



Pottstown Area Health & Wellness Foundation

Results Framework Launch Info Session

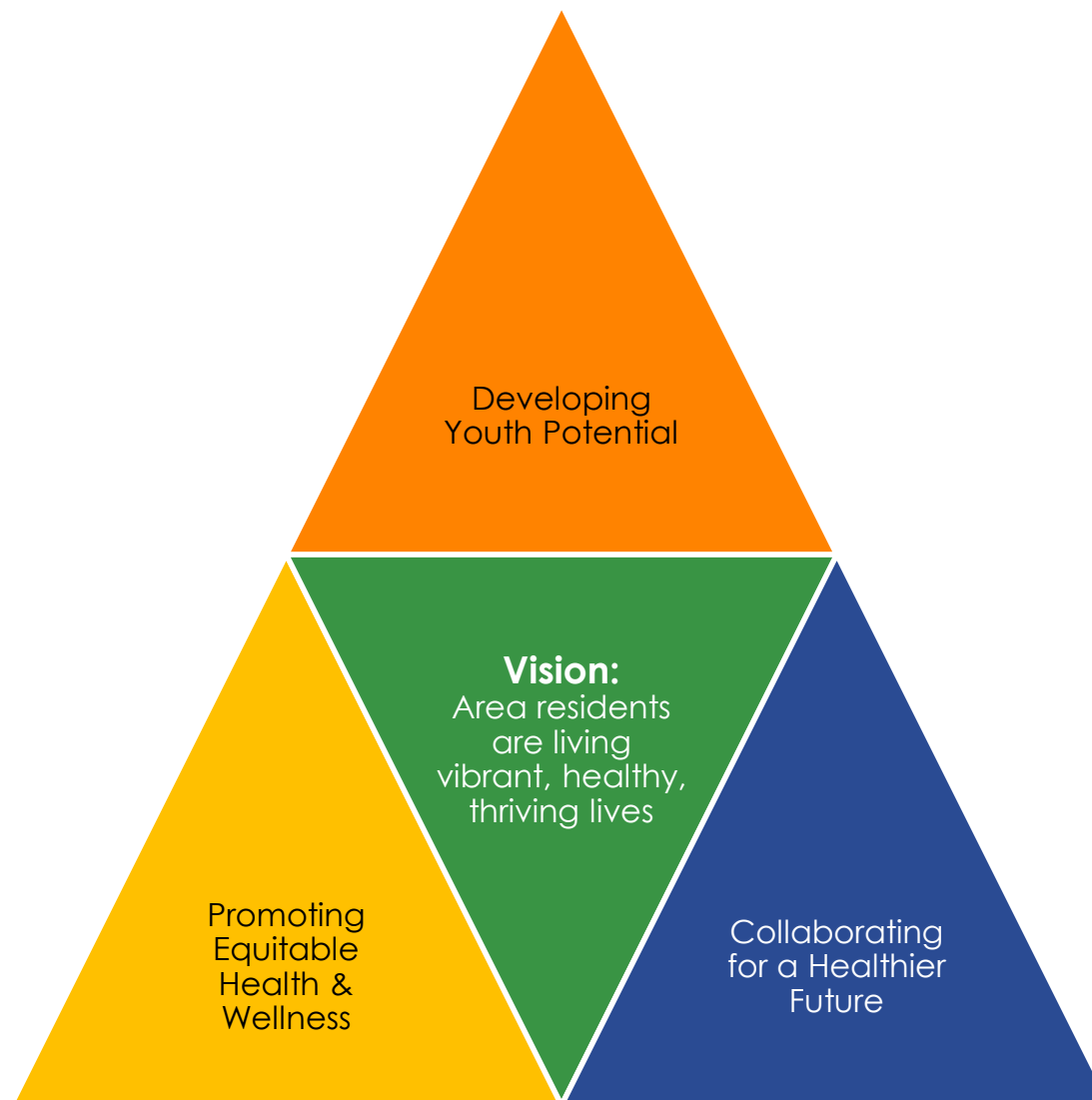


Community**Impact**
Consultants

Foundation Overview – Revised

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

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.



Foundation Overview

Foundation Core Principles:

- To hold as paramount the health and wellness of residents of the Pottstown area.
- To ensure that a diversity of views is solicited, represented and considered.
- To maximize resources through community partnerships.
- To regularly assess the Foundation's effectiveness in meeting its mission.



Funding Guiding Principles:

- Fostering a culture of transparency, equity and learning through our investments we seek to:
 - Remove barriers and ensure equity for all community members through selection of partners who support at-risk and diverse populations in our core pillars.
 - Collaborate and build powerful partnerships to learn, grow and solve immediate and systemic community health and wellness issues.
 - Sustain ongoing reciprocal relationships.
 - Inspire a passionate commitment to the community.
 - Make an extraordinary impact.

