

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Winter 2016



On the Road with Foundation Board & Staff

Recently, the Board & staff of the Pottstown Area Health & Wellness Foundation had the opportunity to visit four of its grantees: Project Purpose at Coventry Christian Schools, Community Health & Dental Care, Olivet Boys & Girls Club and the Pottstown School District to see first-hand how these organizations are helping to better the local community. In order to share these experiences with you, this issue includes highlighted profiles of each grantee, featuring the stories of their programs and the people they serve.

(continued on page 2)

PRESIDENT LETTER | NEWS



a message from our president



Happy New Year! As we embark on a brand new year full of opportunities, it's important to note that healthy living is a year-round practice, not just a new year's fad. No matter the season or circumstance, we should consistently make an effort to focus on our health and wellness regardless of the uncertainty that life may bring. This becomes especially important post-holiday season after all the stress and indulgences the time of year brings.

We've been fortunate to have some unseasonably warm weather during the past couple of months, allowing us to hold on to that spring and summer-like weather just a bit longer. This provided more time for outdoor recreational activity with family and friends which the cold weather may normally deter. I hope you took the time to get out and enjoy the beautiful 60-and-70 degree December days while they lasted!

In 2016, I encourage you to challenge yourself and those close to you to embark on the path towards healthier living. Drastic lifestyle changes are not necessarily needed to make an impact. After all, small steps lead to big changes — taking away the candy dish in your home or office and replacing it with fresh fruit, opting for the stairs at work instead of the elevator ride you normally take, heading outside for lunch (even if it's a bit chillier out) and enjoying some fresh air instead of sitting at your desk, etc. Try a low impact activity like bicycling or that extra lap around the neighborhood with a pet. Whatever you decide to do, seek to find a balance that helps you reduce daily caloric intake and increase physical activity.

Little by little, you'll notice yourself making healthier choices for not only yourself, but for your family, as well. It's the effort put forth and the desire to improve that matters most.

Wishing you and yours a healthy and happy 2016 that extends far beyond January 31st!

A handwritten signature in black ink that reads "David W. Kraybill".

David W. Kraybill, President

Project Purpose

[Project Purpose](#) allows volunteers to step into the life of an at-risk student and tell him or her that they matter, that school is important, and that there is a purpose to their lives. Students and families who are involved in the program become part of a much larger family that is here to encourage and support them. Project Purpose is given tremendous opportunities to serve as a support system for struggling students and in turn their families, according to Assistant Director Rachel Kratz.

"We met Cory [a current senior in high school] when he was in eighth grade and involved with the tutoring program himself," Kratz said. "Cory grew up in the community served by Project Purpose."

In the 10th grade, Cory's tutor told him he would be a tutor to a student the following academic year. Sure enough, Cory completed his sophomore year with strong marks and assumed the role as a private tutor to a fourth grade boy. The young men read and work on homework together as Cory continuously motivates his student to keep working hard in school. When his student misbehaves, Cory lovingly guides him to make better choices and models the characteristics of a man with integrity.

"Cory easily relates to his student because he understands what it is like to be a fourth grade boy growing up in Rolling Hills," Kratz said. "His student responds to his encouraging words and takes Cory's advice to heart."

Acting as a role model to the students, Cory helps to teach them the skills needed to succeed in school. He also guides fellow tutors on how to connect with his or her student. Cory's service as a tutor is showing the young boys of the community that there is more to life than what they may know.

To learn more about Cory's story, [watch the video](#).

For more information on Project Purpose, [click here](#).

Content provided by Rachel Kratz

Board Member, Deb Lee:

"I had no clue, but my little sister, Ashaya (Lee is a part of the Big Brothers, Big Sisters program), is actually being tutored through Project Purpose and all she ever talks about is tutoring," Lee said. "Those tutors are not just tutors, they pick up the kids for tutoring and bring them home afterwards and it's all volunteer. It's great that each one of those kids has their own tutor so they can have their individual needs met. I had heard so much about this program from Ashaya and to have had the opportunity to experience it firsthand was wonderful.

"You learn so much more when you actually go out and you visit with the grantees and see what they are doing," Lee said. "It's also a great opportunity for them (the grantees) to be able to show us what they do."



