The Phoenixville Community Health Foundation’s Board of Directors has announced President & CEO Louis J. Beccaria’s plan to retire in 2019 after 21 years of serving as chief executive.

“Through his extraordinary leadership, passion and understanding of philanthropy, Dr. Beccaria has changed the lives of so many people for the better and inspired others to do the same. The Foundation’s Board of Directors, staff and grantees are deeply grateful to him for his service to the community. The Foundation will continue to build on his legacy of achievement while positioning ourselves to address the future health needs of our community,” said John Colarusso, Chairperson of the Phoenixville Community Health Foundation’s Board of Directors.

Dr. Beccaria will remain in his position until a successor is chosen. The Board of Directors has retained Capacity for Change, LLC to conduct a national search for Dr. Beccaria’s successor under the oversight of a Search Committee chaired by Board Secretary Kathryn Evans.
Stop a minute and look around you...every community has someone who goes above and beyond when it comes to giving of their time and helping others.

For the past 18 years the Phoenixville Community Health Foundation has been honoring these “Champions of the Community”. Since the year 2000 when this program was first developed, 76 unsung heroes have been honored as Community Champions. On Friday, November 30, 2018 the Foundation continued this tradition.

The 2018 Champions are: Rob Chisholm nominated by Elissa Llorens on behalf of the members of the Cornerstone Clubhouse for 16 year of volunteerism with the Clubhouse. Rob serves the community in many ways advancing the cause of community-based mental health support systems.

Lee & Adam Deveney were nominated by Donald Coppedge. They have made giving back to their community an integral part of their lives for over 40 years.

Elizabeth Stafford Clarke, nominated by Tracy Shantz for her tireless community work realizing that the gift of time is sometimes more valuable than any check that can be written.

Christopher White nominated by Greg Porter for using his own life experience and founding an organization serving at-risk youth from chaos-based lives. For the past 10 years he has volunteered his time to help students through turbulent times.

This year the Foundation awarded a special Championship to the Phoenixville area emergency services volunteers. Kimberton Fire Company and the Friendship Dive Team were honored for their role in rescuing a 12-year-old boy from the Pickering Creek this past August. Through their commitment to training they found a strategy that allowed him to return home uninjured. Day after day, volunteer fire fighters, emergency services and dive team personnel respond to calls for help. They work together with respect for expertise and knowledge with one goal in mind – keeping the community safe. Kimberton Fire Company and Friendship Dive Team members were on hand to accept the award. From Kimberton Fire Company: Bryan Sims, Incident Commander; Matt Cole; Cliff Amole; Doug Gable; and Deputy Fire Chief, Charles Fields who made this nomination. From the Friendship Dive Team: Joe Behm, Deputy Chief; Joe Motzer; Tyler Frees; Rick Smethers; and Scott Hamrick, Chief.

Other Nominees were: Ken George for service to Orion Communities, Gary Goldstein for service to the ALS Association, Joyceann Husted for service to the ARC of Chester County, Joseph Rowan for service to Phoenixville PAL, and Cynthia Lobb for service to the Phoenixville Area Senior Center.
Mental Health & Substance Abuse Summit

On October 23, 2018 the PCHF convened a Mental Health and Substance Abuse Summit meeting of 54 people from mental health and substance abuse-related organizations serving the greater Phoenixville area. The goal of the meeting was to find out first-hand from the providers what their needs were, their views on community mental health and substance abuse issues and needs that were emerging, and ways the PCHF could help. The Summit was a resounding success filled with creativity, commitment and good energy, and we deeply appreciate all who participated and contributed to the day-long process.

The Summit began with an inspiring keynote message from Kim Bowman, Director, Chester County Department of Human Services. Following ... each attendee spent the rest of the day attending three discussion groups, each focused on a different topic: Collaboration Opportunities, Community-Based Treatment, and Community-Based Prevention and Education.

Collaboration Opportunities Group meetings identified the benefits and challenges to building strong collaborations. These included: improved services, greater cost effectiveness, elimination of duplication, and improved communication. Key challenges included: differing policies among agencies, communication problems within and among agencies – often referred to as silo thinking, cultural competency differences, and limited staff availability and turnover which impedes building institutional relationships over time.

Community-Based Treatment The group cited staffing challenges that included: need for qualified staff, staff burn-out and turnover, low pay, and constant need for professional education on emerging issues. Physicians trained in addiction issues are not in abundant supply and the field of addiction care and treatment is stigmatized and not viewed as a “respectable" career. Clients present challenges due to cultural issues and language, lack of understanding of the situation in which clients find themselves, recidivism, and the perceived stigma of addiction that precludes early intervention.

Community-Based Prevention and Education The group cited challenges with staff who are underpaid and agencies that are under-resourced. And yet, there are available resources that are untapped because there is a need for marketing and promoting the available resources. Additionally, ineffective regulations of e-cigarettes, vaping and marijuana are exacerbated by parents’ lax attitudes and the stigma of reaching out for help. Finally, each group agreed that in order to be truly effective early prevention and comprehensive education needs to be provided before substance abuse begins.

The full report is available by request and will be posted to www.pchf1.org // Resources

"No real change will happen if we don’t get a wider look at the problems behind substance abuse and better understand the needs of those with mental illness.”

“Let’s eliminate the barriers, go see each other and use outside resources: there’s no need to reinvent the wheel.”
Build Better Relationships with Event Supporters

Emily Haynes / The Chronicle of Philanthropy
January 2019

Nonprofits often assume that donors who buy event tickets are hard to get onboard as regular supporters because of their loose ties to the cause. But, according to a recent study, one in four of these donors is open to the idea. So how can you keep these “social donors” involved?

