

# Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Winter 2020



## Recovery—One Deadlift at a Time Pottstown Resurgence Builds a Community around CrossFit

For most of us, our workout routine isn't a matter of life and death, but at CrossFit Pottstown Resurgence, the stakes are higher.

"I would not be alive today without this place. I truly feel that deep in my soul," said Sam Calvanese, who had tried several other recovery programs without success before finding her way to Pottstown Resurgence—a program offered by [Pottstown Athletic Club](#), or PAC, free of charge to individuals working to overcome drug and alcohol addiction.

Since 2014, the program has offered free CrossFit instruction at the Armory in downtown Pottstown three times a week to those recovering from drug and alcohol addiction, in addition to hosting a weekly meeting where participants talk about addiction and the range of accompanying physical and emotional issues.

"I've been to a lot of meetings over the past years, but this is by far the most helpful, most meaningful that I've been to," said Calvanese, who now coaches and mentors at Resurgence. "Most of us struggle with anxiety, depression, eating disorders—and we can talk about all that here so it's a really nice safe place. It's life changing."

Rob Matthews, owner of PAC, sees a strong link between

*Above: Ryan Ziegler helped organize the Pottstown Athletic Club's 2020 Winter Mix, in which athletes from across the club's programs came together for a friendly competition.—Photo courtesy of Tony Lew.*

breaking the cycle of addiction and engaging in physical activity alongside others who understand the struggle. Weekly meetings were designed as a way for participants to articulate what they were going through.

"It's the best meeting in town," said Matthews. "You're all pumped up. Your endorphins are going. Your brain is active. You want to share, and that makes the meeting that much better."

Over the years, Resurgence has built a community among individuals who've shared in the same struggles.

"When I first came here I was only a month and a half out of prison, and I felt like I had nobody and nothing in the world but my family," said Ryan Ziegler, who has been a part of the program for over a year and is now a certified CrossFit coach. "I've been able to grow with it solely because of the people. They allowed me to come in when I wasn't talking to anyone or doing anything. ... It's everything I needed."

*Continued on page 6.*

## a message from our president



With another presidential election year upon us, everyone seems to be talking about our nation's healthcare system. I'll leave it to others to debate the merits of competing healthcare policies, but I do want to take this opportunity to look back at how the establishment of two local providers of care—[Community Health & Dental Care](#) and [Creative Health Services](#)—has expanded access to care for tens of thousands of residents in the Pottstown area.

Creative Health was founded over 60 years ago. Since then, it has grown to provide care to over 6,000 children, adults, and families each year at 20 locations. Community Health & Dental Care opened its doors in 2008, and has quickly grown to meet the needs of the community. It now serves over 20,000 registered patients, providing quality health, dental, and vision care to patients regardless of insurance status.

The Foundation has invested millions of dollars in partnering with Community Health & Dental Care and Creative Health Services. The return has been shown in the health of our community: adults in the Tri-County area are significantly more likely to have a regular source of healthcare compared to the rest of Southeastern Pennsylvania, according to the [Community Health Needs Assessment](#).

Foundation partners are working across the board to further help break down barriers to healthcare. From ACLAMO's translators to Mission Kids' case managers, folks in our community are continually rising to meet the needs of those they serve.

All these efforts combine to ensure that our neighbors' access to quality health care does not depend on the depth of their pockets, and it shows that, for those left behind by our healthcare system, sometimes communities come together to provide solutions.

David W. Kraybill, President

## ACLAMO Builds Bridges across Cultures

The Pottstown area, like many communities in the United States, has a chronically underserved Latino population, isolated by cultural and linguistic barriers.

[ACLAMO, Accion Comunal Latino Americana de Montgomery County](#), is working to change that.

"It's a trust issue. Our families trust us. Because of the political environment right now, a lot of the families don't want to go to big places where they feel intimidated," executive director and CEO of ACLAMO, Nelly Jimenez-Arevalo, who noted that the issue of trust has an impact on healthcare access.

For those who've learned English as a second language, speaking to a doctor in depth about their health or trying to navigate the insurance system can be nearly impossible without help.

