



**UNITED WAY**  
Southern Tier



**ANNUAL REPORT**  
**2024-2025**

## A NEW CHAPTER FOR UNITED WAY OF THE SOUTHERN TIER

United Way of the Southern Tier turned the page on a new chapter in 2024-2025 as longtime president and CEO Stephen M. Hughes retired after nearly 17 years of dedicated service and Maleaha R. Smith became the organization's leader.

Smith, who was named president in January 2025 and CEO in April 2025, is the first woman to head the organization since its inception in 1993. She joined United Way in 2015. Her roles in United Way have spanned operations, data analysis, and marketing.

"I am truly honored to lead United Way of the Southern Tier as we collaborate with our community partners to build pathways for individuals and families to succeed," said Smith.

"Together, we will continue to tackle the most urgent needs in our communities and work toward a brighter and more promising future for all."

With a background in business and nonprofit management, Smith has spent years honing her skills in business development, marketing, and strategic planning within the local nonprofit sector.

"Maleaha's dedication, expertise, and vision make her an outstanding choice to lead United Way," said David Walker, United Way of the Southern Tier Board Chair 2023-2025. "We are excited to collaborate with her and her team to continue making a positive impact across our region."



**Maleaha R. Smith**  
PRESIDENT & CEO  
AS OF APRIL 2025



**Stephen M. Hughes**  
PRESIDENT & CEO  
RETIRED MARCH 2025



**David Walker**  
BOARD CHAIR  
2023-2025

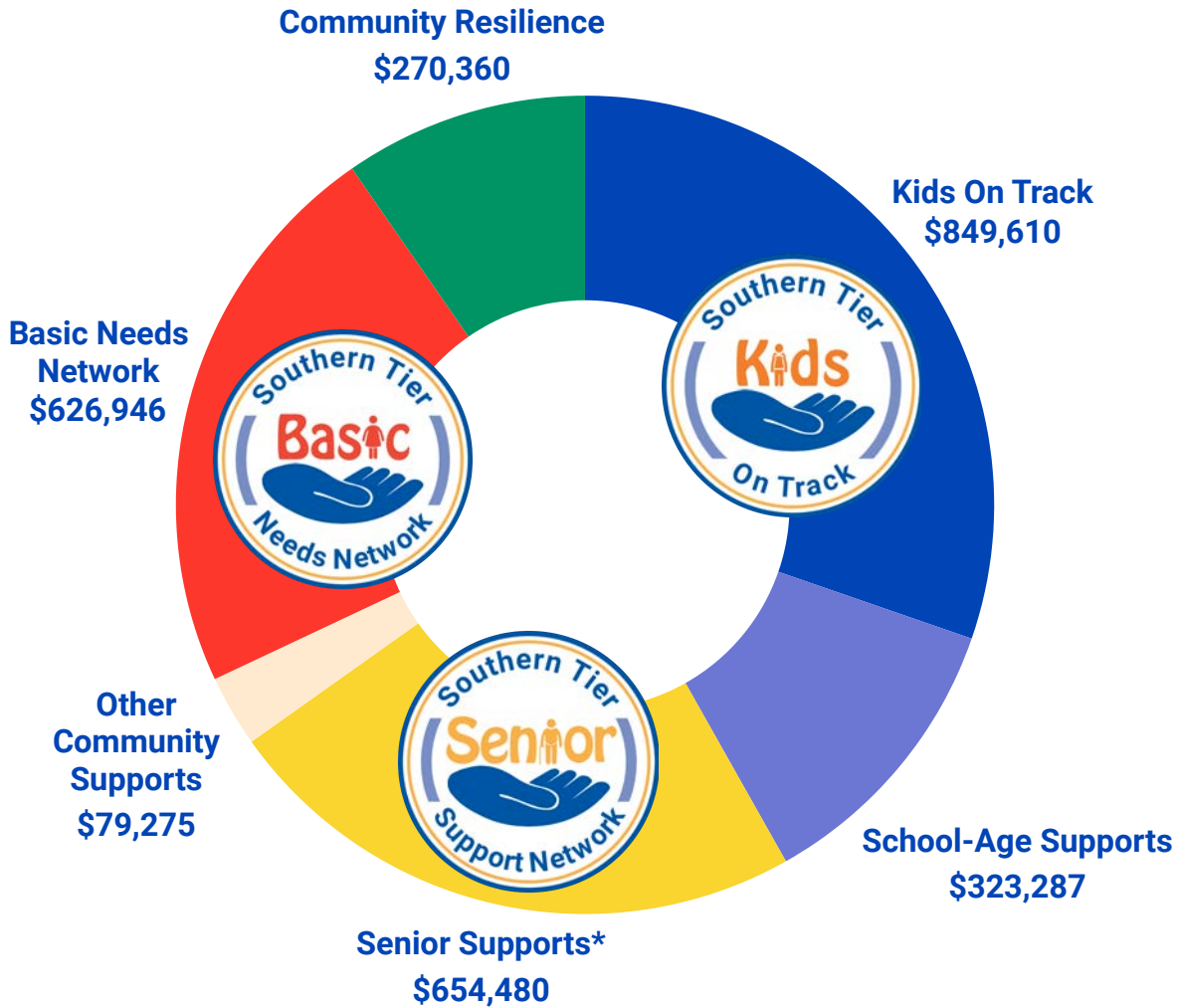
Contact Info:  
Maleaha R. Smith  
msmith@uwst.org  
607-377-5829

