

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Summer 2014



Welcome summer and a return to the great outdoors—with a new opportunity we hope will grow into a great community tradition.

We are excited to introduce our first annual campaign designed to raise awareness for area parks across participating municipalities in our service area.

This program, coined On Your Park, Get Set, Go!™, gives municipalities the opportunity to not only showcase area parks, but also to improve them. Throughout the month of July, area residents will be encouraged to vote for their favorite park.

At the end of the month, the park with the most votes will receive a \$10,000

grant from the Foundation, second place will receive \$7,500, third place will receive \$5,000, and all remaining parks will be entered into a lottery with one lucky park receiving \$2,500.

With so many amazing parks available throughout the surrounding area, we hope to highlight the many assets that are often just a walk or short drive away.

Raising Awareness

[A study conducted by The Hamer Center for Community Design at The Pennsylvania State University](#) and commissioned by the Pottstown Area Health & Wellness Foundation revealed an extensive group of park facilities and amenities worth celebrating in the Tri-County area. They aim to meet the interests of a number of groups.

Which group speaks to you?

Children's Active Play: Playgrounds or "tot lots."

Organized Team Sports: Open spaces; fields for baseball, basketball, football and soccer; tennis courts; gymnasiums; pools; hockey rinks, and volleyball courts.

Outdoor Recreation: Trails, fishing, boating ramps, BMX track, nature study areas and other natural features.

Nature Lovers: Ornamental gardens, planting gardens, creeks, rivers and unique landscapes.

Picnic Enthusiasts: Tables and pavilions.



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 director



This summer we invite you to join us for a month-long celebration of our community parks—a celebration that we hope lasts well past the end of our contest!

Having an abundance of amazing parks makes it easier for us to choose to lead an active lifestyle, while still benefiting from all the perks that go along with being outside.

Our parks provide direct opportunities for physical activity, but they do so much more to enhance our quality of life. For instance, we visit parks to reconnect with nature, to meet and socialize with others, to better understand our area's history and culture, and to give us all a sense of place.

The parks participating in **On Your Park, Get Set, Go!**[™] showcase the best our community has to offer, with a diverse array of amenities no matter where your interest lies.

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

David W. Kraybill, Executive Director

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Participating Parks:

Anderson Farm Park
Upper Providence Township

Boyertown Community Park
Borough of Boyertown

Brown Street Park
Borough of Spring City

Community Park
Exeter Township

Community Park on Ridge
East Vincent Township

Douglass Park
Douglass Township

Ellis Woods Park
East Coventry Township

Hickory Park
New Hanover Township

Kenilworth Park
North Coventry Township

Kimberton Park
East Pikeland Township

Memorial Park
Borough of Pottstown

Sunset Park
Upper Pottsgrove Township



For more information regarding
On Your Park, Get Set, Go![™]
activities, please visit:

www.Facebook.com/MissionHealthyU.



www.pottstownfoundation.org





Participating Parks and Their Winning Dreams

VOTE for this park!

Help this park win money
for park improvements
from the Pottstown Area Health & Wellness Foundation.



How to Vote

Here's how to be prepared for
On Your Park, Get Set, Go!™ voting:

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

Next:

1. Visit your favorite park and scan the QR Code. **(10 VOTES)**
2. Once you've scanned the code, you'll be invited to post a selfie to Facebook. **(10 VOTES)**
3. Visit www.Facebook.com/MissionHealthyU and vote from anywhere. **(2 VOTES)**
4. Come back daily, but especially on Saturdays when QR code votes are with double points. **(20 VOTES)**
5. No smartphone? Take a selfie with your camera and email the photo and your park's name to OnYourPark@gmail.com **(10 VOTES)**

For any further questions related to voting rules and regulations, visit:

www.Facebook.com/MissionHealthyU.

Make sure to follow the voting on Facebook, as the results will be tabulated in real time. Visit our page daily to see what you can do to help your park win \$10,000!



Anderson Farm Park in Upper Providence plans to focus on enhancing natural amenities by reinvesting in landscaping and creating a butterfly garden or adding more flowering trees.



Boyertown Community Park has something for everyone, and winning a grant from this competition would allow them to make multiple improvements, allowing visitors of all ages to play, relax, socialize and enjoy nature.



Brown Street Park in Spring City would like to see funds used to update the children's playground area in order to better serve families.



Should a grant come *Exeter Community Park's* way, they plan to use the funds to enhance the "Happy Landings" playground facility, in addition to making necessary repairs around the popular facilities.



Community Park on Ridge in East Vincent is approaching its 15th year anniversary and would like to use a grant toward developing more of its 23 acres, including walking trails.



Once you are inside *Douglass Park*, the recreational possibilities are endless. Winning would enable them to construct sidewalks from Main Street to better connect the community to the interior of the park.

