

# United Way of Broome County Annual Report



[www.unitedwaybroome.org](http://www.unitedwaybroome.org)



## 2006 - Year of the Floods



# OUR COMMUNITY UNITED TO HELP THOSE FLOODED

This community will long remember 2006 as “The year of the floods.” Both the June and November floods were sufficient to be declared Presidential Disasters. The June event was wide-spread: An estimated 10,000 individuals had to flee their homes; 2,600 were sheltered by the **American Red Cross**; 3,700 households received Federal financial assistance through **FEMA** and thousands from a special State grant program.

The June flood primarily devastated homeowners and small businesses; the November flash-flood affected several thousand more households, but it especially devastated our public infrastructure.

The United Way, too, will long remember 2006 as the year of the floods. While the disaster response, relief, and recovery efforts taxed our collective manpower and resources, the community can be justifiably proud that everyone—all facets of the community—worked tirelessly and cooperatively to help victims. In this time of heartache for many, it was heartwarming to see our businesses, municipalities, social agencies and faith-based organizations, and local foundations reach out and help. It truly was inspiring to see people join together to muck out basements, provide cleaning supplies and personal hygiene items, food, water, child care, household furnishings, repair labor, moral support, and other crucial services. The **American Red Cross**, **The Salvation Army**, **Catholic Charities**, **Broome County Council of Churches**, our own **First Call For Help** and other UW staff, **Broome County government**, many faith-based volunteers, along with organizations too numerous to mention, were wonderful.

The majority of the following pages are devoted to other examples of neighbor helping neighbor through United Way. The floods should not overshadow these accomplishments. Indeed, if anything, the disasters prove the importance of our community partnerships, social planning, annual campaign, fund distribution, information and referral, Day of Caring, and other services. Despite the devastation, we even managed to initiate a new program, **GROW BROOME**, that provides fresh vegetables to our food pantries while promoting awareness of hunger and our food supply.

Two years ago, I was honored to be asked to serve as your President. Now, as my tenure on the Board of Directors expires, I am deeply proud to have had this opportunity to serve. Working together, we increase the community’s capacity to help our neighbors and make a real difference in the lives of others—and that’s “what matters.”

Thanks for your support and for making this a true community.



**Gina Denniston**

**—Gina Denniston  
President**

**United Way of Broome County**

**Cover photo:**

People whose homes were flooded in June 2006 are temporarily housed at the American Red Cross shelter in the Binghamton University Events Center, which opened its doors to about 2,000 evacuees during the height of the flooding.

*Photo by Jonathan Cohen,  
Binghamton University.*

**BOARD OF DIRECTORS**

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Michael Mercincavage  
Donna Przybysz  
Robert B. Thomas, Esq.+

\* Resigned  
+ Executive Committee Member

# CAMPAIGN EXCEEDS \$4 M

## ANNUAL CAMPAIGN

Under the leadership of Campaign Chair Thomas P. Hoke, the 2006 Annual Campaign received pledges of \$4,021,020, exceeding its goal and achieving an increase of \$19,000 over 2005 Campaign results. It was the highest campaign total since the 1993 Campaign for 1994 Needs.

The Campaign's strategic components were: (1) four attractive incentives to encourage donor support. More than 20,000 entries were received for the four incentive drawings. The 2005 incentive of a Caribbean Cruise to encourage donors to pledge \$2 per week was replaced with a \$1,500 gas giveaway incentive sponsored by United Health Services to recognize its 25th anniversary; (2) A CAN DO seminar for businesses to help eight participating businesses to upgrade their campaigns. The participating businesses improved over their 2005 campaign results by more than 13 percent; (3) an expanded program to encourage individual Leadership Giving. Of particular note, four new members were added to the Alexis de Tocqueville Society, which recognizes donors of \$10,000 or more, bringing the total membership to 16.

The Campaign Kickoff was held in mid-September. Because of the terrible impact of the June floods that had devastating affects on families throughout the region, the format for the kickoff was changed from a community social event to a press conference, with the funds that would have been spent on the event instead used to buy winter jackets for youngsters who had lost their belongings in the flood. Macy's Co. matched the funds donated by the Event Sponsors, bringing the total to \$6,000, providing 120 gift certificates given out through Catholic Charities to pay for the jackets.

Similarly, the traditional Campaign Celebration Dinner was replaced by a press conference, and the event funds instead used to pay for food baskets and presents for youngsters delivered to 32 flood-impacted families that were still living in temporary quarters, again working with the Salvation Army and Catholic Charities to identify the families. The food and presents were delivered by volunteers from BAE, along with Christmas trees and decorations donated by Target.



Campaign Chair Tom Hoke shows the coats that were donated to youngsters who were flood victims as part of the kickoff to the 2006 United Way Campaign.

# Campaign Awards

## CHALLENGE CUP AWARDS

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

*Small Businesses (less than 24 employees)*

**Columbia Gas Transmission**

*Mid-Sized Businesses (25 to 99 employees)*

**Sunstream Corp.**

*Large Businesses (100 to 499 employees)*

**UPS**

*Major Businesses (more than 500 employees)*

**BAE Systems**

*Large Banks and Insurance*

**M&T Bank**

*Finance/Insurance/Brokerages*

**Mang Insurance Group**

*Professional Service Offices*

**Piaker & Lyons, P.C.**

*Major Retailers*

**Target Stores T-1056**

*Auto Dealers*

**Miller Auto Team**

*Food Sales and Distribution*

**Wegmans Food Market**

*Local Schools*

**Vestal Central School District (employees)**

*Local Government*

**Binghamton Fire Department (employees)**

*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, creativity, vounteerism, inspiration, and measurability.*

