To improve the health and quality of life for people in the greater Phoenixville region by increasing access to quality healthcare services and promoting healthy communities through grantmaking and collaboration with health, civic, business and community leaders.

Spring 2019

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Thank You for Celebrating With Us!

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Community Health Leadership Academy

Class of 2019

Zamelia Doswell
Black Light Projects

Jane Dugdale
Restorative Garden at Phoenixville Cancer Center

Alyssa Meier
‘Walk & Talk’ Caregivers Program

Lara Graham
All things Grow with Love—a Perennial Garden at Phx. Women’s Outreach

Elizabeth Grimshaw
Crescendo Phoenixville—Kids, Community, Music

Emily McCarthy
Life Support for First Responders

Rebecca Peck
Military Veteran Banners in Phoenixville

Chelsea Perugini
Sexual & Reproductive Health Resources + Phoenixville

Theresa Thornton
A Nonprofit Village for the All-Inclusive Playground

The Community Health Leadership Academy 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.
Grantee Corner ... Organizations fulfilling their missions

Chester County Futures

Phoenixville Area Senior Center

Mom’s House

Community Volunteers In Medicine
Many charities struggle to pay for overhead costs that are essential to their work but don’t produce flashy results. That is because most donors and grant-makers prefer to support projects with tangible outcomes. Here are some tips on how to attract general operating support:

- **Ask for funding that helps you respond to changing events:** Non-profit work generally falls into two camps—proactive and reactive. Grant-funded programs usually address proactive work, which has a clear strategy and benchmarks for success. However, to react to changing community needs with agility, charities need unrestricted funds. Factoring rapid-response programs into applications for general operating support helps grant-makers see the connection between unrestricted grants and your ability to meet emergency needs.

- **Cultivate the Program Officer:** Like so much in development, the door to unrestricted support opens through a relationship. Fundraisers suggest treating program officers like prospective donors. Frank conversations can also help your organization tailor its application to a foundation’s needs and interests.

- **Use budget narratives to strengthen your case:** The Center for Nonprofit Advancement learned through debriefs that grant-makers wanted budgets with greater detail. Add a written description of what each proposed budget would accomplish, along with explanatory footnotes.

- **Connect operational support to program success:** Explain to potential grant-makers that operational support helps programs run smoothly. You can foster the understanding that operational support is program support. If computers don’t work, if the printers don’t print, if the air conditioning doesn’t work people burn out.

- **Use data to highlight funding gaps:** What you need to understand is what gaps are you trying to cover with the general operating support? To understand these costs, think strategically about how you currently cover your costs and accomplish your organization’s mission with your existing sources of revenue.
20th Anniversary Activities

- Historical Society of the Phoenixville Area Exhibit
- ChesCo Pops Concert
- Movie in the Park
- Phoenixville Hospital Fall Fest
- Anniversary Reception
- Woodland String Band
Greater Phoenixville Healthcare Scholarship

This scholarship program is a partnership among the Foundation, Phoenixville Hospital and the Phoenixville Hospital Medical Staff. Since the Foundation’s inception, PCHF has been the managing partner. This is an $8,000 scholarship, payable over four years. It is open to graduating high school seniors, from schools within the greater Phoenixville region, who are pursuing a career in health care.

For 2019 the Foundation funded four scholarships. This year’s scholarship awardees are: Christina McFadden from Perkiomen Valley High School attending Misericordia University majoring in Occupational Therapy; Elizabeth Payne from the Technical College High School-Pickering attending Delaware County Community College majoring in Nursing with plans to continue to a four year university; Shelby Slemmer from Owen J. Roberts High School attending Drexel University majoring in Nursing; and, Sriya Vontela from Great Valley High School attending Elizabethtown College/Penn State University majoring in Biology/Pre-Med.

Many thanks to the Scholarship Selection Committee: Anna Mae Galbraith, MBA, MSN; Maria Schwab, E.D.; and Theresa Thornton—All members of the Foundation’s Board of Directors.

Does Your Nonprofit Need a CFO?

The nonprofit CFO is a senior-level position charged with oversight of accounting and finances. They work closely with the executive director, finance committee and Treasurer, and, serves as a business partner. The CFO typically reports to the executive director or the board of directors. They analyze investments and capital, develop budgets and devise financial strategies.

