

# Building a Healthier Community

5 Years Strong: 2004–2009



2009  
Community  
Benefit  
Report



POTTSTOWN AREA  
**Health & Wellness**  
FOUNDATION

*Promoting Healthy Living*

# Strong Foundation Puts Community on a Healthy Path

Dear Tri-County Residents,

Five years ago, our newly formed Foundation took a look at our community to determine the overall health status of its residents and their health and wellness needs through a comprehensive needs assessment process (2003). The results of this assessment helped us develop our four priorities for grantmaking, the cornerstone of the Foundation's mission. These priorities, or goals, created the roadmap we use to award grants, to area schools and non-profit organizations, that best serve the health and wellness needs of the community.

We've been giving grants for five years now. So, are we making a difference five years later?

The answer is yes! The investment of ideas, with the match of Foundation resources, has indeed started to make a difference in the lives and health outcomes of residents of the Greater Pottstown/Tri-County area. This year we used the term Community Benefit Report instead of Annual Report. We did this because we are here for you. The efforts of the Foundation, and their partners, are truly benefiting the overall health and wellness of our community.

**Our Schools:** Did you know that every public school and most private schools within our service area now have nutritional programs and after-school physical activity programs? They do!

We also believe that it is no coincidence that body mass index (BMI) in children has started to level off.

Finally, the Pottstown Early Action for Kindergarten Readiness (PEAK) program has provided quality preschool education, coupled with early health education for children and families in Pottstown.

**Our Community's Health:** It has been a year since the opening of the Community Health and Dental Care Center (CHDC), after several years of hard work and planning. Their motivated staff is seeing more patients each week. Together with Creative Health Services as the landlord and program partner, the CHDC provides primary, behavioral, and dental services. Over time, this will ensure better health for our residents.

In addition, different communities in our service area have organized to encourage individual and group activities and programs for good health. A great example is the "Lose Big" program, which encourages walking and weight-loss, sponsored by the Boyertown Area Community Wellness Council.

**Parks and Recreation:** Nearby neighborhood parks and trails provide a way for people, young and old, to be active. The Spray Park provides cool, refreshing summer fun; Trilogy Park provides a safe and organized skate park at Memorial Park; and the Schuylkill River Trail provides several miles of scenic access for biking, walking or jogging.

Matching grant programs for parks have leveraged dollars to help in building playgrounds such as Montgomery Early Learning Center and Freedom Valley YMCA – Pottstown Center.

Bike Pottstown, a local bike sharing program, has received positive press even beyond our immediate geographic region. An article in Philadelphia Magazine stated that "While Philly studies the practicality of bike sharing, Pottstown is doing it."

**Investing in Our Partners:** Since the Foundation relies on area non-profit organizations to create and execute grants, it has provided funding for training to make these organizations and their boards administratively stronger. We've done this through individual grants, and through the programs at The Nonprofit Center at La Salle University. The Foundation is pleased to be able to offer this opportunity to our grantees and their boards—together, we become stronger and able to achieve better health and wellness for our community.

**The Future:** As we headed into our fifth year of grantmaking, we knew we were making a difference. Yet, we embarked on another needs assessment to fully evaluate our progress, and where we needed to do more. This most recent needs assessment (2008) indicated that, although many of us are a few pounds overweight, residents are by far more active than national averages—an important step in becoming healthier, and indeed, more important than losing weight. In addition to surveying the community's physical health, we also looked at people's beliefs, attitudes, and behaviors on things that influence health. Some of the key points revealed by the 2008 needs assessment were:

- Two-thirds of our community reports being overweight or obese (the same as the nation), but people exercise more, on average, than the rest of the nation.
- Depression is the third most common medical problem in this community.
- People's perception of local health care is very good and has improved since 2003.
- Smoking has decreased since 2003.
- People's principal motivations for choosing healthy behaviors are to remain in good health, to be able to do things they care about, and to be able to be with and enjoy family.