**Betsy Reynolds-Snigar,** Boscov's Department Store

**Josh Gregory,** Boys and Girls Club of Western Broome

**Judy Snyder,** Chenango Valley Central School District

**Gordie Woolbaugh,** Datrose, Inc.

**Melissa Haskell,** Handicapped Children's Association

**Cheryl Monachino,** Lockheed Martin Systems Integration

**Carol Covert,** Lowe's Home Centers (#1502, Binghamton)

**Debbie Kimberling,** Lowe's Home Centers (#0202, Vestal)

**Mario Petta,** Macy's Department Store

**Melissa Broecker,** Maines Paper and Food Service

**Paula Turrell,** Maines Paper and Food Service

**Pamela Hebert,** Manley's Mighty Mart

**Nicki French,** Mental Health Association

**Michele Cline,** Sunstream Corporation

**Dr. James Coon,** Union-Endicott Central School District

**Lynda Deluca,** Union-Endicott Central School District

**Linda Sebesta,** United Health Services

**Jeff Salasny,** Windsor Central School District

*In addition, some United Way volunteers were eligible to win an additional prize. To meet the criteria for the drawings, the person must be the United Way representative at an organization that conducted a successful campaign. Specifically, the organizations must have achieved \$50 per capita in donations to the 2006 United Way Campaign and/or a 10 percent increase*

*in its donations to United Way over 2005. About 100 people qualified for the drawings. The prizes were \$250 in gasoline at **Manley Mart**, which were donated by **FOX40, WICZ-TV.***

**Pam Ondrusek,** J.C. Penney Co.

**Betsy Reynolds-Snigar,** Boscov's Department Store

**Mary Tingley,** National Pipe and Plastics, Inc.

**Teresa Tyner,** Vail-Ballou Press, Inc.

## WINNERS OF DONOR INCENTIVE PRIZES

*Donor incentives were introduced to United Way of Broome County campaigns in 1997. More than 18,000 entry cards were submitted for the drawings for the four different prizes available in 2006, all donated by local businesses.*

*The 2006 winners were:*

Donor: **Gault Toyota-Scion**; prize: 2007 Toyota Yaris; minimum donation: \$3 or more per week; winner: **Susan E. Zick**, Security Mutual Life Insurance Co. of New York

Donor: **Olum's Furniture Co.**; prize: plasma TV home theater; minimum donation: \$2.50 or more per week; winner: **Michael Sitarski**, BAE Systems.

Donor: **United Health Services**; prize: \$1,500 in gasoline; minimum donation: \$2 or more per week; winner: **Jennifer D. Zarrelli**, American Red Cross.

Donor: **Wegmans Food Market**; prize: \$1,000 gift card; minimum donation: \$1 or more per week; three winners: **Kevin Sexton**, Willow Run Foods; **Chuck Meassick**, Lockheed Martin Systems Integration; **Michelle Dow**, Catholic Charities.



This 2007 Toyota Yaris, donated by **Gault Toyota-Scion of Endicott**, was the top incentive prize for donors to the 2006 United Way Campaign.

# Leadership Giving

Leadership giving efforts in 2006 focused on increasing membership in the George F. Johnson Society for donors of \$1,000 to \$9,999, and in the newly initiated Alexis de Tocqueville Society for donors of \$10,000 or more.



## ALEXIS DE TOCQUEVILLE SOCIETY

The Alexis de Tocqueville Society is a national leadership giving society operating under the auspices of the United Way of America, recognizing donors that contribute at a high level. Members are listed in a nationally distributed Tocqueville Society publication. The Broome County chapter of the Tocqueville Society was established during the 2004 Campaign with four charter members. In 2006 four additional members were added.

### Ordre de Liberte'

(\$25,000-\$49,999)  
Anonymous (1)  
Mr. & Mrs. Gaffney (Miller S. & Adelaide S. Gaffney Foundation)  
Mr. & Mrs. Robert F. Schumann

### Membres de la Societe'

(\$10,000-\$24,000)  
Anonymous (1)  
Mr. & Mrs. Richard W. Botnick and Botnick Family Foundation  
Deborah & David Gouldin  
Peter & Marilyn McGinn  
Tom & Phyllis Meade  
George Sarkisian (Sarkisian Brothers Foundation)  
Dee & Jim Scanlon  
Lawrence J. & Jennifer B. Schorr  
Glenn R. Small  
John G. & Judith A. Spencer  
Mary Ann & Don Swain  
Robert B. Thomas  
Kent & Barbara W. Turner



## THOMAS J. WATSON SOCIETY

Organizations qualifying for membership in the Watson Society pledge \$10,000 or more in combined employee and corporate giving. For the 2006 campaign, 59 organizations (the highest number since the founding of the program in 1994) qualified for membership in the Society.

### Platinum Award

(\$100,000 or more)  
BAE Systems  
EIT/Huron Group  
IBM Corp.  
Conrad & Virginia Klee Foundation  
Lockheed Martin Systems Integration  
United Health Services

### Gold Award

(\$50,000-\$99,999)  
Dr. G. Clifford & Florence B. Decker Foundation  
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  
Miller S. & Adelaide S. Gaffney Foundation  
HealthNow New York  
Howland Foundation  
Levene Gouldin & Thompson, L.L.P.  
Lourdes Hospital (LECCO)  
Maines Paper & Food Service  
M&T Bank  
New York State Electric & Gas (NYSEG)  
Press & Sun-Bulletin  
Visions Federal Credit Union