How do you know if you need a CFO? Weigh the following factors:

- Size of your organization
- Complexity & types of revenue sources
- Number of programs that require funding
- Strategic growth planning

At minimum, recruit a CFO with in-depth knowledge of the finance, accounting and tax rules particular to nonprofits. Someone working only in the for-profit sector may find the differences difficult to navigate. The ideal candidate should have a CPA and, optimally, and MBA. Strong communication skills, strategic thinking, financial reporting expertise and creativity should be requirements. Finally, the CFO should have a passion for your mission.
Collective Impact

Collective Impact? It is more than collaboration. It is the commitment of important players, from different sectors, to a common agenda for solving a specific social problem. These players can include nonprofits, government, businesses and communities.

There are typically five prerequisites necessary to produce a successful initiative:

1. **COMMON AGENDA** All participants must have a shared vision for change based on a common understanding of the problem. Differences of opinion about the problem—and the goals for addressing it—must be resolved to prevent division.

2. **SHARED MEASUREMENT SYSTEMS** A shared agenda will be of little value unless all agree on how success will be measured and reported—same approach to data collection and metrics to foster accountability and information sharing.

3. **MUTUALLY REINFORCING ACTIVITIES** Although collective impact depends on stakeholders working together, that does not mean they all must do the same thing. Each should be encouraged to harness its strengths in a way that supports and coordinates with the others.

4. **CONTINUOUS COMMUNICATION** The biggest challenge is the need for trust among stakeholders. Trust develops over time. The most effective initiatives keep the lines of communication open and encourage stakeholders to meet in person regularly.

5. **BACKBONE SUPPORT ORGANIZATIONS** Collective impact requires a separate organization with its own infrastructure. This includes dedicated staff to plan, manage and support.

Perhaps the closest the Phoenixville Community Health Foundation has come to Collective Impact is the Ride For Health Initiative — bringing together business [Pottstown Cab Company], transportation management experts [TMACC], non-profit organizations, and the Foundation. The Initiative utilizes all of the above 5 points to provide transportation options for individuals, without a mode of transportation, and assisting them in accessing health and human services critical to their health and well-being.

We are not solving the core transportation issues ... but rather finding a local solution, utilizing all available resources, to ensure that people can get where they need to be and get back home safely.
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

ON-GOING MINI-GRANTS AVAILABLE

- **AED Mini-Grant Program**: To assist with the purchase of Automatic External Defibrillator devices
- **Capacity-Building**: To assist with training & educational programs that strengthen governance structure, program accountability & program sustainability
- **Health Education**: For teachers, nurses and nonprofit organization serving children and families to introduce innovative teaching techniques and educational opportunities

SEE www.PCHF1.org FOR FULL DETAILS

Foundation Staff

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<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
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<tr>
<td>Louis J. Beccaria, PhD</td>
<td>President/CEO</td>
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<td>Lynn Pike Hartman</td>
<td>Vice President-Programs</td>
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Foundation Board of Directors

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<tr>
<th>Name</th>
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<tr>
<td>Charles Benz, <strong>Director</strong></td>
<td>[Community Banking]</td>
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<td>Jessica Capistrant, <strong>Director</strong></td>
<td>[Business &amp; Industry]</td>
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<td>John Colarusso, <strong>Chair</strong></td>
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<td>Richard Downs, <strong>Emeritus</strong></td>
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<td>Lauren Eustis, <strong>Director</strong></td>
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<td>Kathryn Evans, <strong>Secretary</strong></td>
<td>[Affordable Housing]</td>
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<td>David Frees, Jr., <strong>Emeritus</strong></td>
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<td>Anna Mae Galbraith, <strong>Director</strong></td>
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<td>David Gautreau, <strong>Vice Chair</strong></td>
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<td>Frank V. Giardina, <strong>Director</strong></td>
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<td>Anita Guzmán, <strong>Director</strong></td>
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<td>James Kovaleski, Esq., <strong>Director</strong></td>
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<td>Holly Megay, <strong>Administrative Assistant</strong></td>
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<td>Rev. Dr. Koshy Mathews, <strong>Director</strong></td>
<td>[Clergy]</td>
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<td>Julian McCracken, <strong>Director</strong></td>
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<td>Michael Polin, <strong>Treasurer</strong></td>
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<td>Maria Schwab, Ed.D., <strong>Director</strong></td>
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<td>Martin Vinca, MD, <strong>Director</strong></td>
<td>[Phoenixville Hospital Medical Staff]</td>
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