

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Summer 2015



Summer is here and with it comes our second annual **On Your Park, Get Set, Go!™** contest!

We are extremely excited to kick off this program, in its second year, designed to give municipalities the opportunity not only to showcase area parks, but also improve them.

Last year, the response was tremendous. Hickory Park, New Hanover Township, took home the \$10,000 grand prize. Exeter Community Park, Exeter Township, placed second. Sunset Park, Upper Pottsgrove Township, came in third. And Pottstown Memorial Park, Pottstown Borough, placed fourth.

This year, even more parks chose to join in on the fun! Fourteen municipalities throughout the TriCounty Area are participating and throughout the month of July, we will be encouraging area residents to get out and vote for their favorite park.

Watch for further promotion starting now and throughout the upcoming months. And don't forget, as you plan for a summer filled with outdoor fun and physical activities, make sure you get out and support your local parks!

Not only will you further promote overall health and wellness, but you can also improve your parks by helping them win a well-deserved grant.

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a message from our president



This season, we encourage you to keep venturing outdoors to enjoy the longer summer days. More specifically, we invite you to join us in our second annual, month-long celebration of our community parks during our **On Your Park, Get Set, Go!**™ contest.

This year, you can make direct contributions to your favorite park, showing your ultimate support. Best of all, the Foundation will match donations \$1 for \$1 up to a maximum of \$2,000!

We hope our annual celebration will continue to grow both in participation and tradition. Besides providing excellent opportunities for physical activity, parks benefit us in many ways. They reconnect us to nature, give us a place to meet and socialize with others, and teach us about our area's history and culture. Parks give us a sense of community and a place to lead healthier, active lives.

Our second annual **On Your Park, Get Set, Go!**™ contest is another great reason to get out and visit community parks near you to see for yourself the diverse array of amenities they have to offer.

Look for us in a park near you all summer long!

David W. Kraybill, President

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How to Vote

Start by making sure your phone has a QR Code reader. While there are hundreds of options, here are two free versions available for most smartphones:

QR Code Reader

[iPhone](#)

[Android](#)

Microsoft Tag

[iPhone](#)

[Android](#)

[Windows](#)

POST:

For 10 votes, you can visit your favorite park, take a selfie, and post it to [Facebook.com/MissionHealthyU](https://www.facebook.com/MissionHealthyU). Or, you can email it to OnYourPark@gmail.com

SCAN:

You can also visit your favorite park and scan the QR code on our contest poster, like the one you see above. To download a QR code reader, Go to the app store and search "QR reader." Voting this way is worth 10 votes, 20 on Saturday!

ONLINE:

You can also vote for your favorite park online for 2 votes.

You can vote all three ways, once a day, every day in July, giving your favorite park up to 22 votes per day, 32 on Saturday! To see the results tabulated in real time, or for more details on voting rules and regulations, you can visit [Facebook.com/MissionHealthyU](https://www.facebook.com/MissionHealthyU).

At the end of month, the park with the most votes will receive a \$10,000 grant from the Foundation. Second place will receive \$7,500, and third place will receive \$5,000. All remaining parks will be entered into a lottery with one lucky park receiving \$2,500.



New to this year's contest is the ability to make a direct contribution to your favorite park:

DONATE:

Show your ultimate support and make a personal contribution online at [Facebook.com/MissionHealthyU](https://www.facebook.com/MissionHealthyU). The Foundation will match funds \$1 for \$1, up to a maximum of \$2,000!

Residents will also be able to participate in at least one physical activity event hosted by their favorite park in July. Each park will decide which activity works best for them. Activities could include an outdoor yoga session, a softball tournament, a Zumba class, or anything in-between.

With so many amazing parks available throughout the surrounding area, we hope to highlight the many wonderful things to see and do, often just a walk or short drive away.





Participating Parks and Their Winning Dreams

“If you won this year’s **On Your Park, Get Set, Go!**™ contest, how would you use the \$10,000?” We asked each park what their “wish list” would be, and here’s what they told us:

Boyertown Community Park

Borough of Boyertown

WISH LIST: Provide more programs to enhance the great features already at the park.

Ellis Woods Park

East Coventry Township

WISH LIST: Additional signage, park benches, and bird boxes.

