



# LIVE UNITED

## IMPACT ON THE LOWER SHORE

ADVANCING HEALTH, EDUCATION,  
AND FINANCIAL STABILITY

## 2021 Community Impact Committee Pivots Process & Maintains Dedication to Stewardship

Many UWLES supporters are familiar with several of our nonprofit partner agencies who offer services ranging from disaster assistance to youth enrichment to mental health counseling. Each year, a special group of volunteers work with our staff and dedicate over 1,100 hours to do the work of allocating UWLES' Community Impact funds to those Lower Shore partner agencies.

This August, the group – called the Community Impact Committee, or CIC—spent two days discussing the needs of our Lower Shore community and making strategic decisions to help meet those needs. The pandemic resulted in new considerations, both in how the Community Impact process was implemented, and how to address issues in the community, including many exacerbated by COVID.

The site visit is a crucial (and favorite!) part of the partner agency application process. It is a chance for CIC members to get a real feel for how an agency fulfills its mission on a daily basis, and it gives the agency partners the opportunity to welcome guests and share points of pride about their facilities and operations. Like so many gatherings in 2020, site visits were conducted virtually. Partner agencies rose to the occasion and found engaging ways to share their sites and programs including videos, slide shows and live client testimonials. The CIC participated in 29 virtual site visits over four weeks.

The CIC's two-day decision making session was conducted in-person thanks to the help of partner agency MAC, who



provided their very large meeting space, allowing the team to practice social distancing while reviewing applicants' information. The session was led by Vice Chair of Community Impact Dr. Dennis Killian, who has served on the UWLES board since 2017. Killian is Vice President of Clinical operations at TidalHealth

Members of CIC are important stewards of donor dollars, and this responsibility is considered in each step of the process. While the immediate work of the committee concludes with the August session, Community Impact is front and center year round as UWLES works with partners throughout the year to help strengthen their capacity and help our neighbors. We look forward each year to seeing our agency partners put the funding into action, creating meaningful change in the areas of health, education and financial stability.

### CIC By the Numbers

1100+ Hours Committee Time  
184 Site Evaluations Filed  
116 Cups of Coffee  
63 Hours of Virtual Site Visits  
24 Committee Members  
24 3-Inch Binders  
19 Pounds of Fruit  
4 Pet Appearances  
0 Major Technological Disasters, but Countless Technical Blips!

Bringing you up to date community information from the region's largest healthcare provider.



### Inside

UWLES Board Members	2
Financial Stability	3
Campaign	4-5
Health	6
Education	7
Message from Our Leadership	8

# UWLES Board Members

## Reflections from UWLES Board Service

### Pete Bugas, UWLES Director 2010-2020



To say that being a part of United Way of the Lower Eastern Shore in various capacities has been an honor and a privilege does not aptly describe the profound impact this organization has had on my life. Beginning as a member of the Board of Directors, it was clear this was not only a very well run nonprofit, but also an absolute lifeline to countless individuals in our community.

For many years on the Board, my role was primarily to share the word in Dorchester County about the incredible impact of UWLES, and to show other companies and organizations how they could help join this righteous effort in our lower four counties. It is easy to be passionate about UWLES because of the vast reach of the partner agencies

and programs they support and the direct programs they provide. They watch every single penny that others so kindly give, and it's an easy sell once they hear about it.

I became the Board President after some years on the Executive Committee, and more importantly, after being on the incredibly rewarding Community Impact Committee – an experience that everyone needs to go through. It was very moving to meet the agency leaders who wake up every single day and do nothing but think of ways to help others. Experiencing how our time and money has a direct impact on those in need simply makes you a better person, and drives you to want to do more.

The UWLES Board membership gives you all of that, and so much more. The relationships you build with other Board members, and the first-class leadership of UWLES, lasts for decades. I'll proudly wear my LIVE UNITED shirts wherever I go, and I hope you do as well.

