

# Real Stories. Real Changes.



POTTSTOWN AREA  
**Health & Wellness**  
FOUNDATION

*Promoting Healthy Living*

# Motivating Residents to Adopt Healthy Lifestyles

Most cover pages and annual reports highlight numbers and figures, show charts and graphs. For those of you who enjoy mathematics and accounting, we have included a graph, but throughout our annual report we have made a point to share the stories of individuals who have benefitted from a grant through the Pottstown Area Health & Wellness Foundation.

It is only by listening to the life experiences of others that we can understand the need for better health opportunities. Listening also helps us to more carefully decide when an individual would take a positive step forward to better health, as an infant, in kindergarten, in school, through the faith community or through regular access to health care.

As we close this fiscal year, the Foundation will be listening again to the opinions, thoughts and needs of individuals in the Tri-County Area in our second comprehensive needs assessment. As of July 1, we had put in motion a survey of 1,400 people. The needs assessment, when completed, will be available to the public, and will be used to share the achievements and needs of Pottstown and the surrounding communities.

Individuals need opportunities to take steps to become healthier. Whether through education, recreation, or access to regular health care, the Foundation has increased opportunities for individuals and families in our region.

Over the past year we distributed more than \$3.1 million to the community. This included:

**Grants to schools:** The Foundation has committed over \$1 million to public and private schools for after-school programs for recreation, in-school programs on nutrition, information on nutrition and activities for families in children's backpacks, fresh fruit and vegetables served in schools, and a successful partnership called PEAK, Pottstown Early Action for Kindergarten Readiness.

**Individual access to recreation:** In the past year, the Foundation has expended over \$500,000 to expand access to recreation. This included funds to complete the new Spray Park in Pottstown, a new exercise room in the Boyertown schools, and to provide seed money and matching funds for municipalities to provide parks for growing populations.

**New health center:** Part of healthy living is having regular, consistent check-ups with a family doctor. By the end of 2008, the Foundation expects Community Health and Dental Care to be open to the public, providing access for the insured, underinsured, and those between insurance and regular care. In its early years, the center will likely need additional funding from the Foundation until it is solidly established.

**Bike Pottstown:** In a time of higher energy costs and the need for thrifty living, these yellow bikes seen around Pottstown are a healthy reminder to be active in your day-to-day activities.

We continue to appreciate the effort of others to use grants from the Foundation to raise more funds within or outside of our region.

Since our inception, we have granted more than \$9.6 million, which in turn has leveraged another \$5.5 million for non-profits and the people they serve in the region.

**Web-based health information:** We continue to invest in networks that allow individuals to access web-based information such as the Staywell Health Library, Fun & Fitness for the Family interactive map, and Mission: Good Nutrition.

**Pension Fund:** In addition to our responsibilities in grantmaking, the Foundation is responsible for the pension fund for employees of Pottstown Memorial Medical Center (PMMC) through 6/30/03. Many of the pension plan participants continue to live, work and retire within Pottstown and give back through volunteer efforts. As of 12/31/07, the pension plan had assets of \$47,728,384 and for 22 years has earned more than has been given out each year. In addition, the Foundation added \$3.2 million to the pension fund to ensure that pension fund requirements mandated by the federal government are met.

The year ahead will give us many challenges. The Foundation's board is committed, through well diversified investments and wise grants, to continue to provide grants to the community in perpetuity to meet not only the challenges of the year ahead, but in the future as well.

We close with a thank you to the individual staff and board members of the non-profits, schools and municipalities in our region. We have a true partnership. The Foundation may have resources, but your ideas for new programs and initiatives keep our region fresh and vital.

Thank you for your ongoing hard work in promoting healthy living.



Charles F. Palladino  
Board President



David W. Kraybill  
Executive Director

## Special thanks:

The Foundation would like to extend a special note of thanks to Doug Yocom for his dedicated service to the Board. It is through commitment such as his that the Foundation is able to reach out to the community and motivate residents to adopt healthy lifestyles.

