



EASTON ROTARY SERVICE FOUNDATION

Rotary Club of Easton
Easton, Pennsylvania

2886 Hope Ridge Drive, Easton, PA 18045-8144

GRANT APPLICATION

Organization Name Easton Area Community Center

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City Easton State PA Zip 18042

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Contact Person Brooke Mitman Title Executive Director

Project Director Elizabeth Reyes/Laurel Rogers Title: Program/Summer Program Directors

Project Title Summer Camp Coalition 2018

Grant Period 2018

Total Cost of Project \$75,560 Amount Requested \$10,000

Signature of Approving
Agency Personnel Brooke Mitman Date March 30, 2018

Name of Approving
Agency Personnel Brooke Mitman Title Executive Director

For use by Easton Rotary Service Foundation

Date Received _____

Action Taken _____ Date _____

Summer Camp Coalition 2018

Easton Area Community Center
901 Washington St.
Easton, PA 18042

Grant Requested: \$10,000.00

BRIEF DESCRIPTION

The **Easton Area Community Center (EACC)**, formerly known as St. Anthony's Youth Center, has been a hub of activity in the West Ward for over 60 years. The purpose of St. Anthony's Youth Center from the onset has been to develop the mental, physical, and social well being of the youth of the Easton Area. From 1953 to 1957, this mission was largely supervised by the parish priests of St. Anthony's, with a few volunteers. In those days, there were no established hours and the program of activities was limited to dancing, basketball, softball, and social activities. At that time many of the activities were parish centered.

In 1958, the decision was made to affiliate with the United Way as a public, non-sectarian, youth-serving agency. At that time St. Anthony's Youth Center became a non-profit 501c3 agency. (The United Way did not provide funding for religious organizations at that time.) The doors were then opened to everyone and regular hours of operation were established. Many volunteers helped to keep the youth center moving and growing. In 2004, the Board of St. Anthony's Youth Center decided to change the name of the center to the Easton Area Community Center. While the focus of the Center has always been the youth of the community, today EACC not only serves youth but also all community members. The flagship program, SAINTS Clubhouse, runs Monday to Friday afterschool from 2:30-7PM. Children are transported from local schools to the program where EACC staffers and volunteers provide homework help, creative arts activities, a literacy curriculum, family dinners, and structured arts & recreational activities. EACC offers health and wellness programs such as backpack buddies (48 children weekly), yoga, bicycle safety, nutrition classes, 10 teams in the Community Basketball League, K-6 Valley Elementary Wrestling League, and indoor recreational soccer. EACC sports teams are coached by community and neighborhood volunteers. The annual fee for a youth member is \$75 which allows the member to participate in all afterschool activities. During the summer an eight week summer camp coalition provides opportunities for both students and their families. Student programs address reducing summer learning loss and building community and family assets.

In 2009, EACC installed a commercial kitchen and began offering nutritional snacks and dinners through the PA Department of Education. The CACFP ("Child & Adult Care Food Program") program is provided during the school year and the SFSP (Summer Food Service Program) is provided during the summer. The kitchen project was funded through a Community Development Block Grant. Today EACC serves over 53,000 free meals annually. In 2010 the basement of the facility was transformed into the Easton Cops and Kids' Reading Room which to date has distributed over 48,000 books. In January 2015, EACC absorbed the Easton Weed and Seed program and now 'owns' and manages the Summer Nights program, its director, staff and program and community partner scheduling, allowing for even greater service delivery.

A variety of programs offered for adults onsite at EACC include: 'First Monday' monthly history lectures with a meal, tax assistance, Affordable Care Act application assistance (Healthcare Counselor), Northampton County Reentry Services, adult volleyball, & Golden Age group meetings. EACC works in partnership with the City of Easton to host local town hall meetings, city council meetings, and community meetings. EACC also provides space on Sundays to the Bridge Community Church.

In March 2018, we began a senior adult program called Silver Connections which provides recreational, educational, nutritional, social and community programming for senior adults ages 60 and over. We operate the program Tuesday through Thursdays 9am-1pm and serve complimentary breakfast and lunch each day. So far we've had an average of 10-15 adults and expect it to grow steadily over the next twelve months.

Given the strong programming, solid history and commitment to the community, the West Ward is fortunate to have EACC as a safe and accessible haven for living, playing, and working in a community that celebrates diversity and promotes the engagement of all.

