



WELCOME



POTTSTOWN AREA
HEALTH & WELLNESS
FOUNDATION

A Community Foundation Inspiring Generosity, Passion, and Partnership

AGENDA

- ⑩ Program: 11:00 AM – 12:30 PM (1 hr 30 min)
 - ☞ 11:00 – 11:10 - Hello & Housekeeping
 - ☞ 11:11 – 11:22 - Grant Program Background
 - ☞ 11:23 – 11:46 - Program Pillars and Areas
 - ☞ 11:47 – 12:00 - Grant Cycle, Support, Portal, and Application
 - ☞ 12:01 – 12:05 – Capacity Building and Grantee Tools
 - ☞ 12:06 – 12:29 - Q&A
 - ☞ 12:30 - Finish

Foundation Staff

Dave Kraybill, President—davek@pottstownfoundation.org (610-323-2006 x22)

Howard Brown, Senior Program Officer—hbrown@pottstownfoundation.org (x25)

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(x21)

Chris Wierzbowski, Associate Program Officer—cwierzbowski@pottstownfoundation.org

Who We Are

Mission

The Foundation enhances the health and wellness of area residents, providing education, funding, and programs that provide equitable access and inclusive opportunities for all residents to adopt healthy lifestyles.

Purpose

The Pottstown Area Health & Wellness Foundation ensures equitable opportunities for all community members to embrace a healthier lifestyle.

Geographic Focus

- Since inception, the Foundation has focused on serving residents within a 10-mile radius of Pottstown
- Includes portions of Montgomery, Berks, and Chester Counties
- Total population of over 240,000





RESULTS GRANT MAKING FRAMEWORK

Updated Guide for Results Framework: [LINK](#)

PROGRAM PILLARS

Developing Youth Potential

- Early Childhood Development
- Schools K-12
- Youth Preparedness

Promoting Equitable Health & Wellness

- Built Environment
- Healthcare Access & Delivery
- Health Equity

AWARD TYPES

- **Programmatic Awards** support existing programs that directly serve the community and its members. Each Foundation program area has a desired impact and target results. Proposed projects should align with target results.
- **Capacity Building Awards** increase or improve the capacity of organizations to achieve measured results in their programming. Capital infrastructure projects will fit best here.
- **System Reform Awards** affect or inform change on a macro-level, including influencing policy, changing inequitable practices, or coordinating systems to eliminate silos, inequities, and inefficiencies.

ELIGIBILITY & INELIGIBILITY

- **Eligible Organizations:**

- Non-profit organizations with a tax-exempt status in good standing with the IRS, which strive to promote priorities that are in line with our mission.

- **Ineligible Projects:**

- Alumni Activities
- Debt Reduction or Loans
- Disease-Related Charities
- Endowment Contributions
- Individual Medical Bills
- Political Campaigning
- Lobbying Activities
- Scholarships



Visit
website for
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SPECIAL EMPHASIS ON PROPOSALS

- that support populations of greatest need,
- where the need is supported by quantitative data, and
- where projects and initiatives are grounded in research and developed and implemented by and/or alongside those who will be impacted the most.

COMPETITIVE APPLICATIONS



Projects designed to produce and verify specific changes in the field, organizations, and participants that directly contribute to the specific focus areas results we seek;



Projects that can be effectively implemented and ultimately continued without our funding;



Projects that are replicable and can be shared with other organizations looking to produce similar results; and



Projects that use evidence-based practices and strategies and offer clear evidence of results.