Pottstown Area Health & Wellness Foundation

Our Purpose

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Our Mission

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

Core Pillars

**Promoting
Equitable Health &
Wellness**

**Collaborating for a
Healthier Future**

**Developing Youth
Potential**

Funding Strategy

Foundation Engagement

Funding Strategy

Our Desired Impact

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

PAHWF staff engages and empowers a diverse set of constituents and partners to actively work, learn, and support a healthier future for all residents

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

Our Vision

Area residents are living vibrant, healthy, thriving lives

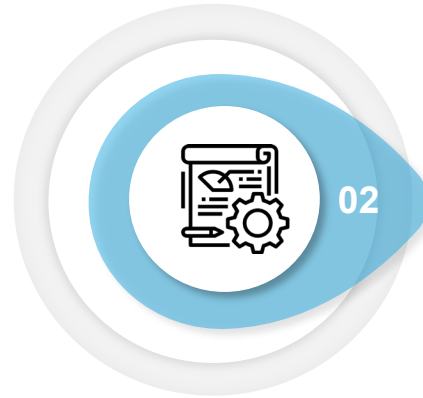


Fall Grant Cycle

PAHWF – Fall Grant Cycle



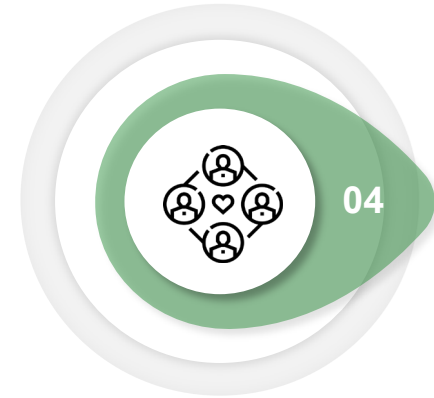
1. Alignment
with Pillar/
Program area



2. Type of
Project /
Investment



3. Narrative –
focus on
achievement



4. Contributing to
Community Impact

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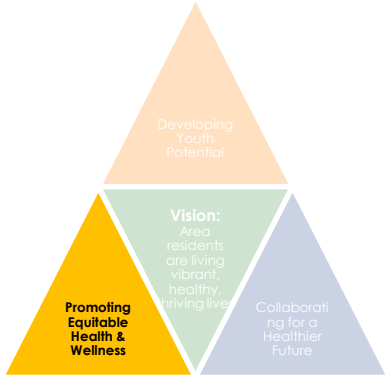
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Promoting Equitable Health & Wellness

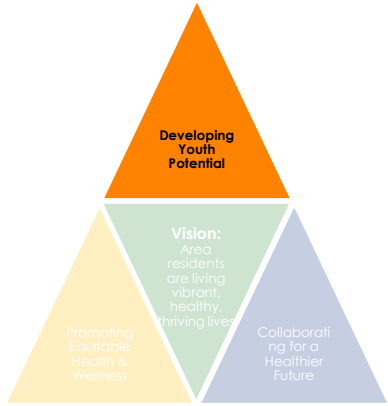


Program Areas	Overview	Key Stakeholders	Desired Program Impact
Built Environment	Promoting community wellness through the development and improvement of and access to active living spaces for all	<ul style="list-style-type: none"> • Municipalities, • Facilities, parks and rec departments, • Community members 	Active living spaces are safe, clean and accessible to all community members to embrace a healthy lifestyle
Health Access & Delivery	Improving access to affordable, high quality, culturally, and linguistically appropriate care for all community members	Community members with a focus on those that are in underserved populations socially and economically	Equitable access to high-quality health programs and resources are available and utilized by community members
Health Equity	Removing barriers to health and wellness to ensure all community members have a fair opportunity to attain their full health potential	Community members with a focus on those in populations that have social and/or economic disparities in relation to the overall community	Community members have social and/or economic barriers to health & wellness removed or mitigated

