



EASTON ROTARY SERVICE FOUNDATION

Rotary Club of Easton
Easton, Pennsylvania

2886 Hope Ridge Drive, Easton, PA 18045-8144

GRANT APPLICATION

Organization Name Greater Valley YMCA, Easton/Phillipsburg Branch

Address 1125 West Lafayette Street

City Easton State PA Zip 18042

Phone 610-258-6158 Fax 610-258-8903

Email adriannejackson@gv-ymca.org

Contact Person Adrianne Jackson Title Development Coordinator

Project Director Lori Metz Title Branch Executive Director

Project Title West Ward Market Initiative and the Greater Valley YMCA, Easton/Phillipsburg Branch

Grant Period June through September 2022

Total Cost of Project \$5,000 Amount Requested \$5,000

Signature of Approving
Agency Personnel  Date 4/1/2022

Name of Approving
Agency Personnel Lori Metz Title 4/1/2022

For use by Easton Rotary Service Foundation

Date Received _____

Action Taken _____ Date _____



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITY TOGETHER

**A FUNDING PROPOSAL TO THE ROTARY CLUB OF EASTON
FOR SUMMER PROGRAMMING**

APRIL 2022



West Ward Initiative Parks Program Summer 2021

**GREATER VALLEY YMCA
EASTON/PHILLIPSBURG BRANCH**
1225 West Lafayette Street, Easton, PA 18042
(P) 610 258 6158 (W) gv-ymca.org
Contact: Lori Metz, Branch Executive Director

**GREATER VALLEY YMCA,
CORPORATE OFFICE**
1524 West Linden Street, Suite 209, Allentown, PA 18102
(P) 610 438 6065 (F) 610 351 8304 (W) gv-ymca.org
Contact: Adrienne Jackson, Development Coordinator

ABOUT THE Y

The Greater Valley YMCA's mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. At the Greater Valley YMCA, we are more than just a gym; we are a mission-focused nonprofit creating opportunities for youth development, healthy living and social responsibility. Everyone is welcome at the Y, regardless of age, race, gender, sexual orientation, religious affiliation or ability to pay--no child, family or adult is turned away due to financial hardship. In fact, in 2021 alone, our Association awarded over \$516,000 total in financial assistance and subsidy to our community members in need. We serve over 12,000 members across our region, and thousands more in Community Outreach Programming.

Over the past two years, we have pivoted our programs to meet emerging needs brought on by the COVID-19 pandemic. Despite these challenges, we are serving more of our community members than ever before and have grown our partnerships throughout the Lehigh Valley community. Examples of this programming includes our Free Family Meals Program, Essential Child Care Programming, Youth Summer Day Camp, Virtual Fitness and Wellness Programming, and Senior Check-In Calls, among others. We follow all prevailing CDC guidelines for the health and safety of our staff, members and community at the Y.

At our Easton/Phillipsburg Branch, we serve over 3,200 members annually, and hundreds more in our Community Outreach Programming. Some of the ways we serve our Easton Community include the 16,800 free family meals served at eight locations in 2021, 364 children cared for in our 2021 Day Camp and Child Care Programs, and \$153,000 awarded in financial assistance and subsidy in 2021, among others. Our families rely on us for these essential programs, and we continue to be a hub for health and connection in our Easton community.

SUMMARY OF THE PROPOSAL

The past two years have created many access barriers for health and wellness resources, community programming and essential needs. The Greater Valley YMCA stepped up alongside our community partners to ensure that the needs are met for our children and families in the Lehigh Valley. Accordingly, one of these partners was the West Ward Community Initiative in Easton. The West Ward Community Initiative (WWCI) supports community revitalization activities in the City of Easton's West Ward neighborhood. This mission includes the focus areas of arts and culture promotion, improving mobility access, supporting local businesses, fostering strong neighborhoods, enhancing public amenities and providing education services. The Greater Valley YMCA, Easton/Phillipsburg Branch has worked with the West Ward Initiative for the past four years to provide Free Summer Programming at the Parks in this area. Through this program, children and families were able to access free meals, healthy living activities and community togetherness throughout the summer months.