Promoting Equitable Health & Wellness

Community members are benefiting from equitable access to spaces, services, programs, and resources enabling them to adopt a healthy lifestyle

Built Environment \$179K / 10 Grants

Active living spaces are safe, clean and accessible to all community members to embrace a healthy lifestyle

Health Access & Delivery \$224K / 7 Grants

Equitable access to high-quality health programs and resources are available and utilized by community members

Health Equity \$815K / 31 Grants

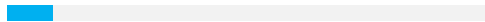
Community members have social and/or economic barriers to health & wellness removed or mitigated

\$2.2M Invested

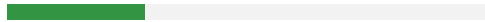
84 Grants approved

95K served (Programmatic)

Systems Reform 5%



Capacity Building 18%



Programmatic 77%



Developing Youth Potential

Community youth are healthy, learning, and thriving now and in the future

Early Childhood Development \$119K / 4 Grants

Children (0-5) are cognitively, socially, physically and emotionally ready to enter school

School Programs K -12 \$320K / 9 Grants

Students are active, healthy, and thriving academically

Youth Development \$540K / 23 grants

Youth have cognitive, social and emotional skills to manage and thrive in their daily lives and in the future

PROGRAM/PROJECT RESULTS STAGES

CONNECT

- CREATES AWARENESS OR INITIAL CONNECTION

IMPROVE

- SHOWS ACTIVE PARTICIPATION OR A MEASURED IMPROVEMENT

CHANGE

- DEMONSTRATES A TRANSFORMATION AND LASTING CHANGE

Grantmaking Pillar: Developing Youth Potential



Grant Making Pillar: Developing Youth Potential

- Overall Desired Impact: We seek to equip our community youth, especially those less served, with resources to be healthy, learning and thriving now and in the future.

Program Area: Youth Development

- Desired Impact: Underserved youth ages 11- 23 have the cognitive, social, and emotional skills to manage and thrive in their daily lives and in the future.

Program Area: Early Childhood Development (ECD)

- Desired Impact: Children (ages 0-5) are cognitively, socially, physically, and emotionally ready to enter school.

Program Area: School Programs K - 12

- Desired Impact: Students are active, healthy, and thriving academically.

Youth Development (1 of 2)

The types of programs / projects prioritized for support include:

- Career exploration programs that **help youth gain access to work experiences, develop skills and entrepreneurial concepts** that address needed and high occupation work skills for now and the future, and expand upon their ability to collaborate and communicate while taking multiple perspectives into account demonstrating empathy for diverse points of view.
- **Mentorships that build healthy networks** and promote Positive Behavior and Reduced Risky Behavior, while supporting improved Academic Performance and/or opportunities for career exploration.
- **Sports programs that remove barriers to access for underserved populations**, provide healthy and regular levels of physical activity, and build SEL capacities through goal orientation and self-confidence.
- Outdoor exploration projects that engage with nature, **explore open spaces including parks and trails**, and educate youth on harvesting, food justice, food systems, and their impact on the economy.

Youth Development (2 of 2)

The types of programs / projects prioritized for support include:

- Career exploration programs that **help youth gain access to work experiences, develop skills and entrepreneurial concepts** that address needed and high occupation work skills for now and the future, and expand upon their ability to collaborate and communicate while taking multiple perspectives into account demonstrating empathy for diverse points of view
- Programs that foster leadership for young people to **participate in civic engagement and work to develop critical political consciousness.**

Results Example:

Improve

- Attained an internship, apprenticeship, or supervised employment in an occupational field and with related facilitated instruction

School Programs K-12

The types of programs / projects prioritized for support include:

- **Evidence-based programs that build and sustain a culture of wellness across the entire school community** and demonstrate support of staff well-being and confirm students are active, healthy, and thriving academically (ie. **School Wellness Checklist®**)
- Comprehensive, year-long programs that utilize The Whole School, Whole Community, Whole Child (**WSCC**) **framework** for all student and staff wellness initiatives
- **Strategies that fully leverage the support of resources provided through PAHWF's School Wellness Initiative** including the School Collaborative peer network, School Wellness Checklist® evidence-based wellness program implementation model, and Healthy Bodies Healthy Minds Institute annual educator professional development conference.
- Programs that institute a **school-based wellness coordinator** for the implementation of school wellness policy and programming.

