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## **Mount Carmel Area Community Center: Plan of Action**

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# P L A N O F A C T I O N

MANAGING FOR SUSTAINABILITY 400

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## BACKGROUND

### MEET THE TEAM

#### STUDENT CONSULTANTS



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#### DESCRIPTION

This project took place through Bucknell University's Managing for Sustainability (MSUS) 400 course, "Management Consulting" which provides students with the opportunity to serve as external consultants for local nonprofit clients. Through this course, Drew, Lucy, Jennifer, Ruby, Sam, and Elizabeth were able to participate in hands-on, experiential learning in which they were able to take their skills out of the classroom and apply them to serve their local client.

#### THANK YOU

We want to thank our key clients and contacts at MCACC; we could not have made it to this point without the cooperation and support of Jake Betz, Cathy Besser, and Judy Polites. Your commitment and passion for the revitalization of MCACC permeated through every meeting we had together and inspired us. We additionally would like to thank all of the stakeholders

from Bucknell, the Mount Carmel community and beyond for providing us with crucial insights that helped form this report. Finally, we would like to thank our advisor and professor, Eric Martin, for his encouragement, support, and guidance throughout our entire project. We hope our project will serve as a first step towards making the MCACC dream a reality.

## PLAN OF ACTION PURPOSE

The purpose of this document is to provide a comprehensive Plan of Action for the Mount Carmel Area Community Center Board of Directors. This plan is designed as a strategic plan, grant application, and general information manual hybrid for the Center. As the Board finalizes the closing on the Phillips Mansion, the new Center's home, it will be necessary for MCACC to take action in four major areas: building facilities, grant and funding opportunities, creation of partnerships, and potential programming.

This document first outlines the projects needed for building and facility renovations. Additionally, the renovations section highlights projects that occur with and without external professional assistance. Tasks are then broken down into urgency levels, so the MCACC Board is able to prioritize tasks. This section then transitions to address how these projects, programming, and partnerships will arise from funding.

After meeting with local experts, we compiled interviews regarding partnerships from businesses, town alumni, foundations, nonprofits, and local government. We researched Grants and possible partnerships and suggestion contacts for the Board to connect with in the future. This section also provides a space for the Board to brainstorm other contacts that can support Mount Carmel's development and a resource of grant writing tips.

Within our programming section, we outlined potential ideas based on best practice research, combined with your hopes and dreams. Additionally, the section outlines potential partners, and correlates grants that would fund the programs. The programming section is important even for the early phases of MCACC, because when applying to grants, by showing a carefully articulated plan of programming, this will positively position MCACC for getting grants.

The final section outlines the importance of partnerships. While MCACC already has a plethora of stakeholders eager to get involved with the Center, the Board will need to foster and cultivate these opportunities.

This document is meant to be used as a starting point for MCACC to gain strategic direction during their developmental origin period. The contents of this Plan of Action should be interpreted as strategic suggestions and are a product of the work of six Freeman College of Management students at Bucknell University.

## HISTORY, DEMOGRAPHICS, AND COMMUNITY NEEDS

*"The coal region is made up of resilient people."*

*Betsy Kramer, Revitalization Coordinator SEDA-COG*

Mount Carmel is a small community located in central Pennsylvania's Coal Region. In the late-19th century and into the mid-20th century, the town boomed with prosperity and growth. However, since the collapse of the coal industry, Mount Carmel experienced a steady economic decline. Today many of the community's needs stem from this economic recession. Mount Carmel struggles with unemployment, stagnation, business closure, the opioid epidemic, and a general lack of community involvement. Mount Carmel is a majority white demographic with a small Hispanic population as well. There are many cases of younger

Mount Carmel locals leaving for better opportunities, which creates a large elderly population as the core of the town.

Additionally, the town is concerned with the disengaged youth and the lack of resources and safe outlets that young teenagers have. Many community members speak of a need to revitalize the town's charm and reinvigorate community pride. With new people coming into the city for the cheap living options, some locals whose families have grown up in Mount Carmel for generations are worried that the town's history and legacy will be lost. MCACC is the most significant initiative yet aimed, in part, to address these concerns. The Mount Carmel Community Center will be at the core of the town's revitalization plans. Programs focused on youth will draw more teens into the space and create impactful change in their lives. Other groups like elderly walking groups, book clubs, recreation logistical programs, cultural events, academic and personal development programs, and more have the potential to produce a lasting sense of community in the town.

## **BUCKNELL RELATIONSHIP**

*This material is drawn from Field Station Mines Mount Carmel's Potential –Betz, Boyd, Martin*

The initial relationship between Bucknell and Mount Carmel originated around 2010 by four university professors. Carl Milofksy (Sociology), Ben Marsh (Geography), Neil Boyd (MSUS), Eric Martin (MSUS), and Shauna Barnhart [Bucknell's Center for Sustainability and the Environment (BCSE)] served as the initial stakeholders between the two enterprises. Bucknell's goal was to 'build bridges' between the greater community area and the university's students. Ultimately, the Coal Region Field Station (CRFS) was created, which served as the first significant link between the coal townships, particularly Mount Carmel, and Bucknell University. This station would provide an endless opportunity for experiential learning for Bucknell students, faculty, and community partners. The CRFS is housed in Bucknell's Center for Sustainability and the Environment as part of the broader work related to sustainable communities through the Place Studies program.

For over five years, Bucknell University has provided active service work in the Mount Carmel area just forty miles south of Lewisburg, PA. Over 300 students across all three colleges (Management, Arts & Sciences, Engineering) have participated in completing 55 projects aimed at serving the coal region. In particular, Professor Eric Martin and Neil Boyd's MSUS 400 course (the two professors alternate teaching this course from semester to semester) have consistently formed small teams of external student consultants to assist with different Mount Carmel projects. Within the past three years, MSUS 400 projects have completed projects in partnership with the Mount Carmel Citizens Recreation Committee, Mount Carmel Diversity Initiative, and Mount Carmel Area Public Library. This semester, we began a new initiative with MCACC that we hope to see progress in the years ahead.

## **PURPOSE OF THE CENTER**

The purpose of the Mount Carmel Area Community Center lies in the commitment to establish a space where all community members feel welcomed, heard, and safe. The Center will represent a cultural hub for all members of Mount Carmel and surrounding boroughs. It will seek to include programs and initiatives for all demographics and interests. The Center will encourage lifelong learning, particularly promoting intergenerational connections and relationships. The overarching purpose of MCACC is to eventually have resources that address any person's needs around community building, personal growth, financial literacy, entertainment, mental and physical health, and educational services.

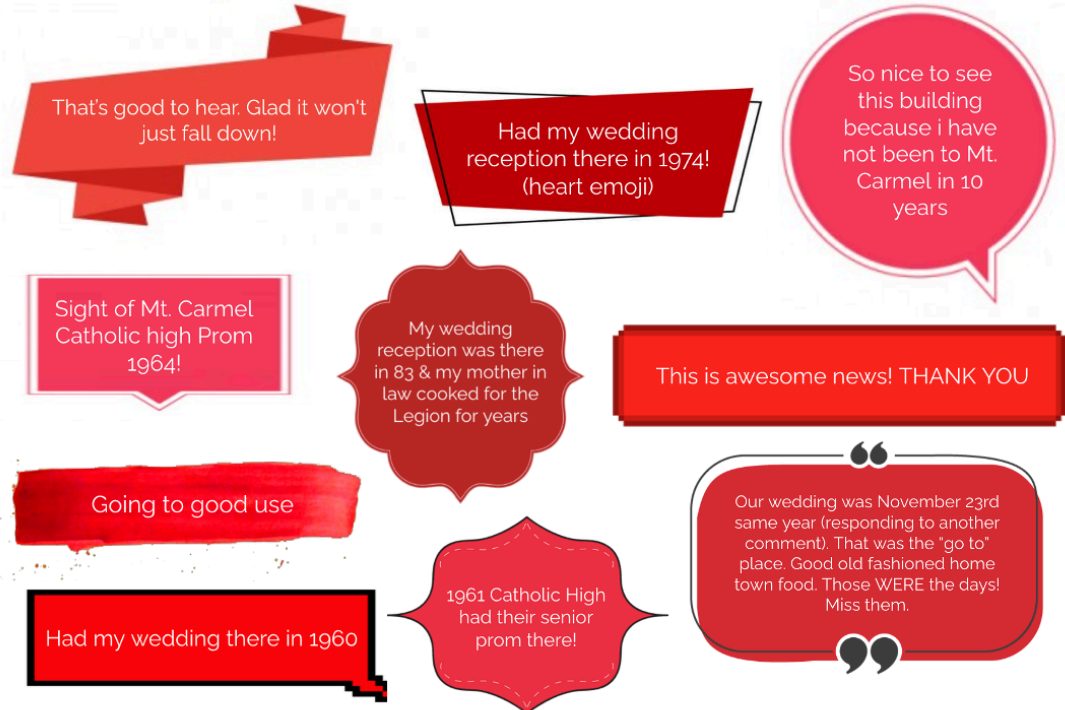


**LEGACY AND INTENDED IMPACT OF THE CENTER**

*Legacy of the Phillips Mansion*

Mount Carmel is a historic town, and its charming and meaningful that the Center will take its new home in the extraordinary Philips Mansion. The Phillips Mansion was built by W.A Philips in 1905 and was later purchased by the American Legion organization. The building became a centerpiece of the town without ever actually representing it. Mount Carmel residents rented out the space for high school proms, weddings, funerals, and other events throughout the 20th century. The "grand old lady," as many refer to her, served as a hub for milestones in these residents' lives. Unfortunately, as the economic decline and stagnation hit Mount Carmel, the American Legion lacked the proper funding and effort to maintain the beauty it offered. Today the Phillips Mansion is in desperate need of a facelift. Fortunately, some tenacious and passionate members of Mount Carmel saw the potential for reinvigorating what the building could foster once again - community. MCACC is a celebration of the future and the past, and the building embodies this to the tee. Its Victorian framework represent the historical wealth that Mount Carmel used to embody, its chipping paint reveals the hard times the town has endured, and the imprints on the walls and the memories it holds commemorates the people- Mount Carmel locals and lovers- who celebrated milestones under its roof. Thus, this renovation project, detached from MCACC, is as much for the building as it is for the town. When the news about MCACC purchasing the building from the American Legion spread, Mount Carmel community members were ecstatic. On a Facebook page called "I Grew Up in Mount Carmel", active members started to post about what memories and celebrations they hosted in the grand old lady:

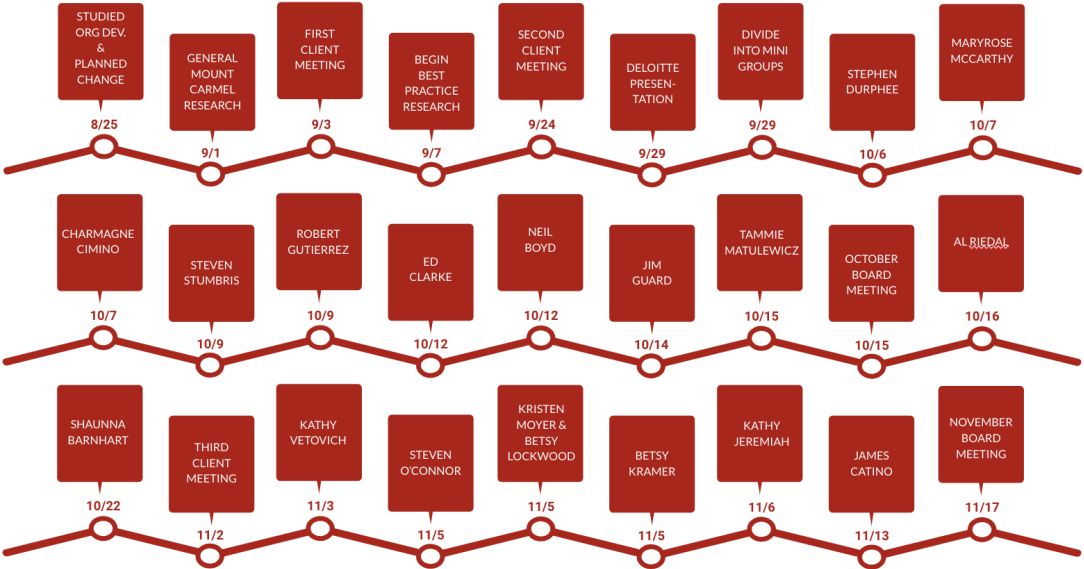
*Taken from the Mount Carmel Area Community Center Facebook page and interviews with Board members*



The news of the Phillips Mansion revival created much joy and nostalgia in former Mount Carmel residents. The Center should build on this legacy and enthusiasm to cultivate community support. Hopefully, the legacy and memories will live on through new proms and weddings hosted there in the future that more Mount Carmel area residents will remember forever.

## PROJECT METHODS

### TIMELINE OF OPERATIONS



### FOCUS AREAS

The first step in our project was research. Before meeting with Jake, Judy, or Cathy, our team developed a base level of knowledge by reading past MSUS 400 reports related to Mount Carmel, researching the area and general statistics and demographics, and thus forming a cohesive image of Mount Carmel’s strengths and weaknesses.

After substantial research, our team reported back to Jake, Judy, Kathy and Professor Martin, to convey our findings and gain feedback. From there, we refined our research strategies and continued to build upon the idea of the Center. Next, our team joined several Mount Carmel community Facebook groups to understand the community better. We then used this data to better understand the Center's development trajectory with the specific needs in mind.

As we continued our research, the team decided to split into teams of two, with each group focusing on one particular area. Sam and Ruby were in charge of fundraising and grant research. Elizabeth and Lucy were in charge of stakeholder and Board-related research. Jennie and Drew were in charge of building needs and programming opportunities research. Once divided into these subgroups, the teams conducted best practice research, and set up stakeholder interviews.

With specialized areas of research, each team member was able to contribute valuable work that would positively impact MCACC in the long run. Once our stakeholder interviews were completed, we dissolved the subgroups and came back together as a team of 6. Together,

we summarized and highlighted the key findings from all interviews and compiled the takeaways into the Plan of Action document. Most importantly, after each stakeholder interview, we were connected to even more stakeholders to interview, thus able to grow the stakeholder list and continue our research process.

## PEOPLE WE INTERVIEWED

1	Cathy Besser, <i>President MCACC, MCDI President, Mount Carmel Area Historical Society</i>
2	Tammie Matulewicz, <i>VP of MCACC, Retired Nurse</i>
3	Jake Betz, <i>Secretary of MCACC, Kaupas Center Director, Mount Carmel Library Board</i>
4	Judy Polites, <i>Treasurer of MCACC, MCDI Treasurer</i>
5	Al Riedel, <i>Board Member MCACC, Architectural Designer</i>
6	Charmagne Cimino, <i>Board Member MCACC, Former Member of Borough Council</i>
7	Betsy Kramer, <i>Revitalization Coordinator SEDA-Council of Governments</i>
8	Jim Gard, <i>Board Member MCACC, Teacher at Parkland School</i>
9	Kristen Moyer, <i>Community Relations Director at SEDA-Council of Governments</i>
10	Steven Stumbris, <i>Director of Bucknell Small Business Development Center</i>
11	Robert Gutierrez, <i>Executive Director for Bucknell Office of Sponsored Projects</i>
12	Ed Clarke, <i>Corporate &amp; Foundation Relations for Bucknell Office of Sponsored Projects</i>
13	Steven Durfee, <i>Bucknell Campus Energy Manager, MSUS 400 Alumnae</i>
14	Neil Boyd, <i>Professor of Management Freeman College of Management - Bucknell (MSUS)</i>
15	Eric Martin, <i>Professor of Management Freeman College of Management - Bucknell (MSUS)</i>
16	Maryrose McCarthy, <i>MCACC Board, Chief Clerk to Northumberland County Commissioner</i>
17	James Catino, <i>Administrative Director Northumberland County Career &amp; Technology Center</i>
18	Kathy Jeremiah, <i>Grants Manager and Anthracite Outdoor Adventure Area Project Coordinator at Northumberland County</i>
19	Shaunna Barnhart, <i>Place Studies Program Director for Bucknell Center for Sustainability and the Environment</i>
20	Steven O'Conner, <i>Professor of Management Freeman College of Management - Bucknell (Real-Estate)</i>
21	Kathy Vetovich, <i>President of Shamokin Area Businesses for Economic Revitalization (SABER), Founder of Future Leaders and Achievers of Greater Shamokin (FLAGS)</i>
22	Betsy Lockwood, <i>Project Development/Grants Manager PREP Regional Coordinator Economic Development SEDA-Council of Governments</i>

## INTERVIEW QUESTIONS

### Elizabeth and Lucy: The Board

- What do you think the other neighboring municipalities think about the Center?
- What do you think the best way is to get word out about the Center? (Facebook, Newspaper?)
- What is the relationship like with the local government? How do you expect to gain more support from town council and town manager?
- Who is opposed to the idea of MCACC and why?
- How will MCACC differ from other community organizations like the Library, or MCDI?