Pottstown Area School District

To Geoff Thomas, a social studies and science teacher on the sixth grade green team at [Pottstown Middle School](#), having fun while learning is important.

“One way that I try to incorporate fun into my daily classroom practice is through brain energizers and brain breaks,” Thomas said. “These are active movements that break up the instruction and allow my students to reenergize their bodies and minds for learning for about two to four minutes.”

Thomas said he does these brain breaks every time the clock in his classroom shows the number 34, his college baseball number. The students look forward to the break in instruction and also help with classroom management, according to Thomas.

“After a brain break, the students are reenergized and ready to get back to the task at hand,” Thomas said. “I have a fun list of activities that I utilize each and every day that have been very beneficial in the growth of my students.”

For more information on the Pottstown School District’s health and wellness initiatives, [click here](#).

Content provided by Geoff Thomas

Board President, Art Green:

“The phrase comes to mind, especially when working with impressionable minds such as those in middle school, ‘Be, or model, the change you want to see!’” Green said.

“Here we saw perfect examples of how to influence the growth and development of youth by providing the physical equipment and the training in healthful living techniques that also pays dividends in the educational process as well. The teachers and the classes model and exhibit the desired behaviors together.”



Community Health & Dental Care

The saying holds true that if you build it, they will come.

Community Health & Dental Care, Inc. (CHDC) of Pottstown first opened its doors in 2008. In the first week, staff treated 39 medical and dental patients, according to Outreach Director Paula Kamp.

“When I started with CHDC in 2011, it was a priority of mine to spread the word about the high quality of services that our organization has to offer,” Kamp said.

In the beginning, very few people were aware of CHDC, the services it provides or its location. Now, a few short years later, the dedicated staff of 70 employees is taking care of over 17,000 patients (mostly Pottstown borough residents) by offering affordable primary health and dental care for all ages, including pediatrics. In addition to medical and dental services, CHDC also offers behavioral health, OB/GYN and prenatal care, case management and referral assistance, an on-site discount pharmacy, translation services, healthcare discounts (based on income and family size), vision services (coming soon in 2016), FREE transportation for patients and many other exciting programs.

Due to the ever increasing need for high quality, affordable health care, CHDC outgrew the original site at 11 Robinson Street, Suite 100 (co-located with Creative Health Services) and opened its second site at 700 Heritage Drive, Suite 701 in May 2014. Additionally, a new dental suite will be opening soon at 800 Heritage Drive, Suite 802, making it very convenient for patients who reside near the Sunnybrook Village Business Campus on Heritage Drive in Pottstown.

Each patient's experience at CHDC is extremely important. A great deal of programs are offered such as the Reach Out and Read Program, a national initiative to promote literacy, along with the Mother Goose: Read to Me program founded by the late Sandy Zuchero, which focuses on the importance of reading to babies. In addition, staff members contribute to the Hands of Giving fund, a development initiative established for patients who may need a little assistance with prescription costs or a cab ride home.

CHDC staff continues to make a difference each and every day through compassionate care and the formation of collaborative relationships which is contributing to a healthier, happier community.



For more information about Community Health & Dental Care, [click here](#).

Content provided by Paula Kamp

Board President, Art Green:

“I was able to tour CHDC when the Foundation was first starting to develop and fund this sorely needed facility,” Green said. “At that time, a few years ago, the halls were empty, the rooms were empty, and there were not many clients in attendance. Little did I know that the facility would soon be bursting at the seams with new locations being needed to handle the abundance of new clients. The effort continues to be a huge success as it continues to change and grow to meet new expectations and services.”

Olivet Boys and Girls Club

A typical day at the [Pottstown Olivet Boys & Girls Club](#) Ricketts Center begins with the kids arriving shortly after school around 3:30 p.m. Upon arrival, they are presented with a plethora of various activities throughout the day. There are gym activities both educational and non-educational in nature. A computer lab is used first for homework help and educational purposes, but also for recreational activities upon completion of homework. The kids have access to a game room where they can enjoy a game of pool with a staff or fellow club member, play a board game, watch a movie or just enjoy some good old fashioned conversation. In addition, an arts and crafts activity is provided roughly 2 or 3 times a week to encourage and tap into the creative side of our youth. Three days a week, our friends from The Hill School visit from 4-5 p.m. to mingle with the kids in every area of our facility. New members are always welcome to join in on the fun and help to grow the Ricketts Center Family.