Douglass Park

Douglass Township/Montgomery County

WISH LIST: Improve pedestrian access to the park from the sidewalk on Rt. 73, installing sidewalks, trails, curbing and landscaping to increase visibility and access.

Pineland Park

Exeter Township

WISH LIST: Add new pieces of park equipment and perhaps a disc golf course.

Kenilworth Park

North Coventry Township

WISH LIST: Improve the trail system in the park, including the Kenilworth Trail and the Coventry Trail.

New Hanover Community Park

New Hanover Township

WISH LIST: New piece of playground equipment and repairs around the entire park.

Memorial Park

Borough of Pottstown

WISH LIST: Replace the playground or improve the bandstand.

Meadow Park

Schwenksville Borough

WISH LIST: Expand the playground and/or assist with the park’s master plan, including basketball courts.

Brown Street Park

Borough of Spring City

WISH LIST: Make structural improvements.

Union Meadows East

Union Township

WISH LIST: Plant trees and additional plants to improve the park’s visual appearance.

Hollenbach Park

Upper Pottsgrove Township

WISH LIST: Develop a trail system in the park and connect the new trails to existing ones.

Sanatoga Park

Lower Pottsgrove Township

WISH LIST: Provide better access to the lake for fishing or continue to improve the playing fields.

Connie Batdorf Park

South Coventry Park

WISH LIST: Install and plant a demonstration vegetated bio-swale with native plants, including wildflowers to attract butterflies and other wildlife.

Old Timers Field

West Pottsgrove Township

WISH LIST: Improve the baseball field, purchase a new baby swing, and add more benches around the complex.

board member profiles



Art Green, Chairman

As a retired teacher from the Pottstown School District, where he taught for 10.5 years, Art has a good understanding of the district, the town, and its needs. As a retired union representative of the Pennsylvania State Education Association/National Education Association (PSEA/NEA), Art worked 27 years for public school teachers and public education at the local, state and national levels. He was part of a PSEA/NEA workgroup that developed the first school Crisis Response Team in Pennsylvania to respond to school crisis issues arising out of the Columbine School tragedy and other adverse events impacting public school teachers. Currently, Art is a part-time math and science tutor on the West Campus of the Montgomery County Community College, where he continues to stay in touch with the ongoing needs of students at all levels.

“To be able to use my experience to help the Foundation reach the many needs of students has been incredibly rewarding,” said Art. “As a senior citizen, I am also mindful of the needs of mature adults. These experiences also inform me and impact my role in the decision-making of the Foundation.”

In addition to being Board Chairman for the Foundation, Art currently serves on the Hobart’s Run Committee at The Hill School in Pottstown. He also served as a board member for the Visiting Nurses Association, Fellowship House Farm, Spina Bifida Association of Delaware Valley, and the Pottstown Regional Public Library. Additionally, Art was elected to the Pottstown Borough Council serving for six years and worked on the Capital Campaign for a new structure at St. Aloysius Church.

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board member profiles

Art has been calling Pottstown “home” for the better part of five decades. “It’s a comfort to know we can help resolve some of the many health related challenges that the Pottstown area faces with this Foundation at the ready,” said Art.

In his spare time, to support his own health and wellness, Art enjoys walking outdoors, water activities in almost any location (pool, stream or ocean), as well as traveling to new places with new experiences.

Art is in his eighth year as a board member for the Foundation.

Art On Living A Healthier Life:

“I would encourage members of the community to ‘model the change you want to see.’ Start by giving up one harmful habit such as smoking, excessive drinking or by starting one healthy activity like cutting back on problematic foods, such as sweets, sugar, salt, or excess carbohydrates. Start small, and slowly increase any successes from there.”

“This is what I enjoy — the ability to help make a difference for Pottstown.”

Art Green, Chairman



Matt Cappelletti, Vice Chairman

Matt was on the Pottstown Memorial Medical Center Board when the Foundation was created. He served on the Foundation’s Board from July 2003 to June 2005, returning in August of 2012 and remaining a member to this day.

“I grew up in Pottstown, so knowing the area has given me the insight and knowledge about what the community needs,” said Matt. “I have been involved with many civic groups, and the Foundation gives me a chance to give back to my community and make a difference in people’s lives. I’m proud to be part of this very bright, energetic group of people committed to the region.”

