



# Voices Amplified

## 2017-2018 ANNUAL REPORT



Community Action Committee  
of the Lehigh Valley, Inc.





*Louis Moreno*

“Estaba por perder mi casa entonces me recomendaron ahí en Bethlehem, CACLV, algo así que se llamaba y acudí y me hicieron una entrevista. Y de un principio me atendieron muy bien, y yo vi que tenía esperanza de que no iba perder a mi casa con la ayuda, y fue así que llegamos a – o sea, a no perder mi casa con toda la ayuda que me dieron.”

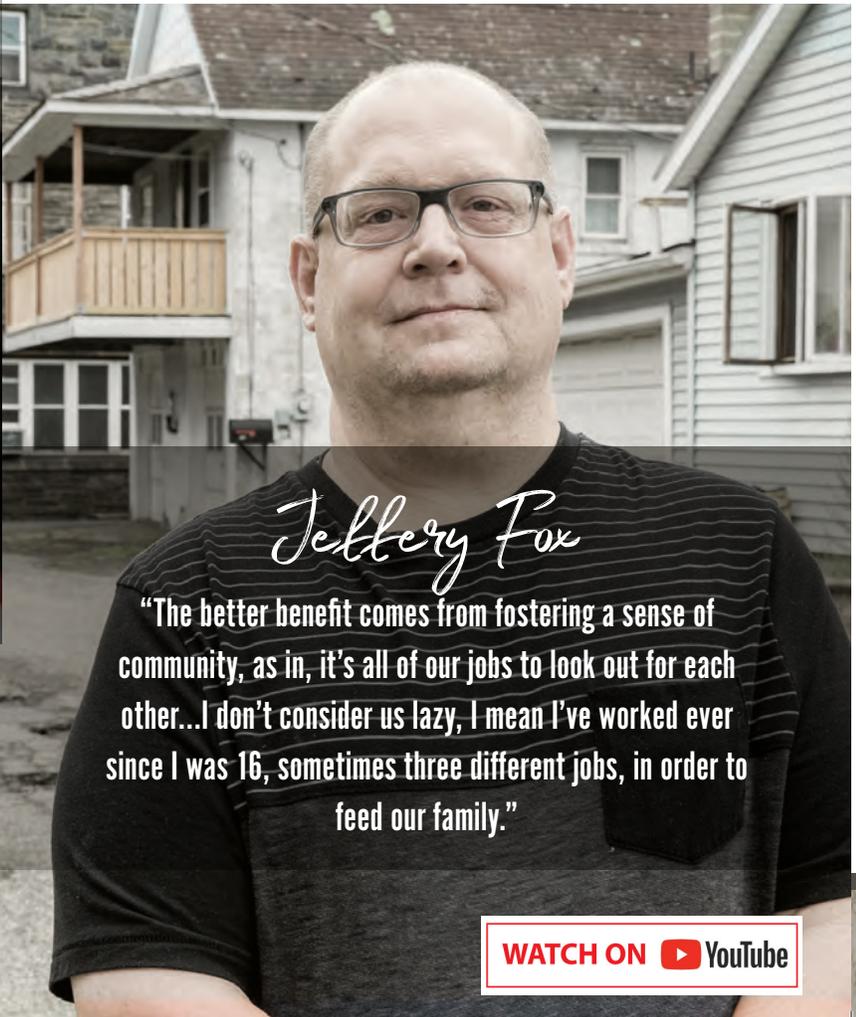
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*Elismarie Lopez*

“[I think] a lot of people are misguided. They don’t have the right guidance in life to help them get to where they want to be. You should always try to find people that you think can give you a little bit of knowledge or can enlighten you about what you want to do in your life and that would keep you positive.”

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*Jeffery Fox*

“The better benefit comes from fostering a sense of community, as in, it’s all of our jobs to look out for each other...I don’t consider us lazy, I mean I’ve worked ever since I was 16, sometimes three different jobs, in order to feed our family.”

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## PRESIDENT'S MESSAGE

# Voices Amplified

It is so interesting bringing my conservative views to my position as President of the Board of Directors of the Community Action Committee of the Lehigh Valley, an agency that is typically viewed as being in the "liberal" column. My conservative friends wonder, especially, how I get along with our long-time executive director, Alan Jennings.

Well, as I approach the end of my two-year stint of having the honor of leading this organization, my conservative friends need to know that this organization is not easily stuffed into the usual characterization. Our liberal friends, too, need to know that.

CACLV acknowledges that our country has a market economy. We understand the importance of jobs, entrepreneurship and the accumulation of assets that translate into wealth. We understand that a community with a dysfunctional marketplace can't thrive.

Please read this incredible report. You will see that CACLV challenges itself to take on a colossal task: trying to make that marketplace work for as many people as possible. We make sure there is access to capital, that people who want to start their own businesses can get entrepreneurial training, that predatory businesses should be blocked from profiting from their shenanigans, that owning a home is a great way to create wealth.

We also expect the people we serve to take personal responsibility for the decisions they make. As a community, we could do a better job of supporting them when they do make the right decisions and maybe a little less judgmental and punitive when they fail. We can also help them find their voice and even amplify that voice.

This agency is a remarkable testament to what a community is capable of being, one where fairness and compassion cannot be put in a box labeled with any "-ism."

We just completed our next five-year strategic plan. It charts the expectation of growth while emphasizing the importance of everyone having "a voice in the decisions that affect their lives." It holds us all, including those we serve, accountable.

Yes, we are an activist organization. But don't mistake activism as being either "liberal" or "conservative." It just insists that fairness prevail and perseveres when progress is resisted.

I want to thank the volunteers who serve on the boards of directors of our five corporations, the many advisory board members, the volunteers who number in excess of 1,000, the thousands of individuals, companies and foundations that donate, and the dedicated staff. We urge everyone who believes in this land of opportunity to join with us. If you do, the Lehigh Valley will never be the same.



**Patricia Jackson**  
President  
Board of Directors



*Just as the pen was deemed  
mightier than the sword, so then,  
can one's voice be mightier than  
the resistance to change.*

You are reading the 2017-18 Annual Report of the Community Action Committee of the Lehigh Valley. There is a lot of information here: we want you to know how many people's lives were changed as a result of services provided to them. We want you to know how their neighborhoods were changed, how the Lehigh Valley's marketplace extended more economic opportunity. We want you to know how much of a difference you made in the lives of people who, otherwise, would have been left behind.

## THE 2018-2023 STRATEGIC PLAN

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We also want you to know what you can expect from us in the next five years. The Board of Directors of CACLV adopted a new strategic plan that projects our role in this community and beyond through 2023.

We like to think that CACLV has been the most consequential change agent in the region for decades. And we want to assure our friends, allies, donors, volunteers and even those who would push back that CACLV is healthy, powerful, prepared for the resistance, and passionately committed to leaving nobody behind.

Among the key strategic initiatives in the plan is to emphasize the value of low-income people having "...a voice in the decisions that affect their lives." This concept, which was fundamental to the tenets of the War on Poverty when President Lyndon Johnson proposed it in 1964 (they called it "maximum feasible participation"), suggests that our society is far more threatened when the hopelessness of poverty leads to apathy and dependence than when it leads to activism. Our democracy will be better if everyone participates. This Annual Report amplifies the voices of those who must be more vocal if true change is to occur. More than 20 of those voices can be found here in this report.

Hundreds of people contributed in some way to the development of our latest plan over 18 months.

