Third Street Alliance for Women & Children’s mission is to provide a safe and healthy space for women, children, and families to live, learn, and thrive.
SILK RIBBON SOCIETY

DONORS $1000+

Third Street Alliance thanks the many individuals, businesses, organizations and foundations that generously support us through monetary donations, in-kind services, and product donations.

This list of donors giving $1,000 or higher is complete to the best of our knowledge. We sincerely apologize for any name missing and ask that you contact Kim Rose at 610.438.9423 to correct our records.

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A MESSAGE FROM OUR BOARD CHAIR

Third Street Alliance had a remarkable year in 2016. The board, working in close partnership with Alisa and her team, made progress on a number of key initiatives. Perhaps the most important among them was developing a comprehensive building stewardship plan and funding strategy. In addition, the fiscal year ended with a budget surplus for the first time in many years, a testament to the strength of the management team and the programs we offer. Our beautiful, historic mansion and campus are an integral part of who we are. Properly caring for these spaces will allow our programs and the community we serve to thrive for years to come.

The board has also deepened its commitment to our programs and our shared values, contributing its time and expertise in service to our mission. In addition, committees have expanded to include more members of the Easton community who are eager to be a part of the work we do every day. These volunteers are enthusiastic about the Alliance in a way that has inspired us all. Working together alongside board members who have dedicated themselves to Third Street Alliance for many years has created a wonderful blend of new energy and experience.

The year ahead promises to bring more challenges and opportunities for the Alliance and those who care deeply about its people and programs. But thanks to the hard work and investments made in 2016, I am more confident than ever that we will build on the successes of the past. It is an honor and a pleasure to work with such great colleagues and for such an inspiring organization.

John O’Keefe
SHARING THE CARING
ADULT DAY SERVICES

The Sharing the Caring adult day care program enhances the lives of those living with Alzheimer’s, dementia and other disabilities. It also provides stress relief for spouses or adult children who care for their loved one living with these issues.

In 2016, with the help of a staff nurse and volunteer nursing students, the program was able to monitor key health objectives with the adult day care clients and provide assistance related to sudden weight loss, diabetes, high blood pressure and mobility.

Sharing the Caring partners with individuals, organizations and businesses, having them come into the center for programs and activities. Over the year, the seniors were visited by therapy dogs, karate studios, yoga teachers, butterfly experts, choirs, string ensembles, and an Italian Ice vendor. The center held their first Fall Fashion Show, with help from neighboring business Twice Chic Boutique. The consignment shop not only provided all of the clothing for the clients to wear, but made certain that everyone wore an ensemble that fit them and was fully accessorized. The clients were energized as they showed off their outfits for family and staff members. Social interaction is important and the Senior Prom and holiday party are greatly anticipated events. Family members attend with their loved one, and all enjoy a time of camaraderie, music, and a bountiful buffet. Everyone at Sharing the Caring is involved with the preparation—all decorations are handcrafted by the clients. As with all proms, the highlight of the event includes the crowning of the king and queen!

As a community resource, Sharing the Caring offered workshops on senior scams, fall prevention and behavioral issues in coordination with the Alzheimer’s Association, as well as a senior health fair for the public. The Greater Lehigh Valley United Way chose Sharing the Caring to represent those who use adult care agencies in the Lehigh Valley in their #ChooseMe ad campaign. Our client Audrey was selected as a spokesperson and shared her experience with the ways that participating and socializing within the program has enhanced her life. Watch Audrey and hear for yourself, visit thirdstreetalliance.org—her video is on our homepage.

EVENTS & FACILITY USE

Third Street Alliance welcomes visitors and guests to enjoy the hospitality of the Simon Mansion. During 2016, we continued offering signature TSA events, instituted new events, and partnered with community organizations in use of our facility.