Along with a fresh paint job, new security cameras have been installed in The Ricketts Center to ensure the safety of the youth and staff. The facility also recently welcomed a new director, Nelson Leon, and will provide a variety of new programming in 2016. For example, in January, it will be partnering with the

Steel-River Playhouse to provide acting classes for the kids. The Ricketts Center will also be working with Art Fusion and MOSAIC Community Gardens to provide a cooking class for the teen members of the club. Soccer for Success, a program that teaches soccer skills and healthy habits, will return this spring in addition to the start of a basketball league for the youth. Leon, along with returning staff members Hettie Webb, Jocelyn Charles, and Paul Winterbottom, strive to ensure the kids are put on the path to success.

There is nothing like working with a child, and helping them realize that success is right around the corner and they can achieve it, according to Leon.

“Most of the youth here in Pottstown just need someone to believe in them, and that is what we are here for,” Leon said. “We are here to empower the youth, guide them and most of all, show them that we care about them and their future.”

As The Ricketts Center continues to grow, so does its goals. With the help of the parents and community members, it strives to change the lives of Pottstown youth for many years to come.

For more information about The Ricketts Center, [click here](#).

Content provided by Nelson Leon

Board Member, Deb Lee:

“I’ve never been in The Ricketts Center and that’s what it always was when I grew up,” Lee said. “It was nice to tour the facility and see the wonderful things they’re doing. It’s a safe place for the kids to come after school and it’s a great resource for the community.”

Meet James (Jim) Corum, Jr.!



James Corum, Jr. joined the Foundation’s board in June 2014. As a retired advertising and marketing professional, Corum has worked for companies such as Genuardi Super Markets, Lordon-Michelson, and Thriftway Super Markets.

With his extensive career and experience in the industry, Corum is a valued addition to the PAHWF’s Marketing/Communications Committee and also serves on its Nominating Committee.

“The most rewarding part of serving on the Board is experiencing on a first-hand basis the operation, mission and leadership of the Foundation, as well as the dedication of the board members who are honest, sincere and professional,” Corum said.

Corum is also a prominent member of the Pottstown community, a Pottstown High School alum who served as an officer of the Pottstown Police Department for three years and also the job resource director for the Pottstown School District for ten years. His love of wellness and tennis led him to found the Greater Pottstown Tennis Association (GPTA).

To support his own health and wellness, Corum, an artist by trade, loves to draw and doodle in his journal and meditate every morning in addition to praying and reading Scripture.

“After meditating, I get my exercise in, 20 minutes, three times a day, walking a mile,” Corum said.

Corum’s advice to others seeking to lead a healthier lifestyle is to take care of one’s body and to keep their hand in God’s hand. “And above all — love everybody.”



Meet Deb Lee!



"Ever since the Foundation came to Pottstown, I've been very interested and thought it was exactly what this town needed," Board Member Deb Lee said. "I feel so lucky to be able to be a part of it."

Born and raised in Pottstown, Lee joined the Pottstown Area Health & Wellness Foundation Board in October 2014. She is currently the Credit Department Manager/Vice President at The Victory Bank in Limerick. However, she had other ideas in mind growing up.

"My mother was the night-time supervisor at Pottstown Hospital. She was an RN, but she ran the hospital," Lee said. "Growing up, that's where I wanted to work and there was just something about the hospital that I always loved. The Foundation as an extension of the hospital and being able to do great things and make a difference in the lives of especially kids in Pottstown is what is the most rewarding to me."

Her extensive background in finance comes in handy as she serves on the Board's Strategic Planning Committee.

For the past five years, Lee has been a part of the Big Brothers, Big Sisters program. She has acted as a mentor to her Little Sister, Ashaya, for almost two years now.

"I just love kids, so I always wanted to be a Big Sister," Lee said. "Now that my kids are grown and they're out of the house, I actually had time to do so."

"We do crafts, go to the movies, play games, etc.," Lee said. "Ashaya is the oldest of four in a single-mother household, so she's always had to be her mom's helper and help take care of the little kids. This gives her an opportunity to get out of the house and have one-on-one attention."

