



100A Cascade Drive, Allentown, PA 18109  
 Phone: 610-443-1595 www.thehc.org

## 2017-2018 Annual Report

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## MISSION STATEMENT

*'We give people, especially youth, the knowledge and tools they need to make better-informed and more positive life choices'.*

### PRESIDENT'S MESSAGE



Character..... A dictionary defines character as “A person in a novel, play or movie.....an interesting or amusing person.....the mental and moral qualities distinctive to an individual.” We have all used these definitions in different circumstances. But, at the Center for Humanistic Change, (CHC) we build character each and every day in people across all ages and from all walks of life.

For many people, building character comes naturally by being raised in homes and families with caring parents and extended family. But for others who experience trauma in their early years or across their lifespan, the emotional wound can have a tremendous impact on their health and ability to make positive and healthy choices. CHC offers programs to people, especially youth, that help prevent and overcome adverse experiences. Our ‘Crossroads’ and ‘Project SUCCESS’ mentoring programs build protective factors, such as safe and supportive relationships, that give youth the knowledge and skills they need to make better choices.

Through this Annual Report, we thank you for your support in helping CHC to make a positive impact on the lives of others through prevention. I encourage you to read about our results and some stories of those we serve. Please use the report to open up conversations about how each one of us can contribute to giving others the knowledge and tools needed to make better informed and more positive choices; therefore, improving the quality of life for all.

Lara Ruesch, President  
 Board of Directors

### Participant Totals 2017-2018 (A 25% increase from 2016-2017)

Population	Lehigh County	Northampton County	Other Counties	TOTAL
Elementary	3,726	5,008		8,734
Secondary	17,001	6,870	577	24,448
Adults	12,664	5,265	961	18,890
<b>TOTAL</b>	<b>33,391</b>	<b>17,143</b>	<b>1,538</b>	<b>52,072</b>

CHC is MOVING!  
 New Address As Of  
 February 1, 2019  
 555 Union Boulevard,  
 Allentown, PA 18109

## IDENTITY STATEMENT

The Center for Humanistic Change prepares people to meet life's challenges.

We believe that individuals equipped with knowledge and life skills are more likely to make positive, healthy choices in their lives.

We offer evidence-based and custom-designed education focused primarily on building resiliency and preventing substance abuse that gives people the knowledge and skills they need to make better choices.

We serve elementary-, middle-, and high school-aged youth; parents and educators; and employees at workplaces throughout Lehigh Valley, PA.

Although primarily school-focused, we serve people wherever they are –in schools, neighborhoods, community-based organizations, communities of faith, and worksites.

### ***WE EDUCATE***

We “train the trainers” and offer programs especially designed for parents and educators.

We teach parents how to communicate more effectively with their children and to recognize the signs of alcohol and substance abuse, dating violence, and cyberbullying.

We also offer custom-designed training for schools, businesses, and community organizations on topics ranging from alcohol, tobacco, and other drug use prevention, relationship and family skills, personal life skills, and violence and bullying prevention.



2018

Maggie Marcopul Award

Presented by the  
Commonwealth  
Prevention Alliance  
to  
Arlene J. Lund  
Executive Director

For making a significant  
contribution to prevention  
through service, leadership,  
political advocacy and  
education.

### ***WE SUPPORT***

We support at risk students by teaching them the necessary skills to cope with challenges they face. We work with schools to identify students whose alcohol, substance abuse, or mental health issues are becoming barriers to their success – and then help these students get back on track.

### ***ANYONE CAN BECOME ADDICTED. ANYONE!***

*Opioid addiction has grown to epidemic proportions in the United States, with Pennsylvania having been hit particularly hard. This disease has no boundaries. It affects people of all races and ages, from all social and economic backgrounds, and across all communities from small towns to big cities. One in five Americans say a family member has been addicted to prescription painkillers. Moreover, as the use of prescription painkillers decrease, heroin use increases.*

### ***WE LEAD***

We track local and national trends to ensure our programs are relevant and reflect evidence-based best practices. We also take a leadership role in bringing together people from all sectors of the Valley to collectively address the issues of alcohol and substance abuse.