- What is the best way you think we could build up support and enthusiasm for MCACC and its potential?

**Sam and Ruby: External Stakeholders**

- What grants and foundation applications should we be focusing on?
- Given today’s times, how do recommend for MCACC to fund itself?
- Advice on building MCACC’s reputation with the community
- What organizations do you and do you not recommend and working with?
- What gaps have you seen in the offerings of local nonprofits?
- How have you increased community engagement without promising?
- Advice for empowering communities?

**Jennie and Drew: Neil Boyd, Stephen Durphee, Stephen O’Connor**

- What do we need to do in order to get the building open as early as possible? What would the facility need to be up to code?
- What are the ‘order of operations’ of things that need to be addressed?

**COMMUNITY NEEDS MAP**



**THE BOARD**

**MEET THE BOARD**

The Board of MCACC is composed of nine dedicated individuals committed to the revitalization efforts within the Mount Carmel community. They each possess specific skills and backgrounds that contribute to the renewal of the Phillips mansion and the celebration of the Mount Carmel community. Their efforts to restore the mansion and establish a community hub furnished with programs and city charm are inspiring and motivating for people across the Susquehanna Valley.



**Cathy  
Besser**

**Position:** President of MCACC  
**Email:** [academycb@outlook.com](mailto:academycb@outlook.com)  
**Phone:** 570-556-9851

Cathy is at the center of Mount Carmel's revitalization efforts. In addition to taking on the President's role of MCACC she is also involved in the Historical Society and MCDI's, in addition to owning the Academy Sports Center. Cathy is a tenacious woman with an undeniable commitment to Mount Carmel community.



**Jake Betz**

**Position:** Secretary  
**Email:** [kaupascenterdrc@ptd.net](mailto:kaupascenterdrc@ptd.net)  
**Phone:** 570-205-2970

Jake is the beating heart of Mount Carmel Community. In addition to being the Director or the Kaupas Center, he is part of MCDI and now the secretary for MCACC. His involvement in town programs is a never-ending list. He has been a key partner for Bucknell University and continues to bleed passion and commitment for the opportunity to refresh and celebrate all that Mount Carmel has to offer. Without his dedication and optimism MCACC would have remained a pipe dream.



**Judy  
Polites**

**Position:** Treasurer  
**Email:** [judy.polites@gmail.com](mailto:judy.polites@gmail.com)  
**Phone:** 570-490-2081

Judy is "the brains of the operation." As the treasurer and local she understands the community financially, socially, and culturally. She has experience in the development of other initiatives like the Community Garden which makes her expertise valuable to continued planning.



**Tammie  
Matulewicz**

**Position:** VP  
**Phone:** 570-205-8929

As a retired nurse, Tammie chose to be part of the to give back to the Community. She loves the idea of bringing intergenerational collaboration to life and believes that MCACC has the ability to do that.



**Al Riedel**

**Position:** Creative Design Director  
**Email:** [ardesign2@yahoo.com](mailto:ardesign2@yahoo.com)

Al is a retired graphic designer known for his free hand ability. Al grew up in Mount Carmel and he used to walk by the Phillips Mansion as a child and marvel at its beautiful Victorian architecture. He joined the Board with the intent to revitalize and maintain the historical integrity and beauty of the building. He has designed the artwork and branding for MCACC which will be the centerpiece of the Center's marketing and a celebration of the building's beauty.



**Amy  
Watkins**

**Position:** General Member  
**Email:** [amywatkins2012@gmail.com](mailto:amywatkins2012@gmail.com)

Amy is an elementary school teacher in the Mount Carmel Area School District. Additionally, her brother is the President of the Mount Carmel Area Historical Society. Amy is particularly interested in preserving the historical aspects of the building and providing a home for the Historical Society. Amy also has insight on fundraising, in particularly local fundraising, and her son is a first-year at Bucknell University.



**Jim Gard**

**Position:** General Member

**Email:** [jgshs@gmail.com](mailto:jgshs@gmail.com)

Jim is a Mount Carmel enthusiast. Jim is currently a high school math teacher that lives in Florida but lived in Mount Carmel in his youth. His passion and love for the community brings him back every year so when the opportunity to join the Board came up, he jumped on it immediately. Jim is greatly connected to friends still in Mount Carmel. He additionally fosters relationships with individuals who have also moved away from Mount Carmel but look for ways to stay involved. Despite Jim's location, his passion and connections will help MCACC build traction in outside the community.



**Charmange  
Cimino**

**Position:** General Member

**Email:** [pcdcimino@verizon.net](mailto:pcdcimino@verizon.net)

Charmange is directly involved in all aspects of Mount Carmel and is excited to be part of an initiative that aims to celebrate the people of Mount Carmel and the surrounding municipalities. She is also married to Bing Cimino, the mayor of Mount Carmel.



**Maryrose  
McCarthy**

**Position:** General Member

**Email:** [maryrose.mccarthy@norrycopa.net](mailto:maryrose.mccarthy@norrycopa.net)

**Phone:** 570-651-5768

Maryrose works in social services and does not live in Mount Carmel, rather, she lives in Sunbury, PA. Her outside perspective and professional experience make her a valuable asset to the Board. She believes that MCACC can provide a safe haven for youth in and around Mount Carmel; her commitment to youth engagement will provide direction as MCACC programs begin to evolve.

## ROLES OF THE BOARD

A nonprofit Board has a lot of responsibility for they are working to sustain an organization that does not bring in profit automatically. Therefore, leadership, coordination, committees, and efficiency are key to sustaining a successful non-profit organization. In order to achieve this, it may be helpful to follow some best practices for nonprofits we've extracted from "Best Practices executive Director and Boards of Non-profit Organizations" that apply most accurately to MCACC:

### Board of Directors

- Board annually reviews the organization's mission and vision
- Board sets and monitors policies and attends to emerging policy issues
- Board reviews financial reports that are accurate, easy to understand and timely
- Board members actively solicit input from the communities and they represent
- Board produces an annual report to inform the public on their status
- The Board designs and implements process for hiring new Board members when necessary

### Financial Management

- Direct and indirect costs are monitored, including allocation of staff time to program, administration, evaluation, and fundraising activities
- A method is established for budget planning and monitoring at the program level
- A system exists that ensures the filing of all legal and financial documents and updating as required

- There is a fund development plan that ensures a diversified funding base

**Strategic planning**

- Board and staff members understand the organization’s mission
- Resources required for strategic planning are identified and managed appropriately
- Planning includes information regarding client and community needs and organization capacity

*Also taken from MSUS spring 2020 report*

**Suggestions for the near future:**

- Set clear expectations for Board members- make sure members know how much time they should spend working with MCACC
- Create committees within the Board- by giving individuals specific jobs and roles within the group more tasks will be completed on time, and fewer deliverables will fall through the cracks
  - Develop an orientation process for new Board members to catch them up with the goals, objectives and mission of the organization at that given time
- Board should have concrete goals and deliverables scheduled out in their monthly and yearly agendas to keep track of their progress
- Reach out to neighboring communities to join specific committees that the Board should develop (Mount Carmel Borough, Mount Carmel Township, Kulpmont, Marion Heights, Centralia.)
- Recruit new board member to increase diversity (age, race/ethnicity, etc.) among board members

**SUGGESTED COMMITTEES WITHIN THE ORGANIZATION**

Given that the MCACC Board of Directors is composed primarily of Mount Carmel residents, we recommend that the Board consider the idea of external committees composed of neighboring town representatives who could convey their communities' needs to ensure that MCACC will genuinely benefit the Mount Carmel Area as a whole. By recruiting members from different communities, you will gain diverse perspectives within various initiatives that revolve around MCACC's mission. Below we've outlined several vital committees that emulate the culture and priorities of utmost importance to the success of this project.

<p><b>Marketing/Public Relations Committee</b>                  The marketing and PR committee should be in charge of setting up the social media calendar, sending out announcements within Mount Carmel and Neighboring communities about upcoming events for MCACC, focus on engaging the community through PR</p>	<p><b>Nominating Committee</b>                  The nominating committee is composed of a handful of rational, well-spoken individuals who can speak on nominating community members to take on positions in the MCACC. Members of the nominating committee will be responsible for objectively suggesting potential new members for the Board.</p>
<p><b>Grant Writing Committee</b>                  To understand the grant writing process, the timeline for applications, and the necessary format needed to submit a grant, be the point people for organizing and submitting grant proposals on time</p>	<p><b>Diversity &amp; Inclusion Initiative Committee</b>                  Engage the community in diversity and inclusion events and programs, make sure this idea is consistently talked about when new programs are launched.</p>

**Community Funding and Events Committee**

To stay on top of planning events for community members, should be in constant contact with groups within Mount Carmel who want to use the space, create timelines for events (see community action days for planning examples)

**Renovation and Design Committee**

Be in charge of prioritizing renovations that are in line with the goals of MCACC, be in contact with contractors and volunteers needed to fix areas of the building

**VISION, MISSION, GOALS, OBJECTIVES**

One of the first steps in the strategic creation of an organization is developing a thorough and specific mission and vision statements and a list of goals and objectives. MCACC currently has a mission and vision statement, but no goal or objective statements. To differentiate and spark curiosity and hope within the Mount Carmel community, we believe that the current statements should be enhanced to explain how MCACC will impact community members' lives.

Through our best practice research, we have extensively researched what mission, vision, goal, and objective statements should explain about an organization and compile suggested phrasings for MCACC to use in the enhancement of their current statements. By enhancing MCACC's recent statements, the Center will be able to better position itself as an innovative and growth-oriented organization that aims to improve all community members' lives. The following analysis is a product of research conducted on +30 community centers.

**Current Statement Evaluation**

<p><b>Current Vision</b> "A safe and culturally sensitive educational environment for Mount Carmel area residents."</p>	<p><b>Ideas for Enhancement</b> Resource center, increase quality of life, revitalization, thriving culture and environment</p>
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**MSUS Recommendations**

- To encourage resilience, intergenerational lifelong learning, and increased quality of life for Mount Carmel Area residents.
- We aim to revitalize and unify the Mount Carmel Area residents through increased quality of life and intergenerational learning.
- To evolve into a space where all community members can access support, feel heard, and inspired.
- To encourage community engagement and support in a culturally safe and historically conscious space.
- We aim to revitalize and unify the Mount Carmel Area residents, with diverse backgrounds, through increased quality of life and intergenerational learning.

<p><b>Current Mission</b> "Providing opportunities to enrich lives and engage all generations in educational, recreational, and cultural activities."</p>	<p><b>Ideas for Enhancement</b> Support the community through services, emphasis on charm of a small town and strong community, use words like unity, hope, service, growth, quality</p>
---	--

**MSUS Recommendations**

- We aim to celebrate the legacy of the Mount Carmel Area by providing a safe environment for all community members where heritage, innovation, and collaboration come to life.
- To support community engagement, provide youth support, and inspire intergenerational learning that fosters the culture of Mount Carmel.



- To enrich the lives of Mount Carmel Area community members by providing a safe, vibrant, and educational resource center
- To provide the Mount Carmel Area with a resource center to further the resilience and societal diversity through education, recreation, and cultural activities.
- To support the Mount Carmel area community through service, resilience, creativity and education.

### Role of Vision, Mission, Goals and Objectives

<p style="text-align: center;"><b>Vision</b></p> <ul style="list-style-type: none"> <li>• Explain where you want to be and should communicate both purpose and values of organization</li> <li>• Should be future oriented; should explain where you see yourself years from now</li> <li>• Should remain the same throughout the development of organization</li> <li>• Should answer the questions: Where do we aim to be? Where do we want to be going forward? When do we want to reach that stage? How do we want to do it?</li> </ul>	<p style="text-align: center;"><b>Mission</b></p> <ul style="list-style-type: none"> <li>• Explain <i>how</i> you will get to where you want to be</li> <li>• Defines purpose and primary objectives relative to community needs and values</li> <li>• Should describe the present time, leading to the future</li> <li>• Should answer the questions: What do we do? What makes us different? Why do we do what we do? What, For Whom and Why? What are the responsibilities of the organization towards the clients?</li> </ul>
<p style="text-align: center;"><b>Goals</b></p> <ul style="list-style-type: none"> <li>• The purpose toward which an endeavor is directed</li> <li>• Future oriented, generic action goals - long term</li> <li>• These goals may not be strictly measurable or tangible</li> </ul>	<p style="text-align: center;"><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Specific action goals that support the attainment of the related goals</li> <li>• Must be measurable and tangible, mid to short term</li> </ul>

### Key Suggestions for Vision, Mission, Goals and Objectives

<p style="text-align: center;"><b>Vision</b></p> <ul style="list-style-type: none"> <li>• Focus on increased community connections between municipalities</li> <li>• Quality education for youth</li> <li>• Increased sustainability of community through greater local growth of small businesses</li> <li>• Resource center for community needs</li> <li>• Cultural hub and safe space for community members</li> </ul>	<p style="text-align: center;"><b>Mission</b></p> <ul style="list-style-type: none"> <li>• Aim to deliver superior services for community</li> <li>• Location for recreation, education, and support</li> <li>• Effective and efficient services using limited resources</li> <li>• Outstanding community services</li> <li>• 'Vibrant community' and 'provide services that improve lives'</li> <li>• 'Healing, growth, and personal development'</li> <li>• Productive activities for seniors and youth; emphasis on quality of life and family focus</li> <li>• 'Intergenerational lifelong learning'</li> </ul>
<p style="text-align: center;"><b>Goals</b></p> <ul style="list-style-type: none"> <li>• The purpose toward which an endeavor is directed</li> <li>• Excellence and accessibility</li> <li>• Responsiveness, safety and service</li> <li>• Vibrant, sustainable, collaborative</li> <li>• Open and friendly community</li> </ul>	<p style="text-align: center;"><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Provide safe, clean, well-maintained facilities; support healthy and active lifestyles</li> <li>• Contribute to downtown revitalization</li> <li>• Develop partnerships to leverage resources and expand opportunities</li> </ul>

## How to Achieve Vision, Mission, Goals and Objectives

### Vision

- **Comprehensive Training** in the beginning as well as regular training sessions to continue to develop. Training can include taking the StrengthsFinder Test, Workshops focused around diversity, equity, and inclusion (DEI), Walking through simulations of working with different types of community members, Group discussions to brainstorm new events/activities.
- **Regular Meetings** to ensure that all employees are aware of all programs taking place. Creating a sense of community and unity among employees.
- **Cultural Events** such as food nights, or on important holidays to cultures (e.g. Mexico's Independence Day: September 16) Invite leaders of ethnic communities to head their respective cultures' events. Data needed includes Quantitative: breakdown of each ethnic population Qualitative: Is there an emphasis on keeping the culture alive? Are ethnic communities tight knit? (This can be gathered through conversations with leaders of ethnic communities)
- **Regular Events** in the community including monthly fundraisers (food trucks, baked goods, etc.) which can go to fund educational sections of MCACC. Have an allotted slot each day of the month for the community to come together, something that the MCACC can become known for. Data needed: Social media accounts that community members frequent (Facebook, Instagram, Official Website Pages, etc.)
- **Partnerships** with organizations, to ensure a heavy presence throughout the town's activities and organizations.

