Third Street Alliance seeks to be a catalyst for positive change in the lives of the women, children, and families we serve as well as those who work, volunteer and visit with us. We believe that compassion, advocacy, respect and education can change the world.

- Alisa Baratta, Executive Director

Photographer: Kelly Ann Shuler
Lehigh Valley Magazine, “Leading Locals” January 2018
This year represented a period of continued growth and change for Third Street Alliance. We have made significant progress both enhancing our programs and maintaining our facility with focus and determination. A key enabler of the growth has been our success in securing additional funding from multiple sources. For starters, the Bistro was a huge success, exceeding our targets and securing over $10,000 as part of the fund-a-need program. What’s more, our level of private fundraising and grant awards have increased over years past. This rise in external funding has enabled us to grow our child care programs and expand housing program offerings. Ultimately, I believe that our success in this area represents public acknowledgement of the value of our mission and the quality of our leadership.

If you’ve been by the building recently you might have noticed some of the capital improvements under way, including repairs to the Bixler porch and other critical foundation and masonry work. There’s also quite a bit more going on inside the building as well, as we continue to make incredible progress keeping our facility properly maintained and preserved. Our commitment not only to the programs but to our beautiful buildings has never been more visible.

But there is still so much work to be done. As we look to the years ahead, we see a continued need to serve our community in myriad ways. With a strong team working every day to deliver our programs coupled with a dynamic and engaged board, the opportunity to expand and deepen our commitment to the community has never been greater. However, without the generous support of donors and volunteers, none of this would be possible. I’m grateful that we have such a committed team at the Alliance, but also for the many people who see value in our mission and who support us in our efforts to provide a safe and healthy space for women, children, and families to live,
The Learning Center at Third Street Alliance provides child care and early childhood education opportunities for infants as young as 6 weeks old to pre-kindergarten classrooms. The Learning Center also provides School Aged Child Care before and after school and during the summer for students up to age 13.

In 2017, students explored the arts with assistance from Lehigh Valley artists. In the spring, the center held an art show featuring works from each level of classrooms and included pieces done by the adult day care. Local children’s singer and songwriter David Fry taught music to students in the Pre-K Counts program. Using his guitar and engaging the kids in the process, Mr. Fry helped the students write a song for their graduation program in May. Through a grant from Palmer Kiwanis Club, the center was able to engage artist William Christine as an artist in residence. While working on projects with them, Mr. Christine encouraged the students to explore shapes and colors and to use them in their art work.

With a focus on children’s health, The Learning Center partnered with several community organizations. The Smiles Program of the Pennsylvania Mobile Dentists conducted free dental cleanings, X-rays, and some restorative work for the students. The Center for Vision Loss conducted free vision screenings for the students. Moravian College nursing students taught students healthy habits, such as eating vegetables and fruits and getting enough sleep during the night. The Shanthi Project worked with the school-aged students to develop their mindfulness and balance during yoga lessons during the summer.
IN THEIR WORDS

“While at the park with my daughter, I was complaining to another mother about the child care facility my daughter was currently at. She mentioned Third Street Alliance, and within a week I was transferring my child. It was definitely the best decision my husband and I have made for our daughter thus far.

She’s excited to go to school and is happy when I pick her up. I love that she is learning, growing and feels safe. Ms. Z makes me smile every day, and my favorite part about homework is doing the family projects. My daughter has learned to write her whole name, first and last, before age four and is counting to 100.

She helps me cook, clean and she plays more. Her independence has soared. The program and teachers at Third Street Alliance are by far the best! People ask me all the time if my daughter is in private school because of how impressed they are with her speech, knowledge and friendliness.

I have recommended and even insisted parents consider Third Street Alliance for their child. You couldn’t make a better choice.”
SHARING THE CARING

ADULT DAY SERVICES

The Sharing the Caring adult day care program enriches lives of seniors living with Alzheimer's, dementia and other frailties. For caregivers, relief of constant care for their loved one living with these issues is provided in a caring and safe environment.