"Doctors don't necessarily have access to translators," said



Nelly Jimenez-Arevalo, executive director and CEO of ACLAMO, speaks at ACLAMO's end of year celebration.—Photo courtesy of ACLAMO.

Jimenez-Arevalo. "People in our community need someone who can be their navigator—who can help them to schedule appointments and can advocate for them and their children."

ACLAMO's staff and volunteers act as a cultural and linguistic bridge.

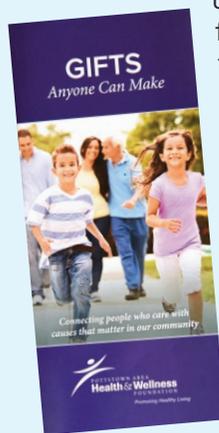
The center even offers English classes centered on healthcare and hosts presentations on health issues including heart disease and diabetes.

In a new partnership with the [Pottstown Cluster of Religious Communities](#), ACLAMO is ensuring that Latino residents have...

*Continued on page 3.*

## Planned Giving: Donor-Advised Funds

The Pottstown Area Health & Wellness Foundation's planned giving program is being established, with donor-advised funds as a key component. These funds are a way for donors to make a charitable contribution towards causes that they care about, and the Foundation's total fee of 1% compares favorably to other donor advised funds.



The Foundation has a long history of allocating funds to generate the greatest impact. The Foundation leverages the expertise and experience of a dedicated board of directors, while utilizing a staff that works in the community on a daily basis to understand the unique challenges and opportunities facing Pottstown area residents.

Join with others who've taken the initiative to help us make the Pottstown area a better place to work, live, and play. Create a fund that helps realize your vision for a stronger community.

To learn more, visit [pottstownfoundation.plannedgiving.org](http://pottstownfoundation.plannedgiving.org), contact our Philanthropy Coordinator, Sheri Waldman, at 610-323-2006 X23, or consult with your financial advisor.

ACLAMO, continued from page 2.

...access to the Cluster's food security programs. A pilot program currently underway provides food at ACLAMO.

"They wanted to support the Latino community, but they weren't sure how," said Jimenez-Arevalo. "Food is something that everybody should have. Now we're going to choose some families to go into that program. As they feel more comfortable, the idea is to do distribution in Pottstown Cluster."

ACLAMO hosts Zumba and yoga classes in addition to social events to help alleviate the feelings of isolation and loneliness that many in the community face.

"When I came to the states 23 years ago, I cried every single day for a year," said Jimenez-Arevalo. "There is a sense of loss and a lack of belonging. It's scary right now. People look at you bad or like they want to attack you. You're in a place where you want to stay and you want to love, but no one loves you back."

Since 2005, the Pottstown Area Health & Wellness Foundation has supported the work of ACLAMO with 16 grants totaling nearly \$700,000. Most recently, the Foundation awarded \$8,000 to support ACLAMO's efforts in promoting the 2020 census.

ACLAMO is working to ensure that every member of our community—regardless of race or national origin—is counted in the census. An accurate count is vital to ensuring that the area gets the federal support it deserves. For each person not counted, over \$2,000 per year in federal funding will be lost.

In January, Gov. Tom Wolf appointed Jimenez-Arevalo to the [Governor's Advisory Commission on Latino Affairs](#). For her, it's another opportunity to build a more inclusive, more diverse, and more cooperative community.

"It gives me a platform to speak up," said Jimenez-Arevalo. "My kids give me hope. I want them to live in a better world when I'm gone."



Children are at the core of ACLAMO's mission in communities across Montgomery County. This Valentine's Day, students from Jenkintown High School visited ACLAMO's Norristown Family Center to help organize crafts—helping to bridge community and cultural divides.—Photo courtesy of ACLAMO.

## Stand Up & Be Counted

What will the next decade look like for the Pottstown area? That will be determined, in part, by how well our community responds to the 2020 census.

The Pottstown area is among several Pennsylvania communities that have historically been under counted. That's why local institutions across the non-profit and government sectors are working hard to spread the message to each and every person in the area.



The census is key to ensuring communities get the support they deserve.

