

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Winter 2012



Community Health and Dental Care

A Community Resource to Feel Good About

Community Health and Dental Care's (CHDC) mission is to identify gaps in health care services and ensure access to appropriate levels of care for all people in the service area regardless of their ability to pay. That's a tall order and if their number served is any indication, CHDC is up to the challenge. The first three days they were open in October of 2008, they had 39 patients. Today they are serving more than 8,500 dental and medical patients—and still growing!

The CHDC has a full-time staff that includes doctors, dentists, nurse practitioners, assistants and office staff. "We recommend calling for an appointment, but we do offer same

day appointments," states Paula Kamp, CHDC Community Outreach Director. "In fact, we have popular Walk-In Wednesdays for our dental patients." Services provided by CHDC include sick visits, women's health exams, flu shots, on-site lab services, preventative screenings and dental care. Vaccinations for children from birth to age 18 are free if you are a patient. Kamp goes on to say, "We are also very accessible—we are located near a bus route and our hours are convenient."

The CHDC charges for their services on a sliding scale. "We base the rate we charge on the federal poverty scale and how many people are claimed on the patient's taxes," comments Kamp. "Our rates are significantly reduced and we do have payment plans. We serve everyone, whether they have insurance or not. You also do not have to be a resident in the area; if you can get here, we will be happy to have you as a patient."

(continued on page 2)

a message from our director



Dear Community,

This time of year does not always foster motivation to be healthy—it's cold, windy, slushy and dark. You probably prefer to curl up on the couch, stay inside and eat comfort food. However, I am going to challenge you to think of it not as a time to retreat, but your time to "plant your seeds of change" and begin a transformation.

You can take this call to action literally and actually plant some seeds indoors so you have seedlings to plant in the spring for your vegetable garden. Or, you can read between the lines and begin to take some small steps that will grow and blossom into a regular exercise routine, healthy meals and a positive outlook that anything is possible if you set your mind to it.

Looking for ideas to plant your seeds of change? Watch our webisode series for healthy exercise and eating, and finding healthcare solutions all on a budget on www.missionhealthyliving.org. Visit our own [Dr. Betts' blog](#) to see how one mom is living healthy, raising a family and working—you can do it too! Gather your family and plant the seeds together – lead by example. There are plenty of options – just take that initiative and get started – you'll be pleasantly surprised by your efforts this spring.

On another note, I wish you a healthy and safe new year!

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

David W. Kraybill, Executive Director

(continued from page 1)

"In addition to our regular services, we also have a lot of great programs for kids," says Kamp. "We have our Reach Out and Read program, which encourages families to read together and provides a new book to children aged six months to five years at each pediatric check up. The kids really like our No Cavities Club. When they have a great check up, their name goes on the wall and they get a free meal at Friendly's Restaurant."

The CHDC also has special events each month that coincide with national events and focus on patient preventative education. Recent events include the YMCA Halloween Safehouse, recognizing Oral Health Month, and hosting the first Head Start Dental Program. Upcoming events include a blood drive, the Mammogram Mobile and participating in the Relay for Life.

CHDC is a non-profit, Federally Qualified Health Center (FQHC) *Look-Alike*, and is partially funded by the Pottstown Area Health & Wellness Foundation, patient visits and other private grants. While the CHDC goal is to become a fully designated FQHC, they are not quite there yet, but that does not stop them from successfully serving the community with affordable and quality health and dental care.

For more information, go to www.ch-dc.org or call 610-326-9460 (Medical) or 610-326-7405 (Dental).

www.pottstownfoundation.org The logo for the Pottstown Foundation, featuring a stylized orange and yellow shape resembling a drop or a leaf.

profile

Ashley Pultorak, Grants Assistant

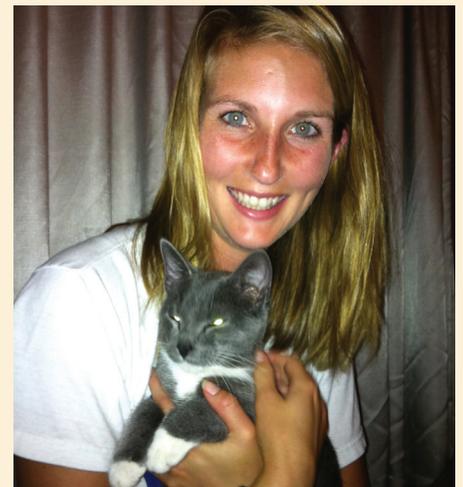
The Foundation's staff has a new face—Ashley Pultorak. She has already been hard at work since July of this year and loving every minute of it. "I really have a passion for healthy living," remarks Ashley. "The Foundation is dedicated to making the community better and being part of the impact they are making is really exciting. It's been a great opportunity so far and I enjoy everything I work on."