As we look toward another five years of grantmaking, the Foundation and other organizations in the community are incorporating findings from the 2008 needs assessment into their planning for the future, using the report to guide decisions about how to serve their populations best.


Our four goals remain the same. We are looking forward to another five years of our grantees coming up with creative ideas and turning them into grants that continue to edify our vision of "area residents leading healthy lives through healthy lifestyles."

Truly yours,

  
David W. Kravbill  
Executive Director

  
Sharon L. Weaver  
Current Board President

  
Charles F. Palladino  
Board President  
2006 – 2009

  
Milton D. Martyn  
Board President  
2003 – 2006

## Fiscal Year 2009

(July 1, 2008 – June 30, 2009)

### The grants program is the cornerstone of the Pottstown Area Health & Wellness Foundation.

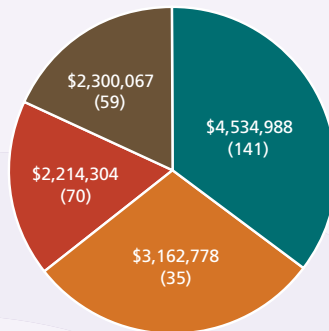
During Fiscal Year (FY) '09, the Foundation has distributed more than \$2.6 million dollars to 64 community organizations and schools in the Tri-County area.

Following is a list of grant recipients according to our four goals. In addition to the FY '09 grant giving, we will also reflect on our past five years of grantmaking with special highlights of key programs.

#### 5 Years of Grant Giving

(inception to date)

Approved by Priority – \$12,212,137  
(Number of Grants – 305)



- #1 Reduce Behavioral Risks** (Nutrition, activity & programming in public & private schools)
- #2 Improve Access to Medical Services** (Creation of federally qualified look-alike health clinic)
- #3 Enhance Formal and Informal Supports** (Strategic planning for non-profits, government & community coalitions)
- #4 Improve Physical and Social Environments** (The built environment, parks & programming)



## Goal #1: Reduce Behavioral Risks

**ACLAMO** – Conexiones por Salud – Health Disparities Reduction program.

**BCS Yes!** – Health, Fitness and Nutrition program.

**Boyertown Area School District** – Revise Our Recess.

**Brookeside Montessori** – Growing Up Fit Wellness program.

**Carson Valley Children's Aid** – Women's Voices, Healthy Choices.

**Child, Home & Community** – Pottstown Adolescent, Prenatal, Parenting & Support program.

**Daniel Boone Area School District** – Coordinated School Health program.

**Developmental Enterprises Corporation/Pottstown Training Center** – Healthy Eating, Healthy Living.

**Falkner Swamp Nursery School, Inc.** – Exercise & Wellness programs.

**Family Services of Montgomery County** – Helping Elderly Adults Remain in Their Home (HEARTH) project.

**Fellowship Farm, Inc.** – Healthy Options for the People of the Pottstown Region (HOPP) program.

**The Greater Pottstown Tennis Association** – Summer Tennis Clinic.

**The Growing Center, Inc.** – Horticultural Therapy.

**Holcomb Behavioral Health System** – Life Skills program for vulnerable adults and their children.

**KenCrest Centers** – Resources & Education for Achieving Complete Health (REACH) project – Phase 2.

**Mental Health Association of Southeastern PA** (Chester County Compeer) – Matching trained volunteers with adult consumers of mental health services.

**Olivet Boys & Girls Club** – Healthy Habits and Family Fitness/Nutrition programs at Pottstown's Ricketts Center.

**Owen J. Roberts School District** – Fit for Life program.

**Perkiomen Valley School District** – West Comprehensive Adolescent Fitness program.

**Pottsgrove School District** – Student Needs Assistance Program (SNAP) Academy.

**Pottsgrove School District** – Wii Love program: Love to Learn, Love Physical Education, Love Our Community, Love Positive School Behavior.

