

Annual Report 2013-2014

(July 1 – June 30)



Scientific Seasoning: Claudia Rabih

"Nothing is 100 percent predictable," says Claudia Rabih when explaining her project on Chaos Theory, which earned 2nd place in the Allentown School District's Science Fair last spring. "The more variables you have in any system, the more difficult it is to predict an outcome."

Claudia, a freshman at Dieruff, was one of 486 students who prepared projects for the **ASD's Intra-District Science** Fair in May 2014. She competed while an 8th-grader at Harrison-Morton Middle School. In addition to winning 2nd place at the ASD Science Fair, Claudia took 1st place at the Regional Competition of the Pennsylvania Junior Academy of Science (PJAS) in February 2014 and 2nd place at the 2014 PJAS State Competition in May.

(continued on page 2)

Message from the President

Dear Friends,

The Allentown School District Foundation (ASDF) is making a difference for Allentown students!

There is PLENTY of good news to share about our ASD students – and it's in large part because of <u>you</u>. Because you supported the Allentown School District Foundation (ASDF) in Fiscal Year 2013-2014, thousands of children in the District participated in much-needed opportunities in STEM (science, technology, engineering and math), the performing and visual arts, history and social studies and physical fitness:

- Elementary students enjoyed art through programs like the Capturing Creativity Art Residencies, the Jefferson Mural project, Saturday Strings and Lines & Spaces Summer Camp.
- Middle-schoolers danced the salsa and merengue in the Ballroom Dance Program, learned the finer points of baseball through the Allentown DRIVE, made history come alive through National History Day and proudly displayed their science projects at the inaugural Intra-District Science Fair.
- Through our Teacher Innovation Grant (TIG) program, high-school students explored media ethics at the Newseum and learned engineering through a robotics unit.

In fact, the ASDF enjoyed our most successful year since our founding in 2009. We could not have done this without the generous support of our donors and volunteers. On behalf of the Foundation and Allentown students, thank you for your support! We will continue to strive to create a bright future for our students.

Sincerely,

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Debora Roberson Past President

(Claudia Rabih continued)

The opportunity for Claudia and others to participate in the District and PJAS Science Fairs was made possible through the fundraising efforts of the Allentown School District Foundation and a partnership with the Da Vinci Science Center. Past Foundation Presidents Debora Roberson and Barry Halper were determined to bring the Science Fair back to the District after budget cuts took it away years ago.

The 2014 Science Fair was underwritten by a very generous grant from the Trexler Trust. Additional funding was provided by PPL, Air Products and UGI. Funding allowed more than 30 ASD students to participate in the regional PJAS Science Fair. More than a dozen ASD students advanced to the state PJAS competition at Penn State University.

Now a seasoned researcher who plans to pursue science as a career, Claudia wants to emphasize that the lessons she learned go well beyond the scientific. "I learned that I am on the same level as any other kid in any other school district," she says. "And I can tell you that our teachers, our schools are just as good. Everyone gives us a bad rap and says, 'Don't go to the ASD.' But as I said, nothing is 100% predictable. We're making a comeback."

To read Claudia's full profile, visit www.foundationasd.org.

2013-2014 ASDF Program Highlights

Teacher Innovation Grants (TIG)

Funding: Private donations Teacher Innovation Grants totaling \$7,871 were granted to **10 teachers at seven schools** last year:

- Jessie Armbuster: The GrowABLE Gurus Project, Raub Middle School
- William Busolits: Robotics, William Allen High School
- Jeffrey Holzman: Trexler Garden Club, Trexler Middle
 School
- Brighid McDonnell: Spanish for Native Speakers, Mosser
 Elementary School
- Amanda Riggle and Peter Iles: The Canary Explores Media Ethics at the Newseum, William Allen High School
- Kathleen Schaffer and Jennifer Priestas: Community Art, Sheridan Elementary School
- **Susan Stifel:** Incredible Kid Concoctions, Central Elementary School
- Jan Wills: Health Careers Club, Harrison-Morton Middle School

