



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 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 Family Engagement Activities at the Greater Valley YMCA

Grant Period April through December 2019

Total Cost of Project \$4,650 Amount Requested \$4,650

Signature of Approving
Agency Personnel  Date 4/1/2019

Name of Approving
Agency Personnel Lori Metz Title 4/1/2019

For use by Easton Rotary Service Foundation

Date Received _____

Action Taken _____ Date _____



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THERE'S A Y IN EVERY FAMILY

A FUNDING PROPOSAL TO THE ROTARY CLUB OF EASTON FOR FAMILY
ENGAGEMENT PROGRAMS

APRIL 2019



GREATER VALLEY YMCA
EASTON/PHILLIPSBURG BRANCH
1225 West Lafayette Street, Easton, PA 18042
(P) 610 258 6158 (W) gv-ymca.org

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

ABOUT THE Y

At the Greater Valley YMCA, we are more than just a gym; we are a movement creating opportunities for youth development, healthy living and social responsibility. The YMCA teaches the values of living healthy lifestyles, strengthens the family unit and helps youngsters and adults feel good about themselves, instilling in them a sense of dignity and self-worth. We serve over 10,000 members annually, as well as thousands more through our community programs. Furthermore, our organization operates 26 childcare sites, providing care for more than 1,100 children daily. Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body **for all**. Every community member is welcome at the Y and served regardless of age, race, gender, sexual orientation, religious affiliation or ability to pay—no child, family or adult is ever turned away due to financial hardship. In 2018, we awarded over \$1,000,000 in financial assistance to community members in need, assuring that they are able to access our essential services and programs.

At our Easton/Phillipsburg Branch, we serve about 4,000 members annually. We are committed to providing programming for members of all ages, helping youth to recognize their potential, helping our members reach personal health goals, providing education to our community members and serving as a hub of social connection in the community.

SUMMARY OF THE PROPOSAL

In today's busy world, many families find it difficult to spend time together. Most families spend less than one hour per day together in quality time. Additionally, many local parents report being unable to find affordable family-oriented activities in the Lehigh Valley. Accordingly, the Greater Valley YMCA is committed to helping families be healthy, connected and secure together. Many of our Branch's families have expressed interest in programs that we ran previously for family quality time, as well as expanding children's events to include the whole family. Some of these events include Pool and Movie nights, our Halloween Dance, Family Fitness Nights and Game Nights. Please see below for further details about these events. In 2019, we are hosting Family Engagement Activities, providing opportunities for families to spend quality time together at the Y. **We respectfully request a \$4,650 investment from the Easton Rotary Club to bring Family Fun Nights to the Easton/Phillipsburg Branch.**

PROJECT DESCRIPTION

Statement of Need and How Proposal Addresses the Need

Many families in today's world lack dedicated quality time together. With busy schedules, working parents and technology distractions, families find it difficult to create quality time together. Families who are connected and secure help to create a healthier and more positive community. At the Greater Valley YMCA, we are committed to helping strengthen the family unit, providing opportunities for families to learn healthy habits while spending time together. We are poised to do so through Family Engagement Activities at the Y, hosting Family Fun Nights at our Easton/Phillipsburg Branch.

Our Family Fun Nights will serve as a time for our Y members and non-members to spend time together. At each of these events, we provide healthy food and snacks to our attendees so that they can enjoy an all-inclusive night. We are hoping to serve over 900 people through these Family Fun Nights, providing healthy activities and a positive environment for family bonding. The following are some of the events that we will be hosting:

- **Indoor Pool-Flick and Float Movie Nights:** Families can float and play in the pool while watching a movie that is projected onto the wall. In addition to lifeguards being on duty during the event, the water will be illuminated, with families using clear inflatables to maximize safety. We would also like to offer 30 minutes of family water safety during the evening, teaching children and parents valuable skills to be safe around water.
- **Outdoor Pools Monthly Luau/Dip-N-Dances:** These events will take place at the two Easton pools that we manage, both Heil and Eddyside. The celebration includes a DJ,

dinner, and family friendly activities such as Volleyball, kickball and lawn games, among others. We will also offer 30 minutes of family water safety at these events as well.

