

Communities That Care of Greater Downingtown



2022-23 ANNUAL REPORT





GREETINGS FROM THE EXECUTIVE DIRECTOR

Welcome to our Communities That Care of Greater Downingtown Annual Report, a celebration and reflection of the work that our staff, board, volunteers, and prevention partners do to promote and support a healthy Downingtown community. This time of the year reminds me of the reflection and intentions we typically set on New Year's Eve. In the nonprofit world, this is our time to look back at our challenges and successes as well as plan for the upcoming school year.

Our work during the 2022 – 2023 school year continued to focus on the priorities identified through the Pennsylvania Youth Survey (PAYS 2021) including a Prevention Road Map for mental health and substance use guided by:

- Engagement of youth in prevention activities
- Promotion of alternative social activities and events for youth
- Support of parents to strengthen families
- Provision of prevention education and public awareness

In this annual report, we are excited to share our prevention highlights in collaboration with the Downingtown Area School District and the 18 prevention partners representing our CTC collective. We kicked off the school year with our first annual CTC Community Partner and Donor Breakfast, where we celebrated our partners and shared the 2021 Pennsylvania Youth Survey highlights and areas of focus for the school year.

Our Healthy Youth Positive Energy (HYPE) Clubs worked hard and did amazing things this year! Our HYPE clubs were represented at Marsh Creek 6th Grade Center, Lionville Middle School, Downingtown Middle School, Downingtown STEM Academy, Downingtown High School West and Downingtown High School East. We are very excited to welcome Hopewell United Methodist Church to our HYPE club partnership and the opportunity to share youth & parent programs and resources. HYPE youth participated in the PAYS Conversation Café's, which provided youth the opportunity to review PAYS data highlights and express their thoughts, opinions, and recommendations on mental health and substance use prevention in Grades 6-12.

Our Parent Engagement Programs included a continuation of the popular Parent to Parent Podcast Series including conversations with experts on parenting, mental health, substance use, social media, and the challenges of everyday parenting life. This year, we were excited to welcome the

expansion of our parent work to include Parent to Parent Peer Support Groups through funding from the Pennsylvania Commission on Crime and Delinquency. We are grateful to the parents who participated in the conversations and look forward to growing the program in the next school year. Our Parent Speaker Series, in partnership with the Downingtown Area School District, continued to provide expert content and resources addressing needs of parents in the Downingtown community.

Once again, CTC was thrilled to host our 2nd Annual Snowball Shuffle, with the help and support of community sponsors and donors. Over 200 participants (and even 4-legged friends!) took to the course in Eagleview Town Center to run/walk for a healthier Downingtown community. We hope to see you at the 3rd annual event in March 2024!

CTC was also honored to be recognized as a 2022 Phillies Charities, Inc. grant recipient and was awarded a grant of \$25,000 to be used for our HYPE youth program. We are grateful to the Philadelphia Phillies organization for their commitment to healthy communities and youth.

In the Spring of 2023, we hosted our first Signs of Suicide (SOS) program for law enforcement and first responders, in collaboration with our partners from the Upper Uwchlan Township Police Department. We thank them for their generous donation of time, location, and support which helped expand the work of suicide prevention in our community.

CTC is built on a prevention model of collaboration of community partners, schools, families, and donors to address the complex and challenging problems of substance use and mental health. Prevention is a team activity requiring tireless dedication, energy, and a common mission to support a healthy community. We remain grateful to our generous donors, sponsors, and foundation and grant support from Chester County Department of Drug and Alcohol, CCRES, United Way of Chester County, Pennsylvania Department of Human Services, Pennsylvania Commission on Crime and Delinquency, Philadelphia Phillies, and Whitford Country Club.

Please continue to follow our prevention work and share resources from our CTC website and social media channels including Facebook, Instagram, Twitter, LinkedIn, and YouTube. I am excited to continue our prevention work in 2023 – 2024 and join you in supporting a healthier Downingtown community.

Bethann Cinelli, D.Ed.
Executive Director, CTC





Annual Summary

OUR MISSION

Collectively with families, schools, and community, CTC empowers youth by promoting mental health and preventing substance use.

OUR VISION

We are creating a healthy, supportive, and engaged Downingtown community where all youth are empowered to achieve their full potential.

OUR GOALS

To create a safer, supportive community for youth. To strengthen community collaboration in prevention efforts.

OUR CORE VALUES

Community, Commitment, Integrity/Transparency, Volunteerism.

By the Numbers:

Here at CTC, we are proud to showcase the tangible results of our hard work and dedication to prevention in our Downingtown community. Check out how we've grown and what we've accomplished over this last year below!

 **400+**

Parents attended/viewed a Parent Speaker Series event

 **5,456+**

6-10th grade students participated in the Signs of Suicide evidence based program

 **134%**

Increase in followers on CTC's social media accounts

 **3.1k**

Parent to Parent Podcasts downloads of 35 podcasts posted since the program's launch in 2021

 **157,904**

Individuals reached by CTC social content

 **97**

Students participated in HYPE Clubs in 7 buildings and implemented **34 peer prevention activities**



The Team

2022–23 Board of Directors

Carl Gregory
CTC Board President

Daniel Brady
CTC Board Vice President
Owner, The UPS Store Franchise

Caroline Gregory
CTC Board Secretary
School Counselor Downingtown East High School

Mary Savage
CTC Board Treasurer
Senior Director, Companion Diagnostics,
GlaxoSmithKline

Rosemary Foley
CTC Board Member
Marketing/Customer Relations, Baby Merlin
Company

