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 organizations.

Fall 2019

In This Issue

• Care & Feeding of Your Board
• Grantee Corner
• Changing of the Guard
• Grant Awards & Program Info
• Show Me the Impact
• PCHF Grant Updates

Changing of the Guard

Please see more information on Lou Beccaria’s retirement event at www.pchg1.org & Page 4
You know how PCHF is often recommending the establishment of a Governance Committee as a Standing Committee of the Board? This is why!

The governance committee is the committee of the board, by the board and for the board. Every board should have a standing governance committee. Some leaders argue that the governance committee is the most important board committee. And yet, according to Leading With Intent, only 53% of nonprofit boards have a standing governance committee.

Who is looking out for the care and feeding of your board? You really need a governance committee to do this important work. If you want to have a high-performing board, you have got to make it happen ... it won’t happen by itself. The governance committee also serves as your board’s nominating committee. But it morphs into a larger, full-time role — the job of making sure the board is working properly. The governance committee is the recruiting, assessing, board development and social committee of the board.

1. **Track Board Skill Sets & Develop a “Dream Team” Board Profile.** Maintain an inventory of the skills, capabilities, and other characteristics that are currently represented on the board and those that you are seeking to add.

2. **Identify & Develop Potential Board Members.** Meet quarterly to identify and review the cultivation status of potential board members. You need to be working all year long to develop a solid “bench” of potential board members.

3. **Ensure Good Governance Practices.** Board Source has developed a list of 29 Recommended Governance Practices.

4. **Enlist New Board Members.** Monitor board vacancies and enlist new board members who fit your “dream team” profile. Meet with candidates, explain the expectations and duties of board members. It is up to this committee to ensure everyone understands and signs on to a clear set of expectations.

5. **Conduct a Board Self-Assessment and Address the Issues Surfaced Through Board Development.** A board self-assessment is essential to find out how board members feel the board is functioning — both as a whole and as individuals. Board Source recommends that you conduct a comprehensive self-assessment about every two years and then create & implement a board development plan regarding any issues that surfaced.

6. **Orient New Members.** Manage appropriate board orientations and encourage the rest of the board to attend. This helps bring new board members on as full members of the team.

7. **Monitor Board Diversity & Inclusiveness.** It is one thing to recruit diverse members of the board. It is another to ensure they feel included as full members of the group.
Grantee Corner ...  
Organizations fulfilling their missions

Trellis for Tomorrow  
www.trellis4tomorrow.org

Mom’s House  
www.momshouse-phoenixville.org

Phoenixville Area Senior Center  
www.phoenixvilleseniorcenter.org

Introducing PCHF’s New Director of Finance & Operations ...  
Jeanette Hall

Jeanette has more than 30 years of accounting experience in corporate and non-profit organizations ... large and small.

She found a pair of pretty big shoes underneath the desk. Clearly a team-player, she has jumped in eager to learn about the Foundation and all the twists and turn of financial management in a foundation that does so much more than grantmaking.

When in the office, please say “Hello”. 
A Changing of the Guard at the Phoenixville Community Health Foundation

After more than twenty years of service the founding Chief Executive Officer of the Phoenixville Community Health Foundation [PCHF], Lou Beccaria, has retired and is moving on to a new chapter in his life as author, consultant and traveler.

When PCHF was formed in 1998, the Board of Directors brought Lou on to develop and establish the Foundation within the greater Phoenixville region. A job he has done exceedingly well.

On September 19, 2020 the Board of Directors hosted a retirement event for Lou. Nearly 250 people registered to attend. The ballroom at RiverCrest Golf Club and Preserve was full of good cheer, gratitude and well-wishes for Lou.

Correspondingly, a new President and CEO was named: Tamela Luce. A new generation of leadership for, a now established, Foundation. Tamela brings more than twenty years’ experience within the non-profit sector, and more recently with HealthSpark Foundation, to help lead PCHF into the future.

As Lou begins his new life in retirement, the entire PCHF family wishes him good health, good friends and good times! At the same time, they wish Tamela great success leading PCHF into the next chapter of philanthropy within the greater Phoenixville region. Tamela can be reached at tluce@pchf1.org or 610-917-9890.

Photographs by Chorus Photography.
PCHF Grants Over $1.6 Million to Local Organizations

At the September 12, 2019 Board of Directors meeting, the Phoenixville Community Health Foundation awarded $1,631,010 in grants to non-profit organizations serving the greater Phoenixville region.

In alignment with the Foundation’s strategic goals, grants were awarded in four main areas:

Health & Human Service Fund - Ensuring equitable access to high quality and affordable health and human services for all residents in the greater Phoenixville region. Grants totaling $1,300,500 were awarded.

Housing & Public Safety Fund - Improving the availability of healthy, safe and affordable housing opportunities for low-income, vulnerable populations. Grants totaling $138,000 were awarded.

Capacity-Building & Community Development Fund - Enhancing the quality of life in the greater Phoenixville region by investing in non-profit capacity-building and community development. Grants totaling $149,510 were awarded.

Collaboration & Innovation Fund - Advancing collaborative and innovative solutions by forging strategic alliances, partnerships and the integration of services that reduce service duplication. Grants totaling $43,000 were awarded.