- **Halloween Dance:** Families can spend a fun night celebrating Halloween together! Best costume contest, DJ, glow in the dark bowling, photo booth, fun crafts, pie tasting, face painting, a chili cook-off and much more!
- **Family Fitness Glow Nights:** A fun way to encourage family movement and physical activity through fitness classes such as Zumba, R.I.P.P.E.D., POUND, and Yoga, all performed under the glow lights! Pot luck dinner and glow games provided for families after their work out!
- **Family STEAM Night:** Families can learn about science together in this fun night! The evening includes science experiments- slime mixing, bridge building, zip line creating, Lego maze building, and marble roller coaster construction in one jam-packed night.
- **Family Game night:** Families can participate in many fun activities, including board games and fitness activities such as volleyball, dodgeball, basketball and more.
- **Family Drip and Dribble:** Families can get active and learn sports skills together through this event. This includes open gym and swim times for families, including basketball, volleyball, water safety class and much more.
- **Ultimate Back Yard Movie:** A great family movie night! Bring lawn chairs, blankets or help your child build their own box car to sit in while watching their movie outside. Families can also play games and other activities outside during this fun evening.

Population to be Served

At our Easton/Phillipsburg Branch, we serve the residents of these communities and beyond. Many of these families are low-income and qualify for our financial assistance program. We will be offering these family activities to children and families who are both members and non-members of the Y.

Goals and Measurable Outcomes

Our goal is for families to report spending more time together, and feeling more connected with each other. We are hoping to become a hub in our community for family togetherness, creating a place for all families to feel welcome. Through opening the program to non-members as well, we can serve more community members in need of affordable family bonding activities. We hope to have more families in our community sign up for a Y membership, providing all members of their family access to our many wellness and social activities at the Y. We will 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 family events.

Other Funding Sources

We currently do not have any funding sources for the Family Engagement Activities.

FINANCIAL INFORMATION

The budget for our Family Engagement Programs at the Y is included below.

ITEM	ESTIMATED COST
Indoor Pool Flick and Float (costs include, but are not limited to food, clear inflatables, lifeguards, water safety materials, etc.)	\$1,350
Outdoor Pool Monthly Luau/Dip-N-Dances (costs include, but are not limited to food, lifeguards, DJ, sports equipment, etc.)	\$1,500
Other Family Fun Events (costs include, but are not limited to food, DJ, event supplies, etc.)	\$1,800
TOTAL	\$4,650

ENCLOSED

- Greater Valley YMCA 501 (c)(3) Letter
- Greater Valley YMCA 2019 Balance Sheet
- Greater Valley YMCA Board of Directors List



Department of the Treasury
Internal Revenue Service

ATLANTA GA 39901-0001

In reply refer to: 0752439619
July 19, 2017 LTR 4168C 0
24-0798706 000000 00
00039790
BODC: TE

GREATER VALLEY YOUNG MENS CHRISTIAN
ASSOCIATION
1524 W LINDEN ST SUITE 209
ALLENTOWN PA 18102



008209

Employer ID Number: 24-0798706
Form 990 required: Y

Dear Taxpayer:

We issued you a determination letter in October 1944, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752439619
July 19, 2017 LTR 4168C 0
24-0798706 000000 00
00039791

GREATER VALLEY YOUNG MENS CHRISTIAN
ASSOCIATION
1524 W LINDEN ST SUITE 209
ALLENTOWN PA 18102

Sincerely yours,

A handwritten signature in black ink, appearing to read "Teri M. Johnson". The signature is fluid and cursive, with the first name "Teri" being more prominent.

Teri M. Johnson
Operations Manager, AM Ops. 3



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GREATER VALLEY YMCA

GREATER VALLEY YMCA BOARD OF DIRECTORS as of 3/30/2019

OFFICERS

Bryan Gault, Chief Volunteer Officer/President; President, Wind Gap Chevrolet Buick

Tom Giovanni, Vice President; Director Business Development LV, East Coast Network Services

John Dittbrenner, Jr., Treasurer; Former Corporate Banking Manager

Linda Huth Crook, CIC, Secretary; Agent, Huth Insurance *Governance Chair*

DIRECTORS

Stephen Bajan, CEO, Saucon Mutual Insurance Company

Douglas Batchelder, Ministry Advancement, The Evangelical Alliance Mission (TEAM)