SUMMARY OF PROPOSAL

The Summer Camp Coalition (SCC) is an 8- week program providing age / grade appropriate, culturally diverse academic, literacy, and creative programs in a day long learning environment from 9:00 am to 7:00 pm Monday through Thursday and 9:00 am to 5:00 pm Fridays. Student programming is offered 9:00 am – 4:00 pm Monday- Friday and adult / family programming is offered from 4:00 pm – 7:00 pm Monday – Thursday, allowing for continuous scheduling of child/family programming into the evenings. EACC began implementing *Leader in Me/7 Habits of Happy Kids* (Sean Covey) as a way to flesh out our commitment to the *6 C's of Positive Youth Development* (see attachments). In 2017, the day program served an average of 75 youth, and the evening program served approximately 125 youth and 75 families nightly. The program addresses Summer Learning Loss through a research partnership with Lafayette College. The curriculum is rooted in developing family assets which has been shown to reduce crime in communities across continents and populations (Search Institute Family Asset Survey). The Search Institute's Asset Framework includes these five vital dimensions of family life:

- Nurturing RELATIONSHIPS
- Establishing ROUTINES
- Maintaining EXPECTATIONS
- ADAPTING to challenges
- Connecting to COMMUNITY

Programming highlights these qualities and they are also part of the 40 Developmental Family Assets (Afterschool Alliance) and the K-3 and 4-8 PA Core Grade Level Standards. In addition to student and adult programming, the SCC provides free breakfast, lunch, snack and dinner to all who attend any of the offerings.

STATEMENT OF NEED

Population to be served: The West Ward (WW) neighborhood of the city of Easton, bound by 6th - 15th Sts. and the Bushkill Creek to the Lehigh River. It encompasses approximately 29.8% (1.27 sq. miles) of the entire city (4.26 sq. miles) and holds 40.3% of the population of the city. Easton Area Community Center (EACC) is located in the heart of Easton's WW neighborhood. The center is easily reached by foot and is also along a bus route. In 2002, the WW was identified by the PA Commission on Crime and Delinquency (PCCD) as a target neighborhood because of transiency and it remains challenged with the same issues 16 years later. Too many West Ward families lack structured summer recreation such as swimming, affordable day or overnight camps, family vacations or organized sports due to the families' lack of financial resources and/ or transportation. Families in the WW are also historically a higher rate of unemployment and/or are under-

employed, detracting factors to family stability and healthy lifestyles. (Per Career Link data for 2015, the unemployment rate for the A-B-E area is 4.9%). These barriers cause obvious hardships as the majority of these families are living at or below the poverty line.

The West Ward is also a recognized 'food desert', meaning the residents do not have a traditional grocery store within one mile of their home. (USDA Economic Research Service – see <http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>). Many residents are therefore living without adequate access to fresh fruits, vegetables and other vital whole-food nutritional basics and experiencing general food insecurity. While Paxinosa Elementary School is now a 100% Free/Reduced Lunch School and a Community School as well, children are obviously not able to receive the free/reduced lunch while school is closed. The SCC will operate daily from 9am until 7:00 pm and afford students and their families the opportunity to share a nutritious family dinner together followed by asset building structured programming at no charge.

Working collaboratively with community partners, we will replicate the successes that other communities have experienced working within the guidelines of the Search Institute Family Assets Research. Activities continue to be scarce for children between 4:00 pm and 7:00 p.m., the "prime time for juvenile crime", (as per the Afterschool Alliance) and many WW children are unsupervised during that time.

The City of Easton Weed and Seed program is now absorbed into and administered by EACC. Summer Nights, an 8-week evening program from 4-7pm, began providing opportunities for recreation, education and nutrition in response to the pervasive juvenile delinquency issues during the summer months when school was not in session. The program responds to all of the above mentioned community needs by following the guidelines laid out by The Search Institute's American Family Assets Study. This study presents a compelling national portrait of America's families, focusing on their strengths, hopes & aspirations linking them to the amount of crime that communities experience.

Across all areas of data, each family and community that had higher numbers of assets had lower crime and delinquency. Increased assets are directly linked to higher graduation rates.

How the proposal addresses the need: EACC's Summer Camp Coalition addresses and reinforces these five critical areas of need for West Ward children and families by providing students with an accessible/affordable opportunity for ongoing education, meeting basic needs for healthy meals and engaging activities, and developing deeper community connections while having extensive adult supervision. The SCC will implement programming 9:00 am to 7:00pm for eight weeks (June 18-Aug 9, 2018) and will target children and their families living in the WW. Day session (9:00 am-4:00 pm Monday-Friday) programs include weekly field trips, Cooking Matters, Gardening, Jump Rope Rhymes, STEAM-related programming, and two research based programs: 1) Positive Action, which increases academic achievement and reduces behavior problems and 2) Life Skills, which focuses on combating stress and anxiety using journaling/ meditation practices and other health and wellness education. We will also offer a literacy program providing core academic support to be implemented through the Cops and Kids' Reading Room located on the lower level of the facility. Students receive a nutritious meal through the SFSP (breakfast, lunch and snack). The evening session (4:00 pm – 7:00 pm Monday-Thursday) is open to the same children served in the day camp as well as the greater Easton/West Ward community and will continue promoting the 6 C's and the 7 Habits for each age group. Programming is based on bridging school year academic goals with summer service learning designed to build the family assets mentioned above. A Family Connections specialist is available to assist families with connecting to community resources. Two family field trips are included. All evening participants will receive the SFSP (Summer Food

