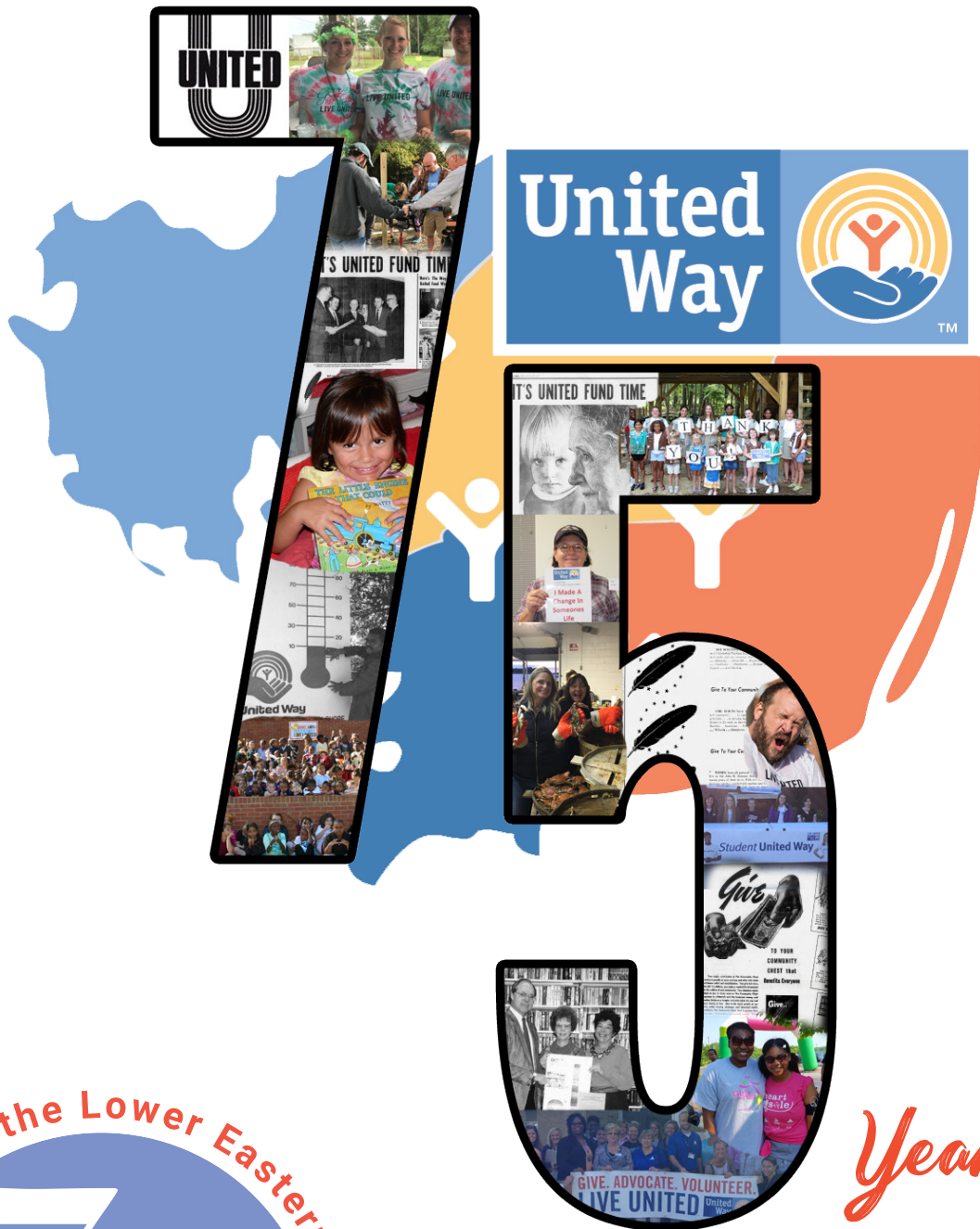


Celebrating



IMPACT REPORT


2019 - 2020

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Share Your Voice

 **Facebook:**
Main
@uwles
Volunteer Center
@ShoreGetConnected
Dine Stay & Play United
@DineStayUnited
SU Student United Way
@SUunitedway
Emerging Leaders
@uwlesEL
Opioid Awareness Coalition
@LowerShoreCoalition
Women United
@uwlesWU

 **Instagram:**
@unitedwayles
@sustudentunitedway

 **YouTube:**
@UnitedWayLES

Contact Us

United Way of the Lower Eastern Shore
803 N. Salisbury Blvd., Suite 2100
Salisbury, MD 21801
410.742.5143
info@uwles.org

Raise Your Hand

**Share your time & talents with
us or local partners!**

Get Connected Volunteer Center:
www.ShoreGetConnected.org

Be Informed + Leverage Your Impact

**Visit our website to learn
more, join our email list, or
grow your impact with a gift:**
www.uwles.org

Thank You

Thank you for helping United Way of the Lower Eastern Shore Change Lives Since '44.

Thank you to every donor, partner, collaborator, volunteer, staff member and advocate for our local United Way and community. Thank you to those who have shaped our 75 years of yesterdays, to our neighbors who are engaged today, and to the visionaries who invest in our tomorrows.

In this anniversary year we are thankful for our founders, who in 1944 saw the great needs our community and country were facing and stepped up to make a difference. These local neighbors – George Chandler, Fred Adkins, Alice Boulden, Ernest Wheatley, Ralph Delaney and Avery Hall – were not only willing to lead, but shared a vision for the greater good. Certainly, they saw help was needed to support families at home and soldiers abroad during the crisis of war. But more importantly, they understood the needs in the community would continue to evolve, and these could not be addressed by government or any one organization alone. Only by bringing neighbors, community and business leaders and partners together would our community become stronger. Through their resolve, the Community Chest of Wicomico County was born with a simple premise – give everyone an opportunity to help one another in any way they could.

Over time, our name has changed, and our service area expanded to support neighbors throughout the Lower Shore. What started with seven funded nonprofit partners in those early years has grown to about 40 annually, thanks to the thousands of donors who give what they can each year. And while our work continues to evolve – from offering new ways for anyone to give and get involved, to providing direct services and programs, and being a collaborative leader in addressing the challenges our community faces today -- our mission remains steadfast on improving the health, education and financial stability for all neighbors.

This focus has been more important than ever during this milestone year as the impacts of the pandemic have created a widespread crisis for so many, challenging how we all live, work and learn. But just as our founders saw opportunity in crisis, we are seeing this today. It's inspiring how our community continues to come together, reducing barriers, to support each other and the greater good. We are thankful to be part of the solution and for the countless people and organizations who are stepping up, in any way they can, to bring about change for a brighter tomorrow. Simply put, this is what it means to LIVE UNITED, and for that, we thank you.



Pam Gregory
President/CEO



Beth Reid
2019-20 Chairperson of the Board



75 Years of Impact

"We are here because of, and in service to, our Lower Shore Community and this 75th anniversary year is something we want to share with all of our neighbors."

- Pam Gregory, UWLES President & CEO

The organization that would become the United Way of the Lower Eastern Shore (UWLES) was founded in 1944 as the Community Chest of Wicomico County. Community Chests—sometimes known as War Chests—proliferated throughout the country in the years during and after World War II. They raised and distributed funds to support war efforts and other community needs. The earliest of these organizations were focused on supporting military personnel and their families, military personnel and their families, and commemorating their service. It also represented a new model of fundraising by holding one centralized effort to benefit multiple organizations. By 1948, more than 1,000 communities around the country had established a Community Chest or Council.