In 2017, the center continued partnerships with individuals, colleges and organizations that brought healthy initiatives to the program. Early in the year, the center was certified in Conductorcise, an exercise routine based on the movements of a maestro. The light-impact routine set to music is a favorite among the seniors. It was developed and taught to the staff by Maestro David Dworkin. Other healthy initiatives included presentations by nursing students from Moravian College. The students tracked the health of the seniors, as well as presented on various topics of senior health.

The program welcomed many visitors, from student volunteers who engaged in daily activities with the seniors, to the Learning Center’s preschool students. Social interaction is important for seniors and these interactions are enjoyed by young and old as connections are made between the generations. One program shared between the groups was a visit from the Lehigh Valley Zoo, which featured small animals and a penguin. The center also partnered with community businesses and individuals for exercise and ballet demonstrations, physics demonstrations, art projects and musical guests. Lafayette College students spent time with the seniors, helping with baking projects or playing games.

Sharing the Caring celebrated its 10th Annual Senior Prom with music and lots of dancing. The event provided families time with their loved ones in a relaxed setting that included lunch, entertainment and dancing. Just as a high school prom, there was the
IN THEIR WORDS

“I can see a cognitive improvement in David. The program has helped lift him out of his depression. Over the summer his anxiety levels elevated and he was sad. He has been better since coming to STC because he’s in a group of people like him. It’s good stimulation.

I thought I could do it by myself (caring for David), but I couldn’t. I’m juggling 2 part-time jobs and they give me great joy. This program enables me to do both things and it makes my time with him more joyous.

I felt like I was doing it all myself—it’s an enormous responsibility. I had a partner for 50 years and now I don’t have that in David like I had before. STC has formed a partnership to help me enjoy my life with David.”

“Sharing the Caring has formed a partnership to help me enjoy my life with David.”

2017 HIGHLIGHTS

715 AVERAGE NUMBER OF DAYS DELAYED NURSING CARE

44% LOW INCOME

7,663 NUTRITIOUS MEALS/ SNACKS SERVED
When women and families enter the homeless services program at Third Street Alliance they are told that they don’t live in a shelter; they live in a mansion. These words provide comfort to the women starting on their journey letting them know they are in a safe space. In 2017, more than 13,000 nights of service to 100 women and 111 children were provided.

TSA played an integral part in the new Coordinated Entry system, which was launched in late 2016. TSA staff member Zenayda Alicea was named the Regional Manager of the system in 2017. Coordinated Entry changed the way Third Street Alliance and other social agencies served those experiencing homelessness or facing imminent homelessness. We partnered with Valley Youth House and were able to get seven of our families into the Rapid Rehousing Program, where they learned to transition to make their own rent payments and become self-sufficient.

Our homeless services program provides workshops for the residents of TSA to expand their knowledge and build a foundation for living on their own. In 2017, workshop topics included money management, healthy relationships for adults, how to make better decisions and motivating your children. Medical and health issues, such as hypertension and obesity screenings, breast health and sexually transmitted diseases, were also discussed with the residents. Other workshops included cooking on a budget, a bra fitting party, martial arts class, dinner with Chick-fil-A and a Christmas dinner at 3rd & Ferry Fish Market.
IN THEIR WORDS

“I realized that if I wanted to turn my life around, I needed to find a safe environment where I couldn’t just withdraw into myself again. That’s when I met Janice Thomas from Third Street Alliance. She talked to me about the program here, and made it clear that to be successful I had to do the work. I’ve been living here since October 2017 and I’ve been doing well for nine months. I am learning a new way of life and every day I feel stronger. Third Street Alliance gives me hope. It provides me with the structure I need and keeps me focused to be successful. Now, I welcome supportive relationships into my life from the women here at Third Street, my co-workers at my job and my friends.”

“I am learning a new way of life and every day I feel stronger. Third Street Alliance gives me

EXIT

OUTCOMES

Stable Housing
Gained Income
Gained Employment
Adults in School
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**

Tae Kwon Do is offered at Third Street Alliance through Legends Tae Kwon Do by Master Shelly, a 3rd degree black belt. She teaches children ages 5 years or older as well as adults. 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.

