



FOR OUR FUTURE

UNITED WAY SPECIAL EDITION 2025

Healthy Communities • Youth Opportunities
Financial Security



UNITED WAY
Venango and
Titusville Region

Message from the President

Dear United Way Supporter,

As we approach the close of another campaign, I would like to extend my sincere thanks for your generosity and continued commitment to United Way. Your support plays a vital role in helping us respond to the challenges facing our community while also preparing for the needs of the future.



Amanda Hetrick,
President United Way

Our theme this year, "Teaming Up For Our Future" really reflects the process we have gone through in the past several years to create a regional United Way agency that cares for the people of Venango County and the Titusville Region. By teaming up, we are able to bring additional programming to the area and have really moved the United Way from a funding mechanism to a full service agency that has a complement of programs that fulfill unmet community needs. While programming has expanded between communities, I do want donors to be assured that your contributions can be designated to serve in your local area or even in specific programs of interest.

At the heart of our mission is the belief that everyone deserves the opportunity to thrive. By collaborating with organizations across our region, United Way works to ensure individuals and families have access to critical health, education, and financial stability resources. We serve as a bridge between those who want to make a difference and the programs that transform lives.

The United Way strategically invests in high-impact nonprofits, programs, and initiatives that create real change. Through these partnerships, we address immediate challenges while also working toward lasting solutions to help our citizens and communities build resilience.

The dedication of our Community Partners and the many friends of United Way is essential to success. Through our Annual Campaign, and because of generous supporters like you, United Way continues to make a meaningful difference for those who need it most. Thank you for standing with United Way and for believing in the power of collective action.

With gratitude,
Amanda E. Hetrick

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• Food & Clothing Rooms
Social Services:
• Life Skills
• PA WORKWEAR
• Cooking Counts!
• Parker Place
• Permanent Supportive Housing
• Low Income Apartments
Contact Visitation
Car Seat Loan Program

Home Meal Delivery
Venango Co. Active Adults Center & Satellite Senior Centers
Community Voices:
• Independent Monitoring for Quality
• Consumer/Family Satisfaction Team
Welcome Every Child
Parents as Teachers
Family Café
Woman's Outreach
Early Head Start: Crawford, Forest & Venango Counties

Baby Boxes
New Beginnings
Ages & Stages
Community Doula
Events:
Postal Food Drive
Friends for Food
Spirit of Giving
Adopt-a Family
Empty Bowls

Our Mission: To plant resources, grow opportunities and nourish hope for the future with the individuals and families we serve.

Dear Friends and Supporters



Will Price

Executive Director

As we complete our first year as the combined United Way of Venango and Titusville Region, I am thrilled to share that we are seeing tremendous results. Through the expansion of programs, tracking of community needs, and development of new impactful partnerships, we are making a real difference in the lives of residents across our region.

None of this work would be possible without the support and collaboration of individuals, businesses, and organizations throughout our communities. Together, we are building stronger, healthier, and more resilient neighborhoods for everyone.

Over the next two months, we will be wrapping up our annual campaign. I encourage each of you to do your part and support the needs in our community. By contributing to United Way, you are directly addressing critical needs and helping create meaningful change in the lives of your neighbors.

Thank you for being a partner in this work. With your continued support, we can ensure that every person in our region has the opportunity to thrive.

With gratitude,
Will Price

Mission Statement: The United Way of Venango and Titusville Region works to unify resources to create opportunities for our community to thrive.

Impact Statement: As an impact organization, United Way identifies the most critical health, education, and income needs of our residents and creates innovative solutions that lead to a stronger and more resilient community.

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NEW Center of Community Innovation

The United Way of Venango and Titusville Region is proud to announce the launch of the Center for Community Innovation, made possible through a three-year grant from The McElhattan Foundation. This new initiative is designed to empower local non-profits through resource development, capacity building, and strategic planning, creating a stronger, more resilient community for all.

