Helping To See Clearly

Children may rub their eyes, squint when looking at books or pictures, or have watery eyes if they are straining to see.

Not being able to see properly can disrupt the learning process for those students.

But thanks to vision screenings provided by the Center for Vision Loss, vision issues are caught early on in The Learning Center.

Screenings were held in September in The Learning Center and one student, Dajah, was found to be in need of glasses.

When Dajah got her new glasses, teachers asked her how she liked them.

“I can see!” she told them.

Director of The Learning Center, Nancy Frederick, said the goal with the early screenings is to catch any students that may not have realized they are having difficulty seeing.

“If they have grown accustomed to blurred vision, they will continue through their early years as if it is typical,” she said.

The Center for Vision Loss provides the screenings for free. Its goal is to screen as many preschool children as possible in the interest of identifying any children who may have an eye problem so that it can be caught early when the opportunity for successful treatment is best, said Doug Yingling, Executive Director of the Center for Vision Loss.

Prior vision screenings at TSA have found that one boy was color blind.

Because of the screenings, the issue was caught before he started Kindergarten this year.

Learn how you helped...

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A Note From the Executive Director’s Desk

Finding Inspiration Within TSA

Nobel Laurate Bob Dylan once said “Inspiration is hard to come by. You have to take it where you find it.”

If you are feeling like Bob and need a bit of inspiration to tide you over, come visit Third Street Alliance.

We have an abundance of inspiration! We find it every day in the welcoming smiles and engaging conversations of the folks in our Adult Day program; the sense of wonderment in our early Learning Center; the feeling of empowerment in our shelter program as women accomplish their goals; and the spirit of giving present in our staff, volunteers and donors.

For me, our new logo is the embodiment of this inspiration. It is a visual metaphor — inviting people into our safe, and welcoming space, inspiring us toward a better future.

I invite you to come be inspired with us.

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TSA Becomes Physical Host Site for New Community Project

Third Street Alliance will be helping to prevent homelessness in the community by participating in a special initiative along with other Lehigh Valley agencies, starting in December.

The Lehigh Valley Coordinated Entry Project is set to launch by the Lehigh Valley Regional Homeless Advisory Board. The project’s goal is to coordinate access, assessment and referral to housing and services for anyone who is homeless or at imminent risk for homelessness.

The coordinated entry system is funded by a grant from the U.S. Department of Housing and Urban Development, with in-kind contributions from the Housing Alliance of Pennsylvania, Lehigh Conference of Churches and Valley Youth House and TSA.

The system is designed to help anyone who is experiencing homelessness — individuals, families, women who are fleeing domestic violence, veterans and teenagers — and will rely on a common tool to assess the needs of homeless and a centralized database to track available housing and match those who are homeless with available services.

TSA will be a physical entry point to assist families and individuals in the greater Easton area who are homeless or at risk for homelessness. Other sites will operate in Allentown and Bethlehem. In addition to the site, a toll-free hotline will be set up for those who cannot get to the physical entry sites and for those located in rural areas of Lehigh and Northampton Counties.

For more information, read the Morning Call story at http://bit.ly/TSAMcall.
It was just before Christmas, on a cold, rainy day when Nadege Garland took her first steps into Third Street Alliance. She had one week to move out of a five bedroom home with her fiancé and young daughter.

The worst part, Nadege said, it wasn’t the first time she had found herself homeless by the hand of someone else.

“I was in a situation that I shouldn’t have been in,” she said.

Worried and rushed

Before moving into TSA, Nadege was asked to reach out to Children and Youth, an agency she did not have a positive view of already. She feared her daughter would be taken from her.

She took the chance and reached out, despite her fear.

“I thought what am I going to do?” she said. “I’m not living on the streets with my daughter. When it came to her, that wasn’t going to happen.”

But, she was reassured that she wasn’t losing her daughter when she met with a caseworker and was able to get an interview for the shelter program. The following day, Nadege was accepted into the program.

“Everything was happening so quick,” she said. “It was falling into place.”

Learning to manage

Nadege was put at ease when she came into the program. At TSA Nadege learned how to provide for herself and her daughter through finding employment and taking control of her situation.

Director of Shelter Services Janice Thomas said Nadege was always very determined and did exactly what she was told while staying at TSA.

“Initially, she was surprised she was in a shelter,” Janie said. “There were days she was really down and depressed, but her goal was to always bring a smile to other residents.”

Her fiancé was also able to move into the shelter, enabling the family to stay together, giving a big comfort to Nadege and making her daughter less anxious.

The TSA staff members and caseworkers became a team supporting Nadege and her daughter.

She said she was able to spend the time she needed to take care of herself and to deal with her situation.

Hard work pays off

Working hard and giving her daughter a good life was important to her, Janice said.

After three months of working, saving money and looking for housing, Nadege, her fiancé and their daughter moved into an apartment, with a big yard, in the Fountain Hill area.

