Executive Leadership Institute
Class of 2018


ELI offers a 10-month curriculum. At the graduation, held Monday, June 21st at the Freedoms Foundation, students offered their feedback: “Since taking ELI, I now feel I am more in tune with who I am as a professional and to have faith in myself as a leader and a person.” “It was a confidence builder for me.” “I have begun addressing my board in a more professional way with objectives and tasks to build on their needs and strengths.” “The investment in this course will give me skills that will last a lifetime, both in my personal and professional life.”

Independent Evaluators, Dr.’s John and Nancy Kelley, stated: “This is very compelling testimony to ELI’s efficacy on the personal, professional and organizational impact of ELI.”

Application Information for Class of 2018: [www.phcf1.org](http://www.phcf1.org) / Programs & Initiatives

Applications for the Class of 2019 are currently being accepted. The application deadline is August 27, 2018
PCHF Board of Directors News

The Board of Directors welcomes new members: Jessica Capistrant, Mark Szilagyi, Maria Schwab, D.Ed., and Theresa Thornton. Jessica is the Chief Executive Officer of the Phoenixville Regional Chamber of Commerce. Mark is Owner of the Gateway Pharmacy. Maria is an educator, currently Assistant Professor at Cabrini University, and former member and Chair of the PCHF Board. Theresa is a life-long resident of Phoenixville and Founder/CEO of Miss Kitty’s Care.

The Board has also accepted Edwin Soto’s resignation with regret and gratitude for his service to the Foundation.

**Newly elected officers are:** John Colarusso—Chair; David Gautreau—Vice Chair; Kathryn Evans—Secretary; Michael Polin—Treasurer; Richard Kunsch—Assistant Treasurer

Board & Staff Summer Social at the McCracken’s
Mini-Grant Opportunities & Changes

There have been some modifications effective this year:

Health Education Mini-Grant
Designed to introduce innovative educational opportunities that enhance the health-related learning experience and lifestyle options for at-risk youth and their families.

*We have added disease prevention and substance abuse prevention to the list of qualifying grant activities.*

AED Mini-Grant
Designed to assist with the purchase of Automatic External Defibrillator [AED] devices.

*We have modified the funding to $1,500 for one AED or $3,000 for two or more AEDs.*

Capacity-Building Mini-Grant
Intended to assist non-profit organizations with training and educational programs that strengthen the governance structure, program accountability and program sustainability.

*We have added outcome-based program evaluation, marketing/Branding and strategic collaborative planning to the list of qualifying activities.*

*We have increased the maximum grant to $1,500 or 50% of the cost—whichever is lower.*

*We have eliminated the three-year limit, Grants can now be awarded annually.*

Community Health Leadership Academy

The Leadership Academy traditionally offered in the Fall of the year, is moving to the Spring!

The Leadership Academy’s mission is to identify, train and empower Phoenixville regional citizens for leadership roles that promote our community’s health and advance the quality of life. It is founded on the belief that the more people get involved in the community for the purpose of positive change, the stronger and healthier the community will be. 2018-19 dates are weekly from March 12th through May 14th, 2019.

*The new 2018-19 Application is on the web-site under Programs & Initiatives.*

All Mini-Grant application forms and reporting forms have been updated.

Please check the web-site for these updated forms

www.pchf1.org ... go to Grants /Mini-Grants
No matter the size of your nonprofit organization, it is important that everything you create and share always leads potential [and current] donors back to your cause and the services you provide.

What does ‘on brand” mean for nonprofits?

It is more than your logo. It always includes the basics: fonts, colors, style and tone. It also includes guidelines for content style, length, voice, etc. as well as the process you create to ensure that all content reflects positively on your organization’s values.

It is easy to get overwhelmed creating content and you don’t have the time and resources to ensure what you are producing is on brand. That is why visuals are an increasingly popular option for nonprofit content marketing. Visuals can tell a story in ways that no other form of communication can.

Get Specific: What do you want people to remember?

You need to take the information you want to share and build a story around it: What do you want people to remember? Why is it important? How can you make the message the most visually impactful? What feelings do you want to evoke?

Turn text into graphics.

Anytime you can transform dry data into graphics, do it! Making your information visual will grab your viewers’ attention and hold it. It also communicates your brand message clearly.

Include a call to action.

Include a call to action with your visual communication.—at the end of a video or bottom of an image. Ask yourself: Why are you creating it? What do you want people to do immediately after seeing it? What does that have to do with your brand?

The bottom line on branding.

Visuals can do a lot of the marketing “work” for you, in terms of getting shared, attracting new people to your organization, driving traffic to your website, and more. But you need to optimize to share valuable information while also keeping your organization and cause at the forefront of your audience’s mind. Correctly branded visuals create a trustworthy, consistent environment where donors can easily pick your content out of a crowd. It is important that your message is genuine and reflects the tone of the organization.

Branding is about knowing your audience and evaluating all of your content to make sure it is aligned with your cause.
Nonprofit Founder Transitions ... When the Founder Stays On

GuideStar: Blog  Bridgespan Study Group 2/2018

This past February the Stanford Social Innovation Review published “Making Founder Successions Work” based on the findings of the Bridgespan study. It is often very difficult to ‘make it work’. How often have we seen the next executive in the door stay less than a year before they are out the door?