Census data determines funding for:

- Education Programs
- Assistance to Firefighters
- Food Assistance Programs
- Wildlife Grants
- Hazardous Waste Management
- Support for People with Disabilities
- Transportation Infrastructure

For each person who is missed in the count, over \$2,000 dollars per year in federal funding is lost.

April 1 is census day. By then, every household in the United States will have received an invitation to participate in the 2020 census.

This year, the U.S. Census Bureau is offering new options for submitting your questionnaire: online, over the phone, or by paper form. The census includes just nine questions for each person living in your household, and there is not a citizenship question on the 2020 census.

Information asked includes:

- How many people live at this residence?
- Is your residence a house, apartment, or mobile home?
- What is your telephone number?
- What are the names of each person at this address?
- What is the sex of each person?
- What is the race/origin of each person?
- How are members of the household related?

For more information on the census and its impact, visit [census.gov](https://www.census.gov) or call 1-800-923-8282.

## Child Advocacy Center Makes Kids the Mission

When it comes to helping children in Montgomery County who have been subject to physical or sexual abuse, [Mission Kids Child Advocacy Center](#) leads the way—building partnerships across the community to provide justice, education, and healing.

In a new initiative, Mission Kids is now working with the Pottstown School District to prevent abuse through education using the nationally acclaimed [ROAR child education program](#). This child-centered, evidence-based education program teaches kids aged 4 to 8 about body safety, with the goal of providing the knowledge and confidence to speak out.

"We weren't sure how schools would respond, but we went to the Pottstown School District, gave them a preview, showed them the evidence and data that supports the program, and they loved it," said Leslie Slingsby, executive director of Mission Kids Child Advocacy Center. "We're excited that over the next six years, every kindergartner, first grader, and second grader is going to get this program in Pottstown."

Those prevention efforts will continue to reduce instances of abuse into the future. But for the hundreds of children each year who've already experienced sexual or physical abuse, Mission Kids will be there to help them through some of their hardest days.

The multidisciplinary team approach at Mission Kids Child Advocacy Center brings together everyone who responds to child abuse in the community to help deal with the crisis at hand.

"All of these professionals surround this child at Mission Kids," said Slingsby. "The child and family come here and they have a forensic interview, and the entire team



Inviting spaces welcome visitors to Mission Kids Child Advocacy Center.

is meeting and watching the interview, but they're also strategizing. They're talking ahead of time and sharing information to see how they can best help that child and conduct an investigation."

Over the past decade, Mission Kids has reduced the number of interviews that kids have had to endure, helped ensure accountability for offenders against children, and contributed to an increase in the number of kids seeing a child abuse doctor.

"Before the child advocacy center, I worked with kids who thought they were pregnant, thought that they had AIDS, thought that they had a sexually transmitted infection—because no one talked to them about it," said Slingsby. "I remember in therapy, one child saying, 'When's my baby coming?' because they didn't have a doctor to tell them that their bodies were healthy and normal and just like any other 11 year old's body. Changing that has been a huge benefit for our kids in Montgomery County."

*Continued on page 5.*



## Dreaming Big for Pottstown's Kids

The Pottstown Area Health & Wellness Foundation brought Penn State architecture students together with members of the community at Sunnybrook Ballroom on December 12 to encourage all of us to dream big when it comes to establishing a children's museum in Pottstown.

[The Pottstown Children's Discovery Center](#) is envisioned as a hands-on family learning experience and educational resource, and the center is currently in the process of raising funds towards fulfilling that vision.



# grantee spotlight

*Mission Kids, continued from page 4.*

Helping families understand their children's trauma and mitigate the impact of abuse is central to Mission Kids' approach.

"We try to help the family unit deal with the crisis at hand and make sure the caregivers are understanding of what's happening. The family advocates go with them through the

criminal justice system," said Kelli Murphy, Mission Kids grants manager. "We want to make it as likely as possible that they will follow through with services because there are so many barriers."

Mission Kids is dedicated to providing help to everyone who needs it, so eliminating those barriers is a priority.