Lou Bevilacqua, Psy.D
CTC Board Member
CEO/Co-Owner, Sanare Today, LLC

Gwen Smoker
CTC Board Member
Director of Retail, Citadel Credit Union

Carol Rothera
CTC Board Member
Licensed Professional Counselor, Sanare Today

Kevin Kelly
CTC Board Member
Managing Partner, Jason Roberts LLC



Staff

Bethann Cinelli D.ED.
Executive Director

Carmen Glenn
HYPE Coordinator

Christine Dziembowski MPH, CHES
Prevention Program Coordinator

Aria Walerski
Communications Director

Joshua Fetzer
Website & Marketing

Jennifer Grisen
Bookkeeper

Cheryl Wendt
Parent to Parent Program Coordinator

Rita Stern
Development Director

Community Partners

A Path to Hope

Be a Part of the Conversation

Caron Treatment Centers

Child Guidance Resource Centers

Chester County Department
of Drug and Alcohol

Chester County Intermediate Unit

Compass Mark

Crime Victims' Center of Chester County

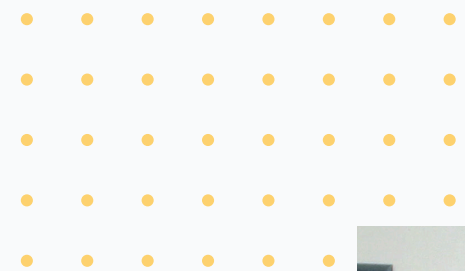
Downingtown Area School District

About Us CTC Programs

CTC is a community based collective working to create resilient youth and families through increased awareness, education, and shifting social norms surrounding mental health, drug, and alcohol use/abuse. CTC aims to cultivate an environment of positive impactful change. We strive to facilitate the interpretation of research and knowledge regarding drugs, alcohol, and mental health into accessible tools for local communities.

We equip volunteers and community leaders with evidence based tools and we seek to create strong inter-community bonds through communication and collaboration with organizations county, state, and nationwide.





HYPE Club

Changing the Community

7

HYPE Clubs

- Marsh Creek 6th Grade Center
- Downingtown Middle School
- Lionville Middle School
- Downingtown High School West
- Downingtown High School East
- Downingtown STEM Academy
- Hopewell United Methodist Church

97

Participants

34

Activities



DEHS HYPE Club

HYPE, which stands for Healthy Youth Positive Energy, is a student club for youth passionate about creating a healthy school community through advocacy and leadership to prevent substance use and promote positive mental and emotional well-being. HYPE students make a difference through social media, peer-to-peer messaging, sharing the youth perspective, and adding their voice to the prevention conversation. HYPE clubs engage youth in prevention initiatives by promoting healthy behaviors and providing student education on substance use and abuse, as well as mental and emotional wellness. HYPE clubs, with the guidance of dedicated faculty mentors, design positive prevention message campaigns to raise awareness and send consistent messages to youth about the power of healthy choices.

Students and teachers advocating for positive choices



"I have really enjoyed getting to know some great students. I think the kids said it best...It's all about building a community of like minded students who want to live a healthy lifestyle and supporting each other's healthy choices."

– Kelly Sibley, Marsh Creek 6th Grade Center HYPE Advisor



"I work with HYPE to make a difference in our school community. I enjoy spreading the positive energy throughout our school and engaging in these activities. Students need to be informed of the resources that are out there for them."

– Mike Zacharda, Downingtown STEM Academy HYPE Advisor

● ● ● ● ● ● ● ● ● ● **Making a difference in creating a healthy school community!**

HYPE Highlights

Mental Health Promotion

- Students created motivational posters to hang around the school to spread kindness and positive energy.
- Mental Health Awareness Spirit Week was celebrated in May in honor of Mental Health Awareness month. Students created a theme each day that drew support and awareness for mental health.
- Students handed out Smarties candies to show support for fellow students during statewide testing.
- Students wrote positive messages on sticky notes with chalk pens to post around the school for a pick me up that showcased positive and supportive vibes.
- Students in the club chatted about the positive mentors in their lives and made Thank You cards using Washi tape for their mentors.
- Students made vision boards to create positive energy for the new year.
- HYPE Clubs held a yoga session to help with stress reduction.

Red Ribbon Week

- Students decorated their school with red ribbons and gave out bracelets that had a “live drug free” message.
- Red candy and stickers were handed out in celebration of the week and they had raffles at lunches for those wearing red.
- Students dressed up and pledged against using drugs to raise awareness during the week. They also handed out stickers that promoted drug and alcohol prevention to students who pledged to live drug free.
- Students celebrated Red Ribbon week with stickers and encouraged youth to sign a banner to pledge to live a drug free life.

Anti-Vaping Projects

- Students created an Anti-Vaping Bulletin Board where they made fake text messages which showed examples of how and why to say “no” to vaping. Some mentioned their future goals, others used a social fake example, and others cited health concerns like cancer.

- Students posted anti-vaping posters near bathroom entrances and other high traffic areas.

Club Fairs

- Students hosted a table to talk with their fellow students to increase participation and awareness of the HYPE Club. The students share what HYPE is all about – a platform for students to promote alternative healthy social activities and events for youth by utilizing peer to peer messaging, including how to reduce alcohol use and drugs as well as promoting positive mental health.
- HYPE students hosted a table at the Ready Day Activity Fair at the end of May when rising 9th graders were introduced to the new building at West. The students manned the table and talked to incoming freshmen about the club to inspire them to join in the Fall.

Day Without Hate

- On Thursday, April 27th, students made a large mural in honor of Day Without Hate showing a “look for a rainbow after the storm” theme.