### Bronze Award

(\$10,000-\$24,999)  
Ametek  
Binghamton City Schools employees  
Boscov's Department Store + Botnick Enterprises  
Broome Community College employees  
Broome-Tioga BOCES employees  
Cadence Design Systems  
Catholic Charities  
City of Binghamton employees  
Crowley Foods  
Emerson Network Power  
Family & Children's Society of Broome County  
Frito Lay  
Gault Chevrolet-Toyota-BMW  
Hinman Howard & Kattell, L.L.P.  
HSBC Bank, USA  
Johnson Outdoors  
L3 Communications, Link Simulation & Training  
Macy's Department Store  
Miller Auto Team  
National Pipe and Plastics  
NBT Bank  
James B. Nelson Trust Fund  
Olum's Furniture Co.  
Piaker & Lyons, P.C.  
Price Chopper Stores (#108 and #130)  
Rockwell Collins  
Sarkisian Brothers Foundation  
Sunstream Corp.  
Target Stores T-1056  
Thomas, Collison, Meagher & Seiden L.L.P.  
Time Warner Cable  
Union-Endicott Central School District employees  
United Way of Broome County  
UPS  
Vestal Central School District 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. In 2006, 36 new members were welcomed into the Society as a result of successful expansion of leadership giving programs in local businesses, to supplement the traditional direct mail/personal contact approach.

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

Larry & Gina Denniston  
Mr. & Mrs. Robert J. Gault  
Shirley W. Keller  
David J. Maines  
William R. Maines  
Edward Rompala

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

Anonymous (2)  
Dick & Betsy Aswad  
Frank E. Berrish  
Loretta & Jim Carrigg  
Mr. & Mrs. C. A. Cleveland Jr.  
Jeff & Sandi Coghlan  
Kenneth L. & Beth A. Coleman  
Honorable Mary Rita Connerton  
Ann & Bill Davies  
Mr. & Mrs. Thomas J. Davis  
Patricia A. Ewing  
Loren & Sue Guy  
Norman T. Herbert  
Charles & Patricia Ingraham  
C. Addison & Nancy B. Keeler  
K.S.G. & Mrs. Robert L. McDevitt  
Dale & Hank McGlynn  
Sam & Cheryl Monachino  
Eugene E. & Judith C. Peckham  
Thomas E. Rattmann  
Mr. & Mrs. John F. Russell  
Lennart A. Saaf  
Dennis & Julie Slattery  
Ken & Sue Spink  
Fred W. Stein

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

Anonymous (43)  
Glenn Ackerman  
Ferris & Louise Akel  
George & Sally Akel  
Ronald & Beth Akel  
Richard & Kathleen Allman  
David & Kim Ayres  
Sherry L. Baker  
Thomas W. Bartenstein  
Diane N. Bean & Stephen W. Spero  
Bruce & Harriet Becker  
Carol Belva  
Gerry & Diana Bendz  
Jane & Bill Berical  
Susan L. & Oliver N. Blaise Jr.  
Barbara C. Blossom  
Marilyn & Allan Bombard  
Sean M. Bond  
Christina Boyd  
Bruce & Cheryl Boyea  
Nancy & Charles Brink\*  
Roy & Melissa Brock  
Marc A. Burford  
David J. & Mary Beth Cahill  
Mark & Patricia Capobianco  
Bob & Agnes Carey  
Joan & Don Carlin  
John & JoAnn Carrigg  
Chris L. Chamberlain  
Kathy & Ron Charsky  
J. Roger Chatterton  
Pamela L. Christina  
John A. Clark  
Judith E. Clark  
Michael Cohen & Judy West  
Donald Conklin  
Thomas S. Coughlin  
Mrs. Richard W. Couper  
Mary W. Couper  
Jyoti & Dr. Rajesh Dave\*  
Lois DeFleur  
Jeanine M. Dellango  
Dr. & Mrs. Christopher Demtrak  
Dr. & Mrs. Bruce Denham  
Marjorie & Kamlesh Desai  
John & Eve DiMenna  
Timothy E. Driscoll  
Sandy Englehart  
James Felmet  
John & Colleen Fitzsimmons  
Don & Carolyn Flanagan  
Frank & Colette Floyd  
Helene J. Freed  
Stephen & Linda Gardner  
Richard & Kathleen Gilbert  
Dr. Francis & Joyce Gilroy  
Robert & Marie Gomulka  
Karen J. Goodman  
Al & Kristi Gorick  
Peter & Elaine Gorton  
Jim & Jean Gow  
Mr. & Mrs. Arthur Grambling Jr.  
Dr. Steven Grossman  
Dr. & Mrs. Thomas Gudas  
Emmanuel & Melissa Guizano

# Campaign Volunteers and Event Sponsors

Bob & Marian Hansen  
 Dr. Jonathan Harris & Ms. Gloria Block  
 Michael A. Hefron  
 Laurie Higgins  
 Chris & Wendy Hill  
 Eric Hills  
 Michael J. Hills  
 Steve & Darlene Hissong  
 Paul R. & Nadine K. Hoffmann  
 Cornelia & John Hogan  
 Thomas P. Hoke  
 Walter R. Hopf  
 Jane & Bob Hyland  
 Michelle M. Jeavons  
 Dale & Maryann Johnson  
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 Frithiof V. Johnson  
 Christopher M. Jones  
 Diane M. Julian  
 Joseph Kane  
 John & Marcella Keeler  
 Dr. Thomas F. & Nancy Kay Kelly  
 William & Lisa Kelly  
 George R. Knott Jr.  
 Julianne M. Koromhaz  
 John S. Kresge  
 Jeff & Cindy Lake  
 Ronald W. & Diane M. Lesch  
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 Al & Diana Lyons  
 Tom & Geri Mac Duffie  
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 Richard Matsushima  
 Richard Matties  
 Mike & Joyce Mercincavage  
 Kathy S. McGarrath  
 Kevin J. McKeown  
 Michael McNally  
 Roger McVannan  
 James S. Mellema & Christina B. Mellema  
 Christopher Mellon  
 Jan & Floyd Metzger  
 Frank & Carol Meyer  
 Judith & Kenneth Miller  
 Susan & Steve Miller  
 Mr. & Mrs. Wendell H. Miller  
 Mitch & Aimee Mitchell  
 Bill & Sandy Mitchell  
 Charlotte S. Moore  
 Michael Morgan  
 Maria & Jerry Motsavage  
 Tom & Molly Mott  
 Vince & Camille Natale  
 David & Mary Ellen Niefer  
 Dr. & Mrs. Orville F. Nielsen  
 David Niermeyer (Niermeyer Foundation)  
 Rita & Mike O'Brien  
 Kerry Oranchak  
 James & Terry Orband  
 Dr. & Mrs. Thomas J. Oven  
 Howell Palmer & Susan Sperber  
 Jay & Barbara Peak  
 Mario Petta