The Center will be staffed with a Director and two grant writers serving the Venango and Clarion areas. Together, they will work closely with local agencies to expand funding opportunities, enhance operations, and improve outreach, providing hands-on support tailored to each organization's needs.

Non-profits in Venango and Clarion Counties will have access to specialized guidance in identifying grant opportunities that align with their missions. Services offered include one-on-one consultations, application support, grant management assistance (including financial tracking and reporting), and strategies to strengthen data collection for measurable outcomes.

"Many smaller organizations struggle to grow simply because they lack the internal support needed to expand their programs," said Will Price, President/CEO of United Way of Venango and Titusville Region. "Through the Center for Community Innovation, we step in as a partner—providing the tools, training, and resources agencies need to better serve their communities. We aim to bring new opportunities, foster collaboration, and strengthen funding pipelines in a more impactful way."

In addition, the Center will host workshops and training opportunities on topics such as strategic planning, succession planning, and program development. United Way will also offer free workshops in both Venango and Clarion Counties focused on resource development and grant management, helping local agencies strengthen their funding and reporting processes.

The Center for Community Innovation represents United Way's commitment to building stronger, more capable non-profits, ultimately creating lasting positive impact across the region.



Dolly Parton Imagination Library



United Way mailed out
151,391 Books
since April of 2014!

Since 2014, United Way of Venango County has proudly brought the Dolly Parton Imagination Library to children in Venango and Forest Counties. In 2019, this beloved program was brought to the Titusville Region. This impactful early literacy program provides one age-appropriate book each month to enrolled children from birth through age five—at no cost to families.

As of 2025, a total of 151,391 books have been mailed to 5,722 children across Venango and Forest Counties and the Titusville Region. Currently, 1,844 children are actively enrolled in the program, with 2,802 children having successfully aged out after completing the full program cycle. While participation is free for families, the program costs United Way approximately \$30 per child per year, funded through generous local donations, foundations, and grants.

Children eagerly anticipate receiving their monthly books, which support learning from early concepts like colors and shapes to skills that help prepare them for kindergarten. Children who remain enrolled for the full duration of the program receive 60 books, creating a home library before ever stepping into a traditional classroom and fostering a strong foundation in literacy.

In 2021, United Way of Venango County expanded the program through a partnership with Northwest Hospital Foundation, enrolling children born at UPMC Northwest. Families receive an application while still in the hospital, allowing children to be enrolled as early as possible. This initiative is made possible through funding from the McElhattan Foundation, which covers the cost of participation for a child's first year.



Serving Venango, Clarion, Forest & Eastern Crawford Counties

- ▶ Individual & Family Counseling Program:
 - Counseling for Individuals & Families
 - Alternatives to Violence
 - Anger Management
 - Supervised Visitation
- ▶ Drug & Alcohol Program:
 - Outpatient/Intensive Outpatient Treatment
 - In-Home Family Recovery
 - Certified Recovery Specialists
- ▶ Home & Community Services
- ▶ Family Foundations In-Home Mental Health Program
- ▶ PPC Violence Free Network & Shelter
- ▶ School-Based Behavioral Health Programs in OCASD:
 - The H.E.I.G.H.T.S. Program - grades K-8
 - O.C. P.R.E.P. Program - grades 9-12
- ▶ Venango Fatherhood Initiative
- ▶ Youth Connection

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Back to School: Hair Affair 2025

United Way of Venango County hosted its 7th Annual Back to School: Hair Affair in 2025, held August at five participating salons throughout the community. During this event, local stylists generously donated their time and talents to provide free haircuts to children and youth ages 4–18 residing in Venango County.

Participating salons included Brenda's Salon, Clark's Clippers, DC Salon, Razor's Edge, and Underground Beauty Lounge. In addition to haircuts, for the first time, students received a free pair of shoes, helping ensure they were fully prepared and confident heading into the school year.

In 2025, 89 students received free haircuts, school supplies, and shoes from 11 volunteer stylists, representing an estimated \$2,492 in donated haircut services, based on an average cost of \$28 per haircut. Since the program began, a total of 798 students have benefited from Back to School: Hair Affair.