**CONDUCTORCISE**

At the beginning of 2017 Sharing the Caring brought in maestro David Dworkin, the creator of the innovative fitness program Conductorcise. The light impact fitness routine mimics the moves of a maestro’s waving arms, which improves cardiovascular abilities and muscle and core strength. Dworkin presented the program to the Sharing the Caring seniors and students in The Learning Center. STC was certified in the program and began to use the program on a regular basis.
Volunteers

Sharing their time and their talents, volunteers provide priceless support. Whether an individual or family, corporate or small business team, students or retirees, the impact of their work can be seen through their care of our buildings and garden, committees, boards, and numerous tasks. Their precious gifts keep Third Street Alliance strong, and we thank them for the thousands of hours they joyfully provide.

Cathy McCormick is a member of the TSA Board of Directors, a member of the development committee, and co-chair of the Bistro committee and Leslie Alfieri is co-chair of the Bistro committee, and a long time volunteer who helps in a variety of ways.

“The Mansion with a Mission, Third Street Alliance, is a beautiful building inside and out; not only esthetically, but also from the loving and caring energy you feel when you walk through the doors. I grew up in the area and the mansion has always been a special place. It has gone full circle, from the family home of the Simon Family, owners of the silk mills in Easton, to the YWCA, to Third Street Alliance.

The programs provide much needed services to our community, and are a life line to many. We welcome you to visit, take a tour, and see for yourself the work being done by the extraordinary staff of Third Street Alliance, in this amazing place. I am honored and blessed to be involved.”

Cathy McCormick

“Why do I volunteer? Honestly, part of it is selfish. It brings me joy. It brings me joy to see how happy the resident kids are when I help with child watch while parents attend classes. It brings me joy to see the smiles on parents who know they have a safe and nurturing home during times of difficult transition. Part of it is knowing the desperate need for accessible local housing, and believing that we all have a responsibility to lift others up with our time, talents and money.”

Leslie Alfieri

“One of the purposes of our Crayola Young Professionals is to promote community engagement and make a difference by partnering with charitable organizations in the Lehigh Valley. Working with Third Street Alliance in the Lehigh Valley Volunteer Challenge, we witnessed the impact this great organization has on the lives of so many, as well as the great day-to-day work the entire staff does to help women, children and families live, learn and thrive. It was a valuable and moving experience for our team, and we were happy to contribute - in some small way - to the Alliance’s mission and efforts.”

Leslie Alfieri
EVENTS & FACILITY USE

Third Street Alliance welcomes visitors and guests to enjoy the hospitality of the Simon Mansion. During 2017, we continued offering signature TSA events, instituted new events, and partnered with community organizations in use of our facility.

OUR EVENTS

- The 21st Annual Bistro, “Wrapped in Silk.”
- Grace’s Garden Party: This event provided an opportunity for new donors to learn more about TSA, tour the mansion and speak with our program directors.
- Coordinated Entry seminar: TSA, a leader in the Coordinated Entry system, hosted a seminar for Lehigh Valley nonprofits, legislators and others on how the system works and the importance of being able to provide this service.
- Sock Hop – Based on Y-Teen dances, the Sock Hop featured Sal Panto and DJ Brad Scott spinning tunes from the 1950’s to the 1980’s.
- Gingerbread House contest – Community and TSA designed and entered gingerbread houses, which were judged by community visitors.
- Tours:
  - Guided tours – Easton House Tour, Lafayette Parent’s Weekend, Garlic Fest, Bacon Fest
HOSTED EVENTS

- No Child Left Behind: With the help of community leader Steve Flowers and his group of volunteers, No Child Left Behind gave free haircuts to more than 180 children and school supplies to more than 300 children headed back to school, including children living at TSA. Donations from the community made the event possible for families to receive assistance during a time that can be a financial hardship on low-income families.
- Easton Rocks 2
- Lehigh Valley Community Foundation
SILK RIBBON SOCIETY