**Fiscal Year 2008**  
(July 1, 2007 – June 30, 2008)

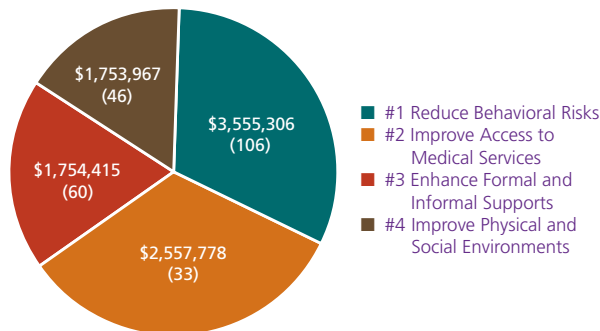
**Grants Program furthers our goals.**

The cornerstone of the Pottstown Area Health & Wellness Foundation is its grants program. Every year the Foundation distributes grants according to its four long-term goals. During this fiscal year, the Foundation awarded more than \$3 million to schools and non-profit organizations in the tri-county area.

**Total Grant Dollars Committed**

(inception to date)

Approved by Priority – \$9,621,466 (Number of Grants – 245)



Following is a list of grant recipients, organized according to our four goals, with descriptions of how the recipients are using their grant funds to benefit Pottstown area residents.

**Goal #1: Reduce Behavioral Risks**

**Baptist Children's Services**

Support "BCS YES – Youth Empowered to Succeed," a program for at-risk teen girls focusing on implementing a wellness policy that will include nutrition education goals and physical activity goals available during non-school hours.

**Boyertown Area School District**

Fund Technology-based Assessment in Physical Education (T.A.P.E.) for BEARS Initiative, a physical fitness program for teens, teachers and community members. Fund the Healthy Hearts and Minds program; continue funding for programs such as the Senior High's Students Training Eating and Living Totally Healthy (STEALTH) program and elementary school exercise programs.

**Boyertown Area School District – "STEALTH" Program**

My name is Lisa. I am a sophomore at Boyertown Sr. High School and am a member of the "STEALTH" club. Even though I already enjoy exercising and eating healthy, I love attending the after-school "STEALTH" club with my friends. It's always more fun exercising with others and I try to motivate those who may need encouragement to stick with the program. We get to do fun things like Aerobics and Pilates and we even get to exercise with senior citizens. They seem to love it. One time a Hip Hop Dance instructor showed us all how to do Hip Hop dance. The best thing about STEALTH is that it is open to all students in the high school and it's more relaxed than an organized sport. It's only as competitive as you want to make it personally. The healthy snacks are a great part too. I even had a chance to appear as a guest on the Foundation's Mission: Good Nutrition TV show to talk about STEALTH. How cool is that?



### **Boyertown Area YMCA**

Support multi-generational programming by funding a childcare center play area and fitness program testing.

### **Brookeside Montessori**

Implement the Growing Up Fit wellness program, which is geared to educating students about nutrition and fitness.

### **Centro Cultural Latino Unidos, Inc. (CCLU)**

Support the Girls Club, "CHICA," which will provide a strategic educational plan geared to providing girls and their parents with information about health risks associated with drugs, alcohol, premarital sex, STDs and HIV/AIDS.

### **Child, Home & Community**

Initiate adolescent prenatal, parenting and support programs to empower pregnant teens and their families to make healthier lifestyle choices.

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

Support the Fitness for Life program, which is designed to reduce behavioral risks and build healthy habits for children ages 3–6 years old.

### **Coventry Christian School**

Enhance the current nutrition education program and add a physical activity component for all students.

### **Daniel Boone Area School District**

Continue to expand the coordinated school health program that builds an alliance between parents, teachers, nutrition personnel, staff and community partners to teach children and families how to live a healthy lifestyle.

### **Developmental Enterprises Corporation, Pottstown Training Center**

Expand Healthy Eating, Healthy Living program at the Pottstown Center.

### **Fellowship Farm**

Continue healthy options and lifestyle programs in partnership with YWCA Tri-County Area for individuals, families and communities.

### **Fellowship Farm – HOPP Program (Healthy Options for the People of the Pottstown Region)**

My name is Robert and I am nine and a half. I will be in fourth grade soon. My Mom and Dad and my sister Vickie and I went to Family Camp. It was at Fellowship Farm in the summer.



I never saw a llama before. Some other families came too and we had a very fun time together. We got to swim in a pool and I learned to climb over a high wall. Vickie is bigger and she helped me. What I liked most was our family was all together at the same time. We learned things and played together a lot. Gardening was my favorite. A very nice gardener showed us how to make a garden. He taught us about vegetables that are good for you and that they taste good, too. We are making a vegetable garden in our back yard now, and it is organic. I can't wait to eat our fresh vegetables. I hope we can go to Family Camp next summer.