## Thank You to Our Outgoing Board Members!

Pete Bugas - DS Smith

Connie Strott - The Law Firm of George Strott

Jim Hartstein - The Insurance Market

Mike Wood - Pepsi Bottling Ventures

visit [www.uwles.org/Board](http://www.uwles.org/Board) to meet the 2020-2021 Board of Directors

### Jim Hartstein, UWLES Director 2010-2020



As we move into September, I will be ending my service term on the Board of Directors of United Way of the Lower Eastern Shore. Since 2010, I have been serving our United Way, in one capacity or another, and it has absolutely been one of the pleasures of my life.

I believe that our United Way serves as the perfect microcosm for what makes the Lower Eastern Shore of Maryland such an amazing place to live. I have found the Board and staff of our United Way to be kind, resilient, fair, down-to-earth, and, above all, compassionate; just like the members of the communities that it serves.

During my 10 years on the Board, we have had highs and we have had lows, but what has remained constant is the unwavering commitment to the highest levels of stewardship. As I reflect on this commitment to stewardship, I am reminded of the hundreds of passionate

debates, held at United Way offices, to determine the courses of action which would have the most positive impact on our community. Were we always right? Probably not. However, I do know that each one of those debates was firmly grounded in a spirit of serving this little piece of heaven that we are all blessed to call home. Knowing that this level of discourse happens regularly has convinced me that a gift to our United Way is still one of the most efficient ways to give in our community.

There is no doubt in my mind that our United Way, and the nonprofit community at large, will continue to have challenges in the future. But, as our United Way and the larger nonprofit community has already proven, they are a resilient bunch. I am proud to have had the opportunity to serve the Board, staff, and donors of UWLES. My family and I will continue to support our United Way as long as we are able and I encourage all of you to as well. LIVE UNITED!

## LIVE UNITED Response Fund Update

As of 8/15/20 we have awarded 21 grants to partners. To learn about the organizations who have been awarded funds visit: [www.uwles.org/LIVEUNITEDResponseFund](http://www.uwles.org/LIVEUNITEDResponseFund)

**"The Worcester County Developmental Center** is very fortunate to have received COVID-19 emergency funding from UWLES. Due to the virus, we have been forced to suspend our day program. Thirty-four of our day program clients live in our residential homes and have had to quarantine for the past three and a half months. Without their daily activities and training, our clients would quickly lose the skills they learned and many would be prone to depression," said Jack Ferry, Executive Director. "We brought additional residential staff into the homes to provide training and lessons to keep them engaged and involved at home. The funding we received from the United Way LIVE UNITED Response Fund helped provide the additional staff who worked with our clients."

**"Girl Scouts of the Chesapeake Bay** is very thankful to all the donors who contributed to the LIVE UNITED Response Fund. Your contribution is providing the necessary funding to help us safely reopen Camp Sandy Pines in Fruitland and our office in Salisbury, through the purchase of cleaning supplies, face masks, hand sanitizer, and other items to ensure the safety of the girls and volunteers when they return to the properties," shared Denise Eberspeaker, Development Director. "During this pandemic, we are committed to keeping girls socially connected through virtual opportunities and providing high quality activities they can do at home. Girl Scouts remains committed to providing the best leadership experiences for girls that emphasizes courage, confidence, and character."

Darlene Taylor, Executive Director of **It Takes a Village** said, "The support from the UWLES LIVE UNITED Response Fund has been fantastic! Because of this emergency funding, we can continue to support our more than 60 at risk youth with activity packets every week. Packets include fun learning activities to keep their minds sharp, including reading and math materials, a fun craft or STEAM activity, and a snack! Parents love it, and students really look forward to getting their packet each week when we deliver it to their mailbox or doorstep. We are so grateful to United Way for their support of this important activity that helps to keep our students engaged and learning!"

## Financial Guidance in a COVID World

Virtually everyone has felt some degree of financial impact from the COVID-19 pandemic. If you're uncertain about how to adapt after taking a financial hit, Bank of America's Better Money Habits has some helpful advice.

