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Community Benefit Report | Winter 2023



Measuring Impact, Empowering Youth

Trellis for Tomorrow's SEED Skills crew cares for tomato plants at the Hobart's Run garden.-Photo courtesy of Trellis for Tomorrow.

With the many challenges and stresses that young people in the Pottstown area are experiencing today, empowering kids with the social, emotional, and academic tools they need to meet those challenges is vital. Since 2017, long-term Foundation partners [YWCA TriCounty Area](#) and [Trellis for Tomorrow](#) have been working to evaluate their programs using Hello Insight's data assessment tools, which are specifically tailored to positive youth development (PYD) and social and emotional learning (SEL).

Those insights have never been more important. [Research shows](#) that giving kids the SEL tools they need today leads to individual success not only in their schoolwork and relationships, but those early lessons also lead to improved health and quality of life well into adulthood.

YWCA TriCounty Area and Trellis for Tomorrow were joined this year by a third Foundation community partner, [Green Valleys Watershed Association](#), which utilized Hello Insight's new Outdoor Social and Emotional

Learning Tool to focus on youth development in general, as well as specifically fostering "a deep connection to nature, an ability to provide support of the outdoors, and a sense of well-being when in the outdoors."

Over the years, YWCA TriCounty and Trellis for Tomorrow have used Hello Insight across a combined fourteen sites and programs. As in past years, Hello Insight provided valuable data on specific programs for participating organizations' work in 2021-2022, including:

- YWCA Tri-County Area: Century, Girls in Charge, Great Girls Today, Young Women Rising, YW Summer of Justice, and 2022 Winter Boys to MenTors
- Trellis for Tomorrow: SEED Skills 2022
- Green Valleys: H2Yo

Among the findings across the entire set of youth programs offered were that 94% of young participants developed in at least one SEL capacity (Contribution,

A Message from Our President



Dear friends,

Over the Foundation's 19 years of grantmaking, the Pottstown School District has been one of our most reliable partners in leveraging grant dollars for the benefit of our community's youth. In fact, the Foundation has provided 42 grants totaling over \$3 million since 2006 to the district. I am proud of the work we have done together, and of the opportunities the district offers for Pottstown's kids to achieve their dreams.

But I believe there is more that we can do. There is no reason that Pottstown School District shouldn't be the top-ranked district in all of Montgomery County. The dedication of PSD staff is unparalleled. The Foundation for Pottstown Education works tirelessly on behalf of Pottstown's kids. PSD programs are aligning with local workforce needs. Several nonprofits, including the STRIVE Initiative and YWCA TriCounty Area, provide in-school and after school opportunities. The community learning and out-of-school-time partnerships that Pottstown affords are vast and growing with the recent completion of the Challenger Learning Center at the Pottstown Campus of Montgomery County Community College and the soon to open Pottstown Children's Discovery Center.

Individuals and organizations all across our community are rallying to take a stand for Pottstown's kids, who are the future of not only Pottstown, but who will serve as leaders across Berks, Chester and Montgomery counties. All that is missing is a funding model that gives Pottstown kids the same opportunities as those from other parts of the county. Last year's state budget was a win for PSD, but we still have further to go. I believe that we have arrived at a special moment to create innovative pathways for success for our students and our schools. As we enter a new year, there will be greater opportunities for building on the educational success of 2022—stay tuned, folks.


David W. Kraybill, President

Let's Build a Stronger Community Together

There are many ways to support the Foundation, from online donations to wills and bequests. [The Foundation offers options for everyone](#) who wants to partner with us to build a brighter future for every Pottstown resident.

You can even designate the programs and priorities you wish to support through our specialized [Network for Good donation funds](#), including the Pottstown Children's Fund, The Pottstown Sustainability Fund, and Pottstown Prosperity Fund.

Passions Worth Sharing: We all have unique passions, and the range of causes you can support through the Foundation are end-less: from arts and culture to music, parks & recreation, education, social services, food insecurity, healthcare access, or supporting the elderly. We help donors establish legacies by ensuring that their causes and passions are supported long after they are gone. Combining the Foundation's expertise with donor generosity, we can make a significant difference. When people give, our community is strengthened. Through the Foundation, donors can do good work that lasts forever in the Pottstown and Tri-County region.

Decades of Expertise: As a trusted local organization that has been improving the quality of life in Pottstown, Boyertown, and surrounding areas for nearly 20 years, the Foundation has partnered with dozens of trusted community nonprofits, local government entities, and schools. Since 2003, the Foundation has awarded nearly \$50 million to organizations in Pottstown and surrounding communities.

Community-Oriented Approach: We are a group of people who care deeply about the greater Pottstown community and have the expertise, energy, and connections to support positive change for residents. Our dedicated board of directors work together to make the most of every Foundation dollar for the benefit of the Pottstown area communities and promote lasting and equitable impact.

Knowledge for Results: Local data and studies supported by the Foundation provide valuable insight for our work and the work of our partners. The Foundation has invested in community health needs assessments, Urban Land Institute studies, and surveys of the nonprofit community to obtain accurate information to help to guide our efforts each and every day.

