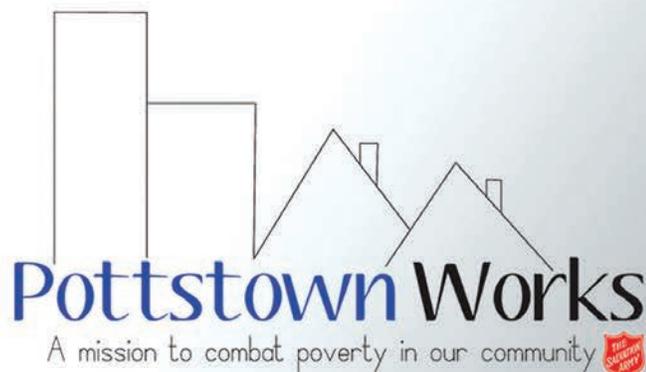


Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Winter 2018



A new program of The Salvation Army is committed to helping people gain full-time employment and achieve personal stability.

Pottstown Works, founded by four women passionate about making a difference in their community—Coleen McKnight, Lynn Slusser, Joan Johnston and Wendy Egoal—the program is a replication of Cincinnati Works, a 20-year model which has taken thousands of people off welfare to become wage earners and productive citizens.

Since its inaugural class this past May, the program has graduated three classes and 12 members (four in each class) into the workforce in 2017. Its fourth class was completed in January and a fifth will begin in February. In 2018, the program hopes to have 50 members and six classes, according to Program Director Nancy March.

Candidates are drug-screened and criminal background checks are conducted before they can participate in a week-long Job Readiness Workshop—a 40-hour curriculum dedicated to teaching the standards of professionalism needed to get and keep a job, according to March.

Charles Purvis came to Pottstown from Philadelphia to live with his girlfriend and their 3-month-old twins. He now works full-time at American Keg Company and lives here with his new family.

While a week may seem intense to learn the do's and don'ts of getting a job and keeping it, the fast-tracked program is designed to help participants succeed in the workforce upon graduation. A main focus of the week is preparing the members for a job interview.

"On the first morning, we do a mock job interview and we rate it. It's not just one-on-one, there's one or two other people there observing and scoring them," said March. "Then, we work with them Monday through Thursday on all of the things related to job interviews—dress, making a good first impression, body language, eye contact, voice and more."

The class works hard all week to improve their skills and then has a second chance to showcase them on Thursday, participating in a final mock interview, but this time, in front of a panel of judges. *(continued on page 2)*

The members of the first class of Pottstown Works include Tony Stauffer, working full-time at Dana Corp.; Jodeci Andrews; and Glenn McCauley and Charles Purvis, both working full-time at American Keg Company.



Promoting Healthy Living

a message from our president



In 2017, big things continued to happen in Pottstown and 2018 will be no different. The Foundation board and staff are looking forward to all that's in store for the Borough and the Tri-County region as a whole in the months to come.

The organization featured on our cover, Pottstown Works, is just one example of Pottstown's revitalization efforts, working to combat poverty and boost economic development in our community. For some, Pottstown may bring about negative connotations, when in reality it is constantly evolving and growing as a town. Community members are saying, "I Pick Pottstown," loud and proud, eager to share their experiences living, working and playing in the Borough with anyone who's willing to learn more. The people of Pottstown truly are "pioneers of the good life," and this area is resilient in its efforts to bring about positive changes.

A highlight of 2017 features an organization whose big idea encouraged a culture of philanthropy in our region, giving back to local organizations that need it most. These organizations provide vital services in our area and the TriCounty Community Network (TCN) created an initiative to help support them in their efforts and foster giving community-wide. The Amazing Raise, a one-day giving challenge held in October, raised over \$100k for these local nonprofits in its inaugural year. You can read more about how this initiative came to fruition on Pg. 3.

Looking forward to 2018, yet another national sporting event has chosen Pottstown as its host site: The LPGA Symetra Tour's Valley Forge Invitational will be hosted at Raven's Claw Golf Club in May. The Foundation looks forward to partnering with the LPGA to direct proceeds of this tournament to three of its grantees who will serve as beneficiaries. Find out more on Pg. 4!

