



# Motivating Residents to Adopt Healthy Lifestyles

Dear Tri-County Residents,

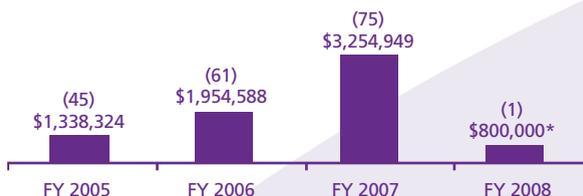
Grants keep growing: It has been four years since Pottstown Memorial Medical Center (PMMC) was sold and three years since the Foundation began making grants in the Tri-County area. We have steadily increased our grants each year. First year grantmaking of \$1.3 million was increased to \$2 million the following year.

In our fiscal year just ended, we committed \$3,254,949 in 75 separate grants.

Within two years, assuming market conditions remain the same, we expect grantmaking to be close to \$3.5 million annually.

## Total Grant Dollars Committed by Fiscal Year

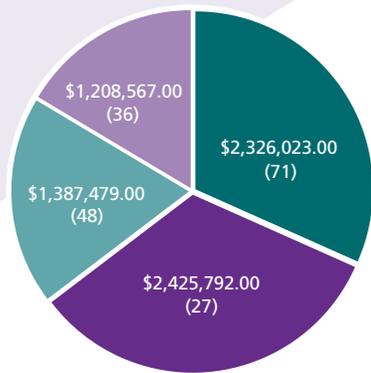
(inception to date)\*



**Grantmaking from our beginning:** Since July 1, 2004, we have committed \$7,347,861 in total grants to the region.

## Total Grant Dollars Committed (inception to date)\*

Approved by Priority – \$7,347,861  
(Number of Grants – 182)



- #1 Reduced Behavioral Risks
- #2 Improved Access to Medical Services
- #3 Enhanced Formal and Informal Supports
- #4 Improved Physical and Social Environments

\*Includes \$800,000 approved in July 2007 for Creative Health Services, Inc.

The Foundation has been able to support this grantmaking schedule because our finance committee and our investment managers were able to increase our total assets to \$101,550,000 as of June 30, 2007, from \$91,450,000 a year earlier.

**New Project Highlights:** Dollars are not always a true estimate of the lives changed, lives bettered, health restored or lives lengthened via grants. Programs managed by committed, motivated nonprofit professionals and educators make the difference! This year we were able to launch two new projects to benefit the region through media and Internet outreach:

- **Mission: Good Nutrition**, a weekly half-hour show airing on Pottstown Cable TV, acts as a motivational coach to promote good nutrition and healthier eating, using local resources and a visual format that is both educational and entertaining. Pottstown-area residents, particularly parents with school-age children, discover practical, fun, easy and convenient ideas they can use immediately and benefit from every day. Show content, including streaming videos, is accessible on the Foundation's Web site.
- **Fun & Fitness for the Family**, a guide to over 40 healthy activities close to home, can also be accessed by visiting the Foundation's Web site. An interactive, Web-based map directs the user to fitness-oriented activities that are fun, easy, and in most cases free—all within a 15-mile radius of Pottstown.



These programs complement our existing health library, available on our Web site in English and Spanish.

**Improving access to healthcare:** Since May 2006 we have supported the Pottstown Area Health Center with grants totaling \$1,140,000. The board and the staff of the Pottstown Area Health Center have worked diligently to find a location for their new facility. Renovations are now proceeding at a location on Robinson Street, Pottstown, that will allow the Health Center to open in the spring of 2008.

Physicians indicate that one of every ten patients deals with emotional health issues. With that in mind, the Foundation swiftly approved its second largest grant commitment of \$800,000, to co-locate (not combine) Creative Health Services, Inc. with the Pottstown Area Health Center.

**Grantmaking to schools:** We continue to believe that healthy habits start early. Therefore we have increased our grantmaking to public and private schools in the region, including pre-schools. Grantmaking for schools increased from \$257,085 in nine schools during FY 2006 to \$1,032,852 in 16 schools during FY 2007.