To support her own health and wellness, Lee works out weekly. "Two years ago, I did not exercise any more than my normal life," Lee said. "I took a nutrition class, lost weight, and started working out."

To others looking to lead a healthier lifestyle, "You just have to get out there and try!" Lee said. "Keep trying until you find something that you like because it's definitely out there."

Pottstown Bike Program and MOSAIC Community Gardens Win Awards



Credit: Courtesy of *The Mercury*

Recently, [Communities in Motion](#), a foundation whose mission is to build awareness and support for efficient and sustainable transportation in southeastern Pennsylvania, recognized Pottstown's ongoing bike initiatives with three distinguished awards. The Borough's MOSAIC Community Gardens, located on Chestnut Street, also received recognition in the form of a Blue Ribbon at the 2015 Pennsylvania Horticulture Society's Gardening and Greening Contest. Great things continue to happen in Pottstown!

To learn more about the awards ceremony, [click here](#).

Healthy Selfie Contest 2015

Recently, the Foundation, in partnership with *The Mercury*, held a nine-week Healthy Selfie Contest in which the community was encouraged to showcase daily health habits via "selfies". Submitting to the [Mission Healthy Living \(MHL\) Facebook page](#), an initiative of the Foundation, the purpose of the contest was to motivate members of the community to capture themselves and the ones they love participating in their favorite healthy activities for a chance to win a \$50 gift card to a local sporting goods or health food store.

The contest was created to provide a fun way for the community to embrace healthier living. Moreover, it served as an engaging outlet for them to share their daily health and wellness routines in order to inspire, encourage and motivate not only themselves, but others as to the benefits of healthier living.

To qualify, participants submitted a selfie with a brief description of the healthy activity being completed to the MHL Facebook page. Winners were then randomly selected by the Foundation and presented with the \$50 prize.

Congratulations to all of this year's winners, and many thanks to all who participated! Keep up the great work with your healthy habits!



Foundations for Life

Seeking a healthy balance

Foundations for Life is the blog of the Pottstown Area Health & Wellness Foundation. Follow along as members of our team discuss all things health and wellness as it relates to their day-to-day lives! They'll talk healthy living, personal experiences, family life, exercise, nutrition and so much more, providing fresh perspectives and a wide array of topics for your reading pleasure each week. Share, comment and join the conversation!



Calling All New and Green Thumbs!

Technically speaking, winter may be upon us, but it's never too early to start thinking spring, especially when it concerns gardening!

The Pottstown Area Health & Wellness Foundation and [MOSAIC Community Land Trust](#) are delighted to announce the return of the annual Home Garden Contest in 2016 – and with a host of exciting changes (an expansion into the Boyertown community! New and improved categories! Cash and other awesome prizes!) guaranteed to please beginner and experienced gardeners alike! Additional details will be shared in a future issue of the Community Benefit Report.

To learn more about the competition, please [contact](#) Gretchen Lea.

Summer 2016 is About to Heat Up - "On Your Park, Get Set, Go!®" is BACK!

Get ready, get set, and mark your calendar in eager anticipation for the most buzzed about competition in the greater tri-county area!

The Pottstown Area Health & Wellness Foundation (PAHWF) is excited to announce the return of "On Your Park, Get Set, Go!®", a spin-off competition inspired by Coca Cola's "America is

Your Park" initiative. The contest, held from July 1st – July 31st, allows participating regional park entries to vie for grant dollars extended by PAHWF to apply towards specific park improvements. Previous winning recipients were selected based on the number of interactive votes it received from park goers over the course of the month.

To learn more about "On Your Park", please [contact](#) Ashley Pultorak, Program Officer – Schools, Recreation & Active Living.



