



POTTSTOWN AREA
HEALTH & WELLNESS
FOUNDATION

20th Anniversary Report



SEEDS *of* CHANGE





OUR HISTORY

BUILDING A FOUNDATION



July 2003
The Pottstown Area Health & Wellness Foundation founded as the result of the sale of Pottstown Memorial Medical Center to Community Health Systems

July 2004
First grant approved to United Way of Western Montgomery County - \$50,000 challenge grant

September 2004
Established an active grantmaking approach and identified six tactics, culminating in the first round of Grants: 22 Grants approved = \$842,645

MOVING FORWARD



November 2005
Moved into our current location at 152 East High Street



August 2006
Opened a new 1.8-mile section of Schuylkill River Trail, funded by the Foundation

2007
Launched Mission: Good Nutrition, a show promoting good nutrition & healthy living

Partnered with other funders to create Pottstown Early Action for Kindergarten Readiness (PEAK)

Developed partnership with the Nonprofit Center at LaSalle to support non-profit training and capacity building in Pottstown



2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

SETTING THE PACE



Fall 2008
Grand opening of the Community Health & Dental Care (CHDC), co-located with Creative Health Services (CHS). Funding provided by the Foundation. CHDC subsequently received Federally Qualified Health Center (FQHC) approval letter.

CHDC
Your Health. Our Community.



2009
Celebrated 5 Years of Grantmaking: More than \$1 million to Boyertown Community

2010
Pottstown Area Parks & Recreation Study (link on website). With Penn State University Hamer Center



2010
Mission Healthy Living launched



2012
Limerick Township implements accessibility upgrades funded by the Foundation to bring Manderach Memorial Playground in line with Americans with Disabilities Act guidelines.



*Community Health Needs Assessments completed in 2004, 2008, 2013, 2018, 2023

EXPANDING OUR REACH



August 6-7, 2013

First annual Healthy Bodies, Healthy Minds Institute held (continuation of Boyertown School District PE Conference)

2013

Launched a mini grant program with Department of Conservation and Natural Resources (DCNR) for capital improvements in local parks.

2014

On Your Park, Get Set, Go!® contest launches



2014

DCNR awarded Pottstown Metropolitan Regional Planning Committee (PMRPC) a five-year grant to hire a Regional Recreation Coordinator. Six municipalities participated in this cooperative effort to improve recreation amenities in the region.



June 2014

Pottstown Borough awarded \$1 million grant for Walk/Bike Pottstown project



2015

Creative Health Services (CHS) utilizes PAHWF grant funding to complete a Benchmark Evaluation, showing the impact of CHS's efforts to improve behavioral health and wellbeing in the area.

2015

First year of Medical University of South Carolina School Wellness Checklist® Challenge



2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

COLLABORATING FOR HEALTHIER FUTURES

2016
Pottstown Trauma Informed Community Connection (PTICC) launches. Initiative of Pottstown School District & Pottstown Early Action for Kindergarten Readiness (PEAK)

2018
15 Years of Grantmaking - \$38.5 million to 200 grantees



2020
Pandemic Response included the PAHWF COVID Relief & Recovery Fund, a grant to Foundation for Pottstown Education for Pottstown School District laptops, and Town Hall Meetings.

2022
Play Streets partnership with Borough of Pottstown provides play equipment to create safe, fun, and healthy spaces for children, families, and neighbors to connect and play, winning Excellence in Recreation and Parks Award from the Pennsylvania Recreation and Parks Society.



2017
TriCounty Community Network receives challenge grant for the Amazing Raise.

2019
Urban Land Institute (ULI) Advisory Services Panel lays out a vision for economic revitalization of Pottstown.



2023
Foundation's work to convene transportation cohort leads to the receipt of a federal Thriving Communities grant to lay the groundwork for a return of passenger rail service connecting Pottstown to Reading and Philadelphia.

July 2023
Foundation transitions to Community Foundation, laying the groundwork for PAHWF to serve the Pottstown area community in perpetuity.

RESULTS FRAMEWORK AND IMPACT MEASUREMENT

The Pottstown Area Health & Wellness Foundation's purpose is to help residents improve their health and well-being. Much of our work is centered on providing grants for organizations in our service area aimed at long-term improvement in healthy behaviors.

In the fall of 2021, the Foundation implemented a results framework to create partnerships for sustainable change.

The Foundation's grantmaking is structured around two core pillars, each of which is defined by three program areas for which the Foundation awards grants. The Foundation's results framework measures the impact of our grants on long-term, sustainable with desired impacts identified for each program area.