Sometimes comments from individual parents say more than our simple facts and figures. In a recent report, parents from the Daniel Boone School District shared the following remarks:

*"My child loved exercising with her friends. She looked forward to every Cardio class."*

*"Tony's favorite part of the cooking program was making fruit kabobs. I really like that healthy eating habits were being reinforced as well as explaining the food groups and the idea of how many servings you need per day."*

*"These after-school programs gave our son an opportunity to exercise both his brain and his body, providing him with a healthy balance ... he enjoyed both the camaraderie and the challenges that the sports program offered. The cooperation, leadership, respect, and physical skills learned in this program will serve these young learners well."*

**PMMC pension plan:** We continue to remain stewards of the pension plan that will provide current and future support to those employed by PMMC through 6/30/03. Although the pension plan assets increased from \$39,613,000 to \$43,672,000 by 12/31/06, we continued to strengthen the plan by contributing \$975,000 in this fiscal year. For 21 continuous years, annual pension fund earnings have remained greater than our annual payout of benefits.

**Planning ahead:** Since we reached three years as a foundation, we spent a year of planning for the future. Benchmarking with other foundations of similar size led to a refreshed strategic plan and a staffing plan. New projects for the future were agreed upon. As an extension of our grantmaking to schools, we will research the needs and best practices for children from pre-natal to pre-kindergarten. At the same time, we will support the creation of a region-wide recreation plan. Through The Nonprofit Center at La Salle University, we will provide classes and course work to provide learning opportunities for nonprofit staff and board members alike.

In the next 24 months, we will examine the viability of a larger parish nursing program through churches and the synagogue in our region.

In the near future, as we reach our five-year threshold, we plan to initiate a new comprehensive Needs Assessment for the Tri-County area. Results will be shared with our board. We will reflect on our progress, and a new strategic plan will direct us from 2009 through 2012. As a public service, we will again provide the needs assessment to the community as a resource for information and fundraising.

**Steps toward better healthcare:** Healthcare and its costs have resurfaced as major issues this year. Everyone feels the pain when our loved ones are sick or we see a relative's medical bill.

Our most recent surgeon general has indicated that 85% of disease is preventable over a lifetime and 65% of disease is preventable in mature (old) age. No matter what the outcome in our renewed national debate on healthcare coverage, each one of us can take small or large steps towards better nutrition and more physical activity. Even small incremental changes can lessen the likelihood of disease and allow us to enjoy the daily pleasures of life.

Our grantmaking seeks to enable individuals in the Tri-County area to make individual choices for healthy living that will last a lifetime.

All the best,



David W. Kraybill  
Executive Director



Charles F. Palladino  
Board President

### **Special thanks**

The Foundation would like to extend a special note of thanks to Dr. Mike Goonewardene, Dr. Sharon Davidheiser and Reggie Nealy for their years of dedicated service to the Board. It is through commitment such as theirs that the Foundation is able to reach out to the community and motivate residents to adopt healthy lifestyles.

### **In memory**

Catherine "Kitty" Endy was a Foundation board member emeritus and had served as a member of key organizations in the Pottstown community for the past 65 years. Kitty's tireless fundraising efforts and generosity were a constant thread in her life. Dedicated to supporting her community, Kitty truly embodied the spirit of Pottstown.

# Fiscal Year 2007

## Grants Program Furthers our goals

The Pottstown Area Health & Wellness Foundation's cornerstone is its grants program. Every year, the Foundation distributes grants according to its four long-term goals. (See chart on page 2.)

Following is a list of those goals, the pertinent grant recipients, and how they're using the grant funds to benefit Pottstown area residents:

### Goal #1: Reduce Behavioral Risks

#### ACLAMO

Support Conexiones para Salud family development programs by providing life skills workshops, connecting mothers and children to health services, promote school readiness, and assist Spanish speaking elderly with access to health services and information.

#### Boyertown Area School District

Continue district's Healthy Hearts and Minds initiative: development of K-12 health and physical education curriculum; expansion of junior high school exercise program to the elementary level; addition of more extensive equipment to the current junior high exercise program; continuation of senior high school STEALTH fitness and weight-loss training program.