## HOW TO DONATE

- **Donate Online:** [UWST.org/donate](https://uwst.org/donate)
- **Stock Donations:** Gifts of stock can be made any time. Learn more: [UWST.org/stock-donations](https://uwst.org/stock-donations)
- **Planned Giving:** Make a Qualified Charitable Distribution (QCD) from a taxable IRA or include United Way in your will. Learn more: [UWST.org/planned-giving](https://uwst.org/planned-giving)
- **Mailing Address:** 1 W. Market St., Suite 202, Corning, NY 14830
- **EIN:** 16-1451041

# Community Investment

United Way of the Southern Tier invested \$2,803,958 in programs for children, senior citizens and people in need in Chemung in Steuben counties in 2024-2025.



For a complete list of United Way program partners, visit [UWST.org](http://UWST.org)

\*Includes Senior Supports Fund investments.

## MISSION

United Way of the Southern Tier's mission is to unite and prioritize resources to improve the quality of life for every person and every family in our community.

## VISION

United Way of the Southern Tier envisions a thriving community where all children have the foundation for life-long success and our collective well-being is secure.

## DIVERSITY, EQUITY & INCLUSION

United Way of the Southern Tier strives to be a model of diversity, equity and inclusion. Our board, staff, partners, strategies and investments reflect these core values. Learn more:

[UWST.org/diversity-equity-inclusion](http://UWST.org/diversity-equity-inclusion)

# DOLLY PARTON'S IMAGINATION LIBRARY

*Celebrating*  
**30 Years**

of Dolly Parton's Imagination Library



United Way of the Southern Tier's local chapter of Dolly Parton's Imagination Library continues to grow, with more than half of all children under age 5 in Chemung and Steuben counties enrolled and receiving a free book by mail each month.

In 2024, United Way partnered with Pro Action of Steuben & Yates, Inc. and Cornell Cooperative Extension of Schuyler County to bring the Imagination Library to the young children of Schuyler and Yates counties. United Way of the Southern Tier is grateful to the individuals, groups, businesses, municipalities, and foundations that continue to provide financial support for the Imagination Library, promoting early literacy efforts in our community. Nearly 11,000 local children have been touched by the Imagination Library since United Way of the Southern Tier began the program in 2018.

