



41 North Third Street, Easton, PA 18042
(610) 258-6271

2013
Annual
Report

Providing sustainable services that counter the economic, social, and educational setbacks faced by families in the Lehigh Valley.

Third Street Alliance for Women and Children

Message from the President...

Dear Friends and Neighbors,

For almost two decades, Third Street Alliance has been a wonderful place to make friends and 2013 was no exception.

This past year, 167 students of The Learning Center had the opportunity to make friends in their individual classroom, in other classrooms as they worked on cooperative play and with the “grandpas and grandmas” in the adult day services program. Children make friends quickly. They know that by sticking together they can get more of what they need and want and they can have a lot more fun! They know that being a friend to someone means that that person will be at your side when you need help or a bit of love. Watching a pre-school child run back into the Sharing the Caring room to give their “Grannie Helen” they just visited a kiss good-bye is a great example of how willing they are to be friends.

The 31 seniors in Sharing the Caring who came for socialization and memory preservation each day had the opportunity to interact with others who were experiencing the same kinds of discomfort of losing precious memories. These new friends can be patient with them, understanding their fears and anxiety as no one else can. They know that similar experiences can produce a bond like no other; one that, although it may appear to fade with time, can be paradoxically stronger than any other left to them. Because of our program, the additional 43 caregivers who provide loving care at home were freed up to continue, renew or develop their own friendships which helped to relieve the stress of caring for a dementia patient.

In the Shelter, 71 adults and 96 children were given the opportunity to enjoy a communal living experience that enabled them to take part in all the programs of the Alliance that are open to the public. They were able to play, learn and work with community members from all over the Easton area. Opportunities ranged from childcare to Tae Kwon Do enrollments; from Recovery groups to Lafayette-student-prepared meals; volunteering experiences with Main Street Initiative and Peaceable Kingdom. They have learned that friends can come from all walks of life if you are open-minded and a little brave. Many of the friendships forged in the misfortunes bringing them to the shelter have been carried forward as new friends that have helped the families move into their own or adjacent neighborhoods.

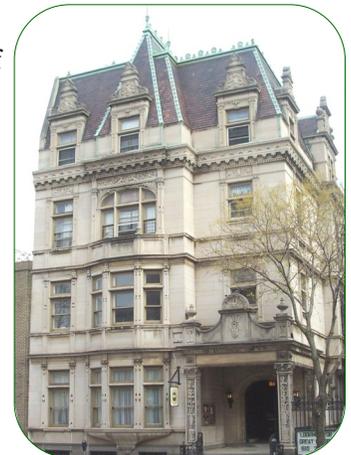
With the addition of 10 new Board members, 8 new staff and many, many new volunteers, opportunities to find friends among those with whom we work in these programs have multiplied because we know that being a part of something as vital as the work of Third Street Alliance brings joy, comfort and a sense of dedication and fulfillment.

However, none of these friendships would exist but for the friends we have made in our community; our supporters, those who do product drives for us – diapers, towels, body lotion, those who help chaperone our day trips, those who bring us music, those who remember us in their estate planning, those who support our fundraisers, and those who share a smile.

In the words of singer/songwriter Andrew Gold: “Thank you for being a friend.”

With gratitude,

Jacqueline Matthews, 2014 Board President





SHARING THE CARING ~ Alex is a 72-year-old former Marine who was cared for by his wife at home due dementia. His wife was very frustrated with Alex's behaviors and overwhelmed by the responsibilities that she now dealt with but felt very uncertain she would be able to get her husband to go to the center. She asked that Alex participate only one day a week and she struggled to

get him up, dressed and out the door. A Sharing the Caring staff member began to call him, inviting him to come and reminding him of the activities planned. Though he did not want to listen to his wife, he did not want to disappoint the staff.

Staff members put a lot of effort into making Alex excited about attending the program. He initially wanted to sit by himself and had no interest in being involved with other activities or his peers. Anytime Alex did not want to do something, staff members would tell him "you are a Marine and you are able to do any project." He is very proud of hearing what he has done in his past life and the staff utilizes that information to encourage him to be active and social within the center.

Over the next couple of months Alex became very relaxed while at the center, started initiating conversations and really looked forward to the visits by the children from the daycare center. He loves to be helpful and is always the first person to ask if he can help someone do something.