This year, I challenge you to spend time in Pottstown. Give it a chance and see for yourself why you should pick Pottstown, too.

David W. Kraybill, President

(continued from page 1)

"The improvement they show from Monday to Thursday, it really confirms what our class is all about," said March. "The way they carry themselves, the way they answer questions, they're not stumbling. It's incredible to see how they transform and the confidence and positive attitude they bring into that second interview."

The program also helps its members combat the three main barriers to employment—childcare, housing stability and transportation.

"The barriers we work with people to overcome to get their first job are the same barriers that we have to keep working with to sustain those jobs," said March. "This population doesn't have the network of support that most people do and it's that lack of continuity that really makes a difference in their ability to thrive."

Pottstown Works partners with local employers such as Pottstown Hospital, American Keg Company, Spherion Staffing and Giant to help place members in jobs for the long term. It also strives to find people jobs within walking distance, on a bus route or both.

"We gave four of our members, all of whom work in factories, bikes of their own so they can get to and from work," said March. "You can see how fit they are because of it."

Additional program goals for 2018 include doing more outreach to build employer partnerships and offering a workshop to help members obtain their driver's license.

"Most people don't have either (a license or a car), so we want to help

them study for the written permit test and teach them the steps to getting a driver's license," said March.

In Pottstown Works, members gain the support system they may lack. They are members for life and can call on the program at any point in their lives to help overcome a barrier to their success.

A unique aspect of the program is its regular follow-ups with both the employee and the employer long after their members have completed the program.

"What differentiates us is that one-on-one job coaching, overcoming barriers to get to that job and touching base with the employers to make sure it's going well," said March. "That's the way we're supposed to work—an employer tells us there might be a problem, and we head it off."

Pottstown Works believes in Pottstown and strives to be a strong part of its nonprofit fabric, teaming up with local organizations such as TriCounty Community Network, Pottstown Cluster of Religious Communities and the YWCA Tri-County Area to help its members succeed.

"It's important to us, not only that we know who to turn to when we need some help for our members, but also that the community knows they can turn to us as a resource," said March.

If you are interested in volunteering with Pottstown Works, or know of someone who could benefit from the program, please contact Nancy March, nancy.march@use.salvationarmy.org, or call 610-326-1621, ext. 316.



Damaris Martinez graduated with the August class of Pottstown Works and is employed in the deli at Giant market at Upland Square.

www.pottstownfoundation.org

PAHWF East Auxiliary Volunteers Raise \$20,000 to Promote Health & Wellness

Six area nonprofits will benefit from fundraising efforts of the Foundation's East Auxiliary:

- **Camphill Village Kimberton Hills** – Aging in Community Program
- **Child Advocacy Center of Montgomery County** – Mission Kids: Fostering the resilient child through family advocacy and forensic interviews



(Left to right) Brian Parkes, Executive Director, TriCounty Area Active Adult Center; Felicity Jeans, Executive Director, Camphill Village Kimberton Hills; Louisa Pieri, Executive Director, Spring-Ford Counseling Services; Justine Pascal, Family & Engagement Coordinator, Maternity Care Coalition; Sandra Devine Sai, Director, Personal Navigator Program, Visiting Nurse Association; Mary Bright, Resident Board Member, Camphill Village Kimberton Hills; Mary Ellen Dice, President, PAHWF East Auxiliary; Leslie Slingsby, Executive Director, and Kelli Murphy, Grants Manager, Mission Kids Child Advocacy Center; Laura DeFlavia, Controller, and Dave Kraybill, President, Pottstown Area Health & Wellness Foundation.

- **Maternity Care Coalition** – Pottstown Area Early Head Start and Parenting Initiative
- **Spring-Ford Counseling Services** – Signs of Suicide

- **TriCounty Active Adult Center** – Prime Time Health - Making healthier lives possible for older adults
- **Visiting Nurse Association Community Services, Inc. (VNA)** – Personal Navigator Program

[READ MORE](#)

TriCounty Community Network's AMAZING RAISE Exceeds Fundraising Goal

One-day giving event raises over \$100,000 for nonprofit organizations in the region

In 2017, the TriCounty Community Network (TCN) set forth a goal of helping local nonprofit organizations increase their fundraising and organizational awareness through a regional one-day giving campaign. The result was a movement the organization deemed "The Amazing Raise," held on October 17, 2017. The idea was to provide local nonprofit organizations with the opportunity to raise funds, both online and in person, with the promise of a proportional funding match based on the amount raised.