Some of the findings from the study:

- More nonprofit boards work out a continuing role for founders [45%] than pursue an amicable clean break [31%];
- Transitions that paired a founder and successor from inside the organization proved to be the most successful of all transition models;
- Involuntary breaks [24%], where founders are ousted by the board, tend to be the least successful;
- Transition work is challenging and requires preparation, including investing in internal talent development, talking about succession planning, establishing a transition fund, and shoring up board oversight.

Here are five recommendations that address the practical aspects of managing an on-going role for a founder:

1. Limit the founder’s new role to specific areas of interest and capability;
2. Engage in regular coaching to help navigate operational and emotional aspects of the transition;
3. Anticipate conflict and agree to a process to mitigate it;
4. Transition board, funder, and staff loyalty in logical order—they need to be shepherded to new leadership;
5. Create initial separation [founder should have a low profile] to allow the successor to settle in, particularly if the founder’s new role is substantial or long term.

Study co-author Jari Tuomala,

“Every year thousands of nonprofit boards face the daunting task of hiring a successor to replace the seemingly irreplaceable, long-serving, beloved founder, and the transition is fraught with anxiety. Our aim in conducting and sharing this study is to help nonprofits and their boards plan for these transitions and lay the foundation for stronger organizations better able to serve their beneficiaries.”

PCHF ANNIVERSARY CELEBRATION ... We are Celebrating All Year Long!!

YET TO COME ... 

Movie in the Park in partnership with Phoenixville Jaycees—9/15/2018
Phoenixville Hospital Health Fair—10/27/2018
New Year’s Eve Gala—12/31/2018
*** Assessment of Program Outcomes ***

Two Workshops will be offered in 2018-19
Monday October 22, 2018
Friday, April 5, 2019

If your organization has not completed the Assessment of Program Outcomes please plan to attend. *PCHF will not accept grant request proposals from organizations who have not completed this workshop.*

Application information will be emailed and will be available at [www.pchf1.org](http://www.pchf1.org)

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**PCHF Programs & Initiatives 2018-19**

**CHAMPIONS OF THE COMMUNITY ...** A recognition program for the “Unsung Heroes” of the greater Phoenixville region. The Phoenixville area is known for its tradition of volunteerism, neighborly outlook, and commitment to community. Many people right in the heart of our community continue this tradition today. The Foundation is searching for the people who set the example and who encourage and help others - they may be right next door. Anyone — adult or youth — who deserves to be recognized for their community service, can be nominated.

**NOMINATION DEADLINE: OCTOBER 1, 2018**

**EXECUTIVE LEADERSHIP INSTITUTE ...**

To provide executive-level and management-level staff within the non-profit sector an opportunity to gain self awareness, knowledge and experience to become more effective leaders within their professional and personal lives. **APPLICATION DEADLINE: AUGUST 27, 2018**

**MAJOR DONOR TRAINING ...** An educational program for small to mid-sized non-profit organizations serving the greater Phoenixville region. The program focuses on expanding fundraising options to include individual donors: identifying, soliciting, care and nurturing. **APPLICATION DEADLINE AUGUST 24, 2018**

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Information and application forms for these programs ... and more ... can be found at ...

[www.pchf1.org](http://www.pchf1.org) / Programs & Initiatives

Or contact Lynn Pike Hartman, Vice President-Programs, 610-917-9890 or LPHartman@pchf1.org
Grant Proposal Deadline
2018-19
The Phoenixville Community Health Foundation will have only one annual grant cycle. Grant deadline is June 3, 2019 for a September 2019 distribution of grant funds.

Foundation Staff
Louis J. Beccaria, Ph.D.  Carol Polnier
President/CEO  Vice President-Administration
Lynn Pike Hartman  Holly Megay
Vice President-Programs  Administrative Assistant

Foundation Board of Directors
Charles Benz, Director  James Kovaleski, Esq., Director
[Community Banking]  [Municipal Representative]
Jessica Capistrant, Director  Reverend Dr. Koshy Mathews, Director
[Economic Development]  [Clergy]
John Colarusso, Chair  Julian McCracken, Director
[Real Estate Development]  [Finance]
Lauren Eustis, Director  Michael Polin, Treasurer
[Architect]  [Wealth Management]
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[Affordable Housing]  [Education]
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[Public Health]  [Business Owner]
David Gautreau, Vice Chair  Theresa Thornton Director
[Community Representative]  [Community Representative]
Frank V. Giardina, Director  Martin Vinca, M.D., Director
[Insurance]  [Phoenixville Hospital Medical Staff]
Anita Guzmán, Director
[Latino Community Representative]

Directors Emeritus
Richard Downs—David Frees, Jr.
Richard Kunsch, Sr.—James Reading

Vision, Values & Goals
Our Vision is to make the greater Phoenixville region one of the healthiest places to live and work in the Commonwealth of Pennsylvania.

Our Values are that the activities of the Foundation are characterized by the following principles:

• Ethical behavior to preserve the public trust
• Actions accountable to the Foundation’s stakeholders
• Compassion for the communities the Foundation serves
• Responsiveness and sensitivity to these communities’ needs
• Fair, respectful, honest and professional relations
• Passion in pursuit of philanthropic excellence

Our Goals are to:

• To improve healthcare access for vulnerable populations in our community
• To support leadership and innovation in community health systems and service delivery that contributes to better care for residents, better community outcomes, and lower costs
• To enhance the quality of life for all residents by encouraging healthy living and healthy communities