In addition to his efforts and contributions at the Foundation, Matt is actively involved in a wide range of community groups, including the TriCounty Area Chamber of Commerce, Pottstown Area Industrial Development, Inc. (PAID), Pottstown Area United Way, Pottstown Visiting Nurse Association, Pottstown Memorial Medical Center (PMMC), the Building Industries Exchange of Pottstown and Vicinity, St. Aloysius Church, Pottstown Ambucs, the Child Development Foundation (Norristown), and the Lower Pottsgrove Historical Society.

“You have a debt — people have helped me and I like to help people. It’s all about making a difference in the community,” said Matt.

To support his own health and wellness, Matt loves golfing (even though he says he’s lousy at it). He also plays tennis, is a casual runner, and enjoys anything that involves being outside — even yard work. Additionally, Matt says he loves attending sporting events and hanging out with his kids.

“Even though they are older, my kids still enjoy hanging out with me,” said Matt. “And what in life is better than hanging out with your kids?”

Matt On Living A Healthier Life:

“Set a good example for your kids — encourage them to do anything. Stay active and keep active through the years. Teach your kids about better diet, staying physically fit. Just start doing something. Don’t make excuses — there are great parks with playgrounds all over the area. It’s all about prevention. If you want to see your kids grow up healthy, take the initiative in your own life — take care of yourself.”



Dr. Myra Forrest, Secretary

Dr. Forrest joined the board as a member back in January 2011.

Her background in education plays a key role in helping the Foundation with its educational programs. At the Foundation, Dr. Forrest reads all the requests for grants. Her experience allows for a thorough review of those applications, considering a large percentage of them request money for educational purposes.

“I truly enjoy rewarding so many great organizations by approving and distributing funding for their endeavors,” said Dr. Forrest. “I also enjoy working with the staff and the Board here at the Foundation. The board is filled with professionals who are fully accepting of the responsibility and take the work of the board very seriously.”

A resident of Gilbertsville for more than 30 years, Dr. Forrest shares her time and expertise with additional organizations throughout the region. She is on the board of the TriCounty Chamber of Commerce, as well as the board of the Pottstown Memorial Medical Center and her church. Through her work as the Executive Director of the Foundation for Pottstown Education, Dr. Forrest can support students in Pottstown with programming that the district can’t afford.

In her free time, to support her own health and wellness, Dr. Forrest enjoys golfing, gardening, and swimming. “I would love to spend more time golfing so I can get better,” said Dr. Forrest. “But those one or two great shots I get in a round keep me coming back!”

Myra On Living A Healthier Life:

“Start small. Just 10-15 minutes of exercise a day. Walking is the best way to start because there is always a place to do it. You can even do it at lunch at work! Once you start and take baby steps, it is easy to go to the next level. From there you just keep going.”



board member profiles



Dr. Keith Harrison, Treasurer

Dr. Harrison has served on the Board of the Foundation since 2010.

As a physician who's been practicing medicine for 27 years, Dr. Harrison has seen, firsthand, the results of poor health choices in the lives of his patients.

"Chronic disease is on an exponential rise in this country and we must have drastic intervention to help reverse this trend," said Dr. Harrison.

This personal experience fuels his dedication as a member of the Foundation.

"Over the years, I have thoroughly enjoyed working with the staff and other board members because of their varied background and incredible talents," said Dr. Harrison. "I like being part of an organization that is, hopefully, having a positive impact on the overall health of the community."

A resident of Douglassville, Dr. Harrison stays involved in his own community through his church — Pottstown Presbyterian, as well as the Pottstown Cluster of Religious Communities and as a past board member of the Boyertown YMCA.

To support his own health and wellness, Dr. Harrison spends his spare time enjoying a variety of outdoor activities, including skiing, hiking, canoeing, gardening, and swimming.

Dr. Harrison's Advice For Living A Healthier Life:

"The human body was designed to move; even a little exercise is better than none."



Todd Alderfer, Member at Large

Todd has been a member of the Foundation's Board since 2011.

Previously, he was actively involved in the United Way for years, helping them invest money in worthwhile causes. This experience has been a natural fit at the Foundation.

"I have a tremendous amount of passion for the grants piece we offer as a Foundation," said Todd. "I'm incredibly fortunate to be in a position that I am able to give away a lot of money to some deserving organizations and movements."