This year, we are partnering with the WWCI on their new program, the West Ward Market Initiative. The purpose of the West Ward Market (WWM) is to provide fresh, high-quality food products directly to the consumer. WWM strives to support local agriculture as well as West Ward businesses. The WWM aims to be a social gathering space for all, connecting the neighborhood around locally focused, fresh food products. The Greater Valley YMCA, Easton/Phillipsburg Branch will present at the Market weekly, promoting healthy living activities, fun learning activities and crafts. Accordingly, we respectfully request a \$5,000 investment from the Easton Rotary Club supporting our Summer Programming with the West Ward Initiative.

PROJECT DESCRIPTION

Statement of Need and How Proposal Addresses the Need

Food insecurity has long been a need in our Lehigh Valley communities, and has only increased since the start of the pandemic. Furthermore, many children are experiencing learning loss in the summer months, in addition to the “pandemic-slide” reported by educators, due to the stress of virtual learning and lack of support outside of the classroom. This learning loss exacerbates what we knew about Lehigh Valley students before the pandemic: that one in three Lehigh Valley students are not reading on grade level by third grade, and that seven out of ten Lehigh Valley children are not ready for Kindergarten (United Way of the Greater Lehigh Valley).

Accordingly, the Greater Valley YMCA works with our community partners to eliminate access barriers for basic needs such as food, education and free programming in our region. Through the West Ward Market Initiative, families will be able to purchase fresh produce and other locally-sourced foods. There is a lack of fresh food markets in this area; this market will be located within walking distance for many of our families, eliminating access and transportation barriers. The Market will be held every Tuesday from 3-7 PM from June 7th through September 27th, located at Paxinosa School on 12th Street in Easton. Our Y team will be presenting weekly at the Market, reading books and providing literacy activities for young students. We will also have a recreation activity, game or craft to go along with the theme of the book that was presented, and children will receive a copy of the book to take home with them. Furthermore, we will hand out kid-friendly recipe cards to attendees at the Market, supporting healthy nutrition at home.

Population to be Served

At our Easton/Phillipsburg Branch, we serve the residents of these communities and beyond. For this program specifically, we will be serving the children and families from the West Ward Area of Easton. Many of these families come from low-to-moderate income households, and live within walking distance of these parks.

Goals and Measurable Outcomes

Our goal through this program is to provide fun summer learning and recreation activities for children and families, supporting future generations of Easton children. The Y works with our community partners to identify areas of need in our communities, where there is a lack of resources for healthy living education and essential needs, such as food scarcity and summer education programming. We will measure success based on the number of weekly attendees at the West Ward Market, and the number of participants who take place in recreation and healthy living activities that we will offer. We will also distribute surveys to our event attendees, asking them to provide feedback on these engagement activities. This feedback will be taken into consideration when planning future events and programs.

Other Funding Sources

We currently do not have any additional funding sources for the West Ward market Initiative.

FINANCIAL INFORMATION

The budget for our West Ward market Initiative is listed below.

ITEM	ESTIMATED COST
Program Staff for the West Ward Market Initiative	\$1,500
Program Supplies, including but not limited to handouts, craft supplies, crayons, seeds, pots, construction paper, crayons, etc.	\$1,000
Books for youth to take home based on the literacy activities presented at the Market	\$2,500
TOTAL	\$5,000

ENCLOSED

- Greater Valley YMCA 501 (c)(3) Letter
- Greater Valley YMCA 2020 Final Audit (2021 Audit will be shared later this spring)
- Greater Valley YMCA Board of Directors List



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GREATER VALLEY YMCA

GREATER VALLEY YMCA BOARD OF DIRECTORS as of 01/12/2022

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Paul Story, Jr., District Manager/Vice President, Wells Fargo

Minister Kimberly Thurston-Brown, Advisor, Neighbor's Inc., Counselor, LCK Counseling

Dr. Jack Zilfou, J.D., Attorney, Zilfou Law, LLC *Advisory Council Chair-Allentown*

EASTON/PHILLIPSBURG BRANCH ADVISORY COUNCIL

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Minister Kimberly Thurston-Brown, Advisor, Neighbor's Inc., Counselor, LCK Counseling