Social Donors want to know whether their money made an impact: 59% of those interested in giving annually or monthly to an organization said their decision most depended on whether they felt their initial gift had mattered. Despite this, 19% of social donors were never contacted again by the charity they supported—indicating that a lot of nonprofits are leaving money on the table.

The study surveyed 1,000 social donors who had attended a charity event, sponsored someone in an event like a walk-a-thon, or contributed to a social-media event on the previous 12 months.

Three variables must be in place for social donors to become regular contributors: recognition of a charity’s name or mission, an enjoyable giving experience, and motivation to make another, similar donation.

Among the findings:
• 59% of social donors gave to a charity that they had previously supported, while 38% of respondents gave to a charity they had not previously supported.
• Among donors who bought event tickets or sponsored someone, 31% felt the organization should recognize volunteers. Only 18% of event donors and 21% of sponsorship donors wanted the charity to recognize top volunteer fundraisers.
• Social donors across all generations most prefer organizations to contact them by email.
• 55% of social donors gave their first gift to an organization because they wanted to support the person who requested their gift.

“Giving to a nonprofit should be as easy as it is to buy toilette paper” Jenna Jameson, OneCause

With 59% of social donors reporting that they’ll likely give the same amount within the year, nonprofits have a lot to gain from making the giving process easy.

• For social donors, a positive giving experience is essential. 60% of social donors made their first gift, in part, because it was easy.

Social donors who gave by participating in an event or by sponsoring someone reported the most negative giving experiences, with 38% and 37%, respectively, feeling that donating was not very easy. 38% of social donors gave online and 8% made mobile donations, signaling that a clunky online giving form or lousy mobile interface can hamper the giving experience.

Nonprofits should not be afraid to include requests for an additional contribution in the follow-up communication with social donors. Interestingly, 52% of social donors said they were open to receiving another fundraising request from friends, family members or colleagues. Personalizing the follow-up is the key.
Developing A Diversity Culture Within Your Organization

Board Source: Consumer Health Foundation—Internal Diversity & Equity Indicators

To be a diverse and inclusive organization is to ensure that people from different backgrounds are involved meaningfully in the organization. This includes leadership responsibilities at both the level of governance and operations.

The Consumer Health Foundation has developed a set of diversity and equity goals and practices to support the Board of Trustees and staff in their efforts to be accountable to the community. These indicators are used by the board and staff to reflect on their progress on diversity and to encourage decision-making for continuous improvement.

**Board of Trustees:**
- Diversity with special attention to racial/ethnic & gender diversity
- Includes members who are involved in grassroots advocacy aligned with the Mission
- Officers are diverse with special attention to racial/ethnic & gender diversity
- Governance Committee monitors board diversity through a matrix and reports to the board
- New board members are recruited using diverse networks
- New board members participate in a formal board orientation with special attention to diversity & equity
- Board members would describe the board as diverse and inclusive
- Board members participate in diversity development opportunities

**Employment:**
- Staff is racially/ethnically diverse with gender diversity
- New staff recruited using diverse networks
- Staff describes the organization as diverse and inclusive
- Staff participate in orientation & development opportunities on equity issues
- Employment handbook reflects a commitment to diversity & equity

**Vision, Mission & Values:**
- Do they reflect commitment to diversity & equity

**Performance:**
- Compliance with relevant laws and regulations on employment nondiscrimination
- Use a variety of methods to assure the fiscal stability of the organization

- Board of Trustees assess the Chief Executive's performance regarding diversity indicators
- Staff with responsibility for selecting vendors are assessed on Vendor Relationship indicators
The
Dr. John M. Kelley Memorial Evaluation Institute

- Assessment of Program Outcomes Training
- Executive Leadership Institute Program Evaluation
  - Health Care Access Program Evaluation
- Ride For Health Initiative Program Evaluation
- Youth & Philanthropy Program Evaluation

Honoring a Dear Friend, Valued Colleague, and Excellent Teacher who shared the Phoenixville Community Health Foundation’s commitment to excellence through program evaluation, outcomes assessment, and planning.

Dedication is planned for Monday, April 15, 2019
Phoenixville Hospital, Medical Office Building II, 3rd Floor Conference Room
8:30 am [Prior to the Assessment of Program Outcomes Workshop]
2019 Grantee Forum ... If you Missed it You Missed A Lot!!

On a very frosty morning ...

56 people were registered for the Forum and 71 people actually attended!

Mare Emery of Vanguard Charitable talked about the importance of an Operating Reserve and how to account for reserve funds. Mare then turned her attention to the importance of accounting for Functional Expense as accurately as possible.

Lou Beccaria discussed the 2019-20 grant capability and the Informational Memo, explaining the most common recommendations: Audit Committee, Policy Review, Mission Review and Board Make-up. Lou also gave a summary of the Mental Health & Substance Abuse Summit Report.

Lynn Hartman talked about the grant request process, clarifying several areas that generate the most questions: Grant Qualifiers, Grant Request Summary, Navigating the on-line Grant Request Form.

Please note for many of the primary document downloads the size capacity has been increased to accommodate more organizations’ audits and 990’s. The Interim Grant Report is no longer required ... the notice on your grant site is correct!

Hand-Outs are available upon request—LPHartman@pchf1.org

More Summit Photos!
Grant Proposal Deadline
The Phoenixville Community Health Foundation has one annual grant cycle.
Grant deadline is June 3, 2019 for a September 2019 distribution of grant funds.

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Vice President-Administration

Lynn Pike Hartman  
Vice President-Programs

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David Gautreau, Vice Chair  
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Theresa Thornton, Director  
[Community Representative]

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[Insurance]

Martin Vinca, MD. Director  
[Phoenixville Hospital Medical Staff Representative]

Anita Guzmán, Director  
[Latino Community Representative]

Directors Emeritus
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Richard Kunsch, Sr.—James Reading