

**F.M. KIRBY FOUNDATION SOLICITATION EVALUATION FORM**

**DATE:** October 27, 2017

**REQUEST DATE:** October 4, 2017

**Last grant acknowledgement:** Yes

**Program Area:** Human Services

**APPLICANT:**

United Way of Wyoming Valley  
2nd Floor  
100 N. Pennsylvania Avenue  
Wilkes-Barre, PA 18701

**CONTACT:** Mr. William M. Jones, President or Ms. Jennifer R. Deemer, V.P. of Community Impact

**PHONE:** 570-829-6711 x 230

**PAYEE OTHER THAN ADDRESSEE:**

**AMOUNT REQUESTED:** \$100,000  
Campaign

**NATURE OF REQUEST:** Toward the 2017 Annual

**GRANT HISTORY**

**LAST GRANT DATE:** 12/8/2016

**LAST GRANT AMOUNT:** \$90,000

**AFS DATE:** 11/19/2016

2012	\$100,000	12/14/2012	For: Support of traditional member agencies only
2013	\$100,000	12/16/2013	For: Support of traditional member agencies only
2014	\$100,000	12/15/2014	For: Support of traditional member agencies only
2015	\$100,000	12/11/2015	For: Annual allocations to community-based social service agencies and programs
2016	\$90,000	12/8/2016	For: Annual allocations to community-based social service agencies and programs

**See 10/26/17 and 6/26/17 general notes attached.**

**DLK COMMENTS:** See below.

**JFT COMMENTS:** I felt that the proposal was a little flawed this year and I contacted Jennifer Deemer, VP of Community Impact, for some clarification. Jennifer had contacted me in mid-September to advise me that their Vice President of Development (Nina Dei Tos) had left and she would be filling in for her until a replacement is hired. (They currently have a good candidate lined up to start in January.) Jennifer’s reply was a bit defensive, stating that info was found in the activities narrative of the request, but I beg to differ. Regardless, my email communication with Jennifer is attached and I did glean the information I was looking for (i.e. the literal components of the Campaign for Grade Level Reading, the outcome for GradNation, and the difference in distributed and allocated funds is \$85K uncommitted).

I receive quarterly newsletters via email that continually update me on activities. Bill Jones’ Times Leader Op/Eds are always inspiring. His last noted that he gives 60 to 80 presentations about their work in an attempt to solicit the support needed to help improve the odds of success for local children and families in need. Bon Ton’s Wilkes-Barre store campaign had 100% employee

**APPLICANT: United Way of Wyoming Valley**

participation. That's significant in that those employees are probably not making much more than minimum wage. Their Annual Report definitely complements the grant request.

The update on the strategic plan is not so good. It only reiterates what was originally created and approved in the past and restates the total funding for the impact areas and safety net programs. There are no outcomes reported or restated goals.

This United Way chapter still has an "old" feel to it even after the shift to the impact model. No mention of any "free tax preparation" as offered by UWNNJ. Can't imagine it's not a needed service. Our continued support for community-based social service agencies and programs still serves the purpose of "funding" organizations in the Wilkes-Barre area that we would otherwise not. I recommend the budgeted \$90K.

**WHB COMMENTS:** Apparently, we should cut Ms. Deemer some slack as she is filling in for her former colleague, Ms. Dei Tos, who left UWWV earlier this year. In general, there has been significant progress in terms of "outputs" with respect to most of the program elements that comprise the Campaign for Grade Level Reading. However, we need to provide some guidance and advice with respect to maintaining consistency throughout the narrative so that we, and in this case JFT specifically, do not have to ask for clarifications or information – for example: last year UWWV clearly and cleanly outlined the six school readiness goals followed by activity summaries for the corresponding "programs" which serve as the outputs to achieve improved outcome; that was not apparent this year and needs to be discussed.

Despite my criticisms, I support renewing a grant at \$90K. And, because there are enough differences in strategy and approach between the UWs we support, I would argue we should be willing to have UWWV present to our staff (not the board, at this point) as a way to have a better dialogue going forward.