"We wanted to support our community nonprofit organizations in their fundraising efforts, but we also wanted to promote a spirit of philanthropy in our region," said Holly Parker, TCN Executive Director. "Through the Amazing Raise we generated

a level of excitement and fostered a movement that will have lasting impacts on the organizations providing services in our community."

The Amazing Raise was born from TCN's desire to help its nonprofit members build their capacity. Small nonprofits (organizations with annual budgets under \$500,000) account for a large piece of the region's nonprofit sector and serve the community's most vulnerable populations and neighborhoods, according to Parker.

TCN strived not only to foster a successful day of giving, but also to provide an extra financial component. The Amazing Raise is unique because it is a day of giving that also provides a proportional funding match for participating nonprofit organizations.

In its inaugural year, the community's generosity shined, exceeding the initial fundraising goal of \$50,000 and raising



over \$100,000 for local nonprofit organizations. Participating organizations raised funds through the online site www.amazingraisetricounty.org and via checks/cash donated at their sites.

Organizations also competed for cash prizes donated by local businesses: Visiting Angels, Edwards Business Systems, O'Donnell, Weiss & Mattei, P.C. and the Foundation. Each participating nonprofit was provided with a funding match supported by various businesses and foundations based on the amount of funds raised.

"The match that TCN was able to secure for The Amazing Raise helped us to raise more funds for our nonprofit," said Michele Moll, Executive Director, RSVP of Montgomery County. "Donors really appreciate when their dollars go further to help support our community."

(continued on page 4)

new board member / grantee spotlights



Meet Peter!

In June 2014, Peter Glennon joined the Foundation's board of directors after hearing about the organization through various channels.

"We have two children that, at the time, attended St. Aloysius Parish School in Pottstown, and I had been on the finance committee there," Glennon said. "There was a new playground project in progress and the school received a grant from the Foundation."

Glennon said he also learned about the Foundation as he was partaking in one of his favorite activities.

"I was riding my bike up and down the Schuylkill River Trail and noticed the mile markers with the Foundation's fun health facts," Glennon said. "I wanted to learn more about this organization."

Currently in his second three-year term, Glennon serves on the Finance Committee of the board. He is the Client Portfolio Manager for SEI, managing corporate and healthcare institutional client relationships.

"I think there is a real need, in any organization, to be fiscally responsible," Glennon said. "There needs to be a fine balance between today's needs and preservation for the long-term."

For Glennon, the most rewarding part of his board service is seeing how the grant funds are used in the community.

"My participation on the board is a constant reminder of being mindful of health, particularly the prevention aspect," Glennon said.

To support his own health and wellness, he enjoys golfing and riding his bike. To others seeking to lead a healthier lifestyle, Glennon stresses making your health a priority and to start with small changes.

In addition to spending time with his family, Glennon has a passion for service and giving back. He is also an avid Eagles fan.

(continued from page 3)

In 2018, TCN hopes to exceed the amount raised in 2017 (\$104,000) with a preliminary goal (including match pool funds) of \$125,000. It also hopes to increase the number of participating nonprofit organizations to 40-50 (26 in 2017) and increase the number of donors by 25 percent.

Join the community on October 16, 2018 for 24 hours of local giving for good!



JOIN US!

Holly Parker
hparker@TCNetwork.org
610-850-0181

Donate to match pool
tcnetwork.org/
[amazingraise](http://amazingraise.com)

**Register a non-profit/
Donate**
amazingraisetricounty.org

ENGAGE A NONPROFIT

ENCOURAGE YOUR FAVORITE NONPROFIT ORGANIZATION TO REGISTER.

TELL SOMEONE

SPREAD THE WORD.

HOW CAN YOU HELP?

JOIN OUR ADVISORY COMMITTEE

WE ARE SEEKING TO FORM AN ADVISORY COMMITTEE THAT WILL ASSIST US WITH OUTREACH. COMMITTEE WILL MEET VIRTUALLY 1-2 HOURS PER MONTH.

