

United Way  
of Seneca County

GIVE, ADVOCATE, VOLUNTEER.

**LIVE UNITED**



News from your local United Way Edition 13 - Fall 2010

## **United Way Campaign Kicks-Off**



# Campaign News

## eWay

One of the successful aspects of the recent United Way of Seneca County campaign (UWSC) is increased availability and utilization of online philanthropic giving available through an increased number of employers who utilize "eWay". After a successful pilot effort at IP and FRC divisions of ITT/Goulds this program is now available to all of ITT, Seneca County and Seneca Falls School District employees. We look forward to working with other employers to make this an option. If interested in this campaign tool available to employers, please contact Karen Beals at [uwseneca@rochester.rr.com](mailto:uwseneca@rochester.rr.com) or call 315-539-1135.



Individual donors cite the easy process and appreciate the relative anonymity as opposed to filling out pledge cards to be handed in through coworkers. Residents also have the option to easily donate on-line via the United Way of Seneca County website at [www.uwseneca.org](http://www.uwseneca.org).

## Leadership Dinner

Our annual Leadership Circle dinner was held on September 16 hosted by the New York Chiropractic College and sponsored by BonaDent, Inc.

**BonaDent**  
DENTAL LABORATORIES



The Leadership Circle is made up of individuals, corporations, and small businesses who solve problems and demonstrate their conscientious, compassionate and caring leadership through a personal contribution of \$500 or more to the United Way of Seneca County.

While enjoying the festivities, we shared and discussed our new vision, mission and active strategic plan focusing on Education, Health and Income. In addition all were thanked for their leadership, commitment to the common good, and their uncommon generosity.

## Campaign Cabinet

Joining Campaign co-chairs Jeff Hoffman and Bob Kernan, the UWSC Board members and staff, a dedicated group of volunteer campaign cabinet members will give the community campaign feet, legs and wings. This years cabinet includes Betty Verzillo (Corporate & Banking), Mike Day (Leadership Circle), Dave Cudlin, Nick Ganzon, Sofia Fromete-Sahad, Alice Burton, Christine McDermott, and Judy Chapelsky (Workplace at ITT/Goulds Pumps, NYCC and other sites); Sandy Ferrara and John Talbot (Small Business), Mike Whirtley and Becky Peterson (Government), Bill Parker, Doris Wolf, Bruce Johnson, and Mary McDonald (Residential), Dave Swenson (Organizations), Christi Miller, Vince Sinicropi, Dr. Jerome Oleksa, Dr. Andrew Reese (Professional) and Janet Driscoll (Schools).

# A Couple of Loyal Contributors

Loyal contributors by definition are those who have supported the United Way for ten years or more and UWSC is proud to announce that we have more than 200 dedicated contributors. We will continue to spotlight these special friends in this newsletter and online with sincere thanks.

Long time donors (30 years) and active community members, Ruth and Carl Schoenacker set a high standard for others in how they serve the common good. The Schoenackers retired from teaching careers in Romulus where they supported the United Way through the workplace campaign. They are now residential contributors and key volunteers in the continued growth of the Waterloo Library and Historical Society and enhancement of Terwilliger Museum.

When asked why they supported the United Way campaign for so long, Carl replied that UWSC is “doing good things for the areas that need it and everyone can help.” Their specific involvement with the Waterloo Historical Society started in 1990 when the museum was changing over and needed lots of work. As often happens, a friend invited Ruth

to lend a hand. She took their then-young sons, and later recruited Carl to join the efforts as a ‘jack of all trades’. Their work continues from putting up walls, caring for the clothing, to serving as docents –just doing what needs to be done.

As educators, Carl and Ruth shared a commitment to helping young people succeed. When considering how education impacts the future, Carl cited the example of Hobart graduates hired on Wall Street because of their broad background, and commitment to doing a good job, but acknowledged that it’s not only college that makes the difference. “It’s about working together, keeping an eye on what is needed and willingness to do it. All people have special talents and skills and you just help where you can.”

World travelers, married 67 years, with ‘a combined age of 186 years’, the Schoenackers are truly remarkable members of this community. We thank them for the example they set and for being part of the Loyal Contributors of United Way of Seneca County.

## Preserve Your Legacy

Make your mark on the future by learning more about planned giving. When you invest in the United Way of Seneca County, you magnify the power of your gift by joining with others to help solve community needs not only today, but for generations to come.

For more information about how you can arrange charitable gift funds, annuities or leaving United Way in your will, please contact Karen Beals at 315-539-1135 or by email at [uwseneca@rochester.rr.com](mailto:uwseneca@rochester.rr.com).