**SDK COMMENTS:** Good follow-up, JFT. I actually like the approach they have taken with the "new" model and the operative language: "Poverty to Possibility" and focus on "...pathways to self-sufficiency." (I forget, did we ever encourage UWNNJ to reach out to UWWV on ALICE concept?) (**WHB reply:** Not directly, but we do know that UW National has encouraged all UWs to review ALICE. We should remember that ALICE is not an inexpensive tool and that getting underwriters is a greater challenge in some markets, of which I would think UWWV would be one. If you think we should "nudge" UWNNJ to reach out to UWWV, I am happy to do so. **SDK reply:** No, especially in light of your comments.)

I note that Kevin Rea from Wyoming Seminary has joined the Board. I agree with WHB about a staff team presentation in 2018. If we pursue, let's not mention to Jones that he bring along a Board member. I would rather see if they do that on their own initiative.

I had not noticed this previously, but interesting that on the cover page in bold it states: "Please remember the United Way of Wyoming Valley in your estate planning." Now that says something positive about the fundraising culture there.

# APPLICANT: United Way of Wyoming Valley

## FM KIRBY FOUNDATION

### Financial Statement Analysis

<b>Grantee Name:</b>	United Way of Wyoming Valley	<b>Date:</b>	<u>10/17/2017</u>
<b>Prepared By:</b>	DLK		
<b>Grant Request Amt.</b>	\$ 100,000	<b>Type of Financial Report Submitted</b>	<u>Audit</u>
<b>Recommended Amt.</b>	\$ 90,000	<b>Period Covered in Financial Report</b>	<u>FYE 6/30/16</u>
<b>Board Approved Amt.</b>			
<b>Audit Firm</b>	Kronick Kalada Berdy & Co.	<b>Date of Report Issuance</b>	<u>11/9/2016</u>
<b>Opinion</b>	Fair		
<b>Basis of Acctg.</b>	GAAP		

<b>Current Ratio (Liquidity Ratio/Working Capital Ratio)</b>	5.60	<b>Amount of Unrestricted Net Assets (Operating Reserve)</b>	\$ 3,298,812
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**Note:** A current ratio measures an organization's ability to pay short-term and long-term obligations. The higher the ratio, the more capable the organization is of paying its obligations. A ratio under 1 indicates that the organization's liabilities are greater than its assets.

Allocation of Functional Expenses		%	Must Read Financial Statement Notes
<b>A. Program Service Expenses</b>	\$ 1,463,276	64%	Ideally program expenses should be at least 70% of budget
<b>B. Management and General</b>	\$ 409,088	18%	
<b>C. Fundraising</b>	\$ 403,333	18%	
<b>D. Total Expenses</b>	<u>\$ 2,275,697</u>	<u>100%</u>	

### Comments/ Notes:

The budget for Fiscal Year 2018 forecasts a \$240K surplus. Revenues are targeted to increase by 7%, while expenses grow by 16%. The increase in expenses is due to the expansion of the DOH/HIV program and assumption of the housing coordination portion by UWWV. There was a surplus of \$678K as of June 30, 2016, which resulted in cash provided by operations of \$222K due primarily to the timing of payables and receivables. The organization had investments totaling \$12.4M, \$7.8M of which was the permanently restricted endowment portion. I see no red flags as a result of my review.

**APPLICANT: United Way of Wyoming Valley**

**DISPOSITION:**

- Rejection
- Hold for review on/about:
- Approval for: **\$90,000**
- Hold for Board Review
- Insert Information: **For: Annual allocations to community-based social service agencies and programs**
- Other:

Initials: AK

Date: 10/27/17

Check #: \_\_\_\_\_

Date: \_\_\_\_\_

## United Way of Wyoming Valley

### NOTES

**From:** Deemer, Jennifer [mailto:JDeemer@unitedwaywb.org]  
**Sent:** Thursday, October 26, 2017 9:17 AM  
**To:** Joann Tiefau <jft@FMkirby.com>  
**Cc:** Bill Jones <BJones@unitedwaywb.org>  
**Subject:** RE: questions

Good morning Joann – nice to hear from you. I'm delighted to answer any specific questions about United Way of Wyoming Valley's grant application.

First – we are fairly confident we included a copy of the Annual Report (it is newspaper-style and bulky). Our receptionist recalls it being part of the mailing packet. Regardless, I have attached a .pdf version for your convenience and we apologize for any confusion.