Results Example:

CHANGE

- Institutions confirm at least 60% of the institutional indicators recommended for the PAHWF school wellness initiative, including all academic buildings achieve 50 points or more on the School Wellness Checklist



SCHOOL WELLNESS INITIATIVE

Application Guideline: [LINK](#)

Early Childhood Development

The types of programs / projects prioritized for support include:

- Use **evidence-based models** to strengthen parent and child relationships and are proven to **contribute to increased child health and education such as Parents as Teachers.**
- Strive to **increase levels of enrollment in quality ECD programs** that aim to enhance academic competence
- Advance the implementation of comprehensive, evidence-based **curriculums to improve student's social-emotional skills** such as PATHS (Promoting Alternative Thinking Strategies) and Second Step.
- **Teach children to identify and understand their own and others' emotions**, reduce impulsiveness, choose positive goals, and manage their emotional reactions and decision-making process when emotionally aroused.
- **Boost capacity to measure and/or regularly assess children's health and readiness to learn** in kindergarten by use of Kindergarten Entry/ Readiness assessments (KEA/KRA) and PA state-approved assessments which are required by policy C330.

Results Example:

CONNECT

- Child participates in regular developmental screening for health and cognition

Grantmaking Pillar: Promoting Equitable Health & Wellness



Grant Making Pillar: Promoting Equitable Health & Wellness

- Overall Desired Impact: All community members to benefit from equitable access to spaces, services, programs, and resources that empower them to embrace a healthy lifestyle.

Program Area: Built Environment

- Desired Impact: Community members are utilizing public spaces that are safe, clean, and accessible to embrace a healthy lifestyle.

Program Area: Health Access & Delivery

- Desired Impact: High-quality health programs and resources are available and utilized by all community members, especially those historically underserved.

Program Area: Health Equity

- Desired Impact: Community members have social and/or economic barriers to health & wellness removed or mitigated.

Built Environment

The types of programs / projects prioritized for support include:

- Development of or improvement to trails, parks, and community recreation centers
- Plans and studies for parks, trails, and community recreation centers
- Programming for regular youth and adult access to physical activity in public parks, trails, and at community recreation centers
- Alignment with other community plans and studies, such as the Recreation Plan and Foundation's Community Health Needs Assessment
- Research to evaluate the impact of recreation programs and facilities

Results Example:

Connect

- Institutions secure equitable stakeholder buy-in and necessary project resources

Health Equity (1 of 2)

The types of programs / projects prioritized for support include:

- **Building and sustaining economic security:**
- Research, development, and deployment of **systematic approaches to eliminating the racial wealth gap**
- Approaches that support acquiring **skills necessary to meet current and future labor markets.**
- **Identifying and eliminating barriers** to full-time employment and the achievement of livable wages.
- Transformative programs and policies that **increase underserved residents' ability to own homes and build generational wealth**
- **Food system sustainability:**
- Addressing immediate needs while **helping residents move towards food security**
- Research, development, and implementation of programs that **support nutrition education and food justice**
- **Supporting the food system to become more resilient and sustainable** amidst challenges contributed by the economy and environment.

Health Equity (2 of 2)

The types of programs / projects prioritized for support include:

- **Increasing civic engagement:**
- Activities that **engage residents with their local government and neighbors** to increase the feeling of safety, connectedness, and their influence on the decisions that affect their lives
- **Elevating the voice and priorities of residents and advocates** to organize, educate, and develop civic engagement.
- Connecting individuals and organizations through service and volunteering to **support and share resources among neighborhoods and tackle the area's most pressing challenges.**

Results Example:

Change

- Confirm regular consumption of fruit and vegetables at CDC recommended levels

Health Access & Delivery

The types of programs / projects prioritized for support include:

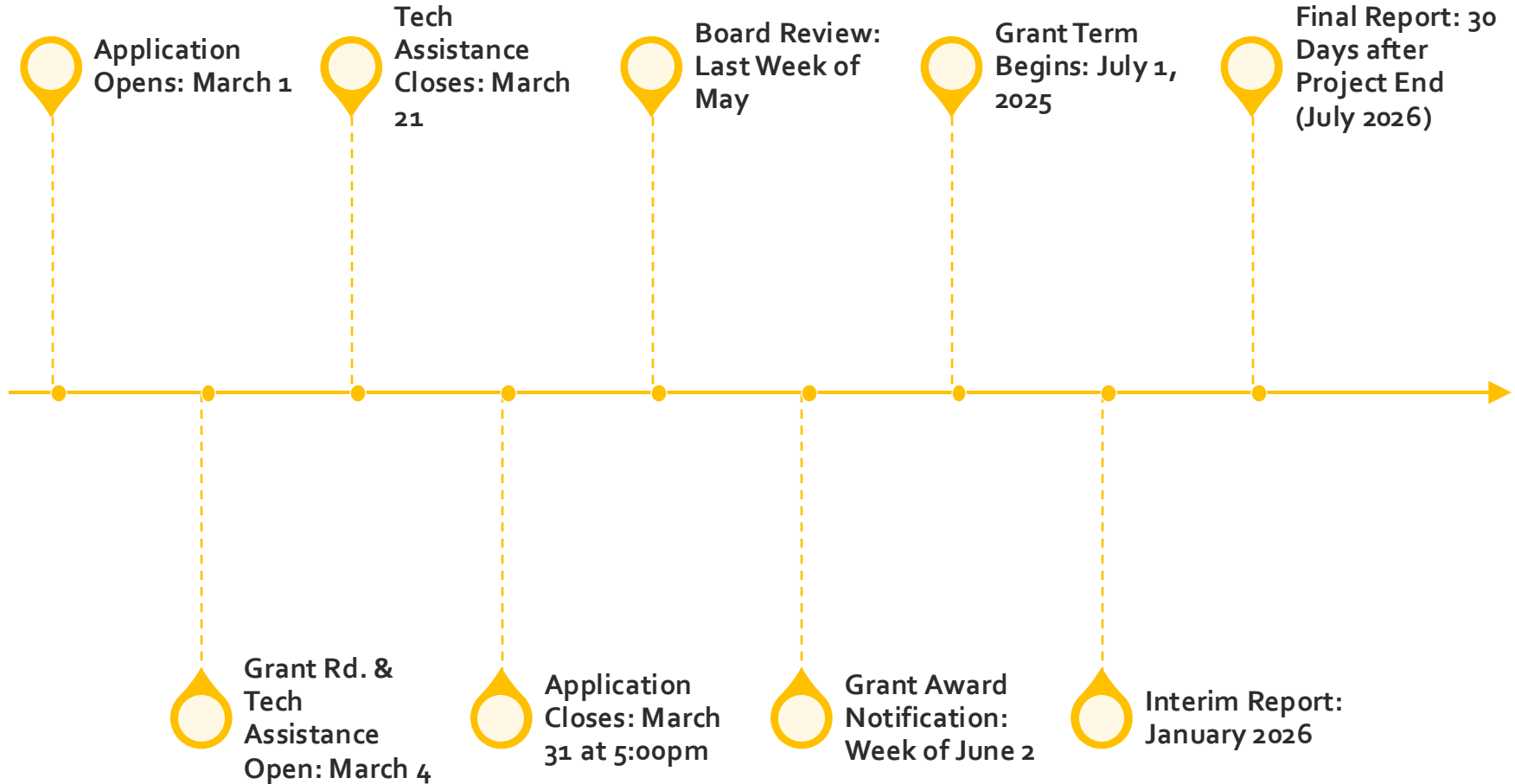
- Preventive care to **address chronic conditions that are more prevalent among underserved community members in our service area** (see most recent health needs assessment for details)
- Equitable access to **multilingual health related resources**
- Evidence-based practices that demonstrate improved health outcomes for the **equitable delivery of high-quality home and community-based services**
- **Coordinated and integrated approaches** to delivering health care services

Results Example:

Improve

- Confirms medical insurance and/or primary care provider newly secured

Spring Grant Cycle



SPRING IN-ROUND SUPPORT

Brendan Stengle, Grants Manager

- Eligibility Questions
- Technical Support
 - Registration
 - Application
 - Submission
 - Post-Application

