' Gateway Center for Youth	
Family and Children's Society of Broome County, Inc.	
Lourdes Hospital Youth Services Department	
Mom's House	
New Life Ministries	
Planned Parenthood of South Central New York	
SOS Shelter, Inc.	
Southern Tier Celebrates!	
Trinity Memorial Church	
Veterans Services Center	
YMCA of Broome County	
Total for Service Area	\$406,530

TOTAL DISTRIBUTION TO ALL SIX AREAS OF SERVICE \$3,383,968



VENTURE AND SPECIAL ASSISTANCE GRANT FUNDS COME FROM TWO SOURCES

Programs at 15 non-profit organizations in Broome County were awarded Venture or Special Assistance Grants by United Way in 2004 for payment during the following year. In addition, the **Helen T. Howland Foundation** again agreed to use the information supplied by United Way to award its own grants to the same organizations.

The Venture Grant Program was established in 1990 when United Way's Board of Directors decided to earmark up to one percent of the allocable funds from each year's annual fund-raising campaign to the grants. The program was later expanded to cover special assistance grants as well.

Born in Binghamton, Helen Thomas Howland resided in Ithaca for much of her life, but she remembered her hometown in her will by establishing a trust to benefit the community. M&T Bank manages the Helen T. Howland Foundation.

In 1993, the Howland Foundation arranged for United Way to provide recommendations to the foundation for a portion of its funding decisions, using its Venture Grant process to develop these recommendations.

UNITED WAY—HELPING BUILD A STRONG COMMUNITY

Community Building

Not only a provider of funds to programs that serve Broome County, United Way also is involved with numerous programs throughout the county that help strengthen the community and further help those in need. During 2004, United Way partnered with other organizations in the local community to bring about these programs. Here are some examples of the community-building programs United Way was involved with in 2004:

United Way continues to maintain a database of homeless shelter vacancies and information for the **Broome County Homeless Coalition**. The **Homeless Information Management System** posts a list of homeless shelter vacancies on its web site, www.broomepathways.org, so police, social service workers, and homeless shelters can easily access information about shelter vacancies to refer those in need of a place to stay.

United Way cosponsored with NYSEG the third annual **Youth Summit**, a forum for hundreds of high school students, teachers, and business leaders to discuss employment opportunities and the strengths of the local area in order to encourage young people to find work and get an education in Broome County.

United Way continued its partnership with **BOCES**, the **Greater Binghamton Coalition**, **Broome Community College** and **Broome County Government** in a project to help young people from birth to adolescence. One initiative, the **Building Brighter Futures for Broome Early Childhood Coalition**, aids children from birth to six years to give them a “healthy start” in life in order to prevent long-term health, social, and learning problems and to prepare them for success in school. The coalition promotes efforts to support healthy births, effective parents, and quality early childhood education.

The **Youth Developmental Assets Initiative** coordinates and focuses youth organizations on helping youth (ages 6 to 17 years) to develop self confidence, healthy relationships, and make positive life choices. United Way also partners with several organizations and individuals on the **Teens Link Coalition**, which coordinates and provides resources for efforts aimed at teen pregnancy prevention.

United Way also helped develop a **Citizens Corps Council** with multiple community partners, including member agencies **RSVP** (the lead organization) and the **American Red Cross**. The council is designed to help the community prepare for emergencies. In addition, United Way services on the local **Federal Emergency Management Aid (FEMA)** board, which helps allocate resources to the community during emergencies.

Working with other community organizations, United Way helped to develop tutoring and self-improvement programs for Binghamton University's **Center City Coordination Project**. The project is coordinating human service programs operating throughout downtown Binghamton in order to more effectively help those in need. More than 30 human service agencies are involved in this project that aids at least 6,000 Binghamton residents.

United Way helped over 200 local young people gain valuable skills and find jobs through its work with the **Broome County Office of Employment and Training**. United Way worked with the **Broome-Tioga Workforce Development Board** to secure

over \$500,000 in federal grant funding for the program and to provide consultation on program management and resource development. United Way also is involved in monitoring and evaluating youth workforce for Broome County, which help young people gain skills and jobs. United Way is currently evaluating a federally funded program to assist people with disabilities in locating and participating in employment services through the workforce systems of Broome, Tioga, Chenango, Delaware, and Otsego counties. More than 500 persons with disabilities have received services through this grant.