#### Brookeside Montessori

Implement pre-school Healthy Snack Program, Pre-K and Kindergarten Wee Workout, and the YMCA and Presidential Fitness Program for elementary students.

#### Child, Home & Community

Support Focus on Motherhood prenatal program by ensuring proper prenatal care, which leads to healthy birth outcomes. Fund Building the Family program which encourages teens in their role as parents and as students.

#### Children's House of Northern Chester County

Expand and replace new playground pieces of equipment to allow children to exercise together; purchase new materials for kindergym class; initiate new Chef/Combo class to teach healthy nutrition choices, implement Food is Elementary curriculum.

#### Coventry Christian School

Implement or study Food is Elementary nutrition education curriculum.



#### Creative Health Services, Inc.

Initiate Children's SAFE (Stop Abuse for Everyone) program, which will focus on breaking the cycle of violence for children who are victims of, or witnesses to, domestic violence.

#### Daniel Boone Area School District

Continue coordinated school fitness and nutrition program to build alliances with parents, teachers, child nutrition personnel, school staff and community partners. Includes after-school exercise programs, community health fairs, educational tools for students and family, Web site information, and training for staff.

#### Devereux Foundation

Introduce the Center for Effective Schools' School-Wide Positive Behavior Support (SWPBS) model program for grades K-5 at a Pottstown School District elementary school.

#### Falkner Swamp Nursery School, Inc.

Expand the physical education and safety programs. Enhance nutritional component within curriculum.

#### The Growing Center, Inc.

Continue Horticultural Therapy program by providing funding for plants, greenhouse supplies and supplemental heat source.

#### Invictus Ministries, Inc.

Support Save Our Seed (SOS) program to divert children and youth from engaging in maladaptive and unhealthy risk behaviors; involve whole church community with health education opportunities.

#### KenCrest Centers

Introduce pilot project for individuals with developmental disabilities, through Resources and Education for Achieving Complete Health (REACH) project, to provide support and information on fitness, nutrition and stress management.

#### Maternal and Child Health Consortium of Chester County

Implement Healthy Start advocacy program to increase chances for healthy pregnancies, safe deliveries and prompt enrollment of children into pediatric care and health insurance programs.

### **Owen J. Roberts School District**

Continue Fit for Life program through elementary Community Wellness Nights; Families in Training (FIT) program; fitness equipment for elementary and secondary PE program; after-school aerobics program; Wellness Program Coordinator; Web site development; healthy food samples and YMCA middle school after-school program.

### **Perkiomen Valley School District**

Initiate health and nutrition education programs for parents to focus on connection between proper nutrition and academic success; implement Making Fitness Fun program in elementary and middle schools through new physical education equipment, software programs, educational resources and nutrition education tools.

### **Pottsgrove School District**

Incorporate Dance Dance Revolution (DDR) program into the grade school's physical education curriculum, in addition to after-school and during indoor recess. Initiate Web-based walking program Walk4Life, Teen Nutrition program, and install fitness trail at elementary school.

### **Pottstown Area Police Athletic League**

Fund interim executive director to provide leadership and guidance during centralization and expansion of youth programs, and support administrative operations.

### **Pottstown Public Library\***

Establish the Family Place Library project to target parents and caregivers of children ages 0-3 years, focusing on nutrition, physical fitness, etc. *East Auxiliary to provide Baby Welcome Packets and purchase new library materials and programs.*

### **Pottstown School District (PEAK Health Initiative)**

Pottstown Early Action for Kindergarten Readiness (PEAK) pre-school program supports Pottstown providers with preschool PATHS program which develops self-control of behavior; fund Color Me Healthy curriculum which supports physical activity and healthy eating programs; fund Child Care Health Consultant to work with staff, children, parents and community health providers on nutrition, physical fitness and safety programs.

### **Pottstown School District**

Implement Healthy Snack program by providing nutrition education content in health classes and introduce fresh fruits and vegetables to students in grades Pre-K through 5 in four elementary schools.