Ashley's title is Grants Assistant, but she is involved in many aspects of the day-to-day operations and organization of the Foundation. In addition to her assistant duties, she also manages the online database, helps facilitate programs and the fall school collaborative, and gets involved with new Foundation initiatives and programs.

Since the position is part-time, Ashley also has another job—she is the Assistant Field Hockey Coach at Ursinus College. Prior to that, she held the Community Outreach position with BJ's Wholesale Club. "I really enjoy community outreach, which is another reason my job with the Foundation is such a great fit for me. I also volunteer on TriCounty Community Network's Homeless Services Committee."

Ashley currently lives in Spring City, but grew up in Schwenksville, PA and graduated from Duke University in 2009 with a degree in Art History. Of course, she also played field hockey. "I just really enjoy coaching and the sport of field hockey. I also coach club field hockey for high school athletes and I'm the head coach for a USA Field Hockey Olympic Development Program hosted in Reading, PA."

When she is not coaching or working, Ashley enjoys participating in triathlons, playing racquetball or just doing anything healthy!



\$30,000 Raised by East Auxiliary Volunteers

Five local nonprofit organizations will benefit from fundraising efforts of the Pottstown Area Health & Wellness Foundation East Auxiliary.

Marie Shirey, President of the East Auxiliary, presented a check for \$30,000 to Dave Kraybill, Executive Director of the Pottstown Area Health & Wellness Foundation. These funds were distributed as part of the Foundation's fall grant round and have been awarded to the following organizations:

- [Camphill Village Kimberton Hills' Aging in Community Program](#) will provide residential services to aging residents with developmental disabilities and struggles with independent living.
- [Child, Home and Community's](#) continuation of the *Pottstown Adolescent Prenatal, Parenting and Support Program* will provide prenatal education for pregnant adolescents, fathers-to-be, and their families. Funding will also benefit a support group for adolescent parents and their children.
- [KenCrest Centers' Restroom Renovation and Personal Hygiene Project](#) will include upgraded facilities with a focus on personal hygiene.
- [Freedom Valley YMCA-Spring Valley Branch's After Breast Cancer Program](#) is a comprehensive exercise, nutrition, and support program that will assist in the recovery of breast cancer surgery patients.
- [Pottstown Family Center's Eat Smart, Play More Program](#) will focus on "good" foods, how to budget to buy them, and food preparation.

The Auxiliary's fundraising efforts include proceeds from sales at the gift shop in the lobby of Pottstown Memorial Medical Center located at 1600 East High Street, Pottstown, in addition to an annual holiday fair.



(left to right) Allison Smale, Director, Program Enhancement & Growth, KenCrest Center; Bernadette Kovaleski, Director of Development, Camphill Village Kimberton Hills; Marie Shirey, PAHWF East Auxiliary President; Lyla Kaplan, Grant Writer, Camphill Village Kimberton Hills; Dave Kraybill, Executive Director, Pottstown Area Health & Wellness Foundation; Jenna Saylor, Family Development Specialist, Pottstown Family Center; Charlene Roth, Board of Directors, Camphill Village Kimberton Hills; Allison Stinger, Director of Financial Development, Freedom Valley YMCA.





Young Teen Parents Learn the Importance of Healthy Food Choices and How to Make Smart Budget Decisions.

[The Pottstown Family Center](#), Family Services of Montgomery County, offered the Expanded Food and Nutrition Education Program (EFNEP) to teen parents at Pottstown High School this past spring. The focus of the program was to increase the knowledge of basic nutrition and provide education regarding food budgets and resources.

The program taught participants how healthy food choices will help maintain a healthy body weight, and how smart money decisions assist in stretching the grocery budget. Lessons included meal planning, food safety, label reading, money management, portion size and exercise.

"I've developed a wonderful sense of independence by learning how to make a grocery list of healthy foods and sticking to a budget. Learning how to prepare nutritious food for my family has even made meal planning fun," says Michelle, a young mother.

According to Jenn Brown, Pottstown Family Center Director, "We measured the participants' outcomes by conducting pre- and post-testing. Our goal is to establish life-long skills that will aid these young parents in making healthy choices which will lead to healthy lifestyles. Those who successfully completed the program received a nutritional cookbook, a thermometer for both the refrigerator and oven, and a set of resistance exercise bands."

Collaborative efforts with the [Penn State Cooperative Extension](#), Montgomery County, and [Pottstown High School](#) (<http://www.pottstownschoools.com/pottstown/Our%20Schools/High%20School/>) provided varied teaching opportunities for the young parents, which included classroom instruction on food preparation and samplings, and in-home visitations that provided the chance for individualization of the families' budget and grocery lists.