DOLLARS

DONATE TO THE MATCH POOL AND/OR YOUR FAVORITE PARTICIPATING CHARITY.

CHALLENGE YOUR CO-WORKERS AND EMPLOYEES TO SUPPORT PHILANTHROPY.

Foundation to Direct Benefits for Valley Forge Invitational



VALLEY FORGE INVITATIONAL

The Foundation has partnered with the LPGA Symetra Tour's Valley Forge Invitational at Raven's Claw Golf Club and will direct proceeds to the beneficiaries of this new professional golf tournament. The event, one of approximately 22 official qualifying tournaments for players aspiring to compete on the LPGA Tour, will be held May 24-26, 2018. Pro-Am competition will take place on Wednesday, May 23, with practice rounds for competing players on Monday and Tuesday, May 21 and 22. Three of the Foundation's grantees will serve as beneficiaries of the Valley Forge Invitational, including The TriCounty Community Network (TCN), which provides meaningful and sustainable partnerships to support community needs in the Greater Pottstown Area, and the YWCA Tri-County Area, an organization dedicated to eliminating racism and empowering women. The Pottstown School District, via the Foundation for Pottstown Education,

will also benefit from the event, partnering with the Montgomery County Community College to give young men and women the opportunity to earn college credits as high school students through its dual enrollment program.

"The Foundation is proud to be at the table to help bring this event, which will benefit local nonprofits, to our region," said Foundation President Dave Kraybill. "We look forward to the possibilities it will bring to western Montgomery County through funds raised." The Symetra Tour stands as the gateway for players to the LPGA Tour. Every year since 2008, the top 10 players on the official Symetra Tour money list are awarded LPGA Tour membership. This is the first time the Symetra Tour will be hosted in the Philadelphia region and the first time it has occurred in Pennsylvania since 2009, when it was hosted in Harrisburg.



www.pottstownfoundation.org



save the date / new program officer

Home Garden Contest – March-July 2018:

Registration opens on March 12! Beginner and experienced gardeners alike are invited to dabble in the art of gardening and compete for cash prizes. Learn more about what it takes to grow a garden and help to beautify your communities with your entries. Open to residents of the Pottstown and Boyertown Boroughs! Brought to you by MOSAIC Community Land Trust, the Foundation and Building a Better Boyertown. Grow for it! Learn more and register at www.homegardencontest.com.

On Your Park, Get Set, Go!®:

There will be no Parks Contest this year as we are working hard to revamp it for 2019! Stay tuned for more details!



Visit pottstownfoundation.org for more information about these events.

Healthy Bodies Healthy Minds Institute® – August 7, 2018:

An annual event designed to nurture the interdisciplinary roles of school personnel in the adoption of physical activity as a learning tool. Learn from leading neuroscientists, educators and psychologists about the best practices and evidence-based research to creatively incorporate physical activity into teaching practices and enhance students' ability to learn. We invite all educators who are motivated to transform schools into movement-centered buildings to attend this once-a-year opportunity!



PAHWF Welcomes New Program Officer

In November, Ashia Cooper joined the Foundation staff to serve as the program officer for capacity building & collaborations.

Ashia comes to the Foundation with years of experience working with children and families, having held various school counseling positions in both the Pottstown and Owen J. Roberts School Districts. She also served on the Foundation's board of directors, most recently as the chair of its Impact Committee. As a staff member, Ashia will be responsible for managing the grants process for primary/behavioral health and capacity-building engagement as well as collaboration with community organizations such as the Tri-County Health Council, TriCounty Community Network and Pottstown Trauma Informed Community Connection in support of regional health and wellness initiatives. She will also manage impact and outcomes measurement development and implementation and sustainability systems of the Foundation.

To connect with Ashia, email her at acooper@pottstownfoundation.org.



Fall 2017 Grant Round

The Foundation seeks grant proposals that are consistent with our identified mission of improving health outcomes in the Pottstown region. Within our mission, we have established priorities for which our grants are required to serve.

