

## United Way Of York County Selected As National Pilot Site To Support Area Nonprofits



Linda Danielson and Carl Pendleton from Sweetser, Sierra Stillberger from Ethel's Tree of Life, Andrew Burnell from the Biddeford Community Bike Center, Betsy Fleurent and Emily Gormley from Caring Unlimited, Meaghan Arzberger from United Way of York County and Delilah Poupore from Heart of Biddeford

### YORK COUNTY -

United Way of York County (UWYC), in partnership with the Maine Commission for Community Service, was selected by Points of Light, the world's leading volunteer organization, to serve as a national pilot site for the Service Enterprise Initiative. The goal of the initiative is to assist local nonprofit organizations to effectively engage community members as volunteers and to leverage their skills across all levels of the organization. This allows the organization to meet its mission and to address community needs.

UWYC has been working with local nonprofits including Sweetser, Caring Unlimited Inc., Community Bicycle Center, Ethel's Tree of Life, and Heart of Biddeford on the Service Enterprise initiative. Upon completing an assessment, 20 hours of training and 10 hours of consulting, organizations with a proven understanding and expertise in community engagement practices are eligible for national certification as a Service Enterprise. Each of these organizations will be seeking official recognition as a Service Enterprise by the end

"We are thrilled to offer the Service Enterprise Initiative here in York County. UWYC is only one of 13 sites in the country doing this work, and the results for nonprofit organizations are astounding!" shares Meaghan Arzberger, Manager of Youth and Volunteer Engagement at United Way of York County. "The participating organizations have already seen higher impact from their volunteers in their work because volunteers are focused on meaningful projects that help meet the mission of the organization."

*See PILOT page 11...*

Studies have shown that nonprofits operating as Service Enterprises outperform peer organizations on all measures of organizational capacity. These nonprofits more effectively address community needs and operate at almost half the median budget of organizations that do not engage community members. For every dollar invested in a Service Enterprise, the nonprofit organization can expect a \$6 return on investment. Additionally, due to their high standards for working with volunteers, and providing meaningful volunteer opportunities, Service Enterprise certified nonprofits are better equipped to adapt to changing needs in their community.

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UWYC plans on welcoming a second group of organizations to participate in the initiative in the fall. Anyone interested in learning about the initiative and volunteering in York County can contact Arzberger at 207-985-3359 or at [marzberger@buildcommunity.org](mailto:marzberger@buildcommunity.org).

UWYC is a local, independent organization that strengthens community conditions by bringing people and resources

together to effect long lasting changes that improve lives. United Way of York County makes every dollar you give do more for people who need help most; right here in our community, right now.

To learn more about United Way of York County and to be a part of the change you want to see in the world, visit [www.buildcommunity.org](http://www.buildcommunity.org), or call 207-985-3359.