**4,395**

**CHILDREN ENROLLED  
AS OF JUNE 30, 2025**

**54,897**

**BOOKS MAILED  
2024-2025**

**6,431**

**GRADUATES  
2018-2025**

Register a child for the Imagination Library: [UWST.org](http://UWST.org)

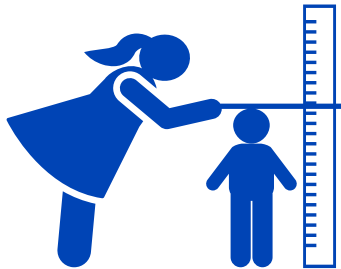
# SOUTHERN TIER KIDS ON TRACK 2025

**\$849,610 Invested**      **19 Programs Funded**  
**7,587 Children & Families Served**



**3,995**

Children, ages birth to 4, participated in high-quality early childhood programs



**1,391**

Children, ages birth to 3, were screened for developmental milestones



**517**

Children, ages birth to 3, received home-based intervention services



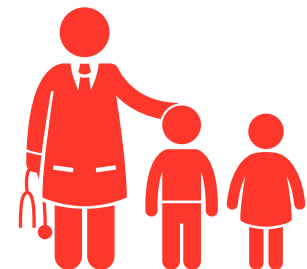
**498**

Children, ages 4 and 5, were screened for kindergarten readiness



**2,449**

Parents and caregivers who are practicing positive child-rearing skills at home



**220**

Children, ages birth to 3, were referred for help with developmental delays

Programs funded by United Way of the Southern Tier provide quarterly results on multiple measures. The above totals were reported for Southern Tier Kids on Track for 2024-2025.



## Southern Tier Kids on Track focuses on:

- Preparing children for school and lifelong success
- Empowering parents to raise resilient children
- Supporting summer learning
- Expanding access to quality, affordable childcare for all families in Chemung and Steuben counties

# SOUTHERN TIER SENIOR SUPPORT NETWORK 2025

**\$486,765 Invested**

**13 Programs Funded**

**2,246 Seniors Served**



**1,466**

Seniors were able to remain in their homes and safely age in place



**1,530**

Seniors received nutritious food and a social connection through meal programs



**365**

Seniors used home-based medical or personal care services



**884**

Volunteers helped local senior citizens with the activities of daily living



**141**

Seniors got rides to medical appointments and other necessary errands



**100**

Seniors enrolled in services designed to improve their housing conditions

Programs funded by United Way of the Southern Tier provide quarterly results on multiple measures. The above totals were reported for Senior Support Network for 2024-2025.



## Southern Tier Senior Support Network focuses on:

- Helping seniors live safely and independently at home
- Addressing social isolation and loneliness
- Providing nutritious meals and reliable transportation
- Expanding in-home care and wellness services

# SOUTHERN TIER BASIC NEEDS NETWORK 2025

**\$626,946 Invested**

**16 Programs Funded**

**21,323 People Served**



**201**

Individuals sought legal supports after experiencing domestic violence



**1,478**

Individuals used services to secure affordable, stable long-term housing



**584**

Underserved individuals were able to access healthcare or insurance



**175**

Individuals learned how to manage finances, repair credit and/or reduce debt



**320**

Individuals volunteered to help people in need in our community



**35**

Individuals engaged in professional mental health counseling

Programs funded by United Way of the Southern Tier provide quarterly results on multiple measures. The above totals were reported for Basic Needs Network for 2024-2025.

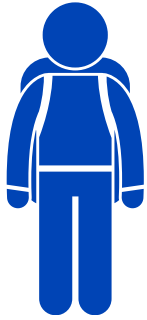


## Southern Tier Basic Needs Network focuses on:

- Addressing urgent needs of food, clothing and shelter
- Supporting physical and emotional well-being
- Securing financial stability
- Increasing safety for individuals who have experienced domestic violence