The goal for the first campaign in 1944 was \$50,225. By 1945, the goal increased to an ambitious \$400,000 with \$100,000 earmarked for a World War II memorial. In addition, funds were set aside for a memorial recreation program. Later, these two projects merged into plans for a memorial recreation center on 18 acres gifted for this purpose. The original vision to honor locals who had served their country was achieved when the Wicomico County War Memorial Youth and Civic Center was completed in 1959. The current Wicomico Youth and Civic Center replaced the original building which was destroyed by fire in 1977.

In 1956, the Community Chest changed its name to United Fund of Wicomico County. The United Way name was officially adopted in 1977 following an earlier recommendation from the national United Way Council. Community Funds and Councils throughout the country were about the same, available for the same consistency.

As the name indicates, in its early years the organization was focused on supporting military personnel and their families, military personnel and their families, and commemorating their service. It also represented a new model of fundraising by holding one centralized effort to benefit multiple organizations. By 1948, more than 1,000 communities around the country had established a Community Chest or Council.

MANY NAMES, ONE MISSION

The organization we now know as United Way of the Lower Eastern Shore was originally named the Community Chest of Wicomico County.



1944 Community Chest of Wicomico County

1956 United Fund of Wicomico County

1977 United Way of Wicomico County

1984 United Way of the Lower Eastern Shore (UWLES)

United Way predecessors across the country went by many names including Community Chest, War Chest, United Fund, United Crusade, Joint Appeal, Red Feather Fund, Golden Rule Campaign, United Givers, and Welfare Federation.

MAKING AN IMPACT

The Boy Scouts have been active in Wicomico County since 1923. In 1947, \$4,950 was provided for the organization, which was serving 351 boys. The funding supported summer camp experiences and other programs for the scouts.

In the 1930s, there were several local Girl Scout Troops, and in 1947, the Wicomico County Girl Scout Troop was chartered. In 1947, the Community Chest of Wicomico County provided a contribution as part of the Girl Scout Troop's fundraising efforts.

The United Way of the Lower Eastern Shore was founded in 1944. The organization's mission is to help people in need by providing services and support. The United Way of the Lower Eastern Shore has been serving the community since 1944.

There was an active United Way chapter in Salisbury in 1947. The chapter was active in providing services and support to the community. The United Way of the Lower Eastern Shore has been serving the community since 1944.

The 1965 campaign supported the Wicomico County Mental Health Association's social work program, which hosted social events for patients at the State Mental Facility in Cambridge.

In 1964, the Wicomico Chapter of the Red Cross issued 314 swimming and life-saving certificates, and 20 nursing certificates through campaign support.

In 1960, the United Fund of Dorchester County was providing music therapy for patients at the Eastern Shore State Hospital. The program included individual instruction on musical instruments, music appreciation, and folk dancing.

UNITED WAY OF THE LOWER EASTERN SHORE 75 YEARS OF IMPACT

VOLUNTEERS MAKING A DIFFERENCE

Volunteers have played an important role in UWLES since its beginning. The Community Chest of Wicomico County was established by a group of citizens who saw the possibilities of having a coordinated fundraising campaign to fulfill multiple community needs. Among the founders were George P. Chandler, who served as the first Chairman, Fred P. Adkins, Mrs. Boulden, Ernest O. Whalley, W. Hall, and Ralph O. Dulaney. The organization was primarily volunteer-led until the first Executive Director was hired in 1980.

While the staff has grown, the organization has become increasingly professional, volunteers remain essential. Volunteers make up the Board of Directors, serve on many committees, and lead affinity groups such as Emerging Leaders, Women United, and Student United Way. In 2015, UWLES was designated as the local Volunteer Center by the Governor's Office on Service and Volunteerism to promote and coordinate volunteer efforts for all nonprofits on the Lower Shore.

In 2015, UWLES was designated the local Volunteer Center by the Governor's Office on Service and Volunteerism.

COMMUNITY-MINDED BUSINESSES

Members of the Lower Shore business community have been strong supporters of UWLES' fundraising efforts. Some of the earliest businesses supporting the campaign continue to be valued partners today, including Avery Hall Insurance, Kuhn's Jewelers, Pepsi Bottling Ventures, Perdue Farms, and Delmarva Power.

The fundraising campaign has always engaged donors in innovative ways. The Red Feather was introduced as a fundraising symbol in the 1930s in Duluth and New Orleans, and by the 1940s was used throughout the country, including on the Lower Shore.⁸ In 1945, the Red Feather became the official national symbol and funded partners were known as Red Feather Agencies.⁹ The symbol played on the concept of "a feather in your cap," indicating a good deed or achievement. On October 20, 1947 the Mayor of Salisbury and the President of the Wicomico County Commissioners proclaimed October 24 Red Feather Day.



Left: The early campaign booklet from Salisbury University.

Middle: Local government has been involved since the beginning. In 1945, the Wicomico County Commissioners proclaimed October 24 Red Feather Day. This 1941 proclamation referenced the Red Feather.

Right: The Board of Directors voted in 1945 to support the Red Feather Day. Courtesy of the Wicomico County Archives.

United Way logos evolved throughout the years. The familiar logo featuring the hand and rainbow was designed in 1972.

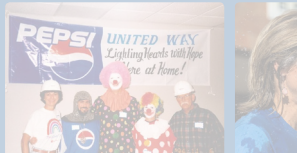
UNITED WAY LOGOS THROUGH THE YEARS

The mid-century ushered in an increased awareness of the importance of branding and marketing, for businesses and nonprofits alike. The United Way logo featuring the hand and rainbow was designed by Saul Bass in 1972. Though it has undergone updates, the symbol is still in use today.



FUNDRAISING CAMPAIGNS GET CREATIVE

The concept of the employee campaign was born out of the Great Depression, when the few who were fortunate enough to have employment were asked to contribute for the sake of the many who did not.¹ Payroll deduction was offered as a donation method during the earliest years of our local organization. The business community embraced the idea since it allowed contributions from a particular business or organization to be easily tracked and publicized.² Early campaign marketing emphasized how a donor's contribution could have a greater impact when combined with other gifts.



Fundraising events help supplement the traditional employee campaign. UWLES campaigns have used a lot of creative ideas to engage their coworkers—including fun costumes, musical events, and more.

UNITED WAY OF THE LOWER EASTERN SHORE 75 YEARS OF IMPACT



UWLES has Student United Way clubs at Salisbury University and Wicomico Community College.

IN TIMES OF NEED



Volunteers help repair damages to a Salisbury County building after Hurricane Sandy.

The economic shifts that began in the 1970s represented both a challenge to the traditional employee fundraising campaign, and an opportunity for the local United Fund to address the needs of the community. The decline of the manufacturing sector, the closure of the Delmarva Bank, and the loss of jobs at Delmarva Community Services, MAC, Inc., and Salisbury Urban Ministries continued to provide critical services with UWLES' support.

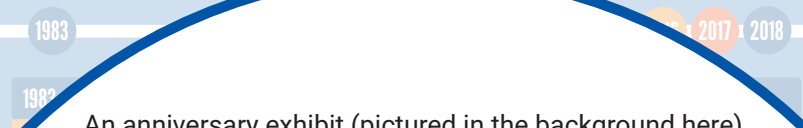
UWLES received funds from United Way Worldwide in 2012 to assist locals impacted by Hurricane Sandy.

In March of 1962, the organization operated as the United Fund of the Lower Eastern Shore. The organization operated as the United Fund of the Lower Eastern Shore, providing transportation, food, and other supplies. The local community responded with an outpouring of donations to help those who had lost their homes.