Consolidated Statements of Financial Position

June 30, 2015 and 2014

ASSETS	2015	2014
Cash and cash equivalents	\$218,056	\$190,439
Long-term investments (Notes 2 and 3)	\$81,538,958	\$84,468,306
Equipment and furnishings-net (Note 4)	\$43,657	\$29,095
Other assets	\$142,439	\$35,956
Total Assets	\$81,943,110	\$84,723,796
LIABILITIES		
Grants payable	\$611,751	\$263,743
Accounts payable and accrued expenses	\$134,770	\$109,319
Other liabilities in connection with the sale of assets (Note 7)	\$23,473,399	\$14,902,927
Total liabilities	\$24,219,920	\$15,275,989
NET ASSETS		
Unrestricted	\$ 57,723,190	\$69,447,807
Total net assets	\$57,723,190	\$69,447,807
Total liabilities and net assets	\$81,943,110	\$84,723,796

Fall 2015 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 2015 grant round includes 39 grants, totaling \$1,481,041.95 awarded to non-profit organizations, schools, and municipalities. These grants are funded according to the following priorities:

PRIORITY #1: Healthy Behaviors - General (one grant totaling \$31,200)

Pottstown Mercury Foundation: Fit for Life

PRIORITY #1A: Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living

There were no requests for Priority #1A during this grant round.

PRIORITY #1B: Improving parks, programming and the built environment to increase access to physical activity (six grants were awarded totaling \$250,353)

Borough of Pottstown: Bike Pottstown Shelter at Manatawny Green

Borough of Pottstown: Memorial Park Playground Replacement and Site Improvement

Parent Booster USA Inc.: Replacement weightlifting equipment and room refurbishment for Daniel Boone High School

Pottstown School District: Grigg Memorial Field Lights Matching Grant

Preservation Pottstown Inc.: Community Garden Expansion and Capacity Building

South Coventry Township: T. S. Elliott Site

PRIORITY #1C: Creating and promoting social networks involving healthy living (seventeen grants were awarded totaling \$456,212)

Centro Cultural Latinos Unidos Inc.: Dancing Dribbling Fusion

Communities in Motion: Traffic Safety Town Program

Council On Chemical Abuse Inc.: LifeSkills Training for Daniel Boone School District

Developmental Enterprises Corporation/Pottstown Training Center: Healthy Eating, Healthy Living

Family Services of Montgomery County: Building Resilience Among Teen Parents

Helping To Inspire Positive And Healthy Opportunities For Progress: HIP HOP Health

Maternity Care Coalition: Early Head Start (Pottstown)

Pottstown Area Police Athletic League: General Operating & PAL Youth Programs for Health, Wellness & Leadership Development

Pottstown Area Seniors' Center: Prime Time Health

Pottstown Downtown Improvement District Authority: Pottstown Outdoor Farmer's Market - Pottstown FARM

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

The Pennsylvania State University Philanthropic Fund: Pathway to Quality: Better Kid Care Professional Development Support

The Pennsylvania State University Philanthropic Fund: After School Programs at Park Springs Apartments

Triskeles Foundation: Food For Thought

Wellness Council of Boyertown: Complete Wellness for All

West Pottsgrove Township: Establishment of Aquatic Programs at West Pottsgrove Twp. Community Pool

Young Audiences New Jersey & Eastern Pennsylvania: Jump with Jill Nutrition Education Initiative

PRIORITY #2: Physical and Emotional Health (eight grants were awarded totaling \$522,036.95)

Camphill Village Kimberton Hills: Aging in Community (Funded by PAHWF East Auxiliary)

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

Child Advocacy Center of Montgomery County, d/b/a Mission Kids: Fostering the Resilient Child through Family Advocacy and Forensic Interviews (Partially funded by PAHWF East Auxiliary)

Child, Home & Community: Pottstown Adolescent Prenatal Parenting and Support Continuum

Creative Health Services, Inc.: Healthy Weight, Healthy Families Program

Health Care Access: Health Care Access Programs

Montgomery County Community College Foundation: Dental Sealant Day

Visiting Nurse Association Community Services, Inc. (VNA): Personal Navigator Program with Expanded Legal Support

PRIORITY #3: Strengthen Non-Profits (seven grants were awarded totaling \$221,240)

First Baptist Church: Handicap accessible renovations requested by CCLU

Foundation for Pottstown Education: Donor Perfect Fundraising & Donor Management Software

Pottstown Area Industrial Development Inc.: PAID Annual Operations - 2015 supplemental

Pottstown Cluster of Religious Communities: Program Support for Healthy and Sustainable Living and Capacity Support for Organizational Sustainability

Pottstown Karate Club: Capacity Building/Program Management

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

YWCA Tri-County Area: Mission Impact Support



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