# Project Sticker Shock

Labor Day weekend residents found a sticker on their alcoholic beverages in participating stores throughout Seneca county.

The sticker contains a warning message to adults purchasing alcoholic beverages for underage youth. Project Sticker Shock is an initiative sponsored by the Seneca County Substance Abuse Coalition, a committee of the *Seneca County Partners for Children, Youth, and Families Collaboration*. The project was designed to bring awareness to underage drinking and substance abuse -a problem that continues to grow in Seneca County.

We would like to thank the Seneca County alcoholic beverage retailers who participated in the project: Express Plus, ReFuel, Happy Landing, Ovid Big M, Quick Shoppes, D&M Grocery, DA Liquors, Abbey Wines & Spirits and Ovid Liquor Store.

The support of these businesses was vital to the project's success and the coalition is happy to recognize them in spreading this important message to all sectors of our community.



**Youth participated in placing stickers with warning messages for adults purchasing alcohol for minors.**

## United Way attends Community Roundtable

Each summer United Way staff and volunteers from across New York gather to share best practices. Keynote speaker this year was Robert Egger, Founder/Director of the DC Central Kitchen and author of *Begging for Change: The Dollars and Sense of Making Non-profits Responsible, Efficient and Rewarding for All*. His ideas and philosophy have been a part of Seneca County efforts for many years as copies of the book were circulated among staff and board members. Plans are in the works for Robert to visit Seneca County when he returns to New York.



A panel of state-level partners provided the latest from their perspective on education, income and health and how partnering with each other will enhance our ability to achieve our common goals.

Afternoon roundtables included best practice presentations as well as time for sharing, and consideration of next steps, opportunities for local, regional and statewide collaborative action and advocacy.

Ellen Wayne, Director of Catholic Charities of the Finger Lakes also attended as a key community partner when it comes to discussions about education, income and health and the implications for our community.

Many thanks to Ellen for her partnership with United Way and the work we share.

# United Way Opens New Doors



## New Americorps VISTA Staff

United Way welcomes our newest Americorps VISTA D'or (pronounced door) Seifer. D'or will serve as UWSC Collaborations Coordinator. She recently graduated from Wesleyan University in Connecticut, where she obtained a psychology degree. Originally from Tel-Aviv, Israel D'or is excited about bringing her multi-cultural background and passion for youth involvement to the United Way. During her VISTA year of service, D'or will work closely with the Youth Council and the *Seneca County Partners for Children, Youth and Families Collaboration*.



Welcome D'or to Seneca County and to the United Way!

## New Board Members

### Phyllis Motill

Phyllis is a retired nurse, with experience in family health education, and known to many residents for her efforts in tourism, on diverse boards and various community groups.

When asked why she was interested in serving on the United Way board, Phyllis responded, "I feel that I can make a contribution to the United Way by helping to identify the needs of the South County communities and introduce or make the Board aware of the communities in the south county and their concerns."

### Dick Worden

Dick is employed by New York Chiropractic College and a board member of the National Association of Educational Procurement. Dick is always willing to serve the community. He is a member of the Tyre Reformed Church. Dick says he 'personally feels privileged to be part of the Seneca County board as they are great people to work with.'

With regret, the board has accepted the resignation of Janie Nusser (South Seneca Superintendent), after 5 years of service. Janie will continue to co-chair the *Seneca County Partners for Children, Youth and Families Collaboration*.

## Partner Updates

### Seneca House of Concern Hike For Hunger

Seneca House of Concern raised \$250 at the Hike for Hunger on August 14. Twenty-five walkers participated in a morning hike along the beautiful trails at the Seneca Meadows Wetland Preserve. Entrance fees were matched by Seneca Meadows and donated to local food pantries. All participants received a complimentary pedometer.



Hike for Hunger took place at Seneca Meadows Wetland Preserve on August 14

### Red Cross of the Finger Lakes Community that Cares Blood Drive

Red Cross of the Finger Lakes met 97.6% of their blood donation goal during their 2nd Annual Community the Cares Blood Drive. The event is sponsored by local community service groups including Seneca Falls Elks Club, Kiwanis Club, Seneca Falls Rotary and the United Way of Seneca County. Red Cross also doubled the double-red donation with 35 donations.

### Seneca Cayuga ARC Winning of the Green Raffle

Seneca Cayuga ARC is selling raffle tickets for a grand prize golf package to Augusta. Only 200 tickets will be sold so purchase them quickly. The drawing will be held on Tuesday, October 26. Contact Leslie Leary at 315-539-5067.

