

22nd Annual Taste of Spring Event

For more than 20 years, people have come together for the 'Taste of Spring' event- expecting to see friends and sampling delicious foods and wines from our Seneca County vendors. While the 'event' is a wonderful evening out, it is in reality the critical 'kick-off' in the annual community campaign to raise resources to address the needs in Seneca County. This year, the needs are even greater, and we are counting on your continued support as we work together and truly live united.



Please join us on Thursday, April 29th, at the Holiday Inn- Seneca Falls/Waterloo as we continue this fine tradition- for a great cause! The event is from 5:30 - 8:00pm. Tickets are on sale for \$25/ticket only until April 28th. Please call United Way at 315-539-1135, email uwseneca@rochester.rr.com, or visit www.uwseneca.org. Tickets are \$30 at the door on April 29th.



An evening of fun to help advance the common good!

Vendors to Date:

Americana Vineyard Estate Winery • Bellwether Hard Cider • Buttonwood Grove Winery
Cayuga Lake Creamery • Cayuga Ridge Estate Winery • Creative Confections
Dewey's Third Ward Tavern • Downtown Deli of the Finger Lakes • Eleven Lakes Winery
Ginny Lee Cafe • Goose Watch Winery • Hosmer Winery • Kings Garden Winery
Knapp Vineyards & Restaurant • Lakeshore Winery • Lucas Vineyards • Magee Country Diner
Montezuma Winery • Muranda Cheese • Our Heritage Cafe/Holiday Inn
Swedish Hill Winery • Tastefully Simple • Thirsty Owl
Wagner's Micro Brewery • Wagner Vineyards • Zugibe Winery

Photography By:

Tellier Studios, www.tellierstudios.com

Looking Forward

My first order of business as the new President of United Way of Seneca County is to thank Charlie Schillaci for two years of excellent leadership and hard work. He led us through a very difficult period of world wide financial change. Thank you Charlie. The financial change led to a recession that resulted locally in the loss of \$1.2 million worth of grants, more people needing help and less money to help with.

Challenges lead to opportunities. The United Way Worldwide is responding to the Recession of 2008/09 by setting the challenge to work with communities to:

- **Cut by half the number of students who drop out**
- **Cut by half the number of financially unstable lower-income working families**
- **Improve by one-third the number of healthy risk-avoiding youth and adults**
- **Accomplish all the above by 2018**



Dave Swenson, United Way Board President 2010-2012

United Way of Seneca County accepts these challenges. Seneca County is a strong, vibrant, caring and giving community. The United Way of Seneca County has always been and will continue to be a catalyst for positive change. We are in the process of revisiting our Strategic Plan and Mission Statement to better serve Seneca County and to respond to the challenges that were brought on by this recession. We ask for your thoughts and ideas concerning your United Way and how we can better serve our community.

On a lighter note, "*United Way of Seneca County Taste of Spring*" is around the corner. This event raises about \$15,000 or 4% of our annual campaign. It also raises the spirits and elevates the moral of everyone who comes. It is a great outing, a wonderful way to say good bye to Winter and Hello Spring!!! I encourage everyone to attend and bring a friend, maybe even your spouse. It is scheduled for April 29th 5:30 at the Holiday Inn. I hope to see you there. **-Dave Swenson**



Charles Schillaci, United Way Board President 2008-2010

Thank You!

The United Way of Seneca County Board, Staff and Volunteers would like to thank former UW Board President Charles Schillaci for his dedication, guidance, time and support. We are also extremely grateful that he will be staying ON the board as we move forward. Charlie's special passion for families must be noted. He is a constant champion for our Seneca County residents – whether the issue is safe, quality care for the youngest or his excitement in hearing about the activities and ideas of our high school student board members. He reminds us that children do well when families do well, and families do better when they live in supportive communities. What better reason to Live United!

Strategic Planning

With thanks to the board members who have agreed to meet extra early for several months, the strategic planning process is off to a good start. Committee members reviewed numerous reference documents including the Seneca County Community Profile, information from United Way of NYS and United Way Worldwide (UWW), and the previous strategic plan. At the January board meeting, discussion and input on the 2000-2002 plan and how community conditions/areas have changed or remained the same since, sets a strong foundation for next steps.



As this process continues, we ask that not only board and staff participate, but you as donors and community members be a part of this process that benefits us all. Each of us can be part of the short-term change, by giving, advocating and volunteering. We LIVE UNITED in the short-term and in the long-term with lasting change that will build strong, healthy and vital communities for a sustainable future.

You Can Help...