CORE PILLAR ONE

Developing Youth Potential

We believe that investing in children leads to a better tomorrow for our community. We seek to equip our community youth with resources to be healthy, learning and thriving now and in the future.

This pillar has three program areas:

PROGRAMS

EARLY CHILDHOOD DEVELOPMENT



Healthy development in the early years provides the building blocks for educational achievement, economic productivity, responsible citizenship, lifelong health, strong communities, and successful parenting.

PROGRAM IMPACT

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



SCHOOLS K-12

Research has shown a direct correlation between students' health and their ability to succeed in school. PAHWF's school funding aims to promote evidence-based health and wellness policies, programs, and activities that benefit student wellness and academic achievement.

PROGRAM IMPACT

Students are active, healthy, and thriving academically.



YOUTH PREPAREDNESS

Research suggests that social emotional learning (SEL) skills can help students with their cognitive ability and other health-related benefits. Integrating SEL into experiences outside of school can have a lifelong impact on their lives and our community.

PROGRAM IMPACT

Ensure underserved youth ages 11-23 have the cognitive, social, and emotional skills to manage and thrive in their daily lives and in the future.

Example: Healthy Bodies Healthy Minds (HBHM)



The HBHM Institute is an annual conference to support local educators, administrators, and researchers in fostering school environments that center on wellness as a key element of student achievement.

Health equity becomes reality when everyone can attain their full health potential, regardless of their social position or circumstances. We strive for equitable access to spaces, services, programs, and resources that benefit all community members.

This pillar has three program areas:

PROGRAMS



BUILT ENVIRONMENT

We believe that built, natural, and social environments can increase opportunities for people to be physically active and socially engaged, and contribute to improved health and better quality of life for all members of the community.

PROGRAM IMPACT

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



HEALTHCARE ACCESS & DELIVERY

Equitable and timely access to health interventions such as medicines, vaccines, diagnostics, and therapies is an important driver of good health and improved lives.

PROGRAM IMPACT

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



HEALTH EQUITY

Our work in health equity seeks to address systematic differences in health status and health outcomes for marginalized populations by removing barriers to health and wellness to ensure all community members have a fair opportunity to attain their full health potential.

PROGRAM IMPACT

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



Example: Parks and Recreation

We distribute funding to parks all over our service area to help provide dynamic spaces where people can gather, exercise and connect with nature. We hope to increase the overall well-being of the community, one park at a time.



EDUCATION EQUITY

Since its inception, the Foundation has awarded over \$9.7M to the 7 school districts in our service area.

The School Wellness Checklist® Challenge was brought to schools in our area to implement a wellness challenge that impacts over 33,000 students across 40+ public and private schools. Students who attend have healthier weights, miss fewer days, and behave better.

Recent school winners of the Checklist Challenge:

West Pottsgrove Elementary

Spring City Elementary

Ringing Rocks Elementary

West-Mont Christian Academy

West Vincent Elementary

Rupert Elementary

Franklin Elementary

The Wyndcroft School



School Districts in our Service Area:

Boyertown Area School District

Daniel Boone Area School District

Owen J. Roberts School District

Perkiomen Valley School District

Pottsgrove School District

Pottstown School District

Spring-Ford Area School District

WORKING TOGETHER FOR A STRONGER COMMUNITY

Over the past 20 years, the Foundation is proud to have supported over 250 mission-driven organizations serving a population upwards of 240,000 within a ten-mile radius of Pottstown. These organizations work every day to make our community a better place to live, work, and play. We work together to leverage resources and make an impact that would be impossible without their strategic collaboration.

Since the Foundation's inception, collaboration has been key to effectively working to make the region a better place to live, work, and play. Cross-sector collaboration among nonprofits, local government, business, and civic groups have resulted in collaboratives that have made a measurable impact on the quality of life in our communities, including:

Pottstown Area Food Collaborative: A group of highly engaged, cross-sector entities with a shared vision for a localized food system that increases access to healthy, affordable, culturally appropriate, sustainably produced food.

8
MEMBERS

Pottstown Area Regional Recreation Committee (PARRC): Comprised of representatives from eight municipalities in the TriCounty area, PARRC seeks to promote the development and maintenance of recreational facilities, encourage the preservation of open space, and implement better planning for parks and recreation for all.

Pottstown Early Action for Kindergarten Readiness (PEAK): A state and national model, this initiative focuses on building partnerships with early learning programs in the Pottstown community.