[Click here](#) for information on additional services provided by Pottstown Family Center, and how EFNEP can benefit other qualifying families in the Pottstown community.





LOSE FOR LIFE's Focus is Cancer Prevention through Healthy Living and Weight Loss

Hundreds of people in the Greater Pottstown region are pledging to lose weight and get healthier in 2012. Through the LOSE FOR LIFE program, participants will be getting healthier, losing weight and raising money for the Relay For Life of Pottstown and the American Cancer Society—all at the same time.

LOSE FOR LIFE is a program that began in 2011 with a focus on promoting healthy lifestyles and encouraging weight loss. Excessive weight gain and poor nutrition have been found to be contributing factors to many health problems, including cancer. In an effort to encourage healthier habits, members of Kathy's Crew (a Pottstown Relay For Life team) developed the LOSE FOR LIFE program.

The Pottstown YMCA has teamed up with LOSE FOR LIFE to provide nutrition and exercise classes and has developed a special program called "Get Moving at the YMCA." Events and classes will take place weekly from January through May. Additionally, one-week guest passes are available. During the month of January, the YMCA is waiving the one-time joiner fee of \$75 if you are a member of the LOSE FOR LIFE program.

In addition to individual pledges, corporate sponsorships contribute directly to the overall fundraising efforts of Relay For Life of Pottstown. Last year's efforts raised \$25,446 in support of the LOSE FOR LIFE program; the Pottstown Relay teams lost a total of 820 pounds. The goal for 2012 is to lose a total of 3,000 pounds and raise \$32,500.

For more information on the LOSE FOR LIFE program, visit www.loseforlifepottstown.net or email Larry Hutchison at larry.hutchison@comcast.net. Registration for 2012 will begin in early January.

Local Public Schools To Benefit From L.L. Bean Mini-Grant

L.L. Bean commemorates the opening of their new retail store in King of Prussia, PA by partnering with the [Pottstown Area Health & Wellness Foundation](http://www.pottstownfoundation.org) and the [Phoenixville Community Health Foundation](http://www.phoenixville.org). Each foundation received \$5,000 to fund a mini-grant program that will benefit local students within their respective service areas.

The purpose of this program is to encourage outdoor experiences through field trips and programs that are specifically related to physical activity and environmental education.

The mini-grant funds are designated to benefit kindergarten through middle-school students in local public schools. Qualifying programs may include field trips to local parks or arboretums, or hiking and biking outings on trails such as the Schuylkill River Trail. In addition to using grant dollars to access local and free resources, funds can also be used toward the field trip's transportation costs. There is no deadline for submission, and grants up to \$300 will be awarded on a first-come, first-served basis.

The Schuylkill River Heritage Area is available to assist educators in planning and coordinating trips or activities funded by the mini-grant funds. Contact Tim Fenchel at 484-945-0200 for information.

For questions, application and a list of local outdoor experience resources, contact Anna Brendle, Pottstown Area Health & Wellness Foundation, ABrendle@pottstownfoundation.org; or Lynn Pike Hartman, Phoenixville Community Health Foundation, LPHartman@pchf1.org.



Consolidated Statements of Financial Position June 30, 2011 and 2010

	2011	2010
ASSETS		
Cash and cash equivalents	\$131,755	\$171,237
Long-term investments	79,278,183	70,181,108
Equipment and furnishings – net	10,383	23,671
Other assets	11,904	10,870
Total Assets	79,432,225	70,386,886
LIABILITIES		
Grants payable	\$212,075	\$838,700
Account payable and accrued expenses	105,779	97,254
Other liabilities in connection with the sale of assets	19,393,541	27,206,212
Total Liabilities	\$19,711,395	\$28,142,166
NET ASSETS		
Unrestricted	\$59,720,830	\$42,244,720
Total Net Assets	\$59,720,830	\$42,244,720
Total Liabilities and Net Assets	\$79,432,255	\$70,386,886



NEW! "Foundations of Life" Blog with Dr. Laurie Betts

Find inspiration and advice by following Dr. Betts as she discusses family life, exercise, nutrition, and more. She will cover topics everyone can relate to, so join in the conversation and share your challenges and your successes.

[Click here](#) to follow Dr. Betts today!

"Living Healthy on a Budget" Webisode Series

If you are like many others, money is tight. However, you don't want to sacrifice eating healthfully, exercising regularly, or taking care of your family's health. The Pottstown Area Health & Wellness Foundation has produced an informative webisode series titled "Living Healthy on a Budget" to discuss these topics and provide helpful tips to keep you on track, even on a budget.

Jenn Brown, [Pottstown Family Center](#) Director, and Sue Uphold, Registered Dietician from [For Life Nutrition](#), exchange ideas on what foods are healthy and the importance of understanding what "eating healthfully" really means. They also share thoughts on how you can afford to eat healthfully and nutritiously on a budget.