The Teacher Innovative Grant program provides funding to develop original in-class projects that inspire students to go beyond routine day-to-day learning. – Barry Halper, ASDF Past President

STEM Programs

Science Fair and Science Fair Workshops

Funding: Trexler Trust (grant), PPL (EITC), Air Products (EITC) & UGI (EITC)

All 4th- and 8th-grade ASD students participated in Da Vinci Center Science Fair Workshops in 2014. The inaugural Intra-District Science Fair in May attracted 486 student participants from ASD middle and high schools and the Alternative School. Winners received trophies, cash awards and summer camp scholarships. (See Claudia Rabih, pp. 1-2.)



ASD Elementary students had the opportunity to attend the Intra-District Science Fair, peruse the displays and participate in a science scavenger hunt.



A Baseball Player and a Gentleman: Giancarlos Laboy

"I tried out for the Allentown DRIVE because I really like baseball and I wanted to learn new things," says Giancarlos Laboy, a freshman at William Allen. "I did learn about baseball, but I also put myself out there to meet new friends. I probably wouldn't have done that if I hadn't been part of the DRIVE."

His father Carlos agrees that the Allentown DRIVE has built confidence in his son, who has a natural talent for baseball. "When he was four years old I bought him a glove and he was good with it right away," says Carlos Laboy.

"I've seen him grow up in baseball. Skill and personality – that's up to the child, but if they don't have that push, they won't get far," he says.

The Allentown DRIVE is a baseball program for 11- to 14-year-olds. It is supported through funding from multiple sources, including the IronPigs Charities and the Justin Sheftel Foundation.

(continued on page 4)

2013-2014 ASDF Program Highlights continued

History/Social Science Programs

National History Day (NHD)

Funding: Anonymous donor (grant) More than 100 ASD middle school students participated in NHD programs in collaboration with the Lehigh County Historical Society. Students chose topics and created research papers, displays and documentaries. The ASDF provided the schools 16 new computers and video cameras.

> The ASDF is able to take a global view. We fill the gaps in enrichment and innovation. – Gene Nichols, ASDF Vice President

Arts Programs

An Allentown Adventure

Funding: The Donley Foundation (grant) & the Junior League of the Lehigh Valley (grant)

Programming for An Allentown Adventure was offered at Muhlenberg and Ritter Elementary Schools and Trexler Middle School during the spring and summer, respectively. Students created advertising posters for Allentown landmarks in conjunction with the book **An Allentown Adventure**, which were then presented in an exhibit at the Allentown Library this past summer. In the coming year, students will create illustrations for the book through art residencies. **(See Elizabeth Lang, p. 10.)**



Students at Trexler Middle School sketched Allentown landmarks last summer for the book **An Allentown Adventure**.

Capturing Creativity Art Residencies

Funding: Crayola, the Pennsylvania Council of the Arts through the Allentown Art Museum & EITC donations **Two hundred and twenty 2nd-graders** from Jefferson and Roosevelt Elementary Schools enjoyed a Printmaking Residency with artist Claire Marcus. Student work was displayed at Sacred Heart Hospital in May. Artist Rosemary Geseck provided a 12-week Pen and Ink Residency to **120 4th- and 5th-graders** at McKinley Elementary in spring 2014. This program began in 2012 with funding from Crayola and has been offered to nearly 900 students to date.

(Giancarlos Laboy continued)

Lee Butz, Chairman of Alvin H. Butz, Inc. and founder of the Allentown DRIVE program, says, "The same elements that make you improve as a player, make a difference in school and in life."

Butz realized that kids in the suburban schools had advantages that ASD kids didn't. "They start kids playing much earlier at the suburban schools. At Allen and Dieruff, coaches had to start with teaching the players the fundamentals of baseball because the students hadn't yet learned how to play. I wanted to help level the field, so to speak," he says.