- Please RESPOND to the 2010 Census forms when you get them – 10 questions, 10 minutes matter!
- Donate NOW to the House of Concern and your donation can go even farther --- Alan Feinstein recently announced his intention to contribute 1 million dollars to help spur giving to anti-hunger agencies during the months of March and April. This “Feinstein Challenge” is exciting opportunities that matches donations at \$1 per item or pound, but please contact Diane Draheim at (315) 568-2433 for further details as she must keep records of the donations in response to the challenge guidelines.
- Play – If you are looking for golf outings, check with local agencies such as the Red Cross, Cayuga Seneca ARC, and the Youth Bureau to learn more about upcoming tournaments. Information can also be found at www.fingerlakesdailynews.com.
- Volunteer – Literacy Volunteers 539-1795 and Safe Harbors (formerly Rape & Abuses Crisis Service) 781-1093 will train community members to assist with their programs. Help eligible tax-filers through VITA programs (539-1905).
- Prepare – take care of your own wellness and others by taking First Aid/CPR training through the American Red Cross (315) 568-9436.

Watch for exciting changes to take place:

- Waterloo Library and Historical Society as ‘floating exhibits’ return...
- Girl Scouts of NYPENN Pathways begin to prepare for their 100th birthday in 2012

Celebrating Volunteers in Seneca County

A Night of Thanks

In addition to celebrating the generosity of supporters of the community campaign, the recent Annual Meeting of the United Way of Seneca County sponsored by Seneca Meadows, provided time to reflect on the indispensable contributions that enable our charitable organizations to serve their communities. With support and understanding from our donors, business partners, and volunteers, the United Way continues to create community impact – working in areas of health, education and income stability.

Volunteers Make the Difference

Considering the estimated value of a volunteer hour is \$20, more than 10,000 hours of time contributed by the recognized volunteers enhanced our community by nearly one-quarter million dollars! With that in mind, rather than select just one ‘single’ volunteer above others, this year ALL volunteers were recognized. While the motivation varies types of volunteers and the settings where they connect differ, the spirit of giving is a common thread and your efforts are appreciated. Sincere thanks to:

- Doris Wolf (American Red Cross in the Finger Lakes),
- Bob Kernan (Catholic Charities of the Finger Lakes),
- Tricia Sutcliffe (Girl Scouts – NYPENN Pathways),
- Robert Quinn, Jr. (Happiness House),
- Rebecca Weller (Legal Assistance of the Finger Lakes),
- Peter Wormuth (Literacy Volunteers of America – Seneca County),
- Toni Fegley (Safe Harbors of the Finger Lakes),



- Kathy Gruele posthumously, (Seneca County Children’s Committee),
- Floyd Jones (Seneca County Senior Center),
- Nelson Morehouse (Seneca Falls Historical Society),
- Lynn Roth, Maryann Singlemann & Ann Wilkes (Seneca Waterways Council– BSA)
- Lynn Patti (Waterloo Library and Historical Society).

Building Bridges Award

This year's Building Bridges Award to recognize their efforts to a number of community initiatives was bestowed on the employees of the Seneca Falls Savings Bank. They were commended as a community partner able to be creative in their outreach working as well on root issues such as housing, budget counseling, and literacy – helping United Way to improve the conditions for everyone, through active collaboration.



A number of volunteer groups were also recognized – Seneca County Literacy Partnership/Seneca County Partners for Children Youth and Families readers: Norma Cayward, Marilyn Frank, Kathy Gotham, Carol Lord, Jane Morehouse, Linda Prosser, and Barb Rosecrans; Seneca County House of Concern board, shop and food pantry volunteers Sissy Cobb, Jessie Dadson, Irene Evans, Terry Ferguson, Rodger Foster, Karen Frederick, Alice Howard, Bill Lince, Maxine Michaels, Arthur Palmieri; and Hillside students:

James Barker, Seon Brennon, Myra Crause, Hank Davis, Brandon Dibble, Sean Shepherd, and Shane Davis, as well as Friends of the Seneca Falls Library including Rose Bellomo, Jan Caracillo, Ann Cramer, Sandy Good, Betty Kouwe, Iva Lay, Joyce Lohr, Jean Morris, Carol Scialdone and Mary Beth Wright.

Thank You Volunteers and Partners!



New Order of Business

Directors re-elected to the United Way Board for three-year terms include: Patsy Amidon, Judy Chapel-sky, Jeff Hoffman, Bob Kernan, Dick Laude, and Dave Swenson. Dick Worden was approved as a new board member. Special thanks were extended to retiring member John Vaughn for his years of service and to Charlie Schillaci who will remain on the board, but passes the 2-yr leadership torch as President to Dave Swenson.

We take this opportunity to acknowledge our many business partners who lend their expertise and resources to community efforts and for contributions of hundreds of individual who dedicate their time, talents, and energy to making a difference in Seneca County. We would like to especially thank Seneca Meadows for sponsoring this year's Annual Meeting.

As a 'Community Impact' United Way, the expectation is that we can take nationally identified strategies and filter those through our own community lens. With your help and active participation, we investigate, work with our funded and community partners to localize the recommended priority areas of income, health and education, and we "Live United".