### **Freedom Valley YMCA–Pottstown Branch**

Fund Splash Camps through the Y's Summer Swim Program to benefit children ages 8-12 from low-income neighborhoods within their service area.

### **Holcomb Behavioral Health Systems**

Support the Life Skills program, which is an abuse prevention program for at-risk adults and their children.

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

Fund the Healthy Start Prenatal program that benefits low-income families by providing support, information and linkages for a healthy pregnancy.

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

Expand the Fit for Life wellness program, which offers after-school programs, wellness literacy materials, nutrition programs and walking programs throughout the school district.

### **Perkiomen Valley School District**

Support the establishment of a fitness center and equipment at the Middle School East to support comprehensive cardio and strength programs.

### Phoenixville Area YMCA

Provide movement and exercise classes for challenged children. Support Youth Training program to encourage physical activity, nutritional education and peer support.

### Pottsgrove School District

Fund the Student Needs Assistance Program (S.N.A.P.) team which teaches healthy lifestyle choices. Provide funding for the "Five for Life" program for grades K-8, which will assist in understanding the value of living an active life and practicing healthy nutritional habits.

### Pottstown Area Seniors Center

Enhance the Prime Time Health program to accommodate the increase in senior memberships.

### Pottstown Family Center

Continue Color Me Healthy, an early-intervention nutrition and physical activity program for Pre-K through first-grade students at Barth and Rupert elementary schools.

### Pottstown Family Center – "Color Me Healthy" Nutrition Education

My name is Elise. I'm a working mom. I met Jen the Parent Educator at the Color Me Healthy tent at the Family Fest. We got talking about our kids. I was worried about Shaun and Layla. They were chubby babies but now they're in school and they are still chubby. I don't want them getting real large like me when they grow up. So me and Jen made a date and she visited with us. We talked about how good home-made food is much better for kids than happy meals and it costs less too. We talked about diet and exercise and how to match up calories in and calories out. We talked about getting the right vitamins and minerals and fiber and not too much salt. Jen helped me figure out all these easy healthy meals and snacks I can fix for Shaun and Layla, and it's working out. Now there's plenty of good, tasty things for them in the fridge. When the Color Me Healthy newsletter comes in the mail we read it together. We go for walks a few times a week. When my kids grow up they're going to look good! Plus I already lost 8 pounds!



### Pottstown Public Library

Continue programs that promote a healthy lifestyle by providing classes in addition to library and community resources. Also continue to provide Baby Welcome Packets to parents of newborns at PMMC.

### Pottstown School District

Implement the Coordinated Approach to Child Health (C.A.T.C.H.) club designed to promote physical activity and healthy lifestyle choices. Continue Safe Schools/Healthy Students program, which provides information and programs on nutrition, fitness, drugs and alcohol, mental health and safety. Support the Healthy Snack Nutrition Education program, which benefits students from low-income families by providing healthy snacks in addition to nutrition educational literature.



### Pottstown School District – Healthy Snack Program

My name is Mikahla and I go to Lincoln Elementary school. I am in the 4<sup>th</sup> grade. This year we started to learn about fruits and vegetables. Our teacher tells us why these

foods are good for us and that if we eat them it will help keep us healthy. The best part is when we get to eat the fruits and veggies. We get to try new healthy snacks every week. Sometimes when we have something new, like an avocado, we all have to taste a little bit. (I didn't like that one too much.) My favorite was the cantaloupe.

### Spring-Ford Area School District

Continue to support the Healthy Choices 2008-2009 project, which provides a coordinated program to implement wellness policies for the entire student body, focusing on lifelong wellness, nutrition and physical activity.

### St. Pius X High School

Provide funding to purchase equipment to improve the Fitness Center, which will supplement the physical education course for the students.

### The Growing Center, Inc.

Continue support of the Horticultural Therapy program, which benefits children and adults within the community who are mentally, emotionally and physically challenged.

### Triskeles Foundation

Initiate Food for Thought program to benefit the underserved within the Spring City community.

### **YMCA of Pottstown**

Improve the childcare snack program by providing fruits, vegetables, whole grains and dairy products, and by incorporating the Color Me Healthy program.