OUR EVENTS

- The 20th Annual Bistro – celebrating a landmark anniversary, the Bistro raised $60,000, exceeding the goal. A fund-a-need auction was held, raising funds for historical preservation and the new Elizabeth Muirine Scholarship.
- Grace’s Garden Party – a new event designed as an introduction to services and programs.
- Sockhop – in it’s second year, the Sockhop featured Sal Panto and DJ Brad Scott spinning tunes from the 1950’s to the 1980’s.
- Gingerbread House contest – A new event held during the peace candle lighting evening.
- Tours:
  - Easton stained glass tour
  - Guided tours – Easton House Tour, Lafayette Parent’s Weekend, GarlicFest, BaconFest
  - Private mansion tours
- Heritage Day – iced tea with Elizabeth Simon on Simon mansion front porch
- Rebranding reveal and tour of S.T.E.A.M. lab

HOSTED EVENTS

- Easton Theatre Co-Op – a new community theatre partnered with TSA in presenting a program of music and skits.
- BW NICE mixer
- Nazareth Bath Chamber of Commerce mixer
- United Way/VISTA volunteer scavenger hunt
- Lafayette student scavenger hunt
- Greater LV Realtor scavenger hunt

REBRANDING

In 2016, a new mission was adopted: Third Street Alliance for Women & Children provides a safe and healthy space for women, children, and families to live, learn, and thrive. To represent the mission, a volunteer committee of experienced marketing professionals, under the leadership of Sarah Clark, conducted a survey, reviewed responses, and organized the responses into two categories – who we are now, and who we want to be. According to survey results, an open gate was seen as the best icon to represent TSA. This design was chosen to create an open gate brand identity, both figuratively and literally.

“Third Street Alliance helps people achieve self-sufficiency and welcomes the wider community. The goal for the rebrand was to capture community collaboration growth, embrace the history of the Simon Mansion, and create a sense of unconditional welcoming.” - Sarah Clark

REBRANDING COMMITTEE VOLUNTEERS:

- Sarah Clark, Kudu Creative
- Kris Lomax, Crayola
- Nanci Oakley, The Express-Times and lehighvalleylive.com
- Karen Paisley, independent marketing professional

“Sharing the Caring members and patients, you have a sense of unconditional welcoming.” - Audrey
Volunteers are the heart of Third Street Alliance, dedicated helpers investing their time and their talent to keep the organization strong. Our volunteers include a broad spectrum of our community – high school and college students, members of organizations and corporations, and individuals of all ages. Their support has been priceless, assisting with our programs, events, building and grounds, committees and our board.

We thank our volunteers for the hundreds of hours of service in providing education, mentoring, beautification, and in special projects.

13,000 VOLUNTEER HOURS
90 VOLUNTEERS

“A friend introduced me to the Third Street Alliance. As I learned more about its mission, I was inspired to volunteer and joined the board of directors. Serving on the board and various committees has opened my eyes and heart to the many ways that Third Street Alliance is helping women and families in our community. I am humbled and grateful to make a small contribution to this important work. I retired from my job several years ago yet have no desire to retire from volunteering. It gives my life added purpose and meaning.”

Jackie Matthews

“Knowing that my mom is cared for by wonderful people eases our daily stress. Sharing the Caring offers so much for my mom, including pet therapy, activities, entertainment and much, much more. It is the best thing that could have happened to us.”

My mother, Maria, immigrated to the United States in her late thirties. Maria became a widow in her 16th year of marriage, left with two young children. She was successful in maintaining the family unit and she was able to keep her house. She lived by herself for 30 years, into her 80s. It was at that time that we started to notice changes in her activities and personality. She was evaluated by a neurologist and was diagnosed with Alzheimer’s/Dementia.

Maria was moved to Bethlehem. She was in a new environment and having difficulty adjusting. It was then that we met Mapareh and she suggested Sharing the Caring for my mom. My sister and I were apprehensive in having my mom join the adult day care group as she was never one to participate in group activities.

To our surprise, she enjoys going to Sharing the Caring and looks forward to it every day. This was such a blessing for us. Knowing that my mom is cared for by wonderful people eases our daily stress. Sharing the Caring offers so much for my mom, including pet therapy, activities, entertainment and much, much more. It is the best thing that could have happened to us.”

