



# Pottstown Area Health & Wellness Foundation

Results Framework Launch Info Session

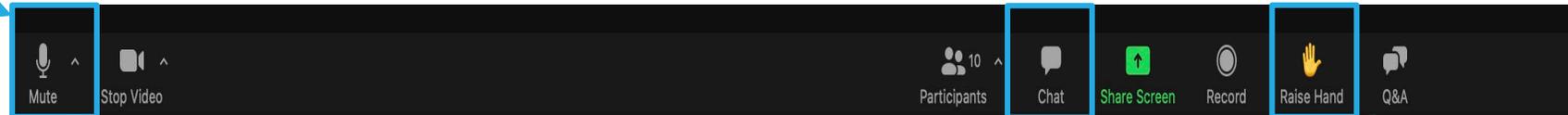


Community**Impact**  
Consultants

## Housekeeping

- ❑ As we progress through the session, please use the Q&A function at the bottom of your screen to ask questions about the Results Framework. The Q&A will only be viewable to our PAWHF and Community Impact Consultants team.
- ❑ During the Q&A following the presentation, you may use the raise hand feature to ask a question verbally.
- ❑ Please use the chat feature for assistance with event technology or general event questions.
- ❑ A recording of this event will be made available after the event and emailed to all registrants. Keep on the lookout for our follow-up message later this week.

Please mute yourself to help cut down on background noise



Webinar Toolbar

Use the chat feature to ask questions on technology or the session

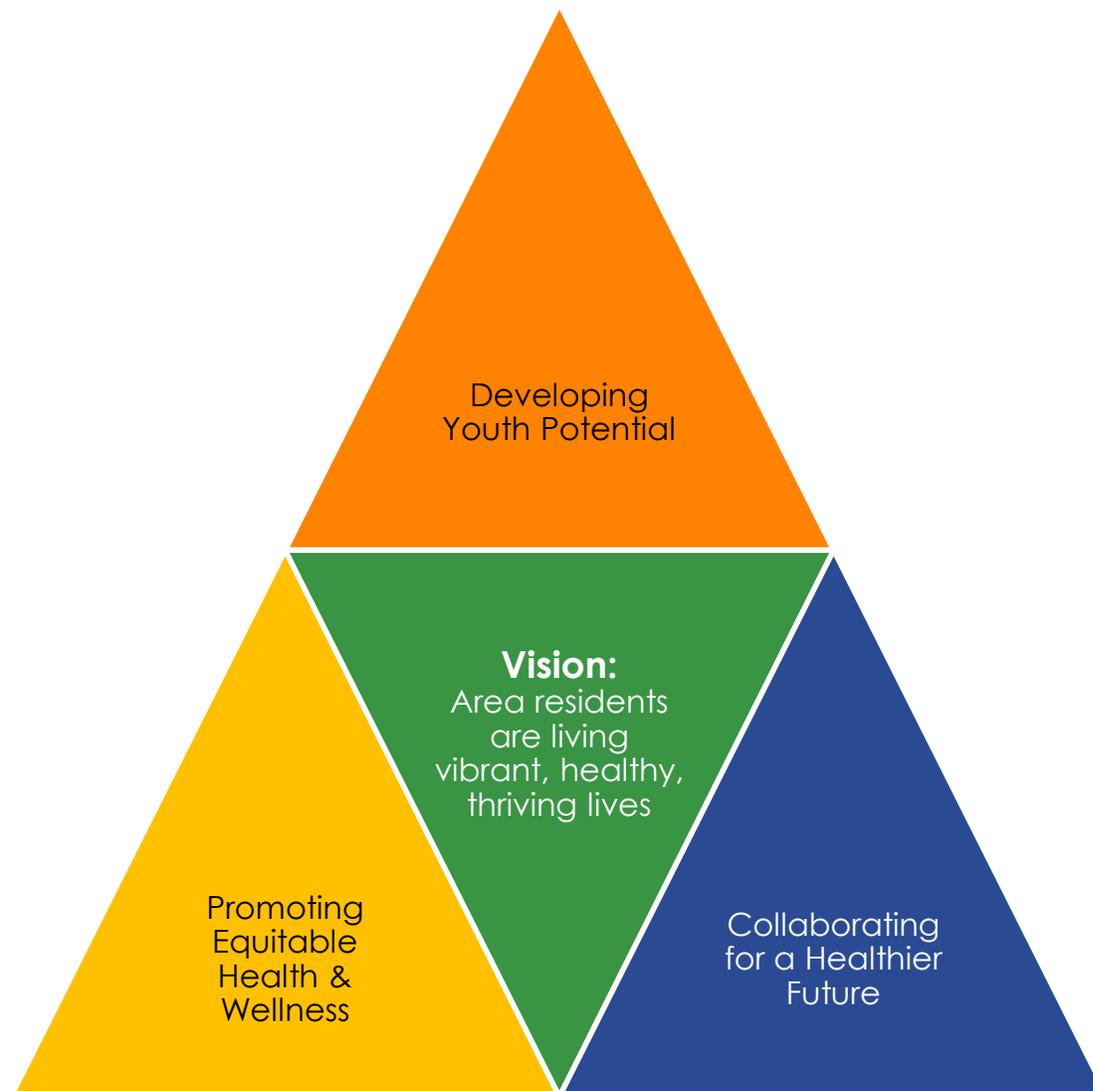
During the Q&A following the presentation, you may use the raise hand feature to ask a question verbally

