



2025 COMMUNITY  
SCHOOLS CONFERENCE

# MOVING FROM TRANSACTION TO IMPACT: BECOMING AN ISSUE- FOCUSED UNITED WAY

Wednesday, July 23 | 12:30-1:45 p.m.

## Presenters:

Gary Goscenski, Senior Consultant, Perspectives Consulting Group

Laurie Root, President, UWEC

Mike Jaruszewicz, Executive Vice President, UWEC

# Speakers



**Gary Goscenski**  
Senior Consultant,  
Perspectives Consulting  
Group



**Laurie Root**  
President,  
United Way of Erie County



**Mike Jaruszewicz**  
Executive Vice President,  
United Way Of Erie County



***When you are everywhere, you are nowhere***



# How to become 'Issue-Focused'

- ✓ Choose an issue
- ✓ Identify impact strategies
- ✓ Secure resources
- ✓ Measure progress



# KEY TAKEAWAYS