Each spring, 100 kids participate in the program, which culminates in a city championship tournament at Bicentennial Park. This year, Raub beat Trexler for the season tournament. In the summer, 25 students are selected for an all-star team. Giancarlos, who plays first base, pitches and plays outfield, was part of the winning Raub team and played on the all-star team.

"Giancarlos is a great player, but he is also a gentleman," says Butz. "He respects his coaches, teammates and opponents. His father comes to the games and is involved, and that also makes a tremendous difference."

To read Giancarlos' full profile, visit www.foundationasd.org.

2013-2014 ASDF Program Highlights

Arts Programs continued

Ballroom Dance Program

Funding: St. Luke's Hospital & Private donations Founded by ASD Spanish teacher Irene Blough, **75 middle school students** learned the salsa, merengue, bachata and cha-cha and competed in the 2nd annual Ballroom Dance Competition In November 2013.



The Ballroom Dance Program instills in students the discipline, commitment and teamwork necessary to achieve their goals.

Fifth Grade Choral Music

Funding: The Rider-Pool Foundation (grant) & EITC donations **Two hundred and fifty 5th-grade students** from Lehigh Parkway, Washington and Mosser Elementary Schools worked with music teaching artist Kyle Keller in a 12-week choral music program. Students from Mosser and Washington participated in the Lehigh Valley Chamber's Summer in the Series Performance on the PPL Plaza in June, proudly performing for peers, parents and the community.

Flutophone

Funding: Community Music School (CMS) & EITC donations **Two hundred and seventy 3rd-graders** at Lehigh Parkway, Mosser and Ramos Elementary Schools participated in CMS' six-week Flutophone programs, led by musician Cliff Tracy.

Jefferson Mural

Funding: EITC donations and the Pennsylvania Council of the Arts through the Allentown Art Museum

Sixty 4th-graders at Jefferson Elementary created a mural project in their school with artist Rosemary Geseck, based on the popular "I Spy" book series.

Lines and Spaces Summer Camp

Funding: EITC donations

Sixty elementary band and string students from 3rd, 4th and 5th grades participated. Led by ASD instrumental teachers Joseph Busolits, Lawrence Flynn and William Wagner, the camp taught new skills and provided performance opportunities.



Hitting the HIGH NOTES: Keion White

William Allen senior Keion White didn't quite meet the age requirement to see "The Lion King" on Broadway a decade ago through an after-school program at St. Luke's Neighborhood Center, but a woman named "Miss Sandy" decided he should go. "You had to be 10, but I was only eight or nine...," says Keion. "Miss Sandy said I was a jittery kid, but while I was watching the show, I didn't move."

A love of theater was born in Keion, and has been nurtured by John Sechler, drama teacher at Allen. Sechler met Keion as a kindergartner at Central Elementary.

"Theater teaches delayed gratification," says Sechler. "It teaches that there is a time and place for everything. And when something goes wrong, it teaches students that someone has to...get the production back on track."

(continued on page 6)

2013-2014 ASDF Program Highlights continued

Arts Programs continued

Saturday Strings

Funding: EITC donations

3rd-, 4th- and 5th-grade instrumental musicians from all elementary schools were invited to attend Saturday music lessons at the Community Music School in April & May 2014.

Physical Fitness Programs

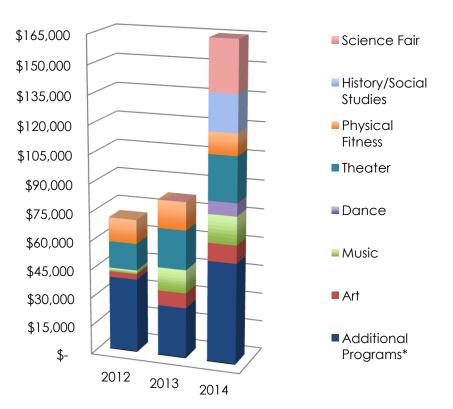
Allentown DRIVE

Funding: The Allentown DRIVE, IronPigs Charities (grant), Justin Sheftel Memorial Fund (grant)

In 2014, **more than 200 boys** vied to be part of the Allentown DRIVE, a district-wide middle school baseball program. One hundred boys participated, and teams played each other during the four-week season, which culminated in a championship tournament at Bicentennial Park, won by Raub Middle School. **(See Giancarlos Laboy, pp. 3-4.)**

PowerUP

Funding: Highmark Blue Shield (in-kind) and Just Born (grant) More than 200 students from Cleveland, Mosser, Ramos, Ritter, Roosevelt, Union Terrace and Washington Elementary Schools participated. The Weller Center provides half-hour fitness and nutrition sessions two times a week before school.