### Mission

- **Develop programs** to target all ages (sports, games, artistic, knitting, educational classes) then create spaces accordingly
- **Gauge interest** and willingness to participate in activities and who (what groups are) is available for them. How many people are interested in the knitting club versus putting on a play?
- **Data collection:** Who is available when? Then, schedule activities around schedules of each group (e.g., seniors available early morning to early night, youth after school ends, families on weekends, etc.)
- **Fundraising**, one of the initial items done and continued throughout, can be done through food trucks, baked goods sales, raffles, something that is related to football, etc. Develop programs to target all ages (sports, games, artistic, knitting, educational classes) then create spaces accordingly

### Goals

- **Data collection:** Ask Mount Carmel members what values they believe should be emulated. Providing a checklist and section to divulge further would encourage community members to be involved in the creation of MCACC. This would get community members more involved in the MCACC creation. Based on the answers that gain the most traction, there should be clear goals under each one to work towards emulating the value.
- **Safety:** Safety protocols should be clearly outlined (fire safety, natural disasters, emergency situations, training for employees and basic and necessary information for community members), First Aid Kit, CPR Certification
- **Culturally Sensitive:** DEI (Diversity, Equity, Inclusion) Training as mentioned above, Decoration that represents cultures in Mount Carmel (Map where community members can pin where they are from/where they have been)
- **Educational:** Each program should have a purpose rooted in learning.
- **Engaged:** Host programs of high interest in the community by running questionnaires regularly and having informal conversations with community members who frequent the space. Have forms for someone to suggest types of events.
- **Accessibility:** Affordable programs for the entire community, spaces are accessible with ADA compliance.

- **Service:** Decisions should be made to benefit all community members, which is ensured since the Board is comprised of members from Mount Carmel and there are active channels of communication between MCACC and active members.
- **Equity:** Related to DEI efforts, employees of the space should go through training to avoid implicit biases impacting interactions with community members who are not a part of the dominant group. Deliberate efforts should be made to create a safe space for marginalized groups, namely ethnic minorities, making an extra effort to make them feel welcome, which includes reaching out to these communities.

### Objectives

- **Data Collection:** Ask Mount Carmel members what they activities and themes they value and want to prioritize. From this response, create goals based off of what members indicate is important to them.
- Develop a regular cleaning schedule, recruit a group of volunteers
- **Data Collection:** What recreational and extracurricular activities are students' interest in? Collecting data on funding for each activity will also create a cohesive plan of action.

## MARKETING MATERIALS

This section is meant to provide concrete steps and projects to help MCACC build a following among the community. Marketing MCACC and creating a brand that the city and neighboring towns recognize and see often will attract more interest, donations, and legitimacy for the Center.

### MIDE WEBSITE DESIGN

*"Nobody sees the electricity and plumbing, it [marketing] keeps people invested in seeing the next steps. Throw in elements about the history of the building. Start that interest, set up that touch base. Hopefully after you get the roof on, start taking care of rooms one by one. Having progress that people can see, and feel is very important"*

*Kathy Vetovich, President of SABER*

Bucknell's MIDE 300 course also partnered with MCACC to design a website for them. The MIDE and MSUS students met multiple times throughout the semester to generate a fluid theme between the MSUS Plan of Action document and the MIDE Website.

The MIDE Website was designed in a 'future proof' state so that MCACC could use the website for all their needs. The website's primary function is to generate excitement about the Center and encourage people to donate funds or suggest partnerships. For that reason, the website is structured around the 'Donate' button so that it is simple for all viewers to contribute in any form possible.

Another critical function of the website is the 'Community Blog.' This blog will serve as space for the Board to update the greater community on building renovations and upcoming events. In time, this blog will be a space where community members can advertise events they might hold at the Center, and also MCACC could promote their programs once they are established. As noted before, this website's function will likely change as the Center develops. The MIDE students will be presenting the MCACC Board with the website's editing rights at the end of the Fall 2020 semester. Along with the website, the MIDE students will create a guide for the Board so that they can update and change the website as needed.



## SOCIAL MEDIA STRATEGIES

Social media is an excellent and important tool for spreading awareness around MCACC. Any announcement, milestone, donation, or news around MCACC is worth posting about. The goal is to make the MCACC brand a well-known figure before it even takes off! Here are a few things to consider before you start posting:

### Step 1: Determine your Performance Goals

What are you trying to accomplish with this post?

**Sharing news, Brand recognition, Education about the cause and mission, Fundraising, Volunteer recruitment, Donor recognition, Employee recruitment**

#### What are MCACC’s performance goals right now?

The main goal of MCACC in its early stages is recognition and fundraising. Your posts should reflect the intention of gaining more support and raising more money for your mission. They should also all include the branding that AI developed so people associate MCACC with a certain image each time they see a post.

### Step 2: Decide on your Target Audience

Who do you want to see this information?

**Youth, Donors, Organizations, Elderly populations, Members from other communities**

#### What is MCACC’s target audience right now?

MCACC is trying to promote its mission and gain more involvement therefore the content of a post should be targeted at all the different groups you want to engage with There should be different posts for different audiences (ex: young Mount Carmel residents, the older population, the “I grew up in Mount Carmel” Facebook page)

### Step 3: Choose the right channel

**Facebook, Instagram, Website, Local newspaper**

**What channel is right for MCACC right now?**

Facebook → Facebook is the most established channel for getting announcements out about MCACC right now and is the best way to share brief updates with your audience

Local newspaper→ the local newspaper should be utilized whenever there is a big milestone to share. Whatever you put in the local newspaper you should also post about on Facebook, this way more people are encouraged to read about it.

Newspapers: The News Item (Shamokin), The Daily Item (Mount Carmel)

**Step 4: Create your content strategy**

**Know your voice**, Create a social media calendar, **Understand your audience**, Be true to your values

**What is MCACC’s content strategy?**

Reiterate your mission, vision, values and purpose regularly, this will help to create a culture without ever actually doing anything yet, Stay on top of posts- be sure to share any news with the audience you want to reach, Uniform branding, Post upcoming events, new projects/advancements, where donations are going, Profiles and updates on community members, Recruit volunteers, Donors could match likes on social media (\$1 per like/share)

**Step 5: Engagement, Engagement, Engagement!**

Identify what people respond well to and not so well to, Invite conversation, Measure your results

**How will MCACC produce sustained social media engagement?**

Notice which posts attracted the most attention (likes, comments, shares), Create a forum on Facebook where people can share what they think about MCACC, Welcome new ideas and reiterate how the Center is for ALL.

*Information adapted from <https://www.canva.com/learn/social-media-for-nonprofits/>*

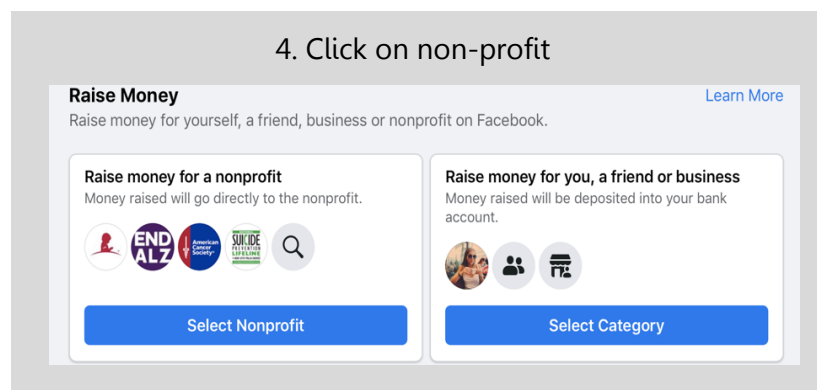
Social media strategies will help MCACC in the short term by improving engagement and elicit funding from the community. One way to create a funnel for donations is through a Facebook donation page.

Below we’ve outlined directions for creating a Facebook donation page in six easy steps:

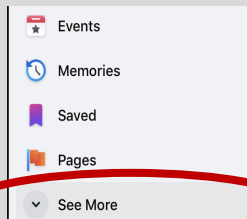
1. To start a fundraiser on Facebook for MCACC first log onto Facebook



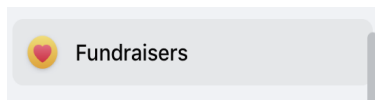
4. Click on non-profit



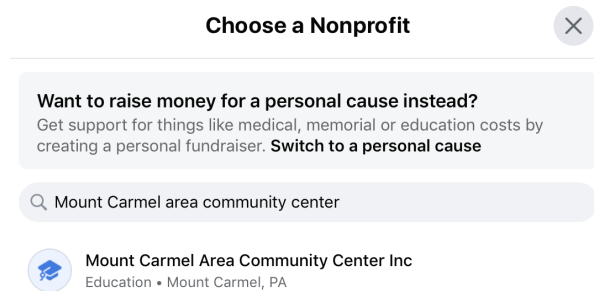
2. On your Newsfeed on the left side scroll down and click on "see more"



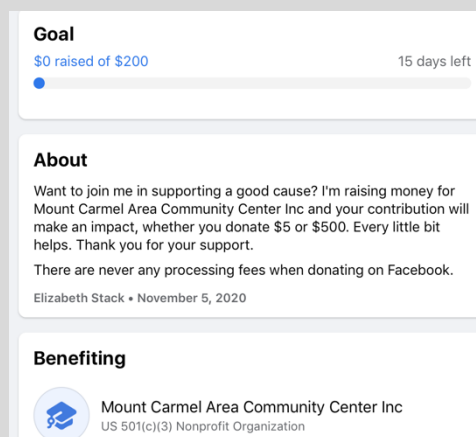
3. Once you click on "See more" click on the "Fundraisers" tab



5. Search for Mount Carmel Area Community Center



6. Set your "goal", your "end date" and your "about" and the "background"



## PRESS RELEASE FRAMEWORKS

To help improve engagement from within the community we've also created some simple headlines that embody the goals and strategies we believe will help attract attention and involvement within Mount Carmel. Simple yet captivating headlines will attract more people to read about the story.

### Headlines for simple announcements:

- "Renovations for the Grand Old Lady are underway; Mount Carmel Area Community Center unveils their plans for the future"
- "Mount Carmel Area Community Center Board receives keys from American Legion- the beginning of another Mount. Carmel legacy."
- "Mayor/Lawyer/Activist/Philanthropist/ joins MCACC Board with some invigorating perspective"
- "Bucknell student group assists MCACC in the early stages of planning, come join our community forum on (date) to hear about our mission for the future"

### Headlines for Donations:

- "Mount Carmel alumnae, BLANK, generously contributes to the expansion of the Mount. Carmel Area Community Center"
- "I Grew Up in Mount Carmel" Facebook page rallies financial support for the development of a new BLANK"

**Headlines for Grants:**

- "MCACC lands grant from BLANK for X amount"
- "Degenstein Center approves MCACC grant to support the continuous development of youth programming for local teens"

**Headlines for new partnerships:** (these announcements should be made when new programs are approved or developed)

- "MCACC partners with Mount Carmel Local Library for book club night"
- "MCACC establishes a relationship with Bucknell admissions to start college preparation events for Mount Carmel seniors."
- Mount Carmel High school uses MCACC auditorium to host class of (year) prom. This will be the first Mount Carmel prom hosted in the late Phillips Mansion since (year)!

## COMMUNITY ACTION DAY SUGGESTIONS

Establishing a strong social media presence will allow for an easier time creating actual events that inspire the same excitement and engagement. In order to become an organization people trust and support there must be sustained events that remind people that this project is evolving and maturing into something spectacular.

**Some initial actions the Board can take to start these community action days:**

The Center should focus on generating excitement and recognition to establish legitimacy in the community. Starting with Facebook posts and donation links, community members will start to see more of MCACC and the branding that Al developed. Create a banner titled "New Home of MCACC" and hang it on the Phillips Mansion ASAP to create buzz and visible presence. Below we've outlined some suggestions and ideas for community action days and events that may help generate involvement and excitement among Mount Carmel residents.

**Example 1: Community garden harvest day**

Headline: "Please join us in welcoming the warm weather and fresh produce at our community garden harvest party hosted outside the new MCACC building"

Purpose: This event could draw in more people involved in the community garden into the MCACC world. It would also show MCACC's intention to partner with other established groups in the Mount Carmel area.

**Example 2: Easter Potluck and Egg hunt outside MCACC**

Headline: "Bring your family, friends and best recipes to our first annual easter potluck and egg hunt outside MCACC"

Purpose: To establish longevity within the community and engage religious members of Mount Carmel. By stating that this is the "first annual" event reiterates the fact that MCACC will be longstanding.

**Example 3: Community Wide Clean Out Day**

Purpose: After MCACC gets to keys to the building, scheduling a community cleanout day is a great opportunity to create ties between the Board members and the rest of the community. Below we've outlined a potential flyer or Facebook post that you could use or mimic to announce this event and others.

*SEE SAMPLE FLYER BELOW (Created using Canva)*

Can be edited by clicking the following link:

<https://bit.ly/3mxCmdh>



**CALLING ALL MT. CARMEL RESIDENTS!**

**ADDRESS: 48 W. AVE MT. CARMEL**

Join us in MCACC's first community clean out day on (DATE). Feel free to stop in to hear about our plans for the community center and to share your thoughts on what you want to see it become! We are excited to embark on this amazing initiative with the support of our community!

Please share with family and friends!  
**Contact Jake Betz with any questions!**  
 Email: [kaupascenterdrc@prc.net](mailto:kaupascenterdrc@prc.net)

These are just some examples of ways that MCACC can start hosting events without even having a fully functioning building. Once again, the goal is to engage community members in activities that will sustain interest in MCACC's mission. By hosting events at the space whether it be in the parking lot or in the entryway you will be able to promote the ideas and purpose of the Center before it even opens.

**Why is this important?**

*Success is the little things, the little achievements. Relationships mean everything, the partnerships mean everything. We need everyone involved.*

*Betsy Kramer, Revitalization Coordinator SEDA-COG*



The Center will not be a functioning space or entity for quite some time however, by continuing to host events established by MCACC, post updates on social media and keep the community engaged about its milestones you can create legitimacy behind the initiative. MCACC is bigger than the building itself. It is an organization whose goal is to support the community and improve the quality of life for everyone.

### **BUILDING RENOVATIONS**



The MCACC can house several programs, including the Mount Carmel Historical Society, Mount Carmel Development Initiative (MCDI) programs serving seniors, youth, and adults as well as the department's administrative offices. The MCACC will function as a community meeting space, informational hub, a venue for community health services, partnership and programming space, and, soon, a food bank.

The site is ideal for an active community hub. Centrally located on West Ave, it is walking distance from the Mount Carmel Area High School and the Mount Carmel Area Historical Society. The location of MCACC is convenient to the library, town hall, municipal parking lots, and several commercial sites of the town. However, the building is now in need of upgrading and updating.

### **BUILDING ANALYSIS**

Currently, the MCACC stands tall with three distinct floor levels, an auditorium, and a basement.

- The First Floor is 2,085 square feet
- The Second Floor is 1,950 square feet
- The Third Floor is 1,730 square feet
- Total of 5,772 square feet**

The Auditorium [first floor, including side rooms] is 5,605 square feet.

One critical first step from conceptualizing renovations is to evaluate the current layout and plan traffic flow in the building. For instance, it would be beneficial to think about what

activities will occur in the building's entrance space, office spaces, industrial kitchen, meeting rooms, basement, and ballroom. Based on meetings with the Board, we envision the building's entrance area as an opportunity to assist community members and tourists with an information hub that provides useful information on Mount Carmel's history - including museums and the Historical Society, partnerships, and local businesses. We also envision the industrial, commercial kitchen being rented out to community members and businesses to attract more attention to the building while providing a stream of income when it is rented. MCACC could generate funding by renting out the third-floor office space to organizations and businesses. The meeting rooms, which vary in size, could also be leased out and provided as an area for programming to take place and converted into a seasonal health location for blood drives and flu shots. We envision the basement being a teen center that facilitates most of the teen programming activities. The building stands tall, and we firmly believe that MCACC would thrive sustainably if renovations were considered hand-in-hand with programming and funding.