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

Continue support of the Healthy Choices after-school program for middle-school girls in the Pottstown and Pottsgrove school districts. Expand the Summer Out of School summer camp at Fellowship Farm, which serves underprivileged and underserved youth living in Pottstown.

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

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

Continue to fund van service for Amity Manor residents in Douglassville.

### **Creative Health Services**

Provide multi-year funding for operational support for the co-location of primary and behavioral healthcare services.

### **Montgomery County Community College**

Fund Dental Sealant Day to provide dental services to children in the Pottstown area.

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

Support breast cancer education and screening project for uninsured and underinsured women at PMMC.

### **Visiting Nurse Association**

Fund Montgomery County Personal Navigator Program with expanded legal-support service for eligible individuals who have been denied or removed from public health and medical benefits.

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

### **Boyertown Area Creative Housing**

Support transitional housing and client support program for families in the Boyertown area.

### **Building a Better Boyertown**

Support the second year of Boyertown's Farmers Market, which allows the market to run every Saturday from June through November.

### **Mental Health Association of Southeastern PA**

Fund the Chester County Compeer program, which matches trained volunteers with adult consumers of mental health services in the Pottstown area.

### **Montgomery County Community College**

Fund service learning that will provide capacity building for five community-based non-profit organizations that provide preventive health programs.

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

Continue support of a web-based resource directory which offers a database of health and human service agencies and programs to Montgomery County residents.

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

Continue to fund Capacity Building Initiative.

### **Project Outreach**

Assist in funding the Winter Emergency Fuel Oil Program in the Spring Ford community.

### **United Way of Boyertown**

Provide match to the Annual Fall 2008 Residential Campaign that will encourage first-time donors and support Boyertown agencies.

### **United Way of Southeastern PA (SEPA)**

Provide match for the Annual Fall 2008 campaign to encourage first-time donors and benefit the Greater Pottstown area.

### **Volunteer Home Care, Diakon Lutheran Social Ministries\***

Support volunteer home care team outreach, which provides free transportation to eligible clients in the Pottstown area.

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

### **Blessed Teresa of Calcutta Parish**

Provide a matching grant for gymnasium building project, which will provide opportunities for physical activity for members of the community and students.

### **Camphill Village Kimberton Hills**

Support Aging in Community program, which benefits vulnerable seniors with developmental disabilities.

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

Support the organization's capacity-building efforts to improve effectiveness and future development and administration of activities for youth in the Pottstown area.

### **Pottstown Parks & Recreation**

Provide funding for parks, trails and grounds improvements, and playground improvements to seven small parks in the Pottstown area.

\*Funding supported by PAHWF East Auxiliary

### Pottstown School District

Fund the development of a three-year plan to upgrade grounds and facilities available to Pottstown School District residents with the intention to develop a school-community partnership focusing on maximizing health benefits for students and families.

### Salvation Army

Establish a renovation fund for the Lessig-Booth Family Shelter Kitchen, which provides meals and temporary housing to needy families in the Pottstown area.

### St. Aloysius School

Continue funding the Steps to a Healthier You program, which focuses on nutrition education and fitness programs. Fund a nutrition kitchen for kindergarten and pre-school students.

### St. Aloysius School – Food Is Elementary

My name is Helen and I work in the cafeteria at St. Al's. Last year the faculty decided to incorporate a new program into the curriculum called "Food Is Elementary." They said it was important because it would educate the students about the importance of eating healthy and the relationships of food choices. I just saw it as "extra work" on my part. As the year has gone by though, I have come to realize how important it is to know the benefits of eating healthy and nutritious foods, and what better place to start than with our children. The program has had very positive results and reactions from the students, their parents, faculty and yes the staff as well. I've learned that it's never too late to learn.



### Women's Center of Montgomery County

Support the relocation costs for the Pottstown office to the new Creative Health location on Robinson Street in Pottstown.