## School-Age Supports 2025

**\$323,287 Invested | 19 Programs Funded | 7,415 Children Served**



**2,482**

Children were enrolled in out-of-school-time enrichment programs



**1,165**

Youths learned and practiced measurable leadership skills



**855**

Children received healthy after-school meals or snacks at youth centers

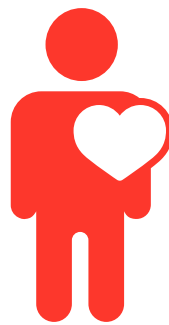
## General Supports 2025

**\$79,275 Invested | 2 Programs Funded | 8,579 People Served**



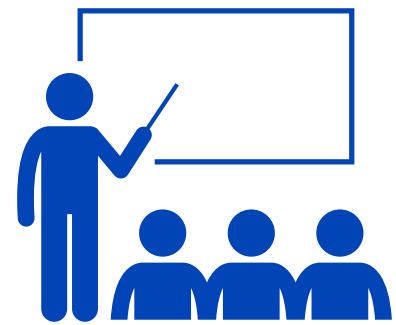
**27,006**

Callers accessed help using 2-1-1 Helpline, a free 24/7 referral service



**359**

Volunteers engaged in the areas of basic needs, children or seniors



**107**

Volunteers received specialized training to deliver quality services

# SENIOR SUPPORTS FUND AWARDS \$167,715



United Way of the Southern Tier President & CEO Maleaha Smith, left, presents a check to Georgia Landon, center, and Christina Doughty of Arbor Housing and Development during an awards ceremony in Bath for the 2025 Senior Supports Fund grant winners.

United Way of the Southern Tier awarded \$167,715 in Senior Supports Fund grants in 2025 to further assist the senior population who wish to age in place where they are comfortable and happy, fostering both independence and enhanced social connections within their community. The fund was created in 2021 through an anonymous bequest of nearly \$1 million to United Way of the Southern Tier. Grants are awarded in addition to annual allocations made by United Way through donations to the Community Campaign. A total of \$715,927 in Senior Supports Fund grants has been awarded since 2022 to address the needs of this growing vulnerable population.

## 2025 SENIOR SUPPORTS FUND GRANT RECIPIENTS

- **Arbor Housing and Development:** \$20,000 for home repairs for the elderly.
- **Bampa's House:** \$10,000 for end-of-life doula and hospice training for volunteers.
- **Chemung County Department of Aging:** \$20,000 for a program to alleviate unsafe and unsanitary living conditions and address code violations.
- **Chemung County Habitat for Humanity:** \$20,000 to build handicap-accessible ramps.
- **Corning Meals on Wheels:** \$6,955 to purchase stainless steel work surfaces, shelving and faucets..
- **Faith in Action:** \$5,000 to upgrade technology and office equipment.
- **Family Services of Chemung County:** \$1,760 for personal care aide tuition and office equipment.
- **Hornell Area Family YMCA:** \$4,000 for a senior "Lunch and Learn" program.
- **Meals on Wheels of Chemung County:** \$5,000 to purchase kitchen equipment.
- **Pro Action Meals on Wheels:** \$20,000 toward the purchase an upgraded delivery vehicle.
- **Senior Center/Chemung County Family Fitness:** \$5,000 to purchase gym management software.
- **Steuben County Habitat for Humanity:** \$20,000 to build handicap-accessible ramps.
- **Steuben County Office for the Aging:** \$10,000 for the Senior Companion program.
- **Steuben Senior Services Fund:** \$10,000 for the Full Circle America home monitoring program.
- **Vincent House:** \$10,000 to purchase specialized medical care beds.



# TOUR DE KEUKA RIDE RAISES \$101,000

United Way of the Southern Tier's 2024 Tour de Keuka charity bike ride attracted 271 riders and raised \$101,000 for local programs through rider fundraising and sponsorships. Kennedy Valve was the event's title sponsor.

Cyclists from across the country ride the Tour de Keuka every year. Riders select a distance (45, 60 or 100 miles), pay a registration fee, and commit to fundraise at least \$150 for United Way of the Southern Tier. Nearly 80 volunteers participate annually, staffing rest stops, serving meals, and providing mechanical help.

Registration is open for the 2026 Tour de Keuka, which will take place on Saturday, August 1. Tour de Keuka began in 2005, and United Way of the Southern Tier has organized the ride since 2021.