Pottstown Metropolitan Regional Planning Commission (PMRPC): Preserves and protects rural areas and promotes long-term economic growth.

Pottstown Play Streets: Led by the Borough of Pottstown's Department of Parks and Recreation, Play Streets temporarily closes streets to traffic in Pottstown neighborhoods and provides play equipment to create safe, fun, and healthy spaces for children, families, and neighbors to connect and play right outside their doors.



TriCounty Health Council (TCHC): Created to work together on the health and wellness of our community.

School Collaborative: Provides school faculty, staff and administration a mechanism to work together as they strive to provide healthy school environments.

TriCounty Community Network (TCN): An organization offering resources meant to empower partnerships and affect positive community changes.



MOSAIC Community Land Trust / Community Garden



PEAK students stop for a photo



Pottstown Area School Collaborative meeting with superintendents and wellness coordinators

YOUR COMMUNITY PARKS

The Foundation is dedicated to enhancing opportunities for active living. Since 2005, we've proudly supported over 50 parks and recreation projects, contributing more than \$3M to make our community spaces more vibrant and accessible.

Memorial Park



Boyertown Community Park



Mandarach Park



In support of the Pottstown community's most visited park, we've invested nearly \$750,000 into its Fountain of Youth Spray Park, BMX Track, Bridge Replacement Project, and the Memorial Park Playground.

Since 2009, we've funded both passive and active recreation projects, such as the inclusive playground, walking trail, and pickleball courts. A recent grant for Mackey Field renovations enhances local athletic opportunities and contributes to economic development.

The Foundation provided funding for ADA-compliant playground equipment to increase inclusivity in the park's play space, ensuring all children in the region have access to recreational activities.

YOUR COMMUNITY FOUNDATION

Pottstown Area Health & Wellness Foundation transitioned from a private foundation to a community foundation in 2023. Like many community foundations, PAHWF takes a leadership role in the communities we serve, identifying emerging needs, collaborating across the community, and advocating for positive change.

Community foundations focus on improving the quality of life within a specific geographic area. In our case, that means serving residents within a ten-mile radius of Pottstown, including communities like Birdsboro, Boyertown, Coventry, Gilbertsville, Limerick, Royersford, and many others.

As a publicly supported charity, PAHWF is engaged in building permanent funds of all sizes and established by many separate donors who are interested in partnering with the Foundation to carry out their passions. While the core of the Foundation's portfolio, generated from the sale of Pottstown Memorial Medical Center in 2003, will always be dedicated to promoting health and wellness, new funds will allow us to expand our grantmaking to meet a wide spectrum of community needs now and well into the future.



COMMUNITY GROWING TOGETHER

Over the past twenty years, the Foundation has given millions of dollars toward programs that keep our region a wonderful, "healthy" place to work, live, and raise a family. But this is not about numbers; it's about the impact those numbers generate.

Looking ahead to the next twenty years—as a Community Foundation—we're expanding our focus beyond health and wellness by providing more opportunities for individuals to establish funds and endowments that will impact many other regional needs.

Whether you have a long history of giving or are starting to think about your legacy, we can help you outline your charitable goals and achieve your philanthropic vision. Here are some wonderful examples of how we're working with donors and moving forward as a community foundation.

First Donor-Advised Fund

Life-long residents of Pottstown, Sylvia and Carl Landis are true philanthropists, giving not only financially but also through community service. They are firm believers that charity begins at home. Their donor-advised fund ensures they'll leave a lasting legacy for their work to be continued.



Honoring the Ultimate Service

A new endowment fund was created from the Estate of an Anonymous Vietnam Veteran—Member of Chapter 565. This fund provides a long-lasting tribute to our Pottstown Vietnam Veterans through a symbolic space to be maintained in perpetuity at Memorial Park.

Responding to Urgent Need

The Behavioral Health/Registered Nurse Student Loan Assistance Fund was established by the Family of Diana Smith in the Boyertown Area School District to help behavioral health counselors or school nurses offset their school loans. This gift in collaboration with Creative Health Services honors the life of a community servant and beloved nurse, wife, and mother.



Next Generation Impact

Lilly and Natalie, two inspiring 11-year-old girls from Gilbertsville, love hockey. When they learned their community hockey rink was at risk of being removed, they reached out to township officials to share their concerns. Their determination resulted in a \$200,000 donation from the Philadelphia Flyers Charities—which has transformed the current hockey rink into a state-of-the-art facility at New Hanover Community Park.