This initiative plays an important role in helping students feel confident, comfortable, and excited as they return to school. By addressing both appearance and essential needs, the program eases the financial burden on families, especially those with multiple children, while supporting students' readiness to learn and engage with their peers.

School Care Closets

The School Care Closets program provides easy, on-site access to essential personal hygiene items and basic necessities for students across Venango and Titusville Region school districts. These closets are located within schools and are stocked with items students may not otherwise be able to access without parental assistance. Supplies include clothing, and personal hygiene products, all offered in a discreet and non-judgmental manner. Students are also able to obtain items for younger siblings and family members when needed.

United Way of Venango and Titusville Region coordinates two distributions each school year, one in the fall and one in the spring. Items are selected in collaboration with school administrators who oversee the closets daily and identify the most pressing needs. There are no income guidelines for accessing supplies, as United Way and school partners recognize that barriers to these essentials are not always financial.

In 2025, United Way expanded the program by hosting its first-ever community collection drive for socks and underwear, responding directly to needs identified by school administrators. These items are among the most frequently requested and least donated, making this new effort a meaningful addition to the program's impact.



During 2025, United Way provided the four local school districts and the Venango Technology Center with more than \$5,293 in supplies, ensuring daily access to essential items for approximately 2,250 students.

Summer Career Camps

The summer of 2025 brought the third series of United Way's Career Camps to Venango County. The camps are offered to any Venango County students in grades 6 thru 10. These free camps are held Monday thru Friday from 8AM til 4PM at Oil Region Campus – Venango Campus, and include breakfast, lunch, and snacks.

Enrolled students had the opportunity to participate in three weeks of camp, each themed around a particular career cluster. The career clusters showcased this year included agriculture, transportation, tourism/hospitality, STEAM (Science, Technology, Engineering, Arts, and Mathematics), public service, and hospitality. The goal of the Career Camps is to introduce students to the employment opportunities that our area has to offer and provide an inside look into industries they may be unfamiliar with but wish to explore in the future.



The camps not only focus on the primary career of interest but also highlight the other positions that make business operations possible. This year's camps served five local school districts and had a total of 32 participating students. The camps partnered with 35 different businesses for presentations and 30 on-site tours. Over the course of the six weeks, more than 75 careers were introduced to students.

In addition to touring businesses, campers participated in weekly projects designed to encourage teamwork, critical thinking, and the practical application of knowledge learned throughout the week.



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Our Roots Remain Deep

2025 Funded Programs

Healthy Communities Goal: Improving health and well-being for all

Health Impact Programs

- Family Service & Children's Aid Society - General Counseling *677-4005
- Northwest Hospital Foundation - Gifts for Patients *676-7920
- Venango Area Riding for the Handicapped - Therapeutic Horseback Riding *437-7433
- Venango County Association of the Blind - Life Skills Enhancement *676-1876
- YMCA - Totally Water *677-3000
- YWCA - Health & Fitness *676-6528
- Hospice of Crawford County- Bereavement Services *333-5403
- Titusville Area Senior Citizens Corporation- Congregate Meals *827-9134
- Titusville Regional Literacy Council- Adult Education *827-0543

Youth Opportunity Goal: Helping young people realize their full potential

Youth Opportunity Impact Programs

- Family Service & Children's Aid Society - Youth Connection *677-4005
- The Salvation Army - The Sal Center *676-4056
- Venango County Association of the Blind - Prevention of Blindness *676-1876
- Venango Training & Development - Summer Jobs *676-5755
- Oil City YMCA - Youth Volunteer Program *677-3000
- Youth Alternatives - Snack & Study *676-5785
- Titusville YMCA- Round Two Summer Program *827-3931
- Titusville YWCA- Fun Factory *827-2746