Jackie Matthews

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2016 HIGHLIGHTS

9,114 NUTRITIOUS MEALS/SNACKS SERVED ANNUALLY

100% CUSTOMER SATISFACTION

62% LOW INCOME

32 SENIORS
THE LEARNING CENTER

The Learning Center at Third Street Alliance provides child care and early childhood education opportunities for children. We have classrooms for infants as young as 6 weeks old, to pre-kindergarten classrooms. The Learning Center also provides a School Aged Child Care program, available for students to attend before and after school and during the summer until age 13.

New to the Learning Center in January 2016 was the Pre-K Counts program. The program added 20 more students to the center, expanding the commitment to early childhood education.

With the addition of a part-time Family Engagement Specialist, we are able to provide specialized assistance to families and children whose development may be at risk due to factors arising from homelessness. We have assisted families to set educational, social and wellness goals and educate parents about early childhood education options and resources, a child’s right to education, school attendance, transportation issues, and provide training to act as engaged advocates for their children’s education to ensure success.

With generous support of the community, The Learning Center opened a STEAM (Science, Technology, Engineering, Arts, and Math) lab, equipped with seven touch-screen computers, a 4K television, robots, keyboard and music writing program, a 3-D printer and digital cameras and microscopes. Children, as young as those in our infant classroom learn computer basics while exploring the world of science. Once inside the lab, the students have one rule to follow: They must ask questions, and every possible answer will be explored.

The Learning Center partners with community groups to benefit the students, including the Center for Vision Loss, giving vision screenings to all the students. From these screenings one student was identified to need glasses and another was found to be color blind. Partnerships like these benefit students in finding roadblocks to education early, so that the students can learn and thrive moving forward.

SEE THE POSSIBILITIES

Our campus is 50,000 square feet and on any day, there are upwards of 200 adults and children in our buildings. Our main building is the historic Simon Mansion built in 1902 as a private home by the Simon family of the silk mill industry. This main building includes historically preserved community spaces, shelter accommodations and administrative offices; a 1955 annex houses classrooms, a commercial kitchen, shelter accommodations, program administrative offices, community facilities, and a gymnasium. The 1970 annex to the main building includes the adult day center and child care classrooms. The adjacent Bixler House (circa 1920) includes shelter family suites and child care classrooms. Both the Simon Mansion and the Bixler House are on the National Historic Register.

In the summer of 2016, Third Street Alliance retained Eclectic Architecture and its team of sub-contractors – USA Architects, Strunk Albert Engineering, James B. Huffman, PE, Works in Stone and Jersey Arts Stained Glass Studios to conduct an audit of our facilities and systems. The audit focused on building envelope (roofs, exterior walls, windows and doors); mechanical, electrical and plumbing systems; and interior structural and historic elements. This team issued a 222-page report that describes repair, improvement and restoration plans for our entire facility, including:

- Building Interior
- Structural Elements
- Stained and Leaded Glass
- Exterior Envelope
- Roofing
- Mechanical Systems
- Electrical Systems
- Plumbing and Fire Protection Systems

We have begun raising funds to pursue the work outlined in our building report and expect to move forward with interior projects including asbestos abatement, electrical and plumbing, as well as urgent bricks and mortar repair to the facility’s exterior throughout 2017 and into 2018.
HEALTH & WELLNESS

Third Street Alliance supports the importance of providing resources to our community to enhance both their physical health and social interaction.

TAE KWON DO

Legends Tae Kwon Do offers instruction in Korean martial arts, using a variety of kicks, spins, and blocks. A combination of disciplining the body and the mind, Tae Kwon Do offers training in physical strength and mental focus. As students learn, they advance in levels, earning different belt colors, signifying their rank.

Classes are open to children ages 5 years and older and adults, and are taught by a 3rd degree black belt instructor. Classes are offered in beginners, colored belts, and advanced belts.