Acts of Kindness

- To spread a message of kindness during Kindness Week, students put a KIND bar in every teacher’s mailbox and handed out some to students during lunches.
- For Pretzel Day, students handed pretzels out to teachers and other staff members that stayed after school. They did this to spread kindness and to say thank you to people that go above and beyond for their school.
- Students created a positive affirmation chain out of construction paper and put it on display in their school.
- To celebrate World Kindness Day, students handed out stickers with positive sayings on them.
- HYPE members offered gift wrapping to the school staff around the holidays to relieve stress for the staff and be helpful.
- Students helped to run the Thanksgiving Food Drive at East where full holiday meals were donated to families. Food was also donated to two local food banks.
- Students worked together and crafted two blankets and donated them to Brandywine Valley SPCA.

National Drug & Alcohol Awareness Week

- Students handed out bracelets as a drug and alcohol prevention activity.
- Students made drug free ribbons and handed them out to students along with drug free pins.
- Students created life size body posters and wrote all the ways your body can be harmed from drugs and alcohol.

Black History Month

- During the month of February, Downingtown East’s Black Student Union and HYPE Clubs collaborated to highlight African Americans throughout history that have made a positive impact on our world despite the struggles of racism and oppression. Students decorated posters to hang on classroom doors throughout the school.
- “Black History Month” signs and display windows were also visible throughout the school. The clubs worked to create a positive environment that promotes unity and community for all students and staff.

School Wide Digital Projects

- Students created a Recruitment Video to explain what HYPE club is and why it’s a great idea to join, which was posted on grade level Schoology pages for students to view.
- For Electronic Game Day, students participated in a mental health GimKit (online educational game played in the classroom).
- Videos about a drug free life were posted on HYPE Instagram pages. In addition, other posts were shared about seasonal depression, supportive families, and vaping dangers.

Conversation Cafés

- 6 conversation cafes were facilitated at Marsh Creek 6th Grade Center, Downingtown High School West, Downingtown High School East, Downingtown STEM Academy, Downingtown Area School District Student Life Committee, and at The Well (Hopewell UMC after school care in Downingtown).
- On May 31, 2023, Sophie Fontecchio and Lila Shaw presented to the Downingtown Area School District Board the findings from the 3 high school Conversation Cafés. They highlighted what a conversation café is, where they were done, and what the students had to say to them regarding mental health and drug and alcohol prevention.

Prevention With A Purpose Video Contest

Communities that Care of Greater Downingtown (CTC) hosted its 3rd annual alcohol, tobacco, and other drug (ATOD) prevention youth video contest. All 7th-12th grade youth who live in the Downingtown Area School District were invited to create a motivational video message to showcase how they give back or better their community by choosing to live a healthy lifestyle and not use drugs or alcohol.

The video contest winners each received a cash prize, ranging up to \$250.00, and were featured on CTC of Greater Downingtown’s social media channels. To view the winning videos, visit our YouTube channel link at the bottom of our website: www.dtownctc.org.



1st Place:

Ishaan Baheti & Rishab Jain
Downingtown STEM Academy



2nd Place:

Aadit Raol & Anuj Raol
Downingtown STEM Academy



3rd Place:

Helayna Stewart
Downingtown STEM Academy



SNOWBALL SHUFFLE

5K RUN & 1 MILE WALK

2ND ANNUAL SNOWBALL SHUFFLE

Communities that Care of Greater Downingtown (CTC) hosted its **2nd annual Snowball Shuffle event on Saturday, March 4, 2023** at Eagleview Town Center and had over 225 participants come out to run/walk for a healthier Downingtown community. Each participant received a Snowball Shuffle long sleeve event shirt, swag from the event's sponsors, access to a deluxe Hot Chocolate Bar, which was sponsored by Citadel Credit Union; and access to a fire pit & S'mores Station, which was sponsored by West Pharmaceutical Services. Participants were encouraged to dress up and show team spirit, even earning prizes for doing so. Team Thundersquall won the prize for Most Money Raised; Team Downingtown Fit Body Boot Camp earned the prize for Most Team Spirit; and Team Brumbaugh Wealth Management earned the prize for Best Costumes.

CTC Executive Director, Bethann Cinelli, said, "Thank you to our community partners, sponsors, volunteers, family, friends, and four-legged fur friends who joined us for the second annual CTC Snowball Shuffle. CTC was thrilled to see the community support and had an awesome time running and walking in support of a healthy Downingtown for families and youth." **This event raised over \$26,000 for CTC to continue its work in the Downingtown community.**

THANK YOU!

CTC would like to extend a huge thank you to all of the event sponsors who allowed this event to become a reality: Citadel Credit Union; West Pharmaceutical Services; AGC; Brumbaugh Wealth Management; Hankin Group; Sanare Today; The UPS Store (#754); Embark Behavioral Health; Krapf School Bus; Pediatric Psychology Center of Chester County; Trust Point Payroll; WSFS Bank; Child Guidance Resource Centers; Epicurean Garage; First Resource Bank; James J. Terry Funeral Home; Lionville Natural Pharmacy; Nothing Bundt Cakes Exton; State Farm Agent Ed Hart; United Way of Chester County; and The Wright Agency. Another large thank you to Hankin Group, who hosted the event at Eagleview Town Center and also donated a raffle basket.

CTC would also like to thank all of the local community businesses that so generously donated items for the event's raffle: Urban Air (Downingtown location); Hair Today Salon; Brickside Grill; Limoncello (Chester Springs location); Ron's Original Bar & Grille; Bakers of Buffington; Nothing Bundt Cakes (Exton location); Downingtown Running Store; Optimal Massage & Movement; Trader Joe's (Wayne location); Oriental Trading; Power Play Ice Rinks; Palace Bowling; People's Light & Theatre; Estrella Tacos y Mas; Reading Phillies; Dorney Park; and the Philadelphia Rock Gym. Another thank you to Ashley from Ignite Fitness who donated her time and talents to facilitate a pre-race warm-up.