A more detailed description of the above grants is available on the Foundation’s website: [www.pchf1.org](http://www.pchf1.org).

Assessment of Program Outcomes Workshop
Friday, April 3, 2020

The Phoenixville Community Health Foundation requires that every applicant & grantee organization attend The Assessment of Program Outcomes Initiative as a pre-requisite to apply for future grant funding.

**IF YOUR ORGANIZATION HAS NOT COMPLETED THIS WORKSHOP ... THIS WILL BE THE LAST OPPORTUNITY ... THIS WILL BE THE LAST WORKSHOP OFFERED BY PCHF.**

APPLICATION / REGISTRATION INFORMATION IS ON THE WEBSITE [WWW.PCHF1.ORG](http://WWW.PCHF1.ORG) / INITIATIVES
SHOW ME THE IMPACT: Improving Stewardship Communications
Dan Lowman—Survey Lab GG+A

Donors overwhelmingly report that they are not seeing the impact of their giving. Only about half of donors clearly understand the impact of their gift.

**IMPACT STORYTELLING** conveys a distinctive story. An organization’s writers need permission to engage in creative nonfiction writing. This includes a relatable character and an element of tension ... much like a fictional short story. And not just individuals, but also how charitable giving can effect an entire community.

**Other Strategies to help show donor impact:**

- **Conduct a survey.** Donors and potential donors can guide you in terms of what they would like to see, the channels through which they want to engage with you, and if they are satisfied [or not] with how you acknowledge their giving.

- **Create a Donor Newsletter.** Make it attractive and pack it with stories of gift impact. It is not about donors but it is for donors so they can see the wide-ranging impact of philanthropy. Send it just before the next solicitation, rather than as a part of a solicitation.

- **Develop a Donor Welcome Packet.** Newly acquired donors at low giving levels often get the least attention from development staff. Up your game and market their gift impact from the start.

- **Don’t Make People Click-Thru.** Send email with the full story embedded in the email itself. People are more likely to read stories when they don’t have to click on another link to get it. This type of communication is for the donor, so don’t make donors work harder than they have to.

- **Make the Mission Part and Parcel of the Donor Experience.** Link gift stories to how philanthropy supports the mission of your organization. Be explicit about this: “Our mission is X, and Jane’s gift of Y helpd us fulfill our mission by doing Z”

- **Keep Trying.** This is not a flip-the-switch change, and some things you try won’t work. But the effort is worthwhile. The alternative is that your story sounds the same as a thousand other organizations’ stories. You run the risk of boring—or worse—losing donors.
PCHF / Foundant Grant Site

Updates to the Foundation’s Grant Site ...

Collaborate: NEW FEATURE

⇒ At the top right of your PCHF Grant Request Form you will see a blue box: Collaborate
⇒ This feature is designed to assist you with completing the grant request. Examples:
⇒ You need financial documents to upload into the request. Through this feature you can “invite” your financial person or your auditor to do that for you;
⇒ You can “invite” program staff to complete the sections regarding program activities, etc.
⇒ When you click the “Collaborate” button you will see a new screen asking for the email address of the person you are “inviting”, you will need to give them “permission” to view only, to edit, to submit the proposal. And you can create a message to them.
⇒ When the ‘invitee’ receives this email, they will be directed to a registration page. This is a limited registration allowing them into your grant request form, and they will only be permitted to perform the tasks for which you have given permission.

Try it out ... for some larger organizations this could be a handy & helpful feature.

Contact Information: NEW ACCESS

Foundant has opened the process for user registration ...
1. PCHF must still enter any new users to your grant site
2. You, however, now have the ability to change, update, modify any existing users on your site.

PLEASE REVIEW THE USERS REGISTERED ON YOUR GRANT SITE. CONTACT INFORMATION NEEDS TO BE CORRECT FOR ALL ... ESPECIALLY FOR THE PRIMARY CONTACT.
Grant Proposal Deadline

The Phoenixville Community Health Foundation has one annual grant cycle. Grant deadline is Friday, June 5, 2020 for a September 2020 distribution of grant funds.

Foundation Staff

Tamela Luce  
President/CEO

Jeanette Hall  
Finance & Administrative Officer

Lynn Pike Hartman  
Vice President-Programs

Holly Megay  
Administrative Assistant

Board of Directors

Charles Benz, Director  
[Community Banking]

Charles Henry, Treasurer  
[Accounting/CPA]

Jessica Capistrant, Director  
[Economic Development]

James Kovaless, Esq., Director  
[Municipal Government Representative]

John Colarusso, Chair  
[Real Estate]

Julian McCracken, Director  
[CFO]

Lauren Eustis, Director  
[Architect]

Michael Polin, Director  
[Wealth Management]

Kathryn Evans, Secretary  
[Affordable Housing]

Maria Schwab, D.Ed., Vice Chair  
[Education]

Anna Mae Galbraith, Director  
[Public Health]

Mark Szilagyi, Director  
[Business Owner]

David Gautreau, Director  
[Business]

Theresa Thornton, Ph.D., Director  
[Community Representative]

Frank V. Giardina, Director  
[Insurance]

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

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