

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Summer 2018



HEALTHY ACTIVITIES for Summer



What began as a competitive women's team composed of CrossFit Pottstown members and other local community members in 2013 has since evolved into a mixed competitive team of women and men.

The Pottstown Dragon Warriors compete in dragon boat races in Philadelphia, Baltimore, Washington DC, Bucks County, Cooper River and Mercer County, New Jersey. This competitive team is a diverse group of individuals with a goal to increase positive community engagement, get fit and have fun!

The Pottstown Dragon Warriors practice year round thanks to customized paddle erg equipment, which simulates paddling, and an actual paddle pool located in the Armory at 263 King Street, Pottstown, PA. Starting in May, you will see the dragon boats on the Schuylkill River and Marsh Creek, practicing for upcoming races.

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MISSION:

To encourage Pottstown area adults and youth to pursue physical and mental fitness through paddling, teamwork, setting goals and self-improvement. To provide others the opportunity to better themselves.

a message from our president



There's nothing better than a bike ride around town or on the Schuylkill River Trail on a warm, sunny day! It's one of my favorite ways to exercise. Summer is right around the corner and if you're on the hunt for healthy, fun activities to do with your family and friends, look no further than Pottstown. Home to many great local businesses and organizations, Pottstown has something for adults, children and families alike!

In this issue, we'll highlight some local happenings to keep on your summer to-do list. A fun way for kids of all ages to stay cool this summer is a trip to The Fountain of Youth Spray Park located in Memorial Park. The splash pad is calling!

If you're looking to switch up your workouts and jumpstart your fitness routine, try an open paddle with the Pottstown Dragon Warriors, our local dragon boat team! It's a fun boating activity that is available to all ages, and is also a great lesson on the importance of teamwork.

Another option is to shop small and support local farmers and artisans at the open-air farmers market, Pottstown FARM, on Thursdays from June 14 through October 1. Enjoy fresh, locally grown produce and handmade goods, live music and more! Additionally, Pottstown's indoor farmers market recently made its return to High Street and is open Thursday through Sunday, offering fresh foods, gift items and more, all year round.

The fun can also continue right in your own backyard! Local gardeners residing in the boroughs of Pottstown and Boyertown can enter their gardens into the 2018 Home Garden Contest by June 15. Brought to you by the Foundation, MOSAIC Community Land Trust and Building a Better Boyertown, this is a great opportunity to showcase your green thumb while joining forces with fellow gardeners to help beautify the communities in which you live. Visit www.homegardencontest.com to learn more!

Wishing you and yours a happy and healthy summer, exploring all Pottstown has to offer!

David W. Kraybill, President



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Get involved:

Throughout the paddling season, community members are welcome to join the team for an "open paddle" – a fun boating activity for all ages. Sessions are offered free of charge and are open to everyone. Organizations are also encouraged to reserve a session as a team-building activity for their employees.

It takes teamwork to move a dragon boat forward in an effective, efficient manner. A dragon boat provides a unique way of teaching individuals how to work together to accomplish one common goal. Everyone learns how to contribute and take an active role in

the responsibility of the boat and its destiny. Dragon boat paddling is a team-building tool used by many organizations in the greater Philadelphia area, and now the same opportunity is available in downtown Pottstown. Be part of a team and have fun getting fit!

Contact Rob Matthews at rob.1@pottstownathleticclub.com or (484) 302-9950 to reserve a space for you, your family or your organization.

For more, follow the team on Facebook: <https://www.facebook.com/PottstownDragonWarriors>



www.pottstownfoundation.org



grantee features



Fountain of Youth Spray Park

2018 Hours of Operation: May 26 to September 3, 2018, 10 a.m. to 7 p.m. daily

Located in Memorial Park, the splash pad is the perfect summer destination for families with young children! The Fountain of Youth Spray Park is provided to the public free of charge and is a self-policed facility, meaning users participate in its use at their own risk, as there are no lifeguards on duty. This also means community members are responsible for ensuring that all users follow the rules and act as good stewards of the facility.

For the full list of rules and regulations, visit www.pottstown.org.

The Spray Park is a fun way to cool off, splish, splash and play on a hot summer day! Make a day out of it and bring a picnic lunch to enjoy in the park and explore all it has to offer.

YWCampAdventures

Mission: The YW3CA Tri-County Area is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. Its vision is to educate children, youth, families and communities, empowering you to learn, grow and take a stand. Also, to advocate for racial justice and civil rights, women and girls' empowerment and economic advancement, and women and girls' health and safety.

This summer, the YW3CA is on a mission to provide your child with the best summer educational experience while exploring, creating and learning! Kids can participate in seven weeks of educational, active and health-building programming on the grounds of YW3CA's scenic Fellowship Farm, all while having fun and making friends! Camp runs Monday through Friday from July 2 - August 7, 8:30 a.m. - 4 p.m.