Aging Futures Partnership

United Way is an active supporter of the **Aging Futures Partnership**, which helps to identify the needs of local seniors and develop community solutions to address them. A coalition of local organizations under the leadership of the **Broome County Office for the Aging**, the partnership has identified seven needs of the local aging population through surveys, focus groups, one-on-one interviews, and other methods. These include: managing chronic disease, housing, understanding and accessing services, transportation, caregiver support, legal and financial planning, and remaining socially connected.

The partnership was awarded a four-year, \$750,000 grant from the prestigious **Robert Wood Johnson Foundation** to help fund strategies to address three critical issues determined by the partnership (supporting caregivers, managing chronic illnesses, and reducing social isolation).

Teaming for Technology Program

Teaming for Technology, a United Way-funded program, helps local nonprofit organizations with their computing and technological needs through the distribution of donated computers and other hardware, plus the technical assistance provided by the program's two staff members.

For the thirteenth year, **IBM Corp.** donated computers to Broome County not-for-profit agencies to help them increase their ability to effectively deliver their services. In 2004, IBM donated a total of 22 PCs, 11 Thinkpad laptop computers, and 10 Young Explorer computer stations, with a total value of \$62,927. The computers were donated in three different ways: through Gifts-in-Kind International, through the Teaming for Technology Program, and as a corporate gift to United Way.

The Young Explorer computer stations designed for children ages 3-7, together with educational software and learning materials for teachers and care providers, were donated to childcare centers as part of the **IBM KidSmart Early Learning Program**. This childhood learning initiative is designed to give pre-kindergarten youngsters a jumpstart on education through fun, interactive learning, and access to new technology.

In addition, **Dell Inc.** donated 321 refurbished printers, with a value of \$34,553.95, through Gifts-in-Kind International to United Way for distribution to area not-for-profit agencies. **Binghamton Material Handling** again donated its warehouse for use in distributing both the computers and the printers.

Teaming for Technology also helped at least 25 local agencies during 2004 in creating and/or converting databases; technology planning; installing hardware and software; troubleshooting hardware, soft-



OFFERING DISEASE PREVENTION PROGRAM

Prevention of a problem is usually less expensive and more effective than repairing a problem. But for those with limited incomes, prevention of medical problems often is a low priority—especially if there is a cost associated with it.

*Breast cancer affects at least one in eight women, yet many do not get the screenings that would provide early detection of this disease. The **YWCA of Binghamton/Broome County**, with financial assistance from United Way, helps women with few financial resources receive mammograms at no cost. If needed, transportation to mammogram appointments is also available.*

UNITED WAY TRUST FUND

ware, or network problems; setting up computers and networks; and data recovery. Over 50 different local agencies were assisted in 2004 through the various Teaming for Technology programs.

Gifts-In-Kind

United Way's **Gifts-in-Kind** program collects equipment, furnishings, and supplies from local companies and individuals and distributes them to nonprofit organizations in need of these items. In 2004, **Bed, Bath & Beyond** donated \$22,000 worth of household goods, which were distributed to local shelter and housing programs serving people in need. **Talbots** donated women's clothing valued at about \$14,000 to local charities. United Way also coordinated the distribution of in-kind donations from **Cost Cutters**, the **Southern Tier East Regional Planning Development Board**, and others.

United Way also is the local coordinator for **Gifts-In-Kind International**. In 2004, Broome County nonprofit agencies received tens of thousands of dollars worth of computer software and hardware, as well as office and program supplies through this program.

In collaboration with **Doan Advertising**, **Lupo's, Aero Gymnastics Academy**, **Schapiro's Fine Dry Cleaning**, and **Clear Channel Radio**, United Way supported the twelfth annual **"Keeping Kids Warm"** coat drive for children in Broome County. Two **Binghamton University** graduate students in the Master of Social Work program, who are serving as United Way interns, coordinated the project. About 3,000 coats were collected, cleaned, and distributed through local human service agencies, schools, and churches.

Tens of thousands of people support local charities "the United Way" each year. The Trust Fund gives donors the opportunity to support our diverse and effective member agencies in perpetuity.