## PROGRAMS For Students

**Crossroads/Project SUCCESS:** Help at-risk students become more resilient by providing individualized support and prevention education through trained, professional mentors.

**Keep a Clear Mind:** Provides opportunity for parents and children to become informed about alcohol, tobacco, marijuana, and good choices.

**Life Skills:** Engages students in small groups to build life skills and develop greater self-esteem, self-mastery, self-confidence and resiliency. Offers support and positive coping strategies to resist social pressure to smoke, drink, and use drugs; and enhances their ability to reduce and prevent risky behaviors.

**PATHS (Promoting Alternative Thinking Strategies):** Promotes social emotional competencies, and reduces aggression and behavior problems in children.

**Safe Dates:** Raises awareness of substance abuse and what constitutes healthy and abusive dating relationships. Equips students with skills and resources to help themselves or friends in abusive relationships

**Second Step:** Increases school success and decreases violence and problem behaviors by promoting social-emotional competence and self-regulation.

**Student Assistance Program:** Assists school personnel in identifying issues which pose a barrier to a student's educational success including alcohol, tobacco, and other drug issues and mental health issues. The primary goal of SAP is to help students overcome barriers to success in order that they may achieve, remain in school, and advance.

**Too Good for Drugs:** Builds on students' resiliency by teaching them how to be socially competent and independent problem solvers.

**Too Good for Drugs and Violence:** Provides skills, knowledge, and attitudes students need for positive social development and supportive relationships. Develops and applies social and emotional learning skills.

## PROGRAM IMPACT

CHC *expanded* Student Assistance Program (SAP) services from **53 to 82 schools** (an increase of 55%) where we provide liaison services, technical assistance, material dissemination, newsletters, team maintenance, and evaluation services. Our Commonwealth Approved Trainer certified **112 new SAP professionals**.

The staff of our **Crossroads/Project SUCCESS** program mentored 1,090 students in 29 schools throughout the Lehigh Valley. Some of the 2017-18 results are: 80 % of mentees improved/maintained behavior; 66 % of mentees improved/maintained grades; 58 % of mentees improved/maintained attendance

The following programs demonstrate a significant difference in their knowledge score and attitude shifts between the pre and post tests; meaning their attitudes improved and the knowledge increased. While the total percent changes may appear insignificant, they were in fact statistically significant between the two testing times based on t-test analyses. Additionally, the total percent change indicates knowledge acquisition and shifts in attitude which are hard to quantify.

- Anger Management: 17.3% change
- Bullying: 11.1% change
- Current Drug Trends: 2.01% change
- HOPE: 32.44% change
- Parenting: .21% change
- Social Media: 17.04% change
- Voices: 1.69% change



## PROGRAMS For Youth, Educators, and Adults

**Choices, Changes, Changes:** Designed for middle school students with a focus on addiction, opioids and heroin, the choices students face as they enter high school, and resources for help.

**Current Drug Trends:** Identifies and explores personal values and risk factors regarding alcohol, tobacco, and other drug use; and, provides accurate information on current drug trends and their effects.

**HOPE (Heroin and Opioid Prevention Education):** Educates about opioids and heroin; signs/symptoms of opioid/heroin use; the effects of use on one's health, relationships, and future; and where to find local resources. Offers a specialized program for adults age 55 and older.

**Voices from the Valley:** Educates about the addiction cycle, from first use to recovery; and, how addiction affects the entire family.

## PROGRAMS For Parents

**Botvin Life Skills for Parents:** Provides parents with the necessary skills to help their children learn to resist social pressure to smoke, drink, and use drugs; develop greater self-esteem, self-mastery, and self-confidence; and enhance their ability to reduce and prevent risky behaviors.

**STEP (Systematic Training for Effective Parenting) & STEP Teens:** Help parents better understand children's behavior and misbehavior; practice positive listening; and give encouragement.

**Mock Teen Bedroom:** Gives a hands-on opportunity to learn how to identify drug paraphernalia, ways drugs and drug use can be disguised; ways to talk to children about drugs and alcohol; and how/where to find help.