Chris Wierzbowski, Associate Program Officer

- Technical Writing Support
 - Project-Related Questions
- Current or Returning Grantees Point(s) of Contact

Howard Brown & Craig Colistra, Senior Program Officers

- Current or Returning Grantees Point(s) of Contact

TECHNICAL WRITING SUPPORT

- 60 min technical writing support sessions from PAHWF Associate Program Officer Chris Wierzbowski available to Spring 2025 Applicants from 3/4 – 3/21
- Intended to help grantees develop compelling and clear applications that
 - Framework and Results Alignment
 - Respond to and align with PAHWF's framework
- Sign-ups open via website & PAHWF newsletters
- Draft must be in AkoyaGo Portal at least 48 hrs before meeting is held
- Support WILL NOT guarantee an award



New Users or Organizations
Click Here to Register

**POTTSTOWN AREA
HEALTH & WELLNESS
FOUNDATION**

Sign in to your account

Or [create a new account](#)

Your Email

Your Password

Remember me [Forgot password?](#)

Existing Users & Organizations
Click Here Sign in

- All PAHWF Grants are Processed through the AkoyaGO Grant Management System
- Link: <https://goapply2.akoyago.com/pottstownfoundation>
- All New Grantees Must Register
- New Grantee Registration Guide: [First Time Registration Guide](#)
- New User of a Previously Registered Organization Guide: [Existing Entity New User Guide](#)

PORTAL LANDING PAGE

[Submissions](#)[Opportunities](#)[Organization Profile](#)[Review](#)

My Opportunities

	Fiscal Year	Opportunity Name	Opportunity Guideline URL
VIEW	2024	Capacity Building	https://pottstownfoundation.org/wp-content/uploads/2022/08/GuideForResultsFramework.pdf#id.in74jfbetp61
VIEW	2024	Direct Services Application	https://pottstownfoundation.org/resultsframeworkguide
VIEW	2024	Small grants: \$10K and Under	https://pottstownfoundation.org/resultsframeworkguide
VIEW	2024	Systems Reform	https://pottstownfoundation.org/wp-content/uploads/2022/08/GuideForResultsFramework.pdf#id.tn41kb2669qu

VERIFY ORGANIZATIONAL INFORMATION

In Progress Submitted Opportunities **Organization Profile** Review

Organization Profile **GOApply Users**

Organization Name *

PAHWF

TaxID (EIN) *

12-3456789

AKA

Street 1

152 E High St,

Street 2

Suite 500

City

Pottstown

State

PA

Zipcode

19464

Main Phone

610-323-2006

Email

GrantSupport@PottstownFoundation.org

Website

PottstownFoundation.org

Submit

PROGRAM INFORMATION & PILLAR/PROGRAM AREA BRANCH

Pillar / Program Area *

Which program area is your work best aligned with? (select only one option)*

Select...

Wayfinders: Program Area & Framework Resources



Results Grantmaking Framework

The purpose of this document is to provide refined language that describes each focus area of Pottstown Area Health & Wellness Foundation grantmaking, including the type of grant support and each program area in the PAHWF results framework.

The Foundation understands that addressing critical community needs takes time and there are various stages of change that will be experienced along the way. As clients and communities pass through the stages, changes in behaviors, skillsets, and community assets occur. While not all projects or programs will be able to serve clients in every stage, the target results intend to support progress toward sustainable improvement and make long-term outcomes more achievable.

For programmatic grants, each program area is described and includes guidelines along a continuum—from *Connect* to *Improve* to *Change*—toward the Foundation's desired impact. Prioritized target results and project types that would be considered as the most competitive for the upcoming grant round are included for each program area.

