



# United Way Eagle Award

## Announcement



2020-09-09: Mr. Gary Gordon and the Brandywine Heights Area School District have been awarded the United Way's Eagle Award! This prestigious award symbolizes the highest standard of excellence in courage, tenacity and dedication. These qualities, which typify the spirit of America, also characterize the outstanding companies which sustain comprehensive support of the United Way. The Eagle Award honors these companies.

Listed below are highlighted accomplishments of the Brandywine Heights Area School District's collaboration with the United Way:

- Mr. Gary Gordon has led the BHASD United Way campaign since 2010
- Mr. Andrew Potteiger has served on the UW Campaign Cabinet since 2016
- Over the past 10 years, employee campaign contributions have increased 143%
- Over the past 10 years, employee participation has increased 33%
- In 2019, the BHASD experienced a participation rate of 64.25% - the highest within Berks County Schools/Colleges/Universities
- In 2019, the BHASD experienced an all-time record setting campaign = \$28,846

What is the impact of \$28,846 for our children/youth?

- **Subsidizes 16** weeks quality childcare/preschool during non-traditional hours so essential workers can continue to help the community and provide for their family
- Allows **80 youth** participate for a year in after school programming offered in a safe environment that supports academic success, promotes citizenship & encourages a healthy lifestyle
- Assists with providing developmental screenings for **20 children** & connect families to early intervention and parent education
- Support participation of **85 children** in a summer learning program to help avoid "summer slide".

Eagle recipients are selected based on an evaluation of sustained campaign achievement, as well as the organization's overall support of United Way and the annual campaign through proven techniques, programs, sponsorships and campaign practices, such as:

- CEO endorsement of workplace campaign
- Support of key programs such as the Loaned Campaign Specialist and Loaned Campaign Accountant Programs
- Participation in the annual Campaign Planning Workshop
- Support of a workplace Leadership Giving Program
- Encouraging year-round communication and engagement activities within the workplace
- Support of sponsorships and events

The Brandywine Heights Area School District is incredibly proud of these accomplishments as we all work hard to give back to our community! These accomplishments would not have been made without the exceptional leadership of both Mr. Gary Gordon and Mr. Andrew Potteiger, who lead by example and are always willing to help those in need. Congratulations to these leaders and to the entire Brandywine Heights Area School District family!