First, be sure to take advantage of any government help that is offered. This could come in the form of suspending payments on loans and mortgages. Check with your loan or mortgage service provider to see if you can get an interest free deferment. File for unemployment if you have lost your main source of income. Under the CARES Act, even individuals who are self-employed may be eligible for unemployment benefits.

Second, reach out to your creditors and let them know how your finances have been impacted. Your creditors may include utility companies, credit card issuers, landlords, and companies that finance auto loans. Most utility companies and over 100 cable/phone companies have agreed not to terminate service for customers who are unable to pay. For renters, many cities and states have halted evictions due to impacts of the coronavirus. Credit card issuers may suspend reporting so that any missed payments do not have a negative effect on your credit report.

Third, create a budget, or review your budget if you already have one. Look over your statements to see what unnecessary expenses can be trimmed. If you are paying a monthly subscription fee for a service that you aren't really using or no longer need, cancel the subscription.

Fourth, explore your options for emergency cash. This includes loans, credit cards, a home equity line of credit if you're a homeowner, and/or life insurance policies. Do so as a last resort, however, as these are all forms of credit and the amount you have to pay back will be greater than what you borrow. Set up a savings account so that if you are in a financial bind in the future, you will have a cushion of money to support you when times get tough. Ideally, your emergency fund should have 3-6 months' worth of expenses.

Remember, you're not in this alone! The key is to providing clear communication about your circumstances with those who are in a position to help. If you have more questions, visit [www.BetterMoneyHabits.com](http://www.BetterMoneyHabits.com) for free resources.



## 2019-2020 UWLES 75th Anniversary Recap

Like most things in 2020, our 75th Anniversary Campaign was not quite the one we had planned! The health and economic crises related to the pandemic severely impacted our fundraising plans and caused the cancellation of our end-of-year celebration. But throughout the year, our community of partners, individual donors and workplace campaigns continued to pledge their support in meeting the increasing needs of our most vulnerable neighbors. Last September, we kicked off our campaign at Salisbury University with their generous support. For the first time in many years, our campaign had two co-chairpersons: Marty Neat and

Chris Perdue. These gentlemen lent their voices to advocate support for the tens of thousands of lives impacted annually by the programs United Way funds and directly provides.

During this campaign year, many organizations found creative, engaging ways to encourage employees to give but also enjoy activities together. As much as the workplace campaign is designed to encourage payroll deductions and ways to give, it also serves as a way to bring associates together for team building, fellowship, comradery, and just plain fun. TidalHealth held a burger and hot dog cookout that had record setting sales. Hudson Behavioral Health had

week long activities including trivia, silly yard games and a costume contest. Piedmont Airlines held their annual Jet Pull competition at airport locations across their footprint and held an inaugural golf tournament yielding over \$23,000.

With activities like these, special events, corporate & foundation gifts, and pledges from thousands of donors, our community raised over \$2M. Please mark your calendar for our annual meeting January 14th, as with any luck we will see you at UMES to share more about our 75 years of local impact!



The annual Campaign Kickoff was held at Salisbury University where donors, volunteers, and partners came together to launch our 75th campaign.



Thank you to Chris Perdue of Perdue Farms and Marty Neat of First Shore Federal, our 75th Anniversary Campaign Co-Chairs.



Tabatha Milligan of Perdue Farms won the 75th Anniversary Diamond Watch Raffle provided by Kuhn's Jewelers.