## Be an Asset Builder

Once again, we are proud to help build awareness of programs that help working families claim tax credits they deserve and increase their assets. In continued collaboration with the Seneca County Division of Human Services, the free, volunteer income tax assistance site will open the end of January 2011, helping eligible filers save filing fees.



Our role is to spread the word and help find volunteers. This year in addition to tax preparers, we are looking for volunteers to serve as Asset Specialists to promote use of asset building products with clients and volunteers. The only skill needed is the ability to explain and understand basic financial products and resources in the community.

If you have some time during those cold winter months to assist either with tax preparation or as an Asset Specialist, just call 315.539.1905 for more information.

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED**



## A Celebration of Literacy Heroes in Books: READ!

For the past five years, the Seneca County Literacy Project, an outgrowth of the *Seneca County Partners for Children, Youth and Families Collaboration*, has sponsored a fall celebration of early literacy for children living in Seneca County. This year's theme is "Heroes in Books: READ!" and the event planned for children from grades K-5 will be held Saturday, October 2, from 1:00 to 4:00 PM at the Seneca County Office for the Aging site. Children MUST be accompanied by an adult.

County-wide activities focus on efforts to ensure that all children have early, frequent and pleasurable experiences with books as part of their everyday life and, have become a shared mission among many groups in the county while exciting partnerships have emerged.

As participants in the family Reading Partnership Alliance, we strive to:

- Reach families and help them understand the benefits of reading to their children
- Provide children with books of their own
- Promote the use of libraries
- Involve the entire community in building a culture of literacy.

With that in mind, we invite you to join the fun on October 2 and help build a culture of literacy that provides a strong base for success in school and in the work-place.

For more information, contact Connie at 315-539-1135 or via e-mail at [cgrichardson@rochester.rr.com](mailto:cgrichardson@rochester.rr.com).



# Healthy Living for the Common Good

As part of the UWSC strategic planning, collaborative efforts are underway to improve people's health from a healthy beginning, healthy eating, increased activity to a safe home and community.



Another aspect is to build awareness, access and use of preventative and necessary healthy services.

With thanks to our local Healthy Living Partnership, we have regular updates on issues around wellness to share. A new Physical Activity Guidelines for Americans from the US Department of Health and Human Services provides the most comprehensive recommendations ever and the new 'gold standard.' The government has raised the bar for physical activity levels and nobody's exempt -not even children or older adults.

Check out these websites for more information:  
[www.health.gov/paguidelines](http://www.health.gov/paguidelines) (physical activity guidelines)  
[www.letsmove.gov](http://www.letsmove.gov) (dedicated to raising a healthier generation of kids).

If you or someone you know does not have health insurance the Cancer Services Program provides no-cost mammograms, annual pap smear exams and routine colorectal cancer screenings.

You must be between 40-64 years old to qualify. Call toll free 1866-442-2262 for eligibility requirements.

## United Way is there helping...

With thanks to generous donors, the United Way of Seneca County's funded partners provide services that address the emerging needs of Seneca County. These funded partners provide a wide range of services and are governed by volunteer boards. Our work includes:

### Education

- Keeping young people on track through after-school programs and other enriching opportunities
- Preparing children for success through safe, secure and quality child-care programs
- Providing a strong base for success in school by focusing on early literacy and providing children with books of their own

### Income

- Helping families become economically self sufficient through financial literacy and educational workshops
- Meeting basic needs for individuals and families in need

### Health

- Promoting healthy living and access to health care by early detection and preventive care for all residents
- Providing opportunities and assistance to handicapped children and persons living with developmental disabilities
- Ensuring the survivors of rape, sexual assault and domestic violence receive confidential counseling

Because you care, because you **GIVE** to the campaign, **ADVOCATE** and **VOLUNTEER**, Seneca County is a better place for all!





# ANNUAL CHICKEN BBQ

## Campaign Kick-Off

### When:

Friday, September 24th  
3pm - 6pm

Pre-order your tickets online at [www.uwseneca.org](http://www.uwseneca.org)

Please pick up pre-orders before 5:15pm

### Where:

Pick up at:

Five Star Bank- Seneca Site

Corner of Rt. 414 and Rts. 5&20

Waterloo/Seneca Falls

### Cost:

\$8.00

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



United Way of Seneca County  
P.O. Box 623  
Suite 215, Main Street Shops  
Waterloo, NY 13165