To view photos from this year's Snowball Shuffle, please visit: <https://www.derecall.com>



Strong Community Partnerships

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"Citadel is proud to support Communities That Care of Downingtown, and all they do for youth development in our community, through the annual Snowball Shuffle," said Gwen Smoker, Director, Citadel Credit Union. "Our mission at Citadel is to care for our communities so they can prosper, and we believe focusing on education and wellness for our young people is one of the most critical ways to do that. Communities That Care aligns with our mission and is making a difference right in our back yard." Citadel Credit Union was the premiere sponsor of this year's Snowball Shuffle event.





Parent Speaker Series

CTC has partnered with the Downingtown Area School District (DASD) to offer a Parent Speaker Series, including three online webinars featuring local experts. Topics included:

- **“What Parents Should Know About Cannabis”** featuring Gretchen Hagenbuch, M.Ed., CPS, from CTC Partner, Caron Treatment Centers. This webinar provided updated, research based insight into today’s cannabis and its risk to a developing brain.
- **“Eating Disorders Amongst Youth”** featuring Shelby Milne from the Renfrew Center. This program discussed a basic understanding of Eating Disorders, risk & warning signs, what parents need to know, how to access help (both in and out of school), and the role of social media/technology.
- **“Healthy Boundaries, Healthy Family”** featuring Lex Remillard, MSW, LCSW from CTC Partner, Be a Part of the Conversation. This presentation explained what it means to have healthy boundaries, how to prepare our children for healthy independence, and shared tools for establishing and maintaining healthy boundaries with our kids.

Over 400 parents attended and/or viewed a recording of the Parent Speaker Series this year.



Blog

This year Chrissie Dziembowski continued with her blog post reflections on parenting and there were several guest blogs from other CTC staff. In 2022-23, 11 blog posts were published. The blog web page on CTC’s website has garnered over 680 pageviews.

Podcast

CTC’s podcast, “Parent to Parent Real Life Tips to Raise Resilient Kids”, released 19 episodes in its second season this school year. The podcast continues to be a strategy to provide parents mental health and prevention education in an “on demand” format. Cohosts Bethann Cinelli and Chrissie Dziembowski interview experts in the field, including many CTC Collective partners. Episode topics this year included setting boundaries, emotional regulation, technology, vaping, dealing with anxiety, personal parent stories, and more. To date, the podcast has been downloaded over 3,100 times and the podcast webpage has over 1,300 pageviews.

Episode 17: How Faith Communities Support Youth & Families featuring Caasi Grove, Hopewell United Methodist Church

Episode 18: Camp Big Brother Audioblog

Episode 19: Update: Camp Big Brother Audioblog

Episode 20: How to Be Mindful: Cultivating a More Compassionate Community for Ourselves & Our Kids featuring Jan Michener, Arts Holding Hands and Hearts (AHHAH)

Episode 21: Big Feelings: How to Build Emotional Regulation Skills for Yourself & Your Kids featuring Dr. Lou Bevilaqua, CEO, and owner of Sanare Today

Episode 22: All About Boundaries with Priscilla Singleton, LCSW, LMFT

Episode 23: How Our Youth Really Feel About Substances and More: Breaking Down PAYS Data Part 1 with Sarah Brooks, Student Assistance Specialist at Downingtown Area School District (DASD)

Episode 24: Our Kid’s Mental Health Status & Simple Tips for Parents: Breaking Down PAYS Data Part 2 with Sarah Brooks, DASD Student

Assistance Specialist, and another guest, Brian McGinley, Licensed Social Worker and School Counselor at the Chester County Immediate Unit.

Episode 25: “I Always Felt Loved”: A Parent’s Story About Supporting Their Child with Substance Use Disorder with Carl Gregory, DASD Parent, Former CTC Board President

Episode 26: Running to Resiliency: Pod Swap with Tori from Meraki Run Club

Episode 27: How Kids Deal with Grief & Ways to Support Them with Kate Lannan from A Haven

Episode 28: Do “all kids” drink by the end of high school? Underage drinking perceptions and norms featuring Beth Bruton from Holcomb Behavioral Health Systems

Episode 29: Find the DASD Helpers with Sarah Brooks, Lead Student Assistance Specialist, and Mary Wallin, K-12 Department Leader for School Counselors

Episode 30: Feeling Anxious? Why Parent Mental Health (Really) Matters featuring Mike Smolenski, M.A., L.P.C., a therapist and Clinical Director, Sanare Today.

Episode 31: Vaping Myths & Facts Part 1 featuring Selena Morresi from Caron Treatment Centers

Episode 32: Vaping Myths & Facts Part 2 featuring Selena Morresi from Caron Treatment Centers

Episode 33: How Tech & Gaming Effects Kids Behavior featuring Dr. Stephanie Diez-Morel, Reboot and Recover

Episode 34: Free from Socials: A Mom’s Story of Her Break from Social Media featuring CTC’s own Aria Walerski, Communications Director

Episode 35: OUR Break from Socials & Summer Update



NEW INITIATIVES: PARENT SUPPORT GROUPS

BUILDING CONNECTIONS:

This past year, Communities that Care of Greater Downingtown was awarded \$148,336 from the Pennsylvania Commission on Crime and Delinquency's state Substance Abuse Education and Demand Reduction (SAEDR) Funds to support the new program, Parent to Parent: Peer Support Groups for the initial two years.