James Cotter, President, Jim Cotter Associates *Advisory Council Chair-Easton*

Peter Dent, Development Manager, CDG Environmental

Thomas Dinkelacker, Dimmich, Dinkelacker & Anewalt, PC *Advisory Council Chair-Suburban North*

Mark Fuller, Vice President, COO, Fuller Paper Co. *Advisory Council Chair-Nazareth*

Lee Gilman, Enterprise Business Executive, RCN

MacKenzie Guyer, Sr. Marketing Manager, AT&T *Advisory Council Chair-Forks*

Jim Hunter, Coordinator of Support Programs, Easton Area School District *Advisory Council Chair-Slate Belt*

Michelle Schmidt, Ph.D., Professor of Psychology, Director of Academic Leadership Programs, Moravian
College Advisory Council Chair-Bethlehem

Robert Schmidt, Jr., Vice President/Partners, East Penn Insurance Group

S. Graham Simmons, III, Esq, Attorney, Norris McLaughlin & Marcus, P.A.

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

Vincent Tallarico, Vice President, Regional Heart Center, Lehigh Valley Hospital Network

EASTON/PHILLIPSBURG BRANCH ADVISORY COUNCIL

James Cotter, President, Jim Cotter Associates *Advisory Council Chair-Easton*

Stephen Bajan II, Financial Advisor, Edward Jones Investments

Terri Cantrel, Insurance Broker, Self Employed

Bonita Crowe, Retired Field Officer, House Of Corrections

Eleanor Jaeger, Retired Executive Director, State Health

Angela Long, Human Resources, Right Management Consultants

Jared Mast, Executive Director, Greater Easton Development Partnership

Heather McIntyre, Buchanan Construction

Scott Morse, Sr. Director of Communications, Lafayette College

Dominic Nicolosi, Us Department Of Treasury

Jeffrey Riddle, CPA, Private Practice

Robert Stroble, Jr., Insurance Broker, Valor Insurance

Christine Wolff, Promotional Sales Consultant, American Solutions For Business

Statement Of Activities Report
Greater Valley YMCA
12/31/2018- Draft

Account Group Number	Account Group Name	Operating	Donor Restricted	Total
Revenue				
01	Contributions	273,240.32	110,907.04	384,147.36
03	Special Events	153,744.99		153,744.99
05	Legacies & Bequests	6,875.00		6,875.00
07	Fund Raising	72,065.26	14,304.36	86,369.62
08	United Way Donor	23,762.64	5,000.00	28,762.64
10	Grant Receipts	2,926,729.99	460,702.64	3,387,432.63
11	Membership Income	3,024,535.96	(4,168.84)	3,020,367.12
12	Childcare Income	3,414,193.66	(16,250.00)	3,397,943.66
13	Program Service Income	737,852.33	(1,094.19)	736,758.14
14	Support Services Revenue	19,252.27		19,252.27
15	Merch Sales/Investment Inc	85,914.74	(83,589.43)	2,325.31
16	Miscellaneous Revenue	1,047.41		1,047.41
	Total Revenue	10,739,214.57	485,811.58	11,225,026.15
Expenses				
21	Salaries	5,751,230.09	9,580.00	5,760,810.09
22	Employee Benefits	690,681.68		690,681.68
23	Payroll Taxes	530,973.93		530,973.93
24	Contracted Services	313,603.23	240.00	313,843.23
25	Supplies	703,567.26	24,566.79	728,134.05
26	Telephone	104,208.97		104,208.97
27	Postage	10,081.31		10,081.31
28	Occupancy	1,127,288.81		1,127,288.81
29	Equipment	205,240.55	28,043.96	233,284.51
31	Advertising	99,264.88		99,264.88
32	Travel&Transportation Expense	146,205.21		146,205.21
33	Conferences/Meetings	7,539.50		7,539.50
34	Other Payments	-		-
35	Dues & Fees	155,363.74	800.00	156,163.74
36	Charitable Donations	500.00		500.00
37	Financing Costs	242,094.05	14,680.79	256,774.84
38	Other Insurance Premiums	170,852.11		170,852.11
39	Bad Debt Expense	53,245.26		53,245.26
40	Depreciation Expense	278,270.15		278,270.15
58	Inter-Fund Transfers *	(313,188.38)	313,188.38	-
	Total Expenses	10,277,022.35	391,099.92	10,668,122.27
	Change in Net Assets	462,192.22	94,711.66	556,903.88