Whether through bequests or lifetime gifts, the United Way Trust Fund is an opportunity to invest in the future of our community. The principle of the Trust Fund remains intact and only 5 percent of the value of the total fund is used to support the programs and services of participating agencies. Since capital gains and other earnings are expected to exceed this amount, the fund grows and creates a permanent memorial to the thoughtfulness and generosity of its donors.

Many donors want to leave the bulk of their estate to loved ones. Careful estate planning can help them to achieve that objective while still including a gift to a local charity.

A variety of planned giving techniques are available and donations may be made in cash, securities, insurance policies, or real estate. Estate planning can have a variety of tax benefits, including income tax; state tax; and/or capital gains tax.

United Way is the best way to help our young people succeed, strengthen families, support health and welfare initiatives, build stronger communities, keep our seniors healthier and independent, and respond to local emergencies. United Way helps the most people in the most diverse ways: it is efficient; effective; and local. As United Way helps people, gifts to the Trust Fund help United Way meet the current needs of our community.

For further information about the benefits of including the United Way of Broome County in one's estate plan, please speak with an attorney, financial advisor, bank trust officer, or a member of the United Way's Trust Fund Committee.



HELPING SENIORS MAKE BETTER CHOICES

People are often overwhelmed by information. Broadcasting advertising and the printed material designed to help sometimes results in more confusion than clarity.

A recent example is the Medicare-approved prescription discount cards. Many seniors were unsure about which of the available options to choose.

Thanks to funding by United Way, **Action for Older Persons** held more than 40 information sessions from January through June 2004. Held at apartment buildings, libraries, and senior centers throughout Broome County, the seminars were attended by at least 1,300 people. More than 90 percent of the grateful seniors said the sessions were indeed helpful.

Trust and Endowment Fund Report – 2004

Current year gifts and bequests received

A. Lawrence Abrams \$ 5,000
George T. Lacey 5,000

In memory of the following:

Ada Rouff, Martha Kobylak,
Gertrude A. Hancock,
George Whiting, Mabel
DePersiis, Clayton M.
Axtell, Jr. 565

Mrs. Elizabeth J. Coe 33,526
Alice Atkinson Cooper 61,390
Edgar W. Couper 14,954
Esther Couper for the Edgar W.
Couper Endowment Fund

726,346
Mrs. Florence N. Crawford 200,000

Mrs. Mildred W. Cushman 76,674

James M. and Cornelia Y.
Davidge 39,723

Harriet Ford Dickenson
Foundation 2,200,000

Mr. & Mrs. David L. Dickenson 249,033

Joshua B. Dunning 10,888
George G. Eggleston 372,061

George M. Ely 489,564
Luther S. and Jeanne W. Ely 483,925

James Forrestal Estate in
memory of Nancy E.
Truesdell 24,000

James Forrestal 270,072
Jennette K. Forrestal 55,381

Anna Frtyal 97,819

2003 gifts and bequests received

Ruth M. Young 33,091
Irving Goldman 132,407
Esther Couper for the Edgar W.
Couper Endowment Fund 205,055

Prior year(s) gifts and bequests (\$10,000 or more)

J. Donald Ahearn 750,892
Mrs. Louella Beckwith 114,893
Mary K. Blair 520,222
William S. and Helen G.
Chittenden 105,769

Miller S. and Adelaide S.