When all was said and done, the mission statement was, again, reaffirmed as the guiding light of the agency. Originally adopted in the early 1990's, it has easily withstood the test of time:

The Mission of the Community Action Committee of the Lehigh Valley, Inc., is to improve the quality of life in the Lehigh Valley by building a community in which all people have access to economic opportunity, the ability to pursue that opportunity and a voice in the decisions that affect their lives.

You can find our 2018-2023 Strategic Plan at [www.caclv.org](http://www.caclv.org), along with some great stories, other useful information about our work and the community we serve, our IRS Form 990 and other disclosures.

THE 2018-2023  
STRATEGIC PLAN

## PREFACE ON ECONOMIC AND SOCIAL JUSTICE

CACLV has an impressive history of working for fairness for all in our community. Where there is injustice, where there is despair, where there is alienation and where there is lack of opportunity, CACLV will stand up, grab the hands of those who have been relegated to their knees, lift them up and raise our voice in harmony with those too many would leave behind. We will do it well, we will do it efficiently and we will do it without apology to those who stand in the way.

We will never have every voice singing from the same song sheet but we can drown out the voices of those who somehow cannot understand that we are all in this together.

*Miosoty Rivera*

“Yes, the Community Action of the Lehigh Valley. Helpful? My goodness! I started helping family members and lost my home because of it and I was sleeping, me and my 10-year-old were sleeping in the van that his father had left when he went to jail (which was another bad decision in my life) but, you know, I’m moving forward. And, a police officer saw me a couple of days of sleeping in an emergency room and he approached me and, I was so scared.

I was like, Oh My God, I’m going to lose my son, you know. He actually, the police officer was like, ‘you know, I noticed something, come here.’ And I was like, yeah what? He’s like, ‘Are you homeless?’ He told me to come here, you know, to the Sixth Street Shelter. And by the next day, they placed me in here and they said the rules and, you know, once you follow them, you might not think that they’re watching but they are. And that’s how I got into this program.”

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# COMMUNITY ACTION DEVELOPMENT CORPORATION OF ALLENTOWN

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- » **Launched a new Start Your Business module class format**, in conjunction with Community Action Development Corporation of Bethlehem, providing comprehensive entrepreneurial training to individuals interested in starting a new business or expanding an existing business; 91 students enrolled, of whom 75 students (82%) completed the module in which they enrolled; eight businesses were started and ten jobs were created.
- » **Provided technical assistance to 26 existing and prospective entrepreneurs** not participating in the Start Your Business course; four businesses were launched, creating six jobs, and 18 businesses were sustained as a result of this service.
- » **Delivered direct marketing assistance to Start Your Business graduates**, providing website and social media development to 14 businesses; provided marketing assistance to 11 existing or prospective entrepreneurs through the creation of marketing materials such as flyers, menus, business cards and logo creation; these efforts were funded by The Century Fund and targeted Start Your Business graduates with an existing business in Center City.
- » **Administered the Main Street Program on Seventh Street in Allentown:** completed two commercial and three residential facades; completed two streetscape projects and two volunteer projects including replanting of the Kiosk Garden on the 600 block of Seventh Street and repairing the garden's iron work and nearby bike racks; held the annual April Earth Day "Spring Offensive" clean-up with over 40 volunteers; collaborated with BB&T volunteers as part of their "Lighthouse" project to plant fresh flowers in the ceramic planters located along the Seventh Street corridor; and installed seasonal LED lights to augment the festive holiday effect for people driving into the revitalized downtown.
- » **Completed the fourth year of Upside Allentown, our neighborhood-based, six-year community development effort** in collaboration with the City of Allentown and other partners in the area that include Old Allentown, Old Fairgrounds, Center City (south to Walnut) and Seventh Street: designed façade improvements for four commercial and nine residential properties; supported the Old Allentown House Tour featuring 12 restored homes and a nearby art gallery; continued implementation of Upside's Arts & Culture 2020 Plan in the Hamilton District, Jordan Heights and Old Allentown neighborhoods by creating public art, painting murals, designing neighborhood banners and signage, partnering with the Allentown School District on innovative youth art projects and launching the "Third Thursday" arts experience. Additionally, Upside Allentown supported both the Allentown Police Department's Youth Academy, which introduced 51 youth to careers in law enforcement, and their "Community Engagement 365" initiative that allowed officers to interact daily with residents by distributing various gift items; funded 40 police bicycle patrols and 43 walking patrols in the Upside footprint to improve safety and contribute to a 20% reduction in Part I crimes in Center City; conducted two weeklong SAT Boot Camps to prepare high school students for college by improving their performance on the SAT test, which included a van tour of four colleges, for 25 high school students; funded GED exam preparation for 42 students and ESL instruction for 41 students. Upside Allentown awarded six "Love Upside" challenge grants to neighborhood groups for beautification projects that involved over 140 volunteers; funded a combination of 12 neighborhood and special events, including summer youth camps, sporting and recreational competitions, block parties and community and cultural fairs that served over 2,500 residents. (These efforts were funded with contributions from BB&T Bank, PPL Corporation, TD Bank, Alvin H. Butz Corporation, City Center Investment Corporation, Lafayette Ambassador Bank and Wells Fargo Bank and backed by Neighborhood Partnership Program tax credits from the Pennsylvania Department of Community and Economic Development.)

- » **Completed the eighth year of the Jordan Heights Neighborhood Partnership, a revitalization effort** implemented in conjunction with the Housing Association and Development Corporation: held monthly community meetings with the participation of over 250 residents, covering issues relating to public safety, noise, trash/litter and youth recreation; conducted a community fair that brought over 30 social service providers together to distribute information to over 400 residents; assisted Community Action Financial Services in recruiting 41 neighborhood residents to attend homeownership training seminars and distributed home ownership information to over 300 renter households; coordinated an "Earth Day" clean-up event by recruiting 45 volunteers; organized two "Movies in the Park" and two playstreet events with over 300 residents in attendance; partnered with Promise Neighborhoods to conduct a "Zero Violence Youth Summit"; partnered with Lehigh Valley Health Network to conduct a community health needs assessment; partnered with Rodale Institute Organic Farm to conduct weekly Farmers Markets from June to November, featuring the FarmShare program that provides fresh produce to residents. (These efforts were funded, in part, by a two-year, \$150,000 renewal grant from the Wells Fargo Regional Foundation).
- » **Awarded** the designation of one of the top five Elm Street programs in Pennsylvania for Upside Allentown's community development work.
- » The Community Action Development Corporation of Allentown is a separately-incorporated subsidiary of the Community Action Committee of the Lehigh Valley.



*Luis Aviles*

"It's heart-wrenching, it's frustrating, it's, it's sad. We live in one of the richest countries in the world and there are people like myself right now who are fighting every single day to find a job, fighting every single day to put food on the table, fighting every single day to just exist and society doesn't see what we are going through and don't feel what we feel and they automatically pass judgment and I think that's very wrong."

