

CENTRE COUNTY UNITED WAY 2026 Campaign Newsletter

ISSUE NO. 6 | SUMMER 2026



Welcome to Your 2026 Workplace Campaign!

Dear Campaign Coordinators,

Thank you for partnering with Centre County United Way. Workplace campaigns are one of the most powerful ways our community comes together to create lasting change. They bring employers, employees, and United Way together around a shared purpose—mobilizing our community to action so everyone can thrive.

As your Corporate & Community Partnerships Manager, I'm grateful for the opportunity to support you throughout your campaign. Every workplace is different, and there's no one-size-fits-all approach. Whether you need campaign materials, presentation support, employee engagement ideas, or simply someone to brainstorm with, I'm here to help make your campaign a success.

Today, many of our neighbors are working hard to move forward. Somewhere in Centre County...

- A working parent is stretching every paycheck to cover groceries, housing, and healthcare.
- A child is starting the school day hungry and struggling to focus in the classroom.
- A young adult is searching for the education, training, or opportunity that can lead to a stable career.
- A family is rebuilding after an unexpected crisis, looking for the support they need to regain stability.

But they don't have to face those challenges alone. Together—with our community partners and supporters like you—we're connecting people to opportunities that strengthen financial security, improve health, expand youth opportunities, and build a more resilient Centre County.

Every campaign. Every volunteer. Every donor. Every act of generosity moves our community forward.

Because, United is the Way™.

With gratitude,
Jera Harter

Corporate & Community Partnerships Manager



**“ IN 2025, YOUR GENEROSITY
HELPED RAISE \$1.21 MILLION
TO CREATE OPPORTUNITIES
FOR EVERYONE TO THRIVE IN
CENTRE COUNTY. ”**

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Campaign Recognition

Support Levels & Recognition



We're thrilled to offer you the chance to spread the word about your support with our new Campaign Badges! These digital assets feature your organization's name, the campaign year, and your support level. In 2023, we also introduced window clings for physical locations. Check out our website with a dedicated section honoring your support. Visit us at: ccunitedway.org/corporate-donors.

**Didn't receive your 2025 recognition?
Contact us so we can update our mailing records!**

	FRIEND Friend level offers valuable support with contributions starting from \$250 up to \$999.
	PROMOTER Promoter level encourages active participation with contributions between \$1,000 and \$4,999.
	ADVOCATE Advocate level showcases generous contributions ranging from \$5,000 to \$9,999.
	CHAMPION Champion level signifies exceptional support with total contributions exceeding \$10,000.

Thank You 2025 Corporate Donors



CHAMPION

Total Giving:
Exceeds \$10,000

Wegmans

Minitab®

McQuaide
Blasko ATTORNEYS AT LAW

PNC



HERSHEY

RESTEK 40 YEARS

Geisinger

ALEXANDER
A BUTZ FAMILY COMPANY



ADVOCATE

Total Giving:
\$5,000 - \$9,999

Kish Bank
Nationwide - Mike Karstetter
Arize Federal Credit Union
Chemcut Corporation

First National Bank
SCASD
The Arc of Centre County



PROMOTER

Total Giving:
\$1,000 - \$4,999

WestPenn Power
Weis Markets
Doty & Hensch Insurance
Centre Property Innovations
CVIM
Boyer & Ritter LLC
Foxdale Village
R. H. Marcon, Inc.
Centre County YSB
Borough of State College

State Employees
Four Springs Vet Clinic
Strawberry Fields
KBB Realtors
CDFC
Babst Calland
CCRRA
Air Products & Chemicals
Centre Care
Housing Transitions

Centre County Gov.
Park Forest Preschool
CNB Bank
Target 1288
Toftrees Resort
SCCLT
CCUW Staff
Penn State Health
Centre Concrete Company
Miller Kistler & Campbell



FRIEND

Total Giving:
\$250- \$999

Ahold Financial Services
Cen-Clear
Keystone Payroll
PSFCU
State Farm - Cindy Evcic
Timberland Federal Credit Union
Avery Dennison
Avail Technologies
Centre Care Volunteers
UPMC

Blue Cross/Blue Shield
Enterprise Rent-A-Car
Stahl Sheaffer Engineering
State College Spikes
Fiore, Fedeli, Snyder, Carothers
GitHub
ExxonMobil
Fulton Bank
Koch Funeral Home
State College Food Bank

Lyons Kennels
Mariner Wealth Advisors
McCann Wealth Strategies
Reliance Bank
Caterpillar
Centre Safe
Delta Airlines
Torron Group
Jersey Shore State Bank

Tips and Best Practices

Evergreen Campaigns!

What is an Evergreen Campaign?

An evergreen United Way campaign allows employee pledges to automatically renew each year, continuing for the duration of an employee's service—unless they choose to change or end their contribution. No need for employees to re-enroll annually. No more restarting from scratch. Just ongoing, meaningful support that sustains community impact year after year.

Why Make the Switch to Evergreen Giving?