Five support groups were established in early 2023 to focus conversation within specific student ages. Two groups were created for Elementary parents and one group each for parents of sixth grade, middle school, and high school students. Each group met once per month for 4 months and discussed the following topics with the guidance of a facilitator: Family Values and Culture, Building Resilience, Communication Skills to Increase the Peace and What Do I Do Now: How to Know When to Act.

These peer groups help to strengthen families and increase youth protective factors in the greater Downingtown community by not only providing education and awareness of substance use prevention and mental health topics, but also providing a non-judgmental space for parents to connect with one another to solve parenting struggles and celebrate parenting successes.

Winter Spring 2023 Group Topics:

- Family Values and Culture: Discover your unique family value system/ culture and how to make it work for your family.
- Building Resilience: Help your child learn skills to adapt to challenges.
- Communication Skills to Increase the Peace: Learn tips to increase family connection and decrease frustration
- What Do I Do Now? How to Know When to Act: How can we tell when we need supports and resources?

73k Funding awarded from Pennsylvania Commission on Crime and Delinquency to establish and support Parent to Parent Peer Support Groups.

20

sessions covering 4 unique topics with parents of K-12 students.

95%

of parent participants indicate the support group session was "definitely" worth their time.

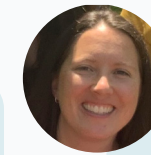
95%

of parent participants expressed interest in returning to future sessions



"I heard the description of the peer to peer sessions and I felt it would address an overarching concern that I had been feeling. This is that the landscape of parenting has changed drastically and that new information and conversation tools are needed to feel ready for the realities of growing up now. The sessions were a perfect blend of shared experiences, a confirmation that many of us are learning as we go, with a professional backbone - a moderator with mental health expertise to give us conversation skills and ideas to use at home. And along the way, a connection with other parents - faces that are now familiar and I'm happy to run into!"

- Laura Davis



"As a mother of four children in the Downingtown Area School District, I attended each topic offered by the CTC Parent to Parent Peer Support Group this past school year. The meetings were such a valuable resource to me. The discussion topics were tailored to address the developmental stage of the age group specified for each meeting. The meetings offered expert advice and excellent discussion among parents on a variety of topics that directly related to parenting children in today's world. The facilitator established a supportive and judgment-free environment that encouraged me to openly share my experiences, questions, and concerns. The knowledge and support that I gained from attending these meetings has connected me with other parents, helped me better understand the developmental stage of each of my children, provided insight and suggestions on how to handle issues that my children are facing, reinforced the importance of good communication skills, and allowed me to reflect on my own parenting style to help me become a more prepared and confident parent. I am so grateful that this resource is offered in our community. I look forward to attending future meetings to learn, connect with more parents, and be part of this much needed community support group to help me best meet the needs of my children."

- Uschi Staszowski



"I am grateful for the opportunity to work with CTC to bring parent peer support groups to life. I learned early on in my parenting journey that I benefited from a community alongside me. My peers are a source of strength, wisdom, and support to me as I navigate today's unique parenting challenges. These sessions have expanded my knowledge and my community network and have had a positive impact on me and my family. I am looking forward to the future of the support groups both as providing access to this support to other Downingtown parents and receiving the benefits of attending these sessions."