WATCH ON  YouTube

# COMMUNITY ACTION DEVELOPMENT CORPORATION OF BETHLEHEM

- » **Launched a new Start Your Business module class format**, in conjunction with Community Action Development Corporation of Allentown, **and conducted two Start Your Business program cycles** providing comprehensive entrepreneurial training to individuals interested in starting a new business or expanding an existing business through four modules including Business Basics, Marketing, Small Business Finance, and Sales and Professionalism; taught by staff and volunteer professionals from a range of business disciplines; 65 entrepreneurs and prospective entrepreneurs enrolled, of whom 46 completed at least one module of the program.
- » **Provided technical assistance to 126 entrepreneurs and prospective entrepreneurs resulting in 21 new businesses, the expansion of 14 existing businesses, the creation of 35 jobs and retention of 56 jobs.**
- » **Completed the fourth year of Southside Vision 20/20**, CADCB's neighborhood-based, six-year revitalization plan for south Bethlehem that was started in 2002: funded façade repairs for five properties in south Bethlehem; supported the extension of the Southside Ambassadors program to 4 Blocks International, a vibrant commercial corridor home to a wide variety of businesses representing south Bethlehem's diverse cultural heritage; provided a range of enrichment activities to over 500 children; planted 39 trees on Hayes Street; launched the Southside Proud neighborhood marketing campaign; organized three community unification and intergenerational events attended by over 800 residents, including Holiday in the Park, Community Movie Night and a youth festival; engaged 60 local residents, business owners and other stakeholders as volunteers on Southside Vision 20/20 committees to work toward the revitalization of south Bethlehem. (These efforts were funded by Just Born, Inc., PPL Corporation, Provident Bank and Peoples Security Bank & Trust and backed by Neighborhood Partnership Program tax credits from the Pennsylvania Department of Community and Economic Development.)
- » **Conducted two small business networking events** for entrepreneurs in south Bethlehem with a total attendance of over 175 people.
- » **Completed a community-based Southside housing study** examining resident opinions regarding housing and neighborhood assets and challenges in south Bethlehem, engaging over 200 residents and stakeholders through in-depth interviews, community meetings and surveys.
- » The Community Action Development Corporation of Bethlehem is a separately-incorporated subsidiary of the Community Action Committee of the Lehigh Valley.

THE 2018-2023  
STRATEGIC PLAN

## THE FIVE YEARS AHEAD OF US

that are covered in this latest strategic plan bring plenty of reason for anxiety over divided partisan government, confused markets and technology that is on the verge of making many of our skills and abilities obsolete.

*CACLV has chosen to continue its focus on the following issues:*

- Food Insecurity
- Housing
- Community and Economic Development
- Community Engagement
- Community Problem Solving

## SLATE BELT RISING

Slate Belt Rising is CACLV's multi-municipal Neighborhood Partnership, the first of its kind in the Commonwealth of Pennsylvania, encompassing the boroughs of Wind Gap, Pen Argyl, Bangor and Portland.

- » **Implemented a new regional branding strategy:** Purchased 80 banners and ten gateway signs that were installed along the main thoroughfares of the boroughs of Bangor, Pen Argyl, Portland and Wind Gap.
- » **Increased marketing and promotion of the Slate Belt region** to help attract visitors and possible homeowners to the Slate Belt by highlighting the affordability, accessibility and authentic charm of the region: Partnered with Discover Lehigh Valley to produce and distribute brochures throughout the Lehigh Valley; purchased radio advertisements through 93.5 WSBG in the Pocono region; purchased advertisement space in Lehigh Valley Marketplace.
- » **Organized a Landlord Training Program** for local landlords, in which 13 landlords (owning a total of 13 rental properties) were educated on their rights and responsibilities as landlords and rental property owners.
- » **Continued to build connections with existing CACLV programs and other partners in the target area:** 16 Slate Belt residents used Community Action Financial Services for comprehensive housing counseling and advocacy services and another 28 prospective homebuyers graduated from the First Time Home Buyer's Seminar that was hosted in the Slate Belt; 63 homes in the Slate Belt region were weatherized; three residential properties' interiors and exteriors were renovated by Lehigh Valley Community Land Trust.
- » Slate Belt Rising's programs are funded by Merchants Bank of Bangor, Waste Management (both of which received Neighborhood Partnership Program tax credits from the Pennsylvania Department of Community and Economic Development), Lafayette Ambassador Bank, ESSA Bank & Trust and the County of Northampton.

**9%**  
THE PERCENT  
DECREASE IN  
COMMERCIAL  
VACANCY RATE IN  
THE BOROUGH OF  
BANGOR BUSINESS  
DISTRICT.

*Attagracia  
Mercado*

"CACLV is one agency but it has 12, 13 programs that can assist you in many ways."



WATCH ON  YouTube

**70**  
NUMBER OF  
COMMUNITY  
MEMBERS WHO  
ATTENDED  
THE SECOND  
CONVERSATION  
ON RACE.

## CAMPAIGN FOR RACIAL AND ETHNIC JUSTICE

- » **Organized a forum titled *Conversations on Race***, engaging seven community leaders and facilitating dialogues at Dieruff High School, Lafayette College with Greeks United, Promise Neighborhood of the Lehigh Valley, Lehigh Carbon Community College, African American Business Leader Council and Project Blueprint. We generated two articles around the Generation Next program and the discussion of race in Allentown.
- » **Graduated 42 students from *Generation Next***: offered programming designed to help disadvantaged high school students at Easton Area High School become the first in their families to be admitted to college and to thrive once there. Of the 24 seniors in the program, 11 are currently enrolled in Northampton Community College or a variety of four-year institutions.
- » **25 young men from Dieruff High School participated in *Life Academics and a Commitment to Excellence Youth Program (LACE UP)***: students participated in workshops on topics including teamwork, time management, study habits, and professional development.
- » **Worked with the United Way of the Greater Lehigh Valley to improve the diversity of nonprofit boards of directors, including assisting with training** in “cultural competence and responsiveness” as part of the United Way’s funding process.



*David Oslin*

“Personally, [I think] there should be no poverty in the United States... We shouldn’t have people in poverty.”

WATCH ON  YouTube

## COMMUNITY ACTION FINANCIAL SERVICES

- » **Conducted seven seminars, each providing eight hours of HUD-certified education, that were attended by 350 prospective homebuyers**, 307 of whom received certificates of completion; three seminars were conducted in Spanish and four in English. Approximately 70% of seminar participants were Latino, 20% were African-American and 79% had incomes at or below 80% of the region's median household income. Provided individual counseling to 55 prospective homebuyers and pre-settlement counseling to 87 prospective homebuyers.
- » **Provided default and delinquency counseling to 121 financially distressed homeowners** (43 homeowners through Lehigh County's Mortgage Foreclosure Diversion Program and 78 homeowners through Northampton County's Mortgage Foreclosure Diversion Program); saved 49 households from foreclosure through loan modifications and repayment plans, one homeowner had their mortgage reinstated, one homeowner did a short sale and one homeowner sold their home. Out of the 121 homeowners served, 28 cases remain under review for potential modifications. Through this program, 80% of families who received a mortgage modification or repayment plan in 2015 are still in their home today. A total of 8% of these families were able to sell their home. Only 12% of the families lost their home to foreclosure.
- » **Assisted 43 homeowners in applying for the Homeowners Emergency Mortgage Assistance Program (HEMAP).**
- » **Launched the Home Ownership Savings Account Program** to assist community residents to purchase their first home by providing a \$2,000 match to participants who save \$2,000 within thirteen months to two years. ESSA Bank & Trust is partnering with CAFS on this initiative.

*Lizette Soto*

"I can tell you that I was poor. I was born in Puerto Rico and it was so hard, I had three kids and my second child is disabled and he wasn't getting enough help. He needed therapy and I was looking for something better for them and for us as a family. So I decided to move to the United States. I was by myself with my kids and it got to the point that I was sleeping in the park for three days. After three days of being in Pennsylvania I was able to get in the Sixth Street Shelter, that is part of Community Action's services. So my life, our life, started there. I can tell you that we were born again at the shelter."

WATCH ON  YouTube

# 92

THE NUMBER OF FAMILIES  
WHO PURCHASED A HOME WITH  
ASSISTANCE FROM COMMUNITY  
ACTION FINANCIAL SERVICES  
THAT WE WERE ABLE TO CONTACT.

