

2020 ANNUAL REPORT



United Way Board of Directors took on the role of 2020 Campaign Chairs

Front row: Mary Beth Leeson, Lynn Marinelli, David Gould, Renee Jensen, Jeffrey Pirozzolo

Middle row: Kim Emperato, Beth Rabuano, Jack Hardy, Thomas Ganey

Back Row: Shawn Butler, Meg Vanek, Jason Curtis, Jacquilyn Dmytrenko

Missing: John Birmingham, Michelle Hubbard, Michael Quill Jr., Tracy Verrier



United Way
of Cayuga County

United Way Updates

BOARD RECOGNITIONS

This year, we say thank you and farewell to three Board of Directors Members:

Board President, **David "Dave" Gould** joined the United Way in 2011—that same year, he and his wife Suzanne chaired the annual Campaign and raised \$1.2 million. Since 2012, Dave has served as a member of the Campaign Cabinet and Board Development Committee. Dave became chair of the Board Development Committee in 2016 until elected President and was a member of the Executive Committee in 2019. Dave plans to continue serving as a member of the Campaign Cabinet and Board Development.

Former Board President (2016 - 2019), **Lynn Marinelli** joined the United Way in 2013. Lynn served on both the Investment and Administration & Finance committees throughout her tenure. Since 2016, she has been a member of the Executive Committee.

Prior to serving on the Board of Directors, **Jeffrey "Jeff" Pirozzolo** joined the United Way as a member of Campaign Cabinet in 2013 and plans to continue serving in this role. In 2015, Jeff joined the Board of Directors followed by the Fund Distribution & Agency Relations committee in 2016. Jeff became Secretary, Chair of Board Development, and a member of the Executive Committee in 2019. Jeff plans to continue serving on Campaign Cabinet, Fund Distribution & Agency Relations, and Board Development.

We are also saying goodbye, good luck, and happy retirement to our Executive Director, **Karen Macier**. Joining us in 2016, Karen has been instrumental in strengthening relationships with community and business partners. Through her leadership, the United Way established the annual Nonprofit Summit, Countywide Personal Care Drive, 21 Day Equity Challenge, and much more. During her five years, Karen helped the organization raise more than \$4,040,000 to support Cayuga County residents.

CAYUGA COUNTY COVID-19 Community Task Force



United Way led the Cayuga County COVID-19 Task Force and convened key organizations, businesses, and individuals to develop a report and provide recommendations to the county to enhance our community's response to the pandemic. Read the interim report on our website.

In April, your United Way partnered with Central New York Community Foundation's Cayuga Community Fund to form the Cayuga County COVID-19 Fund to provide rapid and responsive relief grants to 28 nonprofits serving Cayuga County residents.



CAYUGA
COMMUNITY FUND



The annual Countywide Personal Care Drive was consolidated into a one-week effort with 38 participating businesses and organizations from October 16th - October 24th. The drive ended with four drive-thru locations in Cato, Auburn, Union Springs, and Moravia where 26 volunteers collected, sorted, and boxed donated items. This year's drive

On Friday, October 2nd we concluded our Virtual Campaign Kickoff Week with a drive-thru lunch at the Springside Inn. Front Row: Beth Rabuano, Meg Vanek Back Row: Flora Dailey, Michelle Barber, Christine Bickal, Jeffrey Evener



collected 2,958 personal care items that were distributed to 14 food pantries, soup kitchens, and homeless shelters. (Rachel Baldwin and Sue MacDavitt at Terry's Food Mart, Cato)

Mission Statement

To improve the lives of all Cayuga County residents by mobilizing the caring power of our community.

2020 United Way Staff

Karen A. Macier, CFRE
Executive Director

Julisa J. Stone
Marketing & Campaign Coordinator

Sandy Sheridan
Administrative Assistant

Judy Lepak, Anne Mosley
Office Volunteers

Vision Statement

The United Way of Cayuga County is the community leader in creating positive impact in the lives of our residents. We convene collaborative efforts between businesses, governments, individuals, and nonprofits to strengthen the community effectively and efficiently, develop and direct philanthropic resources for the common good, and ensure the critical human services needs of all community residents are met.