Pillar Impact

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

Developing Youth Potential

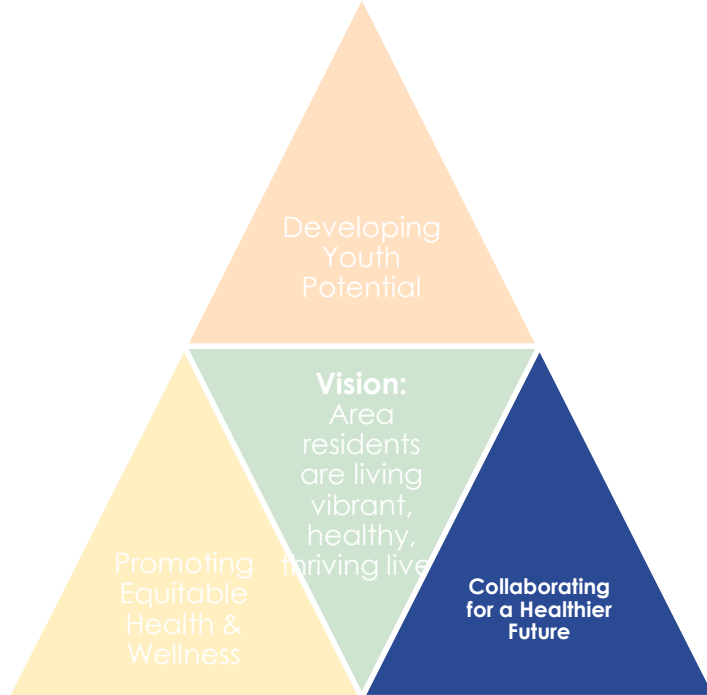


Program Areas	Overview	Key Stakeholders	Desired Program Impact
Early Childhood Development	Providing expecting and new parents with the tools and resources to ensure the development of young children (0-5)	<ul style="list-style-type: none"> Expecting Mothers with a focus on those at-risk for mental health and/or substance addiction Parents, Expecting Parents, and Caregivers of young children (0-5) Young children (0-5) 	Children (0-5) are cognitively, socially, physically, and emotionally ready to enter school
School Programs (K-12)	Integrating best practices to promote wellness as a core component of school culture and student achievement	<ul style="list-style-type: none"> Educational Institutions – Districts, Schools (private and public) Teachers & Families of students K-12 Students/Youth K -12 	Students are active, healthy, and thriving academically
Youth Development (out of school)	Helping youth obtain the cognitive, social, and emotional skills necessary to succeed in life	Students/Youth K -12	Youth have cognitive, social and emotional skills to manage and thrive in their daily lives and in the future

Pillar Impact

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

Collaborating for a Healthier Future



Pillar Impact

Program Areas:

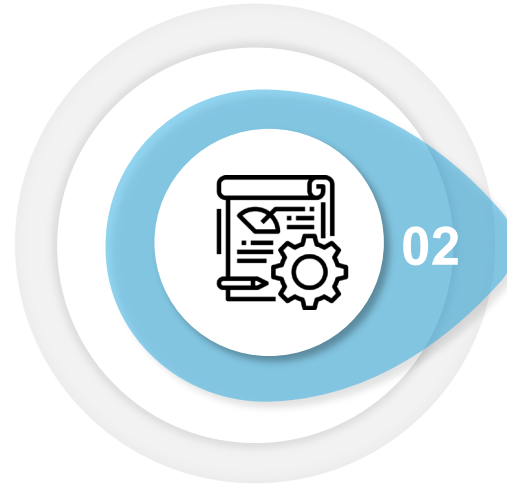
- **Community Collaboratives:** working with partners to address systemic health and wellness issues throughout the community
- **Education & Learning Opportunities:** providing information and training on health and wellness best practices throughout the community

PAHWF staff engages and empowers a diverse set of constituents and partners to actively work, learn, and support a healthier future for all residents

LOI Decision-Making Criteria



**1. Alignment
with Pillar/
Program area**



**2. Type of
Project /
Investment**

Types of Investments

Systemic Reform: Investments to effect - or inform - change on a macro-level, including influencing policy, community level engagement or changing practitioner practices

Practice Development or Change – identification, development, and/or implementation at-scale of new innovative practices to achieve deepest results for participants, community, or issue

Field Capacity (Collaboratives) – Investments to bring together interested parties to address a gap/need in service delivery and achieve deeper results for those they serve within a specific focus area

Advocacy & Community Influence – Engaging and influencing community members, leaders, business and social sector to actively work to support and grow the field through legislation and policy change

Grantee Capacity Building - Investments to increase or improve the existing capacity of the organization to achieve results

Program Support – Investment in existing programs that directly serve the community and its members

What you are investing in...

Systemic
Reform

Support to effect - or inform - change on a macro-level, including influencing policy or changing practitioner practices

Capacity
Building

Projects designed to increase or improve the existing capacity of the organization to achieve results

Direct
Service

Support of existing programs that directly serve the community and its members

Results Sought

Long-term – What will be different for the field or those you serve and by when

Short-term – what will be accomplished during grant term

Improved results for those served as **a result of the new capacity**

A **change in status, condition, or behavior for the individuals served or condition addressed** by the NPO in response to a particular set of programs or activities

LOI Decision-Making Criteria



**1. Alignment
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Organizational Background and Achievement

- What is the Mission of Your Organization?
- Provide 2-3 examples of how you've **achieved your mission** over the past year?
- To date, how have the intended **service recipients and/or residents** of the community served been included in the **identification of needs and project development**?

Project Overview including overall goal and how you intend to use PAHWF Funds

- Provide a brief description of the program or project for which you seek support, including its **overall goal and use of the PAHWF funds**.