Tam & Diane Pham  
 Carol & Barrie Phillips  
 Sheila & Kevin Pierson  
 Ed & Betsy Pietriyk  
 Robert Pipher  
 Donna Przybysz  
 Amarjit S. Rai  
 Mark & Sally Reed  
 William H. and Audree F. Rincker \*  
 Stark & Patricia Roberts  
 Henry & Dorothy Rode  
 Peter & Susan Ronan  
 Janet Rutkowski & John W. Sharpless  
 Chris & Rochelle Ryan  
 Lola Ford Schumann  
 Todd & Jeanie Selby  
 Winslow T. Shearman  
 Richard & Margaret Sheehan  
 Everett & Karen Shimp  
 Helen J. Shulman  
 Dr. & Mrs. Ehtisham U. Siddiqui  
 Mr. & Mrs. Arthur B. Siegel  
 Richard Sileo  
 Ronald & Sue Simons  
 Arthur C. Smith  
 Bob and Penny Smith  
 Carl & Jacqueline Speicher  
 Dr. Laurence Spraggs  
 Dr. John F. Spring  
 John Sterlacci  
 Chris Strahm  
 James F & Parnela B. Sullivan  
 Dennis & Linda Sweeney  
 Dr. & Mrs. James Terzian  
 Jennifer and Douglas Thrall  
 Steve & Laura Trichka  
 Jim & Terri Turner  
 Dr. Martha Tymeson  
 Dr. & Mrs. James Vincens  
 Lynn & Dave Warne  
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 Paul & Michele Zurawel

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

+ New for 2006

^ Moved up to this level in 2006

## 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

Thomas P. Hoke, *Lourdes Hospital*

### Associate Campaign Chair

John Leet, *FOX40 - WICZ-TV*

### Vice Chairs

Patrick Brennan, *Broome County Government*  
 Jeffrey D. Lake, *NBT Bank*  
 Thomas J. Meade Jr., *Sunstream Corp.*  
 Michael Mercincavage, *Binghamton University*  
 David L. Niefer, *Levene Gouldin & Thompson, L.L.P.*  
 Donna Przybysz, *HealthNow New York*

### Division Chairs

Brian R. DeBoyce, *Partners Trust Bank*  
 Oliver Blaise III, *Coughlin and Gerhart, L.L.P.*  
 Mark Capobianco, *Vestal Central School District*  
 Dr. Kamlesh Desai, *Orthopedic Associates, P.C.*  
 Cynthia Smith Gordineer, *American Red Cross, Southern Tier Chapter*  
 Diane M. Julian, *NBT Bank, N.A.*  
 Michael Klein, *Broome County Government*  
 Peggy Miller, *Strategic Computer Solutions*  
 Mario Petta, *Macy's Department Store*  
 Linda Sebesta, *United Health Services*  
 Michael Wardell, *Northwestern Mutual Financial Network*  
 LoriAnne Welch, *Partners Trust Bank*

## Organization Representatives

Gina Denniston, *M&T Bank*  
 Mary Ann 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 2006 Campaign.*

Karen Anderson, *L3 Communications (retired)*  
 Joe Ciccarino, *IBM (retired)*  
 Gary Donafrio, *IBM (retired)*  
 Stan Jablonski, *Lockheed Martin Systems Integration (retired)*  
 Bob Jensen, *Lockheed Martin Systems Integration (retired)*  
 Carolyn Kost, *BAE Systems*  
 Paul Kupst, *BAE Systems*  
 Ray Linder, *NYSEG (retired)*  
 Everett Shimp, *IBM (retired)*  
 Jason Sisi, *BAE Systems*  
 Steve White, *Vestal Central School District*

## EVENT SPONSORS

*Financial support by these organizations made possible holding Campaign events without using donor funds. There were 26 Event Sponsors in 2006, the most ever.*

BAE Systems  
 Binghamton Giant Markets  
 Broome County Automobile

Dealers Council  
 Chemung Canal Trust  
 Citizens Bank  
 Columbian Financial Group  
 Coughlin & Gerhart, L.L.P.  
 Gault Toyota-Scion  
 Hinman, Howard & Kattell, L.L.P.  
 HSBC Bank, USA  
 IBM Corp.  
 Levene, Gouldin & Thompson, L.L.P.  
 Lockheed Martin Systems Integration  
 Macy's Department Store  
 Maines Paper & Food Service  
 M&T Bank  
 Mang Insurance Agency  
 NBT Bank  
 Olum's Furniture Co.  
 Partners Trust Bank  
 Progressive Dental  
 Roberts Eyecare Associates  
 Sunstream Corp.  
 Time Warner Cable  
 Tioga State Bank  
 United Health Services  
 Universal Instruments  
 Visions Federal Credit Union  
 Wegmans Food Market  
 Wilber National Bank