Service Program) free dinner meal provided through EACC's kitchen. Numerous collaborating agencies provide supplemental programming including but not limited to: Kellyn Foundation, Penn St. Cooperative Extension, BrightHope, Valley Youth House, Center for Humanistic Change, Easton Farmers Market, and City of Easton's Parks/Recreation department. We are currently seeking additional music, art, cultural and technology-related providers to make the evening programs even more fun, lively, and engaging.

Goal: Children will be learning all year, will remain positively engaged in school, and return to school at a higher level of retention and performance than those without summer camp coalition participation and engagement.

During the summer months, without teachers helping to develop students' skills, students are challenged to remain positively engaged upon their return to classes. In both sessions, programming has been designed specifically to engage students and their families in project-based learning, enrichment activities, and family engagement. The United Way recently formed a Summer Learning Coalition to engage agencies all across the Lehigh Valley to concentrate on the importance of academic engagement over the summer and EACC's SCC is thus far the Lehigh Valley's shining star.

Measureable Outcomes:

- A) The program will collect on an ongoing and regular basis: attendance (including: age, grade, ethnicity, income level, address), Pre-Post Literacy tests targeting PA Core Standards, DIBELS and Family Assets Surveys developed using Afterschool Alliance - Family Developmental Assets Framework. We will also do a self-assessment for *Leader in Me* / 7 Habits curriculum. *
- B) A total of 50 students will participate in summer learning opportunities and demonstrate positive academic growth and will show an increase in at least one family asset.*
- C) Through continuous dialogue with staff and participating collaborating agencies, programming is reviewed on a daily basis for efficacy. *

The SCC has undertaken research in cooperation with the Dept. of Economic and Mathematics at Lafayette College. Economics professor Chris Ruebeck works with honors thesis students to analyze data concerning academia and family assets. During 2016, Professor Ruebeck is also working with the United Way Summer Learning Coalition to review best practices from around the country that focus on decreasing summer learning loss. All data collected from the SCC is approved by the Lafayette Institutional Review Board.

* Last year (2015), the Easton Area School District was unwilling to share DIBEL data with Chris Ruebeck or EACC for comparison and progress. We are hoping we can make arrangements to secure progress reports post-SCC during the 2016-17 academic year.

Other sources of funding:

- The City of Easton partners providing financial support for the evening portion of the program.
- The Easton Hunger Coalition generously solicits donation from churches and individuals across the Lehigh Valley.
- Two Rivers Health & Wellness Foundation provided a grant for the program.
- During 2015 the SCC was supported by local service organizations such as EASD PTA's, Kiwanis, the Democratic Club and the Easton Farmers Market.

Much of what the SCC is able to accomplish is a direct result of a very large collaboration of community partners that donate in-kind products and services. (For example: During 2015, Crayola supported the food program (SFSP) by donating over 2000 pounds of organic fresh vegetables and Northampton Community College and the Volunteer Center are doing food drives/collections.)

Summer Camp Coalition Budget – June 18-Aug 10, 2018

Expenses:

Personnel	\$	35,820.00
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- 4 full time employees
- 12 part time employees

Operational Expenses

- | | | |
|--|----|-------------|
| • Including: marketing, printing, postage, food | \$ | 15,840.00 |
| ○ Total of 4800 meals (child/adult) @ \$3.30 each | | |
| ○ 3200 child meals are reimbursable. @ \$3.30 each | | (10,560.00) |

Program supplies / equipment

- | | | |
|--|----|----------|
| • Including: t-shirts, games, art/craft materials
sports equipment, tents, tables/benches | \$ | 8,700.00 |
|--|----|----------|

Travel

- | | | |
|---|----|----------|
| • Field trips (8 day prog. / 2 evening prog.) | \$ | 9,000.00 |
|---|----|----------|

Contracted Services	\$	16,760.00
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- Case worker – Family Connection (\$1000)
- Fatherhood Class – (\$2000)
- STEAM – facilitator/supplies (\$300)
- Kellyn Foundation (\$3000)
- Farmers Market vouchers (\$1000)
- West Ward Academy (staff training) (\$460)
- Evening entertainment/travel (4 family community nights) (\$3100)
- Port-a-johns (\$400)
- Kona Ice (\$500)
- Summer Day Camp facilitators and additional programming opportunities that arise (\$6000)