Register now as space is limited!
<https://tinyurl.com/yw3cacamp>



Pottstown Farm Artisan & Regional Market (FARM)

Mission: To facilitate fresh, locally grown agricultural products and handmade artisan goods with the regional community.

FARM is an open-air farmers market, providing healthy food choices, educational opportunities and entertainment, creating a downtown hub for the whole family to enjoy together! The market also serves as a resource to help the community lead healthier lifestyles.

On June 28, FARM will be held at Riverfront Park and begin at 5 p.m., as Pottstown Downtown Improvement District Authority (PDIDA) will present its 4th Annual 5K Race to the market at 6:30 p.m.

Register at <http://www.downtownpottstown.org>.

FARM is currently looking for additional cheese, meat and produce vendors for the 2018 season. Please contact Sheila Dugan at 610-323-5400 or sheiladugan@comcast.net for more information and vendor forms.



OCTOBER 16, 2018
24 hours of giving for good

The Amazing Raise is a giving challenge that brings together the region to help raise needed funds, shining a spotlight on the work of nonprofits in the tri-county area (Montgomery County, eastern Berks County, northern Chester County).

For every dollar raised by a participating nonprofit on Oct. 16, a funding match will be provided. The Amazing Raise is organized by TriCounty Community Network (TCN), which provides collaborative leadership programs and initiatives to support community needs.

Interested nonprofit organizations should register at:
givetcn.civicore.com/inquiry

For more information, contact TCN:
info@tcnnetwork.org
610-850-0181

PAHWF Grants Process

The Foundation seeks grant proposals, consistent with our identified mission, to improve health outcomes in our service region.

We have two grant cycles each year, spring and fall, and it is a two-stage process with a letter of intent stage and a full application stage.

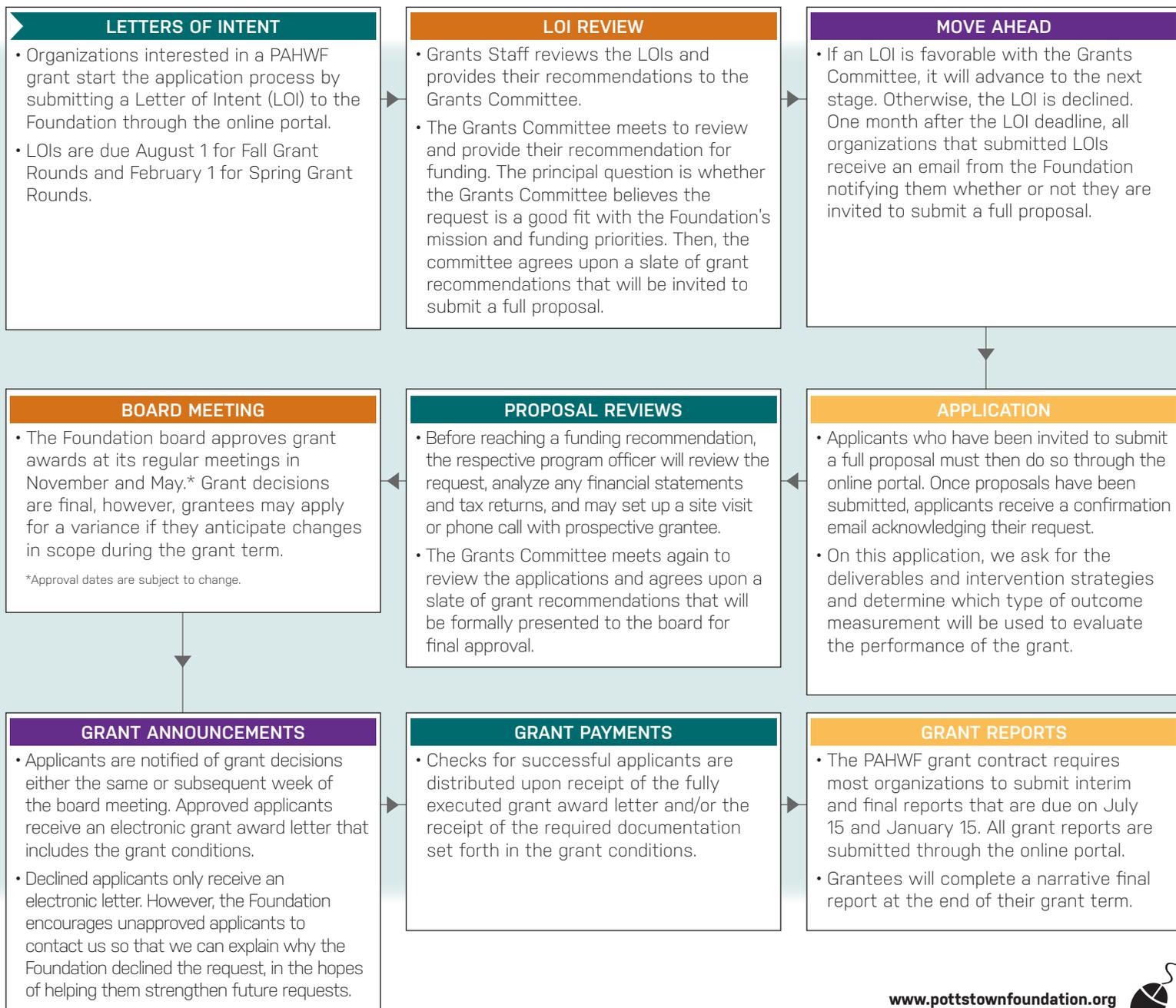
The Foundation awards grants according to the following priority areas:

1. Funding programs and solutions for long-term improvement in healthy behaviors.
 - a. Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living.
 - b. Improving parks, programming and the built environment to increase access and physical activity.
 - c. Creating and promoting social networks involving healthy living.

2. Funding programs for physical health and emotional well-being.
3. Funding learning opportunities and strategic planning to strengthen non-profits.

For additional grant-giving areas, please visit [Areas of Funding](#).

To learn more about the Foundation and grant process, visit the [FAQs section of our website](#).





Contest Updates

Meet Amanda!

In the summer of 2017, the Foundation welcomed Amanda Frattarelli as the intern for its annual Healthy Bodies Healthy Minds Institute (HBHM), a conference dedicated to implementing physical activity as a learning tool in the classroom.

"I wanted something that would actually help me decide what I want to do in the future," Frattarelli said. "Something that combined my passion of nutrition with marketing and communications."

Her main responsibilities include creating promotional materials for HBHM, along with helping to coordinate the actual event on August 7. The most rewarding part of the experience for Frattarelli is seeing the event come to fruition.

"You put in all these hours and see all the little bits and pieces, but when it comes together it's really nice to see how beneficial it is," Frattarelli said. "We can implement a more active classroom, a more active school, and I think even high school students would benefit from the information that these teachers are learning at the conference."

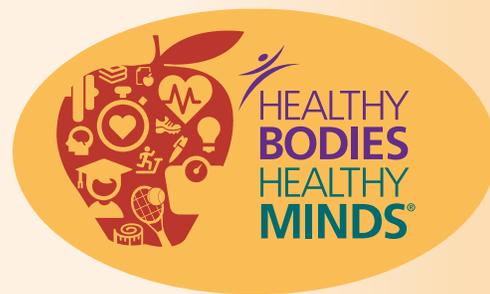
A senior at Souderton High School, Frattarelli is a swimmer and member of student government, Key Club and advanced choir. She enjoys working out, going to spin class, singing and traveling. She attends Lansdale Presbyterian Church and will travel to Belize this summer on a mission trip with her youth group.

In the fall, Amanda will head to Liberty University in Virginia to major in strategic communication and minor in photography.

Healthy Bodies Healthy Minds Institute® August 7, 2018:

An annual event designed to nurture the interdisciplinary roles of school personnel in the adoption of physical activity as a learning tool. Learn from colleagues and experts about the best practices and evidence-based research to creatively incorporate physical activity into teaching practices and enhance students' ability to learn. We invite all educators who are motivated to transform schools into movement-centered buildings to attend this once-a-year opportunity!

Visit www.pottstownfoundation.org for more information!



Home Garden Contest June-July 2018:

Registration closes Friday, June 15! Beginner and experienced gardeners alike are invited to dabble in the art of gardening and compete for cash prizes. Learn more about what it takes to grow a garden and help to beautify your communities with your entries. Open to residents of both Pottstown and Boyertown Boroughs! Brought to you by MOSAIC Community Land Trust, the Foundation and Building a Better Boyertown. Grow for it! **Learn more and register at www.homegardencontest.com.**



On Your Park, Get Set, Go!®:

There will be no Parks Contest this year—but we are working hard to revamp it for 2019! Stay tuned for more details to come!





Celebrating 15 years of grantmaking!

On July 1, 2018, the Foundation will celebrate its 15th anniversary. Stay tuned for more!



www.pottstownfoundation.org



Meet Dr. Cook!

Philip Cook, MD, JD, joined the Foundation's board in July 2012 and learned about PAHWF through former board member Dr. William Taddonio.

"I learned about the beginnings of the board and all the good things that the Foundation was doing to promote healthy lifestyles in our community," Dr. Cook said. "It really interested me because that was a different model from a health and wellness foundation than what I was used to."