## HOME RUN TEAM

*Special thanks to the Binghamton Mets for hosting the Home Run Team and the four organizations that contributed \$25 to the United Way Campaign for each home game home run by a Binghamton Mets player.*

BAE Systems  
 Columbian Financial Group  
 Olum's Furniture Co.  
 Universal Instruments



*Sandy Mitchell (left) helps Connie Gault draw the name of the winner of the 2007 Toyota Yaris won by a contributor of \$3 or more per week to the 2006 United Way Campaign*

# UNITED WAY—IMPROVING OUR COMMUNITY



## HELPING A CHILD AND HER MOTHER

Sarah had been enrolled in the Early Childhood Center at the Broome County YMCA for more than three years, but her behavior changed considerably in a few months. Previously high spirited, she became increasingly defiant, angry, sad, and withdrawn. After each outburst, Sarah would go to a separate room to talk about how she felt or just sit on the floor with some books.

Following one outburst Sarah began to talk about how she was sexually abused by a friend of her single mom's boyfriend. She told a story with names, other details, and even a location.

Sarah's mom was angry and did not believe the information her daughter gave was true. However, because a crime may have been committed, the Binghamton Police were contacted.

The police arrested the man and he confessed to everything. He is now in prison. Sarah's mom is now thankful that the YMCA acted in her daughter's best interest, even though it was difficult for her to accept that she had allowed the man to have access to her daughter.

United Way allocates funds to almost 100 programs at its member agencies and operates others itself to benefit the entire community. It is also a partner in numerous other area programs that both strengthen the community and help those in need.

Below, organized by area of community service, is a summary of the programs funded by United Way at its members agencies during 2006.

A complete list of all programs supported by United Way is available on the United Way website ([www.unitedwaybroome.org](http://www.unitedwaybroome.org)), by e-mailing a request to [info@uwbroome.org](mailto:info@uwbroome.org), or by calling (607) 729-2592.

## 2007 ALLOCATIONS TO PROGRAMS IN EACH AREA OF COMMUNITY SERVICE

### 1. Assisting Older Adults: \$208,163

Supports 12 programs at 6 member agencies that address quality of life for older adults through recreational and cultural programs; promotion of well being and self-sufficiency through counseling and education.

### 2. Promoting Health and Wellness: \$356,682

Provides services through 14 programs at 9 member agencies for individuals and families with disabilities, mental illness, addictions, and other special needs, including information, counseling, referrals, and support groups.

### 3. Helping Young People Succeed: \$1,064,844

Supports 30 programs at 14 member agencies for youth development through citizenship and leadership programs, physical education programs, and sports activities; and hands-on experience through teen apprenticing.



Cherry Carley is surrounded by coats donated to the Keeping Kids Warm Coat Drive. This was the 14th year for the drive, which distributed about 1,800 warm winter coats, hats, and mittens to the needy in our area. Partners in the annual program included **Lupo's S&S Charpit**, **Aero Gymnastics Academy**, **Wedding Gown Preservation**, **Tioga State Bank**, **six Clear Channel Radio stations**, and **Clear Channel Television** (NewsChannel 34 and WBGH). **Doan Advertising** coordinated the activity.

### 4. Strengthening Families: \$923,970

A total of 20 programs at 15 member agencies including basic reading; child care; counseling; English as a second language; functional family therapy; parent aid; pregnancy, parenting, and adoptions; and community programs.

### 5. Responding to Emergencies, Fighting Hunger and Homelessness: \$466,036

Supports 16 programs at 11 member agencies that offer assistance for disaster victims and others in need of food, clothing, or shelter; and assistance for victims of domestic violence.

### Total for five areas of community service listed above: \$3,019,695

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.

### 6. Building a Stronger Community \$455,959

Includes programs that provide community-wide services, such as referral to community resources, technical assistance for agencies, and coordination of volunteer activities.

#### United Way services (5 programs): \$226,300

Allocations and Agency Relations; Community Planning (community partnerships); First Call for Help; Teaming for Technology; Voluntary Action Center and Day of Caring.

#### Donor Choice: \$170,259

Designations by donors to other United Ways or organizations that are not member agencies of United Way of Broome County.

#### Venture & Special Assistance Grants: \$59,400

Grants to either innovative, new human services programs in Broome County or special one-time projects that cannot be covered by an organization's normal budget—open to all not-for-profit organizations in Broome County. Awarded in 2006 to 14 programs which will be funded in 2007.



Youngsters participating in the **Jewish Community Center's** summer camp add to their donation to United Way to help Broome County flood victims. With assistance from their counselors, they donated more than \$120 for those affected by the flood.

# UNITED WAY PARTICIPATES IN AREA PARTNERSHIPS

Our community has had floods before, but no one anticipated the extent of the disaster that arrived during the last week of June 2006 when the Susquehanna River rose to over 25 feet at Conklin—more than 14 feet over flood stage, with similar flooding elsewhere on the Susquehanna and its tributaries.

It may have been the largest tragedy ever to affect Broome County, as measured by the value of the homes, businesses, roads, and other facilities damaged or destroyed. Although the damage was severe and devastating, the number of deaths and injuries was fortunately low.

Response to the flood came from organizations and volunteers throughout Broome County. Flood victims were immediately assisted by many organizations supported by United Way, including The **American Red Cross**, The **Salvation Army**, **Catholic Social Services**, and the **Mental Health Association**. These organizations provided shelter, food, personal care kits, as well as financial and emotional support for individuals and families affected by the flood.

In addition, **First Call for Help**, which is operated by United Way, stepped up its role as a one-stop service to the community, providing flood victims with information about all types of assistance.