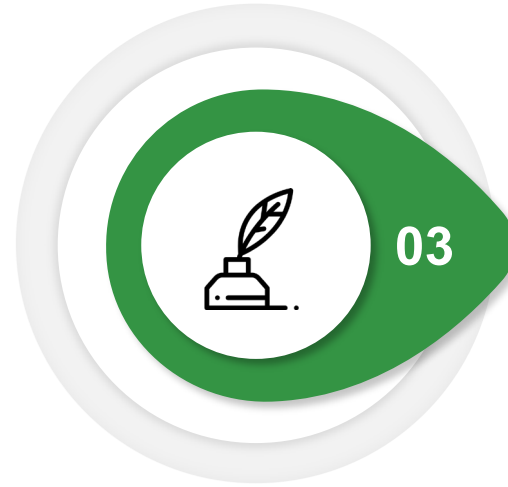
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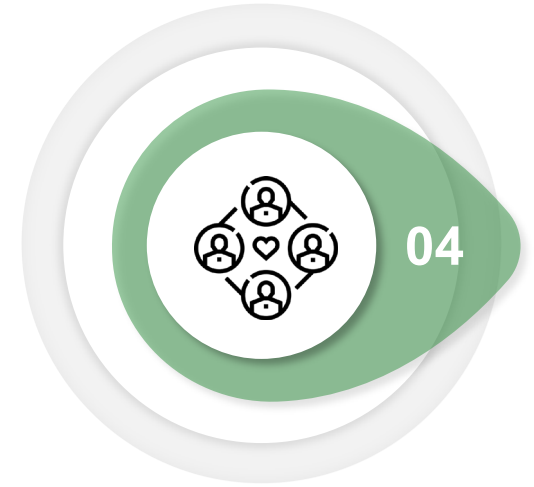
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**4. Contributing to
Community Impact**

LOI – Community Impact - Equity

Equity: The Foundation understands that efforts to become a **culturally sensitive and diverse organization** is an important, ongoing process.

Please indicate what steps your organization has taken to advance its commitment to diversity, equity, and inclusion.

- Organization has established policies and practices supporting diversity, equity and inclusion (DEI) (i.e., vendor/consultant policy, hiring policy, cultural and linguistic competence policy)
- Organization has clearly defined DEI reporting benchmarks which are reported on and evaluated on a regular (annual/bi-annual) basis
- Organization is led (e.g., executive director, CEO) by a person of color
- Percentage of staff who are people of color reflects demographics of population served
- Percentage of board who are people of color reflects state demographics
- Organization is primarily focused on improving the lives of people of color, and reflects that commitment in their mission, goals, and actions
- Organization conducts internal cultural competency and diversity training for staff
- Organization has established policies and practices that recognize and call for the equitable treatment of all historically marginalized groups, including those with physical and cognitive disabilities, racial and ethnic minorities, women, the LGBTQ+ community, and refugees and immigrants or New Americans
- Organization has adopted a Racial Equity Action Plan
- Other

Please explain:

LOI – Community Impact – Service Recipient Demographics

Service Recipient Demographics: Which people with historically marginalized identities will this project serve?

- Black or African American
- American Indian
- Asian
- Native Hawaiian and Other Pacific Islander
- Latina/o/x
- Hispanic
- Foreign Born (All persons born outside the United States)
- Limited English Proficiency
- Disabled (Hearing, Visual, Cognitive, Ambulatory, Self-Care and/or Independent Living Disability)
- Low-Income (persons with family income less than twice the federal poverty threshold)
- Sexual and/or Gender Minority (LGBTQIA+)



Fall Grant Cycle Timeline

Timeline

Step	Process	Date
1	Letter of Intent (LOI) Opens	July 1, 2021
2	LOI Due (Closes)	August 1, 2021
3	LOI Decisions	August 24, 2021
4	Application Open	Week of August 30, 2021
5	PAHWF Results Framework Training – Aligning your program with the PAHWF new measurement framework	By pillar to be announced: August 30 and 31, 2021
6	Application Assistance – one-on-one support from partner consultant for select grantees	September 1 – 24, 2021
7	Applications Due (Close)	October 1, 2021
8	Application Decisions	November 9, 2021
9	Reporting Requirements	Interim Report – July 15, 2022 Final Report – January 15, 2022

Point of Contact

Program Areas	Program Officer
Built Environment	Craig Colistra
Health Access & Delivery	Ashia Cooper
Health Equity	Howard Brown

Program Areas	Program Officer
Early Childhood Development	Ashia Copper
School Programs (K-12)	Howard Brown
Youth Development (out of school)	Craig Colistra

Emails:

Ashia: acooper@pottstownfoundation.org

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General Technology / Application Support:

Rachael: rgiambrone@pottstownfoundation.org



Q & A