- Welcome and Introductions
- Pottstown Area Health & Wellness Foundation – Overview
- Applying of Spring Cycle
- Spring Cycle Timeline
- Q & A

# Foundation Overview – Revised

**Purpose:** The Pottstown Area Health & Wellness Foundation ensures equitable opportunities for all community members to embrace a healthier lifestyle.

**Mission:** The Foundation enhances the health and wellness of area residents, providing education, funding, and programs that provide equitable access and inclusive opportunities for all residents to adopt healthy lifestyles.



# Foundation Overview

## Foundation Core Principles:

- To hold as paramount the health and wellness of residents of the Pottstown area.
- To ensure that a diversity of views is solicited, represented and considered.
- To maximize resources through community partnerships.
- To regularly assess the Foundation's effectiveness in meeting its mission.



## Funding Guiding Principles:

- Fostering a culture of transparency, equity and learning through our investments we seek to:
  - Remove barriers and ensure equity for all community members through selection of partners who support at-risk and diverse populations in our core pillars.
  - Collaborate and build powerful partnerships to learn, grow and solve immediate and systemic community health and wellness issues.
  - Sustain ongoing reciprocal relationships.
  - Inspire a passionate commitment to the community.
  - Make an extraordinary impact.

# Pottstown Area Health & Wellness Foundation

**Our Purpose**

The Pottstown Area Health & Wellness Foundation ensures equitable opportunities for all community members to embrace a healthier lifestyle

**Our Mission**

The Foundation enhances the health and wellness of area residents, providing education, funding, and programs that provide equitable access and opportunities for all residents to adopt healthy lifestyles

**Core Pillars**

**Promoting  
Equitable Health &  
Wellness**

**Collaborating for a  
Healthier Future**

**Developing Youth  
Potential**

**Funding Strategy**

**Foundation Engagement**

**Funding Strategy**

**Our  
Desired  
Impact**

Community members are benefiting from equitable access to spaces, services, programs, and resources enabling them to embrace a healthy lifestyle

PAHWF staff engages and empowers a diverse set of constituents and partners to actively work, learn, and support a healthier future for all residents

Community youth are healthy, learning, and thriving now and in the future

**Our Vision**

**Area residents are living vibrant, healthy, thriving lives**



# Spring Grant Cycle

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# PAHWF – Spring Grant Cycle



**1. Alignment  
with Pillar/  
Program area**



**2. Type of  
Project /  
Investment**



**3. Narrative –  
focus on  
achievement**



**4. Contributing to  
Community Impact**

# Pottstown Area Health & Wellness Foundation

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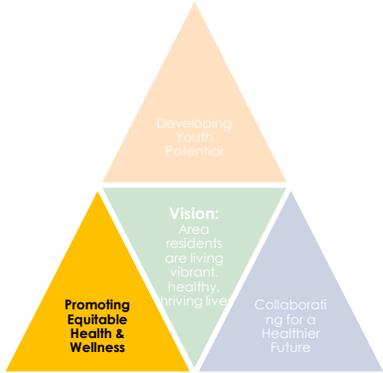
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# Promoting Equitable Health & Wellness

