



## FOR IMMEDIATE RELEASE

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## United Way Soirée Kicks Off 24 Hours of Giving to Support the Susquehanna Valley

From masquerade to meaningful impact – the Soirée sets the stage for change.

**SELINGROVE, PA**, October 17, 2025 – The Susquehanna Valley United Way (SVUW) invites the community to come together for an evening of celebration and giving at the **United Way Soirée**, the signature kickoff celebration for their **Annual Day of Giving**. The Soirée will take place on Thursday, October 23, at the Susquehanna Valley Country Club, setting the stage for 24 hours of giving on Friday, October 24 – a day dedicated to uniting the region in support of programs that create lasting change across the Susquehanna Valley.

The Soirée blends the thrill of the spooky season with the spirit of community. Guests are encouraged to dress to impress in cocktail or masquerade attire while enjoying heavy hors d'oeuvres, small bites, themed cocktails, and a festive candy bar. The evening will also feature engaging activities that highlight United Way's four pillars of impact: Healthy Community, Youth Opportunity, Financial Security, and Community Resilience. The event is **free to attend**, and guests will have opportunities to support the causes they care most about throughout the evening.

"This event captures the heart of who we are as a United Way," said Danielle Velkoff, Senior Director of Marketing and Communications at SVUW. "United in purpose, energized by compassion, and committed to creating opportunities for all. The Soirée is more than a night out. It's the start of 24 hours of impact that will ripple across our region."

The United Way Soirée and Day of Giving are made possible thanks to the generosity of sponsors and community partners who believe in creating opportunities for all. Wellspan Health is the Premier Soirée Sponsor, while Central Susquehanna Intermediate Unit, Service 1st Federal Credit Union, Weis Markets, Inc., and Fulton Bank will return as the matching gift sponsors for this year's Day of Giving.

"Our Day of Giving is a great time to challenge ourselves to do more as our campaign season kicks off," said Mark Stankiewicz, President and CEO of SVUW. "The need in our communities is higher than ever, and with help from our sponsors, we are aiming to continue to provide crucial services for our neighbors."

Following the Soirée, the excitement continues with the 2025 Day of Giving – a virtual 24 hours of impact where every dollar donated helps fuel programs that improve health, expand youth opportunity, strengthen financial stability, and build community resilience. Thanks to matching gift sponsors, donors can **double their impact up to \$8,000** and invest in a stronger, healthier Susquehanna Valley for all.

(More...)

This year, Susquehanna Valley United Way has set a goal to raise **\$18,000, with a stretch goal of \$20,000**, building on last year's record-breaking results. Every contribution – no matter the size – moves the community closer to meeting urgent local needs and creating lasting change.

“This year, as we flip the switch on a brand-new ALICE fund,” Stankiewicz continued. “We are working together with partner agencies to not only assist families in immediate need, but to set them up for future success. We could not do this without generous contributions from our friends and neighbors.”

The Soirée will also feature door prizes, photo booth fun, and themed *impact pillar tables* that allow guests to engage directly with United Way programs and initiatives. Attendees can pick up a “Passport to Impact” to explore each table and enter for a chance to win prizes.

“I love seeing people come together for something bigger than themselves,” said Sarah Shepard, a member of the Event Planning Committee. “The Soirée isn’t just about fundraising; it’s about celebrating the kindness and connections that make our communities so special. United Way’s impact reaches so many corners of our region. It has been inspiring to see the heart, care, and hard work that go into everything they do to lift others up and help the community.”

The United Way Soirée is taking place at the Susquehanna Valley Country Club, 1 Country Club Drive, Selinsgrove, PA 17870, on Thursday, October 23, 2025. Doors open at 5:30 PM. This event is open to the public and free to attend. For more information and to RSVP, please visit [svuw.org/soiree](https://svuw.org/soiree) or email [info@svuw.org](mailto:info@svuw.org).

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#### **About Susquehanna Valley United Way:**

Susquehanna Valley United Way mobilizes communities to action so all can thrive. Serving Columbia, Montour, Northumberland, Snyder, and Union Counties, we focus on four key areas: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency. Together with our partners and neighbors, we’re building a stronger, more hopeful future for all. Learn more at [svuw.org](https://svuw.org).