**Pottstown Area Seniors' Center** – Enhancing Prime Time Health.

**Pottstown School District** – Coordinated Approach to Child Health (CATCH) Kids Club program.

**Pottstown School District** – Healthy School Communities Initiative.

**Royersford Outreach, Inc.** – Nutrition and Health programs for economically disadvantaged individuals of all ages in the Royersford area.

**Sacred Heart School** – Health and Wellness program.

**Spring-Ford Area School District** – Healthy Choices Project.

**The Tennis Farm** – Tennis Summer Camp for Pottstown School District students.

**The Triskeles Foundation** – Food for Thought program for the underserved community in Spring City.

**West-Mont Christian Academy** – Healthy Snack program.

**YWCA Tri-County Area** – Summer Out of School Quality Time program.

**YWCA Tri-County Area** – Healthy Choices program.



## Goal #2: Improve Access to Medical Services

**Community Health and Dental Care, Inc.** – Support for the first six months of operation.

**University of Pittsburgh** – Multi-year grant towards Pennsylvania Medicaid Policy Center support.

**Volunteer Home Care/Diakon Lutheran Social Ministries** – Support for volunteer home care teams in the Boyertown and Pottstown areas.



## Goal #3: Enhance Formal and Informal Supports

**Boyertown Area Community Wellness Council** – Multi-year grant for operational support towards community wellness programs.

**Boyertown Area Creative Housing** – Transitional housing and support for single parent families.

**Building a Better Boyertown** – Support for Boyertown's Farmer's Market.

**Child Advocacy Center of Montgomery County** – Mission Kids – Initiative for research and development of infrastructure.

**Freedom Valley YMCA** – Purchase of portable FBI-Certified fingerprint Livescan station.

**Montgomery County Community College** – Service learning to build community-based non-profit organizations – year two.

**Pottstown Area Police Athletic League** – Administrative and operational support.

**Pottstown Area Seniors' Center** – Architectural and engineering plans for facility to accommodate operations of PASC and YWCA Tri-County.

**TriCounty Community Network** – Community Collaboration, Prevention and Education programs.

**United Way of Boyertown** – Matching grant for new donations in annual campaign.

**United Way of Southeastern PA** – Matching grant for new or increased donations in annual campaign.



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

**Boyertown Area YMCA** – Hendricks Family Center’s childcare and program expansion project.

**Boyertown Area YMCA** – Boyertown Community Pool; Phase I of Compliance Requirements.

**Camphill Village Kimberton Hills** – Aging in Community program.

**Coventry Christian School** – Partial funding for Events Center construction.

**NAACP** – Youth HIV/AIDS, Drugs & Alcohol & Violence Prevention program.

**Pottstown Parks & Recreation Foundation** – Leveraging grant towards Phase II of Memorial Park’s enhancement projects.

**Preservation Pottstown** – Bike Pottstown program.

**Salvation Army of Boyertown and Beyond** – Installation of lighting for outdoor basketball court.

**Township of Upper Pottsgrove** –Sprogels Run Pedestrian Trail master plan study.

## **Foundation awards more than \$1 million to community of Boyertown.**

Over the past five years, the Foundation has awarded over one million dollars in grants to the Boyertown community. The Boyertown non-profit organizations receiving grants include Building a Better Boyertown, the United Way, the YMCA, the Salvation Army, Boyertown Area Multi-Service, Inc., Trinity Evangelical Congregational Church, the Rotary, Douglass Township – Berks County, and Boyertown Area Creative Housing.

The Boyertown Area School District has also received grants that have helped not only the students, but the community, as well. Superintendent Harry W. Morgan comments, “We have benefited significantly through our partnership with the Foundation. The financial support we have received has allowed us to provide equipment, staff training and community outreach, which has greatly improved access to lifelong exercise education for our students, staff and community members. This support has allowed our district and Community Wellness Council to positively impact the health of the Boyertown community.”

# Grants In Action

Every day, people like these in our community are touched by programs funded through Foundation grants.