Financial Security Goal: Creating a stronger future for every generation

Financial Security Impact Programs

- Community Services of Venango County - Mobile Food Pantry *676-5011
- Emmaus Haven of Venango - Renewed Living *428-5282
- Family Service & Children's Aid Society - PPC Violence Free Network *677-4005
- St. Elizabeth Center - Hungary Center *677-0203
- The Salvation Army - Mobile Meal Center *676-4056
- The Salvation Army - Pathway of Hope *676-4056
- The Salvation Army- Emergency Financial Assistance *412-463-3166
- Associated Charities-Utility Assistance *827-6613
- Titusville YWCA-Housing and Supportive Services *827-2746

United Way Programs

Back to School: Hair Affair	Career Counselors	Enrichment Program
Summer Career Camps	Drive to Thrive	Marketing Strategist
Education Services Specialists	PA 2-1-1	National Night Out
The Imagination Library	Success by 6	School Care Closets
Center for Community Innovation	Venango Connect	Focus on our Future
Center for Financial Independence	VITA	Community Garden
Property Tax/ Rent Rebate Program	Too Small to Fail	Pre-K Scholarships
Volkstadt Scholarship		



Youth Enrichment Program

The Youth Enrichment Program provides financial assistance for students to participate in school-sanctioned activities.

The program aims to help parents with the increasing costs of getting their children involved in sports and other peer activities. These activities are not only imperative for the students' physical health, but also to build social skills and team-building abilities.

The grants can cover any associated costs for activities including; sports, band, choir, and even graduation. Parents can apply once a year and receive up to \$250 which can be used towards one venture, or used multiple times throughout the year. Approval of the grants is based on the ALICE income guidelines produced by the United Way of PA which fall above the Federal Poverty Level.

In 2024, United Way provided \$5,447 in financial assistance to 44 students. This aid covered a range of needs, including caps and gowns, musical instruments, essential sports equipment, and activity registration fees.

Parents, caregivers, and educators can apply online at unitedwayvc.org. Students must attend a Venango County school district.



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Thriving in the Venango Area

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Drive to Thrive

United Way, in collaboration with the McElhatten Foundation and Galaxy Federal Credit Union, is proud to announce the launch of an innovative Drive to Thrive Program aimed at transforming transportation access for local families. This new initiative is providing affordable and reliable vehicle financing, helping individuals overcome transportation barriers to enhance employment opportunities.

For many families in our community, reliable transportation is a critical but often unattainable necessity. Without access to dependable vehicles, individuals face challenges in securing employment, attending educational programs, and accessing essential services. The Drive to Thrive Program seeks to address this issue through car loans that are specifically tailored to the needs of those who may not qualify for traditional financing. A committee composed of professionals from human services agencies and workplaces consider applicants based on more than just their credit history.

Three applicants have been approved so far this year. The cars they were able to purchase have allowed them to improve their financial stability through increased access to employment and enhance their lives by giving them reliable transportation. Financial literacy courses and ongoing case management from United Way staff ensure the participant is supported and offered tools to improve their financial well-being for the long term.

Referrals to the United Way Drive to Thrive Program can be made through employers or by calling United Way at 817-676-6545. Qualifying individuals will need to be Venango County residents, be currently employed, and agree to financial planning and budgeting courses. Selections will be based on the ALICE income guidelines (Asset-Limited, Income-Constrained, Employed), which focuses on residents making over the Federal Poverty Guidelines but still struggling to meet their basic needs.

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Success by 6

Success by 6 is a six-week pre-kindergarten program designed to give young children a strong start before entering kindergarten. The program provides an introduction to a classroom environment where students can develop academic, social, and emotional skills in a supportive setting. Students are selected by their school district during kindergarten registration and receive free transportation to and from the program, which is held at their local school. Breakfast, lunch, and snacks are provided at no cost to families.

Throughout the six weeks, children receive instruction from certified teachers in key areas including reading, math, language development, and social and fine motor skills. Students are assessed at the start and end of the program, and schools have seen measurable growth, with average score improvements of 2.8 points out of 26.