One thing that we know will remain the same is our community's generous heart. We hope the next 20 years serve as a reflection of that spirit and the transformation of generosity into impact. All gifts make a difference. Wherever your passion lies, we're here to help you carry out your legacy. Together, we can make our community a better place.



Connecting People Who Care With Causes That Matter:

Scan the QR code or visit
<https://godonate.akoyago.com/Pottstownfoundation>



COMMUNITY HEALTH AND DENTAL CARE (CHDC)

When CHDC opened their doors in 2008, they saw 39 patients in their first three days. Now they see nearly 300 people each day at their 5 locations - including the newest office in Boyertown!



CHDC's mission is to identify gaps in health services and to ensure people have access to appropriate levels of care, regardless of their ability to pay. In addition, they provide health care discounts based on income and family size using federal guidelines.

CHDC also makes it convenient for families to take care of their health. As an integrated health center, they provide medical, dental, behavioral health, optometry, physical therapy, OB/GYN, pharmacy services, and more.



BOARD IMPACT PROFILES

The Foundation is thankful for all the community leaders, volunteers, and non-profit board members who willingly give up their time and energy to benefit others.

Our Board and Committees shape our priorities and continue to help us grow our outreach in the community. Recently, we asked our past and current Board Chairs what makes them proud of their term, and we learned so much from their answers.

Milton Martyny

(7/1/2003 – 6/30/2006)

Our biggest decision was choosing “improving community health & wellness” as the Foundation’s ongoing mission.

Charlie Palladino

(7/1/2006 – 6/30/2009)

We completed the work needed to establish “Community Health and Dental Care” and also conducted a unique, behavioral-based community assessment.

Sharon Weaver

(7/1/2009 – 6/30/2012)

We began providing grants to public schools. Today, all school districts, public and private, have initiated very creative programs.

Kenneth Picardi

(7/1/2012 – 6/30/2014)

We began funding for improvements to local parks and trails as well as for local physical fitness events that attract people to our area.

Art Green

(7/1/2014 – 6/30/2017)

We reaffirmed the strong bonds between the Board, Staff, and Grantees to continue achieving great things together.

Dr. Myra Forrest

(7/1/2017 – 6/30/2020)

We worked with the Urban Land Institute to deliver our first assessment of the environmental, sustainability, and economic “health” of our region.

B. Douglas Trainer

(7/1/2020 – 6/30/2022)

During Covid, we gave a sizable grant to the Foundation for Pottstown Education so that Pottstown School District students had access to tools needed for virtual learning.

Lori Reinhart Musson

(7/1/2022 – 6/30/2023)

I'm proud of the Foundation's holistic, visionary spirit—a catalyst for guiding our community toward something greater and aspirational.

Nancy Miller

(7/1/2023 – Present)

It's a privilege to be part of the Foundation's next evolution as a Community Foundation to serve this region now and for decades to come.

DATA & INDIRECT SUPPORT

Aside from grantmaking, the PAHWF has been a consistent source of data to highlight challenges and opportunities that influence the health and well-being of residents in our region. The information available through our studies and reports is a valuable resource for community organizations and institutions to identify gaps in equitable access to services and help drive collective efforts towards shaping a region where all residents can thrive. The Community Health Needs Assessments, including the Pottstown Community Survey, tracks demographic and socioeconomic characteristics, health behaviors and outcomes. The Urban Land Institute reports recommend community-minded economic development strategies for Pottstown's future. These, and other studies and reports, can be found on our website at PottstownFoundation.org.

Through partnerships with La Salle Nonprofit Center and TriCounty Community Network, PAHWF has been investing resources in building the organizational capacity of its nonprofit partners, and helping to build a strong social sector in our region. Over the past 20 years, a range of educational workshops, peer learning circles, and capacity building grants have provided access to expert consultants in fundraising, strategic planning, and program evaluation to name a few, helping nonprofits to effectively fulfill their mission.



YWCA TRI-COUNTY AREA

As a long-term grantee, the YWCA's programs have made a huge difference in the lives of young girls and boys.

In 2006, their Healthy Choices Program began to help elementary and middle school girls in the Pottstown School District make healthier choices in food,



exercise, education, and relationships. It now serves hundreds of young girls and boys in seven area school districts.

A recent grant is being used to renovate the Pottstown Integrated Wellness Center's south pool—a resource missing from our community for over a decade.



Scan this QR code to watch our 20th Anniversary video
or visit <https://tinyurl.com/Seeds-of-Change-20th>



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