

**Mission:**

*to help people help themselves*

**Core Values**

- Maintain the ability to be responsive to individual and community needs
- Respect the dignity and individuality of clients and others
- Account for the use of resources and achievement of results
- Foster and encourage community engagement
- Attract and retain highly qualified and invested staff
- Value diversity and practice non-discriminate behavior

**Vision:**

ProJeCt envisions a community where people can realize their potential and achieve self-sufficiency not limited by economic disadvantage, language and learning differences, under-education, home environment or poverty.

Our goals include to help people prepare to learn and provide effective educational interventions as well as to address the basic needs of individuals and families through emergency assistance and referrals.

## HISTORY

ProJeCt was founded by local clergy and laity in the wake of the King assassination and social unrest of 1968. Its purpose was to advocate for the at-risk population of Easton, Pennsylvania, by establishing programs to break the cycle of poverty. The agency name reflects the **P**rotestant, **J**ewish, and **C**atholic religious heritage of its founding members. ProJeCt's interfaith heritage provides a unique source of strength and connection to the Easton community. This connection also helps ProJeCt to identify Easton's unmet needs and to develop appropriate programs to address them.

Throughout our 35-year history, ProJeCt has recognized the importance of diversity and inclusion while initiating programs for the Easton community.

ProJeCt has a history of visible, proactive leadership in providing collaborative services to the community. We enjoy healthy partnerships with numerous other human services agencies, faith communities, educational institutions, and a corps of dedicated volunteers. ProJeCt remains poised to assess and meet the needs of a changing community.

# ProJeCt

*The Center for Family Assistance and Literacy*

**ProJeCt of Easton, Inc.**

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# ProJeCt

*The Center for Family Assistance and Literacy*



# E

fficiency  
ffectiveness  
xpansion

2005 - 2008  
Strategic Plan

# Strategic Agenda

## SERVICES

Over the years, ProJeCt has evolved to meet the changing needs of the community. Today, services are focused on two critical areas of need ~ Language and Literacy and Emergency Assistance.

### LANGUAGE AND LITERACY

- Family Literacy
- Adult Literacy
- English as a Second Language
- SIZZLE® Summer Literacy Program
- Easton Middle School Success Program

### EMERGENCY ASSISTANCE

- Interfaith Food Pantry
- ASSIST

## CRITICAL ISSUES

Many in our community face the following challenges related to poverty:

- hunger and homelessness
- lack of basic education and life skills
- unemployment and under employment
- children at risk for school failure
- parents with limited resources to support early learning
- disconnect from community resources

## SERVE

**Goal One** – Expand educational and emergency services by 25% so that more than 4,000 people move toward self-sufficiency.



## DEMONSTRATE

**Goal Two** – Produce measurable outcomes by utilizing model behavior and research-based best practices.

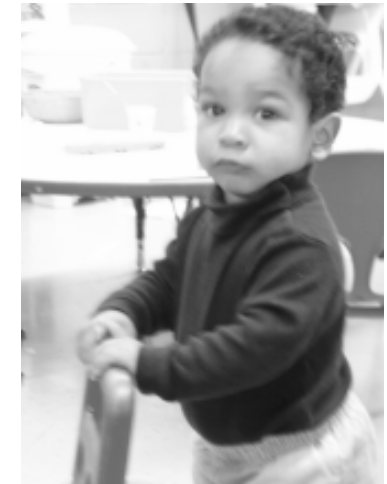


## DISSEMINATE

**Goal Three** – Inform the community of effective models of services and their impact on building a healthy community.

## ADVOCATE

**Goal Four** – Serve as a community change agent for educational and economic systems reform.



## FUND DEVELOPMENT

**Goal Five** — Create a financial plan to support the agency's mission and goals:

- Attract and retain the most qualified staff
- Increase unrestricted operating dollars
- Purchase and maintain a building
- Increase the endowment.