In 2025, United Way supported Success by 6 classrooms in Oil City Area School District and Valley Grove School District, serving a total of 27 children. Beyond academics, the program emphasizes emotional regulation, social interactions, and behavioral skills, helping children feel confident and ready to thrive in a formal classroom setting.



LIVE UNITED 



CALL FOR VOLUNTEERS

CASA OF VENANGO COUNTY IS LOOKING FOR
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-Judge Oliver Lobaugh



United Way Center for Financial Independence —

At the United Way of Venango and Titusville Region, our mission has always been clear—to support our neighbors when they need it most. Through our Center for Financial Independence, that mission continued in 2025 as we provided direct and immediate help to families facing financial hardship.

In 2025 alone, we were able to assist 368 of neighbors with essential needs such as rent support, utility payments, and access to food. These services offered stability during moments when families were at risk of losing their homes, having their heat disconnected, or going without meals. Each individual served represents a moment of relief and a chance for stability.

But meeting immediate needs is only the beginning.

We expanded our efforts by offering financial counseling and individualized guidance to address the underlying challenges many households face. Through budgeting support, debt navigation, goal setting, and ongoing case management, our team worked side-by-side with clients to build long-term financial confidence. Our goal is not simply to solve today's crisis, but to help prevent tomorrow's.

In addition to direct assistance and financial coaching, the Center for Financial Independence achieved several key milestones that strengthened the economic health of our communities:

- Completed Property Tax/Rent Rebate applications for 152 households, increasing local household assets by a combined total of \$91,751.78.
- Administered Pre-K Scholarships for children attending Fun Factory and Tiny Footsteps, ensuring families had access to safe, quality early childhood education.
- Provided direction and referral support, helping families connect with additional community organizations and resources that could further assist them beyond their initial needs.
- Total impact directly to residents in the region was \$154,927

Every number represents a person. Every service represents hope. And every success is shared—made possible because of committed partners, donors, and community members who believe in supporting one another.

Together, we are building a stronger, more financially secure future for all our neighbors—one family, one success, and one step at a time.

David's Garden *Growing Together with United Way*

The David Garden, supported by the United Way of Venango and Titusville Region, is a community-focused initiative designed to provide fresh, healthy produce to local families while promoting education, wellness, and community engagement. The garden offers a hands-on opportunity for residents of all ages to learn about gardening, nutrition, and sustainable practices, fostering a deeper connection to the local food system.

Produce grown in the David Garden is shared with local families in need, community programs, and food pantries, helping to address food insecurity and support a healthier community. Beyond providing fresh fruits and vegetables, the garden also serves as a gathering place where volunteers, families, and community members come together to grow, learn, and strengthen neighborhood bonds.

Through the David Garden, the United Way of Venango and Titusville Region demonstrates its commitment to improving the quality of life in the region by addressing basic needs, promoting healthy lifestyles, and fostering opportunities for education and engagement.



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The official registration and financial information of United Way of Venango County may be obtained from the PA Department of State by calling toll free within PA 1-800-732-0999. Registration does not imply endorsement.

On behalf of our fourteen Partner Agencies we

THANK YOU!

If you would like to contribute to the 2025 United Way Campaign, please use the pledge card above or visit our website at www.unitedwayvc.org. Thank you for your support!

United Way of Venango & Titusville Region Offers Free Tax Help Through VITA

The United Way of Venango and Titusville is once again providing free tax preparation services through the Volunteer Income Tax Assistance (VITA) program. Available to low and moderate income individuals and families, the service helps clients file their federal, state and local tax returns at no cost with trained IRS-certified volunteers.

Since its launch locally, over 4,000 community members have benefited from free tax help through the United Way VITA program. By maximizing refunds and ensuring eligible tax credits are claimed, the service generates a significant financial impact for households, last year returning \$1,393.90 on average per family — a vital boost that helps pay bills, save, and invest in essentials like housing and transportation. Families also saved \$73,500 in tax preparation fees last year.