Gaffney 100,000

J. DeWitt Gardner 74,329

Dr. & Mrs. Julius Gattner 190,947

Eva Louise Gay 51,683

Great American Food Stores 25,950

Earl O. Hagman 49,910

Ralph Hasbrouck 121,868

Hazel M. Hillygus 192,574

Julia Francis Hoffman 10,000

Stewart W. and Willma C. Hoyt 1,780,706

Mrs. Jeannette G. Johnson 21,263

Iona Keeler 10,000

Chandler Keller 68,920

Anna Kostakovich 10,000

Paul H. Kraiss 23,511

Benjamin G. Kroehler 133,508

Golda E. Landon 120,283

Lily B. Lemons 81,862

Elnora M. Lewis 40,044

George A. Manger 21,172

Mrs. Ernest J. McHarg 11,183

Juanita C. Merle 28,904

Florence Ostrosky 15,000

Carroll and Christine Potter 10,500

Edward H. Prentice 84,485

Josephine R. Reynolds 40,024

Frank L. Rider 13,519

Mrs. Bertha M. Roper 14,709

Mr. & Mrs. George L. Savory 10,816

William and Carrie Schlegel 3,047,763

Robert Schuman 12,250

Mrs. Mary Schumann 50,000

Brewster Weed Smith 25,786

Jane T. Smith 13,623

Gertrude B. Somerville 202,392

Grace B. Stanton 29,494

Ellen Stark 10,000

Marguerite Taylor 10,000

Charles L. and Helen Wagener 253,333

Mark Winheld 13,962

Ruth M. Young 42,000

Edith L. Zeh 58,629

Memorial gifts prior to 2003 38,146

Total all gifts under \$10,000 270,662

GRAND TOTAL \$14,713,960

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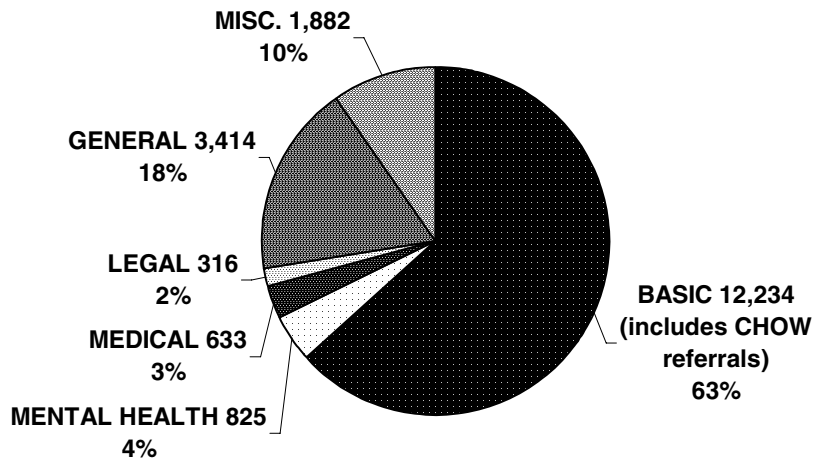
PARTY NIGHT BRINGS CROWD TO SEE "ELVIS"

Many local mentally retarded and developmentally disabled adults have difficulty participating in social activities. To assist, the **Broome-Tioga Association for Retarded Citizens** sponsors Party Nights eight times a year, which are funded by United Way.

The most popular one recently included a visit by "Elvis", who signed autographs and had his picture taken with some of the 190 people who attended.

First Call for Help serves 18,112 in 2004

FIRST CALL FOR HELP calls and needs 2004



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Evelyn E. Yonda,

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Associate

* Resigned



HELPING RESIDENTS GET AROUND

Transportation is often a problem for senior citizens and others of modest income who live in the small villages and rural areas of Broome County.

The Deposit Foundation and Rural Housing Services helps those living near the eastern edge of the county by providing non-emergency transportation in its minivan to medical and other important appointments. United Way provides funding for the program.

BAE Systems volunteers distributed Christmas trees donated by Target



For the fifth year in a row, volunteers from BAE Systems and members of their families have helped deliver Christmas trees donated by the Target store in Vestal to local families who otherwise would have been unable to afford them. In 2004, a total of 26 trees were delivered to Broome County families.



what matters.™



Giving Only \$\$ Total	Donor Avg. Gift	Emp Per
\$11,970	106.00	
\$15,654	88.94	
\$16,095	\$111.63	
\$19,253	\$118.85	
\$17,168	\$107.00	

AU SOL
 \$55,000
 1006
 12%
 6 264.00

Ind Giving Only \$\$ Total	Donor Avg. Gift
\$6,836	\$99.07
\$3,640	\$91.00
\$5,165	\$84.67
\$6,377	\$68.57
\$4,134	\$91.87

300
 180
 X 240

United Way of Broome County, Inc.
 PO Box 550
 Binghamton, NY 13902-0550

RETURN SERVICE REQUESTED

Nonprofit organization
 U.S. Postage Paid
 Permit Number 204
 Binghamton, NY