## ASPECTS FOR CONSIDERATIONS

We conducted interviews to ensure that our suggestions for improvements suit Mount Carmel and the five encompassing boroughs' needs. These conducted interviews include Board members, Bucknell professors, research on successful community centers, and previous interviews from prior MSUS 400 courses. We conducted remote interviews, due to COVID-19, and gathered survey results from the Spring of 2019 MSUS 400 course. Ideas for improvement are organized into the following categories:

### SPACE NEEDS

#### **For Activities and Storage**

- A recreation office located at the building's entrance for information on the town, boarding municipalities, and programs available.
- Private counseling space for seniors and youth, and for Board member interviews.
- A room for large meetings that doubles as a rental space.
- Space for small group sessions/ lounges.
- A large space that serves as an entertainment center for everyone.
- A kitchen with counter space and up-to-date appliances.
- A room for amenities [i.e. washing machine and drier]
- Dedicated storage space for each program: senior activities, playgroup, outdoors program, cultural events, etc.
- Office filing space.
- Improved office supplies storage. Storage cubbies for kids to put backpacks.
- Appropriate, clean space for blood drives and vaccinations.

#### **Outdoors**

- More outdoor seating and spacing.
- Bike, scooter, skateboard parking protected from rain.
- Deck to serve as a welcoming entrance for MCACC.

#### **Accessibility Programs**

- ADA compliant for everyone of all ages.
- Need for wheelchair accessibility to lower floors or bathrooms.
- For certain upstairs activities, chairs and tables are stored downstairs.
- Certain activities must be held upstairs due to difficulty with stairs/ access to downstairs.

#### **Privacy Issues**

- Job/ counselor interviews cannot be conducted in private.
- Other programs being interrupted in youth advocate's office by wanting access to computers.
- No area allows for privacy for small groups, either social or counseling.

## APPEARANCE AND COMFORT

### Climate Control

- Some windows do not open and are drafty. Some windows will require screens.
- Improvement of the zoning system.
- Replacement of some windows.

### Furnishings and Decorations

- Furniture should be appealing to everyone. Comfortable furniture is required.
- Provide appropriate wall decorations that commemorate towns assets and history.

### Lighting

- LED lighting is innovative.
- Adequate lighting for all levels.

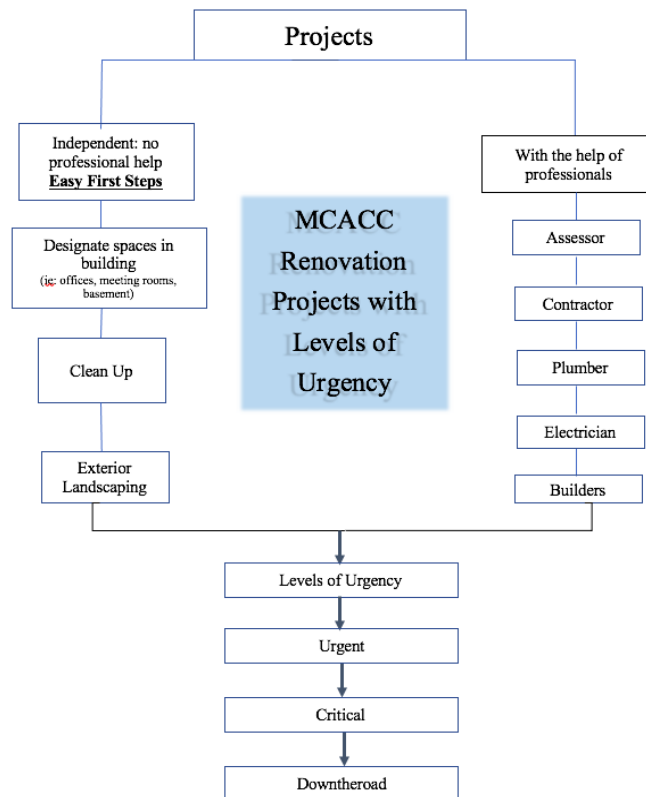
## TECHNOLOGY NEEDS

### General

- Provide separate computers for staff and for youth.
- Dedicated fax lines to serve office staff are required.
- Adequate phone system for smooth communications.
- Provide adequate electric service.
- Provide access to WiFi and technology for the public.

The following information includes two possible approaches to improve MCACC. For each approach we provided a floor plan, a somewhat space planning analysis, implications of the plan, and soon will add building cost estimates with the help of professionals. These are not meant to be definitive solutions to space planning, or to building design: No single scheme addresses all the issues. Rather, these approaches illustrate the strategic steps to renovate the facility by addressing the community's needs.

*Framework for the following renovation section:*



## EASY FIRST STEPS (BASELINE WORK)

The improvements in the Easy First Steps scheme are those that are necessary to fix the building systems to do a basic clean-up of the facility. There were many complaints about the building that were related to its general functionality and attractiveness to potential users. The following is the list of those improvements that would be recommended in this approach, without the help of professionals:

### **Stage 1: Cleaning Up**

- Remove any salvageable decorations and fixtures for future decoration
- Clean out - with dumpsters
  - Gut everything not attached to facility
    - Rip out anything that is of no value
    - Group of volunteers visit MCACC facility and recycle obsolete items
- Properly dust, sanitize, and mop mold and filth throughout facility
  - Clean appliances [i.e. bathrooms, kitchen, office spaces, etc.]
- Recycle objects or tokens that could be traded for money
  - Visit local pawn shop
- Exterior landscaping
  - Enhance exterior garden area to attract attention to revitalization of the Center
    - Cut down plants on outside of facility
- Most remaining plants are overgrown and need to be tamed
  - Add hanging flower boxes along porch and fill with annual plants for each season

### **Stage 2: Assess Facility**

- Have assessor visit facility and provide cost estimates
  - Assess physical facility, air flow [HVAC, opportunity for geothermal heating], plumbing, electrical
- Designate areas to groups
  - Separate office space from program space to mitigate noise and space conflicts between user groups
    - i.e., seniors, youth, and office staff, Mount Carmel Historical Society, MCDI
  - Consider where storage for certain programs and groups will be
    - i.e., youth entertainment area may have board games and video games that will need to be stored

### **Stage 3: Later Projects**

- Full ADA compliance
  - I.e., make bathrooms accessible on all levels
- Upgrade WiFi and telephone system
- Upgrade interior finishes
  - Paint
  - Update flooring or carpet
  - Change lighting
  - Replace furnishings and window treatments in function spaces
- Repairs
  - Repair elevator
  - Repair chimney

**CONTRACTOR TASKS**

The renovation goes a step further in reformatting the internal space of the Center with the help of contractors, architects, and project managers. It incorporates both exterior and interior tasks. Exterior tasks include, but are not limited to: replacing the roof, replacing and repairing exterior siding and windows, improving emergency exit, building study porch for buildings entrance. Interior tasks include: upgrading heating and ventilation, updating building insulation, updating electrical, providing sprinkler and fire alarm systems, re-framing and repairing floors, evaluating water damage and plumbing options, and renovating the industrial kitchen by updating appliances.

**LONG TERM PROJECTS**

Long-term projects for the Center are composed of integrating stakeholders' goals in the revitalization. These long-term goals to provide recreation, health, education and wellness programming will benefit all members of the Northumberland community. These goals include reconfiguring the building's entrance, so community members are immediately met with a welcome center representing Mount Carmel. The entry could consist of posters, historical milestones, newspapers, and pamphlets with information about history, culture, resources, programs, received grants, and local businesses. The new entrance would serve as a comprehensive solution for encompassing all of the town's vital assets. Another long-term project for the Center includes providing a safe, sterile space where blood drives, blood pressure checks, food pantries, and vaccinations may take place for all community members. From previous interviews, we recognized that several community members aspire to see a gym included in the Center, which would fall under the Center's long-term projects.

**EVALUATION CRITERIA: LEVELS OF URGENCY**

Projects are broken down into three comprehensible categories that serve as evaluation criteria. It is important to note that more information about the state of the building will be available once the Board has ownership of the facility. This will provide a useful resource as it maps out each bullet point, cites contractors or stakeholders who specialize in the project, provides different cost alternatives, and features realistic grants that would help MCACC achieve their goals which is mentioned later in this document. Nonetheless, the categories of evaluation criteria are broken down into the following below.

*The most urgent aspect of the building that needs attention immediately is the roof. Currently there are several holes in the roof, holes through the plywood too, that needs to be addressed prior to heavy snowfall anticipated in the upcoming months. For now, we strongly recommend that the MCACC fundraises to purchase tarps to cover the roof with.*

- Urgent: Needs to be address immediately**
- Critical: Needs to be address in the medium term**
- Down the road: Needs to be addressed long term**

The following are expanded bullet points based on 'Levels of Urgency' stated above. This will provide a useful resource as it maps out each bullet point, cites contractors or stakeholders who specialize in the project, provides different cost alternatives, and features realistic grants that would help MCACC achieve their goals which is mentioned later in this document.

## Urgent: Needs to be address immediately

### Exterior

- Replace Roof
  - Task: Contractors visit facility to replace roof.
  - Pricing options: Estimate from Jake is \$60,000; pricing is subject to change.
    - Realistic:
- \$60,000 to replace the roof because it is unrepairable. This will help the MCACC as a long-term solution to an urgent problem
- List of Contractors:
  - A&A Roofing Construction CO
    - Address: 414 Chestnut St., Mount Carmel, PA 17851
    - Phone: (570) 415-9279
  - A & A Mechanical Construction Services
    - Address: 414 Chestnut St., Mount Carmel, PA 17851
    - Phone: (570) 415-9279
- Windows and Siding
  - Task: Assess and replace, or repair, windows and siding of the Center.
  - Pricing options: Ideal, Realistic, Low Funding Pricing will be dependent on the facility's current state and number of windows.
- List of Contractors:
  - Conservation Windows
    - Address: 2000 Locust Gap Hwy, Mount Carmel, PA 17851
    - Phone: (877) 734-7587 , (717) 712-4491

### Interior

- Cleanup and Cleanout
  - Task: Have a group of volunteers visit the facility and remove debris from the building, so assessors can properly evaluate damage to the facility and identify costs.
    - Pricing options: Wholesale Nationwide Dumpster Rental
- Permit for dumpster
- 10-yard dumpster: \$175
- 20-yard dumpster: \$200
- 30-yard dumpster: ~\$300 through ~\$800
- 40-yard dumpster: ~ \$1,000
- We will know how much it will cost and how long it will take to clean out the facility once we have access to the building.
- Upgrade Electrical [LED lights for low cost and innovation]
  - Task: Update and upgrade electrical in the facility while proposing innovative, sustainable alternatives, like LED lighting.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors:
    - A & A Mechanical Construction Services [electrician]
      - Address: 414 Chestnut St. Mount Carmel, PA 17851
      - Phone: (570) 415-9279
    - Triple T Electric
- Water Damage / Plumbing
  - Task: Assessor and plumber visit facility and assess the water damages in facility. We understand that the previous owners did not turn off the water, so the pipes froze and burst. We will also need to evaluate damage within pipes, floors, walls, ceilings, etc. with assistance from contractors and plumbers.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors:
    - A & A Mechanical Construction Services [Plumbing]
      - Address: 414 Chestnut St., Mount Carmel, PA 17851
      - Phone: (570) 415-9279
    - D&K General Contractors [General Contractor]
      - Address: 308 E Columbia Ave, Mount Carmel PA 17851-1239
      - Phone: (570) 339-3877
- Flooring
  - Task: Assessor and contractor visit facility and give accurate projections for repair information.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors:
    - Classic Touch Wood Floors

- Address: 307 Center Street, Coal Township, PA 17866
  - Phone: (570) 648-9524
- HVAC / Air Circulation / Geothermal heating
  - Task: Contractor and assessor visit the facility to give an estimate on HVAC systems and increase air flow efficiency.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors:
    - Sebastian Construction
      - Address: 408 W Girard St., Mount Carmel, PA 17851
      - Phone: (570) 339-2210 D&K
    - General Contractors
      - Address: 308 E Columbia Ave, Mount Carmel PA 17851-1239
      - Phone: (570) 339-3877.
- Address: 1209 N Pearl St., Shamokin, PA, 17872
  - Phone: (570) 452-5235
- JT Sons Contracting LLC
  - Address: PO Box 171, Mount Carmel, PA 17851
  - Phone: (570) 339-3610
- Kitchen Equipment Repair + Updates
  - Task: repair kitchen and equipment so it is functional for the programs and public events. In the future we hope that SerfSafe Certification which every restaurant and bar needs, which will allow the MCACC to have a functional bar when hosting events.
  - Pricing options: Ideal, Realistic, Low Funding

### Critical: Needs to be address in the medium term

#### Interior

- Making Sure Building Codes Are Up to Date
  - Task: Ensuring that the building is up to date with public building codes.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors
    - Borough of Mount Carmel Code Department
- Address: 137 West Fourth St., Mount Carmel, PA 17851
- Phone: 570-339-6024
- Upgrade WiFi and Telephone System
  - Task: Add access to WiFi and technology through partnerships and grants.
  - Pricing options: Ideal, Realistic, Low Funding
- Update Building Insulation
  - Task: Assessor and contractor visit the facility to suggest recommendations to increase the building's insulation so there is no money wasted during cold and warm seasons.
  - Pricing options: Ideal, Realistic, Low Funding
  - List of Contractors
    - Moyer Construction [general contractor]
      - Address: 24 E. 3rd St., Mount Carmel, PA 17851
      - Phone: (267) 377-5265

### Down the road: Needs to be addressed long term

#### General

- Beautifying Exterior of Center
  - Replace Exterior Siding and Windows
- Add Accessible Bathrooms to Every Level
- Interior of Center
  - Repainting Walls
  - Branding Interior with Essential Town Assets
- This includes logos, paintings, stuff to give a Mount Carmel touch
- Additional professionals that MCACC has worked with in the past
  - Northumberland County Career and Technology Center (VoTech Center), Waste Management, Mostik Brothers Disposal, Moster's Sanitation Disposal Management Services Inc, Northumberland Auto Tags & More LLC., Cole's Hardware, Owen's Corning

- Amenities
  - Laundry (Washer, Dryer)
  - Printer
  - Fax Machine
- Bathrooms Easily Accessible
  - Task: Make bathrooms easily accessible on every level of the building.
- Purchase Temporary Walls
  - Task: Purchase temporary walls to allow the building to be more dynamic and accommodate a plethora of programs.
  - Pricing options: Ideal, Realistic, Low Funding

We advise the building projects being laid out in this fashion to conceptualize plausible funding options, such as applying to grants. Based on this research on necessary projects with their levels of urgency, we strongly believe that successful renovations for the MCACC will take place with community support from Mount Carmel and the bordering municipalities. The following section explains how projects could be funded over time.

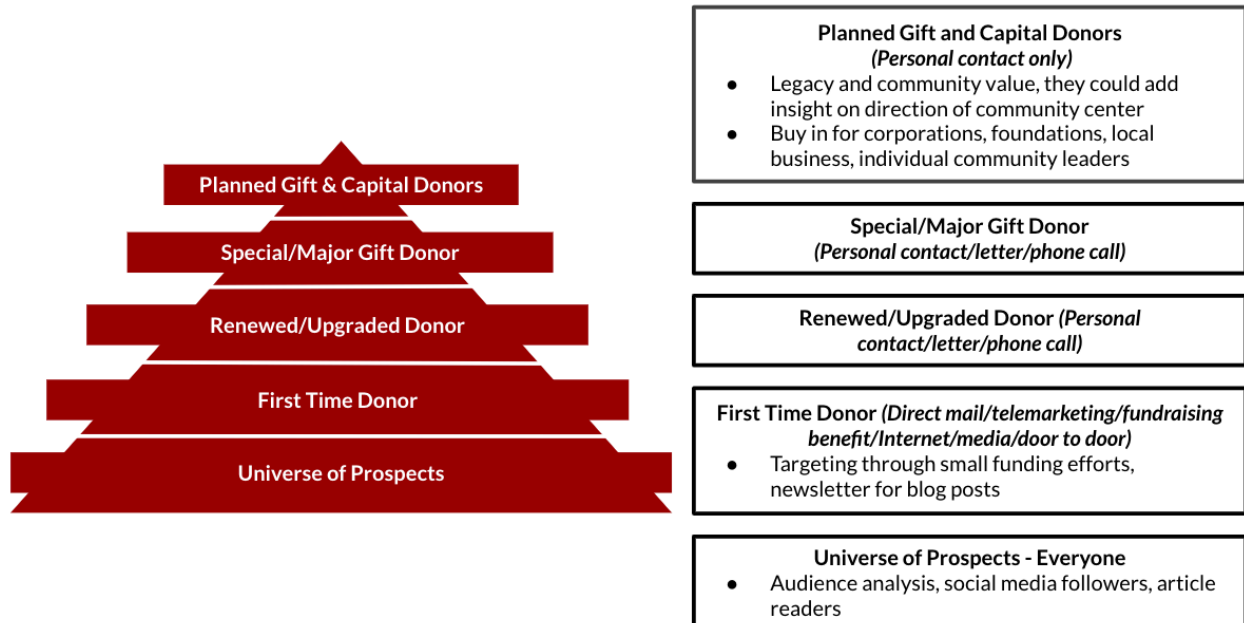
## FUNDING

### FUNDING PYRAMID

As MCACC becomes a nonprofit organization serving the public, we have compiled, with the help of Spring 2020’s MSUS 400 group, a funding pyramid MCACC can follow with advice to solidify its funding base.