# LEHIGH VALLEY COMMUNITY LAND TRUST

- » **Sold one completely rehabilitated home** at 521 Wyandotte Street in south Bethlehem. Collaborated with Community Action Development Corporation of Bethlehem to complete façade improvements to this property and a neighboring twin at 519 Wyandotte Street.
- » **Managed the rehabilitation of three homes and acquired one home:** Rehabilitated 414 and 418 Hayes Street in south Bethlehem and 401 West Mountain Avenue in Pen Argyl – LVCLT’s first expansion into the Slate Belt. Collaborated with Community Action Development Corporation of Bethlehem to complete exterior façade improvements to 414 and 418 Hayes Street, as well as a middle, privately owned, unit at 416 Hayes Street. Expanded LVCLT’s footprint into the City of Allentown with the purchase of one home at 26 North 11th Street.
- » **Continued to develop the project concept and design** for the construction of a new, 36-home development in south Bethlehem.
- » **Coordinated home rehabilitation cases for eight low-income households** enrolled in the Northampton County County-Wide Housing Rehabilitation Program. Collaborated with Slate Belt Rising to launch three housing rehabilitation/ façade improvement projects.
- » **Awarded** the designation of the Lehigh Valley’s “Best Revitalization Project” by the Lehigh Valley Planning Commission. This award, for the Hayes Street Corridor Improvements in south Bethlehem, was shared with partners from Community Action Committee of the Lehigh Valley, Community Action Development Corporation of Bethlehem, City of Bethlehem, Bethlehem Redevelopment Authority, HDC MidAtlantic and Wells Fargo Bank.
- » The Lehigh Valley Community Land Trust is a separately-incorporated subsidiary of the Community Action Committee of the Lehigh Valley.

**THE 2018-2023 STRATEGIC PLAN** *The plan presents a series of prognostics that frame the challenges facing us now as well as over the next five years. Time will judge us as brilliant or foolish, prescient or way off the mark.*

THE RESPONSES TO THESE FORECASTS INCLUDE A SERIES OF GOALS THE BOARD AND STAFF HAVE SET FOR THE AGENCY. AMONG THEM:

- Seek sources of earned revenue to further diversify funding;
- Significantly expand housing rehabilitation efforts;
- Develop housing for impact (not small, scattered site projects but larger projects, even whole subdivisions);
- Seek opportunities to acquire, rescue or merge with like-minded groups that will improve our collective services’ efficiency going forward;
- Recommit the agency to the original War on Poverty’s concept of “maximum feasible participation,” fully engaging those we serve to take ownership of the problem-solving process;
- Develop a much stronger and more ubiquitous digital presence;
- In anticipation of the departure of our long-serving executive director, ensure a seamless transition to a new generation of leadership.

# 94

THE PERCENT OF  
BUSINESSES RECEIVING  
FINANCING THROUGH THE  
RISING TIDE COMMUNITY  
LOAN FUND THAT  
REPORTED AN INCREASE  
IN SALES FROM THE  
PREVIOUS YEAR.

## THE RISING TIDE COMMUNITY LOAN FUND

- » **Made 24 loans:** 14 were made to woman-owned businesses, four to minority-owned businesses and 14 to businesses owned by low- to moderate-income individuals and/or were located in low- to moderate-income census tracts. Disbursed \$1,344,054, bringing the total Rising Tide disbursement to date to over \$6.7 million; the current portfolio is more than \$2.7 million. Businesses that received loans in 2017-18 included three distilleries, three salons/spas, two food trucks/eateries, two convenience stores, a child care center, an architectural firm, a dry cleaner, a micro brewer, a hauling business, a beer distributor, a handyman, an excavating company, an electrician, a therapist, a lighting company, a trucking company and a retail store.
- » **The number of loans closed and dollar amounts lent were both all-time highs** since the inception of RTCLF in 2001.
- » **Provided the capital to create 46 jobs and retain 43 others.**
- » The Rising Tide Community Loan Fund is a separately-incorporated subsidiary of the Community Action Committee of the Lehigh Valley.



*Jellery Tavers*

"I feel very fortunate, I feel like a rich man to be able to go out the door and work and pick up a few extra bucks for everything. I feel even more like a wealthy man to have this kind of program take place. Our house looks so much nicer."

WATCH ON  YouTube

# SECOND HARVEST FOOD BANK OF LEHIGH VALLEY AND NORTHEAST PENNSYLVANIA

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- » **Distributed 9.1 million pounds** of food to our network of more than 200 nonprofit organizations (including shelters, soup kitchens and pantries) across the six counties (Carbon, Lehigh, Monroe, Northampton, Pike and Wayne), complementing their efforts to provide food assistance to more than 58,000 individuals each month. More than 50,000 individuals received food through the emergency pantry network alone, with the rest being distributed through non-emergency food providers such as daycare centers serving low-income families, afterschool programs serving at-risk youth and residential programs and rehabilitation centers that serve people with behavioral health challenges.
- » **Solicited and distributed more than 2,598,861 pounds (included in the total above) of perishable products from local growers**, including 930,030 pounds of fresh produce, in order to improve access to fresh food.
- » **Distributed 28,892 SUNShine (“Serving Under-Nourished Seniors”) supplemental food packages to low-income seniors**, which was made possible by the federally-funded Commodities Supplemental Food Program.
- » **Distributed nutritious weekend food supplies to 703 at-risk, school-age children every Friday through the Backpack Buddies program** in partnership with member agencies that run established after-school programs, including the Easton Area Community Center, the Salvation Army in Easton and Allentown, the Slater Family Network, Lincoln Elementary School, Swiftwater Elementary School, the Boys and Girls Clubs in Allentown and Bethlehem, the Wilson LINCS Family Center, Colonial Academy of Wind Gap, the Lehigh County Conference of Churches SPIRES program and Casa Guadalupe. Three new sites were opened in Monroe County.
- » **Assisted 201 households in completing Supplemental Nutrition Assistance Program (SNAP) applications and provided assistance with bureaucratic procedures in the application process to 863 additional households.**
- » **Conducted 34 Cooking Matters classes**, that teach cooking, nutrition and budgeting skills to low-income families and seniors; 380 participants completed the classes at locations through Lehigh and Northampton counties.