Income: Why is it important?

The inherent relationship between family stability and the future success of our county is undeniable. We all benefit when we can improve families' ability to be financially secure and stable in meeting their basic need with hope and confidence for their 'future'.

What are we doing about it?

United Way is working to address our communities' housing challenges, expanding access to literacy training and food programs through greater collaboration, and a team of dedicated volunteers provides free tax assistance to eligible residents.



Seneca County Department of Human Services Administration and VITA Volunteers

"I started with VITA to give me some way to help the people in the community. I did not realize, until I started, how much I was helping those in need. It is gratifying to finish a tax return and know that you have just helped some person receive much needed money to support their family."

-- Dick Laude, VITA Volunteer

"The VITA tax assistance couldn't come at a better time for people who need help and qualify for filing their taxes. I enjoy volunteering – especially for the elderly and students who really need the help." -- ***Fred Mellini, VITA Volunteer***

"I am proud of our VITA program and our amazing volunteers. They are dedicated and diligent in getting our taxpayers back the highest refund possible. I feel the joy that is reflected in our customers when our volunteers prepare their taxes, and the end result is more money for the lower qualified families of our own community. That is the goal of VITA."

-- Heather M. Carson, VITA Coordinator

Health: Why is it important?



Health is strongly linked to education and income. Good personal health allows children to learn better and adults to lead happy productive lives but many Seneca County residents are struggling with health issues that lead to absences from school or work.

What are we doing about it?

United Way is working to increase access to prevention and treatment programs that reduce substance abuse, and increase access to services for victims of abuse, mental health counseling for adults and children and by delivering meals to home-bound seniors. By educating the community on the importance of making healthy choices, wellness and the dangers of obesity, we help employers hold down health costs and help people live full, healthy lives.

Education: Why is it important?

We all win when our children succeed! When our children don't have the skills and support they need to be successful, they are more likely to drop out of school, be unable to keep a good, steady job, and may turn to substance abuse or crime.

What are we doing about it?

Adults have access to literacy training, and increasing their job readiness. United Way is working to ensure children are ready for kindergarten with quality care and early literacy. Through collaboration and partnership, we are helping youth stay on track to succeed through high school and achieve their potential.

Connecting Youth to Our Community

The Youth Development Task Force is planning a large-scale community service event for Seneca County high school students to participate in. The event, Alternative Spring Break, will take place Friday, April 23 - Saturday, April 24. The group will be volunteering at Cayuga Lake State Park, cleaning up the campgrounds, and will also be working with Habitat for Humanity to do minor repairs to homes in Seneca County. This event would not be possible without the help of the Seneca County Youth Bureau and the Seneca Falls Savings Bank.

Applications to participate in Alternative Spring Break are available online at http://www.uwseneca.org/pdfs/youth_asb_application.pdf, and will be accepted until April 9th. Applications are also available by contacting the United Way at 315-539-1135.

Special Thanks

The Youth Development Task Force held their second annual Career Fair for 7th and 8th graders on March 26th at Hillside. The theme of the fair was "Stay in School, Graduate, and Opportunities are in your Future!". Over 130 students from Seneca County middle schools attended the event. The United Way and Youth Development Task Force would like to thank the following employers for presenting at the fair:

- ♦ Child and Family Resources, Inc.
- ♦ Finger Lakes Workforce Investment Board
- ♦ Finger Lakes Times
- ♦ Finger Lakes Works
- ♦ Fingerlakes1.com
- ♦ Geneva General Hospital Finger Lakes Health
- ♦ Geneva On The Lake
- ♦ Hillside Children's Center
- ♦ Holiday Inn
- ♦ Jack O'Connors, retired US Air Force
- ♦ Reveille Between the Lakes
- ♦ Ryan Chiropractic
- ♦ Seneca Cayuga Community Action Agency
- ♦ Seneca Cayuga ARC
- ♦ Seneca County IT Department
- ♦ Seneca County Sheriff's Department
- ♦ Seneca County Personnel Department
- ♦ Seneca County Public Health
- ♦ Seneca Falls Savings Bank
- ♦ Seneca Falls Veterinary Hospital
- ♦ Varick Fire Department
- ♦ Wegmans



Representatives from Human Services talk to youth at the Career Fair.

22nd Annual

Tickets on Sale Now!



Wine & Food Gala

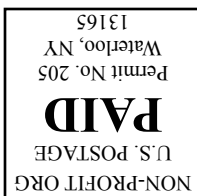
April 29, 2010

5:30 pm - 8 pm

Holiday Inn- Waterloo/Seneca Falls

Visit uwseneca.org or email uwseneca@rochester.rr.com or call 315-539-1135 to purchase pre-sale tickets for \$25 until April 28th.

Special thanks to FLP Group for printing our newsletter. 301 Clark St., Auburn, 13021 • 315-252-7583



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