Please find the answers to your remaining questions below:

#### **Campaign for Grade Level Reading (C-GLR)**

As the lead staff person for United Way's C-GLR, I can talk about it all day long, but to answer your question succinctly, it is not part of our Allocation process and the programs we support are either managed by us or we contract with other providers on deliverables. For example: We manage the Dolly Parton Imagination Library and Real Men Read, but we contract the Imagination Station to the Wilkes-Barre Family YMCA. We receive funds from a variety of sources of funding to support many of these efforts including grants from the Dollar General Literacy Foundation, Staples, and most recently, the Weinberg Foundation. We do track outcomes as much as possible. We do track outcomes as much as possible (sic). Most of our C-GLR efforts are detailed in the Current Organization Activities Summary included in the grant application, if you have additional questions, please let me know.

Our 2016-2020 goals for the Campaign for Grade Level Reading in the areas of school readiness, attendance and summer learning are as follows:

Goal 1 (School Readiness): Increase the number of Wyoming Valley children enrolled in high quality child care/early learning programs and home visitation programs

Goal 2 (School Readiness): Increase the number of books available to Wyoming Valley children and their families

Goal 3 (School Readiness): Create and/or increase access to oral health and developmental screenings for young children

Goal 4 (School Readiness): Increase communication between early care providers and school districts

Goal 5 (Summer Learning): Increase the availability of high-quality summer learning opportunities designed to avoid the summer slide for at-risk Wyoming Valley children

Goal 6 (Attendance): Create an attendance awareness campaign to promote the importance of good attendance to reduce student absences

## **GradNation**

GradNation was a great day for United Way of Wyoming Valley. As the Activities Summary indicates, America's Promise Alliance selected us as a partner in their GradNation Community Summit Initiative, a nationwide attempt to raise graduation rates and decrease the number of high school dropouts. The Summit gave us an opportunity to spotlight our current work in the area of addressing high school graduation rates. More importantly, it provided a venue for meaningful dialogue around critical issues facing at-risk students. We had a dynamic and engaging keynote speaker followed by presentations from a youth panel comprised of students representing Wyoming Valley high schools. In addition we provided breakout sessions on four topics: Early Literacy, Family Engagement, Career Readiness, and Early Warning Systems. Following the event, the United Way was required to produce a post-summit action plan which would ensure follow-up on all of these topics, and in addition, to name an overarching goal for our collaborative efforts going forward. As you know, United Way has been focusing on Education, Health and Financial Stability issues around childhood poverty since our transition to a Community Impact Model more than 3 years ago. Most of our work in allocations is spot on and that was reaffirmed at the Summit. Our goal for post-summit plans mirrors our goal in our Education Impact Area: "To help at-risk children enter kindergarten ready to learn and move through school and beyond graduation with confidence." The path to graduation day begins at birth and that is why United Way is already investing in many programs that support very young children. We also adopted goals from our Campaign for Grade Level Reading. However, one additional goal that emerged out of GradNation is around the area of Career Readiness and Awareness. As a result, we are now partnering with our local intermediate unit on a program that is designed to motivate students to graduate by exposing them to job shadowing and other career exploration opportunities. This program has been greeted with much enthusiasm from our partnering high poverty school districts.

## **FY 17-18 Grants Made**

Regarding our grants made for FY 17-18, the list I provided totals \$1,390,011. An additional \$86,000 will be used to support Community Impact Initiatives. The Community Impact Initiatives Fund is used to provide support small programs or events that are aligned with our Poverty to Possibility movement, but do not require the type of grant management and oversight associated with larger grants made. Often times it is a one-time funding opportunity. An example of a recent community impact initiative includes our Early Childhood Transition Summit which is explained in the Current Organization Activities Summary. In the past, we have provided support for a school-based family engagement program in partnership with the Penn State Prevention Research Center of PSU, and local professional development opportunities/events. We hosted a poverty simulation with initiatives funding as well, and following GradNation, we were able to provide funding to a Career Awareness Readiness Program in partnership with the Luzerne Intermediate Unit. We have not fully committed the \$86,000 for FY 17-18 so unfortunately I am unable to provide you with a specific list of funded projects.

I believe that covers all of your questions, but would be happy to provide additional detail if needed.

We are incredibly thankful for the FM Kirby Foundation's continued support and partnership.