*“You want to prepare the Board members, have the talking points, why this CC is important and what’s been done to date, what partners are involved to date, from Bucknell, etc. I think it’s ahead of asking for money, it’s saying here’s who we are, and we would be interested in any programs you could direct us to or potential ways to help promote your mission. That’s what these founders want, they want their name on this community projects, advance the funders missions, you don’t really know that until you pour over their website and try to talk to them”*

*Robert Gutierrez, Executive Director of Bucknell’s Office of Sponsored Projects*





*Following is From 2020 Spring MCACC Report*

### **Ways to Build Funding Engagement**

- Individual Philanthropy
- Brand and Engagement
- Foundations, Community, and Corporate Engagement
- Building a Base

### **Announce Fundraising Campaign: Goal, Timing, Key Elements**

- Utilize a website donation page
- Include quotes from children and adults utilizing the Center
  - Donors will know who's directly benefiting and feel more connected to the cause
- Live donation thermometer to show where total donations are
  - Helps greatly with goal setting and meeting time frames (EG. ~\$500,000 by 2021)

### **Building a base**

- Develop tools to manage fundraising: donor management system, MailChimp, etc.
- Use MailChimp to email list of previous donors
- Develop tools that will appeal to donors: naming, Wishlist, signature event
- Create event sponsorships

### **Importance of Building a Base:**

- Creates a strong network of base supporters committed to *recurring donations*
- Donations accumulate over time
- Increased engagement amongst individuals interested in MCACC

### **Individual Philanthropy and High Net Worth Individuals**

- Will ideally contribute ~45% of MCACC funding
- Each Board member identifies several targets (~3+)
- Introduce, network, and build relationships with partners (Appendix)
  - Open community Center for tours to inspire and connect new donors
- Develop an event strategy- Gala, festival, or some reason for individuals to get to know you
- Interact with supporters and communicate using multiple methods
  - Re-ask for donations every 2-3 years to keep individuals in the network
- Give supporters a reason to visit you in person or online
- Explore opportunities for a vision document with a Wishlist
- Have individuals donate to a specific cause (e.g. programming, furniture, etc.)
- Naming opportunities: buildings, rooms, bricks on the sidewalk, etc.

### **Individual Philanthropy: Utilize Scale of Gifts**

- Focus on monetary goal and determine asks
- Goal: \$500,000+
- Example:
  - 1 donor gives ~\$200,000
  - 5 donors give ~\$50,000
  - 50 donors give ~\$1,000
  - Total: \$500,000

### **Next Steps**

- Continue identifying and reaching out to Mount Carmel Alumni and other related networks who may have some emotional connection
- Increase social media presence
- Research foundations with similar interests
- Develop grant writing capabilities and begin writing grants
- Lease space to community business and nonprofits, such as Head Start
- Build donor base of recurring donations
- Network with local government representatives and their fundraising staff
- Keep stakeholders informed on the Center's website

## FUNDRAISING IDEAS

*"People want to invest in bringing back pride and vibrancy... For all the negativity of COVID, it brought passion and compassion. Now's the time to raise this money.*

*Kathy Vetovich, President of SABER*

Below we have brainstormed and suggested fundraising ideas for the Board to discuss with their committees. This can be utilized for the initial and continuing finding efforts with the Center.

## One-Off Events

### **Community Letter Campaign**

- Have community members write letters in support of MCACC and demonstrate the want and need for it. The more buy in from the local community, the better.
- This can help kick off the funding campaign by building awareness.

### **Open House Day**

- Have the Center open for tours where different contractors, businesses, and community members get an early opportunity to visit

### **It Takes a Village**

- This campaign can be in collaboration with the local United Way's Be Kind campaign to build community pride

### **Flower Drive**

- Local florist donates flowers to MCACC and then they are able to sell flowers to local community members at discounted price
  - If MCACC sold nice bundles of flowers for \$10, have over 20 bundles of flowers → \$200

### **Shoe Drive Fundraiser**

- You partner with a shoe drive fundraiser coordinator (like Funds2Orgs).
- They provide shoe collection materials to place around your community.
- Call on your supporters to gather their gently worn, used and new shoes.
- Funds2Orgs will pick up the shoes and send you a check in the mail.

### **Face Mask Fundraiser**

- ABC Fundraising - Start selling personalized face masks online → could go towards sales.
- Have 500 masks, \$5-\$10 each, that means: \$2,500 - \$5,000

### **Games**

- Trivia night / bingo night: Enter in teams of 4. Each team pays \$6 to enroll. There can be as many as 25 teams. That is \$150. The top 3 teams win a prize (coupons for local restaurants for 2nd and 3rd) - first place gets a bigger prize

### **Raffles**

- Giving away items like YETI & from local businesses

- Purchasing tickets for a low price or commenting friends' names to submit entry

### **Facebook Fundraising**

- Use Facebook's fundraising and charitable giving tools to add a donate button to the Center's Facebook posts and profile.

### **Alumni Interviews**

- Speaker series with notable alumni such as famous football players and more who may have left Mount Carmel.
- Build on nostalgia by reflecting on the importance of and their past with Mount Carmel.

### **Life in Mount Carmel Series**

- Build a sense of community with different speakers sharing their advice, insight, and time.
- Can include different community leaders, entrepreneurs, high school athletes, and high school students.

### **Cooking Event**

- Facebook Live or Zoom series
- Families can be featured sharing and cooking cultural recipes live
  - If tickets are purchased ahead of time, they can gain access to the recipe before cooking with the host.
- Local chefs from restaurants, shops, or businesses can cook recipes live using their products.

### **Centralia Movie Night Watch Party**

- Silent Hill, Made in the USA (1987), Nothing But Trouble (1991)
  - Compare real life vs. movies
- Documentaries/Docuseries

### **Photo Competition**

- This competition can build awareness of MCACC
- Prompting Question: What does Mount Carmel mean to you?
- In the end, all of these photos can be compiled into a book or reused for promotional materials.

### **Book Fundraiser**

- Create a book of Mount Carmel photos and stories to sell with profits going to the Center.

### **Vintage Street Signs Scavenger Hunt**

- Northeastern, PA has a ton of vintage signs like Tony's Lunch that can be utilized to build town pride.
- Create a scavenger hunt for community members to compete in, including clues to different signage locations, and have them take pictures at each site.
  - During COVID, they can compete in groups. Potentially like Amazing Race

### **Retrologist Speaker**

- Rolando Pujol, self-proclaimed retrologist, is an executive producer at ABCNY. He travels across the country to journal vintage signs, storefronts and their stories. In November 2020, he posted about Tony's Lunch (<https://www.instagram.com/p/CHbrOkVFRPF/?igshid=21acejibvrcq>)
  - Can be contacted on Instagram @rolandopujol and via [retrologist.com](http://retrologist.com)
- Blogger Yanis Carreto revisits old haunts, researches antique marvels, and visits prehistoric sites. She focuses on nostalgic adventures, while also being an actor and filmmaker. In April 2020, she posted about Sherman House and Ivory Soap (<https://www.instagram.com/p/B-vOcrqljKT/>)
  - Can be contacted on Instagram @hopelessnostalgic and via <https://www.hopelessnostalgic.com/>

- Via Zoom, they can speak and build town pride to discuss vintage signs and sights within the town.

### **Soupies Fundraising Event**

- Soupie Brothers, The Little Bear Market <https://www.youtube.com/watch?v=-VqJCnX6deM>, and more businesses can be utilized in a fundraising event highlighting this cultural food, the making of it, the history of it, and how the food can be paired.
  - <https://www.soupiebrothers.com/>

### **Famous Book Speaker Q&A Event**

- Michelle Kaminsky, author of Serial Killer Trivia and Mount Carmel local, is coming out with Serial Killer Trivia: Cold Cases soon (pre-order is available in November 2019)
- Discussing book topics, influence, inspirations, and growing up

## Annual Events

### **5k Race**

- Partner with local businesses to sponsor your 5K event. Feature their logos on signs, apparel (like race-day t-shirts), and swag that runners get at the end of the race.
- Set up shoe drive fundraising materials at the race, offer a discount for race registration to people who bring their old sneakers to donate to your shoe drive fundraiser. Start marketing and preparing months in advance.
- Run Silver Sneakers (Virtual 5k)

### **Cutest Pet Contest**

- Allow community members to show off their fur babies and vote for the best with a pet contest. Charge each photo submission with a small fee (\$2) and community members will have the opportunity to vote. This fundraiser is easy and effective because everyone loves looking at pictures of cute animals.

### **Duck Derby**

- Get Rubber ducks, write numbers on the bottom (these can be reused every year)
- Locals can purchase ducks, not the physical duck, but the correlating number
- All of the participating ducks will be gathered then dumped in a river
- The first duck one to float to a certain point wins and the number will indicate who wins first, second, and third place
- Prizes can be given in partnership with local businesses

### **Blank cards**

- Blank cards could be used for holidays, thank you cards, etc. MCACC could make custom MCACC cards, with a picture of building on the outside, and sell cards and envelopes to community members.

### **Sports Game**

- Host an event in partnership with the local high school or at an open, outdoor space.
  - Pay to play idea incentives community members to participate in physical, recreation activities while the MCACC simultaneously increases funding.
- Football and Track & Field are sports of interest in the area

### **Movie Theater Event**

- See if a nearby theater can be rented out for a night, as a fundraising location, and local community members can attend.
- If not, when the construction is completed, turn a space into a makeshift movie theater with movie theater snacks to sell in addition to tickets
  - Partner with a movie theater or production company to see if a movie can be donated to project

### **Senior Board Game Tournament/Game Night**

- For example: Bridge, pinochle, bocce ball, cards
- Have seniors pay to play with cash prizes and or gift prize for the winner.

#### **Online Zoom gala**

- Auction items, such as local restaurant gift cards, gifted
- Performances from local groups
- Speakers
- Honoring community members

#### **Outside Bowling**

- Have an outdoors venue for community members to play

#### **Mount Carmel High School Band Performance**

- Such as Keep Out Brass Band

#### **Honoring Veterans Event**

- In February 2020, an affordable housing unit for veterans was built in Mount Carmel
- This can show that the community cares and supports veterans

#### **Mount Carmel Area Schools Fundraising Partnership**

- **Asking students to help fundraise for a community project helps get them socially involved and pulls in their families and wider networks to raise more donations.**

#### **Candle Fundraiser**

- There are multiple candle businesses in MC like Top Secret Candles that could be partnered with
  - \*Look into past vendors at the MC Farmer's Market who can be potential partners for fundraising efforts
- Candle scent with percent of proceeds going to MCACC?

#### **Pepe's Famous Italian Ice, Inc., Mattucci's Willow Cafe, and Other Local Restaurants**

- A day or time slot where a percentage of proceeds could go to MCACC

#### **Theater Script Reading**

- Have adults or students in the community read over Zoom a script

#### **Mount Carmel Historical Event**

- Host an event honoring Mount Carmel's history

#### **Coupon Book/Card**

- Coupon Book, one-time discounts
- Coupon Card, discounts year-round to participating stores

#### **Boyer's Market Fundraising Program**

- Form available on website
  - Selling Pellman Desserts (\$5 profit per dessert)
  - Selling Pies (\$4 profit per pie)
  - Selling Cake Rolls (\$4 profit per cake roll)
  - Selling Large Hoagies (\$2 profit per hoagie)

#### **Boyer's Market Car Wash**

- Boyer's provides the hose, water and space for free, with organizations earning all the proceeds themselves

## Day-to-Day

#### **Renting spaces**

- Renting a space/purchasing room for regular workspace
- Organizations can tent out the spaces, e.g. kitchen to HomeEC classes and partner with MCAHS
- Special event venue for school dances, anniversaries, and other celebrations

#### **Merchandise**

- Stickers, T-shirts, Mugs, Bags, and more with pictures of the MCACC drawing

### **Facebook Live Event**

- Utilizing donate button
- Raising excitement and build awareness for MCACC

### **Celebrating heritage events**

- Food-based events
- Cultural events
- Dance events
- Crafting events

### **Group Fitness Class for donations**

- Yoga, Zumba, Kazaxe
- Special classes: Goat/Dog/Cat yoga
- Partner with Mount Carmel Fitness Center Inc. and Coal Region Sports
- Reach out to form a partnership. They can maybe donate classes or volunteer at MCACC

### **Membership Fees**

- Have community members pay for MCACC membership. Provide different membership options with unique pricing for each option. Options of membership: annual, semi-annual, and monthly

### **Partner with high school as a location for home EC or learn other hobbies, passions**

- Additional club location
- Meet with people outside of school

### **Theater rehearsal space**

- Groups may practice and perform theater. This could be for only high school students or adults, or it could be an opportunity for a hybrid age group to practice and perform together.

### **Door-to-door fundraiser**

- Has to be done post-COVID 19
- Collecting coins similar to UNICEF boxes

### **Sponsor A Room**

- Name a room with the sponsor's name after donation is made.

### **Gift Donations**

- Have items donated from local businesses, community members, and nonprofit organizations that can be utilized in the building long term or for short term events
  - Ex: chairs, kitchen items, computers, food, and more

## **FAMOUS ALUMNI**

Below we have compiled a list of Famous Alumni from the targeted local communities. Kathy Vetovich shared, "People want to invest in bringing back pride and vibrancy." These famous alumni could be potential partners with MCACC. Even though some Alumni have passed away, family members of that individual can still be potential partners. Monetary donations in addition to memorabilia, legacy gifts, or naming bricks in honor of an alumnae/alumnus.

- Henry Hynoski
  - NY Giants
  - Currently is the head football coach and Dean of Students at Shamokin Area High School
  - Super Bowl champion in Super Bowl XLVI

- Bob Chesney
  - Football Head coach for Holy Cross Crusaders Football in Patriot League
- Ellen Albertini Dow

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Dan Ficca                     <ul style="list-style-type: none"> <li>○ Former Oakland Raiders and NY Jets</li> </ul> </li> <li>• Brett Veach                     <ul style="list-style-type: none"> <li>○ General Manager of the Kansas City Chiefs</li> <li>○ Won Super Bowl Last Year</li> </ul> </li> <li>• Bob Leonetti                     <ul style="list-style-type: none"> <li>○ San Francisco 49ers, Philly Eagles</li> <li>○ Passed away in 1973</li> </ul> </li> <li>• Tony Kostos                     <ul style="list-style-type: none"> <li>○ NFL: Frankford Yellow Jackets and Minneapolis Red Jackets</li> </ul> </li> <li>• Len Eshmont                     <ul style="list-style-type: none"> <li>○ Previous NY Giants and SF 49ers</li> </ul> </li> <li>• Teddy Andrulewicz                     <ul style="list-style-type: none"> <li>○ Newark Tornados</li> <li>○ Passed away in 1996</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>○ American film and TV actress and drama coach Passed away in 2015</li> </ul> <ul style="list-style-type: none"> <li>• Wally Diehl                     <ul style="list-style-type: none"> <li>○ NFL: Yellow Jackets</li> </ul> </li> <li>• Marty Kostos                     <ul style="list-style-type: none"> <li>○ NFL: Yellow Jackets</li> </ul> </li> <li>• Vaughn Nark                     <ul style="list-style-type: none"> <li>○ Most notably Trombonist (also: trumpeter, flugelhornist and exclusive Yamaha clinician)</li> </ul> </li> <li>• Edward Pinkowski                     <ul style="list-style-type: none"> <li>○ Writer, Journalist, Historian of Polish descent</li> <li>○ Presented with the Polish American Historical Society's Haiman Award</li> <li>○ Passed away in 2020</li> </ul> </li> </ul> |
|---|--|

**LOCAL BUSINESSES**

Buy-in and partnerships with local businesses will help increase MCACC’s community support and build credibility. As Kathy Vetovich said, “A rising tide raises all ships.” A sense of community will grow if all parts of town work together. Below we have compiled a list of local businesses that could partner with MCACC.