1. **Resource Website:** <https://www.pottstownfoundation.org/grantmaking/before-you-apply/>
2. **Results Grantmaking Framework:** <https://pottstownfoundation.org/wp-content/uploads/2022/08/GuideForResultsFramework.pdf>

Project Delivery & Workplan

How will you track success during the grant period? Provide the workplan and associated key milestones/deliverables you will use to manage the project towards impact by providing up to 5 key project elements (critical steps or actions to be taken), milestones/deliverables (resulting milestones or achievement for each), and a timeline of when those milestones will be achieved. Note: All deliverables should occur within the grant period.

Guidance: A strong answer to this question includes:

1. **Key Project Element** - Indicate the critical actions or component of the work that you will take to achieve the desired results you indicated in your project narrative and the measures/indicators earlier in the application (e.g., provide outreach, provide training, provide 1:1 counseling, provide follow-up and verification)
2. **Milestone/Deliverable** - Indicate the progress point or deliverable you aim to achieve for this project element. Note: this deliverable should clearly tie to the results you indicated in your project narrative and measure/indicators earlier in the application area.
3. **Timing** - for each of the key project elements and associated milestone/deliverable please indicate when you anticipated it will be accomplished - not when the activity will be implemented

Key Project Element 1

0/8000

Milestone 1

Timing 1 Date

mm / dd / yyyy



PROJECT DELIVERY & WORKPLAN



INPUTS FOR IMPACT FRAMEWORK

Health Equity

In order for us to track our progress towards our desired result, **removing barriers to health and wellness to ensure all community members have a fair opportunity to attain their full health potential**, we believe there are key changes in behavior (measures) that will demonstrate success.

The measures listed below are all **required** for data entry. If a stakeholder group and measure applies to your organization and its program, and you have the ability to track and verify, please enter the number you **anticipate achieving that result by the end of the grant period**. If a measure does not apply to your program please enter zero. You **MUST have a value for the number served by the program and at least two other measures (excluding outputs - which are optional)** in order for your application to be considered.

By the end of the grant period:

Number of community members served *

Of those served, number that:

Have immediate financial, social, and/or physical needs addressed

Confirm having immediate financial, social, and/or physical situation secured (ie. homelessness prevented, hunger relief)

PROJECT RESULTS



DIRECT EXPENSES AND BUDGET

BUDGET

Program Budget Information

Enter a page description

Total Program / Project Budget *

Guidance: Enter the amount of the total budget for the project or program for which you are requesting funding.

Please share how you would use this grant money. In your description, include any significant expenditures and how they matter to your project. *

0/3500

Please list all funding sources and expenses related to this project. Both the Funding Total and Expense Total should equal the amount you entered for your Total Program/ Project Budget Amount in the Program Information section of this application.

Please fill out the budget forms below. If an item is not applicable to your budget, please leave it blank. Do not enter 0. Reach out to grantsupport@pottstownfoundation.org with questions.

Funding Sources

PAHWF Request Amount: *

Other Foundations:

COLLABORATION & CAPACITY BUILDING SUPPORT

Capacity Building

- **ICAT** - The iCAT is an organizational assessment, planning and evaluation tool to strengthen nonprofits (Ongoing)
- **Hello Insight** - Data collection tool that helps youth development programs continually evaluate and respond to what young people need (Fall)
- **Catchafire** - matches skilled professional volunteers with nonprofits to help them increase their capacity and achieve their missions (included with active grant)
- **TCN Membership** – annual membership to TriCounty Community Network for grantees (included with grant award).
 - o Accelerator Workshop: March 20th, 10a-12p, Location TBD

Collaboratives

- **Pottstown Area Regional Recreation Committee (PARRC)** - facilitates municipal collaboration and development of recreation facilities.
- **School Collaborative** - A resource for our schools to share their work and learn from peers.
- **Pottstown Area Food Collaborative** - a cross-sector collaborative that is re-imagining how to allocate local assets and leverage resources to co-create a local food system
- **TriCounty Health Council** - works collaboratively across healthcare partners to address community health outcomes
- **Pottstown Play Streets** - Public-Private coalition-driven recreation and community outreach program



PARKING LOT & Q&A



THANK YOU