



**ANNUAL
REPORT
2020/2021**

Your generosity has helped Schuylkill County's VISION create and facilitate effective, focused projects and public and private coalitions to address Schuylkill County issues that affect our daily quality of life.



2020/2021 STRATEGIC PLAN: 4 GOALS

Goal 1: Develop relationships and partnerships to serve and meet the needs of our community.

Goal 2: Select a wide-range of diverse projects that improve the quality of life in Schuylkill County.

Goal 3: Create a unified communications strategy that conveys clear, targeted information to various audiences.

Goal 4: Continuously improve processes, partnerships, and policies to ensure intentionality and purposefulness.

For more information and specifics on initiatives please visit www.schuylkillvision.com



POWER OF PARTNERSHIP

VISION partners with organizations across the county to provide presentations, activities, education, and program facilitation in the areas of quality of life, health and wellness, arts and culture, and the importance of community.

Key projects this year included:

Opioid Response Committee: St. Luke's University Health Network

Project to reduce morbidity and mortality associated with opioid use disorder (OUD) and substance abuse disorder (SUD) in the high-risk community by strengthening the organizational and infrastructural capacity through a multi-sector consortium.

Healthy Schuylkill Communities: Lehigh Valley Health Network

Programs focus on improving community health with projects that come from the communities.

Don't Text and Drive Campaign: Clinical Outcomes Group, Inc

Anti texting and driving campaign conducted during at high school football season and on social media

Schuylkill County Youth Summit: Schuylkill County Commissioners and business sponsors

Engage, equip, and support our youth to create a great future for Schuylkill County

Schuylkill Resiliency Project: Schuylkill County Mental Health and Developmental Services and Drug & Alcohol Programs

Schuylkill on the Move: Schuylkill Conservation District, Explore Schuylkill, Schuylkill Conservancy, Schuylkill County Historical Society, and Schuylkill Hikes.

Mission to bring those together interested in promoting health and fitness through walking. Includes volunteer led hikes and PA WalkWorks.



Eat Smart, Move More...
Maintain, don't gain!

HOLIDAY Challenge

(For the Workplace)



<https://www.schuylkillvision.com/holiday-challenge.html>



Texting
your
life
away...
just
got
real

"I have no problem
texting while
driving, but I won't
text while walking
down stairs. That's
dangerous."



HIGHWAY
SAFETY
NETWORK



BEING SOCIAL

The 2020/2021 year continued to test our abilities to adjust to pandemic uncertainties. Relying on social media and a purchased GooseChase virtual scavenger hunt app license kept us engaged with communities. GooseChase enabled us to offer monthly scavenger hunts that had participants moving, learning, and connecting.

Can now find us on Facebook, Instagram, Twitter, Pinterest and LinkedIn!



MOBILIZERS: FISCAL SPONSORSHIP

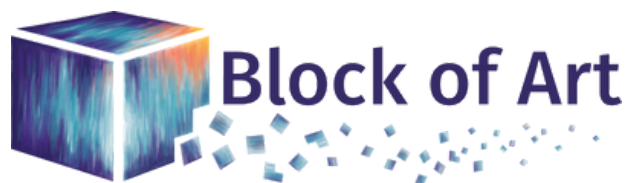
VISION provides tax exempt, nonprofit corporation status that provides infrastructure and the ability to receive and disburse funds for programs that may or may not be incorporated. VISION provides these services to projects in the areas of: Quality of Life, Health and Wellness, Arts and Culture, Economic Growth, and Importance of Community.

Current Fiscal Sponsorship Projects include:

Block of Art is an inclusive arts organization that holds an annual spring arts festival in downtown Pottsville and works with artists and art organizations on community arts events and projects throughout the year in Schuylkill County.

Suicide Prevention Task Force is a committee with a mission to prevent suicide through public education and awareness, community action and local grassroots advocacy.

More information about these projects and the Fiscal Sponsorship program can be found at www.schuylkillvision.com/fiscal-sponsorship.html



BOARDS AND COMMITTEES

To align with our mission and best serve Schuylkill County, VISION staff dedicates time to organizations across Schuylkill County.

Schuylkill River Greenways, Board of Directors
Schuylkill County Visitors Bureau, Board of Directors
Walk In Art Center, Board of Directors
Schuylkill Prevention Partnership, Member
Schuylkill Immunization Coalition, Member
Luzerne/Schuylkill Workforce Development Board, Youth Committee Member
Schuylkill Chamber of Commerce Non Profit Committee, Member
Get Outdoors PA, Community Partner
PA Recreation and Parks Society, Member
PA WalkWorks, Affiliate Partner
Local Emergency Planning Committee, Member
Community Organizations Active in Disaster, Member
Voluntary Organizations Against Disaster, Member



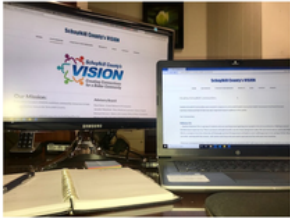
FUNDRAISING

2020/2021 demonstrated the resilience of our organization and supporters. We are humbled by the support of our primary fundraisers:

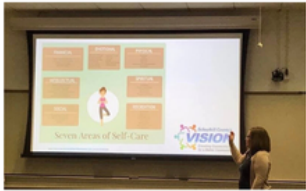
Halloween Hustle 5k

VISION of Beauty

Schuykill Gives



**What
Giving
Gets**



<https://www.schuykillgives.com/organizations/schuykill-county-s-vision>



2020/2021 EVENT SPONSORS

Schuylkill County's VISION's work is made possible through grants, donations and sponsorships. 2020\2021 biggest sponsored events included our annual Spooky Schuylkill 5k, Healthy Schuylkill Summer, and Schuylkill County Technical Assistance Center for Nonprofits.