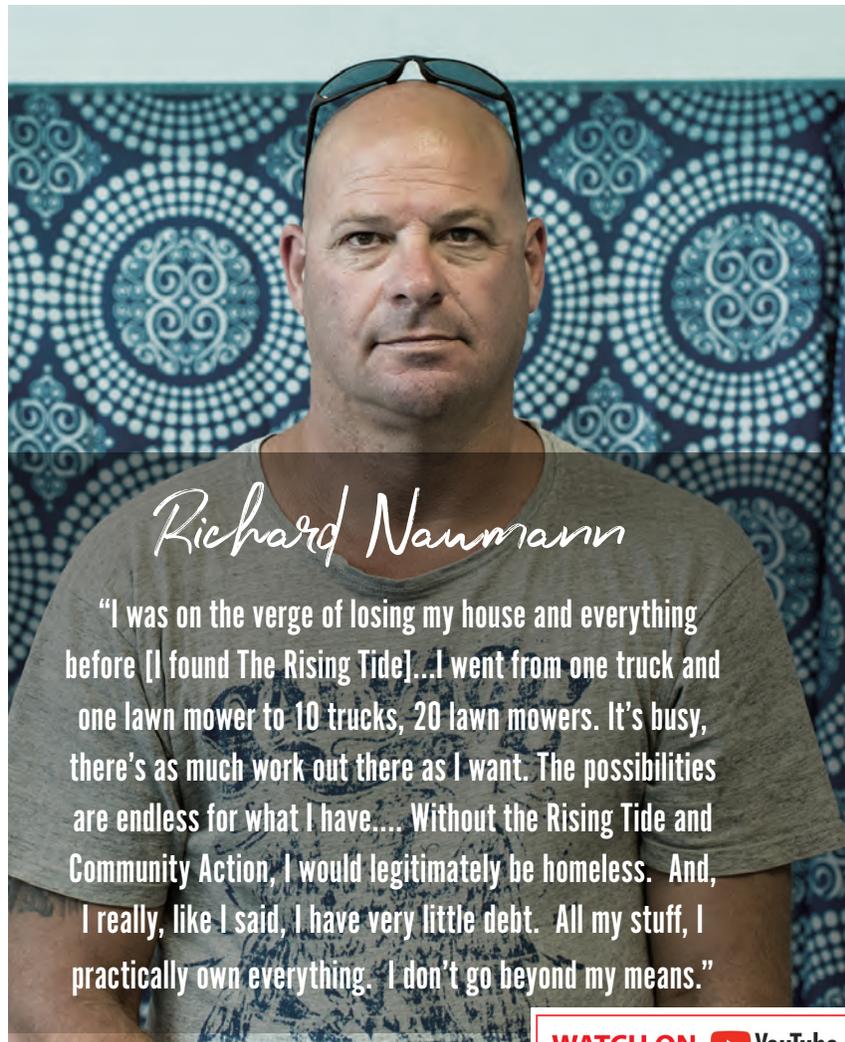
**0**  
**THE NUMBER  
OF PEOPLE WHO  
WERE TURNED  
AWAY FROM THE  
EMERGENCY FOOD  
NETWORK IN THE  
SIX-COUNTY AREA  
DUE TO LACK OF  
FOOD AVAILABILITY  
IN THE SYSTEM.**

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## SHE (She Has Everything)

The pilot year of SHE consisted of educating a select group of low-income girls from Fountain Hill Elementary School. Exposure to new areas of learning and new experiences made SHE a unique, invigorating program unlike any others. In its first year of operation, SHE did the following:

- » **Conducted three focus groups, completed the program design by August 19, 2017, and launched the program on November 16, 2017, with 23 fourth and fifth grade girls from Fountain Hill Elementary School completing the program:** the program included lessons focused on healthy decision-making, character and leadership skills, healthy versus toxic relationships, diversity and inclusion, bullying, goal setting, the importance of higher education, career planning and community service in order to further social and emotional development.
- » **Arranged field trips** to the DaVinci Science Center, Skyzone for team building activities, New York City to view the play "Wicked" and Center Crest College to participate in a Chemistry Club experiment.
- » **Invited guest speakers to discuss social and emotional development topics** with the girls. The guest speakers discussed career exploration and doing what you love, diversity and inclusion, healthy relationships, self-esteem and one guest speaker led the girls in a mindfulness session to teach them strategies for coping with stress.
- » **Measured success using individual benchmarks for each program participant through a pre- and post-test: each girl in the program made progress in at least one area of social or emotional development.** Of those who completed the program, nine (45%) demonstrated an improvement in self-esteem, 17 (85%) demonstrated improved body image, 20 (100%) advanced to the next grade level, 18 (69%) participated in at least one additional extracurricular school activity and one (5%) partook in at least one additional non-school activity.



*Richard Nauermann*

"I was on the verge of losing my house and everything before [I found The Rising Tide]...I went from one truck and one lawn mower to 10 trucks, 20 lawn mowers. It's busy, there's as much work out there as I want. The possibilities are endless for what I have.... Without the Rising Tide and Community Action, I would legitimately be homeless. And, I really, like I said, I have very little debt. All my stuff, I practically own everything. I don't go beyond my means."

**WATCH ON**  YouTube

# 100

THE PERCENT OF FAMILIES  
LIVING IN SAFE AND  
AFFORDABLE HOUSING  
SIX MONTHS AFTER  
LEAVING TURNER STREET  
APARTMENTS AND FERRY  
STREET APARTMENTS,  
CACLV'S LONG-TERM  
TRANSITIONAL HOUSING  
PROGRAMS.

## SIXTH STREET SHELTER/ TURNER STREET APARTMENTS/ FERRY STREET APARTMENTS

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- » **Provided 50,689 nights of short-term transitional housing and case management to 87 homeless families with 203 children**, 96 of whom were age five and under. Of the 78 families that completed the program, 60 (77%) moved into stable housing.
- » **Provided support that enabled all 26 families that entered the shelter to successfully keep their families together while receiving services**, thus avoiding disruptive, emotionally draining and expensive foster care placement of the children. This was made possible through the Family Preservation Program, funded by the Lehigh County Office of Children and Youth Services.
- » **Provided support that enabled 100% of school-aged children to meet or exceed the attendance requirements of their home school district** while residing at the shelter; 111 school-aged children from the shelter participated in educational, recreational and other enrichment programs at the shelter's Family Resource Center.
- » **Supported 118 individuals as they worked toward self-sufficiency** by funding GED (General Educational Development) tests, driver's licenses, college textbooks, childcare and other expenses in order to remove barriers to a better future.
- » **Provided supportive services to 26 families enrolled in educational programs** in long-term transitional housing at Turner Street Apartments and Ferry Street Apartments (24-month transitional housing programs in Allentown and Easton, respectively) in partnership with Valley Housing Development Corporation and the Lehigh County and Easton public housing authorities. All 27 adults were enrolled in English as a Second Language, GED, or post-secondary education programs; by the end of the year, three families completed their programs and found employment consistent with their education, 20 families were still in the program and three left or were terminated from the program without completing their goals.

# COMMITTED TO OUR COMMUNITY

When our community succeeds, **we all succeed.**

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## ONTRACK

- » **Enabled approximately 7,030 PPL customers, including 6,390 newly-enrolled, to maintain service and reduce arrearages** through OnTrack.
- » (OnTrack is PPL's customer assistance program mandated by the Pennsylvania Public Utilities Commission and designed to assist low-income customers in paying off energy bill debt.)

*Veronica Gaya*

"Don't be afraid to ask for help because there are so many people out there, like, I, personally, have been helped so much by people from the Sixth Street Shelter, to the point where now I'm able to graduate from nursing school. And prior to that, I didn't even see myself going to nursing school... They helped me just, kind of, balance and structure my life and start to see possibilities and other things in areas of my life."



WATCH ON  YouTube

## WEATHERIZATION

- » **Weatherized 961 homes** (599 funded by PPL, 10 by the Low-Income Home Energy Assistance Program, 38 by the U.S. Department of Energy through the Pennsylvania Department of Community and Economic Development (DCED), 281 by FirstEnergy and 33 by UGI); this work included residence-specific pressure diagnostics, insulating attics and basements, caulking, weather-stripping, repairing doors and windows, replacing household appliances and, in some instances, repairing and replacing damaged heating systems.
- » **Provided educational materials to all 961 households whose homes were weatherized** that included tips on how to save energy in their homes and information on insulation, electrical safety and other assistance programs.
- » **Repaired and/or replaced 194 heating systems** in crisis situations through the Low-Income Home Energy Assistance Program administered by DCED.
- » **Completed 148 PPL WRAP inspections** in which CACLV weatherization specialists assessed work completed by other contractors and discussed energy-saving opportunities with program participants.

**12.5%  
& 14%**  
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608 West Broad Street  
Bethlehem, PA 18018  
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Supporting the people and projects that make life better for everyone.