**NEED HELP? DIAL 2-1-1**



**Get Connected. Get Help.™**

**CALL OR TEXT YOUR  
ZIPCODE TO 898-211**

**24 HOURS A DAY, 7 DAYS A  
WEEK, IN OVER 180 LANGUAGES**

**VOLUNTEER TODAY!**



United Way of the  
Lower Eastern Shore

**GET CONNECTED  
VOLUNTEER CENTER**

[www.ShoreGetConnected.org](http://www.ShoreGetConnected.org)

# TOGETHER WE LIVE UNITED 2020-2021

## Campaigning in New Ways

Nonprofits face challenges every day to serve our most vulnerable populations. In the current climate, even as we practice and adhere to social distancing guidelines and protocols, the need for services continues to increase. The programs United Way provides and supports through our partners are more critical than ever. Together, we can continue to help our neighbors on the Lower Shore as they struggle to make ends meet, keep their families healthy and

adapt to learning & working in new ways.

UWLES is pivoting to provide various workplace campaign platforms this year. In addition to expanding giving options, we are providing virtual campaign presentations through ZOOM, and recorded presentations for workplaces to utilize. Additionally, campaign coordinator toolkits and materials, including ideas for workplace campaign virtual events are expanded online. While

communication will continue through standard formats and our quarterly newsletters, we will increase our social media presence and video messaging.

Fundraising and events will see exciting changes as we will include virtual formats and ways to engage through Facebook Live, YouTube, outdoor events and more. Please follow us online or text TOGETHER to 26989 to get updates and engage with us in new ways!



## Giving Goes Virtual at Work & Home

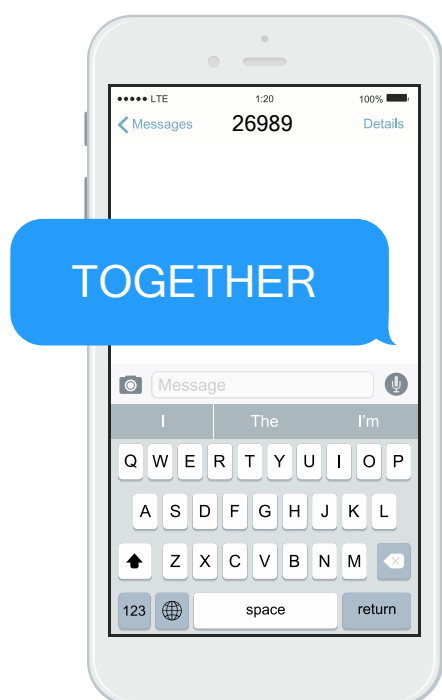
When you give to UWLES, gifts of any size create big impact for 1 in 3 of our neighbors. We are excited to introduce some new, easy and convenient ways to give.

Want to give through your workplace campaign? You can do so by paper form at work or participate online in minutes with your company's own workplace campaign portal. Go to [uwles.org/employeeecampaign](http://uwles.org/employeeecampaign) to opt in online or get more info.

Looking for little ways to give big? Now, you can choose to grow your gift with monthly giving and our new Round Up options! Round up turns

your spare change from any store or online purchase into an easy and affordable gift using any linked debit/credit card!

Go to [uwles.org/donate](http://uwles.org/donate) and choose One Time, Monthly or Round Up for more information or to get started. You'll get a free and secure account to track your impact, update preferences or monthly limits, and access receipts. Want to go mobile? Text TOGETHER to 26989 to easily give and receive text updates from UWLES, too! Thanks for all the ways you LIVE UNITED to create big change in our community!





## FamilyWise Prescription Savings

UWLES, along with other United Ways nationwide, partners with FamilyWise to provide access to affordable prescription medications in order to ensure greater health and financial stability. Did you know that nationally this partnership has helped 11 million people save more than \$1 billion on prescriptions? In 2019 alone, the overall savings in the four Lower Shore counties equaled \$244,405!

FamilyWise is a free program that discounts prescription medications, regardless of your insurance coverage. They have negotiated fair drug prices directly with major pharmacies like CVS, Walmart, and Walgreens. They then pass the savings on to our members, free of charge. On average, FamilyWise can save 45% on prescription drug costs, for FDA approved medications and even some pet meds! To start saving with FamilyWise, simply show the savings card when you fill a prescription at a participating pharmacy. The discount will be automatically applied to the retail price of the drug.