The same generosity and community spirit was evident after Hurricane Sandy impacted the area in 2012. Somerset County was especially hard hit by flood damage. The Red Cross was on site distributing cots, food, water and other supplies. UWLES received funding allocated by United Way Worldwide and directly assisted families and organizations with the rebuilding efforts.

The recession that began in 2008 pushed many families into poverty who were struggling to make ends meet. Families facing unemployment and real estate foreclosures needed the services of United Way partner agencies more than ever. At the same time, businesses were cutting jobs and donors had less to give. Despite the challenges, agency partners such as Delmarva Community Services, MAC, Inc., and Salisbury Urban Ministries continued to provide critical services with UWLES' support.

CONTINUING TO MEET NEW MILESTONES



An anniversary exhibit (pictured in the background here) was curated to share our history with the community. Along with being displayed at multiple UWLES events, the 75th Anniversary exhibit has also traveled to sites throughout the area including the Crisfield branch of the Somerset County Public Library, the Somerset County Government building, Perdue Farms, Salisbury Art Space and others. The exhibit consists of free-standing interpretive panels and a small collection of fun and interesting United Way artifacts. It is available for display and is an engaging way to share the history of our community and impact of UWLES with your team, clients, or customers. To host the 75th Anniversary exhibit, contact Claire Otterbein at claire@uwles.org.



**Thank you to
Our Sponsors**



AVERY HALL
INSURANCE SOLUTIONS FOR TODAY'S WORLD



Changing Lives Since '44



The Perdue Community Conference Room was named in honor of Perdue's long standing partnership and support.



A wall mural was designed to share the focus of United Way's mission, values and local impact.



Community leaders and advocates helped kick off the 75th Anniversary campaign year at Salisbury University.



Tabatha S. Milligan won the Diamond Watch anniversary giveaway sponsored by Kuhn's Jewelers.



75th Anniversary historical exhibit.



75th Anniversary Campaign Chairs, Chris Perdue, Perdue Farms and Marty Neat, First Shore Federal



The Avery Hall Meeting Room was named in honor of UWLES co-founder, Mr. Avery Hall, and the partnership shared since 1944.



Diamond Anniversary Sponsor



Anniversary Campaign Sponsor



Leadership Circle



Anchor Society

United Way of the Lower Eastern Shore

75 Years of Impact

1947

Mayor of Salisbury and Wicomico County Commissioners proclaimed October 24th as Red Feather Day

1964

Annual campaigns are near \$100,000 with funding disbursed to about a dozen partner agencies

1980

First Executive Director is hired to manage operations and partnerships

1990

Invests over \$500,000 in program support for the first time, helping over 20 community partners

2002

Is awarded the Perdue/Kresge matching grant of \$1 Million, creating endowment with Community Foundation of the Eastern Shore

2013

Creates first Student United Way chapter in Maryland at Salisbury University

2018

Local partner Perdue Farms becomes a United Way Worldwide Global Corporate Leader

1944

Community Chest of Wicomico County is established, offering easy ways to support neighbors in times of war and peace

1956

Name changes to United Fund of Wicomico County, as support grows through door to door and workplace giving

1977

Name changes to United Way of Wicomico County to align with sister organizations nationwide whose focus continues to shift to "outcome driven allocations"

1984

Expands to serve Somerset and Worcester Counties, becoming United Way of the Lower Eastern Shore and investing over \$290,000 in local programs

2001

Merges with United Fund of Dorchester County and partners with 34 agencies across four counties

2012

Launches Imagination Library, a free book program for young children

2017

MD Association of United Ways releases A.L.I.C.E. report on financial hardship

2019

Impacting 1 in 3 Lower Shore neighbors with over \$1 Million invested annually in direct and partner programs





United Way of the
Lower Eastern Shore

COVID-19

LIVE UNITED RESPONSE FUND

With the help of generous donors, UWLES was able to quickly establish the LIVE UNITED Response Fund to assist our agency partners in responding to the urgent needs created by the pandemic. The fund allowed agencies to adapt their services and take action to provide critical help to our most vulnerable neighbors.



Steve & Donna Farrow Tony & Donna Gilkerson

Ed & Susanne Banks | Henry & Jane Dibbern | Elsie W. MacMullin

Betty Wootten | Gordon & Mary Sue Gladden | Thomas Hehman | Gus & Nora LeBois

Mary Mengason | Janis Sartucci

LISTED ARE CONTRIBUTORS OF \$500+ TO THE LIVE UNITED RESPONSE FUND



In addition to funding support, UWLES has participated in hands-on efforts and collaborations in the community, such as the Salisbury COVID Taskforce, the Lower Shore Vulnerable Populations Task Force and others. During monthly One Stop Shop events, staff & volunteers helped distribute food, PPE and vital health, safety & financial resource information to neighbors needing assistance.

\$91,164 INVESTED IN 26 LOCAL PARTNERS



\$15,500
PPE, Safety &
Cleaning Supplies



\$15,515
Food Assistance



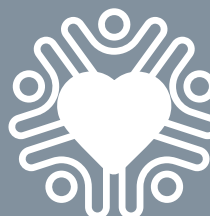
\$12,226
At Risk Youth &
Family Support



\$23,850
Staffing Support &
Program Operations

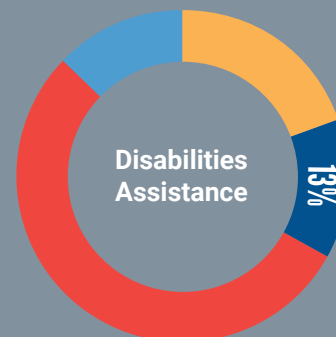
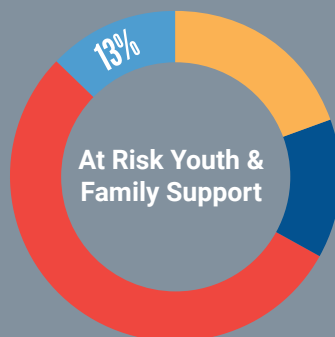


\$10,498
Technology



\$13,575
Other Needs

SERVICES PROVIDED



Ensuring every member of our community has access to basic essentials such as safe housing, employment opportunities, and enough to eat has always been a United Way priority. The challenges presented by the pandemic made the importance of meeting these needs even stronger.

FINANCIAL STABILITY



21 Financial Stability Programs



58,197

Impacted
Calendar 2019



\$311,042

Invested
2020

MD 211 & Crisis Support

Access to resources is available 24/7/365 through the free 211 helpline, a supported initiative through local United Ways across the country. As one of four Maryland call centers, the Life Crisis Center provides thousands of connections for neighbors to find local resources through calls, text or chat.

Jumpstart & Capacity Building for Nonprofits

Nonprofits need to be financially stable, too. In collaboration with Community Foundation of the Eastern Shore, the Richard A. Henson Foundation and Network for Good, UWLES helps local nonprofits build their capacity for fundraising and donor stewardship. By providing training, mentorship and online tools, the Jumpstart program helps our partners build the financial resources they need to accomplish their mission for Lower Shore neighbors. Additionally, throughout the year UWLES advocates for nonprofits, provides data and research tools, and supports partners beyond their funding with training & development opportunities to explore best practices.