✔ Less Administrative Work

- Reduces need for paperwork and re-enrollment
- Streamlines HR and payroll processes
- Simplifies coordination company-wide

♥ Sustained Community Impact

- Ensures consistent, reliable funding for programs supporting youth opportunity, financial security, healthy communities, resiliency in Centre County
- Empowers CCUW to plan long-term solutions, not just short-term responses

📍 Convenient for Employees

- Set it and forget it—pledges continue seamlessly
- Flexibility—increase, decrease, or stop at any time
- Promotes a giving culture without constant asks

What Employers Are Saying:

"We've saved dozens of hours in administrative work and our giving levels remain strong year-round. Evergreen pledging has been a win for our company and our community."

- Champion Level Campaign Coordinator

How to Implement an Evergreen Campaign

- Revise Employee Pledge Forms: Include an "evergreen" option or default.
- Clear Communication: Inform employees that pledges continue unless modified.
- Payroll Coordination: Set up automatic, ongoing deductions.
- Recognize Ongoing Donors: Celebrate them as workplace champions.

CCUW will assist your team with tools, templates, and onboarding support to make this transition smooth and effective!

Ready to Go Evergreen? Let's Collaborate.

Contact us to start or schedule a meeting to tailor a plan for your workplace. **Together, we can strengthen Centre County—today and every day.**

Centre County United Way

CAMPAIGN: BEST PRACTICES

Tips for successful fundraising initiatives

ENGAGEMENT PLAN	CAMPAIGN STRATEGY
Engage the CEO or Senior Management Ensure that the vision of top leadership shines brightly upon the initiative.	Follow Up Many people don't donate simply because they aren't asked! Collect all pledges, regardless of current contributions, ensuring everyone has the opportunity to participate.
Recruit a Committee Gather a diverse assembly from all tiers for seamless management and communication.	Keep Them Giving Midway through your campaign, compare this year's donor list with last year's to identify non-pledgers. Personally thank contributors and create a follow-up strategy for those who haven't responded.
Promote and Publicize Set forth a clear goal to ignite the spirit of participation. Utilize United Way resources to educate employees.	Thank Everyone! Celebrate Success Express sincere gratitude to all who supported the campaign. Share the total amount raised and the employee participation percentage. It's essential to show gratitude for everyone's contributions.
Host a Kick-Off Event Inspire enthusiasm through the visible support of leadership. Collaborate with the United Way to bring in a motivational speaker from a partner agency to showcase the impact of your efforts.	Get a Jump on Next Year Convene with your team and United Way staff to evaluate the campaign. Discuss successes, challenges, and strategies to enhance next year's efforts.

Visit our Campaign Resource Center for more tips and tools.
www.ccunitedway.org/campaign-resource-center

Resource Center & Campaign Pages

Visit our [Campaign Resource Center](#) on our website for all campaign needs! You'll find downloadable forms, flyers, sample campaign links, and more. Create a personalized Campaign Page for your company to accept credit card donations and track progress in real-time, which has been shown to increase participation.

Don't forget to request QR Code Cards to effortlessly guide employees to your campaign page!

Welcome to your 2023 United Way Workplace Campaign!

ALEXANDER B. BUTZ FAMILY COMPANY

In 2022, thanks to the generous spirit of Centre County residents, businesses, and Penn State, 36,027 of our neighbors benefited from programs funded through Centre County United Way donations. People from all over Centre County had access to programs that focus on Education, Financial Stability, and Health. Roughly 1 in 4 Centre County residents have been touched by a United Way Funded Program. All thanks to the caring individuals like YOU!

2023 Alexander Building Cam

As a 2022 Champion level supporter, Alex cares deeply about our community and is proud to support Centre County United Way. We hope you'll join us in making a difference in our community by providing solutions for our community.

Campaign Resource Center

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2026 Events

Preview of 2026 Events*

June 10, 2026 - 2026 Campaign Kickoff
July - December 2026 - Workplace Campaigns Run
September 21, 2026 - Penn State IT Golf Tournament
October 1, 2026 - Day of Caring in partnership with Kish Bank
November 1, 2026 - United Wins Cash Calendar Sales Start
December 6, 2026 - Taste of the Town
December 18, 2026 - Workplace Campaign Reporting Due
January 1 - 31, 2027 - United Wins Cash Calendar Raffle
January 31, 2027 - 2026 Campaign End Date
February TBD, 2027 - Campaign Celebration

*accurate as of 08/07/2026 may be subject to change



United Wins: The Give & Win Calendar

Give a gift that lasts! For \$25, buy a United Wins Cash Calendar and get 10 chances daily in January to win cash prizes based on the PA Pick 4 drawing. Proceeds support Centre County United Way, helping over 40,000 residents access resources.

Organizations can sponsor for \$100, enhancing community fundraising. Enjoy 31 days with 310 chances to win, benefiting both you and the community!



Sustaining Sponsorships

We are thrilled to offer an annual opportunity featuring multiple events, allowing your brand to gain visibility, engage with a diverse audience, and showcase your community involvement. Scan the code or visit our website for more information.



Sustaining
Sponsorships

Our Team



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Volunteer Opportunities

We take pride in our "Community Owned and Led" campaign, seeking engaged volunteers for all levels. Join us for business outreach or participate in community-led Funds Distribution. Contact us to learn more!

Connect with Us



@CENTRECOUNTYUNITEDWAY



Sign up for our
newsletter!