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## WORK READY

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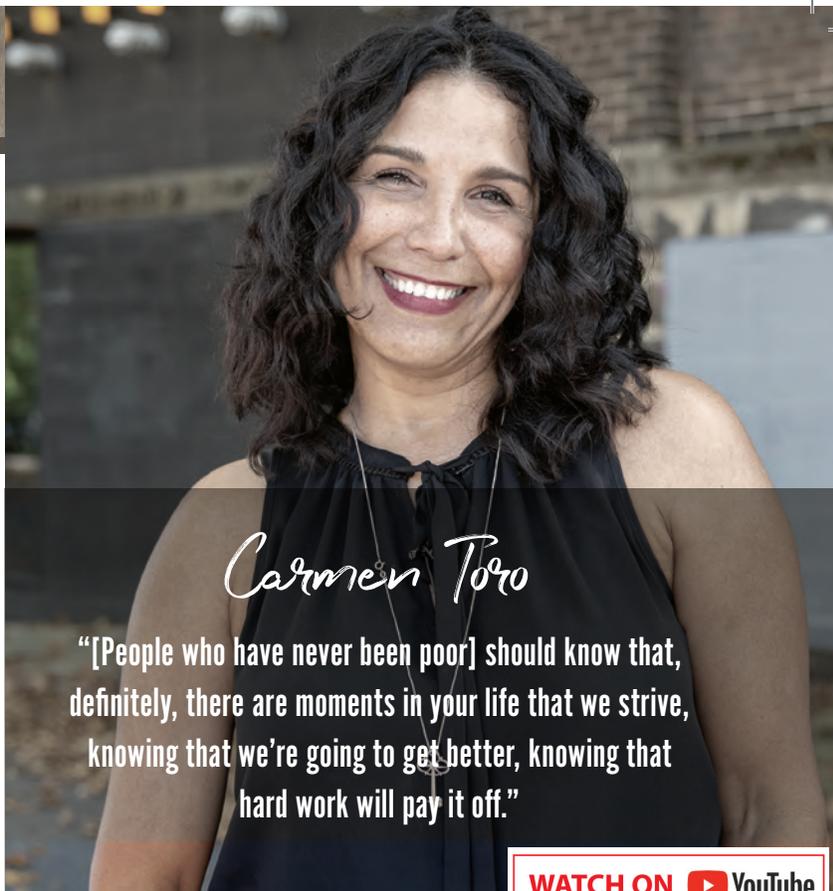
- » **Provided employability training and counseling to 101 recipients of Temporary Assistance for Needy Families (TANF)** identified by the County Assistance Offices in Lehigh and Northampton counties as the most difficult to employ: assisted 69 participants in the graduation from the year-long program; enrolled 28 participants in community service, helping them gain valuable employment experience; enrolled four program participants in the KEYS (Keystone Education Yields Success) program to attend college; tracked and provided case management to 16 participants attending college or trade schools, with 11 graduating with certificates or degrees.
- » **Provided educational and life skills training to all program participants:** provided additional English instruction to 44 participants with limited English proficiency; assisted 32 participants in working toward their GED by enrolling them in on-site and off-site training classes at Northampton Community College, with 4 program participants earning their GED certificate; provided financial literacy training seminars to 54 participants through a partnership with Wells Fargo Bank; provided self-esteem improvement coaching to 65 participants with 39% showing an improvement in self-esteem.

## ADMINISTRATIVE SUPPORT SERVICES

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The Community Action Committee of the Lehigh Valley provides administrative support to a variety of entities that perform important work in our community. They include the following:

- » Fiscal support to Lehigh County in its administration of a "clearinghouse" that makes payments for housing for people in need;
- » Fiscal support to Northampton County for its clearinghouse;
- » Fiscal support to the Northampton County Court of Common Pleas for its "mental health court," in the first half of the fiscal year;
- » Administrative support for emergency food and shelter funding from the Federal Emergency Management Agency.



*Carmen Toro*

"[People who have never been poor] should know that, definitely, there are moments in your life that we strive, knowing that we're going to get better, knowing that hard work will pay it off."

WATCH ON  YouTube

**21**  
THE NUMBER OF  
PARTICIPANTS  
WHO SECURED  
EMPLOYMENT  
AS A RESULT OF  
WORK READY.

---

# Community Problem-Solving

The Community Action Committee of the Lehigh Valley has decades of experience identifying community problems, bringing together the people and organizations capable of solving those problems and developing an appropriate response. The fiscal year that ended June 30, 2018, was no exception.

## ESTAMOS LISTOS

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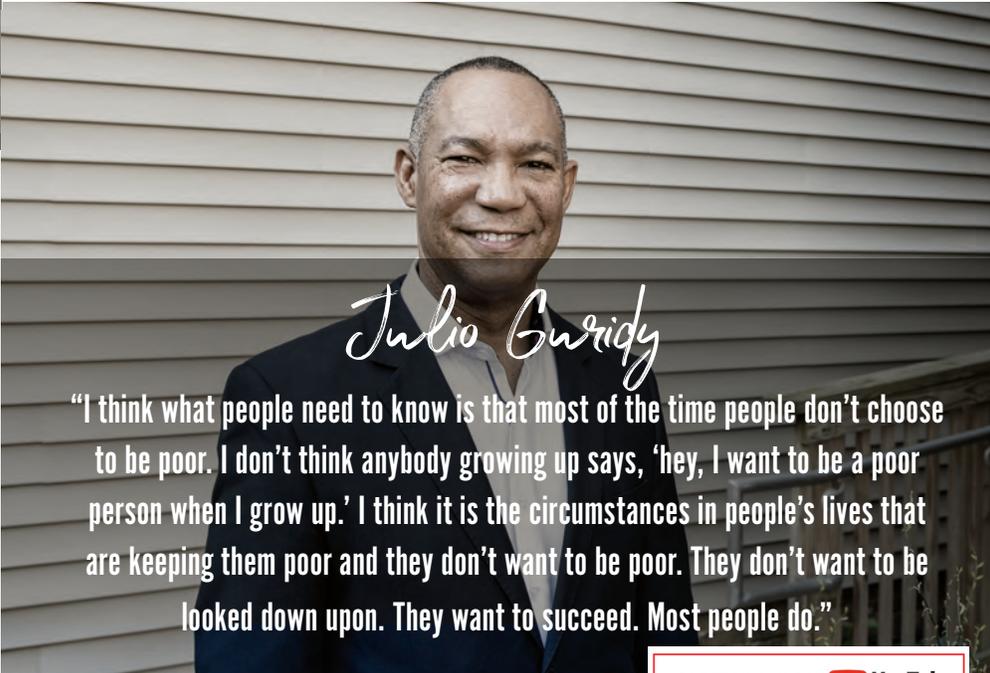
Hurricane Maria mercilessly ripped through the island of Puerto Rico in September, leaving untold pain from unprecedented destruction. The Americans who lived there had to wonder whether their country had forgotten them. We knew that many would evacuate. With 18,000 Puerto Rican households in Lehigh and Northampton counties, we fully expected that we would be the destination for many - we thought there could be thousands - people who would leave with little more than the clothes on their backs. By June 30, several hundred families had arrived. We wanted to make sure that, as a region, we would be ready.

We called the project "Estamos Listos," which is Spanish for "We Are Ready."