2-1-1

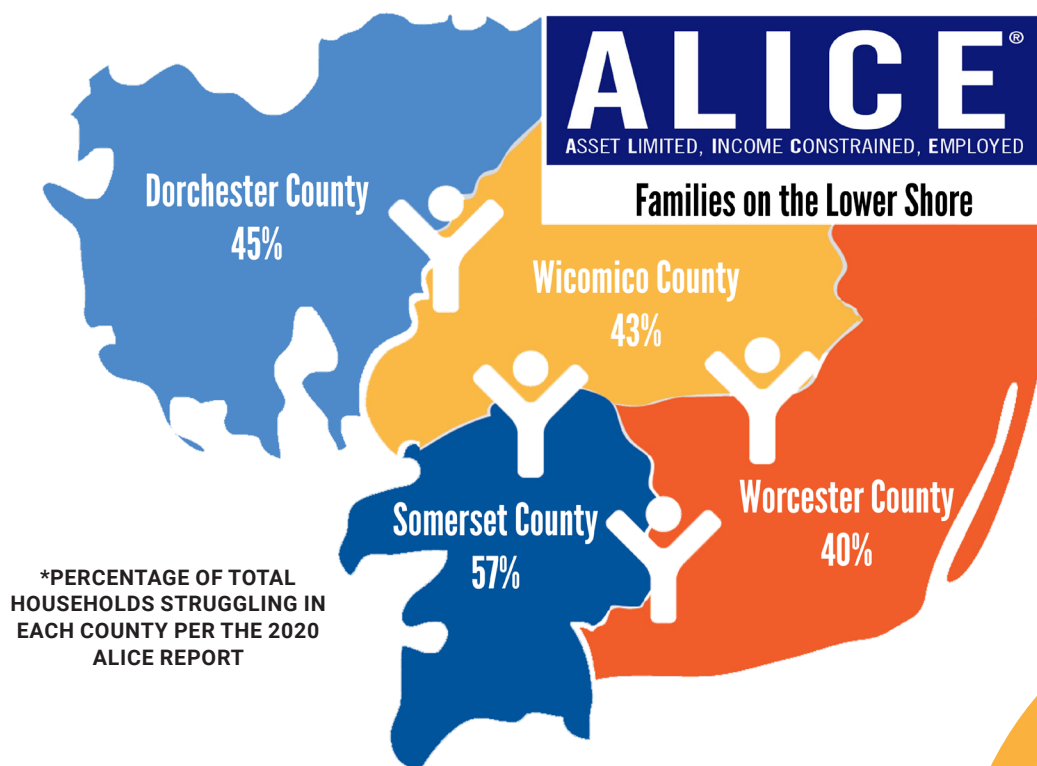
Maryland

ALICE[®] Report

UWLES is proud to bring the updated 2020 report, ALICE[®] in Maryland: A Financial Hardship Study, to the community, in partnership with United Ways throughout the state. **ALICE[®] is an acronym for Asset Limited, Income Constrained, Employed.** This describes households whose earnings place them above the Federal Poverty Level, but still struggle to afford basic essentials such as housing, childcare, healthcare, and transportation.

On the Lower Shore, **over 46% of households** are struggling financially, as demonstrated by the report, far beyond the state average of 38%. The economic effects of the pandemic will further increase the stresses on ALICE[®] households, and particularly on African American households, which are disproportionately represented as ALICE[®]. Nonprofits, governmental agencies, and community members can use the ALICE[®] report to spread awareness, generate resources, collaborate on solutions and advocate for needed services to help ALICE[®] households in our community.

ALICE households struggle every month to stretch their paychecks. As the challenges of the pandemic have grown, so has the need for ALICE families to reach out for help.



The Maryland ALICE Report is possible thanks to the Maryland State Association of United Ways, United for ALICE and these generous sponsors:

Kaiser Permanente

BEACON at Salisbury University | Community Foundation of the Eastern Shore

Ausherman Family Foundation | City of Frederick | Comcast

Community Foundation of Frederick County | FCB Bank

First Energy Foundation | Marion P. Lee Trust | Jim Racheff | Bruce Zavos

The complete 2020 Maryland ALICE[®] Report – including reports on each Lower Shore County – and the Maryland Benefits Cliff Study and other resources can be downloaded for free at www.uwles.org/ALICE.

Additional free, interactive local data tools can be accessed at www.UnitedForALICE.org/Maryland.

Good health allows individuals and communities to thrive. United Way invests in building equitable access to, and understanding of, healthcare and the basics of a healthful lifestyle including nutritious food, physical activity, and mental wellness. Among our supported programs are those that focus on disease prevention, holistic health, and care for our most vulnerable populations.

HEALTH



34 Health Programs



\$511,651
Invested
2020



27,945 Impacted
Calendar 2019

Lower Shore Addiction Awareness Visual Arts Competition

Each year United Way provides the opportunity for local middle and high school students to use their creativity to explore the critical issue of addiction, and the hope for recovery. Annual awards are presented, this year thanks to the support of the Maryland Opioid Operational Command Center (OCCC), the Dorchester, Somerset, Wicomico, and Worcester Health Departments, and the Joan W. Jenkins Foundation. While the 2019-20 competition went virtual, students still stepped up with another collection of amazing work. All entries can be viewed as part of an online exhibition on the UWLES website www.uwles.org/art, with public exhibits announced on social media as conditions allow.

FamilyWize

United Way partners with FamilyWize to provide a free prescription savings card and smartphone app (available through iTunes and Google Play) to help anyone save money on medicines. The card & app offers unlimited use for participating medications and pharmacies, works for both the insured and uninsured, and has no eligibility or registration requirements. The app also provides local price lookup and medication tracking tools. In 2019 alone, 3,239 neighbors in our four Lower Shore counties saved over \$244,000 in prescription costs with FamilyWize! Links to download the card or app are available at uwles.org/familywize.

Wellness Made Easy

Wellness Made Easy, a collaborative launched by United Way, TidalHealth, BEACON at Salisbury University, and Wicomico Public Libraries, has grown into a community and statewide partnership of stakeholders serving the four Lower Shore counties. This collaboration aims to break down barriers to help our neighbors find, understand and use health information and services to make informed decisions, and empower them to achieve better health for themselves and those in their care.



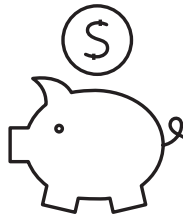
"Recovery is Not a Race", submitted to the Lower Shore Addiction Awareness Visual Arts Competition by Lilea Taylor of Pittsville Middle School

EDUCATION

Investing in education builds up the next generation of community leaders. Through strong partnerships with local nonprofits and our Lower Shore school systems, United Way supports students in maximizing their potential. From tutoring and adult literacy programs, to youth enrichment and recreation activities, United Way supported programs demonstrate a commitment to success in school and beyond.



14 Education Programs



\$314,007

Invested

2020



9,946

Impacted

Calendar 2019

Imagination Library

Last year over 4,000 Lower Shore children, age birth through five, got a head start on literacy skills by participating in Imagination Library! Through a partnership with the Dolly Parton Foundation, United Way provides a book each month by mail to participating youngsters. Not only does the program prepare children for kindergarten, it also builds bonds between little ones and their caregivers as they share story time and fun literacy-boosting activities. The model of home delivery has proven to be even more important as the pandemic restricted access to libraries for many families. We recently celebrated the 5,000th local graduate of the program with a Dorchester County participant and his mom, who shared that “The Very Hungry Caterpillar” by Eric Carle was his favorite book! Information and enrollment is available at uwles.org/imaginationlibrary.