## PROGRAMS For the Workplace

**HOPE for the Workplace:** Provides employers with the tools they need to keep employees healthy and safe and their companies productive. Addiction to opioids affects employee turnover, relationships, and workplace culture and is a leading cause of absenteeism and increased health care costs. Opioids are a health and safety issue in the workplace. *At no cost to businesses in the Lehigh Valley*, this program is available. *Our on-site program includes:*

- Our interactive presentation called HOPE, 'Heroin and Opioid Prevention Education' for employees
- CHC and PASTop.org (statewide campaign) educational materials and items for employees
- The PASTop.org Workplace Toolkit for employers
- Real-time resources to help employers and employees



CHC facilitates interactive experience-based trainings and small groups that engage participants in meaningful learning. Many of our programs have been designed in response to the specific needs of schools and communities in the Lehigh Valley. We also offer many evidence-based programs that have been approved by the National Registry of Evidence-Based Programs and Practices (NREPP).

- ◆ ACCESS Services
- ◆ Aidsnet
- ◆ Alburdis ES
- ◆ Allentown Learning & Achievement School
- ◆ Allentown Central Catholic HS
- ◆ Allentown Health Bureau
- ◆ Allentown Public Library, Migrant Education
- ◆ Allentown School District
- ◆ Allentown YMCA
- ◆ Arts Academy CS ES/MS Inc.
- ◆ Bangor CTC
- ◆ Bangor Area HS
- ◆ Bangor Area School District
- ◆ Bethlehem Area School District
- ◆ Bethlehem Catholic HS
- ◆ Bethlehem Health Bureau
- ◆ Bethlehem YMCA
- ◆ Blueprints for Addiction Recovery
- ◆ Boys & Girls Club of Allentown
- ◆ Boys & Girls Club of Easton
- ◆ Broughal MS
- ◆ Bucky Boyle Park
- ◆ Bushkill Carnival
- ◆ Building 21
- ◆ Calypso ES
- ◆ Carbon Lehigh I. U. #21
- ◆ Career Institute of Technology
- ◆ Career Link of the Lehigh Valley (Private Industry Council)
- ◆ Catasauqua Area School District
- ◆ Catasauqua HS
- ◆ Catasauqua MS
- ◆ Catholic Charities
- ◆ Cedar Crest College
- ◆ Cedar Crest Student Nurse Association
- ◆ Cedar View Senior Home
- ◆ Cement Belt Fair
- ◆ Cetronia ES
- ◆ Cheston ES
- ◆ Central ES
- ◆ Christian Day Care
- ◆ Circle of Seasons
- ◆ City of Bethlehem
- ◆ Clarence M. Gockley ES
- ◆ Clearview ES
- ◆ Community Justice Panel
- ◆ Community Services for Children
- ◆ CONCERN
- ◆ Confront
- ◆ Country Meadows
- ◆ DeSales University
- ◆ Donegan ES
- ◆ DUI Task Force
- ◆ East Hills MS
- ◆ East Penn School District
- ◆ Easton Addiction Awareness Day
- ◆ Easton Area Academy
- ◆ Easton Area HS
- ◆ Easton Area MS
- ◆ Easton Area School District
- ◆ Easton Community Center
- ◆ Easton Kiwanis Club
- ◆ Easton Opioid Awareness Group
- ◆ Easton YMCA
- ◆ East Stroudsburg University
- ◆ Emmaus Fire Company
- ◆ Emmaus HS
- ◆ Emmaus Rotary Club
- ◆ Executive Education Academy CS
- ◆ Eyer MS
- ◆ Faith Lutheran Church
- ◆ Faith Church
- ◆ Families First
- ◆ Fed Up Rally
- ◆ Fogelsville ES
- ◆ Forks ES
- ◆ Forks YMCA
- ◆ Fountain Hill ES
- ◆ Francis D. Raub MS
- ◆ Fred J. Jandl ES
- ◆ Freedom HS
- ◆ Freemansburg ES
- ◆ George D. Steckel ES
- ◆ Good Shepherd Lutheran Church
- ◆ Goodman Stadium Soccer Event
- ◆ Gracedale Nursing Home