Proven Leadership: The Foundation is a community leader, providing funding for new ideas, programs and community initiatives that help make a positive impact within our region. Our staff is proud and passionate about their work and the community they serve. They are knowledgeable of community issues and needs, and partner with nonprofits to help champion their cause.

Flexibility for Donors: We believe that all gifts can make an impact. The Foundation accepts a wide variety of gifts and works with donors to provide individualized personal service. Our donor advised funds help our donors support the causes they care about most; our endowment funds benefit the community forever.

Financial Stewardship: The Foundation partners with financial professionals to help create effective ways for their donors to meet their personal charitable goals. Donations to the Foundation provide maximum tax advantage under state and federal law, and we are proud to offer a low fee structure, with some of the most competitive fees in the area.

In the Neighborhood

Positive Identity, Self-Management, Academic Self Efficacy, Social Skills) with the majority of youth participants developing in at least three SEL capacities. Considering the varied programs offered by the Foundation's dedicated community partners, it's no surprise that their efforts reached so many young people in different ways.

Those SEL skills are vital in preparing youth from all backgrounds for success given the constant challenges of the past years brought about by the pandemic and its consequences for young people. Reflecting that need, U.S. Department of Education Secretary Miguel Cardona stated, "quality out of school-time programs have always supported students' academic, social, and emotional growth, but as we recover from the pandemic, these opportunities have never mattered more. We need bold action, especially for low-income students and students of color who have historically struggled to access quality afterschool programs and rich summer learning experiences."

In addition to the benefits of Hello Insight's data analysis for developing programs and providing learning improvements, participating organizations reported benefiting from the ability to share data on their programs' impact on community youth with prospective grant funders and donors.

After taking a hiatus last year, [TriCounty Community Network's](#) C2 Community Camp & Launching Leaders

program will be using the program again in 2023, along with the [STRIVE Initiative's mentoring program](#). Created for Greatness, which matches positive adult mentors to Pottstown students.

As one of the two pillars of Pottstown Area Health & Wellness Foundation's grantmaking, Developing Youth Potential continues to be a priority, and expanding youth development opportunities both in and out of the classroom relies on our dedicated partners across Pottstown area communities.

For more on our results-oriented approach to grantmaking and how we are seeking to make a difference in partnership with nonprofits, schools, and local government, visit pottstownfoundation.org/grantmaking.



SEED Skills participants harvest vegetables over the summer. -Photo courtesy of Trellis for Tomorrow.

Challenger Learning Center Hosts Foundation Board & Staff



Led by Kevin Orangers, director of educational engagement & innovation, Foundation board and staff members toured the [Challenger Learning Center](#) to experience first-hand the learning opportunities that are bringing students from all over southeast Pennsylvania to Pottstown. The Pottstown Challenger Center is part of an international network of more than 40 Challenger Learning Centers, which use space-themed learning and role-playing simulations to engage students in science, technology, engineering, and math (STEM) education.



2022 Home Garden Contest

Congratulations to all the winners and participants in the 2022 Home Garden Contest! Read more about the contest, annual garden tours, and more at homegardencontest.com.



Gardeners across the area came together to celebrate Pottstown and Boyertown's best at the annual awards banquet.



POTTSTOWN

YOUNG GARDENER

HM Brooke Haigh
3rd Malcolm Haigh
2nd Noah Cressman
1st Jacob Melendez

A LOT WITH A LITTLE

HM Jen Fehnel
3rd Rosemarie Blom
2nd Daniel Melendez
1st Lisa Luscan

EDIBLE GARDEN

HM Robert Trojanowski
3rd Barb Rapchinski
2nd Amber Watkins
1st Joseph Lee

PLEASANT PORCH

HM Anglea Waltman
3rd Cynthia Wallace
2nd Steph Beener
1st Christina Weiss

GENERAL GARDEN

HM Penny McClimon
3rd Sophia McFarland
2nd Athena Procsal
1st Heather Kurtz

BOYERTOWN

PLEASANT PORCH

2nd April Collins
1st Guy Porter

EDIBLE GARDEN

1st Kim Dougherty

A LOT WITH A LITTLE

2nd Pat Keeler
1st Kenette Olinger

GENERAL GARDEN

HM Angela Motter
3rd Denise Trout
2nd Joseph Powers
1st Jack Carver



Stay up to date with the latest news and events--visit us on the web at pottstownfoundation.org.



Sharing the Impact of Foundation Grantmaking

Recognizing that each Foundation grant has the potential for transforming individual lives, we want to support the efforts of our community partners to highlight their work. That’s why we’ve created [a toolkit to help our grantees share results](#) of their collaboration with the Foundation. These resources include:

Communications Support: includes a link to a customizable press release template, and a link to a form for sharing community partners’ stories with us for use on our website.

Event Calendar: includes a link to share community events with us for the Foundation’s events calendar.

Grantees are requested to provide timely notification to the Foundation of all events related to grant awards.