While the women don’t receive any services from us after leaving, the relationships continue. That relationship allowed Nadege to share her story with us during a Shelter Reunion night in September.

Six women came back to speak about their experiences, what brought them to TSA and how they have been doing since successfully completing the program.

All the women had inspiring stories to share that night. “Whatever the situation, God’s not going to put you through something he doesn’t think you can handle,” Nadege said.
Do “The Vogue,” Strike A Pose

Everyone loves dressing in new clothing. There's excitement when wearing a new outfit. You feel good. The world becomes your catwalk for the day.

Sharing the Caring clients got to walk their own “catwalk” in new clothing during the Fall Fashion Show, striking their best modeling poses and enjoying their borrowed threads.

Each participant was the center of attention as they showed-off their outfit and caregivers enjoyed watching their loved one during the show.

“I was proud that at 91 she is still able to participate in regular life experiences and that she had a safe, happy and healthy environment to go each day,” said Bobbie, the caregiver of Audrey. Clients were dressed in casual to formalwear by Tammy from Twice Chic Boutique. The Easton store was excited to be involved with the show.

Tammy said the store likes to reach out and help others. She said fashion shows are a good tool for doing just that. It took less than two sessions to fit the 11 models into their outfits.

“The elderly can be a forgotten generation,” Tammy said. “However, (Third Street Alliance)...help(s) facilitate and create an environment that helps them thrive and to be alive through your God-given talent, kindness, patience and the coordination of daily activities.”

You can watch a video of the fashion show can be found on our YouTube channel at http://bit.ly/TSAFallFashion

United Way Chose Her

This summer the United Way chose Third Street Alliance’s Sharing the Caring program to represent the adult day service programs within the Lehigh Valley in their #ChooseMe campaign.

They took an afternoon to speak with our client, Audrey.

Through a video they have been sharing her story about her time spent at Sharing the Caring and what it means to her.

Be sure to watch the video on the homepage of our website at www.thirdstreetalliance.org.

When you donate to the United Way, you are helping seniors adults, like Audrey, have a safe place to thrive.
We’re going GREEN! Please be sure to provide us with your E-MAIL address to receive timely newsletters, program updates and event information so we can be even better stewards of your gifts. To be added to our email list, please contact krose@thirdstreetalliance.org, or visit our website.

#GIVINGTUESDAY

You know about of Black Friday, Small Business Saturday and Cyber Monday. Did you know there is a new day to recognize after Thanksgiving? #GivingTuesday. Held on the Tuesday after Thanksgiving, #GivingTuesday has become popular through social media efforts focusing on supporting non-profits organizations.

Join Third Street Alliance for #GivingTuesday this year and make a difference. Your online gift will support those featured in the newsletter and many more cared for through TSA.

For more information, go to www.givingtuesday.org, our Facebook and Twitter pages.

When you give to use that day, mention us on Facebook and Twitter using #GivingTusedayTSA.
New Logo Design Revealed

After several months of research and development, Third Street Alliance is pleased to share with you our new logo.

Welcoming people to enter, the logo’s open gate pays tribute to our history and organizational heritage.

The rebranding process began in July, when we sent out an online survey to our constituents asking how they perceive TSA. After analyzing responses, words used to describe TSA were categorized.

According to the survey, the open gate was also seen as the “best icon” to represent TSA.

In the end, the committee chose five words — relevance, welcoming, trust, growth and collaboration — that best describe what TSA wants to be.

From those words, Sarah Clark of Kudu Creative took a committee of diverse marketing professionals of the Lehigh Valley through a process of what TSA represents and finding the identity of the organization.

We want to thank Sarah, and the committee, Meg Dowd of JustBorn, Kris Lomax of Crayola, Nanci Oakley of the Express-Times/lehighvalleylive.com and Karen Paisley, an independent marketing professional, for sharing their time and talents.

The logo was recently revealed at a VIP event at the mansion, where we also announced our participation in the coordinated entry program and held a grand opening of our STEAM lab.

This logo is the representation of what we want to be, now and into the future.

You’re invited to these Third Street Alliance Events

Nov. 26
Gingerbread House Contest
How off your Gingerbread House building skills by entering TSA’s contest as an individual, family or business. Winners will be decided by a People’s Choice Vote. More information can be found on the website.

Nov 22–27
MOD Pizza fundraiser
Have dinner at MOD Pizza on Freemansburg Avenue and raise money for Third Street Alliance! One dollar of every pizza sold during the week will be donated to TSA.

Dec. 17
Barnes & Noble Fundraiser
Join us at Barnes & Noble, get some Holiday shopping taken care of and help Third Street Alliance. Ten percent of sales with special coupons will be donated to Third Street Alliance.

For more event information, visit www.thirdstreetalliance.org/events