Capital Blue
Explore Schuylkill
M&T Charitable Foundation
Evans Delivery Company, Inc.
Hidden River Credit Union
Boyers Food Markets
Wegmans
Schuylkill Area Community
Foundation
Hess Catering

Hydro
Lehigh Valley Health Network
Riverview Bank
Pottsville Business Association
The Seltzer Group
Schuylkill Conservation District
Schuylkill River Greenways
Gym Jam



2020-2021 STAFF

Mandy Fitzpatrick, Executive Director

2020-2021 BOARD OF DIRECTORS

Rebecca Netznik- Chair - Salvation Army Service Extension
Jennifer Stehman, Vice-Chair - St Luke's University Health Network
Mary Ann Woodward- Treasurer - Riverview Bank
Marybeth Matz- Secretary - Public Member
Gina Gargano - Schuylkill County Visitors' Bureau
Rubina Tareen - Islamic Society of Schuylkill County
Gary Hess - Hess Catering/ Schuylkill County Commissioner
Bill Reppy - Lehigh Valley Health Network-Schuylkill
Helen (Wendi) Wheeler - Justi Group, Inc.
Tiffany Cresswell-Yeager - Gwynedd Mercy College
Darcy Medica - Penn State University Schuylkill
Susan Williams - Cotts, Inc
Mary Strausser - Gym Jam Therapeutics
Renee Buchanan- Shenandoah Senior Living
John Murga - Hidden River Credit Union
Dan McGrory - Retired, public member
Michael Shaner - Hidden River Credit Union
Kathy Benyak - Berks Career and Technical Center
Jacqueline Buchanan - Shenandoah Valley School District - Student

2020-2021 ADVISORY BOARD

Tom Badger	Michael McCord
Ryan Bates	Jennifer Melochick
Robert Carl	Brock Stein
Micah Gursky	Gretchen Sterns
Tonya Hoppel	Julie Zangari
Kay Jones	Leah Zerbe
Mary Lusavage	

Letter from Executive Director



In January 2021, I accepted the role of Executive Director at VISION, a job challenged by a global pandemic that had me deep-dive into budgets and spending as well as try to provide quality services in a pretty much virtual realm. I came into the position with three primary goals:

- Increase income through fundraising and grants.

6 Month Update: In 2021 we cut some administration costs through price comparisons, cancellations of unused services, and utilizing nonprofit discounted/free services. We applied and qualified for PPP loan assistance from COVID relief funds. We also held several fundraisers including Schuylkill Gives, VISION of Beauty art raffle, Spooky Schuylkill 5k, and Wreaths Across America. We were awarded a mini-grant from Get Outdoors PA to create loanable backpacks available at participating libraries and the VISION office.

- Increase awareness of VISION and its mission through emails, social media, speaking engagements, and networking.

6 Month Update: During a time when in-person interactions were limited we worked hard to promote VISION and our projects through this e-newsletter, social media posts, and our GooseChase Scavenger Hunt. I kicked the year off with a Self Care webinar through Downtown Shenandoah Incorporated and also presented on walking partnerships for the Pennsylvania Nutrition Educator Network's Annual Virtual Meeting and PA WalkWorks affiliate member monthly meeting. VISION is also a member of Schuylkill County Chamber of Commerce, Greater Schuylkill Haven Area Business Association, Explore Schuylkill, Get Outdoors PA, PA WalkWorks Affiliate, and PA Recreation and Parks Society.

- Align VISION programs and projects with vision and mission to better operate and seek funds for identified projects and programs.

6 Month Update: VISION's mission is to mobilize community resources to create a better Schuylkill County. This is to be accomplished through building effective collaborations, coordinating community assets, finding resources to support the work of the collaboration, and communicating progress to the community. The best way I can put it is we may not be the community resource but we will work to connect communities and partners with the proper resources and agencies. What will that look like? Example 1: If a community wants to create a community garden. VISION will not build or own the garden but will assist in connecting the community with their local officials, funding opportunities, and resources to assist the community in creating a garden. Example 2: Nonprofits are interested in trainings about board member recruitment. VISION staff will not present on the topic but will assist in securing an expert presenter, training location, and training logistics.

VISION's key programs and projects include Healthy Schuylkill Communities, Youth Summit, Distracted Driving Campaign, Fiscal Sponsorship, and Schuylkill on the Move. Coming in 2022 we will be launching our newest project; Schuylkill County Technical Assistance Center for Nonprofits!

2021 was a year of transition and a lot of looking at VISION's operations, budget, projects, and overall mission. I look forward to my continued work to streamline processes, reduce expenses, increase partnerships, provide valuable resources, and build a better Schuylkill County.

Here's to 2022!

Mandy Fitzpatrick, Executive Director

CREATING CONNECTIONS

Our mission is to mobilize community resources to help create a better future for Schuylkill County.

Schuylkill County's VISION does this by building effective collaborations, coordinating community assets, finding resources to support the work of the collaboration, and communicating progress to the community.



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