Read to Succeed

Reading at grade level in the third grade is a marker for future academic success including graduation from high school. With this in mind, members of Women United lead Read to Succeed, a program to match volunteer reading buddies with second graders for extra reading practice. Pre-COVID, the pairs met at school weekly through partnerships with Wicomico and Somerset County elementary schools. While school access was limited, many volunteers helped share Imagination Library story time on social media to keep little ones and families engaged.



UWLES celebrated the 5,000th Imagination Library graduate this year



Disaster Cycle Services
(Emergency Services)
\$22,000



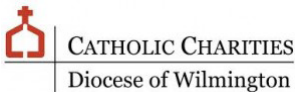
Health Literacy
Incoming Partner



Community Center
\$5,000



Mentoring
\$40,000



Seton Center - Basic Needs,
Food & Case Management
\$51,200



Critical Home Repair
\$21,000



Animal Encounters on
Field Trips
Incoming Partner



Compass Program
\$5,000
Hospice Program
\$30,000
Palliative Care Program
\$22,000



Dialysis Patient
Transportation
\$7,500
Veterans' Transportation
\$3,500
Dental Fund
\$4,000
Senior Rural Food
Distribution/Transportation
\$4,000
Community Action Center:
Emergency Food
\$10,000
Community Action Center:
Homeless Prevention
\$8,250



Lower Shore Scouting
Outreach
\$8,794



Day Services
\$1,092



Emergency Shelter
\$30,000
Emergency Food Assistance
\$6,500
Homeless Prevention/
Rapid Rehousing
\$15,000



Pediatric Therapy Services
\$12,500



the beginning of a better story
After School/Summer
Enrichment
\$35,000



Dorchester School-Based
Mental Health
\$13,500



Lower Shore Girl
Scouting Outreach
\$30,000



Roof & Repair Assistance
\$5,800
Community Home Building
\$12,000



Summer Enrichment
\$24,000



Faces of Somerset
After School Program
\$2,500
Shoreway to College
\$2,500



MD 211
\$45,000



Transportation - Vocational
& Employment
\$10,000



Meals On Wheels
\$165,000
Alzheimer's Day Support
\$10,000
Senior Care at MAC
\$4,000



Pantry on the Go
\$12,530



Dorchester School Based
Conflict Resolution
\$8,800



Transportation - Disability
Day Services
\$796



Emergency Financial
Assistance
\$2,500



Cancer Support
Incoming Partner



Medical Home Delivered
Meal - Lower Shore
\$1,500



Homeless Health
& Financial Stability
Incoming Partner



Cambridge
House of Hope Shelter
\$9,000
Social Services
\$6,000



UWLES Direct
Programs & Services
Imagination Library
\$121,850
Read to Succeed
\$9,825



Equine Assisted Therapy
\$4,000



One Year to Empowerment
Girls Mentoring
\$4,000

Salisbury

Education/Latchkey - Hazel
\$13,500
Education/Latchkey - Crisfield
\$3,000
Youth Sports - Salisbury
\$10,500
Youth Sports - Hazel Center
\$5,600
Youth Sports - Crisfield
\$11,150
Older Adult Ministries
\$2,000
Social Services
\$26,500

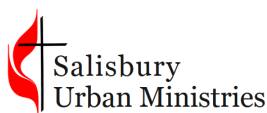
Girls on the Run
\$11,025
Addiction Awareness
& Art Competition
\$23,400
Health Literacy
\$32,000
Get Connected
Volunteer Center
\$14,000
Student United Ways
\$20,500
Community Impact &
Donor Services
\$74,500
ALICE® Initiative
\$4,800



Community Center
\$20,000



Steps to Success
Transitional Living
\$28,000



Kids Café
\$9,000
Community Health/
Rx Assistance
\$6,800



Project READ
\$6,038



Adolescent Programs
\$8,000
Mental Health Counseling
\$16,000
Court Appointed Special
Advocates
\$20,000

Jump Start for Nonprofits
\$2,000
Emerging Leaders
\$18,000
Nonprofit Agency
Training
& Support
\$29,500



Emergency Shelter
\$23,000
Soup Kitchen
\$5,000



Disabilities Day Services
\$8,750

Volunteers



Community Impact Committee

The Community Impact Committee (CIC)—made up of United Way board members, volunteers and staff—dedicates over 1,000 hours of service each year to allocate community impact funding. This year was like no other, as the CIC worked to conduct over 30 partner agency site visits virtually for the first time. We are grateful to both CIC members and partner agencies for their willingness to adapt and make the best of a challenging situation. Thanks to our friends at MAC, the committee was able to safely gather in August for discussion and decision-making. CIC members are stewards of our donors' dollars and their dedication to carrying out this responsibility is crucial to making wise investments that enrich our community.

24 committee members

1,000+ hours of committee time

63 hours of virtual site visits

184 site evaluation reports submitted



Student United Way

Student United Ways at Salisbury University and Wor-Wic Community College foster connections for students to create change and make an impact beyond their campus in our local community through volunteerism, advocacy and fundraising in support of United Way's mission. These clubs often worked together, and during the 2019-2020 school year over 47 members completed more than 27 projects – from supporting the National Folk Festival and Sea Gull Century, to completing community service through wheelchair ramp builds and soup kitchens, to hosting fundraising events like the annual Halloween 5K or yard sales, raising over \$6,000 for UWLES.

47+ club members | 27+ volunteer projects

2,500+ neighbors impacted

\$6,000+ raised for local programs

Get Connected Volunteer Center

Get Connected is a free online tool for all Lower Shore nonprofits to share their needs and how others can help. There are opportunities for many ages and abilities, and across a diverse range of interests – from helping to provide meals, to supporting youth and seniors, protecting our environment or being part of the fun at the National Folk Festival – there are countless ways to share your time and talents for an hour, a day or more! While the pandemic affected how volunteer projects are implemented, nonprofits adapted, and Get Connected helped them coordinate virtual and safe in-person activities. Volunteer opportunities and community events can be found at **www.ShoreGetConnected.org**.

LIVE UNITED



Emerging Leaders

The Emerging Leaders' mission is to promote and encourage the spirit of philanthropy and volunteerism among young professionals on the Lower Shore while also providing opportunities to network and grow professionally. With a strong desire to become involved in their communities, the ELs focus on providing services that enrich and improve the lives of children in our area. During the year, they participated in a children's Story Time program, facilitated a Halloween costume drive, and raised funds to provide over 100 local families in need with help during the holidays. They delivered Thanksgiving meals in partnership with the TidalHealth nursing team and the UWLES Board, and reduced families' financial stress and made the season brighter by providing holiday gifts.

15 volunteers | 75 volunteer hours

5 volunteer projects

\$4,600+ raised



Women United

Women United is a vibrant community bound together by a powerful sense of belonging to each other, to United Way's mission, and to the community we call home. We empower women to leverage their passions, ideas, expertise and resources to support children and youth across the lower four counties. Prior to the pandemic, Women United impacted 47 children by helping to improve their reading skills through Read to Succeed, and connected with 45 middle and elementary girls to help empower them with life skills through Girls on the Run. During the holidays, they helped collect and distribute new pajamas in partnership with schools and nonprofits to support holiday outreach programs. The bi-monthly Community & Conversations events transitioned to a virtual format to continue bringing opportunities to network, learn about local programs, and ways to get involved.