Some health and wellness foundations are associated with a nonprofit hospital or hospital system, using their foundations purely as a way to make money or earn money to put into running the hospital, according to Dr. Cook.

"Rather than working for an organization, I'd actually be working for individuals, residents, people in the community," Dr. Cook said. "The ones who I was already serving as their physician, and that was really exciting."

Dr. Cook brings a vast amount of experience to the table in many different capacities. He serves on the Strategic Planning and Joint Grants/ Impact Committee and is currently in his second three-year term.

"I'm a pediatrician, so I understand the medical side, but I've also spent a lot of my professional life being an advocate for healthcare and things that better our lives in other ways," Dr. Cook said.

Dr. Cook enjoys being outdoors and is an avid skier and bike rider. He also enjoys reading, traveling, trivia nights with friends and volunteering with Philabundance.

"When I'm more active, I feel like I'm able to think better and do all the things that are important in my life much better."

Spring 2018 Grant Round

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 for which our grants are required to serve.

The spring 2018 grant round includes 39 grants, totaling \$2,084,135, awarded to non-profit organizations, schools and municipalities. These grants are funded according to the following priorities:

Priority #1A: Healthy Behaviors – Schools
Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living. 11 grants awarded totaling \$1,052,350.

Boyertown Area School District: Brain Body Connection
Brookside Montessori: BWell
Daniel Boone Area School District: Healthy for a Lifetime Program
Owen J. Roberts School District: Fit for Life
Pottsgrove School District: 2018-2019 Health & Wellness Proposal
Pottstown School District: Healthy School Communities Initiative
Pottstown School District: PEAK Whole Child Wellness
Restoration Deliverance Life Center: Family Based Community and Childcare program
Spring-Ford Area School District: Wellness Matters 2018-19
St. Aloysius Parish School: Environmental Fitness: Inside and Out
West-Mont Christian Academy: Physical and Mental Resiliency Program

Priority #1B: Healthy Behaviors – Parks
Improving parks, programming and the built environment to increase access to physical activity. Six grants awarded totaling \$90,695.

Borough of Pottstown: Walk and Bike Pottstown Educational Outreach Program
Borough of Spring City: Brown Street Park Improvements
Cradle of Liberty Council, Boy Scouts of America: Scouting: Wellness, Citizenship, Character, and Leadership Development for Youth in Pottstown
Lower Pottsgrove Township: Gerald Richards Park Phase III- Neighborhood Access Project
North Coventry Township: Riverside Park Boat Dock Replacement
Pottstown Parks & Recreation Foundation Inc.: Capacity Building Project - Phase I - Sensing the User

Priority #1C: Healthy Behaviors – Networks
Creating and promoting social networks involving healthy living. 15 grants awarded totaling \$592,300.

Accion Comunal Latinoamericana de Montgomery County: Community Health Connections (CHC)
Boyertown Area Community Wellness Council, Inc. DBA Wellness Council of Boyertown: Professional development software for nonprofit fundraising
Expressive Therapy Concepts Inc.: Smashville Badminton: Kids and Adult Fitness Program

Foundation for Boyertown Education: Organization Sustainability
Greater Pottstown Tennis and Learning Association: Tennis & Education Center

Greater Pottstown Tennis and Learning Association: Game, Set, COLLEGE

Hobarts Run Neighborhood District: Pottstown Area Social Innovation Lab (PASIL)

Julian Dorsey Foundation: Strengthening the Infrastructure of the JT Dorsey Foundation

OJR Wildcat Crew Club: Development and Expansion of Rowing in the Pottstown Area on the Schuylkill River

Pottstown Athletic Club: Paddle Pool Final

Pottstown Works: Start-up to Sustainability

Project Purpose: Project Purpose

The Salvation Army: Boyertown Community Basketball Court Repairs and Upgrades

Valley Forge Tourism & Convention Board: Golf Tournament Support for Pottstown Area Youth Development and Community and Economic Impact

YWCA Tri-County Area: YW Healthy Pathways Project

Priority #2: Health Access
Funding learning opportunities for physical and emotional health. Two grants awarded totaling \$48,250.

Laurel House: Pottstown Area Services

Maternal and Child Health Consortium of Chester County: Healthy Start and Access to Benefits for Vulnerable Families in Pottstown

Priority #3: Strengthen Non-Profits
Funding learning opportunities and strategic planning to strengthen non-profits. Four grants awarded totaling \$300,540.

TriCounty Community Network Inc.: Community Collaborative and Capacity Building

TriCounty Community Network Inc.: Pottstown Children's Discovery Center

United Way of Boyertown Area: Matching Grant

United Way of Greater Philadelphia and Southern New Jersey: Increasing Philanthropy and Investing in Impact in Western Montgomery County



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