### **Ricketts Community Center Collaborative**

Continue Wellness program with fitness and nutrition programming by offering nutritional snack bar to educate on the benefits of healthy snacks.

### **Spring-Ford Area School District**

Continue Healthy Choices comprehensive program through curriculum and nutrition education and fitness programs; expand the student pedometer project and student health fair for high school students.

### **St. Aloysius School**

Expand Steps to a Healthier You walking and nutrition program and Food is Elementary nutrition curriculum.

### **St. Pius X High School**

Renovate high school fitness center to include equipment and personnel to staff center. Usage includes programs for all high school students and after-school program.

### **YWCA Tri-County Area**

Continue My Choice! My Voice! Girls in Charge! program for middle-school aged girls in Pottstown and Pottsgrove school districts. Continue six-week Summer Out of School Quality Time camp held at Fellowship Farm for at-risk Pottstown youth.

## **Goal #2: Improve Access to Medical Services**

### **Children's Aid Society**

Provide preventative prenatal services to expectant mothers through the Women's Voices, Healthy Choices program by partnering with Pottstown Memorial Medical Center's Maternity and Women's Health Center.

### **Christian Concern Management and Development Corporation\***

Underwrite cost to provide van service for low-income, elderly and non-elderly disabled residents of Amity Manor in Douglassville. *East Auxiliary to assist in the underwriting of van operation cost.*

### **Montgomery County Department of Health\***

Fund free clinical breast exams and screening mammograms for income-qualifying women of Montgomery County; provide follow-up diagnostic mammogram or ultrasound if required.

### **Pottstown Area Health Center**

Support funding to open medical-dental health center, to provide access to better care for uninsured and underinsured residents and for working families of the greater Pottstown area.

### **Special Olympics of Pennsylvania**

Expand developmental and health opportunities for individuals with intellectual disabilities in the Pottstown area.

\*Funding supported by Pottstown Area Health & Wellness Foundation (PAHWF) East Auxiliary

### **University of Pittsburgh**

Establish a Medical Policy Center at the University, in cooperation with other foundations, to promote development of policy solutions and long-term strategies for Pennsylvania constituents, by increasing understanding of Pennsylvania's Medical Assistance program and its role in the state's healthcare system.

### **Goal #3: Enhance Formal and Informal Supports for Nonprofits**

#### **Boyertown Area Community Wellness Council**

Support Public Awareness Program by educating the community about nutrition and physical education.

#### **Boyertown Area Creative Housing**

Support transitional housing program for homeless and near-homeless in the Boyertown area by funding health and wellness costs.

#### **Camphill Village Kimberton Hills**

Provide in-home care and therapeutic treatments for seniors with developmental disabilities living at Camphill Village.

#### **Delaware Valley Grantmakers**

Support regional participation and expansion of membership outside Philadelphia area through DVG staff person servicing counties outside Philadelphia.

#### **Developmental Enterprises Corporation**

Continue Healthy Eating, Healthy Living program for Pottstown Center members with developmental disabilities, and for staff.

#### **Family Services of Montgomery County— Project HEARTH**

Expand outreach program that serves frail, low-income elderly in the greater Pottstown area through in-home counseling and home maintenance.

#### **Montgomery County Community Action Development Commission**

Support Food Resource Center for Montgomery County residents by funding food and nutrition education programs.

#### **Montgomery County Foundation, Inc.**

Develop Web-based resource directory to encourage volunteerism and more extensive referral among health-and-human-service agencies.

#### **The Nonprofit Center at La Salle University**

Develop needs assessment to establish understanding of capacity building needs of area nonprofits and provide staff and board education.



### **Pennsylvania Association of Nonprofit Organizations' Institute for Nonprofit Excellence**

Train board and staff teams from area nonprofit grantees: includes technical assistance in form of a one-day workshop and one-on-one consultation; included technical assistance follow-up for Royersford Open Door.

#### **Phoenixville Area YMCA**

Support Youth Training program by funding age-appropriate fitness programs and nutrition education for children ages 9 to 14.