2020 Board of Directors

David Gould, *President*
Renee Jensen, *Vice President*
Mary Beth Leeson, *Treasurer*
Jeff Pirozzolo, *Secretary*
Lynn Marinelli, *Past President*

John Birmingham
Shawn Butler
Jason Curtis
Jacquilyn Dmytrenko
Kim Emperato
Thomas E. Ganey

Jack Hardy
Michelle Hubbard
Michael Quill, Jr.
Beth Rabuano
Meg Vanek
Tracy Verrier

Dear United Way Supporter:

It is both an honor and pleasure to be elected your new Board President. As I reflect on the past year, I am thankful for you, our neighbors, my fellow board members and volunteers, as well as community and business partners. During the pandemic, our community came together to support, love, and help one another. We are truly grateful for your unfaltering support and if I were to identify a year that exemplified what it means to "Live United", it would be 2020.

At the onset of the pandemic, your Board of Directors established the COVID-19 Response Fund to help local nonprofits adapt and continue serving those in need. Your United Way convened business partners to establish the Cayuga County Task Force to help enhance our community's response and recovery. Volunteers collected almost 3,000 hygiene products for local food pantries and soup kitchens. With your support—we raised \$708,787 to fund critical programs and services in the areas of education, health, income stability and safety net needs.

Thank you.

While we have a lot of great things ahead of us, I do want to recognize those who we said goodbye to at the Annual Meeting in March. Thank you, Dave Gould, Jeff Pirozzolo, and Lynn Marinelli for your years of service to the United Way and Cayuga County. Also—congratulations and happy retirement to our former Executive Director, Karen Macier.

As we continue to rebuild, your United Way is well positioned to meet the everchanging needs of Cayuga County and her residents. We have welcomed a new Executive Director, Kathryn Dennis, as well as six new Board members—all of whom bring great ideas and hopes for the future of the United Way and our community. Our 2021 Campaign Chairs, Team NUCOR, have already put together their Cabinet and plans for the fall are underway. We are excited to begin strategic planning to better serve our neighbors and friends and we look forward to hearing from you.

Thomas E. Ganey
2021 Board President



United Way of Cayuga County, Inc. BALANCE SHEET & PROFIT AND LOSS

December 31, 2020

ASSETS

Current assets:

Cash and cash equivalents	\$ 759,761
Pledges receivable, net of allowance	393,586
Prepaid expenses	2,503
Deposits	1,800

Total current assets 1,157,650

Equipment:

Equipment	4,809
Less: Accumulated depreciation	(959)

Total equipment 3,850

Investments 2,092,424

Total assets \$ 3,253,924

LIABILITIES AND NET ASSETS

Current liabilities:

Accounts payable and accrued expenses	\$ 1,104
Allocations payable	74,704
Designations payable	21,125

Total current liabilities 96,933

Net assets:

With donor restrictions:

Time/purpose

693,881

Without donor restrictions:

Board designated

2,092,424

Undesignated

370,686

Total without donor restrictions

2,463,110

Total net assets 3,156,991

Total liabilities and net assets \$ 3,253,924

REVENUE

Campaign revenue, net of uncollectible pledges

\$ 613,035

Program income

37,749

Donations in kind

6,431

Designations from United Ways

29,739

Net investment income

267,758

Miscellaneous income

24,109

Total revenue

978,821

EXPENSES

Allocations

\$ 415,541

Program service expense

27,280

Supporting services

259,428

Total expenses

702,249

Net operating gain

\$276,572

2020-21 Corporate Sponsors

PLATINUM SPONSOR

NUCOR Steel of Auburn
Cayuga Lake National Bank

SILVER SPONSORS

Tompkins Trust Company
Beardsley Architects + Engineers
MEDENT
Bo-Mer Plastics
Jacobs Press
Bouley Associates
Chemung Canal Trust Company

CORPORATE

Aversa Agency
Empower FCU

GOLD SPONSORS

Generations Bank
Savannah Bank

Our friends at **Midstate Mutual Insurance Company** at the Fifth Annual Flight Night hosted by our partners, **Prison City Pub & Brewery**. Between dine-in and take-out options, more than \$200 was raised! Left to Right: Michelle Shepherd, Jim Keating, Joann Robbins



Executive Committee members, Mary Beth Leeson, Renee Jensen, Jeff Pirozzolo, and Dave Gould accepted the City of Auburn's United Way Day proclamation on Friday, October 16th.