## **Montgomery County Community College Foundation – Service Learning to Build Capacity of Community-based Non-profit Organizations**

*My name is Daniella and I am a student at Montgomery County Community College's West campus. As a result of the Service Learning grant provided by the Foundation, I was able to gain experience in the non-profit world through an internship program in the Pottstown community, where I worked in the psychology field, which is my college major.*

*In addition to focusing on my field and working closely with clients, I acquired non-profit management experience. I was required to work an average of 10 hours per week for 22 weeks and also received a stipend for my time. I found this experience to be very helpful and enlightening, and I now have a strong interest in working in the non-profit sector upon graduation.*

## **St. Aloysius School – Food is Elementary**

*My name is "GP" and I have found a new favorite past-time. I planted a vegetable garden this spring from the seedlings my school raised at a local greenhouse. My dad and I made a raised garden*

*in our backyard and I planted tomatoes, lettuce, pumpkins, broccoli and cucumbers, among other things. My neighbors would stop by to see how my garden was doing and tell me I was doing a great job. My first*

*harvest was HUGE and I was able to share a lot of it with my family and friends. I even started to eat salads because I wanted to eat the vegetables out of my own garden. Thank you for the "Food is Elementary" grant. I learned to garden and eat more healthfully because of it.*





## **YWCA Tri-County Area Project Play Safe – Keep Healthy**

*My name is Heather and I am a childcare provider at the YWCA. Everyone is so excited about our new playground which is now located*



*behind our building. The playground is in a safe and secure area where the kids can run and play freely. The brightly colored equipment and the new soft, cushioned floor assures a safe area for outdoor activity. This playground is a wonderful new addition to the YWCA.*

## **Pottstown School District – PEAK (Pottstown Early Action for Kindergarten Readiness) Health Initiative**

*PEAK focuses on the importance of preparing three- to four-year-olds for Kindergarten. PEAK's primary goal is to have students ready to enter Kindergarten at a level that will "maximize their potential in school." In order to achieve this goal, PEAK has implemented several initiatives that will move these children toward this ultimate outcome including:*



- *Providing a Child Care Health Consultant to work with all early learning programs in Pottstown to provide information to families and child care providers about healthy snacks, balanced meals and resources regarding wellness issues. The consultant also provides teachers with ideas for providing age-appropriate physical activities.*
- *Preschool PATHS (Promoting Alternative Thinking Strategies), which provides training, program supplies and a consultant to focus on emotional awareness and problem solving.*
- *Keystone Color Me Healthy, which addresses the health and wellness of the children through regular contact with their families.*

*Through these initiatives, and many others, PEAK is committed to improving school readiness for both children and families and is confident that these efforts will have a positive impact.*

## **Pottstown Parks & Recreation - Spray Park**

*My name is L'Shawndra and I was so excited when the new Spray Park opened downtown. Since there is no public pool in the area and I live in an apartment with my two kids, there was no place to take them to cool off over the summer. Now we can just walk a couple of blocks to the Spray Park. The kids love to run and play under all the water spigots with their friends. I am so glad we have a safe place to go in the summer where my kids can have fun outdoors.*



## **TriCounty Community Network (TCN) - BUSY Teen Committee**

*My name is Janet and I am a member of the TriCounty Community Network. One of the initiatives TCN supports is the BUSY Teen Committee. The committee's focus is to promote projects that encourage a community environment where youth experience a non-violent and drug-free lifestyle.*



*We achieve this partly by sponsoring our Annual Drug-Free, Violence-Free Youth Conference. The conference focuses on peer pressure and anti-bullying tactics. Leadership and team-building skills are also presented to the middle school students and act as the foundation to form leadership teams in their schools. These teams are responsible for implementing service learning projects related to drugs, alcohol, tobacco and/or peer pressure.*