First, as is our style, we organized a broad task force of stakeholders. The Lehigh Valley rallied, as it so often does, with more than 50 in attendance at the first meeting. Second, we needed an infrastructure, so we encouraged three local foundations to each fund one of the three nonprofits whose primary mission is to serve the Latino community (Hispanic American Organization and Casa Guadalupe in Allentown and the Hispanic Center in south Bethlehem). Each of them already had limited capacity. We wanted each to have one full-time net increase in staffing. The Trexler Trust funded Casa Guadalupe and the Lehigh Valley Community Foundation funded the Hispanic Center. Third, we needed flexible funds to serve the many and varied needs of those coming to the area. In addition to the well over \$30,000 raised for uses such as paying for hotel rooms and beds, The Century Fund opted to complement that funding through a grant to the Hispanic American Organization.

Several hundred families came; several hundred were resettled.

The work continues. But the island and, for that matter, the Lehigh Valley, may never be the same.

A portrait of Julio Guridy, a man with short dark hair, wearing a dark suit jacket over a light-colored shirt. He is smiling and looking directly at the camera. The background is a light-colored wall with horizontal siding.

*Julio Guridy*

“I think what people need to know is that most of the time people don’t choose to be poor. I don’t think anybody growing up says, ‘hey, I want to be a poor person when I grow up.’ I think it is the circumstances in people’s lives that are keeping them poor and they don’t want to be poor. They don’t want to be looked down upon. They want to succeed. Most people do.”

WATCH ON  YouTube

## LEHIGH VALLEY FOOD POLICY COUNCIL

United Way of the Greater Lehigh Valley continues to contract with ACLV to coordinate the Lehigh Valley Food Policy Council (LVFPC), a “collective impact” initiative. The LVFPC has developed a five-year strategic plan (2018-22) to address the community’s root causes of hunger and food insecurity, lack of access to fresh, healthy food, diminishing farmland and barriers prohibiting the success of local food entrepreneurs. As the “backbone organization” of this collective impact effort, ACLV provides strategic guidance and support, advances policy change and mobilizes funding. The work of the food policy council is accomplished through six working groups, additional interim task forces and is led by a steering committee composed of diverse stakeholders.

During 2017-18, the Food Policy Council helped to strengthen community efforts through technical assistance for the Easton Hunger Coalition and the Whitehall Area Hunger Coalition, collecting and mapping data, convening community partners to reduce the summer meal gap by creating 57 new meal sites and three new meal sponsors and refining a model for raising money for healthy, fresh food in schools. Two farm aggregation marketing projects are in experimental stages of operation as well as a marketing program to increase WIC and access to the Farmers Market Nutrition Program by senior citizens. Fresh produce was added to food pantries, meal programs and the Second Harvest Food Bank through the Lehigh Valley Gleaning Network, a community-based effort established and supported by the Food Recovery and Respect Working Group. Additionally, nearly 30,000 pounds of fresh produce was recovered in the past year that would have been discarded. The LVFPC, in conjunction with the US Environmental Protection Agency (EPA), developed a planning model to be implemented by similarly sized communities as the Lehigh Valley. This planning model was adopted by the US EPA and showcased nationally in their US EPA Excess Food Mapper in June, 2018.

## FEDERAL FUNDING

Donald Trump, once again, proposed eliminating every dollar of funding from the federal budget that ACLV receives. While just 22% of our funding comes from the federal government, such a loss would surely spell the end for ACLV. Thankfully, with support from our own congressman, Charlie Dent, a member of the House Appropriations Committee and a “cardinal” (a subcommittee chairman), those federal programs were preserved. Congressman Matt Cartwright, also an appropriator, was supportive, too. On the Senate side, Bob Casey supported our programs; Pat Toomey did not.

Due to the retirement of Congressman Dent, housing counseling agencies throughout the nation were anxious about the future of funding from the U.S. Department of Housing and Urban Development for housing counseling. (Dent played a key leadership role in support of our work.) Dent identified another sympathetic Republican appropriator to take his role as a champion of funding for housing counseling. Congressman David Young of Iowa agreed to play that role and ACLV can take responsibility for making that happen, along with our friends at the National Housing Resource Center.

## COMMUNITY REINVESTMENT

Access to credit is critical to a viable marketplace. The Community Reinvestment Act is a federal law that requires banks to reinvest their depositors' money in the communities from which it came, with an affirmative commitment to low-income households and their neighborhoods. CACLV may be among the most effective in the nation at ensuring our banks have the partnerships in place to meet those expectations.

In 2017-18, CACLV worked with Key Bank, a Cleveland-based bank that acquired First Niagara, to understand the credit needs of the Lehigh Valley. We had help from the National Community Reinvestment Coalition, which led the way in working with the bank to make a \$16 billion commitment in its footprint (CACLV's executive director was actively involved in those discussions, which occurred in 2016).

We had similar discussions with Santander Bank that led to improvements in the bank's performance. These discussions took place on a regional level with community development groups throughout eastern Pennsylvania.

Also during the year, we held a press conference in response to a national report on disparate mortgage lending by banks, alleging discrimination against homebuyers of color. At the press event, we noted the many ways banks have worked with CACLV and our nonprofit allies over the past 25 years to confront systemic issues that once put our region in the same position banks in communities across the country are in. Indeed, the report noted that the researchers "were unable to find any clear evidence of discrimination" in our community.

CACLV's input was sought by federal banking regulators as well as senior executives of several banks serving this market.

## BEHAVIORAL HEALTH

Any objective assessment of need in the Lehigh Valley (and, for that matter, almost any community in the country) would place behavioral health near the top of the list of unmet needs (along with the lack of affordable housing).

Working with the community health departments of St. Luke's University Health Network and Lehigh Valley Health Network and PBS 39, we organized a coalition to tackle the complex and significant challenges of improving the system. By the end of the fiscal year, the group was assembled and ready to tackle the work still ahead.



*Marco Calderon*

"The programs that the Community Action offers are really useful for the community and particularly for me. Around seven years ago, I took the How to Start Your Business Class and I was really supported. I felt that I had somebody on my side. I had the opportunity to learn directly from the experts those elements that I didn't know coming from Mexico."

A portrait of Otis McNeil, a man with a beard and short hair, smiling. He is wearing a dark blue t-shirt with a logo that says "UTOM REVITALIZATION" and "www.energiver.com". The background is a blurred indoor setting with a red door.

*Otis McNeil*

“What people should know that have never been poor in their life is just don’t judge people... Don’t look at someone and value them based on their income or based on their net worth.”

WATCH ON  YouTube

## WE APPRECIATE THE KUDOS WE RECEIVE

We were flattered by the kind recognition we received during the year for our work.

The Pennsylvania Department of Community and Economic Development published a report boasting the successful revitalization efforts of three Pennsylvania cities called “A PA Story.” The City of Bethlehem was one of those. Our community development subsidiary, the Community Action Development Corporation of Bethlehem, was prominently featured as playing a key role.

DCED also recognized ACLV’s work on its promotional blog.

ACLV’s executive director received the “Champion of Education” award from our friends at Communities in Schools, a nonprofit that has been a very successful organization assisting disadvantaged children to receive the education they need to become productive citizens.

ACLV was also honored when the National Community Action Foundation awarded our executive director its Robert M. Coard Award for Advocacy. With more than 1,100 Community Action Agencies in the country, the honor is special, indeed.

We learned that the National Association of Realtors uses our work with Lehigh Valley Realtors on fair housing issues in its training of prospective sales agents. Communities nationwide are learning how to comply with federal law as a result of our advocacy efforts.