Other United Way member agencies, such as **Deposit Foundation**, **Family and Children's Society**, **Planned Parenthood**, **Boys and Girls Club of Binghamton**, and **RSVP**, also supported the community wide recovery effort. Volunteers from these organizations assisted flood relief centers to



help victims with housing, medical, and basic needs supplies.

By mid-August, the focus shifted to

long-term recovery efforts. About 4,000 families in Broome County applied for assistance from **FEMA (Federal Emergency Management Agency)** to help rebuild their homes, but the amount of funds per family were limited under the federal guidelines. Other state and federal programs provided additional funds, but much of the support the victims received usually came from local individuals, charities, and businesses.

The coordination for long-term recovery assistance came from a local organization known as **VOAD (Voluntary Organizations Active in Disaster)**, which swung into action within hours of the flooding. Composed of secular and faith-based not-for-profit agencies in Broome County, together with local government services, it coordinated community wide efforts to implement flood assistance to both families and individuals. **John Spencer**, executive director of United Way of Broome County, and **Art Johnson**, commissioner of Broome County Social Services and Mental Health, served as co-chairs of VOAD.

From its first meeting on June 30, one of the goals of VOAD was to make sure that no flood victim was

overlooked. As the flood disaster relief moved from the emergency response to the recovery phase, the supply needs also changed—from food, water, and personal care items, to supplies needed for home clean-up, including buckets, work gloves, and shovels. By fall, some homes were ready for the rebuilding effort, but work on others with more extensive damage or owners with fewer financial resources, would not begin until 2007.

FEMA estimated that more than 700 families in Broome County affected by the flood would need some continuing assistance, and 500 of them would have complex problems requiring extensive aid from the community. This is the reason that VOAD established a subcommittee known as **BAND (Broome Area Networking in Disaster)** to help in the rebuilding effort. It coordinated the distribution of locally available materials, volunteers, and funds to those affected by the flood. Specifically, BAND looked to help primarily those families that had been denied government-issued Small Business Association loans which would have helped fund their rebuilding process. United Way and many other local not-for-profit organizations combined efforts to raise funds, provide services, and increase public awareness of their recovery project.

The devastating effects of the June flood were still affecting families and businesses in November, when the area was hit by a second flood—this one caused by heavy rains that sent water cascading down many hills. Although primarily in different geographical areas of the community, some homes were damaged by both floods.

With the help of United Way and other organizations and volunteers, efforts are continuing in 2007 to support the victims of the floods. While 2006 will long be remembered as the year of the two devastating floods, it also was a reminder of our community's ability to reach out to those in need.

## OTHER UNITED WAY PARTNERSHIPS

United Way is an active participant in a number of other partnerships and collaborations. These include:

- **Aging Futures Partnership**, which helps identify the needs of local seniors and develop community solutions to address them.
- **Born Learning**, which promotes everyday learning activities by parents for pre-school children.
- **Broome County Family Violence Prevention Council**,
- **Broome County Homeless Coalition**
- **Center City Coordination Project**
- **Citizen Corps Council**
- **Cover the Uninsured Week** collaboration, which promotes the need for affordable health insurance for all Americans.
- **Earned Income Tax Credit** coalition, which informs low to moderate income citizens about a tax credit to which they are entitled, but often do not claim.
- **Early Childhood Coalition**, which helps children from birth to six years get a healthy start in life.
- **Keeping Kids Warm Coat Drive**, which coordinates the donation, cleaning, and distribution of winter coats to needy families.



## HELP IN KEEPING A FAMILY TOGETHER

*Diane is a single mother of two teenage sons. She comes from a family background of abuse, resulting in a lifetime of struggling with bad relationships, alcohol, and drug abuse.*

*She came to the counseling department of the Family and Children's Society of Broome County with very low self-esteem and a considerable amount of fear, but with a desire to change her life.*

*Her relationships with her sons had deteriorated and she was afraid that both of them would walk out of her life leaving her alone.*

*During her counseling, Diane came to realize that she had choices in her life, and although terrible things had happened to her, she was not a terrible person. She had no control over what had happened in the past, but was able to change her future by dealing with her feelings and behaviors.*

*Through hard work and several missteps, Diane today no longer uses drugs or alcohol and is employed at a part-time job. Her relationship with her sons has improved and she has begun taking classes at Broome Community College.*

# OVER 1,200 VOLUNTEERS PARTICIPATED IN 2006 DAY OF CARING

## DAY OF CARING SPONSORS

### Gold Sponsors

Binghamton Giant Markets  
Columbian Financial Group  
HealthNow New York  
IBM  
Target  
Visions Federal Credit Union

### Silver Sponsors

BAE Systems  
EIT/Huron Group  
Lockheed Martin

### Gifts-in-Kind Sponsors

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Cool 100  
Fox40  
Magic 101.7  
NewsChannel 34  
Precision Design  
Press & Sun-Bulletin  
Time Warner Cable  
VanZandbergen Photography  
WBNG  
WBGH  
WBXI

## DAY OF CARING COMMITTEE

Co-Chair: Anne Reyen  
Co-Chair: Diane Novak  
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Karen Anderson, project management  
Ed Blaine, CHOW, GROW BROOME  
Shelli Cordisco, project recruiting  
Mary Lou Dimmick, public relations  
Cheryl Fellows, volunteer recruitment  
Bob Jensen, GROW BROOME  
Lawrence Kassan, morning program  
Ann Lomonaco, morning program  
Ken Spink, volunteer recruitment  
John Sterlacci, GROW BROOME  
Susie Sullivan, project management  
Susann Thiel, public relations

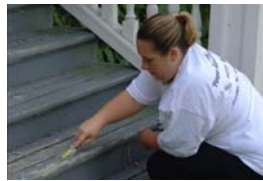
September 11, 2006, marked the fifth annual Day of Caring organized by United Way of Broome County. On that day more than 1,200 volunteers from 43 businesses and other organizations worked on 86 projects at 48 area not-for-profit agencies.