Appointments are available each tax season on a first come, first served basis. For more information or to schedule a free tax preparation session, contact the United Way office.



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United Way Career Counselor

HELPING STUDENTS WITH CAREER CHOICES

The United Way Career Counselors play a vital role in helping students bridge the gap between school and career. By creating personalized plans tailored to each student's goals, they provide guidance and support that empowers students to explore career paths and make informed decisions about their future.

Working closely with school counselors and under the direction of building principals, the Career Counselors lead career readiness programs, classroom activities, and individual coaching sessions for students in grades 7–12. Their work ensures that every student has access to meaningful career exploration opportunities.

As of the 2025–2026 school year, United Way supports two Career Counselors serving four school districts: Allegheny-Clarion Valley, North Clarion County, Oil City Area, and Titusville Area. In 2024 alone, the counselors engaged with students more than 3,000 times, offering one-on-one support, classroom workshops, and group sessions.

The counselors introduce students to local career opportunities, help build resumes, coach interview skills, and conduct mock interviews workshops with professionals from the community. They also connect students to resources for college or technical school financial assistance.

Through their dedicated work, United Way Career Counselors help students gain confidence, knowledge, and practical skills to successfully navigate both their academic and career journeys.



National Night Out

With help from major sponsor UPMC Health Plan, United Way was able to fund eight National Night Out Events throughout Venango County in 2025.

National Night Out is an annual community-building campaign that promotes strong police-community partnerships to make our neighborhoods safer, more caring places to live and work. Nationally observed on the first Tuesday in August, these gatherings involve local residents organizing food, games, and activities within their small neighborhood communities.

To hold an event, interested individuals must apply for funding through the Grove, Venango County Human Services HUB, and the City of Titusville.

During the events, first responders interact with children and adults to create personal connections and instill a sense of security in local neighborhoods. They provide a positive platform for police and residents to come together and establish a resilient and supportive community.

Over 1000 community members attended National Night Out events in 2025.



PA 211 – CONNECTING RESIDENTS TO HELP WHEN THEY NEED IT



PA 211 is a free, confidential, 24-hour information and referral service that connects Pennsylvanians with the health and human services available to help. In 2025, over 2,500 Region residents received referrals, with the most common requests involving housing, utilities, and employment.

United Way of Venango and Titusville Region launched PA 211 locally in January 2017. Since then, it has helped thousands of residents access assistance programs tailored to their specific needs. To date, more than 11,500 referrals have been made to Venango County residents.

PA211 Resource Navigators are specially trained to listen, assess each situation, ask the right questions, and connect callers directly to services that address their needs. Referrals can be delivered verbally, sent via text, or emailed—giving residents the option that works best for them. Navigators also address underlying issues that may impact overall quality of life, ensuring more comprehensive support.



PA 211 can be reached by dialing 2-1-1, texting your ZIP code to 898-211, or visiting pa211nw.org. For real-time referral updates and current top community needs, visit pa.211counts.org.

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Education Services Specialist

United Way is providing six Education Services Specialists to local school districts in 2025. The school districts include; Cranberry Area School District, Oil City Area School District, Titusville Area School District, and Valley Grove School District.

The specialists are licensed social workers which allows them to follow up with parents and directly handle crises. They provide students with group counseling sessions, social and emotional lessons, and one-on-one meetings. Group sessions are focused on grief counseling, social skills, making friends, and self-esteem, anxiety, and anger management.

The specialists use professional techniques to identify and remove non-academic barriers to learning, fostering an environment conducive to academic success. They empower parents and students by providing information to access community services and offer consultations where students need it the most.

In 2025, the Education Services Specialists had a total of 6,316 interactions with students and there were 1,981 weekly check-ins with specific students. Throughout the four school districts, 196 students in grades first through ninth attended some type of group session.