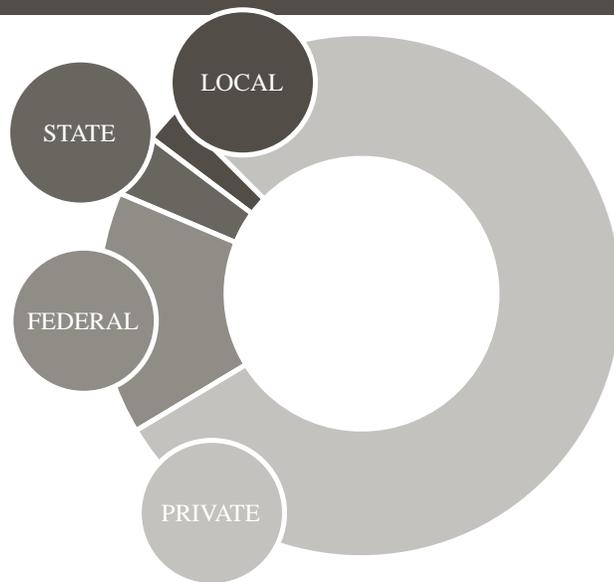
Upside Allentown, the Neighborhood Partnership Program administered by our community development subsidiary in Allentown, CADCA, was named one of the top five Elm Street programs in Pennsylvania for Upside Allentown’s community development work.

Our Allentown subsidiary, the Community Action Development Corporation of Bethlehem, was awarded the designation of the Lehigh Valley’s “Best Revitalization Project” by the Lehigh Valley Planning Commission. This award, for the Hayes Street Corridor Improvements in south Bethlehem, was shared with partners from Community Action Committee of the Lehigh Valley, City of Bethlehem, Bethlehem Redevelopment Authority, HDC MidAtlantic and Wells Fargo Bank.

# REVENUE AND EXPENSES\*

1 JULY 2017 - 30 JUNE 2018

	REVENUE FY'18	%
PRIVATE	17,009,647	71%
FEDERAL	5,397,796	22%
STATE	1,057,122	4%
LOCAL	671,007	3%
<b>TOTAL</b>	<b>24,135,572</b>	<b>100%</b>



	EXPENDITURES FY '17	%
Administration/Fundraising	2,070,604	9%
Direct Assistance	15,595,800	66%
Program Staff Costs	3,810,521	16%
Other Program Costs	2,098,708	9%
<b>TOTAL</b>	<b>23,575,633</b>	<b>100%</b>

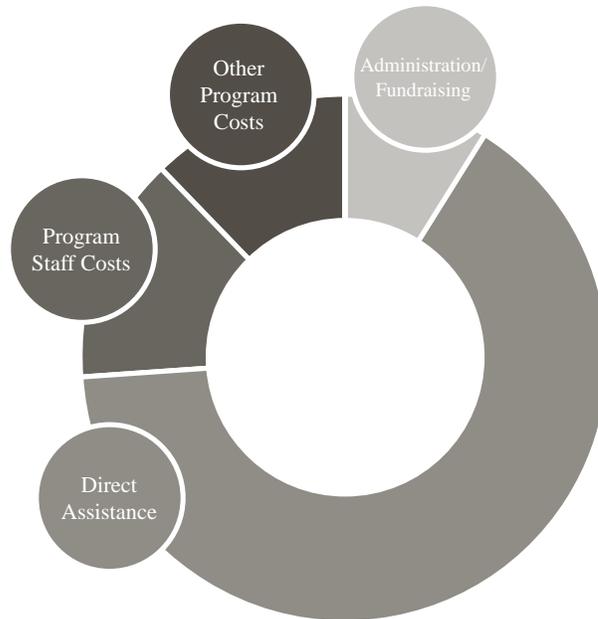
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\*These unaudited figures include revenues from CACLV's four subsidiary nonprofit community development corporations as well as the value of the food we distribute through the Second Harvest Food Bank.

**CACLV's audit is conducted by Buckno Lisicky & Company. Our audited financial statements can be obtained at [www.caclv.org](http://www.caclv.org).**

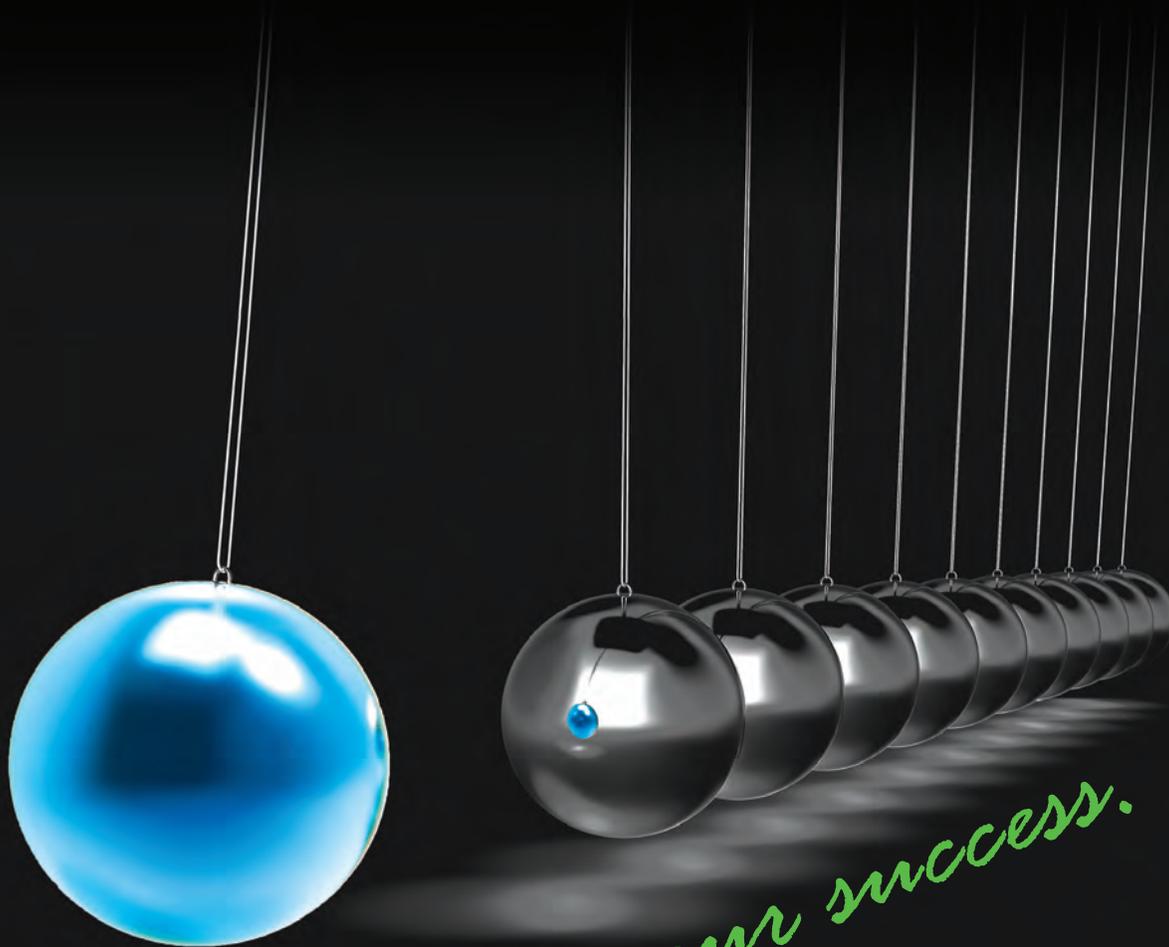


*A copy of the official registration and financial information for the Community Action Committee of the Lehigh Valley, Inc., may be obtained from the Pennsylvania Department of State by calling, toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*

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