Todd was recently appointed chair of the Impact Committee at the Foundation — a new subset committee that, internally, helps employees become more efficient in their strategic and tactical thinking. Externally, it helps the Foundation critically investigate where and to whom it gives money.

"The information the committee is gathering will benefit other non-profits as it is distributed — they can learn more about themselves in ways that may have been previously unrecognized," said Todd.

A resident of Gilbertsville in Montgomery County, Todd also stays involved in his community. He not only volunteers on the finance committee at Hanover United Methodist Church, but also serves on the Board for the United Way of Bucks County. One particular project that holds great personal meaning is the Bucks Knock Out, a fundraiser sponsored by the organization to combat the hunger plague in the region.

In his spare time, Todd supports his own health and wellness by exploring everything nature has to offer. His two favorite outdoor activities include seasonal polar opposites: skiing and golfing.

Todd's Advice For Living A Healthier Life:

"Childhood obesity is such a raging issue facing the youth of today, and yet there is no better way to combat its devastating effects than to get out of the house and get physical. So if everyone could turn off the TV, put down their iPhone, walk away from an iPad or a computer, and go out and take a walk, we would lead healthier lives."



State Launches Five-Year Outdoor Recreation Plan in Pottstown

The Pennsylvania Department of Conservation and Natural Resources (DCNR) launched its five-year Outdoor Recreation Plan at a ceremony held on June 25th in Pottstown.

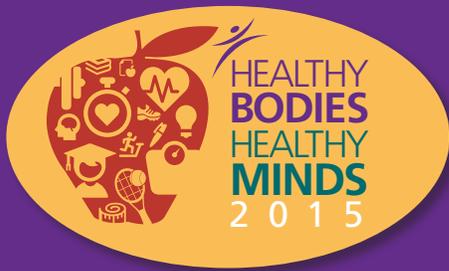
Several influential guest speakers unveiled the details of the plan, including DCNR Secretary, Cindy Dunn, as well as Pottstown Area Health & Wellness Foundation (PAHWF) President, David Kraybill, Pottstown Mayor Sharon Valentine-Thomas and Montgomery County Commissioner Josh Shapiro. The plan, itself, features five priorities for Pennsylvania communities — health and wellness, local parks and recreation, tourism and economic development, funding and financial stability and resource management and stewardship.

The ceremony was held at Memorial Park, which was kicking off its 24th annual Pottstown Rumble, a tournament that attracts some of the nation's top volleyball doubles teams to the region. Three-time Olympic Gold medalist **Misty May-Treanor** made a return visit to the tournament where she taught youth clinics and made a brief appearance between sessions to meet-and-greet fans.

Attendees of the event also participated in some invigorating physical activity as interested individuals, who arrived dressed to play, rode bikes provided by the local bike-share program, [Bike Pottstown](#).

Events like the Rumble and the Foundation's **On Your Park, Get Set, Go!**™ parks contest, were contributing factors in Pottstown's overall selection as host for the ceremony. In fact, the contest was featured in the DCNR's five-year plan as a shining example of a community's long-term commitment to preserving Pennsylvania's parks and helping its citizens get active and lead healthier lives.





Save the Date

What: [Healthy Bodies Healthy Minds Institute](#)

When: August 4 & 5, 2015

Time: Registration is now open!
Be the first to secure a spot; space is limited this year.

Where: The Hill School in Pottstown, Pa

All motivated educators are invited to help transform schools into movement-centered buildings to this once-a-year opportunity. **But hurry — space is limited!** To reserve your spot, visit the Foundation’s page to [review our registration guide](#) and register by July 3! With a new and improved structure in place, based on the feedback we received last year — 2015’s Healthy Bodies Healthy Minds Institute is bound to be even better! Come learn from leading neuroscientists, educators, and psychologists the best practices on how to creatively incorporate physical activity into your curriculum.

To learn more, visit our media section and view our three-part, Healthy Bodies Shaping Healthy Minds webisode series.

Questions may be directed to Laura DeFlavia at ldeflavia@pottstownfoundation.org or 610-323-2006, x24.



What was HBHMI 2014 like?

230 Approximate number of attendees.

5th grade level had the highest representation.