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Participating Parks and Their Winning Dreams

With over 90 recorded species of birds throughout its park, winning a grant would help **Ellis Woods Park** in East Coventry introduce additions like birdboxes, butterfly gardens, kiosks on bird species and more.



Winning this competition would allow **Hickory Park** in New Hanover to make numerous upgrades, including playsets for small children, ADA-approved picnic tables, swimming pool repairs and a new pavilion.



Kenilworth Park is North Coventry's first park, and its plan, should they be chosen, would be improving its new disc golf course, along with enhancements to walking trails, ponds and watershed areas.



Providing numerous activities meant to support an active and retiring population would be at the top of the list for **Kimberton Park** in East Pikeland, which would focus on adding bocce ball courts, shuffleboard and chess/checker tables to start.



Pottstown Memorial Park offers an abundance of recreational opportunities for humans of all ages; proceeds from a contest win, however, would be used in part to update your dog's favorite Bark Park.

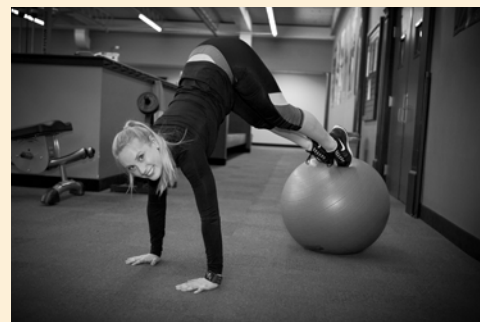


Residents enjoy the diversity of **Sunset Park** in Upper Pottsgrove, and the park would like to tackle a few projects, including improvements to the trail around the pond and tree plantings.



See more images from parks by visiting www.Facebook.com/MissionHealthyU.

profile



Lindsey Patience, Grants Assistant

The Foundation's staff has a new face—Lindsey Patience. She has already been hard at work since May and is enjoying every minute of it. In addition to her Grants Assistant duties, Lindsey will be involved in many aspects of the Foundation's initiatives and programs, including the upcoming Healthy Bodies Healthy Minds Institute. "I get to put my hands on everything," Lindsey said. "Though, being involved in approving grants and ultimately helping people in our community has to be one of the most rewarding parts of my job."

She also noted an appreciation for the Foundation's culture, and how much of a fit it is for her personality. Given these shared values, it makes her commute from Ottsville, PA worth it.

When she's not at the Foundation, you'll find Lindsey just as dedicated in her second job as a certified personal trainer. "I learn from each person I train," she remarks. "And when they graduate from our sessions, I'm happy to say that I've given them the tools to continue leading a healthy and active lifestyle on their own."

Lindsey is a graduate of American University, where she majored in Health Communication and minored in Education. In her spare time she enjoys working out at the gym, running, hiking and [writing her blog](#).

Lindsey's Healthy Tip:

When it comes to making healthy changes (i.e., better diet, more exercise, stop smoking, improve sleep habits, etc.), you don't need to do everything at once. Instead, choose one thing you want to change per month and work to achieve that goal.

profile



Skye Tulio, Intern

This summer, the Foundation has welcomed Skye Tulio, a 2014 graduate of St. Bonaventure University, where she received her Bachelor's degree in Journalism/Mass Communication. One of her main responsibilities is maintaining www.MissionHealthyLiving.org with useful content, which also finds its way onto the Foundation's [Facebook](#) and [Twitter](#) pages. And later this summer, she's planning to launch a Mission Healthy Living Pinterest account, meant to further benefit the community and serve as an additional resource.

Staying busy is never a problem at the Foundation, so Skye has had an opportunity to play a role in initiatives such as Healthy Weight, Healthy Families, as well as the upcoming parks promotion, On Your Park, Get Set, Go!™.

"At the Foundation, I've been able to use my skills to do what I love," Skye said. "Also, working here has been my first real introduction to worksite wellness programs—where at lunchtime, there's a general consensus that it's time to get outside and get moving, instead of sitting at your computer all day. And now every Thursday, I look forward to the Mercury Mile. We walk, talk, laugh and meet new people."

Skye is pursuing her Master's degree in Integrated Marketing Communications at St. Bonaventure. Though she hails from a family of baseball lovers (her father is a retired coach), she is just as adept at talking about rugby, as she covered the men's team as sports editor for The Bona Venture.

And when asked what she does in her spare time to support her own health and wellness? "I've been a dancer for ten years, played both softball and field hockey. I love to swim and sing. But my biggest love? Zumba! I try to do it as much as possible."



Save the Date

What: Healthy Bodies Healthy Minds
2014 Institute

When: August 5 & 6

Time: Registration opens at 7 a.m. Breakfast Plenary starts at 8 a.m.