## Consolidated Statements of Financial Position

June 30, 2008 and 2007

	2008	2007
<b>ASSETS</b>		
Cash and cash equivalents	\$180,468	\$259,998
Accrued interest income	93,860	164,846
Long-term investments	89,547,557	100,991,517
Equipment and furnishings—net	93,856	128,435
Other assets	9,521	8,973
<b>Total assets</b>	<b>\$89,853,262</b>	<b>\$101,553,769</b>
<b>LIABILITIES</b>		
Grants payable	\$2,165,629	\$1,753,196
Accounts payable and accrued expenses	198,104	247,288
Other liabilities in connection with the sale of PMMC assets	6,970,649	7,783,493
<b>Total liabilities</b>	<b>\$9,334,382</b>	<b>\$9,783,977</b>
<b>NET ASSETS</b>		
Unrestricted	\$80,518,880	\$91,769,792
<b>Total net assets</b>	<b>\$80,518,880</b>	<b>\$91,769,792</b>
<b>Total liabilities and net assets</b>	<b>\$89,853,262</b>	<b>\$101,553,769</b>

# Board of Directors and Staff

July 1, 2007 – June 30, 2008

## Board of Directors

### Edward A. Bardowski\*

Director, Client Services  
SEI Investments

### Robert W. Boyce

Executive Committee Member; Board Treasurer\*\*  
Teacher of Physics & Chemistry, Malvern Preparatory School for Boys; Captain, U.S. Navy (retired)

### James R. Bush

Former Business Administrator/Board Secretary  
Pottstown School District

### Jonathan Corson

Arkema Chemicals

### Mary Ann Dailey, PhD, RN

Chairperson, Department of Nursing  
Assistant Professor, Kutztown University of Pennsylvania

### D. Scott Detar, CPA

Board Treasurer  
Partner, Maillie Falconiero & Co. LLP

### P. Richard Frantz, A.I.A.

Architect

### Arthur L. Green\*

Retired union representative  
Pennsylvania State Education Association

### Phyllis L. Harwood, RN, BS, CSN

Retired nurse, Owen J. Roberts School District

### Burlington B. Latshaw, III

Pastor, Emmanuel Lutheran Church

### James J. Lennon, CPA

Partner, Maillie Falconiero & Co. LLP

### Linda D. Lignelli, RN, BS

Retired nurse, Boyertown Area School District

### Milton D. Martyny

Former President and Owner, U.S. Axle, Inc.

### Robert H. Moses

Retired Administrative Vice President  
National Penn Bank

### Reginald Nealy (resigned 10/1/07)

Board Secretary  
Retired Professor, West Chester University

### Charles F. Palladino

Board President  
Director of Human Resources, Sara Lee Corporation  
Household and Body Care Division – North America

### Kenneth E. Picardi, Esquire

Executive Committee Member; Board Secretary\*\*  
Partner, Law Offices of Yerger Daylor Allebach Scheffey Picardi

### William S. Taddonio, MS, MD, FAAFP, FACGS

Berks Family Care

### Nancy S. Threlfall

President  
Threlfall Marketing Group

### Sharon L. Weaver

Board Vice President  
Management Consultant

### Douglas N. Yocom (resigned 4/14/08)

President and CEO  
Precision Medical Products, Inc.

## Staff

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Executive Director

### Laura E. DeFlavia, CPA

Controller

### Kate D. Moore

Program Officer – School & Community Programs

### Laurie M. Betts, MD\*

Program Officer – Healthcare Access

### Rose Crews

Office Coordinator

### Nancy J. Mitchell

Program Assistant

### Anne L. Roddy

Administrative Assistant

### Kim Mansur\*

Administrative Assistant

\*New since July 1, 2008

\*\*Effective July 1, 2008





## FUNDS ARE TO BE USED TO BENEFIT TRI-COUNTY RESIDENTS FROM THE FOLLOWING ZIP CODES:

- 18074
- 19435
- 19442
- 19457
- 19464
- 19465
- 19468
- 19470
- 19472
- 19473
- 19475
- 19492
- 19504
- 19505
- 19512
- 19518
- 19525
- 19545
- 19548



POTTSTOWN AREA  
**Health & Wellness**  
 FOUNDATION

*Promoting Healthy Living*

152 E. High St., Suite 500  
 Pottstown, PA 19464  
 610-323-2006  
 Fax: 610-323-0047  
[www.pottstownfoundation.org](http://www.pottstownfoundation.org)

**On the cover:**

*Top Left: St Aloysius Kindergarten Fun-a-Tic T-shirt program.*

*Top Center: Community Health & Dental Care.*

*Top Right: Pottstown Spray Park (photo courtesy of The Pottstown Mercury).*

*Main Photo: Schuylkill River Trail, River Front Park.*