Over a period of a few months, Alex's wife often expressed how she feels more relaxed when doing the things she likes. As a result of Alex doing so well at the center and her trust that he is happy and well cared for, she has increased his attendance from one day a week to three days a week which in turn, increases Alex's interest in life.

THE LEARNING CENTER ~ Jennifer is in our Preschool class, and a short visit with her would tell you that she is a very bright child. The concern with Jennifer was how she handled not getting her way. These situations often ended in screaming, furniture being turned over, and physical actions towards adults. A simple solution would be for the center to dismiss her, but our job is much bigger than simply tending to well-behaved children. The first step was to get the teacher, parents, and director together. There were discussions of issues and possible strategies. As is often the case parents were hesitant to take an active role, seeing this issue as an "at school problem." Behavior problems continued.

The second phase of this process went into motion when the parents realized that this behavior would not change under the status quo. The team was expanded to include a Social Work intern and partners from an outside agency. A plan was put in place in the classroom, support was provided from the partner agency, and a set of rules and consequences were established in the home. Having routines in the classroom and at home, Jennifer began to be aware of the consequences of her actions.

Today Jennifer still has her good days and bad days, just like the rest of us. The big change, however, is in the limited frequency of those bad days. This progress would not have been made without the help of the entire team. Teachers, administrators, interns, community partners, and most importantly parents all played key roles in this transformation. Without any one of these pieces we would not have been successful, and that community building is



RESIDENT HOUSING ~ Cindy worked part time at a local store and attended Northampton Community College as a Culinary Arts Major. She came to the shelter because she had been evicted. Her lack of housing had forced Cindy to send her daughter to North Carolina to live with family and she desperately wanted to reunite with her by the end of the school year. Cindy was determined to rebuild her life after serving five years in a Virginia prison on felony drug charges.

Within a few weeks of entering the program, she obtained work at a local restaurant and a banquet facility. After a month, Cindy announced that she had found an apartment and she moved out. Six months later, the shelter director received a note written on a scrap of paper, "Hi, Paula, Never got to thank you. You saved my life! Thanks, Cindy"



The community's support makes a difference in all that we do!

Third Street Alliance is grateful to all of its donors and volunteers, and especially recognizes the "A-List" contributors who have made gifts and pledges of \$1,000 or more for 2012-2013.



Third Street Alliance for Women and Children

"A-List" Individuals & Groups

- | | |
|--------------------------------------|-------------------------------------|
| Anonymous Friends | Knights of Columbus #345, Easton |
| Bobbye Acopian | Julie LaBella |
| American Legion Brown & Lynch Post 9 | Richard Master |
| Mr. & Mrs. Kevin Blease | Jacqueline Matthews & Walter Toomes |
| Mark Lutz/Charity Golf Classic | Judy & Jim Matthewson |
| Deborah Coleman | William Miles |
| College Hill Presbyterian Church | Philip & Linda Mitman |
| James Deutsch | Carolyn & Steven Moyer |
| Embers & Emeralds | Mr. & Mrs. George Naumann |
| Mr. & Mrs. L. Anderson Daub | Kelly Clifford Rambo |
| Mr. & Mrs. William John Daub, III | Mr. & Mrs. Scott R. Sargent |
| Mary Ann Dwyer | Patricia Smiley & William Miles |
| Mr. & Mrs. Harold Ealer | St. Andrew's Lutheran Church Women |
| Elaine Emerick | The Couturiere Workshop |
| Paul Felder | David Veshosky & Kathleen Clayton |
| Rebecca & George Gelles | Gary Viola |
| Jeremy Hylton & Tara Gilligan | Mr. & Mrs. Bruce Waldman |
| George School | Joyce & Lloyd Welken |
| Andree Johnson | |

"A-List" Companies & Foundations

- | | |
|------------------------------|---|
| Air Products and Chemicals | Keystone Nazareth Charitable Fdtn. |
| Bastian Fdtn. | Louise Moore Pine Charitable Trust |
| Brown & Brown Insurance | M&T Bank |
| Brown-Daub Auto Dealerships | Charitable Fdtn. McLean Packaging Corp. |
| Brown-Daub Fdtn. | MCS Industries |
| BSI Corporate Benefits LLC | Merchants Bank |
| Church & Dwight | PNC Bank |
| Employee Giving Fund | Rider-Pool Fdtn. |
| Crayola | Sam's Club/Wal-Mart |
| Easton Hospital | The Shafer Family Fdtn. |
| George & Claire Coffin Trust | Sovereign Bank |
| Leona Gruber Trust | Fdtn. |
| Guardian Life Insurance | The Century Fund |
| Highmark Blue Shield | The Reidler Foundation |
| Hindle Power, Inc. | The Will R. Beitel Children's |
| Iron Pigs Charities | Community Fdtn. |
| Jeff Dailey Memorial Fdtn. | Target Corp. |
| Just Born | Tioga Foundation |
| | Two Rivers Health |