*The BUSY Teen Committee, in addition to teachers and counselors, has observed positive behavioral changes in students who have successfully completed the projects. The students reported an increase in their comfort levels as leaders in their schools and improvement in their grades.*

*Our area pre-teens have experienced a very positive effect from the result of this committee's efforts and will have a brighter future by becoming key community leaders of tomorrow.*

## Community Health & Dental Care

*My name is Andre and I am thankful for the Community Health and Dental Care Center. I lost my job a couple of years ago and also lost my health insurance. Until this facility opened, I was not able to afford any healthcare services. Recently, I received medical care for a sinus infection and I was also able to get a long-overdue dental exam and routine cleaning. I was treated with respect and compassion even though I was unable to pay for the services. Thank you for bringing this service to the Pottstown community. It has given me peace of mind during this challenging time of my life.*



## Preservation Pottstown – Bike Pottstown

*My name is Ronald and I have been using Bike Pottstown's special yellow bikes to get back into a regular exercise routine. Several times a week, I go to TriCounty Bicycles downtown and sign out a bike for free. I'm able to travel about 10-12 miles over my lunch hour, which allows me time to clear my head and regroup for the afternoon. What a great community program!*



*My name is Chenise, and I have found the Bike Pottstown yellow bikes to be a blessing in my weekly errands. I don't have a car, so being able to use these bikes for free has made my errands go a lot faster. I'm able to borrow a bike lock and helmet when I pick up my bike, and there are bike racks available all around town. I've come to rely on this great program.*

## **Upper Pottsgrove Township – Goose Run Pedestrian Walking**

*My name is Kim and I'm really glad to have the new walking trail along the Goose Run waterway. The trail connects the Chestnut Grove development where I live, to the Summer Grove development where my friend Jackie lives. We meet several times a week to walk a few miles. This has become a routine that we both look forward to because we get our exercise and share our days with each other. It's a safe place to be and I feel great after our walks!*



*The Goose Run Trail Project has been honored with the "Montgomery County Green Futures Achievement Award 2009." Congratulations Upper Pottsgrove Township!*

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### **The Pottstown Area Health & Wellness Foundation is proud of the awards that it has received over the past five years.**

National Health, Wellness and Prevention Congress Awards  
2005 – Certificate of Merit Best Health, Wellness and Prevention Initiative

The Communicator 2006 Print Media Distinction - Pottstown Area Health & Wellness Foundation Awareness Campaign

Central Pennsylvania Chapter of the Public Relations Society of America – 2006 Honorable Mention Keystone Award, External Communications Campaign

American Trails 2008 Trails for Health Award

Pennsylvania State Association for Health, Physical Education, Recreation, and Dance 2009 Community Health Agency Award

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**Check out the Pottstown area's new online community brought to you by the Pottstown Area Health & Wellness Foundation at [www.missionhealthyliving.org](http://www.missionhealthyliving.org). Visit often for great and valuable information on how to lead a healthier life!**



# Consolidated Statements of Financial Position

June 30, 2009 and 2008

	2009	2008
<b>ASSETS</b>		
Cash and cash equivalents	\$625,271	\$108,468
Accrued interest income	130,653	93,860
Long-term investments	65,350,684	89,547,557
Equipment and furnishings—net	68,489	93,856
Other assets	18,313	9,521
<b>Total assets</b>	<b>\$66,193,410</b>	<b>\$89,853,262</b>
<b>LIABILITIES</b>		
Grants payable	\$1,705,512	\$2,165,629
Accounts payable and accrued expenses	161,042	198,104
Other liabilities in connection with the sale of assets	21,307,099	6,970,649
<b>Total liabilities</b>	<b>\$23,173,653</b>	<b>\$9,334,382</b>
<b>NET ASSETS</b>		
Unrestricted	\$43,019,757	\$80,518,880
<b>Total net assets</b>	<b>\$43,019,757</b>	<b>\$80,518,880</b>
<b>Total liabilities and net assets</b>	<b>\$66,193,410</b>	<b>\$89,853,262</b>

# Board of Directors and Staff

July 1, 2008 – June 30, 2009

## **Board of Directors**

### **Edward A. Bardowski**

Director, Client Services  
SEI Investments

### **Robert W. Boyce**

Board Treasurer '09 & '10  
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 (Resigned as of 6/22/09)**

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

### **D. Scott Detar, CPA**

Executive Committee Member '09; Board Vice President '10  
Managing 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**

Executive Committee Member '10  
Former President and Owner, U.S. Axle, Inc.