Where: The Hill School in Pottstown, PA

In just a few short months, school administrators and office staff, as well as teachers, nurses and related professionals, will converge on the campus of The Hill School to attend the 2014 Healthy Bodies Healthy Minds Institute, sponsored by the Pottstown Area Health & Wellness Foundation. Leading neuroscientists, educators and psychologists will present research and practical knowledge for participants to creatively incorporate movement into their teaching practices. Many of the sessions require active participation. In other words, this is not your typical conference! If you are an educator and are interested in attending, please visit the Foundation's [registration page](#) for more information.

For more insight into Healthy Bodies Healthy Minds Institute, visit our media section and view our three-part webisode series. In addition, [download our eBook on the connection between healthy bodies and healthy minds](#).



"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 challenges and your successes.

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

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Spring 2014 Grant Round

The following list includes 43 grants, totaling \$1,670,588 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. (\$739,128)

1. **Boyertown Area School District** – Brain Body Connection
2. **Brookeside Montessori** – Grow Up Fit
3. **Coventry Christian School** – Project Purpose
4. **Daniel Boone Area School District** – Healthy for a Lifetime Program
5. **Falkner Swamp Nursery School, Inc.** – Health and Wellness Proposal
6. **Holy Cross Regional Catholic School** – Physical Education Enhancements
7. **Montgomery County Community College Foundation** – Stock-Up for Success
8. **Owen J. Roberts School District** – Fit for Life
9. **Perkiomen Valley School District** – Worksite Wellness Coordinator
10. **Pottsgrove School District** – Fit Falcons Fly
11. **Pottstown School District** – PEAK Health and Wellness Initiative
12. **Pottstown School District** – Healthy School Communities Initiative
13. **Spring-Ford Area School District** – Wellness Matters 2014-15
14. **St. Aloysius School** – Keeping Health in Mind, Body and Spirit
15. **The Blazer Foundation** – The Greenhouse to Table - Better Nutrition Program
16. **The Wyndcroft School** – Health for Life
17. **West-Mont Christian Academy** – Growing Well Together

PRIORITY #1B: Improving parks, programming and the built environment to increase access to physical activity (\$92,500)

1. **Blessed Teresa of Calcutta Parish** – Physically Fit 2 Play
2. **Chester County Planning Commission** – Coventry Links Trail Feasibility Study
3. **Coventry Little League Inc.** – Wampler Complex Improvement Project
4. **Natural Lands Trust Incorporated** – Schuylkill Highlands Big Woods Trail Design
5. **YMCA of Pottstown** – Youth Wellness/Movement Room

PRIORITY #1C: Creating and promoting social networks involving healthy living (\$374,000)

1. **Centro Cultural Latinos Unidos Inc.** – Seniors & Children Dribbling to Health
2. **Developmental Enterprises Corporation/Pottstown Training Center** – Healthy Eating, Healthy Living
3. **Greater Pottstown Tennis & Learning** – Pottstown Middle School After School Tennis Program
4. **Green Valleys Association** – Outdoor & Environmental Education programs for Barth Elementary and Pottstown Middle Schools
5. **Olivet Boys & Girls Club** – A Body, Mind & Soul Approach to Community Health and Wellness
6. **Pottsgrove Soccer Club Inc.** – Everyone Scores
7. **The Tennis Farm, Inc.** – Learn Lifetime Sport of Tennis for Pottstown School District Elementary Students
8. **TriCounty Community Network, Inc.** – Community Collaborative to Improve Health, Social & Environmental Conditions
9. **YWCA Tri-County Area** – Healthy Pathways

PRIORITY #2: Funding programs for physical health and emotional well-being (\$148,650)

1. **ACLAMO** – Conexiones por Salud – Community Health Projects
2. **Boyertown Community Library** – Community Sexual Abuse Awareness
3. **Community Health and Dental Care, Inc.** – Expanding Prenatal Services for Special Populations with Transportation Support in the Pottstown Community
4. **Maternal and Child Health Consortium of Chester County** – Health Insurance Enrollment Initiative
5. **Maternal and Child Health Consortium of Chester County** – Healthy Start
6. **Maternal and Child Health Consortium of Chester County** – Mobile Health: A Healthy Start Pilot Project

PRIORITY #3: Funding learning opportunities and strategic planning to strengthen non-profits (\$316,310)

1. **Delaware Valley Christian Camp** – Lean and Green Pre-Planning and Consulting
2. **Foundation for Pottstown Education** – Operational Expenses
3. **Pottstown Area Seniors' Center** – 288 Moser Road, A New Beginning
4. **Pottstown Karate Club** – Pottstown Karate Club, The Next Level
5. **United Way of Boyertown** – Matching Grant for Annual Campaign
6. **United Way of Greater Philadelphia & Southern New Jersey** – Increasing Philanthropy and Community Impact in Western Montgomery County

Reminder: Are you planning to apply for a grant as part of our fall 2014 grant round? Letters of intent are due, August 1, 2014. Contact the Foundation to discuss new projects and ideas!



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