What's Your 100?

Kicking off its 100th birthday celebration, United Way of York County is challenging community members to find their 100 – from donating 100 books to giving $100 or volunteering 100 hours.

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In 100 years, United Way of York County has changed countless lives.

Old newspaper clips show smiling volunteers working to improve their community. Faded ledgers show money that provided food and shelter or launched new programs.

While the history is rich, the work of United Way of York County is never about the past. It’s about helping York Countians have a better tomorrow.

That’s what Kevin Schreiber and C. Kim Bracey want to convey as the 2021 Campaign Chairs.

While Schreiber serves as President and CEO of the York County Economic Alliance and Bracey served as the 24th Mayor of the City of York, PA, they’ve come together once again in their careers to ask each of us, “What’s your 100?”
From committing 100 volunteer hours to donating $100 or designating 100% of your Campaign gift to the United Way of York County Impact Fund, Schreiber and Bracey challenge everybody in York County to find their 100.

“When our community works together, we can accomplish really amazing things,” Bracey says.

While each 100-themed goal may be small to an individual, the combined effort can make an impact in our community, Schreiber says.

“York County residents have an incredibly resilient spirit,” he adds. “As we continue to emerge from a pandemic that has challenged so many facets of our community, let’s work together to come out of it stronger.”

100 Books

The Koplitz family will collect and deliver 100 children’s books to United Way of York County’s #yorkreads initiatives. (Photos by Paul Chaplin for Our York Media)

A family mission: Andrew Koplitz remembers first hearing about the work of United Way of York County in a workplace campaign presentation. Each year that has followed, he’s committed a little more to making an impact – from donating more to volunteering more and today, by getting his family involved.

As the Associate Vice President, Treasury Management Business Development Officer at PeoplesBank, A Codorus Valley Company, Koplitz has lent his financial skills and community connections to furthering the mission of United Way.

But, he says, he knows it’s just as important that he carries those values home to his three children: Landon, 6; Zander, 4; and Peyton, 2.
“My wife, Nicole, and I believe a spirit of giving is something that can be passed down through generations,” he says. “We want them to be brought up in an environment where giving back isn’t just something you’re supposed to do, but that it becomes part of their character.”

In a home filled with books, Koplitz explained to his kids that not everyone has a shelf full of stories to read. Having age-appropriate books in the home is one way to stay on track to reading proficiently by the end of 3rd grade, which is one of the earliest indicators of long-term school success, according to United Way. For many low-income families, there are often zero age-appropriate books in the home.

For the Koplitz family, finding their 100 seemed like a given: They will collect and deliver 100 children’s books to United Way of York County’s #yorkreads initiatives.

“Because we’ve been involving our kids in projects like this, we’re starting to see them ask, ‘When can we help someone next?’” Koplitz says. “That’s incredibly important to me. These are simple ways we can engage them to be lifelong givers.”

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A business that cares: When the rest of the world felt like it was shutting down because of COVID-19, Elsner Engineering Works Inc. in Hanover was picking up speed. The company designs and manufactures machinery, including a machine that produces disinfecting wipes.
The company needed to ramp up to meet the demand and grew from 100 to 140 employees in the past year. With busy production lines, they haven’t forgotten what’s important to them: Making their community better.

“As an organization, we find as many ways as possible to give back to the community, and I know our employees are looking in their own way for those times when they can give back,” says Lynneah Smith, Human Resource Manager at Elsner. “United Way of York County provides a meaningful but accessible way for our employees to give back.”

In honor of United Way of York County’s centennial, Elsner is aiming for 100% employee attendance for their company’s workplace meetings, in which United Way of York County shares outcomes and stories from programs funded through the Impact Fund.

“The message that United Way shares during those meetings is so important,” Smith says. “They explain the why of what they do and the mission behind the campaign. Those real-life examples of the impact we can have in someone’s life means so much.”

With a mission to impact the lives of millions of people, Elsner sees United Way of York County as another opportunity for their employees to make a difference in their own neighborhoods.

What’s your 100?

Whether it’s creating a workplace competition to collect 100 food items or increasing your payroll contribution by $100 per pay period, there are many ways you can find your 100. Need ideas or want to share what you’re doing? Check out more information from United Way of York County.

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