**Food**

New China Wok 115 S Oak St. Mount Carmel, PA 17851	Greek Isle Cafe 2 N. Oak St. Mount Carmel, PA 17851
M C Coney Restaurant 50 N Oak St, Mount Carmel, PA 17851	Village Towne Restaurant and Banquet Hall 11183 PA-61 Mount Carmel, PA 17851
Winkie’s Pizza 120 E 3rd St. Mount Carmel, PA 17851	Vine Street Sandwich Shop 150 W. 2nd St. Mount Carmel, PA
Cinnamon Stix Coffee 8 E. 4th St. Mount Carmel PA 17851	Schicky’s Restaurant 34 N Oak St. Mount Carmel, PA 17851
Soupie Brothers <a href="http://www.soupiebrothers.com/">http://www.soupiebrothers.com/</a>	Bumper’s Beverage 100 S Willow St, Mount Carmel, PA 17851
Shaulinski’s Bar 201 S. Market St. Mount Carmel, PA 17851	Pepe’s Famous Italian Ice 51 S. Chestnut St. Mount Carmel, PA 17851
Hollywood Pizza 39 N Oak St. Mount Carmel, PA 17851	Catino’s VIno 23 S Oak St. Mount Carmel, PA 17851
Mattucci’s Willow Cafe 451 W 4th St. Mount Carmel, PA 17851	Fine Wine and Good Spirits 136 S Oak St. Mount Carmel, PA 17851
G N J All American Cafe 2 N Oak St Mount Carmel, PA 17851	Pappy’s Family Restaurant 2 N Oak St Mount Carmel, PA 17851
Bates Diner RR 54 Mount Carmel, PA 17851	Dorkos Cafe 300 W 4th St Mount Carmel, PA 17851
Theo’s Pizzeria & Restaurant 3 N Oak St Mount Carmel, PA 17851	Original Italian Pizza 3 S Oak St Mount Carmel, PA 17851

**Things to Do & Shopping**

Academy Sports Center 18 S Oak St, Mount Carmel, PA 17851	Electric Tattooing by Wondo 219 S. Oak St. Mount Carmel, PA 17851
Flo’s Bakery	Flowers from the Heart

211 S. Oak St. Mount Carmel, PA 17851 From the Neck Up by Paula	16 N Oak St, Mount Carmel, PA 17851 Matlow's Clothing Store
112 S Oak St, Mount Carmel, PA 17851 McAndrew Auto Sales	141 S. Oak St. Mount Carmel, PA 17851 Puff Express
7th & Oak St, Mount Carmel, PA 17851 Shops on the Corner	43 S Oak St. Mount Carmel, PA 17851 THE SHOP at Oak and Avenue
100 S Oak St. Mount Carmel, PA 17851 The Closet Door	200 N. Oak St. Mount Carmel, PA 17851 Crafts N' Tiques
10 S Oak St Mount Carmel, Pennsylvania 17851	206 S Oak St, Mount Carmel, PA 17851
Willow Creek Treasures at the Plaza 610 E. 5th St. Mount Carmel, PA 17851 (570)205-9539	Anthracite Outdoor Adventure Area (AOAA): Off-roading 4100 PA-125, Coal Township, PA 17866

*We recommend the Board further brainstorms the names and groups of people we have not included especially MC Business Leaders, MC Teen Leaders and Active Parents, and Previous Successful MC Partnerships.*

**INITIAL GRANT/PARTNERSHIPS WORKSHEET**

*"Make introductions as soon as possible with potential partners, so people are aware of you now and can prep you for the next round."*

*Ed Clarke, Corporate & Foundation Relations for Bucknell's Office of Sponsored Projects*

In addition to community partnerships, we compiled different recommended grants and partnerships from interviews and research conducted. We found opportunities with local and state level foundations and nonprofit organizations, corporations, big businesses, for-profit organizations, and government programs. Within this chart, we also included the organizations' mission statement, priorities, and contact information. With this information, MCACC can align itself strategically and form meaningful relationships with these organizations.

**SEE APPENDIX**

**GRANT WRITING TIPS**

*Push back is part of the deal. The negative people will not be putting funding into the Center, it is those that are investing the money who are excited.*

*Betsy Kramer, Revitalization Coordinator SEDA-COG*

Before Starting the Grant Writing Process	During the Grant Writing Process
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- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Build strong relationships with donors</li> <li>• Find out the focus of the organization and of that specific grant</li> <li>• Diversified Fundraising Plan, Grants should only make up approximately 20% of funding</li> <li>• Create a grant calendar and reach out to individuals to get on radar</li> </ul> | <ul style="list-style-type: none"> <li>• Obtain follow information:                             <ul style="list-style-type: none"> <li>○ Organization Information                                     <ul style="list-style-type: none"> <li>▪ (Board Structure, Staffing, What the MCACC stands for, Demographics, etc.)</li> </ul> </li> <li>○ Need Statement</li> <li>○ Project Description</li> <li>○ Project Goals and Objectives</li> <li>○ Budget (Line-by-line)</li> <li>○ Sustainability of project and organization</li> <li>○ Keep in mind 5 R's Grant Seeking: Readiness, Research, Relationships, wRiting, and Reporting</li> </ul> </li> </ul> |
|--|--|

**General Information**



- Common Types of Grants:
  - Project Grants
  - Capacity Building Grants
  - Operating Fund Grants
  - Research Grants
  - In-Kind Grants
- Foundations
  - Private Foundations
  - Family Foundations
  - Community Foundations
  - Federal agencies
  - State and Local Organizations
  - Capacity Building Grants

## FURTHER INQUIRY CONTACTS

From our conducted interviews, we were advised to reach out to these individuals moving forward:

- John Gordner (High up in PA Government, brought large grants to area)
- Christine Jacoby (Senator Kurt Moser's Contact)
  - [cjacoby@pahousegop.com](mailto:cjacoby@pahousegop.com)
- Linda Sterling (SEDA-COG)
- Christine Ngo (Bucknell Economics Professor)
- Dave Porzi (Anthracite Outdoor Adventure Area Operations Director)
- Kelly Filer (Developing programming for Rec Center and donations building. Church caught on fire. Moved to another area) (CC: same thing)
- Meuser Congressman (Connect with grants person in their office)
  - Tom Gerhard [tom.gerhard@mail.house.gov](mailto:tom.gerhard@mail.house.gov)
- Kelly Feiler (Developing programming for Recreation Center and donations building)
  - Heads Regional Engagement Center in Selinsgrove
  - Cell phone: 570-556-9869
  - [feiler5@verizon.net](mailto:feiler5@verizon.net) (preferred)
  - [kellyfeiler@icloud.com](mailto:kellyfeiler@icloud.com)
- Middlecreek Area Community Center in Western Snyder MACC (Beaver Springs)
  - Mike Bobb
  - Maccrec.org (website)
  - 570-658-2276 (ground up face)
- United Way Stacy (handles all non-profit applications)
  - Mike Piecuch
    - [spiecuch@gsvuw.org](mailto:spiecuch@gsvuw.org) (Greater Susquehanna Valley United Way)
- Donald Heiter Community Center (Andrea Tufo: Executive Director)
  - [donaldheiter@gmail.com](mailto:donaldheiter@gmail.com)
- TIME: George and Vanessa Venios
  - [vanessa.venios@gmail.com](mailto:vanessa.venios@gmail.com)
  - [time@ptd.net](mailto:time@ptd.net)
- Hospitals in the region to form partnerships (blood drives, grant opportunities, and health-related programming)
  - Evangelical Community, Geisinger, Berwick, Bloomsburg

## PROGRAMMING

### INTRODUCTION TO PROGRAMMING

*"Make sure you know what the Center is, what can YOU say about the building... If I'm a person from the community, what's in it for me? What's going to be my opportunity, that's what you need to show. Get something in there that is tangible that people say they want to be a part of that."*

*Kathy Vetovich, President of SABER*

Strong programming will be crucial for the Center's success because it will promote inter-generational learning and involvement. From our stakeholder interviews, we learned that disengaged youth are one of the largest concerns, and by providing a space for extracurricular activities, we believe the youth will feel more connected to the community. Additionally, the adult community will benefit from a resource center full of leisure activities, and educational opportunities. MCACC strives to serve the greater Mount Carmel area, thus, it will be important to offer programs that will appeal to everyone's needs. We advise the Board to diversify and brainstorm further programming ideas that would excite the greater Mount Carmel area community members, thus, cultivating excitement for all.

**PROGRAMMING IDEAS**

*"Add some things that are already happening. Quick things that are accomplished. Hotels were coming in, low-hanging fruit, creating a farmer's market (can be done with very little money) and get them invested in the revitalization as well."*

*Betsy Kramer, Revitalization Coordinator SEDA-COG*

MCACC is lucky enough to reside in the Phillips Mansion, a vast and beautiful space full of opportunity. MCACC should take full advantage of the large space by offering numerous programs and activities for all community members. Here is a list of potential areas for programming in the future. Kristen Moyer and Betsy Lockwood from SEDA-COG stated, "School districts have a good idea what the needs are of youth". We recommend reaching out to MCAHS administrators and teachers, with contact information that can be found on their website.

**Youth**

- Youth Development
- STEAM (Science, Technology, Engineering, Arts, Mathematics)
- Education
- Higher Education Prep
- Community Service Opportunities
- Recreation
- Mentorship
- Local Government

**Adults**

- Life Skills
  - Personal Finance
  - Tech/Coding Workshops
- Career Prep
- Child Services
- Workforce Development

**All Ages**

- Diversity + Inclusion
- Beautification
- Behavior
- Health, Addiction, and Recovery Therapy and Support Groups
- Fitness Classes
- Cooking
- Visual and Performing Arts
- Tech and WiFi
- Health and Wellness
- Mental Health
- Community Development
- Renovation
- Food Security

**VOLUNTEERING OPPORTUNITIES**

In addition to programming, we see immense possibilities for volunteer opportunities within MCACC. Specific audiences that could be targeted include local high school students and business employees. These groups can help MCACC as its building is being developed and

as its organization grows. By engaging these members through community service, long term relationships and involvement can develop.

- High School Students
  - High school seniors at Mount Carmel Area High School complete senior projects in groups as large as 5 and must complete 10-20 community service hours. This project is coordinated between students and their Career Center. Senior projects are decided on in October with a deadline to complete it by late April.
  - Contact the Mount Carmel Area High School for more information on Senior Projects.
- Corporation Employees
  - When completing partnership research, we found that many local businesses and banks, including Great Dane, promoted employees who donate their time, talents and resources to help improve our communities. These employees can be resourceful and help aid initial MCACC projects like cleaning up the building.

Reach out to local offices of businesses for further inquiry about volunteering opportunities.

## EXPANDING & POTENTIAL PARTNERSHIPS

*"Having partnerships is huge, in the point system, partnerships give lots of points. A letter of support from partners in the application is mandatory. Bucknell's partnership will help MCACC gain more partners and credibility."*

*Kathy Jeremiah, Revitalization Coordinator SEDA-COG*

Below we have outlined a map of different potential funding partners.

*partnerships*

<p><b>NEARBY BUSINESSES:</b></p> <ul style="list-style-type: none"> <li>- Restaurants</li> <li>- Shops</li> <li>- Grocery stores (Wegmans, Wegman's, etc.)</li> <li>- Hospitals (Evangelical, Berwick, Geisinger, Bloomsburg)</li> <li>- Newspaper</li> <li>- Banks</li> <li>- Insurance companies</li> <li>- Construction</li> <li>- Gyms (Coal Region Sports, Mount Carmel Fitness)</li> <li>- Walmart</li> <li>- Adult Education</li> <li>- CVS</li> <li>- Aging Home</li> </ul>	<p><b>SCHOOLS:</b></p> <ul style="list-style-type: none"> <li>- Bucknell University</li> <li>- Susquehanna Uni</li> <li>- Bloomsburg Uni</li> <li>- Lycoming College</li> <li>- McCann School of Business &amp; Technology (2 yrs)</li> <li>- Penn State Schuylkill</li> <li>- Penn State Hazleton</li> <li>- Triangle Tech Inc. Sunbury (2 yrs)</li> <li>- Northumberland County Career and Tech Center</li> <li>- Mount Carmel Area High School</li> <li>↳ Future Business Leaders of America Club</li> <li>Directors:                             <ul style="list-style-type: none"> <li>Mrs. Kristin FourSpring</li> <li>Mr. Trish Stockall</li> </ul> </li> <li>↳ Future Teachers of America Club</li> <li>↳ Future Nurses of America</li> <li>↳ Jazz Band</li> <li>Mr. Bernard Seellar</li> <li>↳ Art Club</li> <li>Mrs. Jennifer Stahr</li> <li>Mrs. Brooke Shockey</li> <li>↳ Chemistry Club</li> <li>Mr. Scott Swank</li> </ul>	<p><b>NON-PROFITS:</b></p> <ul style="list-style-type: none"> <li>- Degenstein</li> <li>- Greater Susquehanna United Way</li> <li>- Central Susquehanna Community Foundation</li> <li>- First Community Foundation Partnership</li> <li>- Central PA Community Foundation</li> <li>- Public Libraries</li> <li>- Mount Carmel Rotary</li> <li>- Mount Carmel Historical Society</li> </ul> <p><b>LOCAL COMMUNITY AREAS:</b></p> <ul style="list-style-type: none"> <li>- Government Reps (connected to state grant resources)</li> <li>(recommended: Moser, Gardner)</li> <li>↳ Science Club</li> <li>Mrs. Diane Candolera</li> <li>↳ Technology Education Club</li> <li>Mr. Keith FourSpring</li> <li>↳ Interact Club</li> <li>Mrs. Jennifer Biddinger</li> <li>↳ Peer Mediation Club</li> <li>↳ Sports Teams</li> <li>↳ Parents Board &amp; Alumni</li> </ul>	<p><b>MENTORING ORGS:</b></p> <ul style="list-style-type: none"> <li>- SEDA-COG</li> <li>- SABER</li> <li>- Sunbury Revitalization Inc.</li> <li>- Northumberland County Industrial Development Authority</li> <li>- Central Susq. Opportunities Inc.</li> <li>- PA Technical Assistance Program</li> <li>- MCDI</li> <li>- STEM for Kids</li> <li>- Science Spectrum</li> <li>- Bucknell SBDC</li> <li>- Local Mental Health Professionals</li> <li>- Silver Sneakers</li> <li>- Fitness Centers</li> <li>- Head Start (SUMCD: Snyder Union, Mifflin, County Development Inc.)</li> </ul>
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## RELEVANT BUCKNELL COURSES

There are many opportunities for additional partnerships between Bucknell University courses and MCACC. If MCACC could establish even more connections to Bucknell, we believe the collective impact will be immense, and both organizations will benefit. Below, we have outlined potential courses and departments that we view as capable of assisting MCACC:

**MGMT 101:** This course offers a way to get funding from Bucknell University to complete some of the projects the center would need completed. In this course, the students are divided up into 4 'companies.' Each company is then tasked with creating a business project in order to fund a local service project. Typically, each company will make money by selling a tangible product to the Bucknell community and use those profits to complete hands-on service work for an organization of their choosing. If one of the "companies" chose to help MCACC, they could provide up to a few thousand dollars for future renovations and more for the center and many hours of hands-on service work.

**Markets, Innovation and Design (MIDE):** The Markets, Innovation and Design (MIDE) major emphasizes critical thinking and problem solving from a creative and entrepreneurial standpoint. Some potential MIDE courses that MCACC could partner with are: Digital Marketing, Design Thinking, Markets Innovation and Design I, Design Realization, and Marketing Management. This past semester MIDE 300 (Markets, Innovation, and Design I) worked with MCACC to create a website.

**Engineering:** There are multiple engineering courses and curriculums that may benefit from partnering with MCACC. We recommend reaching out to specific individuals within the college to inquire about their potential for working with the Center down the line when you may need assistance implementing STEM programs, WIFI, or other technological or computer-based programs.