3 volunteer programs | 1,200+ volunteer hours

72+ volunteers

2,100+ pajamas delivered to 20 partner agencies



United Way of the
Lower Eastern Shore

GET CONNECTED
VOLUNTEER CENTER
www.ShoreGetConnected.org

146 participating nonprofits

270 volunteer projects

4,000 volunteer hours logged

6,000+ communications to potential volunteers



**Dorchester County
Coordinator of the Year**
Lisa Fatica



**Somerset County
Coordinator of the Year**
Kristen Tremblay



**Wicomico County
Coordinators of the Year**
Teresa Niblett & Sarah Arnett



**Worcester County
Coordinator of the Year**
Eric Lagstrom



**Dorchester County
Volunteer of the Year**
Beth Wilson



**Somerset County
Volunteer of the Year**
Lois Hartstein



**Wicomico County
Volunteer of the Year**
Dennis Killian



**Worcester County
Volunteer of the Year**
Susan Jones



**Emerging Leaders
Volunteers of the Year**
Patrick Dougherty & Kristia Mardones



**SU Student United Way
Volunteer of the Year**
Megan Lynch



**Wor-Wic Student United Way
Volunteer of the Year**
Cory Davis



**Women United
Volunteer of the Year**
Danielle Bradley



Heart of the United Way
John & Deborah Breda



Spirit of the Shore
PNC Bank



President's Trophy
Steve Farrow



**Jim Barrett Community
Leadership Award**
Tom Hershey

Celebrating

**our Advocates, Donors and Volunteers at the 2019
Annual Meeting hosted by
University of Maryland Eastern Shore**



Flame of Excellence
TidalHealth

EVENTS & COMMUNITY Outreach



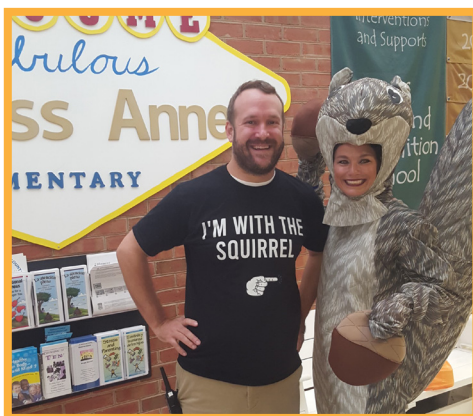
UWLES partnered with CFES to offer a view into working at a nonprofit during the Junior Achievement Inspire Event.



TidalHealth, UWLES, BEACON at Salisbury University and Wicomico Public Libraries launched the Wellness Made Easy Resource Collection at the Downtown branch.



Piedmont Airlines hosted their annual Jet Pull competition during their UWLES campaign.



Princess Anne Elementary School shared their LIVE UNITED spirit with a Halloween Costume Walk



The 8th Annual Disc Golf event raised a new record of support for Imagination Library, thanks to our friends at Risk Placement Services & Gallagher.



Stephen Decatur Middle School students partnered with UWLES and harvested sweet potatoes for Maryland Food Bank.



City of Cambridge hosted a Bowling Night to raise awareness for United Way's campaign and partnerships.

Holiday Ball

THE DIAMOND CELEBRATION

1944-2019

The Holiday Ball Diamond Celebration, honoring United Way's 75th Anniversary, was another record breaking event to raise funds for UWLES and our partner programs serving the Lower Shore. Held annually at the Hyatt Regency Chesapeake Bay Resort in Cambridge, the weekend was a perfect way to usher in the holiday season, and celebrate the impact we can all make when we LIVE UNITED.



Erik Cantine from Ocean Downs Casino created an incredible Ice Sculpture to celebrate the 75th Anniversary



Sharon Morris delighted the crowd by singing "At Last" by Etta James



Bank of Delmarva guests



Doris Taylor won the 75th Diamond Anniversary Necklace Raffle



Wigglesworth, Layton, Moyers & Chance guests



Guests enjoyed a quick break from festivities to check out the Wine Wall



The DC Transit Band kept everyone dancing all night

Holiday Ball Committee

John & Deborah Breda,
Chairs

Melissa Boog

Jenna Bowne

Ashley Clevenger

Kacey Decker

Memo & Veronique Diriker

Pam Gregory

Amy Hasson

Courtney Hastings

Dennis & Chastity Killian

Kim List

Teresa McCain

Stacey McMichael

Margy & Dick Meeks

Mary Mengason

Susan Parker

Caroline Phillips

Brenna Racine

John & Sally Rankin

Don & Tracy Ritter

Laura Rodriguez

Candice Johnson

Connie & Chip Strott

Angie Strouth

Cheryl Taustin

Kelsey Tilghman

Dennis & Nancy Weller

Laura Wilson

Carol Wright

Thank You to the 2019 Holiday Ball Sponsors:

Diamond
Perdue Farms

Emerald
Delmarva Now | Hyatt Regency Chesapeake Bay

Ruby
DS Smith | FA Taylor & Sons | Gillis Gilkerson | Salisbury
University | University of Maryland Eastern Shore

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Ms. Sonya Whited | Ocean Downs Casino
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TidalHealth Peninsula Regional
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Southern Glazer's Wine & Spirits | Sysco Eastern Maryland
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Vantage Point Solutions Group
Wigglesworth, Layton, Moyers & Chance, PC

Amber
Allen & Associates | Community Foundation of the Eastern Shore
Holt Paper | LWRC International, LLC | Peninsula Imaging
W.R. McCain & Associates

Pearl
Chesapeake Health Care | Clear Channel Outdoor
Mark Rudnick & Julie Thompson | Pool Tech | Provident State Bank
Rotary Club of Wicomico County | The Car Store | Yard Designs

Top 50

Thank You to these generous organizations who support through workplace campaigns, corporate giving, event sponsorships and grant funding.

# 1 PERDUE FARMS	\$362,664	#14 POHANKA OF SALISBURY	\$31,072
# 2 TIDALHEALTH	\$153,891	#15 FIRST SHORE FEDERAL	\$30,315
# 3 RICHARD A. HENSON FOUNDATION	\$138,000	#16 DELMARVA POWER, AN EXELON COMPANY	\$30,030
# 4 PIEDMONT AIRLINES	\$82,609	#17 BANK OF AMERICA	\$28,000
# 5 PEPSI BOTTLING VENTURES	\$67,934	#18 BANK OF DELMARVA	\$27,518
# 6 WORCESTER COUNTY BOARD OF EDUCATION	\$63,055	#19 DONNIE WILLIAMS FOUNDATION	\$26,200
# 7 WICOMICO COUNTY PUBLIC SCHOOLS	\$54,261	#20 UNITED WAY WORLDWIDE	\$24,864
# 8 PNC BANK	\$52,897	#21 GALLAGHER & RISK PLACEMENT SERVICES	\$24,241
# 9 AVERY HALL INSURANCE	\$42,888	#22 ATLANTIC GENERAL HOSPITAL	\$23,785
#10 DS SMITH	\$38,900	#23 GILLIS GILKERSON	\$23,280
#11 SOMERSET COUNTY PUBLIC SCHOOLS	\$38,106	#24 HARRISON GROUP & FIFTH GENERATION BEVERAGES	\$20,520
#12 M&T BANK	\$33,158	#25 UNITED WAY OF THE LOWER EASTERN SHORE	\$18,163
#13 UNITED PARCEL SERVICE	\$31,079	#26 JUBILANT CADISTA PHARMACEUTICALS	\$16,339