"Life is never simple, so there may be other things going on in peoples' lives. The family advocate can help provide resources if they need food, housing, or transportation," said Murphy. "All these can be barriers to support services, so that family advocate is really helping

this family get through this. That sometimes includes other things than just the crisis at hand."



*Interview rooms are designed to make visitors feel comfortable and safe. Built-in audiovisual equipment provides the ability for a multidisciplinary team to watch remotely.*

Mission Kids works to help families follow through with support services, partnering with qualified local counselors to ensure every child has access to care. Now, through a new partnership with [Creative Health Services](#), Mission Kids has two resident counselors to provide support.

"We've seen a huge jump because of our partnership with Creative Health and having counselors on site at Mission Kids," said Slingsby. "It's helped to see the difference that it makes in children's lives."

For many families, there's a level of comfort and trust that comes with counselors being located at Mission Kids.

"They're coming here under terrible circumstances, but, in the surveys they fill out, they're telling us that they like it here—that they're happy here. I have families that stop by afterwards and

want to say hello," said Slingsby. "This is somewhere that they felt comfortable—somewhere that they felt supported, so having them come back and see a therapist has been pretty easy for us."

Staff members at Mission Kids are working to become more visible to the community, appearing on local television and attending community fairs to introduce themselves and help the general public understand their work.

"People normally are referred to us in times of crisis, and that is not the best time to introduce a community member to Mission Kids," said Slingsby. "We go to community events and talk about Mission Kids as much as possible, because we want our community members to feel confident if and when they ever have to come here for services."

## By the Numbers: Data from the Community Health Needs Assessment

- 5% of adults in the Tri-County Area reported enduring sexual abuse as a child.
- 10% of Tri-County adults reported experiencing physical abuse as a child.
- 6% of adults in the Tri-County Area experienced physical neglect as a child.
- 19% of Tri-County adults have had four or more Adverse Childhood Experiences.



## Urban Land Institute Engages with Community

An [Urban Land Institute](#) advisory services panel made up of experts from around the nation visited Pottstown in the fall to determine key areas of focus for improving life in the Borough and spurring community and economic development. Their visit culminated in a presentation to members of the community on initial findings. The full report is expected to be delivered by early March.



*Resurgence, continued from page 1.*

For both Calvanese and Ziegler, coaching has provided a sense of purpose as they help guide others through recovery.

"I was given an opportunity to give back. Even though I had only been in the program for a few months by then, I knew I wanted to help," said Ziegler. "There are days when only giving back—doing that right thing—is going to keep you on the right path. That's where coaching comes in so great for all of us."

The program goes well beyond the workout of the day to address changes to lifestyle that add up to building healthy outcomes.

"Not only was I an alcoholic, I was 420 pounds at one point. So I was going to die from the cheeseburgers or the alcohol," said Ziegler. "For me, when I got clean, I had to change everything about how I was living."

Improvements are underway at the Armory to support that element of Resurgence. The club is currently renovating the meeting area and adding a kitchen to the space.

"Everything is running and functional. I just have to put a floor down," said Matthews. "Nutrition is key to all of this. Especially with individuals coming out of recovery, they've got to eat right. So we're going to run nutrition classes out of here."

Since 2013, the Pottstown Area Health & Wellness Foundation has partnered with Pottstown Athletic Club to provide programs that support not only those in recovery, but anyone in the Pottstown community looking

to live more active lives. Most recently, the club received \$75,000 in the fall 2019 grant round to help support fitness programming for the entire community.

"We never turn anyone away," said Matthews. "Let's say a young kid comes to the club and wants to join, but can't afford it. What I would do is talk to the parents and say 'what can you afford?' If you can't do \$65 a month, let's do \$35 a month. If they can't afford anything, they'll help with cleaning or we'll barter. That's the foundation of where it started."

Matthews noted that the universal appeal of the club's CrossFit training allows coaches to connect with individuals and families regardless of experience level, age, or fitness.

PAC has gone above and beyond the goal of building a more active community, training world-class athletes to compete on the global stage. The club's dragon boat paddling team, Pottstown Dragon Warriors, trained several local athletes who went on to compete at the International Dragon Boat Federation World Championships in Pattaya, Thailand. The specialized facilities at the club draw dragon boat teams from



*Pottstown Athletic Club's programs are breathing new life into the historic Pennsylvania National Guard Armory. The club is continually investing funds to renovate and maintain the 1906 structure.*

up and down the East Coast to visit Pottstown for training excursions.