Aaron Christ of [A Fresh Start Fitness](#), and Dave Kraybill, Executive Director of the [Pottstown Area Health & Wellness Foundation](#), provide many inexpensive and free options for being active. Tips for exercising include using resistance bands, medicine balls and your own body weight to work out. Plus, they review the local parks and trails that offer free access for family fitness fun. Click on the "[Fun and Fitness](#)" section of Mission Healthy Living for a list of parks and recreation opportunities in your area.

Affordable health care can also be a concern. Paula Kamp, Community Outreach Educator from [Community Health and Dental Care](#) reviews local resources for affordable health and dental care for those who are under-insured or uninsured.

Dr. Keith Harrison from the [Bally Medical Group](#), discusses ways to stay healthy so you don't need to go to the doctor. He stresses the importance of eating a healthy diet and washing hands regularly.

[To view these webisodes](#), visit the "Media" section of Mission Healthy Living today.



Fall 2011 Grant Round: As part of our strategic plan, the Foundation has redefined our long-term goals, effective June 2011. The following list includes 39 grants, totaling \$1,153,085 awarded to non-profit organizations, schools, and municipalities. These programs play a major role in supporting the Foundation's mission of promoting healthy lifestyles within the community.

PRIORITY #1: Funding programs and solutions for long-term improvement in healthy behaviors

Boyertown Area Community Wellness Council – Operating Support

Centro Cultural Latino Unidos – Zumba Classes and Health & Wellness

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

Freedom Valley YMCA, Spring Valley Branch – After Breast Cancer Program*

Greater Pottstown Tennis Association – National Junior Tennis & Learning Program at Pottstown School District

Maternity Care Coalition – Pottstown Early Head Start

Pottstown Family Center, Family Services of Montgomery County – Expanded Food and Nutrition Education Program**

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

Brookside Montessori – Outdoor Learning Environment and School Garden

Coventry Christian School – Opportunities for Under-privileged Children Program

Daniel Boone Area School District – Coordinated School Health Program

Falkner Swamp Nursery School, Inc. – Health and Wellness Programs

St. Aloysius School – Steps to a Healthier You – Fitness and Nutrition Program & Playground Construction

True to Life Ministries – Operation Backpack

West-Mont Christian Academy – Replacement of Gymnasium Floor

PRIORITY #1B: Improving parks, programming and the built environment to increase access to physical activity

Borough of Pottstown – The Greening of South Street

Borough of Pottstown – Heritage Action Plan Trail Connection

Boyertown Area YMCA – Daniel B. Boyer Skate Park

Delaware Riverkeeper Network – Pottstown Rivercast Feasibility Study

Delaware Valley Christian Camp – Camp Manatawny Rock Climbing Wall

Limerick Township – Manderach Memorial Playground ADA Upgrades

Preservation Pottstown – Mosaic Community Garden

Schuylkill River Greenway Association – Bike Pottstown

PRIORITY #1C: Creating and promoting social networks involving healthy living

Pottstown Area Seniors' Center – Prime Time Health

PRIORITY #2: Funding programs for physical health and emotional well-being

Camphill Village Kimberton Hills – Aging in Community*

Chester County 4-H – After School Programs at Park-Springs Apartments in Spring City

Child Advocacy Center of Montgomery County–Mission Kids – Victim/Family Advocate Program

Child, Home & Community, Inc. – Pottstown Adolescent Prenatal, Parenting and Support Continuum*

Community Health and Dental Care, Inc. – Operational Improvements & Growth

Creative Health Services – Collaborative Family & Childhood Obesity Program

Family Services of Montgomery County – Project HEARTH (Helping Elderly Adults Remain in Their Homes)

Maternal and Child Health Consortium of Chester County – Healthy Start Program in Spring City

Montgomery County Community College – Dental Sealant Day

Spring-Ford Counseling Services – Emotional Health Workshop for 8th Graders in Spring-Ford School District

Visiting Nurse Association Community Services, Inc. – Personal Navigator Program

PRIORITY #3: Funding learning opportunities and strategic planning to strengthen non-profits

KenCrest Centers – Restroom Renovation and Personal Hygiene Project*

Montgomery County Community College – Service Learning to Build the Capacity of Community-Based Nonprofit Organizations

Pottstown Area Police Athletic League – Strengthen Nonprofit & Complete Phase I Sports Complex

Pottstown Area Seniors' Center – Save Our Collaboration

Pottstown Cluster of Religious Communities – Operating Support to Implement Capacity Building Plan

*Funded by PAHWF East Auxiliary

**Partially funded by PAHWF East Auxiliary



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