- ◆ Greater Lehigh Valley Nurses Association
- ◆ Greater Valley YMCA
- ◆ Gross McGinley LLP
- ◆ Harrison Morton MS
- ◆ Harry S. Truman ES
- ◆ Hanover ES
- ◆ Heroin Task Force
- ◆ Hiram Dodd ES
- ◆ Impact Project
- ◆ Inner City Faith Collaborative
- ◆ Ironton ES
- ◆ I.U.21 Lehigh Learning Achievement School
- ◆ Jackson Early Childhood Center
- ◆ James Buchanan ES
- ◆ Jefferson ES (ASD)
- ◆ Jefferson ES (EPSD)
- ◆ Joseph P. Liberati Intermediate School
- ◆ Kalmbach Park
- ◆ Kernsville ES
- ◆ KidsPeace
- ◆ Kratzer ES
- ◆ Lafayette College
- ◆ Lehigh Career & Technical Institute
- ◆ Lehigh Parkway ES
- ◆ Lehigh Valley Charter HS for the Performing Arts
- ◆ Lehigh County Adult Probation
- ◆ Lehigh County Beverage
- ◆ Lehigh County Corrections
- ◆ Lehigh County Courthouse
- ◆ Lehigh County Drug and Alcohol
- ◆ Lehigh County
- ◆ Lehigh County Juvenile Detention Center
- ◆ Lehigh Learning & Achievement School
- ◆ Lehigh Parkway ES
- ◆ Lehigh University
- ◆ Lehigh Valley Regional Academy CS
- ◆ Lehigh Valley Business Group
- ◆ Lehigh Valley Health Network
- ◆ Lehigh Valley Mall
- ◆ Lehigh Valley Iron Pigs
- ◆ Lehigh Valley Summit
- ◆ Liberty Bell ES
- ◆ Liberty HS
- ◆ Lights of Hope
- ◆ Lincoln ES
- ◆ Lincoln Leadership Academy CS
- ◆ Louis E. Dieruff HS
- ◆ Lower Macungie MS
- ◆ Luis A. Ramos ES
- ◆ Lutheran Church of the Holy Spirit
- ◆ Macungie ES
- ◆ Macungie Institute
- ◆ March ES
- ◆ Marvine ES
- ◆ McKinley ES
- ◆ Mosser ES
- ◆ Moravian Academy – Lower
- ◆ Moravian Academy – Upper
- ◆ Moravian ES
- ◆ Moravian Historical Society
- ◆ Muhlenberg College
- ◆ Muhlenberg ES
- ◆ NAS Sports Training Center
- ◆ Nazareth Area HS
- ◆ Nazareth Area MS
- ◆ Nazareth Area School District
- ◆ Newcomer Academy HS
- ◆ Newcomer Academy MS
- ◆ New Life Church, Glenside
- ◆ New Vitae Wellness & Recovery Center
- ◆ Nitschmann MS
- ◆ North Catasauqua Autumn Fest
- ◆ North Catasauqua Park
- ◆ Northampton Area School District
- ◆ Northampton Community College
- ◆ Northampton County
- ◆ Northampton County Children & Youth
- ◆ Northampton County Courthouse
- ◆ Northampton County Drug and Alcohol
- ◆ Northampton County Juvenile Center
- ◆ Northeast MS
- ◆ Northeast Ministries
- ◆ Northern Lehigh ES
- ◆ Northern Lehigh HS
- ◆ Northern Lehigh MS
- ◆ Northern Lehigh School District
- ◆ Notre Dame HS
- ◆ Northwestern Lehigh School District
- ◆ Northwestern Lehigh ES
- ◆ Northwestern Lehigh HS
- ◆ Northwestern Lehigh MS
- ◆ OAA Orthopaedic Specialists
- ◆ Orefield MS
- ◆ PA MENTOR
- ◆ PA Migrant Education
- ◆ Pallet Express Inc.
- ◆ Palram
- ◆ Palmer ES
- ◆ Panther Valley School District
- ◆ Parkland HS
- ◆ Parkland School District
- ◆ Parkway Manor ES
- ◆ Partners for a New Beginning
- ◆ Patriot League: Lafayette College
- ◆ Patriot League: Lehigh University
- ◆ Paxinosa ES
- ◆ Pen Argyl HS
- ◆ Penn Argyl Area School District
- ◆ Penn State Lehigh Valley
- ◆ PSEA Educators
- ◆ Pinebrook Family Answers
- ◆ PPDA - PA Prevention Director's Association Member
- ◆ PSEA Educators Union
- ◆ Recovery Partnership
- ◆ Ritter ES
- ◆ Roberto Clemente CS
- ◆ Roberto Clemente Elem. CS
- ◆ Roosevelt ES
- ◆ Sacred Heart Hospital
- ◆ Sacred Heart Nurses
- ◆ Sacred Heart Senior Living
- ◆ Saint Elizabeth Regional School
- ◆ Saint Francis of Assisi Church