Multimedia Resources: includes guidance on the use of the Foundation’s logo, brand standards, and general information that may be useful when communicating about Foundation partnerships and collaborations. The Foundation’s logo is also available for download in multiple file formats.

We are eager to see the results of your hard work to promote healthy, positive outcomes in the populations that our community partners serve. For more information, visit pottstownfoundation.org/recognition.

Consolidated Statements of Financial Position

June 30, 2022 and 2021

Assets	2022	2021
Cash and cash equivalents	383,389	183,553
Long-term investments	70,472,704	88,113,833
Equipment and other furnishings-net	38,665	40,681
Other assets	36,581	130,000
Total assets	70,931,339	88,468,067
Liabilities		
Grants Payable	281,750	40,000
Accounts payable and accrued expenses	235,075	139,798
Other liabilities in connection with the sale of assets	14,068,455	17,005,461
Total liabilities	14,585,280	17,185,259
Net Assets		
Without Donor Restrictions	56,346,059	71,282,808
Total liabilities and net assets	70,931,339	88,468,067

Results Framework

The Foundation seeks to help residents improve their health and well-being every day. One of the primary ways we aim to achieve our mission is to partner with organizations by providing funding for solutions aimed at long-term improvement in healthy behaviors. In 2020, we embarked on the next part of our journey to help us determine if we are achieving our mission and purpose. We developed the results framework to help us assess what is and isn’t working, as well as give us a way to measure the impact of our investments on the long-term sustainable change in our community and priority areas. Read more about our approach at pottstownfoundation.org/framework.

Commemorating Nine Years of Service



The Foundation thanked retiring board members Linda Flederbach and Doug Trainer this summer for their years of dedicated service. Each served on the Foundation’s board since 2013, helping provide key insight and strategic direction over their past nine years of service. Upon retirement from the board, Linda served as the chair of the communications committee, and Doug served as the board’s chair.



Fall 2022 Grant Round

The Fall 2022 grant round built upon the implementation of the [Foundation's new Results Framework](#). During the latest grant round, Pottstown Area Health & Wellness Foundation awarded \$1,144,900 to 25 projects and programs in the Pottstown Area. Grants are categorized under two core pillars (Developing Youth Potential and Promoting Equitable Health & Wellness) and divided among five program areas:

Developing Youth Potential: Early Childhood Development
\$72,500 was awarded to fund two projects.

Family Services of Montgomery County

Positive Parenting Program

Maternity Care Coalition

Early Head Start (EHS) program in Pottstown

Developing Youth Potential—Youth Preparedness
\$380,000 was awarded to fund six projects.

Soul Saving Our Underprivileged Lives

Breaking the Cycle

STRIVE Initiative

Sustainability Action Plan II

Trellis For Tomorrow

Building a Healthier Future through Youth and Food

TriCounty Community Network

C2 & Launching Leaders- Service Provider Capacity Building

TriCounty Community Network

C2- Community Camp & Launching Leaders

YWCA Tri-County Area

General Operating/ Youth Programming 2023-24

Promoting Equitable Health & Wellness—Health Equity
\$393,000 was awarded to fund nine projects.

Hearts Of Humanity Community Development Corporation

Healthy Plates from The Garden

Hedwig House

Food and Housing Insecurity and Social Isolation Prevention Program

Pottstown Area Regional Recreation Committee

Regional Recreation Survey and DEI Training

Pottstown Athletic Club

Fitness USA, Community Support Center - The Adapted Advantage

Pottstown Cluster of Religious Communities

Food Access and More than Food Coaching & Education

Pottstown FARM

SNAP Incentives, Two Bite Club, & Operation143 partnership

Schuylkill River Greenway Association

Pottstown Outdoor Recreation Hub

TriCounty Active Adult Center

Prime Time Health for Older Adults

Visiting Nurse Association Community Services

Personal Navigator Program-Improved Health Outcomes through Benefit Access

Promoting Equitable Health & Wellness—Built Environment
\$209,400 was awarded to fund four projects.

Borough of Pottstown

Riverfront Park Pedestrian Bridge Improvements

Douglass Township, Montgomery County

Douglass Park Trail and Park Improvements

Royersford Borough

Trestle Bridge Rehabilitation

YWCA Tri-County Area

Collaborative Opportunity Centers for Leadership, Health & Education Equity

Promoting Equitable Health & Wellness—Health Access & Delivery
\$90,000 was awarded to fund four projects.

Child Advocacy Center of Montgomery County (Mission Kids)

Mission Kids in Pottstown

Health Care Access

Health Programs

Orion Communities

Bridge Case Management and Direct Aid

Vision To Learn

Access to Vision Care for Pottstown Students

Key Grant Cycle Dates

- Letter of Intent Opens: January 1, 2023
- Letter of Intent Due Date: February 1, 2023
- Move Ahead Notifications: Week of March 6, 2023
- Application Due: April 10, 2023 by 5 p.m.
- Final Approval and Declination Notifications: Week of June 5, 2023
- Grant Term Start Date: July 1, 2023