- Cheryl Wendt, CTC Parent to Parent Program Coordinator and Downingtown parent

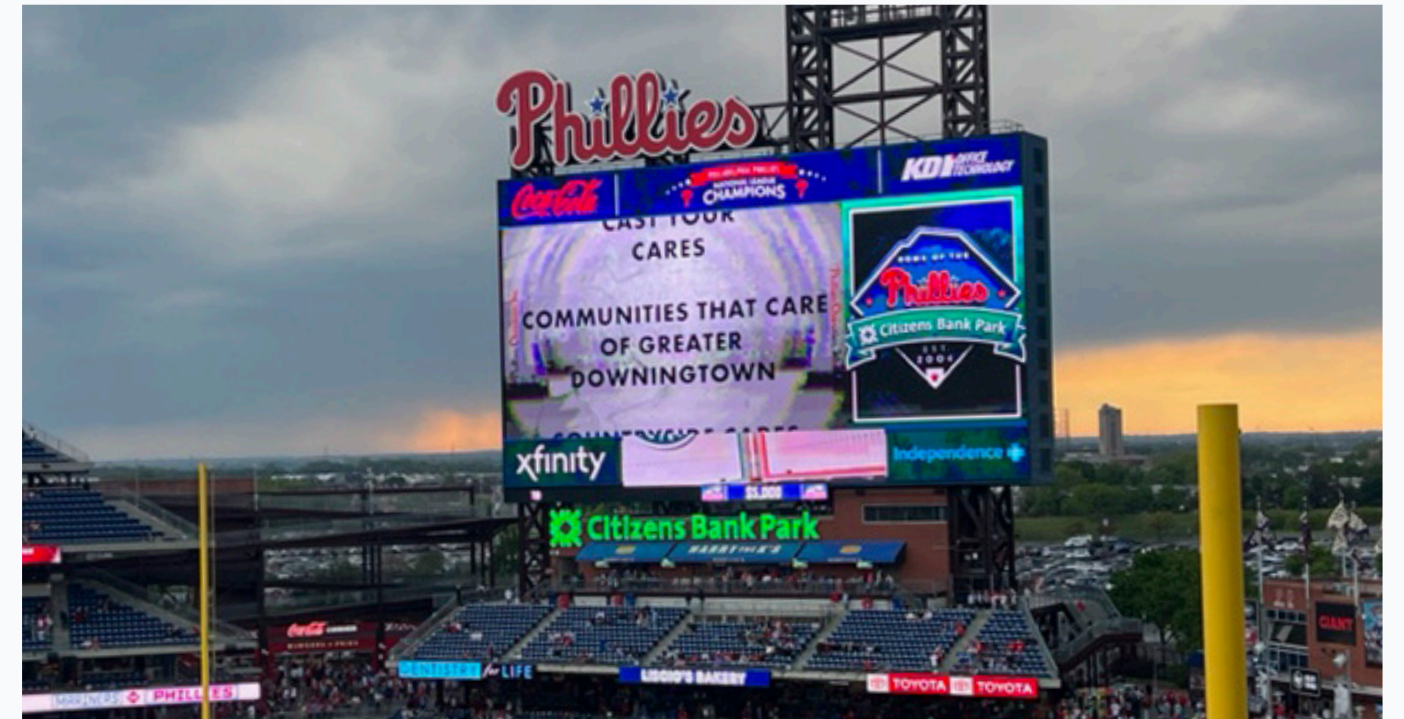




Signs of Suicide Training

CTC partnered with Upper Uwchlan Township Police Department to host a **Signs of Suicide (SOS)** Training for law enforcement and first responders in June 2023. Law enforcement and first responders are critical partners in youth suicide prevention as they respond to well checks and may be the first point of contact to interface with at risk youth. There were 11 participants at the 3-hour training. Training objectives focused on building skills including: increased knowledge and adaptive attitudes about depression; encouraging individual help-seeking and help-seeking for a friend; reduced stigma surrounding mental illness; and encouraged community-based partnerships. There were candid conversations during this training about the variables that affect youth mental health and how to partner to reduce youth suicide and address this problem as a community.

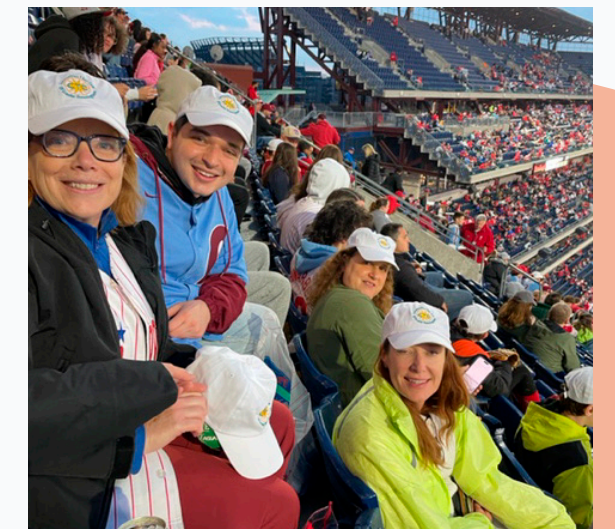
All participants reported that they felt the presenters were “knowledgeable about this topic” and “communicated the information effectively.” All participants reported they were “highly satisfied” with the training. Participants shared they “liked the open discussion and local resources shared” best.



Phillies Charities Grant

On Wednesday, April 26, 2023, Communities That Care of Greater Downingtown (CTC) was honored to be recognized as a **2022 Phillies Charities, Inc. grant recipient** at the Philadelphia Phillies home game against the Seattle Mariners. CTC staff, board members, and community partners enjoyed a night of fun & baseball as the Phillies provided the organization with free tickets to see **CTC recognized as a 2022 Community Heroes organization**. CTC of Greater Downingtown was chosen as a grant recipient in December 2022, along with 39 other local community organizations, and was awarded a grant of \$25,000 to be used for the organization’s HYPE youth program.

CTC Executive Director, Bethann Cinelli, said, “Communities That Care of Greater Downingtown is grateful to the Philadelphia Phillies organization for recognizing and awarding \$25,000 in support of our Healthy Youth Positive Energy Clubs (HYPE). The Phillies commitment to healthy communities and youth is critical in our mission to prevent substance use, promote mental health, and empower youth to make positive choices.”





2022-23 MARKETING REPORT



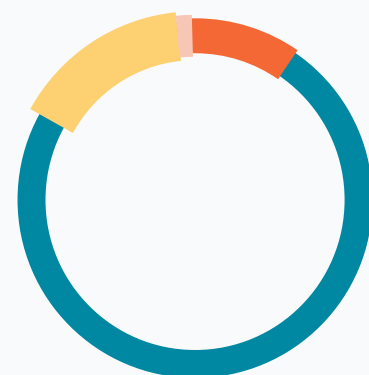
199,063

people reached with
our content

26.1%

Increase year on year

SOCIAL MEDIA IMPRESSIONS



SOCIAL MEDIA:

It has been another great year for CTC Communications! We saw growth on all of our social media platforms over the last year and are grateful to our community members who continue to engage and share our content.