The fall 2017 grant round includes 30 grants, totaling \$1,048,204, awarded to nonprofit organizations, schools and municipalities. These grants are funded according to the following priorities:

PRIORITY #1A: Healthy Behaviors – Schools
Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living. One grant awarded totaling \$20,000.

Pine Forge Academy: PFA Four-H (Health, Hands, Head & Heart) Project

PRIORITY #1B: Healthy Behaviors – Parks
Improving parks, programming and the built environment to increase access to physical activity. One grant awarded totaling \$100,000.

Colebrookdale Railroad Preservation Trust: Community Recreation Center in Memorial Park

PRIORITY #1C: Healthy Behaviors – Networks
Creating and promoting social networks involving healthy living. 15 grants awarded totaling \$664,915.

Centro Cultural Latinos Unidos Inc: Distress to De-Stress & Beauty Developmental Enterprises Corporation/Pottstown Training Center: Healthy Eating, Healthy Living

Family Services of Montgomery County: Building Resilience Among Young Parents

Meals On Wheels Of Chester County Inc: Assistance in purchasing meals for needy, homebound individuals in Spring City

Pottstown Area Police Athletic League: Pottstown PAL

Pottstown Athletic Club: FitnessTown USA III

Pottstown Cluster of Religious Communities: Building a Healthy Community

Pottstown Downtown Improvement District Authority: Pottstown FARM

Preservation Pottstown Inc: Mosaic Community Garden 2018

Rockstar Roller Derby: Venue & Equipment Upgrades

Schuylkill River Athletic Club: C.R.E.W. Community Recreational Water athletics program

The Pennsylvania State University: Custom Module Development for Trauma Awareness Training*

TriCounty Active Adult Center: Prime Time Health - Making healthier lives possible for older adults

Wellness Council of Boyertown: Continuing to Create a Culture of Wellness

YWCA Tri-County Area: Strategic Plan Implementation Year 2

PRIORITY #2: Health Access
Funding learning opportunities for physical and emotional health. 10 grants awarded totaling \$225,789.

Camphill Village Kimberton Hills: Aging in the Community Program*

Carson Valley Children's Aid: Women's Voices/Healthy Choices

Child Advocacy Center Of Montgomery County, d/b/a Mission Kids: Fostering Resiliency through Family Advocacy*

Garrett The Grand - Batten Fighter: Get out and play, motivating families with disabilities to run and bike

Health Care Access: Health Care Access Programs

Maternity Care Coalition: Pottstown Area Early Head Start and Parenting Initiative*

Montgomery County Community College Foundation: Dental Sealant Project

Spring-Ford Counseling Services: Signs of Suicide*

Triskeles: Food For Thought (FFT) & Expansion Planning

Visiting Nurse Association Community Services, Inc. (VNA): Personal Navigator Program*

PRIORITY #3: Strengthen Nonprofits
Funding learning opportunities and strategic planning to strengthen nonprofits. Three grants awarded totaling \$37,500.

Royersford Outreach, Inc.: General Operating Funds for Building and Program

The Erik Foundation: Marketing and Branding Campaign

Tricounty Area Chamber Of Commerce Foundation Inc.: Worksite Wellness Initiative

*Partial funding provided by PAHWF East Auxiliary

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

June 30, 2017 and 2016

| ASSETS | 2017 | 2016 |
|---|---------------------|---------------------|
| Cash and cash equivalents | \$186,764 | \$142,286 |
| Long-term investments | \$80,152,903 | \$77,491,421 |
| Equipment and furnishings-net | \$53,979 | \$35,949 |
| Other assets | \$121,662 | \$118,310 |
| Total assets | \$80,515,308 | \$77,787,966 |
| LIABILITIES | | |
| Grants payable | \$123,568 | \$329,789 |
| Accounts payable and accrued expenses | \$38,957 | \$54,885 |
| Other liabilities in connection with the sale of assets | \$25,385,359 | \$31,602,790 |
| Total liabilities | \$25,547,884 | \$31,987,464 |
| NET ASSETS | | |
| Unrestricted | \$54,967,424 | \$45,800,502 |
| Total net assets | \$54,967,424 | \$45,800,502 |
| Total liabilities and net assets | \$80,515,308 | \$77,787,966 |



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