Combining service, volunteerism, and community spirit, Day of Caring is an annual event held on or near the anniversary of the tragic events of Sept. 11, 2001. The focus is on serving others and making the community a better place for everyone.

Participating sponsors of all five years of Day of Caring, 2002 through 2006, are **BAE Systems, Binghamton Giant Markets, Columbian Financial Group, and HealthNow New York.**

Participating businesses and organizations, which have provided volunteers for all five years of Day of Caring, are **BAE Systems; Clear Channel; EIT/Huron Group; HealthNow New York; IBM; Johnson Controls; Levene, Gouldin & Thompson, LLP; Lexis Nexis Matthew Bender; Lockheed Martin; Russell's Steakhouse; Security Mutual Insurance Co. of New York; Target; United Health Services; and Universal Instruments.**

Participating agencies, which have provided projects for all five years of Day of Caring: **Action for Older Persons; Boy Scouts, Baden-Powell Council; Boys & Girls Club of Binghamton; Boys & Girls Club of Western Broome; Broome County YMCA; Broome-Tioga ARC; Children's Home of Wyoming Conference; Girl Scouts, Indian Hills Council; Humane Society; SOS Shelter; United Way of Broome County; Waterman Conservation Education Center; and YWCA of Binghamton/Broome County.**



*A Day of Caring volunteer from Lockheed-Martin scrapes old paint from steps as part of her Day of Caring activities.*



*Zarni DeWet singing the National Anthem at the Day of Caring morning program.*



*Catherine Stulir of the Binghamton Rotary Club paints the hallway ceiling at the United Way office.*



*A volunteer from the Endicott Interconnect-Huron group refurbishes playground equipment at the Family Enrichment Network facility in Johnson City during the Day of Caring.*



*Teenagers participated alongside BAE Systems employees in the Day of Caring work projects at Camp Sertoma of the Boys and Girls Club of Binghamton.*



*Endicott Interconnect-Huron group volunteers take a break from their Day of Caring activities at the Family Enrichment Network facility in Johnson City.*



*(Left to right) Day of Caring volunteers Roe Skryp, Cherry Carley, and Karen Kalata from United Way.*

# GROW BROOME HELPED FEED THE HUNGRY IN BROOME COUNTY

As part of the fifth anniversary, a new project called GROW BROOME was added to Day of Caring, extending the spirit of the single day. Using growing containers called Earth Boxes, clients at 17 nonprofit organizations grew food, learning about health and nutrition and fighting hunger in our community. More than half of the produce grown was donated to the Community Hunger Outreach Warehouse (CHOW), which distributes food to 29 food pantries in Broome County, serving 2,500 area residents monthly.

The EarthBoxes were purchased by a group of local sponsors and placed at the 17 organizations that signed up to participate in the program. They had the responsibility for two to ten boxes each. Each organization assigned a project coordinator for GROW BROOME, but in some instances the plants were tended by the clients of these agencies, which ranged from young children to senior citizens.

Information about the success of the local program is being shared with the United Nations for its ongoing program, Growing Connection.

**Ben Wood**, president of Pathways Project Inc., a horticulture expert formerly with Cornell University,



was the trainer/consultant for the GROW BROOME program.

**Robert Patterson**, senior liaison officer in the North American Liaison Office of the Food and Agriculture Organization of the United Nations (FAO), visited Broome County on September 11. He toured several GROW BROOME sites and presented the keynote address at the Day of Caring morning program.



(Left to right) Ben Wood, Bob Patterson, and CHOW Director Ed Blaine, look at some of the vegetables donated to CHOW through the GROW BROOME program.



Pete Cardinale (left) shows Bob Patterson, of the Food and Agriculture Organization of the United Nations, the variety of vegetables grown at the Fairview Center as part of GROW BROOME.



Chama Slater of the Broome County YMCA practices setting up an EarthBox during a GROW BROOME training session held at United Way.



Children at Mom's House enjoy the GROW BROOME vegetables.

## GROW BROOME SPONSORS

### Gold Sponsor

Hoyt Foundation  
Oakdale Mall Associates

### Silver Sponsor

Excellus BlueCross  
BlueShield

### Other Sponsors

Barney & Dickenson  
Bates Troy Laundry & Cleaners  
CDPHP  
Cingular Wireless  
The Event Connection  
Horizons Federal Credit Union  
Old Navy  
Realty USA  
Sall-Stearns  
Sentry Alarms  
United Health Services

## GROW BROOME GROWERS

American Civic Association  
Binghamton Housing Authority  
Boys and Girls Club of Binghamton  
Boys and Girls Club of Western Broome  
Boy Scouts of America, Baden-Powell Council  
Broome County YMCA  
Broome-Tioga ARC  
Children's Home of Wyoming Conference  
Discovery Center  
Fairview Recovery Services  
Give Me 5 program (Broome County Health Dept.)  
Johnson City Senior Citizens Center  
Mom's House  
Roberson Museum and Science Center  
Susquehanna Grange  
United Way of Broome County  
Waterman Conservation Education Center

**VENTURE AND SPECIAL ASSISTANCE GRANT FUNDS COME FROM TWO SOURCES**

Programs at 14 not-for-profit organizations in Broome County were awarded Venture or Special Assistance Grants by United Way in 2006 for payment during the following year.

In addition, the **Helen T. Howland Foundation** agreed to use the information supplied by United Way to award its own grants to the same organizations.