For members of all the club's programs, it represents something special—something unique to Pottstown.

"It's an awesome program," said Calvanese. "I don't know of anyone else who has something like this, but it's working."

## By the Numbers: Data from the Community Health Needs Assessment

- 9% of Tri-County adults once had an alcohol or drug problem.
- 7% of Tri-County adults have misused an opioid-based pain medication at least once in their lifetime.
- 12% of Tri-County adults have a household or family member who is in recovery.
- 28% of Tri-County adults reported binge drinking at least once in the past month.
- 29% of Tri-County adults grew up with a household member who abused alcohol and/or drugs, making it the most common household dysfunction aside from parental separation or divorce.
- Two-thirds of adults who have had an alcohol or drug problem have received treatment or counseling.



*At Pottstown Athletic Club, people with all levels of experience—from beginners to competitive athletes—come together to meet their individual goals.—Photo courtesy of Tony Lew.*

## 2020 Home Garden Contest



The Home Garden Contest is quickly approaching, which means it's time to get out, be more active, and get your hands dirty for the possibility of winning a little extra cash: up to \$150!

Open to homeowners and renters in the boroughs of Boyertown and Pottstown, the Home Garden Contest features five categories for new and experienced gardeners alike:

- Young Gardener
- General Garden
- Vegetable Garden
- Outdoor Oasis
- Pleasant Porch

Entries must be received by 5 p.m. on Friday, June 26. Gardens will be rated on a scale of 1-5 on maintenance, condition of plants, layout, variety of plants, aesthetic value, and creativeness.

This year, there's more to see and do than ever before. Learn more at [HomeGardenContest.com](http://HomeGardenContest.com) and join us for a summer full of exciting happenings!

### Schedule of Events:

- March 13: Garden Contest Registration Opens
- June 20: Summer Solstice Party
- June 26: Garden Contest Registration Closes
- July 10-20: Garden Contest Judging
- July 18: Garden Tour & People's Choice Judging
- September 13: Awards Ceremony



*Richard Cressman's unique and beautiful garden was among last year's winners. The garden contest welcomes gardens of all shapes and sizes: the more creative, the better!—Photo courtesy of the Boyertown and Pottstown Home Garden Contest Committee.*

## Consolidated Statements of Financial Position

June 30, 2019 and 2018

Assets	2019	2018
Cash and cash equivalents	\$182,843	\$172,258
Long-term investments	\$79,026,936	\$79,808,579
Equipment and other furnishings-net	\$62,640	\$70,495
Other assets	\$318,321	\$125,612
<b>Total assets</b>	<b>\$79,590,740</b>	<b>\$80,176,944</b>
<b>Liabilities</b>		
Grants Payable	\$75,000	\$201,158
Accounts payable and accrued expenses	\$63,296	\$48,956
Other liabilities in connection with the sale of assets	\$23,779,098	\$20,386,737
<b>Total Liabilities</b>	<b>\$23,917,394</b>	<b>\$20,636,851</b>
<b>Net Assets</b>		
Without Donor Restrictions	\$55,673,346	\$59,540,093
<b>Total liabilities and net assets</b>	<b>\$79,590,740</b>	<b>\$80,176,944</b>

# Fall 2019 Grant Round

Twice a year, 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 that our grants serve.

The fall 2019 grant round includes 37 grants totaling \$1,126,826, awarded to the following non-profit organizations, schools, and municipalities within the Foundation's priority areas.

## Priority 1A: Healthy Behaviors—Parks

These five grants totaling \$69,300 improve parks, programming, and the built environment to increase access to physical activity.