DANCING

Dancing on the Odds provides adults of all ages the opportunity to learn a new skill, meet new people and enjoy music and movement. Offered on the first, third and fifth Fridays of each month (hence, the name of Dancing on the Odds) participants have the opportunity to learn the art of ballroom dance and to meet others that share the same interest. Each month instruction in a new style is offered, with the first hour dedicated to learning the dance. Following the class are two hours of open dancing giving dancers the opportunity to practice what they learn and to interact with others of all skill levels. Come for the instruction, stay for the open dancing, or come just for the dance portion.

Lessons are taught by Con Gallagher, and music for each dance is provided by DJ Carol. Everyone is welcome, no matter your skill level or your age. This is an easy and gentle way to exercise and is appropriate for all adults.

Lessons are held from 7 p.m. to 8 p.m., general dancing is from 8 p.m. to 10 p.m. Cost is $10 per person and includes instruction, dance and light refreshments. Dance styles include the Country Two Step, cha cha, West Coast swing, salsa, country waltz, fox trot, night club two step, the hustle, East Coast swing, ballroom waltz, tango and rumba.

IN THEIR WORDS

“Third Street Alliance has tremendously improved my life in many positive ways. Back in January, my three-year-old daughter, Chloe, and I lived at Third Street Alliance. I was homeless and I had no one to help me, but that all changed as soon as I entered Third Street Alliance program. I signed up my daughter for the Pre-K Counts program and it was the best thing I did for Chloe. With the support from Chloe’s teachers, Ms. Tanya, Ms. Lydia, and Ms. Z and Chloe’s speech teachers from IU-20, they all helped to improve Chloe. She really did a turnaround from a child who didn’t talk, didn’t play with any other children, and lacked in motor skills to making progress. I see a huge difference with Chloe. She talks to where I can understand her, she uses sign language, she plays with her peers, and most of all she really enjoys going to Third Street Alliance. Chloe is a much happier little girl.”
HOMELESS SERVICES

Homelessness doesn’t care who you are, the color of your skin, your education level or if you have kids. Families who become homeless often do because of fractured social support, lack of affordable housing, unemployment, poverty and domestic violence. In 2016, our shelter provided overnight housing to more than 200 women and children. More than 80 percent of adults that stayed in the shelter secure a source of income and about 72 percent exited into stable housing.

Late in 2016, Third Street Alliance, partnering with the local homeless coalition, became the Easton site for the Coordinated Entry System, assisting in providing speedy shelter and service to all homeless families in the community. The system will also make it easier to understand the homeless population within the Lehigh Valley by collecting data.

Shelter program participants are expected to seek and secure employment, return to school, or otherwise set up a support system for themselves. Through community partnerships, our residents are offered opportunities to learn new skills, or support and grow existing skills. Our shelter residents were provided with employment support through a collaborative effort with JCS Family job connection services. The partnership included resume writing, job and interview skills, as well as direct job placement and transportation. With help from volunteers at Wells Fargo, residents received financial literacy and budgeting classes to prepare the women and families to live and thrive within the community.

IN THEIR WORDS

“When I first came to Third Street Alliance, I didn’t know what to expect. At that particular time in my life, I was at a major crossroad. I had no other options available for my child and me. But through the grace of God I stumbled onto Third Street Alliance. Coming to Third Street Alliance was the beginning of positive stages in my life.

The warm and welcoming staff made me and my child feel comfortable. Ms. Janice and Ms. Jessal were like mother figures and mentors to me, and I owe them tremendously. Throughout my residency at Third Street Alliance, every step that I made has been a positive step toward my goal of being independent.

I truly thank Third Street Alliance for all they have done for me and my daughter. You... are my family.”

BRIGHTER FUTURES

EXIT OUTCOMES

STABLE HOUSING
85%

GAINED EMPLOYMENT
14%

GAINED INCOME
72%

ADULTS IN SCHOOL
79%