- [terri.norton@bucknell.edu](mailto:terri.norton@bucknell.edu) - Dean of Student and Strategic Initiatives
- [alan.cheville@bucknell.edu](mailto:alan.cheville@bucknell.edu) - Professor of Computer and Electrical Engineering Dean
- [patrick.mather@bucknell.edu](mailto:patrick.mather@bucknell.edu) - Dean of the College of Engineering

## RELATIONSHIPS WITH VOCATIONAL TECH SCHOOLS

Within 30 miles of MCACC, are the Northumberland County Career and Technology Center (NCCTC), McCann School of Business and Technology, and Triangle Tech Inc Sunbury Vocational Tech Schools. We recommend forming a partnership with the NCCTC. This school is located in Shamokin and is roughly 20 minutes from the Center. Programs include cosmetology, culinary, protective services, auto mechanics, collision repair, construction trades, welding, occupational childcare, and health occupations. Around fifteen MCAHS students participate in construction trades here. After interviewing Administrative Director James Catino, there are opportunities for involvement from all programs to aid MCACC in offsite projects like engraving benches, catering, and repairment. Anything that the school can create and drop off at Mount Carmel is feasible, including anything made out of wood and steel. There is a total of 250 students enrolled which allows them to have a turnaround rate of a week for projects. Director Catino recommends a MCACC Board representative to reach out and visit the vocational tech school to complete a work order for projects like these. He can waive the fee for community projects. NCCTC can also offer teaching opportunities about trade skills to community members of all ages as the Center also offers adult education. NCCTC can also provide SerfSafe Certification, which every restaurant and

bar needs, easily at the Center. Working with MCACC onsite is not out of the question, but faces time constraints with bussing students, an instructor, and aid from Shamokin to Mount Carmel. NCCTC also runs a half day schedule. To eliminate transportation time, another option would be sending Mount Carmel students directly to MCACC. This option is feasible if there is an adult on site with clearances to work with the students. NCCTC's onsite work at MCACC can include patching, drywall, and painting. These variety of opportunities can exist at all stages of the Center's development. A partnership with NCCTC is an exciting and feasible opportunity.

*For more information and logistics please contact NCCTC Administrator Director James Catino for more information at [jcatino@ncavts.org](mailto:jcatino@ncavts.org)*

## APPENDIX

### GRANTS AND PARTNERSHIPS WORKSHEET

Organization and 2020 Contact Info	Grant or Partnership	Mission Statement	Priorities
<b>Local and State Foundations and Nonprofits</b>			
<p><b>Charles B. Degenstein Foundation</b>  <a href="mailto:office@CharlesBDegensteinFoundation.org">office@CharlesBDegensteinFoundation.org</a></p>	<p>Grant and Partnership                      Awards: \$500 to \$5,000                      Application Due Date: Submit proposals before March 1, June 1, September 1, and December 1. The Trust Board meets quarterly to evaluate</p>	<p>Charles B. Degenstein established this charitable foundation to implement his life-long desire to improve the quality of people’s lives through support for organizations with clear statements of purpose, well-defined programs, and competent leadership.</p>	<p>Conservation and the Environment, Medicine and Health Care, Social Services, Civic Affairs and Cultural Activities, Education, Enhancement of Local Businesses, Beautification of Towns</p>
<p><b>SEDA-Council of Governments (COG)</b>  <a href="mailto:information@seda-cog.org">information@seda-cog.org</a>                      Betsy Lockwood, Manager, Project Development/Grants, Central Region PREP Coordinator  <a href="mailto:elockwood@seda-cog.org">elockwood@seda-cog.org</a>                      Glenda Ruch, Community Development Director  <a href="mailto:gruch@seda-cog.org">gruch@seda-cog.org</a>                      Betsy Kramer, Revitalization Coordinator  <a href="mailto:bkramer@seda-cog.org">bkramer@seda-cog.org</a></p>	<p><b>Partnership Opportunity</b>                      Over 50 years experience on issues related to economic development, community life, and the environment in Central PA                      Example: SEDA-COG created a partnership with the city of Shamokin and (SABER) with the purpose of providing leadership to help guide the city into a revitalization revolution; providing hope to the current residents, and opportunities to outside investors.</p>	<p>SEDA-Council of Governments enhances the quality of life and economic advantage for residents and businesses in 11 central Pennsylvania counties through its vital partnerships and initiatives.</p>	<p>General Core Values: Service, Expertise, Growth, Advocacy, Innovation, and Leadership                      Core Values for Communities: Development, revitalization, resiliency, IT, transportation planning</p>
<p><b>Greater Susquehanna Valley United Way</b>                      General                      570-988-0993                      Funding                      Stacey Piecuch  <a href="mailto:spiecuch@gsvuw.org">spiecuch@gsvuw.org</a></p>	<p><b>Grant and Partnership Opportunity</b>                      ***Formal Community Investment Process Timeline has been postponed because of COVID-19</p>	<p>Greater Susquehanna Valley United Way fights for the health, education, and financial stability of every person in Northumberland, Snyder, and Union counties by addressing the root cause of social problems. We strive to serve as a catalyst, leader, and partner to develop long-term social change by engaging communities to address identified areas of impact.</p>	<p>Impact Priorities: Basic Needs, Teens, Early Childhood Education, Behavior Health and Addiction, Diversity and Inclusion, Youth Mental Health</p>
<p><b>Central Susquehanna Community Foundation</b>                      Christine Orlando, Senior Program Officer  <a href="mailto:corlando@csgiving.org">corlando@csgiving.org</a></p>	<p><b>Grant and Partnership Opportunity</b>                      Grants applying to Northumberland County: COVID-19 Disaster Relief, Women’s Giving Circle (Charitable organizations that invest in community programs and projects benefiting</p>	<p>The Central Susquehanna Community Foundation is a regional philanthropic organization investing endowment funds, large and small, to benefit the communities and residents of Columbia, Lower-Luzerne, Montour, Northumberland, Union, and Snyder Counties in Central and</p>	<p>These investments are enhancing the quality of life in our region by providing support to nonprofit organizations and programs which impact physical, mental and oral health and wellness, the arts, education, youth activities,</p>

	<p>women and girls are encouraged to apply), Partners w/ Danville Area Community Foundation, Selinsgrove Area Community Foundation, Sunbury Area Community Foundation, Youth in Philanthropy.</p> <p>*Application turn around is very quick</p>	<p>Northeastern Pennsylvania. The mission of our community foundation is quality of life in the Central Susquehanna Valley – Achieving Donors’ Intentions.</p>	<p>early childhood development, recreation and much more.</p>
<p><b>First Community Foundation Partnership of PA</b>                  Director of Grantmaking Betty Gilmour  <a href="mailto:bettyg@fcfpartnership.org">bettyg@fcfpartnership.org</a></p>	<p><b>Partnership Focus Grant Opportunity</b>                  COVID-19 Common Application</p>	<p>FCFP works to improve the quality of life in north central Pennsylvania through community leadership, the promotion of philanthropy, the strengthening of nonprofit impact and the perpetual stewardship of charitable assets.</p>	<p>Brings together people, partners and places to grow local giving and investment, strengthen area organizations and results, and take on the critical issues and efforts needed to build vibrant communities.</p> <p>We guide the philanthropic gifts of donors by investing and administering funds to charitable programs and purposes via grants, scholarships, endowments and more.</p>
<p><b>Central PA Community Foundation</b>  <a href="mailto:cpcf@centralpagives.org">cpcf@centralpagives.org</a>                  814-944-6102</p>	<p><b>Partnership Focus</b>                  *Unrestricted grants</p>	<p>We’re dedicated to providing an enriching experience for donors and for those who benefit from their generosity. Through expert financial planning and in-depth knowledge of community needs, we help donors achieve their goals while maximizing the impact of each gift. The CPCF distributes grants to empower change through partnerships with organizations dedicated to creating a better future for the communities we serve.</p>	<p>Core Values: Community, Generosity, Legacy, Service, Responsibility, Trust</p> <p>Impact Areas: arts and culture, health and social services, education, religion, and economic development</p>
<p><b>SABER (Shamokin Area Businesses for Economic Revitalization)</b>  <a href="mailto:info@goshamokin.com">info@goshamokin.com</a>                  (570) 486-5545</p>	<p><b>Partnership Opportunity</b></p>	<p>SABER’s mission is to improve the economy of the Shamokin area, including the surrounding communities, to promote and endorse those businesses in our community, to encourage the retention and growth of our existing businesses, and, as well, to attract new, sustainable businesses.</p>	<p>Work to enrich the life of the community and improve the appearance, spirit, and pride of the community</p>
<p><b>Sunbury's Revitalization, Inc.</b>                  570.286.7768</p>	<p><b>Partnership Opportunity</b>                  Helpful to seek mentorship</p> <p>*Just received an RACP grant for the Center With Performing Arts Stage in 2020.</p>	<p>Sunbury’s Revitalization, Inc. is a nonprofit, charitable organization dedicated to promoting economic development opportunities, spurring neighborhood reinvestment, instilling pride, and fostering</p>	<p>Seek to preserve our heritage, embrace our current and historic diversity, and move the City towards becoming a regionally competitive 21st century urban</p>

<p><b>Northumberland County Industrial Development Authority</b>                  Director of Economic Planning and Development Donald Alexander                  (570) 988-4343  <a href="mailto:don.alexander@norrycopa.net">don.alexander@norrycopa.net</a>                  Grants Manager                  Kathy Jeremiah  <a href="mailto:kathy.jeremiah@norrycopa.net">kathy.jeremiah@norrycopa.net</a></p>	<p><b>Partnership Opportunity</b>                  Helpful to seek mentorship                  *Just received an RACP grant for Northumberland County Economic Development - Shamokin City in 2019.                  Also, runs the County Industrial Revolving Loan Fund.</p>	<p>a sense of community within the City of Sunbury and the surrounding area.                  NCIDA oversees and coordinates industrial development policy &amp; activity for the County.</p>	<p>center while maintaining our small-town character.                  Assists in site selection &amp; development, marketing, financial packaging for industrial firms. Conduit for industrial revenue bonds.</p>
<p><b>Central Susquehanna Opportunities, Inc</b>                  Shamokin                  (570) 644-6575                  Sunbury                  (570) 644-6575 ext. 171</p>	<p><b>Partnership Opportunity</b>                  This is a part of PA Community Action Agencies. Seems like a great resource with many connections.                  Programming like free workshop Wednesdays and free cleaning supplies.                  Could MCACC help make their services more accessible for Mount Carmel?</p>	<p>Central Susquehanna Opportunities, Inc. (CSO) creates opportunities for residents and communities in Central Pennsylvania to thrive.                  Provide Opportunities.                  Empower Families.                  Strengthen Communities.                  Help individuals and families reach and maintain financial self-sufficiency.</p>	<p>As a nonprofit, community-based 501(c)3 charitable organization, we facilitate connections between neighbors, organizations, government, businesses, community groups, and congregations to create positive, sustainable changes that make the quality of life better for everyone.                  Also, helps people find jobs and help employers find workers</p>
<p><b>Pennsylvania Technical Assistance Program</b>  <a href="https://penntap.psu.edu/contact/">https://penntap.psu.edu/contact/</a></p>	<p><b>Partnership Opportunity</b>                  *At Penn State</p>	<p>A statewide technical assistance organization charged with supporting Pennsylvania businesses and anchor institutions — including manufacturers, municipalities, educational institutions, entrepreneurs, and economic development agencies</p>	<p>Focuses on helping Pennsylvania businesses though two primary areas of expertise: Energy and Environmental Services and Innovation Services</p>
<p><b>Northumberland County Area Agency on Aging</b>                  Referrals 570-495-2395                  General  <a href="mailto:info@ncaging.org">info@ncaging.org</a></p>	<p><b>Partnership Opportunity</b></p>	<p>It is the intention of the Area Agency on Aging to provide assistance to those in need, encourage older adults to work through problematic situations, and to assist individuals to remain active and independent within the community.</p>	<p>Planning, coordinating, and monitoring of services for county residents over the age of sixty.</p>
<p><b>LIFE Geisinger: Kulpmont</b>                  800-395-8759</p>	<p><b>Partnership Opportunity</b>                  *Is a PACE (Programs for All-Inclusive Care of the Elderly) provider</p>	<p>LIFE Geisinger provides additional independence for older individuals and their caregivers. If older adults live in our service area and meet the requirements listed below the LIFE Geisinger Program can help them stay in their homes while taking advantage of comprehensive daily living and health services.</p>	<p>Specialized services to help our seniors live independently</p>



**Kulpmont Senior Action Center**  
 Barb Chaundy  
 (570) 373-1112  
[kulpmontsac@ptd.net](mailto:kulpmontsac@ptd.net)

**Mount Carmel Senior Living Community**  
 570-339-2501

**Partnership Opportunity**

**Partnership Opportunity**

Senior Centers offer people 55 years of age and older an opportunity to meet and make new friends.

Mount Carmel is the premier Continuing Care Retirement Community (CCRC) in the area, offering skilled, compassionate, lifelong care in a vibrant, newly renovated setting.

Hot Noon Meals, Recreation, Socialization, Health Screenings, Transportation, Volunteers

Full, restorative care program that promotes wellness and helps increase independence. It includes on-site physical, occupational and speech therapy. As well as, other rehabilitation services, a rehab and fitness clinic, skilled nursing, personal care, independent living, and extra amenities.

**Corporate/Big Businesses and Organizations**

**PPL**  
 Frackville Location  
 570-874-5071  
 Bloomsburg Location  
 570-847-9552  
 Montoursville  
 570-368-5338  
 Wilkes-Barre Location  
 570-615-5772

**Merck and Co.**  
 Riverside, PA  
 (570) 275-2221

**UNB Bank**  
 Mount Carmel Location  
 570-339-1040

**Grant or Partnership Opportunity**  
 \*History in and supporting Mount Carmel - provides service to the area's 5600 residents  
 \*Shamokin previously had a PPL grant match DCED grant. They also helped with the American Legion Roof in Shamokin.  
 \*Community Reinvestment Act

**Partnership Opportunity**  
 \*Community Reinvestment Act

**Partnership Opportunity**  
 \*Community Reinvestment Act

PPL, in Mount Carmel and its other service territories, was one of the first electric providers in Pennsylvania to provide heating assistance to low-income customers.

We provide financial and product donations to help promote health equity – the opportunity for everyone to attain their highest level of health. We support our communities through employee volunteer programs and charitable grants to local nonprofits addressing critical health and social needs.

For more than a century, UMB has maintained a commitment to the prosperity of each community we serve. UMB's giving

Various programs that provide financial assistance and free weatherization services to consumers who qualify.  
**PPL in Mount Carmel also provides assistance through corporate and employee donations of around \$6 million per year to organizations such as United Way and other agencies that help spur economic and community development.**

Address global health needs where we can have a substantial impact, Promote health equity by addressing health disparities in underserved communities, Collaborate with diverse partners to build healthier, stronger communities, Leverage our resources – financial, product and expertise – to achieve greater positive impact on health outcomes, Health, education, community

Arts, agriculture, financial education and self-sufficiency

**Varano Insurance Agency: A Branch of Erie Insurance**

Mount Carmel Varano Insurance Agency Location  
 (570) 339-4609  
 Erie Insurance Community Outreach  
 (814) 870-2940  
[givingnetwork@erieinsurance.com](mailto:givingnetwork@erieinsurance.com)

**Bank of America Community Grants**

General Contact  
 800.218.9946  
[foundation@bofa.com](mailto:foundation@bofa.com)  
 Hazelton Location  
 (570) 384-6820

**Members' Choice Financial Credit Union**

Email  
[mcfcu@mcfcu.org](mailto:mcfcu@mcfcu.org)  
 Toll-free  
 1-800-834-0082  
 Fax  
 570-275-4176

**Weis Markets**

Necessary to create an account here for donation requests  
<https://weismarkets.versaic.com/login>  
 \*Most donations are in the form of gift cards  
 Coal Township Location  
 (570) 644-3980  
 Shamokin Location

\*Made a \$5,000 contribution to help MCACC buy the building  
 \*Partners with Benevity for grants

**Partnership Opportunity**

\*Partners with Benevity for grants

**Partnership Opportunity**

\*Community Reinvestment Act

**Partnership Opportunity**

**Partnership Opportunity**

\*Benevity partner  
 \*Non-profit and community organizations interested in a donation for their cause or a donation for a charitable fundraising event such as a silent auction, bake sale, spaghetti dinner, etc., should make a request

policy includes sponsorships, donations and fundraising

At ERIE, we believe in investing in our communities and in the lives of others. We give our time, talent and resources in three key areas of focus

We're delivering on this through our responsible growth strategy with a focus on environmental, social and governance (ESG) leadership. As part of this work, we develop strong partnerships with nonprofit organizations addressing issues fundamental to economic mobility and social progress in low- and moderate-income communities. In response to poverty and issues affecting social justice and racial and gender inequality, we focus on stabilizing individuals and families by ensuring their basic needs are met; addressing challenges, such as food and housing insecurity; and connecting individuals to pathways to succeed by building skills for 21st century jobs through education and workforce training.