For more information visit [tourdekeuka.org](https://tourdekeuka.org).



Top: Cyclists wait at the start line for the 2024 Tour de Keuka to roll from the Hammondsport Fire Station. Above: Volunteers from ServU Federal Credit Union pose as they await riders at a rest stop in Penn Yan.

# UNITED WAY RESPONDS TO 2024 FLOOD



Devastating flash flooding struck western Steuben County on August 9, 2024, destroying several homes and causing major damage in the Canisteo Valley. For some residents, this was their second experience with flooding in just three years; in 2021 many homes in the same area were impacted by the remnants of Hurricane Fred. Individuals were denied FEMA for both floods.

However, following the 2024 flood, the State of New York provided financial assistance to some home owners. United Way of the Southern Tier committed \$100,000 to the 2024 relief efforts and worked closely with donors and non-profit partners to provide help to families in need.

**United Way of the Southern Tier provided more than \$270,000 in direct financial assistance to 79 local households.** In October 2024, state and local officials and non-profit organizations gathered in Corning for a meeting sponsored by United Way to review disaster response and discuss long-term recovery plans.



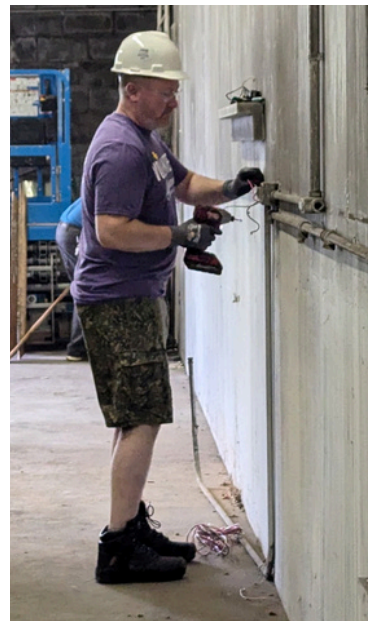
Top: Trees crashed into this home in the Canisteo Valley during flash flooding on August 9, 2024, as Tropical Storm Debby passed through Steuben County. Above: Flash flood waters inundated this home in Steuben County.

Photos courtesy of the New York State Governor's Office.

# UNITED WAY VOLUNTEERS LIFT COMMUNITY

Volunteers are at the heart of our community, making a difference by giving of their time and talent. Volunteers supported United Way of the Southern Tier and our program partners in myriad ways in 2024-2025, including:

- More than 450 volunteers participated in 40 community projects on United Way's annual Day of Action.
- Thousands of diapers, wipes and baby items were donated during United Way's spring Diaper Drive.
- Volunteers donated thousands of personal hygiene items for children as part of United Way's back-to-school drive.
- Nearly 80 volunteers helped cyclists during the Tour de Keuka ride in support of United Way of the Southern Tier.
- Individuals and businesses from across Chemung and Steuben counties provided stocking stuffers for senior citizens who receive home-delivered meals.
- Volunteers gave 58 hours of their time to spread the word about Dolly Parton's Imagination Library program.
- Individuals wrote hundreds of notes and cards to local schoolchildren to encourage them to finish the school year strong.



**Scan to view current  
volunteer opportunities:**



Top: Volunteers at Pantry of Angels in Lindley on Day of Action 2025; middle photo, left: A 2025 Day of Action volunteer at the AIM building on Elmira's Southside; middle, right: Dolly Parton's Imagination Library volunteers at a community baby shower at the Corning YMCA in 2025; bottom: Kitchen volunteers at Tour de Keuka.

# AWARDS CELEBRATION

United Way of the Southern Tier honored community members and groups at our annual awards dinner, which was held May 1, 2025, at the Corning Museum of Glass.



The Very Rev. Troy Preston of Christ Episcopal Church in Corning accepts the Volunteer award on behalf of the congregation for their support of Dolly Parton's Imagination Library.



Elmira City School District Superintendent Hillary J. Austin received the James B. Flaws Lasting Legacy Award for her dedication to United Way and commitment to community.