### **Borough of Pottstown**

Fountain of Youth Spray Park Spare Pumps

### **East Coventry Township Parks and Recreation**

Tow Path Park Master Plan/Feasibility Study

### **Pottstown Parks & Recreation Foundation Inc.**

Sensing the Park User...Even More

### **Schuylkill River Greenway Association**

2020 Bike Pottstown Program

### **Township of Upper Pottsgrove**

Park Trail Renovations

## Priority 1C-Healthy Behaviors—Networks

The following grants fund 26 projects totaling \$900,526 that create and promote social networks involving healthy living.

### **Big Brothers Big Sisters Independence**

Big Brothers Big Sisters Beyond School Walls Program

### **Boyetown Area Multi-Service Inc.**

Food Access and Health and Wellness Programs

### **Camphill Village Kimberton Hills**

Villager Support Fund

### **Carousel at Pottstown**

Improvements at the Carousel and Manatawny Mini-Golf

### **Centro Cultural Latinos Unidos Inc.**

Fighting Obesity through Fun 2

### **Developmental Enterprises Corporation/Pottstown Training Center**

Healthy Eating, Healthy Living

### **Family Services of Montgomery County**

Strengthening Pottstown's Families Project

### **Family Services of Montgomery County**

Project HEARTH (Helping Elderly Adults Remain in Their Homes)

### **New Hanover Evangelical Lutheran Church**

Peer Recovery Support Program

### **Pottstown Area Police Athletic League**

Rejuvenating Youth Sports in the Greater Pottstown Area

### **Pottstown Athletic Club**

Fitness USA V

### **Pottstown Branch- Philadelphia Freedom Valley YMCA**

Strength through Sports (STS) Program

### **Pottstown Cluster of Religious Communities**

Programs Supporting Healthy Behaviors/Strengthening Capacity

### **Preservation Pottstown Inc.**

Mosaic Community Garden Program 2020

### **Preservation Pottstown Inc.**

Pottstown FARM

### **Royersford Outreach Inc.**

General Operating Funds for Building and Program

### **Save Our Land Save Our Towns Enterprises Inc.**

Growing and Conserving Pottstown's Street Trees

### **Share Food Program Inc.**

MontCo Anti-Hunger Network Operating Funds

### **Strive Initiative Inc.**

STRIVE's Pivot to Sustainability Program

### **The Pennsylvania State University**

4-H Afterschool Program at Park Springs Apartments

### **The Salvation Army**

Pottstown Works

### **Trellis for Tomorrow (formerly Triskeles Inc.)**

Youth Seed Enterprise Program and Expansion

### **TriCounty Active Adult Center**

Prime Time Health for Older Adults

### **TriCounty Community Network Inc.**

C2 (Community Camp)

### **YWCA Tri-County Area**

Healthy Pathways Project

### **YWCA Tri-County Area**

VISTA Youth Empowerment Study Year 2-3

## Priority 2-Health Access

In the Physical and Emotional Health program area, \$157,000 was awarded for six projects offering learning opportunities for physical and emotional health.

### **Carson Valley Children's Aid**

Women's Voices Healthy Choices

### **Child Advocacy Center of Montgomery County (Mission Kids)**

Fostering Resiliency through On-Site Therapy and Advocacy

### **Creative Health Services Inc.**

Medically Integrated Fitness Center

### **Health Care Access**

Health Care Access Programs

### **Maternity Care Coalition**

Pottstown Area Early Head Start and Parenting Initiative

### **Visiting Nurse Association Community Services Inc. (VNA)**

Personal Navigator Program

## Key Grant Cycle Dates

### Spring 2020

- Move Ahead Notifications: Week of March 2, 2020
- Application Due: April 3, 2020
- Final Approval & Declination Notifications: Week of June 1, 2020
- Grant Term Start Date: July 1, 2020
- Interim Report Due: January 15, 2021
- Final Report Due: July 15, 2021

### Fall 2020

- Letter of Intent Opens: July 1, 2020
- Letter of Intent Due: August 1, 2020

Well-Informed is the Pottstown Area Health & Wellness Foundation's community benefit report and is published three times each year. All content is produced by Foundation staff unless otherwise noted. Please direct any inquiries, suggestions, or news items to [John Robertson](#), communications assistant. Copyright©2020 Pottstown Area Health & Wellness Foundation, 152 E. High St., Pottstown, PA 19464.