83% of teachers in attendance.

49% of health and physical education teachers in attendance.



“Foundations of Life” Blog with Dr. Laurie Betts

Find inspiration and advice by following Dr. Betts as she discusses family life, exercise, nutrition and more. She will cover topics everyone can relate to, so join in the conversation and share your successes and your challenges.

[Click here](#) to follow Dr. Betts today!

www.pottstownfoundation.org



Spring 2015 Grant Round

The Spring 2015 grant round includes 40 grants, totaling \$1,547,345 awarded to non-profit organizations, schools, and municipalities. These programs play a major role in supporting the Foundation's mission of promoting healthy lifestyles within the community.

PRIORITY #1A: Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living. (\$762,330)

- Boyertown Area School District:** Brain Body Connection
- Brookeside Montessori:** B Well (Be Well)
- Coventry Christian School:** Project Purpose
- Daniel Boone Area School District:** Healthy for a Lifetime Program
- Falkner Swamp Nursery School, Inc.:** Health and Wellness Proposal
- Holy Cross Regional Catholic School:** School Garden, Outdoor Learning Environment and Gym Enhancements
- Owen J. Roberts School District:** Fit for Life
- Perkiomen Valley School District:** Wellness Coordinator
- Pottsgrove School District:** Building Resiliency
- Pottstown School District:** PEAK Health and Wellness Initiative
- Pottstown School District:** Healthy School Communities Initiative
- Spring-Ford Area School District:** Wellness Matters 2015-16
- St. Aloysius School:** Keeping Health in Mind, Body and Spirit
- The Wyndcroft School:** Health for Life 2015-16
- West-Mont Christian Academy:** School Health and Wellness

PRIORITY #1B: Improving parks, programming and the built environment to increase access to physical activity (\$42,500)

- Borough of Pottstown:** Native Indian Burial Site Memorial and Park Improvements
- North Coventry Township:** Coventry Trail/ Pigeon Creek Pedestrian Bridge
- Washington Township:** Athletic Field Expansion Project for Washington Township Park

PRIORITY #1C: Creating and promoting social networks involving healthy living (\$400,300)

- Boyertown Area Branch - Philadelphia Freedom Valley YMCA:** Improvements to the Boyertown Community Pool
- Expressive Therapy Concepts Inc.:** Smashville Badminton and Fitness Center Programming
- Greater Pottstown Tennis & Learning:** Tennis programs for all ages, levels & abilities

Green Valleys Association: Outdoor and Environmental Education Programs with Elizabeth B. Barth and Pottstown Middle Schools

Julian Dorsey Foundation: Extending Free After-School Soccer Programs

Olivet Boys & Girls Club: Body, Mind & Soul Approach to Community Health and Wellness

Pottstown Branch- Philadelphia Freedom Valley YMCA: Community Health Initiatives

Schuylkill River Athletic Club: Row UP Program

Schuylkill River Greenway Association: Bike Pottstown Program - 2015-2016

Spring Valley Branch - Philadelphia Freedom Valley YMCA: Nutrition Counseling/Healthy Eating Classes

St. John's Evangelical Lutheran Church of Boyertown: Joint Program of Exercise and Healthy Lifestyle with Boyertown Area YMCA

The Tennis Farm Inc.: On the Rise Tennis Program - Pottstown School District

YWCA Tri-County Area: Healthy Pathways Project

PRIORITY #2: Funding programs for physical health and emotional well-being (\$122,500)

ACLAMO: Conexiones por Salud – Pottstown

Family Services of Montgomery County: Project HEARTH (Helping Elderly Adults Remain in Their Homes)

Maternal and Child Health Consortium of Chester County: Healthy Start and Benefits Enrollment

PRIORITY #3: Funding learning opportunities and strategic planning to strengthen non-profits (\$219,715)

Centro Cultural Latinos Unidos Inc.: Board of Directors Boot Camp

Pottstown Rumble/Pottstown Parks & Recreation: Technology and Physical Wellness Support

TriCounty Community Network Inc.: Community Collaborative

United Way of Boyertown Area: Matching grant

United Way of Greater Philadelphia and Southern New Jersey: Increasing Philanthropy and Impact in western Montgomery County

YWCA Tri-County Area: Strategizing the Future of YWCA Tri-County Area



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