Jennifer

Jennifer R. Deemer  
Vice President of Community Impact  
United Way of Wyoming Valley  
100 N. Pennsylvania Avenue, 2nd Floor  
Wilkes-Barre, PA 18701  
(570) 829-6711 ext. 1235

[jdeemer@unitedwaywb.org](mailto:jdeemer@unitedwaywb.org)

**From:** Joann Tiefau [<mailto:jft@FMkirby.com>]  
**Sent:** Thursday, October 26, 2017 8:21 AM  
**To:** Deemer, Jennifer <[JDeemer@unitedwaywb.org](mailto:JDeemer@unitedwaywb.org)>  
**Subject:** questions

Hi Jennifer,

I hope all is well with you today.

I have a couple of questions regarding your current request for funds.

Regarding the Campaign for Grade Level Reading, what exactly is the UWWV doing to achieve success and how are you tracking progress? Annual allocations or program services?

What information was gleaned at GradNation last year? It's stated that "the day-long session examined local data and identified what's working and where challenges remain in the area's effort to prepare young people for success in and out of school." Were outcomes determined and plans made?

Under use of previous grant, it stated that more than \$1,474,000 was distributed to 36 social service programs. I broke it down as Education: \$624,196; Health: \$246,690; Financial Stability: \$35,000; Safety Net: \$484,125 totaling \$1,390,011. There's a difference of \$84,989 lower than stated. I don't want to micromanage but why the difference?

Also, there was no annual report included with the request as stated in cover page of the narrative. We did have one in our file but I wanted to let you know.

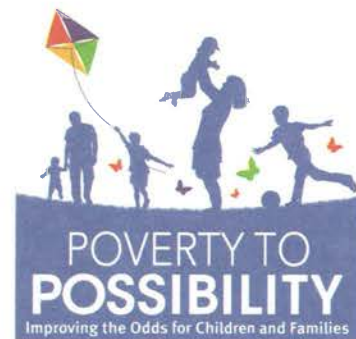
Please feel free to contact me if you have any questions or comments regarding the above. I look forward to hearing from you.

Best,

JoAnn



## United Way of Wyoming Valley



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

June 26, 2017

Mr. Dillard Kirby  
F M Kirby Foundation  
17 Dehart Street, P.O. Box 151  
Morristown, NJ 07963

Dear Mr. Kirby,

As the United Way of Wyoming Valley looks forward to the start of the 2017-18 fiscal year, I would like to share a couple of this year's accomplishments with you and give you a brief update on what I believe to be truly wonderful progress for the organization and the community.

First and foremost, thank you for your continued support of the United Way. As members of our Leadership Circle, you are among our largest individual donors and your commitment to the Wyoming Valley is significant and meaningful.

During this past year, we executed on a number of initiatives to address the issues of childhood poverty and advance our Poverty to Possibility agenda. In addition to our supporting dozens of programs through the allocations process, some of our highlights include:

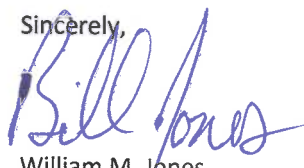
- Organizing a food packing event to prepare 60,000 meals for children in low income communities
- Convening the Grad Nation Summit, a community wide conference to address strategies to raise the high school graduation rates
- Receiving national recognition and inclusion in the Campaign for Grade Level Reading
- Growing our partnership with the Dolly Parton Imagination Library to reach 2,800 children
- Expanding our Real Men Read program within the Wilkes-Barre School District and into the Wyoming Valley West School District
- Conducting workshops on the impact of childhood trauma and hosting a powerful poverty simulation
- Celebrating our 25<sup>th</sup> anniversary of Day of Caring with one of the largest volunteer groups ever
- Developing the "Tag In" program to address summer learning loss

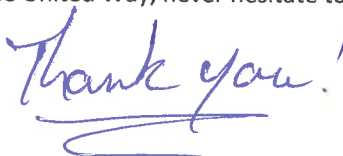
We have also secured funding sources to help address two of our community's most critical challenges: preventing the abuse and neglect of children as well as stemming the deadly tide of opioid drug abuse in the Wyoming Valley. You will hear more about both of these in the near future.

I truly believe the United Way of Wyoming Valley is taking a visible leadership role on issues that matter most to children, families and the community. While we are certainly driving change, we are only able to do so because of the support and encouragement we get from friends and donors like you. While there is always more to do, thank you for all you do for the United Way and our community.

If you ever have any questions about the work of the United Way, never hesitate to call on me. Have a great summer!

Sincerely,

  
William M. Jones  
President and CEO



Please remember the United Way of Wyoming Valley in your estate planning.