### **Robert H. Moses**

Retired Administrative Vice President  
National Penn Bank

### **Charles F. Palladino**

Board President '09  
Marketing & Sales Consultant  
CPG Associates, LLC

### **Kenneth E. Picardi, Esquire**

Board Secretary '09 & '10  
Partner, Law Offices of Yergey Daylor Allebach Scheffey Picardi

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

Berks Family Care

### **Nancy Sass Threlfall**

President, Threlfall Marketing Group

### **Sharon L. Weaver**

Board Vice President '09; Board President '10  
Management Consultant

## **Staff**

### **David W. Kraybill**

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

### **Kim Mansur**

Administrative Assistant

## **Pension Fund**

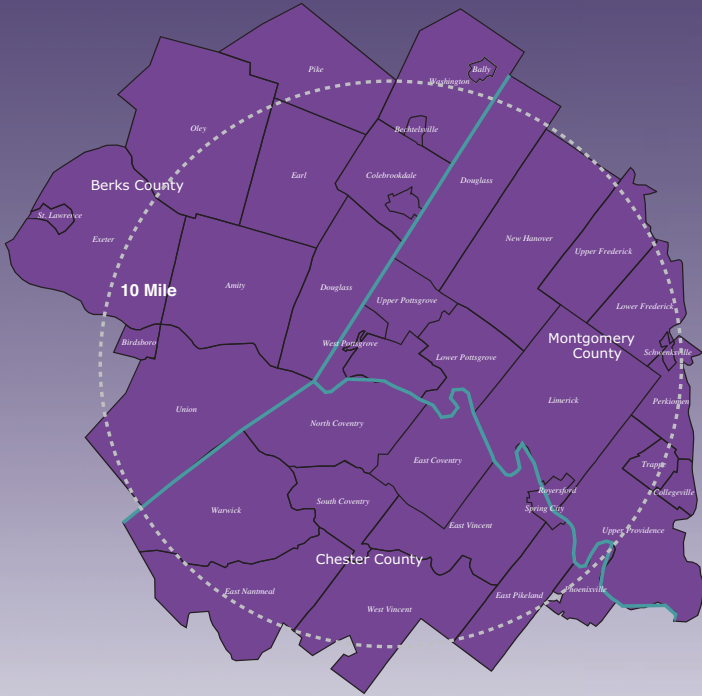
Since the inception of the Foundation, we have been responsible for the pension fund for those who were employed by Pottstown Memorial Medical Center through June 30, 2003. As stewards of this fund, we have contributed more than \$7.3 million over the past five years to ensure that the pension fund requirements are met as mandated by the federal government.

## **An Opportunity for Giving**

The Pottstown Area Health & Wellness Foundation has been the recipient of several bequests and donations over the past five years. Whether the donations were small tributes to commemorate a loved one, or larger bequests made through estate planning, these dollars will be given back to the community by way of grant dollars to local non-profit organizations and area schools. To date, the Foundation has received 12 commemorative gifts totaling more than \$2.6 million that will promote the Foundation's mission of "enhancing the health and wellness of area residents."

Funds are to be used to benefit Tri-county residents  
from the following zip codes:

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



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 Block: Trilogy Park, Boyertown Area Community Wellness Council – All-weather Track,  
Montgomery Early Learning Center  
Bottom Block: YWCA Tri-County Area – Project Play Safe, Fellowship Farm – HOPP Program