Georgia Landon, left, of Arbor Housing and Development Corp., accepts the Advocacy award from United Way CEO Maleaha Smith for her work to help residents in western Steuben County recover from devastating flash flooding in 2024.



Tom and Lisa Capek were honored with the Giving award for their generous support of Dolly Parton's Imagination Library. Their philanthropy has helped instill a love of literacy in children in our region and is preparing a generation for future success.

## 2024-2025 FINANCIALS

Total Public Support	\$3,454,348
Total Revenue	<u>\$469,627</u>
Total Public Support & Revenue	\$3,923,975
Net Funds Invested in Community	\$2,344,005
Program Expenses	\$346,300
Administrative & Fundraising Expenses	<u>\$633,131</u>
Total Funds Awarded & Functional Expenses	\$3,323,436
Change in Net Assets	\$600,539
Net Assets – Beginning	\$3,052,503
Net Assets – Ending	\$3,653,042

All financial information is as of June 30, 2025, per audited financials.

### LEARN MORE

United Way of the Southern Tier is a 501(c)(3) tax exempt organization and is audited annually by the accounting firm of EFPR Group, LLP.

Audited financial statements and Form 990s for the past three years are available for review: [UWST.org/financial-policy-info](http://UWST.org/financial-policy-info).

### TRUSTED STEWARD

Candid and Charity Navigator both give United Way of the Southern Tier their highest ratings.



# 2024-2025 BOARD OF DIRECTORS



**David Walker\***  
Board Chair  
First Heritage  
Federal Credit Union



**Nate Pizzini\***  
Chair-Elect  
Kennedy Valve



**Mary Meisner\***  
Secretary  
Chemung Canal Trust Co.



**Tymon Daniels\***  
Treasurer  
Corning Incorporated

**Hillary J. Austin\***, Elmira City School District

**Josh Bezio**, HUNT Engineers, Architects & Surveyors

**Katie Cervoni**, Corning Incorporated

**Colin Fortier**, Hale Roofing, Inc.

**Colton Hillman**, Edger Enterprises

**Megan Hubbard**, MMB + CO

**Jordana Kammerud**, Corning Incorporated

**Kim Kephart**, United Steelworkers Local 1000

**Jolie McCarthy**, Socha Financial Group

**Avery H. (Hal) Nelson III**, Corning Incorporated

**Payal Patel**, Corning Incorporated

**Monica Ridosh**, Chemung Canal Trust Company

**Warren Roman**, IBEW Local 139

**Robert Stanton\***, Streeter Associates

\* Executive Committee

# UNITED WAY OF THE SOUTHERN TIER STAFF



**Maleaha R. Smith**  
President & Chief  
Executive Officer  
msmith@uwst.org  
607-377-5829



**Hope Howell**  
Coordinator of  
Community  
Engagement  
hhowell@uwst.org  
607-377-5836



**Barbara A. Hubbell**  
Senior Director  
of Impact  
bhubbell@uwst.org  
607-377-5833



**Jenny Sargent**  
Operations  
Coordinator  
jsargent@uwst.org  
607-377-5835



**Lois Wilson**  
Director of  
Donor Experience  
lwilson@uwst.org  
607-377-5834

## BE SOCIAL WITH US!



@UnitedWaySouthernTier



@united-way-of-the-southern-tier



@unitedwaysoutherntier



**UNITED WAY**  
Southern Tier

1 W. Market St., Ste. 202  
Corning, NY 14830  
607-936-3753

**United Way offers free services for everyone in our community.**



Free, high-quality, age-appropriate books for every child under age 5 who lives in Chemung, Schuyler, Steuben or Yates counties.

**UWST.org**



Free, local and confidential human service program referrals, available 24/7.

**Call 2-1-1 or 800-346-2211**



Take control of your student loans.

**unitedway.bysavi.com**



File federal & state tax returns for free!

**Myfreetaxes.com**



Compose your will online for free!

**Freewill.com/unitedway**

**UWST.org**