Being a good corporate citizen; philanthropy is at the top of our list as we strive to partner in communities and give back. As a non-profit, cooperative financial institution, we pride ourselves on putting our members first in the communities we serve.

To deliver an exceptional shopping experience by offering the best service, value, quality, and freshest products while being good stewards of our environment and giving back to the communities we serve.

Community building, safety, environmental responsibility

Economic Mobility - improving the lives of individuals and families by investing in workforce development & education and basic needs, including family stabilization and crisis prevention. (Applications accepted 1/27/2020 – 2/21/2020.) Strengthening communities by investing in affordable housing, revitalization, the arts, and the environment (Applications accepted: 6/1/2020 – 6/26/2020.)

Committed to our members and the community  
 Previously partnered with: Evangelical Community Hospital, Danville Area Community Center, Bloomsburg University, CSIU LPN Career Center, Camp Victory, The Peyty Foundation, Circles of Love and many more

Strong supporters of community-based health care organizations, food banks and emergency food providers and educational causes.

(570) 644-0642

**Great Dane**  
Paxinos/Elysburg Location  
570- 221-6920

through our online donation request system.

**Partnership Opportunity**  
\*Volunteer Support

Our commitment to building superior products and fulfilling customer needs has taken us from a small, steel fabricating company to the No. 1 trailer manufacturer in the world.

No philanthropy priorities/efforts listed  
"From food drives to blood drives. From 5Ks to community clean-ups. Great Dane employees aren't afraid to roll up their sleeves and donate their time, talents and resources to help improve our communities. We take pride in supporting and improving the many communities we call home."  
\*Volunteer Support

**Anthracite Outdoor Adventure Area**  
Contact form available on website  
570-648-2626

**Partnership Opportunity**  
\*Highly recommended by interviewees

The Northumberland County AOAA Authority leases approximately 7,500 acres of coal lands in lower Northumberland County for the purposes of actively managing a family-friendly motorized and non-motorized recreation facility.

No philanthropy priorities/efforts listed

**Northumberland National Bank**  
Northumberland Branch  
1 (888) 877-6623  
Toll-Free  
(570) 473-3531

**Partnership and Grant Opportunity**  
\*Community Reinvestment Act

As a community bank, we believe that being a strong supporter of organizations that work for the betterment of the community at large is a wise investment.

No philanthropy priorities, they have previously donated to a variety of nonprofits  
\*Financial and Volunteer Support

**Service 1st Credit Union**  
Scott Temple, Vice President Specialized Lending  
[temples@service1.org](mailto:temples@service1.org)  
Local phone:  
570.271.6060

**Partnership Opportunity**

Service 1st is in the business of helping people. Helping other local businesses grow by financing local projects is one way we continue to demonstrate this.

No philanthropy listed. However, they do give out small business loans as solutions to help your business secure the financing you need to keep your business moving.  
"Our low rates and attractive terms, paired with our knowledgeable commercial lenders are the perfect mix for your business needs."

**M&T Bank**  
Northeastern Charitable Contribution Contact  
Jody Henninger  
570-327-2138  
[jhenninger@mtb.com](mailto:jhenninger@mtb.com)  
Ashland Location  
(570) 875-1132  
Shamokin Location

**Partnership Opportunity**  
\*Community Reinvestment Act

Healthy communities are the foundation of successful businesses. The M&T Charitable Foundation works in partnership with non-profit organizations that focus on improving the quality of life for our customers, employees and neighbors. Our decisions are made locally,

Not limited to: Arts/Culture, Civic Affairs, Health Care, Human Services, Education

(570) 648-4648  
 Elysburg Location  
 (570) 672-2401  
 Frackville  
 (570) 874-2287

**Swineford National Bank (Listed online as also ATM or Fulton)**

(570) 286-7733  
 Swineford National Bank  
 835 N 4th St,  
 Sunbury 17801 PA, USA

**Walmart**

Coal Township Location  
 (570) 648-6700  
 St Clair Location  
 (570) 429-1959  
 No corporate contact

**Ford Motor Company Fund**

[education@fordfund.org](mailto:education@fordfund.org)

**AARP**

[communitychallenge@aarp.org](mailto:communitychallenge@aarp.org)



**Partnership Opportunity**  
 \*Community Reinvestment Act

**Partnership and Grant Opportunity**  
 \*Local Community Grants  
 \*Walmart recommends requests for in-kind donations at local Walmarts  
 \*Volunteer Support  
 \*Large distribution centers are nearby MC in High Ridge Industrial Park

**Grant Opportunity**  
 Ford College Community Challenge

**Grant Opportunity**  
 The 2020 AARP Community Challenge

by the people who know their communities best.

Not found

We seek to create value in the communities around the world where we operate, strengthening them through local grants supporting programs that help them thrive.

Invites students to develop and submit ideas for innovative projects that address community needs – ranging from safety to workforce development to access to mobility, and more. Allowing students to take an active role in making people’s lives better and helping their community become a more sustainable place to work and live.

Provides small grants to fund "quick-action" projects that can help communities become more livable for people of all ages



Not found

Creating Opportunity, Advancing Sustainability, and Strengthening Community  
 Local giving in the US, Volunteerism & Associate Giving, Inclusive Communities, Local Giving Around the World, NW Arkansas Giving

Mobility, Water, Social Enterprise, Safety, Workforce Development, Community Need

Improve housing, transportation, public space, technology ("smart cities"), civic engagement, create vibrant public places, and more — all while keeping communities safe and healthy during the global coronavirus pandemic  
 Permanent physical improvements in the community, Temporary demonstrations that lead to long-term change, New, innovative programming or services

**Boyer's Food Market**

Mount Carmel Location  
Store Manager Thomas Bellizia  
[stmgr13@boyersfood.com](mailto:stmgr13@boyersfood.com)

**Kajeet Education**

Sales Inquiries:  
[sales@kajeet.net](mailto:sales@kajeet.net)  
General Inquiries:  
[hr@kajeet.com](mailto:hr@kajeet.com)

**Coal Region Sports**

558 West Saylor Street  
Mount Carmel, PA 17851  
Send Message on Facebook

**Mount Carmel Fitness Inc.**

130 South Oak Street  
Mount Carmel, PA 17851  
(570) 274-3988

**CVS**

CVS Health Foundation  
[cvshealthfoundation@cvshealth.com](mailto:cvshealthfoundation@cvshealth.com)  
Community Grants  
[corporategiving@cvshealth.com](mailto:corporategiving@cvshealth.com)  
Gift Cards Online Application and  
[giftcards@cvshealth.com](mailto:giftcards@cvshealth.com)  
Additional Inquiries  
[communitymailbox@cvshealth.com](mailto:communitymailbox@cvshealth.com)

**Wegmans**

No Direct Contact, must create an account here  
<https://wegmans.versaic.com/Login.aspx>

**Partnership Opportunity**

Boyer's provides service to local communities with convenient, easy to shop store layouts, superior product selection that caters to the customers we serve in each market, and unparalleled community support for the local town's schools, churches, groups and charities.

Fundraising Program: Selling Pellman desserts, pies, cake rolls, and large hoagies  
Additional Community Involvement Program: Car Wash Program, Donation Requests, Solicitation Requests, Caring & Sharing 1% Rebate Program, Caring/Sharing Scrip Gift Card Program

**Partnership Opportunity**

\*Previously partnered with local United Way

Ensure all students have equitable access to the Internet outside of school. Kajeet provides WiFi hotspots, school bus WiFi and LTE enabled chromebooks.

Equitable WiFi  
Further Grant Recommendations  
<https://www.kajeet.net/10-new-grants-for-2019-20-ed-tech-initiatives/>

**Partnership Opportunity**

Gym and Sports Facility

**Partnership Opportunity**

Gym/Physical Fitness Center

**Grant Opportunity**

\*Volunteer Support  
\*Grants are invite only

We are committed to supporting the communities we serve through impactful and meaningful engagement. Financial support through our company and the CVS Health Foundation, in-kind donations, employee giving, fundraising and other community investments

Community Grants Ensuring patient safety, Supporting those with chronic disease, Meeting the needs of an aging population, Promoting medication adherence, Facilitating accessible, affordable care, Combating prescription drug abuse Access to health care, youth tobacco prevention, and prescription drug abuse prevention.

**Partnership and Grant Opportunity**

\*Large distribution centers are nearby MC in High Ridge Industrial Park  
\*Work with United Way

Supporting a variety of local fundraisers and events is the everyday way Wegmans builds community relationships. We support local PTAs, faith-based organizations providing humanitarian support, youth sports, town celebrations, and community-built playgrounds. If it affects our employees and customers,

Youth Sports, Local Sponsorships, Disaster Relief, Feeding the Hungry, Helping Young People Succeed, Encouraging Healthy Eating & Activity, Enriching Store Neighborhoods, Supporting United Way Initiatives

**BB&T**

Community Benefits Plan Team  
[CommunityBenefitsPlan@BBandT.com](mailto:CommunityBenefitsPlan@BBandT.com)  
 Proposal Must fill out and sign in to a Truist Financial Corporation  
 Cybergrants account found on BB&T's website

**Partnership and Grant Opportunity**

\*Community Reinvestment Act  
 \*Volunteer Support: Lighthouse Project

chances are we can help, whether it's a gift card donation or a larger community sponsorship opportunity

Strengthening our communities through funding and collaboration. It takes more than just money to build better communities—it also takes a human connection. By building relationships within our communities, we're looking to address the challenges people face every day. Things like affordable housing, health care, and nutrition. Our grants also help with longer-term solutions, such as access to capital for small businesses, vocational training, and mentoring.

Affordable Housing (comprehensive solutions, creation, and/or preservation affordable housing to include transitional, rental and/or ownership), Essential Community Services (comprehensive approaches to self-sufficiency, access to healthcare, and social services), Small Business Access to Capital (organizations that provide access to capital and technical assistance for small businesses and business districts targeted for redevelopment), Workforce Development (youth & adult programs that focus on skill development & training for employment that pays a livable wage)

**Government**

**PA DCED: Neighborhood Assistance Program (NAP)**

PA DCED General Phone Number  
 1.866.466.3972  
 Governor's Center for Local Government Services  
 Northeast Region  
 Policy Specialists Jim Rose  
 570-963-4166  
 Mike Carpenter  
 717-975-7143  
 Planner Ted Ritsick  
 717-433-2508  
 DCED Regional  
 Directors Paul Macknosky Fadia Halma  
 Contact local congressman's office

**Grant Opportunity**

\*Additional part of NAP - The Charitable Food Program (CFP) component is focused on improving food security in Pennsylvania.  
 \*Requires a 1:1 match

A project must serve distressed areas or support neighborhood conservation. A tax credit of up to 55% can be awarded  
 \*CFP assists charitable programs that provide food to low income populations in distressed areas. A tax credit of up to 55% can be awarded

Projects must fall under one of the following categories: affordable housing programs, community services, crime prevention, education, job training or neighborhood assistance. Business, community, tax incentives

**PA DCED: Redevelopment Assistance Capital Program (RACP)**

General Questions  
[RA-OB-RACP-PPR@pa.gov](mailto:RA-OB-RACP-PPR@pa.gov)  
 Assistant Director

**Grant Opportunity**

\*If awarded this grant, MCACC can't apply to other DCED grants that year  
 \*Requires a 1:1 match

Commonwealth grant program administered by the Office of the Budget for the acquisition and construction of regional economic, cultural, civic,

Projects have a regional or multi-jurisdictional impact, and generate substantial increases or maintain current levels of employment, tax revenues, or

Program Policy & Grant Development  
 Bureau of Redevelopment, Capital and Debt  
 Governor's Budget Office  
 Scott Bowman  
 (717) 346-0665  
[scotbowman@pa.gov](mailto:scotbowman@pa.gov)  
 Contact local congressman's office

recreational, and historical improvement projects.

other measures of economic activity.

**Additional Recommended Government Grants**

*"It takes a coordinated effort and part of the application process will be soliciting support, from the mayor, the state senator, the chamber of commerce, that they are committed to working together over a long term." – Steven Stumbris, Bucknell's SBDC Director*

- **Appalachian Regional Committee**
  - Investments Supporting Partnerships In Recovery Ecosystems (INSPIRE) Initiative or POWER (Partnerships for Opportunity and Workforce and Economic Revitalization) Initiative
  - Contact: Neil Fowler, PA State ARC Program Manager
    - [nfowler@pa.gov](mailto:nfowler@pa.gov)
    - 717.214.5395
- **PA DCED: Keystone Communities Program Grants**
  - General Contact:
    - 1.866.466.3972
  - No matching grants needed
  - Shamokin used to this to fix their American Legion building/library
- **PA: Commonwealth Financing Authority Grants**
  - General Contact:
    - 1.866.466.3972
  - When budgeting for grant fund, take into consideration Acts 13 (Marcellus Shale drilling, feedback from drillers)
  - 5-6 categories: Green Ways Trials and Recreation program
  - Also applied through government entity for eligibility
  - If MCACC falls under a municipality, they can apply
- **PA: Department of Conservation and Natural Resources (DCNR): Community Parks and Recreation Grants**
  - Contact: Wes Fahringer, Regional Advisor
    - [mfahringer@pa.gov](mailto:mfahringer@pa.gov)
    - (570) 401-2465
- **PA State Association of Boroughs**
  - General Contact:
    - 717-236-9526
- **PA Historical & Museum Commission: Keystone Historic Preservation Planning Grants**
  - Contact: Karen Arnold, PA Keystone Grant Manager
    - [kaarnold@pa.gov](mailto:kaarnold@pa.gov)
    - (717) 783-9927
  - General Contact: DCED's Customer Service Department:
    - (866) 466-3972

- [ra-dcedcs@pa.gov](mailto:ra-dcedcs@pa.gov)
  - <https://dced.pa.gov/contact-us/>
- **PA Historical & Museum Commission: Certified Local Grant Program**
  - Contact: Bryan Van Sweden, Central PA Regional Community Preservation Coordinator
    - [bvansweden@pa.gov](mailto:bvansweden@pa.gov)
    - (717) 772-5071
  - Additional Resources: Identify and build relationships with local legislators and boroughs' government members. Gain buy-ins. For example, Senator Moser and Senator Gordner.

*Additional Resources: Identify and build relationships with local legislators and boroughs' government members. Gain buy-ins. For example, Senator Moser and Senator Gordner.*

- **Past PA DCED- RACP participants in Northumberland County**
  - RACP 2019 Winners
    - Delaware Township Logistics Center -Northumberland County
    - Northumberland County Economic Development - Shamokin City - Northumberland County Industrial Development Authority
    - Point Township Municipal Building, Shamokin FQHC-MSF (Keystone Healthcare) - Point Township
    - Shamokin FQHC-MSF (Keystone Healthcare) = FQHC-MSF
- **RACP 2020 Applicants**
  - 4-County Rural Broadband Expansion - Northumberland County Industrial Development Authority
  - Sunbury's Revitalization, Inc.- Sunbury Community Center With Performing Arts Stage
  - Northumberland County Courthouse Restoration - Northumberland County
  - PSSA Event Venue Construction - Pennsylvania State Shotgunning Association

**Additional Recommendations:**

- As an active coal mine borders the Mount Carmel Borough, reach out to descendants of coal barons in the area. Research what companies were around there and track families that owned the mines. - Shaunna Barnhart, Director of BCSE
- Form partnerships with Degenstein Foundation and Central Susquehanna Community Foundation: compared to other organizations they have lots of grant money