United Way of Cayuga County

2 State Street, Suite 2
Auburn, New York 13021-3625

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SPECIAL RECOGNITION:

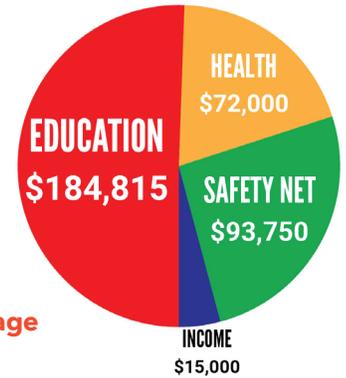
Special thanks to our community partners, **The Jacobs Press** for donating a portion of this Annual Report.

2020 Partner Agencies & Programs

Your gifts supported 27 programs within 18 Partner Agencies in the areas of education, health, income stability, and safety net needs.

- American Red Cross | **Blood Services, Disaster Services, Services to the Armed Forces**
- Auburn Public Theater | **Performing Arts Education**
- Auburn Rescue Mission | **Family Transitions**
- Auburn YMCA - WEIU | **Camp Y•Owasco, Preschool, School Age Child Care, Y•Pals**
- AURORA of CNY | **Social Work Services for People with Sensory Loss**
- Booker T. Washington Community Center | **After School Program K•6 & Teen Program**
- Camp Caspar Gregory | **Youth Camping**
- Catholic Charities of the Finger Lakes | **Emergency Assistance**
- Cayuga Counseling Services | **Clinic, Runaway Homeless Youth, S.A.V.A.R**
- Confidential Help for Alcohol & Drugs | **Clinic, Prevention/Intervention**
- Chapel House | **Homeless Shelter**
- E. John Gavras Center | **Trauma Informed School**
- Girl Scouts of NYPENN Pathways | **Girl Scout Leadership Experience**
- Literacy Volunteers of Cayuga County | **Adult Basic English, English as a Second Language**
- Longhouse Council, BSA | **Guiding Future Leaders**
- Perform 4 Purpose | **Fostering & Encouraging Youth Involvement in the Arts**
- The Salvation Army | **Emergency Services**
- Transportation Project of Cayuga County | **SCAT Van Services**

2020 FUNDING CATEGORIES



United Way of Cayuga County COVID-19 Response Fund

In March, your Board of Directors seeded a response fund with \$50,000 and began a mini-grant program. Additionally, 30 of your friends and neighbors contributed \$4,501 to the fund. As the pandemic unfolded, 15 mini-grants helped nonprofits purchase personal protective equipment, technology, food, and more.

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|-----------------------------|--|---|
| · Chapel House | · Loretto: The Commons on St. Anthony | · Cayuga Counseling Services |
| · The Salvation Army | · Auburn YMCA-WEIU | · Girl Scouts of NYPENN Pathways |
| · Auburn Hunger Task Force | · Mozaic | · Parkinson's Foundation, New York & New Jersey |
| · E. John Gavras Center | · Confidential Help for Alcohol & Drugs | · Westminster Manor |
| · CAP Cayuga/Seneca | · Lunches with Love Program (Holy Family Church) | |
| · Critical Support Services | | |

Thank You...

... to the individuals, families, organizations, businesses, firms, foundations, and trusts who helped us raise \$708,787!

To see our 2020-21 Donor List, please visit www.unitedwayofcayugacounty.org/recognition/

Phone: 315.253.9741 | www.unitedwayofcayugacounty.org