DONORS $1,000+

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

Abraham, Borda, Corvino, Butz, Lavalva & Co. PC
Air Products
Ms. Janice Alleman
Mr. & Mrs. Charles Anderson
Anonymous
Ms. Alisa Baratta
Mr. Kevin Blease
Ms. Carolyn Brior
Brown & Brown Insurance
BW NICE
The Century Fund
Church & Dwight Employee Giving Fund
Coleman Foundation
College Hill Presbyterian Church
United Way of Hunterdon County
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Dexter F. & Dorothy H. Baker Foundation
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Charles Hoch Foundation
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Kiwanis Club of Palmer Township
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PNC Foundation
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The Shafer Family Charitable Trust Foundation
The Will R. Beitel Childrens Community Foundation
Two Rivers Health & Wellness Foundation
Mr. and Mrs. David Veshosky
Victaulic
Wells Fargo Foundation
REVENUE & EXPENSES

REVENUE
$2,206,630

- 36% Contracts
- 18% Private Gifts & Bequests
- 2% Special Events
- 13% Earned Income/Fee for Service
- 19% Investments & Gains
- 12% Grants

EXPENSES
$1,885,844

- 44% The Learning Center
- 3% Recreation & Rentals
- 20% Administration & Bldg. Operations
- 12% Adult Day Services
- 21% Homeless Services
We launched our first round of capital improvement projects in 2017.

**Asbestos Tile Remediation**

We removed and remediated over 500 square feet of asbestos floor tiles that were installed in Third Street Alliance’s complex in the 1950s and replaced them with vinyl tile. If you’ve been in the building you will have seen the shiny new floors in the main hallway.

**Plumbing Upgrades**

We replaced 18 tank toilets and 10 flush-o-matic toilets, replaced 44 faucets and sinks, and upgraded 9 showers in the shelter, administrative, recreation and program facilities, helping to mitigate our water bill, prevent water damage to the physical building, reduce safety concerns, and make the building more functional and comfortable for our clients and customers.

**1955 Addition Parapet Reconstruction**

We reconstructed the exterior brick wall on our 1955 building from the parapet to the roof patio. The steel supports on the roof deck were replaced, a new roof was installed, parapet wall was rebuilt and brick masonry below parapet to window lintel were replaced. Now we know the families living in the tower area of the shelter and the children playing in the playground below are safe.

**IN 2018**, our capital improvement projects will focus on preservation of our historic buildings.

For more information on how you can support our capital improvement work, please contact Kim Rose.
After

Before
PARTNERSHIPS & COMMUNITY INVOLVEMENT

COMMUNITY COLLABORATIONS:

Artist At Heart
BW NICE
Career Link
Center for Vision Loss
Coordinated Entry System of Eastern PA
Crayola
Department of Public Welfare
Drexel University
Easton Area School District
Easton High School orchestra
Easton Main Street Initiative
East Hills Middle School orchestra
Family Connections
Lafayette College
Lehigh Valley ACT
Lehigh Valley Chamber of Commerce
Lehigh Valley Zoo
Moravian College Nursing Students
Northampton Community College
Northampton County Drug and Alcohol
Northampton County Fine Arts
Northampton County Mental Health
Salvation Army
St. Luke’s Parish Nurses
Shanthi Project
Smiles Program of PA Mobile Dentists
Street Medicine
Twin Rivers Dance Studio

COMMUNITY INVOLVEMENT:

The Association for Childhood Education International
Association of Professional Fundraisers board member
Association of Professional Fundraisers member
Department of Community and Economic Development
Data Committee
Easton Area Heritage Day board member
Easton Hunger Coalition
Events Committee of the Easton GLVCC
Friends of the Karl Stirner Arts Trail committee
Kiwanis Club of Easton
Kiwanis Club of Palmer Township
Pennsylvania Child Care Association
Regional Housing Advisory Board
FROM MANSION TO MISSION

A stately, opulent family home has stood the test of time. This “house for the ladies,” has served well as Herman Simon foresaw. Through his example of philanthropy, Herman’s wife, Elizabeth, provided an opportunity for the YWCA to grow and better serve the women of Easton. Although the programs have evolved over time to best meet the changing needs of the community, through the transition from YWCA to Third Street Alliance for Women & Children, one thing has remained constant - this is a place where all are welcomed into a safe and caring environment and given the opportunity and tools needed to build a successful life.
Third Street Alliance for Women & Children’s mission is to provide a safe and healthy space for women, children, and families to