#### **Pottstown Cluster of Religious Communities**

Fund capacity building initiative: to support governance, fiscal management, personnel administration, resource and fund development, community and program/service development, and staffing and capital development.

#### **Project Outreach**

Provide heating oil for winter 2007-08 for qualifying families through the Winter Assistance Program.

#### **Tri-County Community Network**

Develop a Pottstown area Multidisciplinary Team (MDT) to improve coordination of response to child victims of abuse and their non-offending parent. Support collaboration between agencies in addressing social, health and environmental conditions in the tri-county area.

#### **United Way of Boyertown**

Provide match for United Way residential campaign and Adopt a Neighborhood campaign to encourage new and larger contributions from community.

#### **United Way of Southeastern PA**

Challenge grant to motivate current donors to increase their contributions and to encourage first-time donors to contribute.

### **Goal #4: Improve Physical and Social Environments**

#### **Douglass Township**

Develop park around Goose Run stream with trail system, foot bridges, picnic grove, parking and signage.

#### **Fellowship Farm**

Support organization's infrastructure to promote health and wellness.

#### **Green Valleys Association**

Develop Environmental Health Teachers workshop for grades 3-12.

**Lower Pottsgrove Township**

Construct 1,500 foot trail and boardwalk at Sprogels Run Park.

**Montgomery County Department of Health\***

Purchase car seats for income-qualifying families.

**North Coventry Food Pantry**

Support food pantry program which will supplement community donations, and support consultant from The Nonprofit Center at La Salle University to work on capacity building and planning.

**North Coventry Township**

Connect existing hiking trails in French Creek State Park and Union Township to Woody's Woods in South Coventry.

**Pottstown Area Seniors' Center**

Expand and enhance Prime Time Health program and purchase and refurbish equipment and furnishings used in health-related activities; support Save Our Collaboration project to allow for continued facilities agreement between the Senior Center and YMCA of Pottstown.

**Pottstown Parks & Recreation Foundation**

Provide matching funds for walking trail and basketball court at Memorial Park; additional funding for Spray Park at Memorial Park due to increased costs of labor and construction.

**Preservation Pottstown**

Provide challenge grant for implementation of community bike program in Pottstown.

**The Rotary Club of Boyertown**

Support development of A Playground for Everyone at Boyertown Community Park, where all children, including those with physical challenges, can play side-by-side without equipment limitations.

**Royersford Outreach, Inc.**

Support food pantry and its programming.

**Schuylkill River Greenway Association**

Fund debris removal project at Douglassville Bridge, which provides crucial link to Schuylkill River Trail.

**West-Mont Christian Academy**

Provide funding for exercise/weight room to be used by students, staff, community organizations and adult education participants.

**YMCA of Pottstown**

Match funds for playground equipment and materials for the Y's childcare facility.

\*Funding supported by PAHWF East Auxiliary

## Consolidated Statements of Financial Position

June 30, 2007 and 2006

	2007	2006
<b>ASSETS</b>		
Cash and cash equivalents	\$259,998	\$180,381
Cash equivalents—restricted	–	3,168,524
Accrued interest income	164,846	222,843
Long-term investments	100,991,517	87,708,865
Equipment and furnishings—net	128,435	156,011
Other assets	8,973	13,738
<b>Total assets</b>	<b>\$101,553,769</b>	<b>\$91,450,362</b>
<b>LIABILITIES</b>		
Grants payable	\$1,753,196	\$810,174
Accounts payable and accrued expenses	247,288	194,059
Other liabilities in connection with the sale of assets	7,783,493	12,457,684
<b>Total liabilities</b>	<b>\$9,783,977</b>	<b>\$13,461,917</b>
<b>NET ASSETS</b>		
Unrestricted	\$91,769,792	\$77,988,445
<b>Total net assets</b>	<b>\$91,769,792</b>	<b>\$77,988,445</b>
<b>Total liabilities and net assets</b>	<b>\$101,553,769</b>	<b>\$91,450,362</b>

## Board of directors and staff

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Program Assistant

#### Anne L. Roddy\*

Administrative Assistant

\*New since July 1, 2007