Save-the-Date
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United Way
United Way of Venango County

Get Connected Venango

Get Connected is an online platform for agencies and individuals to connect with volunteer needs and opportunities. This database, venangoconnect.org, allows agencies to list their volunteer needs while allowing individuals to search within their specific interests. Volunteer needs may be ongoing, such as free meal preparation, or for a one-time special event. Agencies may categorize their needs in different areas which then notifies potential volunteers who have selected those areas of interest. Individuals may also select preferred non-profits and receive a notification when these agencies register a new need.

Recently, a mobile app called Causer was created. The addition of the app is a great way to enhance user experience and streamline the software. It makes the software more accessible and easier to utilize.

United Way staff manages the database to ensure the information is up-to-date and accurate. Currently, there are 50 agencies registered with 42 active needs. There are also 246 volunteers listed who are looking for volunteer opportunities that fit their interests.

All local not-for-profit organizations are welcome to utilize Get Connected, as well as residents of all ages interested in volunteer opportunities. The website is free for both agencies and individuals and allows both parties to track time and participation history.

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One Minute On United Way

United Way of Venango and the Titusville Region works to unite resources and create opportunities for our local communities to thrive. As an impact-driven organization, United Way identifies the most critical needs of residents—focusing on healthy communities, financial security, and youth opportunities—and develops innovative solutions that strengthen and empower individuals and families.

This work begins by listening to those who know the community best. United Way gathers insights from volunteers and community members who live and work throughout Venango County and surrounding areas. These perspectives guide how community resources—including donor contributions—are invested to achieve meaningful, measurable impact. United Way funds high-quality programs and continually monitors them to ensure they are delivering results.

While historically focused on fundraising, United Way has evolved to address community needs more directly through its own programs and strategic partnerships. Today, United Way of Venango County and Titusville Region (UWTR) funds 29 programs across 22 partner agencies, in addition to 18 internally operated programs, serving thousands of local residents each year.

Importantly, 99 percent of all funds raised remain in the community, ensuring that donations directly improve the lives of residents in Venango County and the Titusville Region. By listening to local concerns and responding strategically, United Way continues to advance the common good and build stronger, more resilient communities.

Marketing Strategist

The Marketing Strategist initiative is a collaborative effort among ten local non-profit organizations, with the position hosted by United Way. This initiative is designed to strengthen the outreach and visibility of participating organizations by implementing innovative marketing strategies that support their missions and expand their impact. The Marketing Strategist is responsible for developing and executing comprehensive marketing plans, conducting branding analyses, creating impactful campaigns, and advancing content creation capabilities.

The ten participating non-profits in this partnership include: CASA of Venango County, Community Services of Venango County, Emmaus Haven of Venango, Innovation Institute for Tomorrow, Keystone SMILES, Sugar Valley Lodge, The Pointe, Venango County Association for the Blind, Venango Training & Development Center, and Youth Alternatives.

As we kick off the fourth year of this partnership, the collaboration continues to demonstrate the value of a centralized Marketing Strategist. United Way provides a unique opportunity for local agencies to address marketing gaps, leverage professional expertise, and sustain a full-

time marketing role that might otherwise be challenging for individual organizations to maintain independently.

Focus On Our Future

United Way of Venango County's Focus on Our Future (FOOF) collaborative brings together local agencies, service providers, and community members who are committed to improving the quality of life throughout Venango County. The bi-monthly lunch meeting provides a forum for sharing information, learning about community needs, and strengthening coordination among organizations serving local residents.

Each meeting features a presentation followed by open discussion, allowing participants to exchange ideas, stay informed about changes in services, and identify opportunities to better support individuals and families. By fostering collaboration, FOOF helps ensure that community resources are used effectively and responsively.

Meetings are held on the second Thursday of every other month, with lunch beginning at 11:30 a.m. and the presentation starting at noon. Locations alternate between Franklin and Oil City to make attendance accessible to participants across the county.

FOOF meetings are free and open to anyone in the community who is interested in local service coordination and community improvement. To help offset the cost of future meetings, United Way requests a small donation from those who choose to participate in lunch.

To RSVP or for additional information, contact foof@uwvenango.org.

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