

District Grant Submitted to Rotary
3/31/2021

The Greater Valley YMCA, Easton/Phillipsburg Branch, is currently addressing hunger relief efforts in our Easton area, alongside our community partners. Now more than ever, children, families and adults are relying on the Y to provide innovative solutions to emerging community needs, especially hunger relief. In 2020, the Easton Branch of the YMCA provided over 10,000 meals to children, adults and seniors over the course of the summer. Additionally, we seeded the community by providing social emotional check-ins as well as educational programming to help thwart the summer slide, as well as recreational programming to address the isolation that kids and families face as a result of the pandemic. This grant will help supply the outreach efforts of the YMCA with the necessary recreation and education supplies needed for our six open meals sites in our Easton community in Summer 2021. All staff funding and food funding will be covered by collaborative partners or government entities.

This grant will serve children ages 2-18 in six locations throughout the city of Easton, primarily in the West Ward and Southside, two of the most impoverished neighborhoods in the city. Many of our families come from low-to-moderate income households, and the locations are within walking distance for many community members. At some of our sites, we will be offering adult meals as well. The target is to serve over 800 children, adults and seniors in 2021 surpassing the 700 total served in 2020.

Three members of the club on the committee include:
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The area of focus for this grant is "Basic Education and Literacy."

According to Feeding America, we know that 1 in 10 people in the Valley were food insecure, equating to 69,000 people Valley-wide, before the pandemic. We also know that this rate was higher for children, with 1 in 6 children being food insecure before the pandemic. The pandemic has increased food insecurity throughout our region, with one in twenty folks currently accessing Food Pantries never having done so before (Feeding America). Accordingly, we offer our food program at many open sites throughout the Lehigh Valley, and six in our Easton community.

We work closely with our network of community partners to determine areas where food insecurity is a great need. Our community partners include the United Way of the Lehigh Valley and Lehigh Valley Food Policy Council; in our Easton Area specifically, we partner with the West Ward Initiative, City of Easton, Easton School District, parks and pools, among others. The Easton Branch of the Greater Valley YMCA manages the Heil and Eddyside Pools, and has done so for the last 15 years.

Our Food Program has been established in our Lehigh Valley communities for the past few years, expanding as we collaborate with a large network of community partners. We ensure sustainability by working closely with partners, donors and Foundations to fund our program operations. We know that as hunger relief continues to be a growing need in our Lehigh Valley communities, many entities in our region are working together to address this critical need. Our Easton Branch receives funds from YMCA of the USA, Two Rivers Health and Wellness Foundation and more towards this critical program. The funds requested will go toward funding the recreational and educational components of programming.

Greater Valley YMCA--Easton/Phillipsburg Branch
Greater Easton Development Partnership
Rotary Club of Easton
Community in Schools
Easton Area Community Center
Easton Area Neighborhood Center
Kellyn Foundation
Community Bike Works
Lafayette College
Easton Police Department
Easton Area School District

The Greater Valley YMCA, Easton/Phillipsburg Branch will accomplish this program with the following steps:

1. The Y will purchase materials for the program by 6/1/2021.
2. The Y will send materials receipts to Easton Rotary by 6/15/2021.
3. The Y will work with the Rotarians to put the project together and identify collaboration opportunities by 5/15/2021.

4. The Y will evaluate the program upon completion and send a full report to Easton Rotary by 10/1/2021. The report will include #'s served, ages, activities provided, collaborations, hours of operation and anecdotal stories from participants.

Description	Supplier	Local Amount
Gross Motor Activity Items	Various Suppliers	\$1,500.00
Group Games	Various Supplier	\$1,330.00
Arts and Crafts Supplies	Various Suppliers	\$1,850.00
Canopy Tent	Home Depot	\$200.00
Tables	Home Depot	\$120.00