



HOW CAN I MAKE A  
DIFFERENCE  
IN THE LIVES OF MY  
NEIGHBORS?



Help Build  
**FOUNDATIONS**  
for Success

by joining ProJeCt's  
Building and Endowment Campaign

**You will:**

- Provide adults and children with the language and literacy skills needed to be more productive members of our society;
- Provide effective educational interventions for school-age children in need;
- Ensure that those in need of food can obtain it in our Interfaith Food Pantry;
- Provide immediate care to individuals and families in crisis to address emergency needs;
- Provide comprehensive case management and referrals to existing community supports;
- Prepare pre-school children to be ready to learn upon entering kindergarten.

**With your help we will continue to build a stronger community for ourselves and for generations to come!**



*(l to r)  
John Updegrave and Don Follett  
proudly display ProJeCt's banner  
in front of the new Literacy Center*



## OUR VISION FOR THE FUTURE

**A**chieve National Association for the Education of Young Children (NAEYC) accreditation for our early childhood education program

**B**uild our endowment fund to ensure continuation of services

**C**reate a literacy center to allow us to better address the needs of our growing and changing community

## NEED FOR EXPANSION

**25%** of the adult population in the City of Easton never completed high school.

“LADYS AND GENTLEMEN:

*I would like to tell you about Project.*

*It is the best for me because I was working 25 years. I raised my children in this country, then the factory moved to Mexico. I need to find a new job but I didn't speak good English. I have to show you what Project has done for me because I am learning from it. Now, I am writing reading, speaking and listening to someone. I am feeling proud Project was there to help. I say thanks to God I will have a better life. I have a dream I will be a school bus driver soon. I want to be come some body.*

*Project helps children and adults, that is important for the family.”*

**Exantus Joseph**

Student learning English as a Second Language

Therefore, **a literacy center meets a critical need.** Basic literacy was identified in 1992 as one of the top five problems reported from clients of the Northampton County Department of Human Services, *yet less than 1% of those in need were being served.* ProJeCt is now able to provide literacy programs to only a fraction of the local population that need it. Expanding our program at *ProJeCt's Literacy Center* will optimize the service environment for future literacy participants by providing services with maximum efficiency, confidentiality and learner comfort. We anticipate **the demand for literacy and language instruction will increase steadily in the upcoming years due to a changing and increasingly diverse population.**



**Adult and family literacy education is a smart investment.** Research draws distinct connections between literacy education and economic outcomes for individuals and communities. **Increasing levels of adult literacy can be linked to reduced rates of poverty, less need for welfare, higher income and employment, and reduced rates of crime.** Approximately 90% of individuals in our prison system are functionally illiterate. **Better-educated individuals contribute to a stronger, safer community and more skilled workforce.** Businesses in today's changing economy need workers with increasingly higher job related skills. The number of companies reporting skilled worker shortages nearly doubled between 1995 and 1998, from 27% to 47%. With a better wage, residents can contribute to our community's tax base and to the economy through greater purchasing power.



The education level of **PARENTS** has a direct and measurable impact on the education of their **children**.

Additionally, children living in poverty with undereducated parents face persistent and enduring patterns of underachievement. We know that the intergenerational cycle of low-literacy must be addressed because parents and families who can support learning and school readiness will produce healthier communities with reduced crime, higher employment rates and better socio-economic outcomes.



## BUILDING FUND

ProJeCt is extremely fortunate to have been awarded the property at 200 Ferry Street, Easton (formerly the site of the Social Security Administration). We plan to renovate this building into a **state-of-the-art Literacy Center**.

Expanded literacy facilities will enable us to regroup classes in order to provide more individualized attention and instruction. At present our literacy classes are offered in borrowed classroom space; often several classes take place at the same time and in the same room. These conditions result in a distracting learning environment with limited enrollment capacity. The privacy necessary to encourage hesitant learners does not exist and the use of technology is limited.

Restructuring of classes will enable ProJeCt to improve program delivery for all students. The addition of a computer lab in *ProJeCt's Literacy Center* will provide valuable **hands-on training** for students to better prepare them for **growing technological expectations in the workplace**. The on-site resource area will provide students with ready access to books for themselves and their children, as well as, support and resource materials for teachers.