Program Services Funding

*Additional Programs include Teacher Innovation Grants, summer camp scholarships, Color Run disbursements to high school clubs, LCTI Career Camp and more.

(Keion White continued)

Keion experienced such a moment as the Tin Man in Allen's 2013 production of "The Wizard of Oz." "One night my funnel hat fell sideways on stage," he says. The Tin Man costume did not allow Keion to raise his arms to fix it. "...I was wearing a microphone, so I had to very quietly ask for help," he smiles.

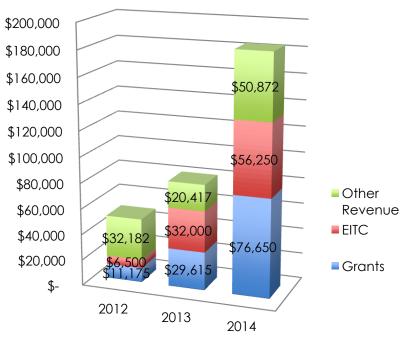
Attendees of the ASDF's HIGH NOTES gala in March 2014 were treated to a performance from "The Wizard of Oz." HIGH NOTES is the signature fundraising event for the Foundation. "The arts are a crucial part of education, and HIGH NOTES is a wonderful celebration that supports an important cause," says Sechler. Keion agrees, "Usually, Allen and Dieruff are in competition with each other. But when we're in HIGH NOTES, we have to work together because we're all there for the same reason."

Keion graduates in June and hopes to attend Muhlenberg College. "I've had a really good experience from kindergarten through 12th grade. I've been blessed with really good teachers and a great mom...Theater has taught me humbleness and respect. It gave me an appreciation for what I do have and the motivation to get what I don't have."

To read Keion's full profile, visit www.foundationasd.org.

Allentown School District Foundation Statement of Activities for the Year Ended June 30, 2014

Revenues, Gains and Other Support: Contributions and grants Transfer of Scholarship Funds from ASD Fundraising revenue Investment income, net of fees Total revenues, gains and other support	\$183,772 309,997 88,235 9,590 \$591,594
Expenses: Program costs Advertising Insurance Administrative/Professional fees Fundraising expenses Total expenses	\$165,136 2,148 2,430 23,916 31,780 \$225,410
Change in net assets	\$366,184
Net assets at beginning of year	\$109,313
Net assets at end of year	\$475,497



Contributions & Grants

We all benefit from safe, happy, healthy and well-educated children. – Kelli Holzman, ASDF Treasurer

HIGH NOTES 2014



The theatrical performance at the Foundation's HIGH NOTES gala opens and closes with an ensemble presentation featuring students from all ASD middle and high schools.



Lauryn Graves, Community Relations Specialist, speaks at HIGH NOTES 2014 on behalf of Air Products as the gala's Presenting Sponsor in 2014. Air Products has been the Presenting Sponsor for HIGH NOTES since 2011. The ASD Foundation is profoundly grateful to Air Products for their consistent and continuing support.

HIGH NOTES

The signature fundraising event for the ASD Foundation is the **HIGH NOTES** Gala, held each spring at the Miller Symphony Hall. The evening includes dinner and a student theatrical performance. **HIGH NOTES** raised \$67,750 for the Foundation's programs and initiatives in 2014 and an additional \$6,825 in Broadway trip sponsorships. (See Keion White, pp. 5-6.)