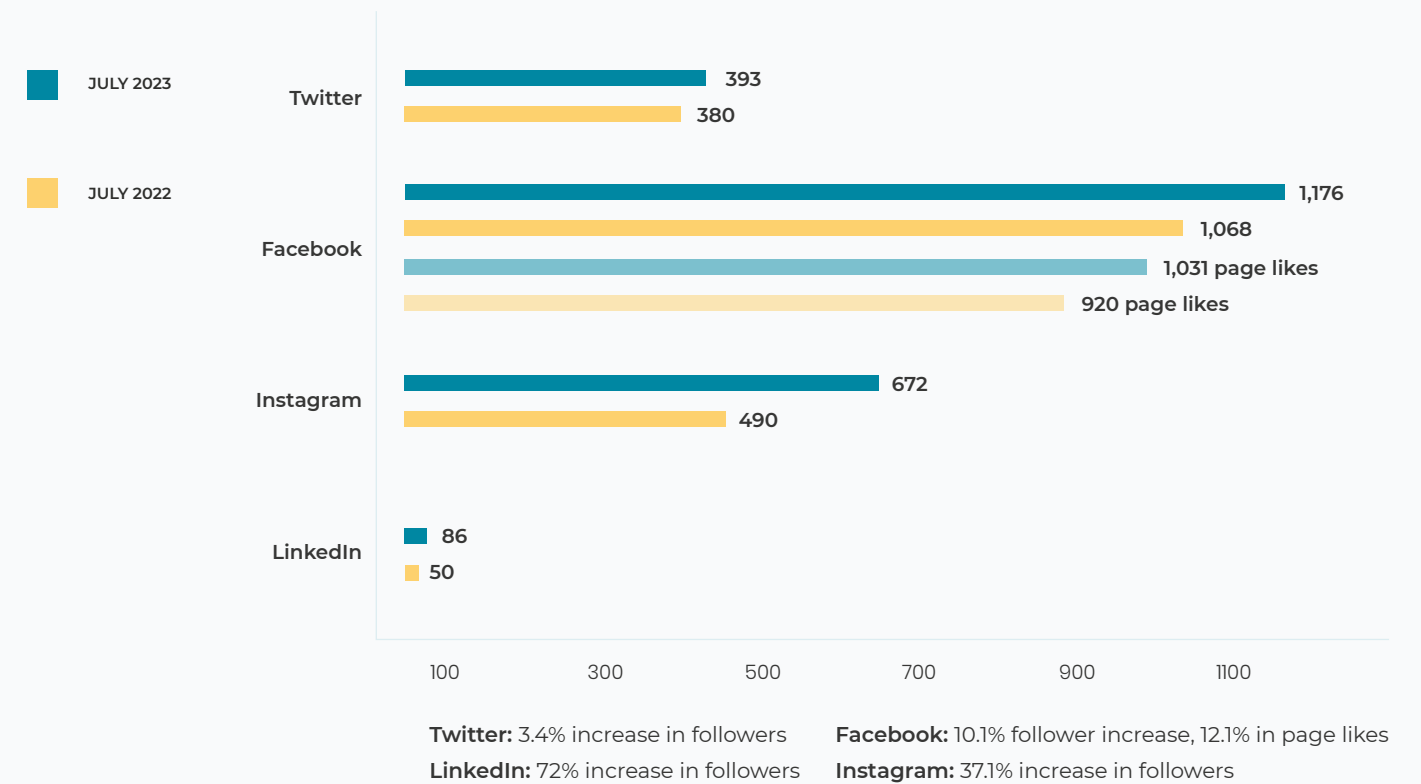
Over the past year, we shared a wealth of information including but not limited to:

- Recent 2021 Downingtown Area School District PAYS data
- Upcoming CTC events and events of our collective partners
- National & local awareness campaigns
- The latest information on ATOD (Alcohol, Tobacco, and Other Drugs) and mental health
- Parent Resources through our Parent Speaker Series in collaboration with Downingtown Area School District and our Parent to Parent blog, podcast, & peer support groups.

CTC currently has social media accounts on Twitter, Facebook, Instagram, LinkedIn, and YouTube. We invite you to follow us on our social media platforms if you are not already and be sure to like, comment, and share our content whenever possible!

● Twitter	19,200 impressions	● Facebook	145,068 impressions
● Instagram	32,163 impressions	● LinkedIn	2,632 impressions

STATISTICS:



EMAIL MARKETING:

CTC's email marketing initiative has been instrumental in educating our Downingtown community members about all that our organization has to offer. Consistent communication about upcoming events, podcast & blog updates, awareness campaigns, etc., has increased our name recognition and presence in the community we serve. CTC is proud to see an increase with both our contacts and average open rate since last year. Our contacts have gone up 18.9% with our listserv now at 1,522 contacts and our average open rate has also slightly increased, making our average open rate 46%. This open rate percentage is important to note as the non-profit industry average open rate is 18-20%. The fact that CTC continues to have an above average email open rate for the industry multiple years in a row showcases how invested our community is in the mission and vision of our organization.

CONTACTS:

18.9%

Increase

CTC Database: 1,522 contacts

OPEN RATE:

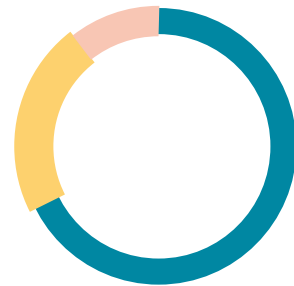
46%

Open rate

1% increase in year-on-year

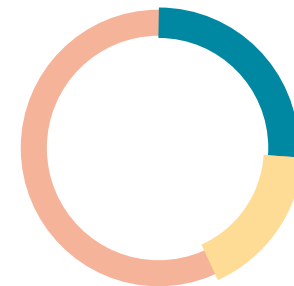
YOUR SUPPORT MATTERS

CTC recognizes that a single organization cannot change a major social issue. We need your help and support to create long-lasting effects within our Downingtown community. Your donation supports programs and resources such as HYPE (Healthy Youth Positive Energy) clubs and evidence-based programs to prevent substance use and prevent positive mental health. Donating to CTC of Greater Downingtown will allow us to educate youth, parents, schools, and the community on topics relevant to reducing substance use as well as promoting positive mental health. Communities That Care of Greater Downingtown is identified as a 501(c)(3) non-profit organization. Funding for CTC comes from state and local grants, individual and corporate sponsors, and the generosity of community members.