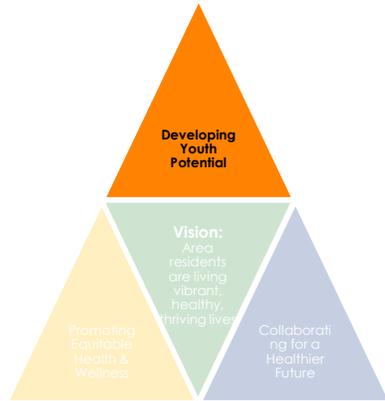


Program Areas	Overview	Key Stakeholders	Desired Program Impact
<b>Built Environment</b>	Promoting community wellness through the development and improvement of and access to active living spaces for all	<ul style="list-style-type: none"> <li>• Municipalities,</li> <li>• Facilities, parks and rec departments,</li> <li>• Community members</li> </ul>	Active living spaces are safe, clean and accessible to all community members to embrace a healthy lifestyle
<b>Health Access &amp; Delivery</b>	Improving access to affordable, high quality, culturally, and linguistically appropriate care for all community members	Community members with a focus on those that are in <b>underserved populations socially and economically</b>	Equitable access to high-quality health programs and resources are available and utilized by community members
<b>Health Equity</b>	Removing barriers to health and wellness to ensure all community members have a fair opportunity to attain their full health potential	Community members with a focus on those in populations that <b>have social and/or economic disparities in relation to the overall community</b>	Community members have social and/or economic barriers to health & wellness removed or mitigated

Pillar Impact

**Community members are benefiting from equitable access to spaces, services, programs, and resources enabling them to adopt a healthy lifestyle**

# Developing Youth Potential

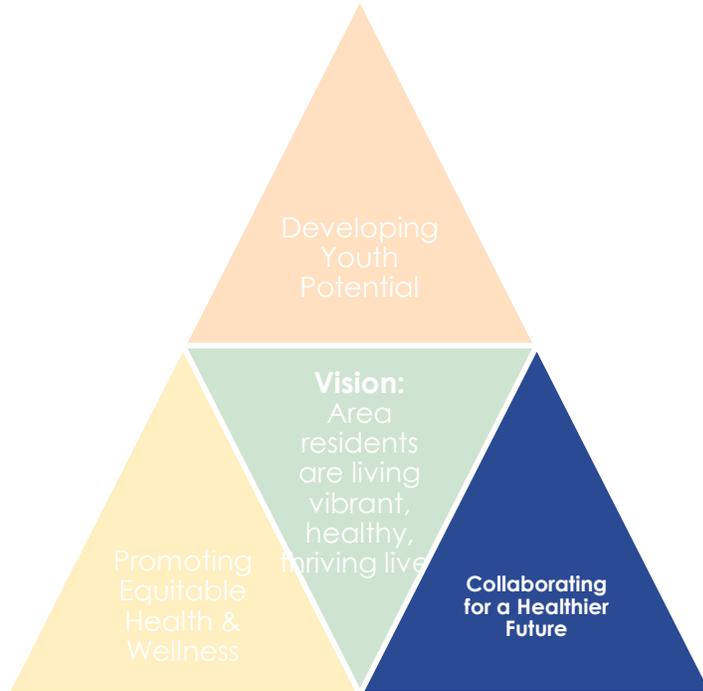


Program Areas	Overview	Key Stakeholders	Desired Program Impact
<b>Early Childhood Development</b>	Providing expecting and new parents with the tools and resources to ensure the development of young children (0-5)	<ul style="list-style-type: none"> <li>Expecting Mothers with a focus on those <b>at-risk for mental health and/or substance addiction</b></li> <li><b>Parents, Expecting Parents, and Caregivers</b> of young children (0-5)</li> <li><b>Young children (0-5)</b></li> </ul>	Children (0-5) are cognitively, socially, physically, and emotionally ready to enter school
<b>School Programs (K-12)</b>	Integrating best practices to promote wellness as a core component of school culture and student achievement	<ul style="list-style-type: none"> <li><b>Educational Institutions</b> – Districts, Schools (private and public)</li> <li><b>Teachers &amp; Families</b> of students K-12</li> <li><b>Students/Youth K -12</b></li> </ul>	Students are active, healthy, and thriving academically
<b>Youth Development (out of school)</b>	Helping youth obtain the cognitive, social, and emotional skills necessary to succeed in life	<b>Students/Youth K -12</b>	Youth have cognitive, social and emotional skills to manage and thrive in their daily lives and in the future