TOTAL Expenses	\$75,560
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INCOME:

Encumbered:

Two Rivers Health & Wellness Foundation	\$12,000.00 (\$6000 each -day camp/Summer Nights)
Crayola	3,000.00
City of Easton	<u>24,000.00 (Summer Nights only)</u>
Meals (child)	10,560.00 (reimbursement for CACFP)
Membership (\$25/70 child/8-week)	14,000.00
TBD	12,000.00

\$75,560.00

BOARD OF DIRECTORS
As of the 7/18/17 Board Meeting

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THE 5 C'S OF POSITIVE YOUTH DEVELOPMENT



* In his 2007 book "The Good Teen," Richard M. Lerner included this additional outcome

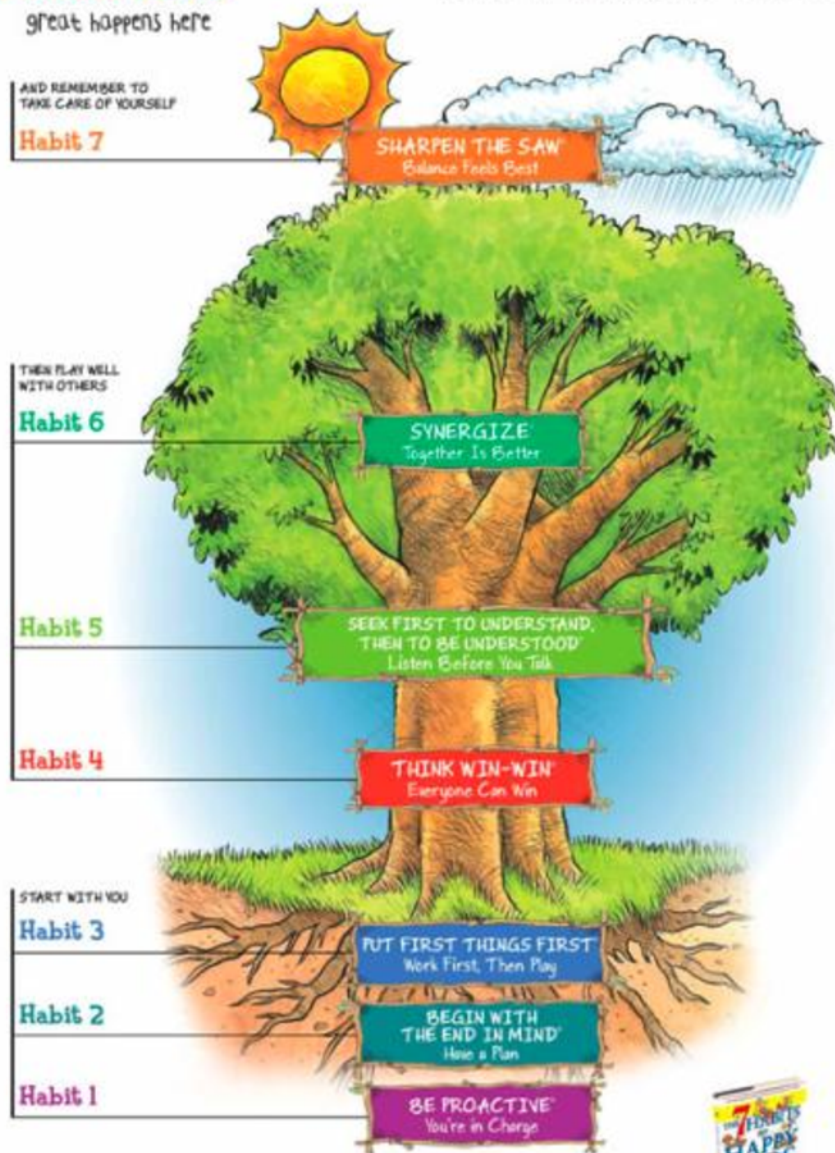
PROJECT
EVERLAST

¹ New York State Advancing Youth Development Partnership. (2006).

² Pittman, K., Irby, M., Tolman, J., N. Yohalem, N., & Ferber, T. (2003). Preventing Problems, Promoting Development, Encouraging Engagement. Forum for Youth Investment.

The LeaderinMe™
great happens here

The 7 Habits™ Tree



7 Habits of Happy Kids

Become a
Leader of
Self and
Others

“Leadership is communicating people’s worth and potential so clearly that they are inspired to see it in themselves” Stephen Covey