Our building fund will provide support for the operational expenses of ProJeCt service locations for a period of five years. In year six, we project the principle in our endowment fund will be at a level where we can start using the accumulated interest to offset future operational expenses.

In addition to renovating *ProJeCt's Literacy Center*, ProJeCt will renovate the early childhood education space, currently located at St. John's Lutheran Church. This program provides services to over 100 children enrolled with their parents in the family literacy program. The program is designed to help prepare **children to start school ready to learn**. Renovations are necessary to meet Pennsylvania Department of Public Welfare licensing requirements and to pursue NAEYC (National Association for the Education of Young Children) accreditation.



*"This program is important to me because it helped my self-esteem. It went up as well as my grade level. I also suffer from stress and now I have a reason to get up in the morning. I have to get up to help myself to succeed in the future and to have a good paying job. I look forward now to go to school. I am determined to get my GED.*

*I also want to give my children an example. My children's ages are six and thirteen years old. If I could do it, they could do it also. I also could help my children with their school homework.*

*The program also helps me with any type of ways I could help my children to learn. The program helps me to interact with my children and make learning fun. The program has a case manager who comes to the family's house. She comes to let you know how your child and yourself are progressing. She also asks you how you are feeling about the program and if she can help you with any problem and find information. There's one case manager I will always appreciate for helping me fill out an application for Metro Plus to take my child to an appointment because I could not afford transportation. Her name is Sunny. That is why this program is important to me, because there are people who do care."*

*Jacqueline Nieves*

**Jackie Nieves**  
Student studying  
Adult Basic Education

# ENDOWMENT FUND

Strengthening ProJeCt's endowment will help to ensure the availability of the financial resources we need to meet challenges in years to come. We know that we cannot continue to rely upon State and Federal funds for long-term sustainability. The income that is earned on the invested principal of the endowment fund will enable ProJeCt to continue to provide services to those in need.

## A LEGACY OF COMPASSION THAT SPANS MORE THAN 35 YEARS



In 1968, three visionary clergy recognized the issues of hunger, poverty, and illiteracy in the Easton community and founded this organization to advocate for the at-risk population by establishing programs to break the cycle of poverty. Our agency name reflects the **P**rotestant, **J**ewish, and **C**atholic religious heritage of its founding members.

Since our founding, ProJeCt has operated as a purely public non-profit organization, devoted to charitable and educational purposes. ProJeCt's programs address hunger, homelessness, unemployment, and illiteracy under two umbrellas of service: emergency assistance and language

and literacy. Milestones throughout our history include the following:

- In 1980, Literacy and language programs became the cornerstone in our efforts “to help people help themselves. Approximately 500 adults and 100 children participate in our language and literacy programs yearly.
- In 1985, ProJeCt established ASSIST to provide emergency services to families and individuals in crisis. During this past year, we have provided service to 1,101 families.
- After school programs, a summer literacy day camp, and the Easton Middle School Success Program were introduced during the 1990s and currently meet the needs of approximately 500 school-age children yearly.
- In the mid-1990s, ProJeCt assumed operation of the Interfaith Food Pantry. This past year, 1,694 adults and children, received food.



We have created strong partnerships with numerous other human services agencies, faith communities and educational institutions, and we appreciate the support of a dedicated corps of volunteers.

### ProJeCt of Easton, Inc.

320 Ferry Street  
Easton, Pennsylvania 18042  
[www.projecteaston.org](http://www.projecteaston.org)

#### Questions?

610-258-4361  
[jnenow@projecteaston.org](mailto:jnenow@projecteaston.org)

### CAMPAIGN STEERING COMMITTEE

Alan S. Abraham, Committee Chair  
Don S. Follett, Honorary Chair  
John H. Updegrave, M.D., Honorary Chair  
Daniel E. Cohen, Board President  
Margaret O. Magee, Executive Director  
Pat McCutcheon, Development Director  
Jo Ann Bergeron Nenow, Director of Major Gifts  
Carry Ackinclose Gerber, Communications Director