Workplace

AAA - Salisbury
 Abbott Laboratories
 Affiliated Power Purchasers International
 AT&T
 Atlantic General Hospital
 Avery Hall Insurance
 Bank of Delmarva
 BB&T
 Big Brothers Big Sisters of the Eastern Shore
 Blue Water Development
 Boscov's - Salisbury
 Cambridge International, a Rexnord Co.
 CareFirst Blue Cross/Blue Shield
 Catholic Charities - Seton Center
 Cato Gas & Oil
 Chesapeake Eye Center
 Chesapeake Health Care
 Chesapeake Housing Mission
 Chesapeake Utilities Corporation
 City of Cambridge
 City of Salisbury
 Coastal Hospice & Palliative Care
 Comcast Cable
 Community Foundation of the Eastern Shore
 Comprehensive Financial Solutions

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 Deeley Insurance Group
 Delco Packaging Products
 Delmarva Community Services
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 GKD-USA
 GM Corporation
 Greater Salisbury Committee
 Habitat for Humanity of Wicomico County
 Hardwire, LLC
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 HomeGoods
 Hudson Behavioral Health
 IBM Retiree Charitable Campaign
 Illinois Tool Works
 Jubilant Cadista Pharmaceuticals
 Koch Business Solutions
 LabCorp
 Law Firm of George G. Strott Jr.
 Layton's Chance Vineyard & Winery
 Life Crisis Center
 Lower Shore Enterprises
 M&T Bank
 MAC

Together, these Top 50 contributed over

\$1.7 Million!

#27 HYATT REGENCY CHESAPEAKE BAY	\$15,000	#40 COASTAL HOSPICE & PALLIATIVE CARE	\$10,404
#28 DORCHESTER COUNTY PUBLIC SCHOOLS	\$14,609	#41 MAC	\$10,339
#29 COMMUNITY FOUNDATION OF THE EASTERN SHORE	\$14,230	#42 WORCESTER COUNTY EMPLOYEES	\$10,323
#30 VANTAGE POINT SOLUTIONS GROUP	\$14,154	#43 DELMARVA COMMUNITY SERVICES	\$9,100
#31 TOWN OF OCEAN CITY	\$13,897	#44 SOMERSET COUNTY EMPLOYEES	\$8,286
#32 MARYLAND STATE EMPLOYEES	\$13,804	#45 TOROID CORPORATION OF MARYLAND	\$8,060
#33 EMBERS RESTAURANT/BLU CRABHOUSE	\$13,800	#46 STATE OF MARYLAND OPIOID OPERATIONAL COMMAND CENTER	\$8,000
#34 THE INSURANCE MARKET	\$11,477	#47 SYSCO EASTERN MARYLAND	\$8,000
#35 HUDSON BEHAVIORAL HEALTH	\$10,988	#48 WIGGLESWORTH, LAYTON, MOYERS & CHANCE	\$7,944
#36 CHESAPEAKE UTILITIES/SHARP ENERGY	\$10,941	#49 DELMARVA VETERAN BUILDERS	\$7,736
#37 WOR-WIC COMMUNITY COLLEGE	\$10,746	#50 BOSCOV'S SALISBURY	\$7,554
#38 PKS & COMPANY	\$10,628		
#39 TRUIST FINANCIAL/BB&T/SUNTRUST	\$10,439		

Campaigns

Macy's
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 Maryland Food Bank
 Maryland State Employees
 Mid Shore Community Mediation Center
 Monro Muffler Brake
 Nationwide Insurance
 O.C. Seacrets
 Peninsula Eye Center, P.A.
 Peninsula Roofing Company
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 Salvation Army - Salisbury, MD

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 Somerset County Public Schools
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 Telewire
 TGM Group
 The Chemours Company
 The Insurance Market
 TidalHealth Cardiology
 TidalHealth McCready Pavilion
 TidalHealth Peninsula Regional
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 Toroid Corporation
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 Town Of Ocean City

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 Vantage Point Solutions Group
 Verizon
 Village of Hope
 W. R. McCain & Associates
 Walmart
 Wicomico County Employees
 Wicomico County Public Schools
 Wicomico Public Libraries
 Wigglesworth, Layton, Moyers & Chance
 WMDT - Marquee Broadcasting
 Worcester County Board of Education
 Worcester County Commission On Aging
 Worcester County Developmental Center
 Worcester County Employees
 Worcester Youth & Family Counseling Services
 Wor-Wic Community College



2019 DINE UNITED

\$34,043

2019 STAY UNITED

\$10,210

TO DATE

\$216,000!

Restaurant Division Winners

0-100 Seating Capacity Division

Poseidon's Pub at Ocean Downs

101-200 Seating Capacity Division

The Original Pool Bar & Grill

201-300 Seating Capacity Division

Happy Jack Pancake House

301-600 Seating Capacity Division

Harrison's Harbor Watch
Restaurant & Raw Bar

600+ Seating Capacity Division

The Embers Restaurant

Hotel Division Winners

0-50 Rooms Division

Burgundy Inn Hotel

51-100 Rooms Division

Courtyard Marriott

101-200 Rooms Division

Commander Hotel

201-300 Rooms Division

The Francis Scott Key
Family Resort

Thank You to Our Participants

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CARIBBEAN POOL BAR & GRILL | CORAL REEF CAFÉ | THE EMBERS RESTAURANT
HAPPY JACK PANCAKE HOUSE | HARRISON'S HARBOR WATCH RESTAURANT & RAWBAR
HEMINGWAY'S AT THE CORAL REEF | MAD FISH BAR & GRILL | MARLIN MOON RESTAURANT
MAÑANA MODE | PACERS AT OCEAN DOWNS | POSEIDON'S PUB AT OCEAN DOWNS | RUMBAS LOUNGE
THE DEEP END POOLSIDE BAR & GRILL | THE HOBBIT RESTAURANT | THE ORIGINAL POOLBAR & GRILL
WAVES AT OCEAN DOWNS

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COURTYARD MARRIOTT | DAYS INN BOARDWALK AT 23RD STREET | FRANCIS SCOTT KEY RESORT
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Wicomico Retired Education Personnel



Retirees of Wicomico County Public Schools join forces each year under the leadership of Mr. Thomas Smith to create big impact for our community. These administrators, faculty and staff, who served in all areas of the school system, shared a generous \$13,255, continuing their legacy of helping our neighbors well beyond the classroom!

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 Mrs. Marie W. Richardson
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 Ms. Nancy S. Rowe
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 Dr. Gladys O. F. Wilson
 Mrs. Gloria B. Wilson
 Ms. Dollie C. Wright
 Mrs. Beverly Yurek
 Mr. Thomas H. Zimmerman



Our local physicians are not only medical heroes for our community, they're also leaders in giving! These generous medical professionals donated over \$36,200 through this year's 100 Docs campaign. Since the program's launch \$313,000 has been raised to help our community have healthier, brighter tomorrows. Thanks for all you do, Docs!

Dr. Sandar Aye
 🏡 Dr. Letitia J. Banks
 Drs. Leslie Belloso & Gerard Hogan
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WSCL WSDL WESM
89.5 90.7 91.3



WBOC 16
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the community informed of United Way's local impact.