**Venture Grants** were awarded to:

- Accord, A Center for Dispute Resolution, Inc.
- Boy Scouts of America, Baden-Powell Council
- Broome County Urban League
- Broome County YMCA, West Family Branch
- Broome-Tioga ARC
- Catholic Youth Organization
- Discovery Center of the Southern Tier
- Foundation of the State University of New York at Binghamton, Inc.
- Lourdes Youth Services
- Opportunities for Broome

**Special Assistance Grants** were awarded to:

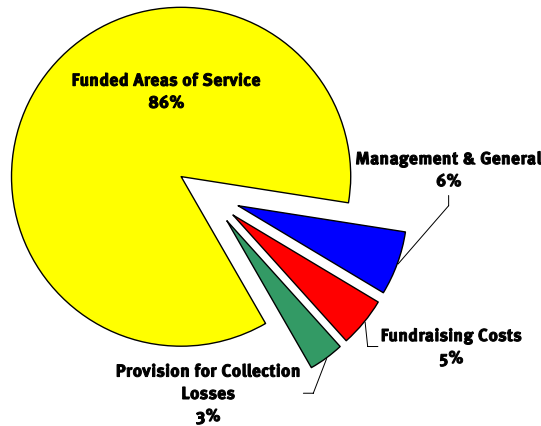
- Day Nursery Association
- Family Enrichment Network, Inc.
- Girl Scouts, Indian Hills Council
- Volunteers of America of Western New York, Inc.

**TRUST FUND PROVIDES LONG-TERM LOCAL SUPPORT**

Some donors make bequests or lifetime gifts to the United Way Trust Fund. This is a separate fund which gives donors the opportunity to support local charities “the United Way” in perpetuity. The principal of the Trust Fund remains intact and only 5 percent of the value of the total fund is used in any year to support programs and services. Since capital gains and other earnings usually exceed this amount, the fund grows and creates a permanent memorial to its donors.

Donations to the Trust Fund in 2006 were gifts in memory of: Eugene S. Baxter, Nicholas Gorat, Joel A. Scelsi, Ada A. Wilmarth, and Inez Yeager.

**Total Expenses  
United Way of Broome County**



**UNITED WAY AGENCIES AND SERVICES**

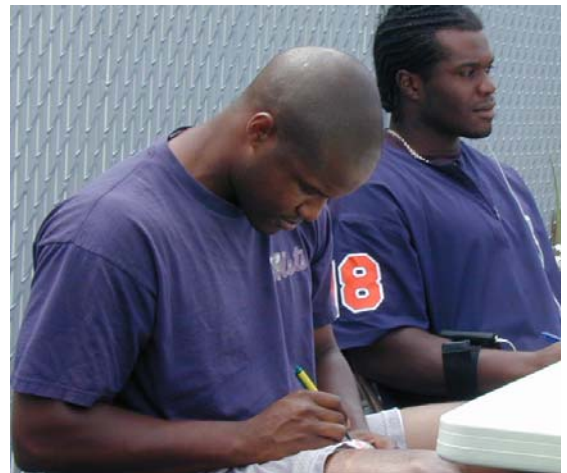
United Way of Broome County has 30 local member agencies and one national member agency, all providing assistance in the areas of health and human services. United Way also operates five local services that benefit the community.

**United Way Local Member Agencies**

- ACCORD—A Center for Dispute Resolution, Inc.
- Action for Older Persons, Inc.
- American Civic Association, Inc.
- American Red Cross, Southern Tier Chapter
- Arthritis Foundation, Broome County Branch
- Boy Scouts of America, Baden-Powell Council, Inc.
- Boys and Girls Club of Binghamton, Inc.
- Boys and Girls Club of Western Broome, Inc.—Family Center
- Broome County Catholic Youth Organization
- Broome County Urban League, Inc.
- Broome County YMCA
- Broome-Tioga ARC
- Catholic Social Services of Broome County
- Crime Victims Assistance Center, Inc.
- Day Nursery Association
- Deposit Foundation and Rural Housing Services, Inc.
- Family and Children’s Society of Broome County, Inc.
- Girls Scouts - Indian Hills Council, Inc.
- Handicapped Children’s Association of Southern New York, Inc.
- Jewish Community Center of Binghamton



At the annual IBM-sponsored picnic held in August at NYSEG Stadium for children served by United Way agencies, some members of the Binghamton Mets helped the kids with batting practice (above), while others signed baseballs for the kids (below).



- Johnson City Senior Citizens Center, Inc.
- Legal Aid of Mid-New York, Binghamton Chapter
- Literacy Volunteers of Broome/Tioga, Inc.
- Mental Health Association of the Southern Tier, Inc.
- National Multiple Sclerosis Society, Upstate New York Chapter
- Planned Parenthood of South Central New York, Inc.
- Retired and Senior Volunteer Program (RSVP)
- The Salvation Army
- SOS Shelter, Inc.
- YWCA of Binghamton/Broome County

**United Way Local Services**

- Allocations and Agency Relations
- Community Planning (Community Partnerships)
- First Call for Help
- Teaming for Technology
- Voluntary Action Center and Day of Caring

**United Way National Member Agency**

- American Social Health Association

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*First Call For Help Program Specialist*  
Raymond H. Yeager,  
*Teaming for Technology Specialist*  
Evelyn E. Yonda,  
*Planning and Allocations Associate*

\* Resigned



Volunteers from **BAE Systems** load Christmas trees donated by the **Target** store in Vestal for delivery to 32 Broome County families identified by United Way. All of the families had lost their Christmas decorations in one of the year's floods. This was the seventh year for this partnership among BAE, Target, and United Way to distribute Christmas trees and decorations to those who might otherwise not have much of a Christmas celebration.



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

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Nonprofit organization  
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Binghamton, NY