**Pillar Impact**

**Community youth are healthy, learning and thriving now and in the future**

# Collaborating for a Healthier Future



**Pillar Impact**

## Program Areas:

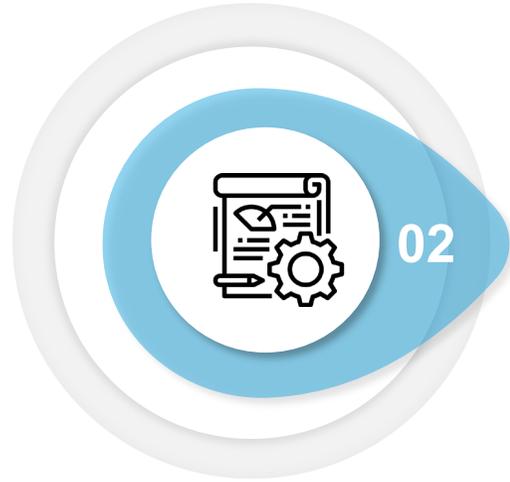
- **Community Collaboratives:** working with partners to address systemic health and wellness issues throughout the community
- **Education & Learning Opportunities:** providing information and training on health and wellness best practices throughout the community

**PAHWF staff engages and empowers a diverse set of constituents and partners to actively work, learn, and support a healthier future for all residents**

# LOI Decision-Making Criteria



**1. Alignment  
with Pillar/  
Program area**



**2. Type of  
Project /  
Investment**

# Types of Investments

**Systemic Reform:** Investments to effect - or inform - change on a macro-level, including influencing policy, community level engagement or changing practitioner practices

**Practice Development or Change** – identification, development, and/or implementation at-scale of new innovative practices to achieve deepest results for participants, community, or issue

**Field Capacity (Collaboratives)** – Investments to bring together interested parties to address a gap/need in service delivery and achieve deeper results for those they serve within a specific focus area

**Advocacy & Community Influence** – Engaging and influencing community members, leaders, business and social sector to actively work to support and grow the field through legislation and policy change

**Grantee Capacity Building** - Investments to increase or improve the existing capacity of the organization to achieve results

## Direct Service –

**Programmatic Support** - Investments in existing programs that directly serve the community and its members

**Built Environment** – Investments in the improving and creating active living spaces for all community members

## What you are investing in...

## Results Sought

Systemic  
Reform

Support to effect - or inform - change on a macro-level, including influencing policy or changing practitioner practices

**Long-term** – What will be different for the field or those you serve and by when

Capacity  
Building

Projects designed to increase or improve the existing capacity of the organization to achieve results

**Short-term** – what will be accomplished during grant term

Improved results for those served as **a result of the new capacity**

Direct  
Service

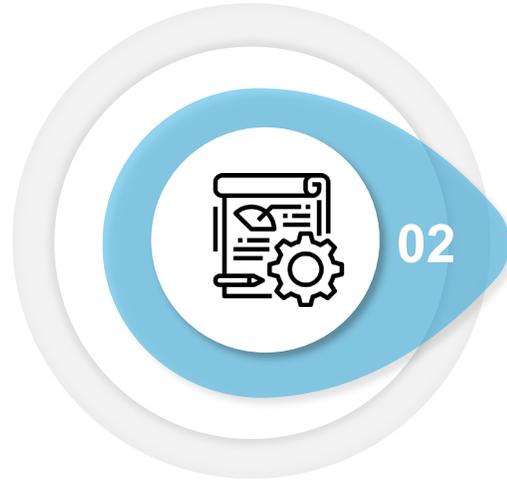
Support of existing programs that directly serve the community and its members

**A change in status, condition, or behavior for the individuals served or condition addressed** by the NPO in response to a particular set of programs or activities

# LOI Decision-Making Criteria



**1. Alignment  
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**3. Narrative –  
focus on  
achievement**

## Organizational Background and Achievement

- What is the Mission of Your Organization?
- Provide 2-3 examples of how you've **achieved your mission** over the past year?
- To date, how have the intended **service recipients and/or residents** of the community served been included in the **identification of needs and project development**?