There are three ways to access a free FamilyWise discount card

- Visit [www.uwles.org/familywise](http://www.uwles.org/familywise) and download the pdf
- Text "family" to 700700 to receive a card on your phone (message and data rates may apply)
- Download the free FamilyWise app from the Apple Store or Google Play, which has helpful tools you can use every day.



## Wellness Made Easy is Helping the Lower Shore

By: Dr. Kathryn Fiddler - VP of Population Health at TidalHealth



Nearly 88% of all Americans lack adequate health literacy skills. That is almost all of us, lacking the necessary skills to make sense of health information and services or provide health information and services to others. Poor health literacy leads to increased use of the emergency department, lack of understanding about medicines, medication errors, and higher mortality as well as other poor outcomes. The outcomes related

to poor health literacy is estimated to cost our country over 100 billion dollars a year in unnecessary health care costs.

Disappointingly, lack of health literacy directly relates to disparities in health equity. Health literacy is more likely to impact older adults, racial and ethnic groups other than whites, people with incomes at or below the poverty level and other disadvantaged groups. As part of a community effort, United Way, TidalHealth, libraries across the Lower Shore and other partners are working to improve health literacy and health equity for

our community.

We are collaborating on a health literacy initiative, "Wellness Made Easy". This comprehensive program is connecting in person, print, website & mobile app education, and other support resources for everyone in our community. The goal is to reduce disparities in health equity and support community members in building their health literacy – so everyone can live healthier. Be on the lookout for more information on these resources in the coming months and check out Wellness Wednesdays on UWLES' social media, too!

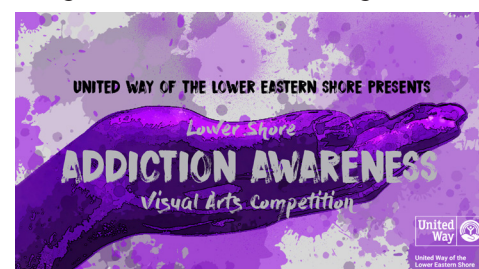
## Lower Shore Addiction Awareness Visual Art Competition

The Lower Shore Addiction Awareness Visual Art Competition is an annual contest hosted by UWLES in partnership with Maryland Opioid Operational Command Center, the Health Departments of Wicomico, Worcester, Somerset and Dorchester Counties, and the Joan W. Jenkins Foundation. Each year, middle and high school students in the four Lower

Shore counties create original works of art that interpret the theme of addiction and recovery.

This year, due to COVID-19, we moved the competition to an online format where participants submitted their work digitally for judges to consider. Participants were asked to focus their works on the theme of Hope for Recovery. Awards were

issued to winners in each county at the middle and high school levels. Please check out the students' creative and insightful work at [uwles.org/art](http://uwles.org/art).



## How UWLES Impacts Education

By: Dr. John Gaddis -Superintendent of Somerset County Public Schools



As a Pre-K through Grade 12 educational system, we are always looking for opportunities to partner with nonprofits in any way that will benefit our students. These partnerships which we are able to create truly strengthen the overall educational programs that we are able to offer all of our students. In fact, these programs often become an integral part of the school systems program and course offerings.

Many times, due to the lack of funding at the local and state level,

enrichment, after school activities, summer programs and intervention programs are not available for our students. This is where an organization like the United Way of the Lower Eastern Shore is so important to school systems. By being able to bring a program, with content and volunteers, to a specific school or an entire system, an opportunity is created for students to grow on a variety of levels. Whether it is an academic reading program or a girl's running club, students are given the opportunity to find success and grow academically, socially, mentally and emotionally. The bonds they create with the volunteers last a lifetime and

truly make a difference for students!

In the past we have seen a wide variety of gains on multiple student indicators of success. High quality programs impact students in a number of ways. Many times, we just look at academics, but there is so much more that needs to be done. Students have multiple barriers to success, many that begin with a general lack of trusting relationships. If nothing else improves, involvement with nonprofits shows our students that there is another group of people that cares about them. What a great way for them to feel!