.....Continued on next page

- ◆ Saint Jane Frances de Chantal School
- ◆ Saint John's UCC Coopersburg
- ◆ Saint Luke's Health Network
- ◆ Salisbury MS
- ◆ Salisbury HS
- ◆ Salisbury Township School District
- ◆ Sands Casino Event Center
- ◆ Saucon Valley HS
- ◆ Saucon Valley School District
- ◆ Schnecksville ES
- ◆ Sharecare Faith in Action
- ◆ Sheckler ES
- ◆ Shoemaker ES
- ◆ Seven Generations CS
- ◆ Share Care Faith in Action
- ◆ Shawnee ES
- ◆ Sheridan ES
- ◆ Slatington ES
- ◆ Slatington ES
- ◆ Siegfried ES
- ◆ South Mountain MS
- ◆ Southern Lehigh HS
- ◆ Southern Lehigh MS
- ◆ Southern Lehigh School District
- ◆ Springhouse MS
- ◆ STRIVE
- ◆ State Representative Justin Simmons
- ◆ Statewide Gambling Prevention Program Task Force
- ◆ Teamsters Local 773, 774, 775
- ◆ Zephyr ES
- ◆ Tracy ES
- ◆ Trexler MS
- ◆ Henry Truman ES
- ◆ Turning Point Lehigh Valley
- ◆ Union Terrace ES
- ◆ United Way of the Greater Lehigh Valley
- ◆ VAST
- ◆ Weisenberg ES
- ◆ Wescosville ES
- ◆ Westminster Village
- ◆ Western Salisbury ES
- ◆ Wheels For HOPE
- ◆ Whitehall Community Fall Festival
- ◆ Whitehall-Coplay MS
- ◆ Whitehall-Coplay School District
- ◆ Whitehall/Coplay Communities that Care
- ◆ Whitehall HS
- ◆ Whitehall/Coplay Project
- ◆ Willow Lane ES
- ◆ Wilson HS
- ◆ Wilson Area School District
- ◆ Wind Gap MS
- ◆ William Allen HS
- ◆ Women for Sobriety



Thank you to **Wheels For HOPE**  
Volunteers and Participants  
For Their Support of our Heroin and Opioid Programs  
and Fundraising

**Vounteer Center of the Lehigh Valley  
Partner's Award Recipients  
Linda (Left) and Bob Johnson (Right)  
with CHC's Lisa Wolff**



**Boys & Girls Club of Easton  
Community Service Award Recipient  
Kelly Gerencher (Left) and Dean Young (Right)**

**Boys & Girls Club of Easton  
Collaboration Award Recipient  
Arlene Lund (Left) and Dean Young (Right)**

## Our Appreciations to Our Donors

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 PPL (In-kind)

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Arlene, and Richard Lund & Family  
 Anonymous  
 Partners for a New Beginning

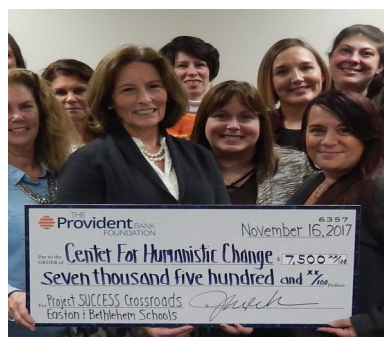
### \$2500+

RC Kelly Law Associates, LLC  
 Wheels of Hope Ride & Rally (3<sup>rd</sup>  
 Party Fundraiser)  
 Crayola (In-kind)

\*In memory of Corey Deprill

\*\*In memory of James Johnson Jr.

