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United Way To Recognize LVPC for Its “Community Building”

Whether it be making neighborhoods safer for pedestrians and bicyclists, helping municipalities be more accessible to all ages or enabling residents to connect with community resources, the LVPC and United Way of the Greater Lehigh Valley (UWGLV) have always had parallel missions.

Next week the two organizations will celebrate those shared values when the UWGLV presents its prestigious Community Builder Award to the LVPC, during its Celebration of Caring event, at 4:30 pm on April 4, at the ArtsQuest Center in Bethlehem.

The Community Builder Award is presented each year to an individual or organization that supports United Way in its community-building efforts, encourages cooperation, contributes resources to further partnerships, creates a common ground and perseveres in the face of challenges.

“LVPC has become a great partner to UWGLV and the community at large,” said Jill Pereira, UWGLV Vice President of Education and Impact. “They continue to think big and plan small, meaning they consider the details of the end user as they are seeking and securing millions of dollars of federal resources to bring into our region for things that impact our work in Education, Healthy Aging and Community Stability. They have invited us into their team many times to be a thought partner and have become a resource to us for data collection, use, mapping, etc.”

LVPC and UWGLV have long been partners with similar community missions, but those ties grew stronger in recent years as the LVPC teamed up with the United Way and AARP to develop an Age-Friendly Lehigh Valley Action Plan designed to improve social connections, erase inequities and overcome ageism. With the plan, released in December, the Lehigh Valley became the nation’s first dual-county communities to receive certification in the World Health Organization/AARP Network of Age-Friendly States and Communities.

In 2023, the LVPC is again partnering with UWGLV and AARP on a “Walk Audit” program that will send teams of volunteers into the community to record detailed observations of the region’s most difficult pedestrian corridors and intersections, so those areas can be improved to be safer and more welcoming to pedestrians, and older adults in particular.

“LVPC under Becky Bradley’s leadership, continues to center the needs of the Lehigh Valley community, its residents, and its economic development at the forefront of their planning and decision-making,” said Carmen Bell, UWGLV Director of Healthy Aging. “They provide the data and the resources to identify and resolve issues of concern in our region, always striving to ensure that all voices are heard and included.”

United Way of the Greater Lehigh Valley is one of 1,800 United Ways around the world, with nearly 2.6 million volunteers who help raise and invest \$5 billion every year to create community solutions, improving the lives of up to 50 million people every year. The Lehigh Valley chapter is among the top 40 largest in the world. For over 100 years, United Way of the Greater Lehigh Valley has identified the region’s most pressing challenges and mobilized the community to address their root causes—bringing together hundreds of partners – businesses, nonprofits, government leaders, schools and donors.

“What the United Way does better than anyone is identify people and organizations with particular talents, and then bring them all together so those talents can have the greatest impact in bettering the community,” said Becky Bradley, LVPC Executive Director. “We are so honored to be a United Way partner, and so proud to work with them to further our shared vision for an accessible, inclusive and equitable region.”

Anyone wanting to attend the United Way’s Celebration of Caring can find more information about the event and how to buy tickets at

<https://www.unitedwayglv.org/events/celebration-of-caring-2023>