## UWLES Honors 5,000th Imagination Library Graduate

Each month since Summer 2012, Dolly Parton's Imagination Library and UWLES mail thousands of books to children in Dorchester, Somerset, Wicomico and Worcester Counties. The program is available to all children from birth to age five, regardless of income.

Children who are exposed to reading books from a young age are statistically proven to achieve better literacy skills and are more prepared for school when they begin kindergarten. When a child reaches their fifth birthday, they "graduate" from the Imagination Library program and receive a special book appropriately titled *Look Out Kindergarten, Here I Come*.

This month marked a very special milestone for UWLES – we had our 5,000th Imagination Library graduate: O'Maji Dawson from Cambridge Maryland! We had the opportunity to celebrate the occasion with O'Maji and present him with some school supplies and books at his future

school – Sandy Hill Elementary.

O'Maji's mom, Shanina Legette, told us how impressed she has been with the program. "I bought a book for

beloved children's author/illustrator, Eric Carle.

You can help provide this vital program for children – for only \$26 you can sponsor a child for a full year of free books! To learn more, donate, or register your child(ren) under age five for Imagination Library program, go to [www.uwles.org/imaginationlibrary](http://www.uwles.org/imaginationlibrary)



O'Maji – he opened it up and started reading some of the words all by himself!" O'Maji's favorite book that he received from Imagination Library was *The Very Hungry Caterpillar* by



**Register or Sponsor a Child for Imagination Library online at [uwles.org/imaginationlibrary](http://uwles.org/imaginationlibrary)**

# LIVE UNITED

IMPACT ON THE LOWER SHORE

## United Way of the Lower Eastern Shore

803 N. Salisbury Blvd, Suite 2100  
Salisbury, MD 21801  
410-742-5143

### “Be the Change You Wish to See in the World” – Mahatma Gandhi

CHANGE. This is apparently the theme of 2020 that no one asked for, but here we all are, facing the challenges that change brings and trying to find a “new normal.” They’re significant and can be overwhelming. From stability changes at home, work, and school (or all of these), to learning how to protect our families’ health and mental wellness, and standing up to face the lack of change in society which brings injustice and inequity, everyone is affected.

A quick online search brings countless quotes about handling change. Many of them inspiring, and the quote above is a personal favorite, a reminder that positive change starts with each of us and we can make a difference.

Often through shared hardships come shared purpose, and I feel we are experiencing that today across the Lower Shore. Folks are coming together even while apart – whether it’s local governments, health systems, educators, nonprofits & businesses collaborating to meet community needs, or family & friends pitching in to help each other, or neighbors from all backgrounds sharing their voices to remove barriers and build equality – in many ways, we are united and empowering positive change.

But we can, and must, do more and UWLES is here to help. Did you know? United Way’s ALICE® report, shows over 46% of local households struggle to make ends meet each month, even though they are working. The effects of COVID and racial inequity compound this problem further. But we can each do something – wearing masks, donating spare change, volunteering, sharing our voice in advocacy – to create a stronger community for everyone. It’s already happening in many ways, which makes me grateful to be part of our Lower Shore community and hopeful for tomorrow - where Together, we LIVE UNITED. Thank You for Being the Change.

Be Well, 

Pam Gregory | President & CEO

### STAY CONNECTED WITH UWLES

#### Share Your Voice:

##### Facebook:

@uwles  
@ShoreGetConnected  
@DineStayUnited  
@SUunitedway  
@uwlesEL  
@LowerShoreCoalition  
@UWLESWU



##### Instagram:

@unitedwayles



##### Youtube:

@UnitedWayLES

#### Raise Your Hand

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

Get Connected Volunteer Center:  
[www.shoregetconnected.org](http://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](http://www.uwles.org)

#### Call or Visit

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