## Project Overview including overall goal and how you intend to use PAHWF Funds

- Provide a brief description of the program or project for which you seek support, including its **overall goal and use of the PAHWF funds**.

# LOI Decision-Making Criteria



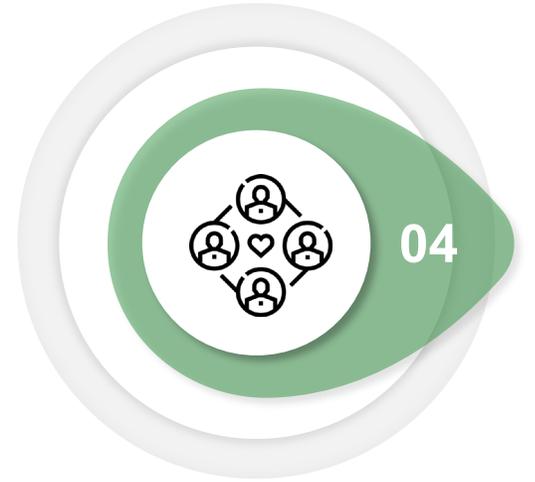
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**4. Contributing to  
Community Impact**

# LOI – Community Impact - Equity

**Equity:** The Foundation understands that efforts to become a **culturally sensitive and diverse organization** is an important, ongoing process.

**Please indicate what steps your organization has taken to advance its commitment to diversity, equity, and inclusion.**

- Organization has established policies and practices supporting diversity, equity and inclusion (DEI) (i.e., vendor/consultant policy, hiring policy, cultural and linguistic competence policy)
- Organization has clearly defined DEI reporting benchmarks which are reported on and evaluated on a regular (annual/bi-annual) basis
- Organization is led (e.g., executive director, CEO) by a person of color
- Percentage of staff who are people of color reflects demographics of population served
- Percentage of board who are people of color reflects state demographics
- Organization is primarily focused on improving the lives of people of color, and reflects that commitment in their mission, goals, and actions
- Organization conducts internal cultural competency and diversity training for staff
- Organization has established policies and practices that recognize and call for the equitable treatment of all historically marginalized groups, including those with physical and cognitive disabilities, racial and ethnic minorities, women, the LGBTQ+ community, and refugees and immigrants or New Americans
- Organization has adopted a Racial Equity Action Plan
- Other

Please explain:

## General Population Demographics –

### Which demographic groups will this project serve?

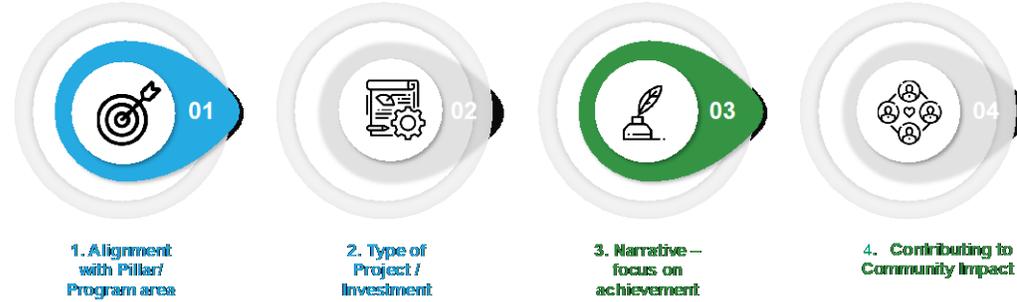
- American Indian or Alaska Native
- Asian or South Asian or Southeast Asian
- Black or African American
- Hispanic or Latinx
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Biracial or Multiracial
- Other

## Underserved Populations –

### Which people with historically marginalized identities will this project serve?

- Black, Indigenous, or a Person of Color
- People with disabilities (hearing, visual, cognitive, ambulatory, self-care, and/or independent living disability)
- Foreign Born (all persons born outside of the United States)
- Limited English proficiency/English language learners
- Low-income (persons with family income less than twice the federal poverty threshold)

# Eligibility Requirements



## General Eligibility Requirements

In order to be eligible, you must:

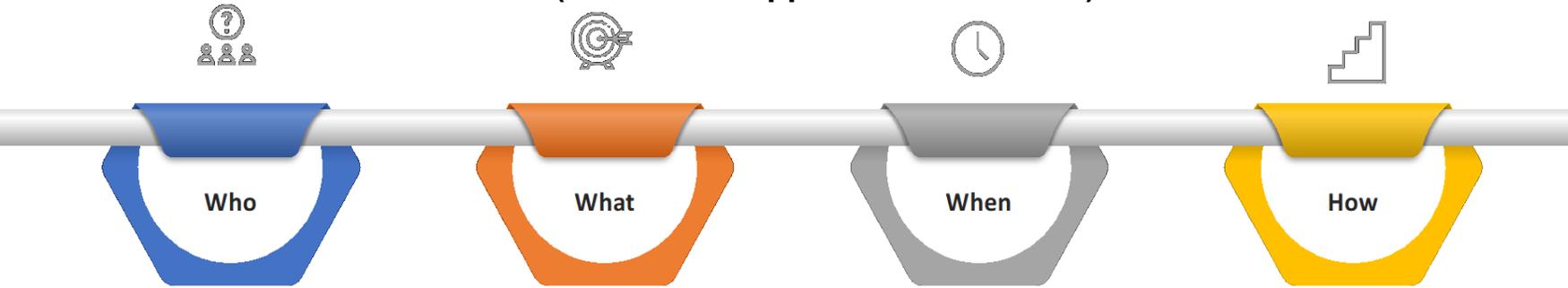
- Be a 501c3 organization or a school, library, or governmental entity with documentation that shows governmental status
- Operate a program that serves the residents of the Pottstown Borough and those within a 10-mile radius of downtown Pottstown
- Align with one of the Pillars/Program areas AND demonstrate contribution to the desired program area impact
- If seeking capital funding, specifically in Built Environment, the request can not exceed \$100,000 and you must show you've raised at least 50% of required funds

The foundation **does not** support the following:

- Alumni Activities
- Debt Reduction or Loans
- Disease-Related Charities
- Endowment Contributions
- Individual Medical Bills
- Political Campaigning and/or Legislation Promotion
- Scholarships

# Thinking ahead to application....

## The Narrative (Qualitative Approach and Details)



**Who**  
**Who (or what)** will your work impact?

**What**  
**What** impact will it have (and by when)?

**When**  
**When** will you know you've succeeded?

**How**  
**How** will you get there?

## + Data (Quantitative – Key Behavioral Indicators )

CONNECT	
Identifies gaps or opportunities to improve access, safety, and accessibility of active living spaces	
Develops a plan to close gap(s) to create or improve active living spaces	
Secures necessary resources and buy-in	
IMPROVE	
Completes improvement efforts and get authorization for use	
Ensures public transportation in place	
Outreach to the community to promote usage of new active living space	
CHANGE	
Confirms community members use it productively for the first time	
Confirms community members use it productively on a regular basis*	
Community members confirm benefits of active lifestyle	





# Spring Grant Cycle Timeline

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# Timeline

Step	Process	Date
1	Letter of Intent (LOI) Opens	January 1, 2022
2	LOI Due (Closes)	February 1, 2022
4	Move Ahead Notifications / Application Open	Week of February 28, 2022
5	PAHWF Results Framework Training – Aligning your program with the PAHWF new measurement framework	By pillar to be announced: March 2 and 3, 2022
6	Application Assistance – one-on-one support from partner consultant for select grantees	March 14 - 30, 2022
7	Applications Due (Close)	April 1, 2022
8	Approval and Declination Notifications	Week of May 31, 2022
9	Reporting Requirements	Interim Report – January 15, 2023  Final Report – July 15, 2023

# Point of Contact

Program Areas	Program Officer
Built Environment	Craig Colistra
Health Access & Delivery	Ashia Cooper
Health Equity	Howard Brown

Program Areas	Program Officer
Early Childhood Development	Ashia Copper
School Programs (K-12)	Howard Brown
Youth Development (out of school)	Craig Colistra

**Emails:**

Ashia: [acooper@pottstownfoundation.org](mailto:acooper@pottstownfoundation.org)

Craig: [ccolistra@pottstownfoundation.org](mailto:ccolistra@pottstownfoundation.org)

Howard: [hbrown@pottstownfoundation.org](mailto:hbrown@pottstownfoundation.org)

**General Technology / Application Support:**

[GrantSupport@pottstownfoundation.org](mailto:GrantSupport@pottstownfoundation.org)



Q & A

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