\*\*\*In memory of Eleanor Ketterer



**Check presenta-  
 tions by  
 Provident Bank,  
 Allentown  
 Rotary and PPL**

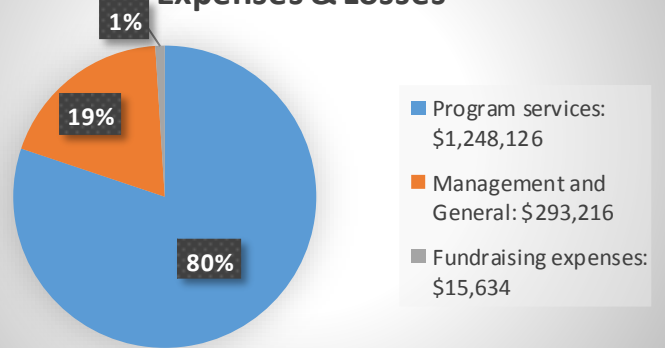
# FINANCIAL REPORT: July 1, 2017–June 30, 2018

CHC is financially stable. With a strong investment portfolio, the agency's bottom line grew modestly in the 2017-2018 fiscal year.

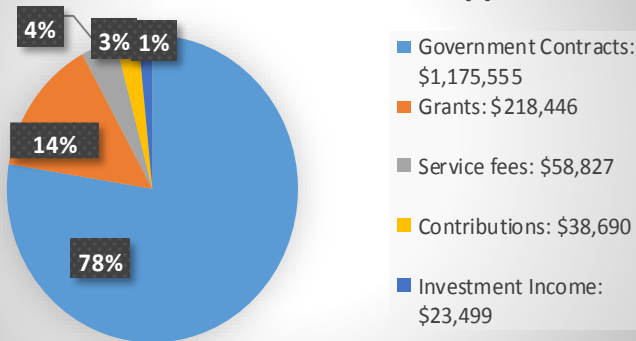
The Board provides prudent oversight of the finances and assists the Executive Director with financial management, allowing for smart growth of the agency that aligns with the agency's mission.

*80% of government, grant, service fees and contribution revenues support direct programming to engage community members in building skills for life's challenges.*

## Statement of Activities: FYE 6/30/18 Expenses & Losses



## Statement of Activities: FYE 6/30/18 Revenues, Gains and Other Support

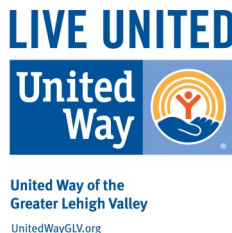


For the year ended June 30, 2018, the audit opinion confirmed that the audit was in conformity with: "accounting principles generally accepted in the United States of America" and not generally accepted auditing standards.

The audit was conducted by Morey, Nee, Buck & Oswald, Certified Public Accountants and Advisors. CHC is registered through the Pennsylvania Department of Charitable Organizations. Registration does not imply endorsement.

## Appreciations to our funders who provided Grants and Contracts for our programs.

Anonymous Foundation  
Bethlehem Rotary Foundation  
Catholic Human Service Foundation  
Lehigh County Department of Human Service, Drug and Alcohol Division  
Leona Gruber Charitable Trust  
Northampton County Department of Human Service, Drug and Alcohol Division  
Pennsylvania Commission on Crime & Delinquency (Subcontract)/ Two Rivers Health & Wellness Foundation  
The Provident Bank Foundation  
The Rider –Pool Foundation  
Ruth P. Seruga Trust  
Donald B. & Dorothy L. Stabler Foundation  
Trumbower Hospital Foundation  
Two Rivers Health & Wellness Foundation  
United Way of the Greater Lehigh Valley



## Thank you to our Sponsors!



### Platinum

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Keystone Precision Instruments  
RC Kelly, Law Associates, LLC

### Gold

Medicap Pharmacy  
Morey, Nee, Buck & Oswald, LLC

### Bronze

Bazzini  
EZ Micro Solutions, Inc.  
Jennies  
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### Steel

Joan B. Marcus  
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NuGo Nutrition to Go  
Valley Concierge, Inc.