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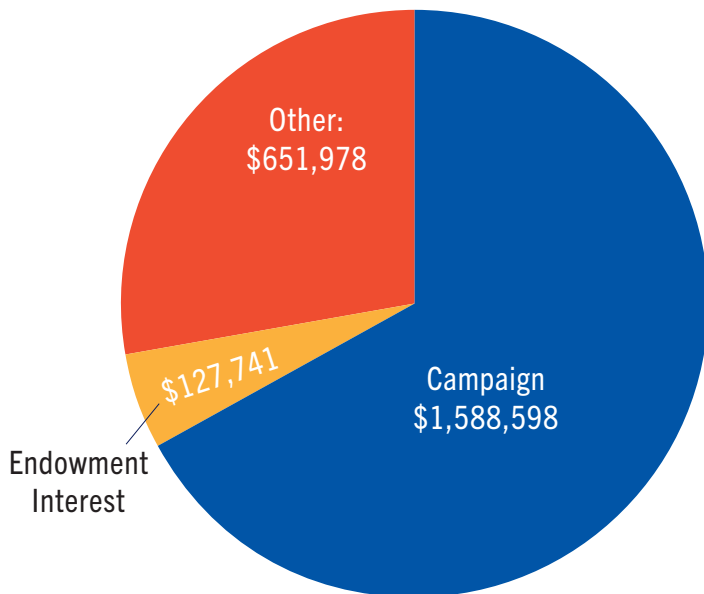
Leadership & Planned Giving Officer



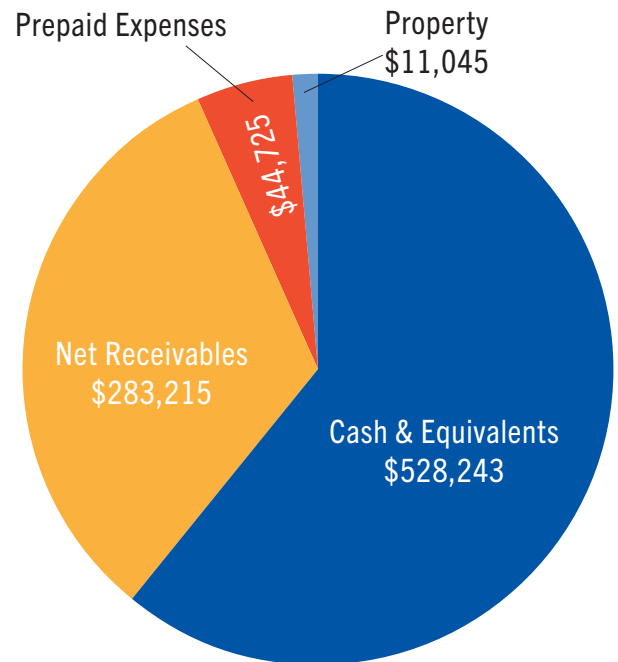
Financial Report

FY 2019 - 2020

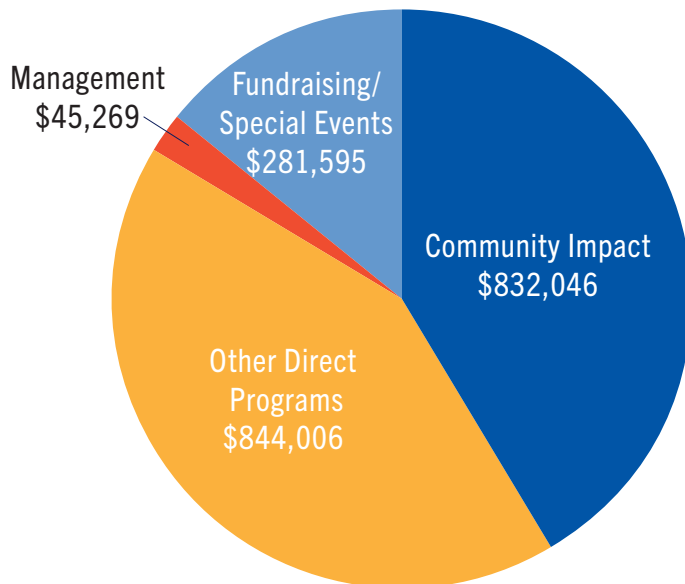
REVENUE: \$2,368,317



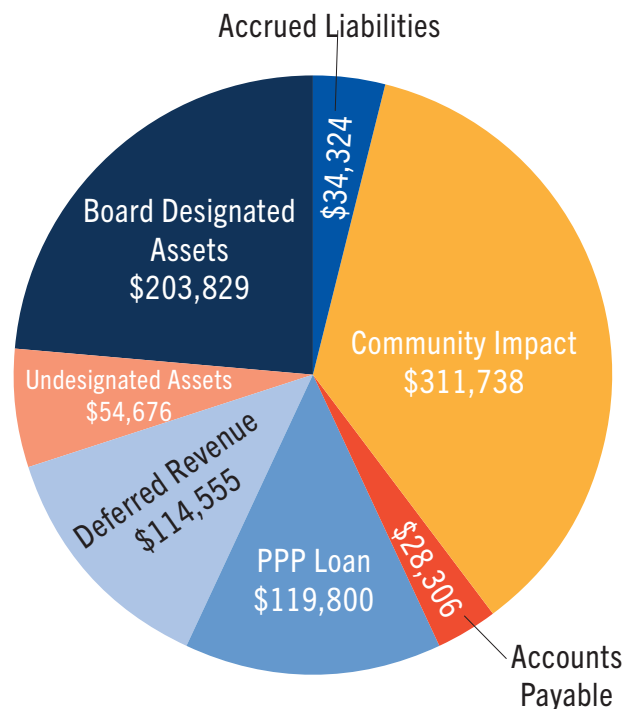
ASSETS: \$867,228



EXPENSES: \$2,002,916



LIABILITIES & EQUITY: \$867,228



There is no membership or application fee to any agency in order to receive designations or to be a United Way of the Lower Eastern Shore partner.

PKS & Company, P.A. are the official auditors for United Way of the Lower Eastern Shore. The details of this summary report are based on the audit completed for FY 2019-2020. Complete audit and 990 reports are available upon request.

Wow what a year? A year ago our heroes were the American military, police and E.M.Ts, and other first responders. Now we must add to that list healthcare professionals, food processing employees, and truck drivers. These are just a few of the "essential" workers that left the safety of their homes and braved the dangers of COVID 19, and they did their jobs. They provided medical care for anyone in need, fed the nation, and transported critical supplies wherever they were needed.

In Luke chapter 10 Jesus was asked "who is my neighbor?" He answered by telling the parable of the "Good Samaritan." This year showed us that anyone is our neighbor, and we must be thankful for the multitude of "Good Samaritans" that stepped forward.

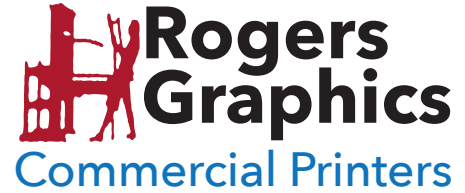
My name is Darrell Fearin. My wife Andrea and I own Delmarva Printing & Design and Rogers Graphics in Harbeson Delaware, and we are proud to have printed this Impact Report and that this is our 15th year. We donate the printing of this report because we feel that it is very important to showcase the incredible generosity of the people of the Eastern Shore. This could never have been more evident than this year. While in the midst of a once in a lifetime pandemic they kept giving, thereby allowing United Way and their partner agencies to continue their work that became even more critical to those in need.

Andrea and I want to say thanks and God Bless all the "Good Samaritans." Because of you we will get through this together.

Darrell and Andrea Fearin



P 410.749.6700
1957 NORTHWOOD DRIVE
SALISBURY, MD 21801



P 302.856.0028
26836 LEWES-GEORGETOWN HWY
HARBESON, DE 19951



Our Mission

To create and enhance opportunities for making a positive and lasting impact in education, financial stability and health for all.



United Way of the
Lower Eastern Shore

www.uwles.org

www.ShoreGetConnected.org