INCOME: \$213,879

- Grants: \$144,367
- Individual & Corporate Donations: \$47,068
- Fundraising: \$22,433



EXPENSES: \$272,683

- General & Administration: \$70,769
- Fundraising: \$47,689
- Programming: \$154,197

CORPORATE

- AGC Chemicals Americas, Inc.
- Amazon Smile
- Baby Merlin
- Bakers of Buffington (Downingtown)
- Bentley Systems, Inc.
- Brickside Grill Restaurant
- Broadrun Golf Course
- Brumbaugh Wealth Management, LLC
- Child Guidance Resource Centers
- Citadel Credit Union
- Dorney Park
- Downingtown Running Store
- Embark Behavioral Health
- Epicurean Garage
- Estrella
- Exton Beverage
- First Resource Bank
- James J. Terry Funeral Home
- J.W. Pepper & Sons, Inc.
- Krapf School Bus
- Let's Bake The World A Better Place
- Hankin Foundation
- Lionville Natural Pharmacy
- Merck Foundation
- Nothing Bundt Cakes
- Oriental Trading
- Palace Bowling
- Pediatric Psychology Center of Chester County
- Peoples Light & Theater Company
- Power Play Ice Rinks
- Philadelphia Rock Gym
- Reading Phillies
- Ron's Original Bar & Grille
- Sanare Today, LLC
- State Farm-Ed Hart
- The UPS Store
- The Wright Insurance Agency
- Trader Joe's
- TrustPoint
- Urban Air
- West Pharmaceutical Services, Inc.
- Wheel of Fortune
- Wright Insurance Agency
- WSFS Bank

GRANTS

- CCRES**
- Chester County Department of Drug & Alcohol**
- Gunard Berry Carlson Memorial Foundation**
- Pennsylvania Commission on Crime and Delinquency**
- Pennsylvania Department of Human Services**
- Phillies Charities Inc.**
- United Way of Chester County**
- Whitford Charitable Foundation**

INDIVIDUALS

- Anna & John Abbateamarco
- Cindy Agsten
- April Alarcon
- Lisa Albany
- Jean-Marie Andzulis
- Sara & John Armstrong
- Gautam & Suruchi Baheti
- Karina Bailey
- Dave & Cathy Baker
- Amy & Mike Banka
- Hank & AnnMarie Barber
- Carol Baron
- Jenn Barr
- Amy Barth
- Erin Baugher
- Mayme & Chris Baumann
- Jacquelyn & Nikki Belknap
- Patricia & John Bell
- Scott & Morgan Bellamy
- Chris Benzing
- Bob & Laura Berry
- Jane Bertone
- Louis & Debra Bevilacqua
- Suzanne Bixler
- Emily & John Black
- Cynthia & Paul Black
- Sarah Black
- Vanessa Blake
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- Daniel Brady
- Al & Carol Brady
- Becky & Simon Brain
- Cammy & Tony Brantzeg
- Beth & Steve Brady Brindle
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- Becky Britton
- Mary Ellen Broderick
- CW & Megan Bruton
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- Glenn & Kristi Burtch
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- Tricie Cee
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- Julie Chute
- Elizabeth Cianciolo
- Kate Cianciolo
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- Bill Cochrane
- Stephanie Coghlan
- Judy & Charles Coker
- Erica Collins
- Jordan Colucci
- Scott Connors
- Jeffrey Connors
- Valerie Connors
- Bill & Carol Connors
- Brendan Conway
- Stan & Daniele Corsi-Martens
- Bob & Debbie Cowherd
- Colleen Cranney
- Jeff & Dana Cronin
- Christine Crooke
- Richard Cullen
- Jon Cutler
- Lori Dafilou
- Phil & Francine Dague
- Jackie Daniel
- Beth Daniels
- Janese Davis
- Anthony & Betsy DeCecco
- Vanessa DeHart
- John DeMarco
- Aislinn Devlin
- Joseph Dieckhaus
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- Pia & John DiSanto
- Karen DiVincenzo
- Marybeth DiVincenzo
- Kim Doan
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- Lori & Guy Donatelli
- Terry Donnelly
- Len Doyle
- Maureen Doyle
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- Wendy Edwards
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- Lena & Yasser Elguindi
- Jason Elvin
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- Mary Anne Feeley
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- Rosemary Foley
- Jim & Elyse Ford
- Stephanie Fouche
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- Mike & Cheryl Frederick
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- Caryn Ghrayeb
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- Jayne Gittings
- Marian Glendenning
- Gerry Gonzalez
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- Stephen & Linda Gregory
- Robert & Patricia Gregory
- Caroline Gregory
- Elizabeth Gregory
- Marybeth Gregory
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- Donna Grzesik
- Courtney Grimmer
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- Reagan Hauer
- Judy Haupt
- Jonathan Hauze
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- Dallas Krapf
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- Biffy Lange
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- David & Lisa Madara
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- Selena Morresi
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- Michelle Mulcahy
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- Pat & Beth Nelson
- Karen Neumann
- The Nickerson's
- Mike Noone
- Laura Obenski
- Kimberly Olin
- Paul O'Sullivan
- Svetlana Panichev
- Peggy Parrish
- Kimberly Pelcin
- Victoria Pelligrini
- Laura Pitt
- Laura Poling
- Kim Porter
- Lee Powell
- Kristy Preston
- Peggy Preuhs
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- Jennifer Radick
- Greg Ramirez
- John Reece
- Robert Reed
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- Janet Rodia
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- Maureen West
- Victoria Suzanne Wie-checki
- LeeAnn Wilkins
- Grant Williams
- Shawn Wirtshafter
- Carol Wisdom
- Brittany Wisler
- Carol Worrell
- Yilmaz-Chambers



Our Prevention Strategies:



Prevention Education
& Public Awareness



Supporting Parents
& Strengthening Families



Engaging Youth
in Prevention



Promoting Community
Opportunities & Rewards
for Prosocial Involvement



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