Community & Business Volunteer Groups

- | | |
|---|------------------------|
| Lafayette College Students | Guardian Insurance |
| Embers & Emeralds Dance Troupe | Easton Sewing Club |
| Engineers Without Borders | Josh Early Candies |
| Faith Lutheran Church/Easton | EPS Financial Company |
| Junior League of the Lehigh Valley | Palmer Moravian Church |
| Break Free Dance Studio | Paper Bag Child |
| American Legion Brown & Lynch Post 9 | |
| First Presbyterian Churches of Easton & Allentown | |

Third Street Alliance thanks all those community groups and businesses who conducted collection drives to respond to needs on our program "Wish Lists."

2013

Fundraising Events

- * 17th Annual Bistro
- * Highmark Walk for Healthy Communities
- * Financial Community's Fight Against Homelessness 5K, Bowling and Golf Outings
- * 18th Annual Charity Golf Classic at Southmoore Golf Club

Financial Statement

Operating Revenue

Program Fees	\$ 246,314.68
United Way	\$ 138,813.96
Grants & Contracts	\$ 656,786.54
Contributions	\$ 141,700.02
Special Events	\$ 41,977.81
Bequests*	\$ 75,000.00
Rental Income	\$ 11,748.50
Investment	\$ 113,747.28

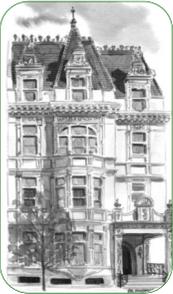
Total Revenue \$ 1,426,088.79

**Restricted-Endowment
Audited as of 4/15/2014*

Operating Expenses

Salaries	\$ 957,347.04
Program Expenses	\$ 156,378.37
Professional Fees	\$ 9,489.68
Occupancy	\$ 51,875.23
Operations	\$ 19,987.55
Insurances	\$ 19,473.00
Equipment/Repairs	\$ 8,259.71
Investment Fees	\$ 14,436.68
Window Project	\$ 100,441.60
Total Expenses	\$ 1,337,688.88

In addition to the volunteer groups, the Alliance thanks the 46 individual volunteers who gave more than 434 hours of service in 2013, which equates to a contributed value of \$9,456.86, per the standards of the Independent Sector.



Third Street Alliance for Women and Children

41 North Third Street
Easton, PA 18042

Phone: (610) 258-6271
FAX: (610) 258-2112

MANSION WITH A MISSION

The mission of Third Street Alliance for Women and Children is to maintain human dignity and cultivate self-respect by providing sustainable services that counter the economic, social, and educational setbacks faced by families in the Lehigh Valley. Our historic buildings enhance the character and quality of our programs: shelter for homeless families; accredited child care; and daytime programs for seniors with special needs.

www.ThirdStreetAlliance.org



www.FaceBook.com/ThirdStreetAlliance

Third Street Alliance

Staff:

Judy Matthewson
Executive Director
Judy Walters
Director of Finance
Brooke Mitman
Director of Development
Michael Seip, Sr.
Director of Operations
Paula Panovec
Director of Resident Housing
Ed Bianchi, Jr.
Director of The Learning Center



2014 Board of Directors:

Jacqueline Matthews ~ President
Lehigh University
John Kintzer ~ Treasurer
M & T Bank
David Veshosky ~ Past President
Lafayette College
Ken Barreto
Paul Felder
Donna Genay
Joseph Genay
Kelly Hart
Brad Mease
John O'Keeffe
Faith Proctor
Beth Seetch
Wendi Sorum
Marcia Theadford
Joyce Welken

Eleanor Breslin ~ Vice President
Meshkov & Breslin, LLC.
Catherine Curcio ~ Secretary
Norris, McLaughlin & Marcus, PA



A copy of the official registration and financial information for Third Street Alliance may be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. Registration does not imply endorsement. (Fed. ID # 24-0795639)