Each year the ASDF allocates \$2,000 to each middle school and \$3,000 to each high school theatre program as an acknowledgement of their effort and dedication to the **HIGH NOTES** performance. Each student performance group at **HIGH NOTES** also receives a \$500 donation. In addition, students are personally rewarded for their effort and dedication to the performance by receiving complimentary tickets and transportation to a Broadway show in New York.

We will return to the Miller Symphony Hall for the 5th Annual **HIGH NOTES** Gala on March 28, 2015.

Showcases

Annual ASDF showcases student artwork and talent at the **Summer Arts Celebration (SAC)**, **Art-in-the-Park**, **Mayfair and Community Days**. SAC is scheduled in July and features student artwork and performers on the PPL Plaza in downtown Allentown.

Scholarships

The ASDF manages scholarships for the Allentown School District, funded through invested endowment funds. In 2014, college-bound seniors graduating from Allen and Dieruff High Schools received the following scholarships:

Holli Bossons	\$1,000
Elizabeth Dent	\$500
David Alan Dymond	\$500
Brielle Gemberling	\$200
Tyshyn Clare Harmon	\$1,000
Matthew Kline	\$330
Glannys Lockhart	\$500
Celia Marhefka	\$500
Sashalee McBright	\$1,000
Olivia Mulvihill	\$500
Julian Rodriguez	\$500
Travis Shoemaker	\$275
Haidi Souid	\$2,000
Kobee Texter	\$400

Alumni Associations



Dieruff Alumni Association (DAA)

Husky Pride....Unleashed!

This is the motto of the DAA now in its third year. The motto helps define DAA's purpose, which is to promote pride in their Alma Mater among alumni, current students, faculty and staff. During the 2013-2014 fiscal year, the Association sponsored a handful of social events that brought Dieruff alumni together including picnics, tailgate parties, receptions for the football, baseball, basketball and wrestling teams, as well as the marching band, cheerleaders and the theater department. The highlight of the year is Alumni Weekend, when classmates gather to celebrate Husky Pride!

For more information, please contact John Hughes, Chair of the Dieruff Alumni Association, at hughesz3@aol.com or visit www.dieruff-alumni.org.

Scholarships continued

Summer Camp Scholarships

The ASDF awards **Summer Camp Scholarships** at **HIGH NOTES** thanks to generous donations from many community partners. 2014 winners of the ASDF summer camp scholarships include:

Mark Stauffer, Allentown Municipal Golf Course Synphany Hyndshaw & Ahmed Younes, Baum School of Art Alysha Espinoza & Yamilex Rivera, Baum School-Fashion Institute

- Hannah Langkamer-Smith & Alondra Rosario, Community Music School
- Anthony Garcia, Graham Gross, Marques Reyes & Marielle Tomlinson, Da Vinci Science Center

Isaiah Elleby, Escher Studios Summer Vocal Intensive Ayanna Jackson, Andrea Langkamer-Smith Voice Instruction Amiel Forbes & Jaquan Harris, LCTI Summer Fun Career Camp Deanna Hernandez & Kaylee Thomas, Lehigh University Dance Shahinaz Eldawayati, Oakmont Tennis Club Glannys Lockhart, Repertory Dance Theatre Jordyn Cordero, Soccer Magic Vision Training Camp Angel Salvador, Steps in Time Dance Academy

LCTI Summer Career Camp Scholarships

The Lehigh Valley Building Trades provided 31 scholarships for ASD middle school students to attend LCTI's Summer Career Camps in 2014. The scholarships included camp tuition, lunch and transportation. The scholarships support the ASD's goal of increasing student career awareness and support the goal of the Lehigh Valley Building Trades to expose middle school students to career options in the building trades.

The 2014 LCTI Scholarship Recipients are:

Loriana Andes Nevaeh Avala **DeMario Azcurdiaz Steven Badillo Ricardo Barbosa** Zaimarie Calder Malikai Calderon Isis Calle Abraham Correa **Nicholas Cruz** Cesar Delao Kelsea Delgado **Edward Diaz Amiel Forbes** Matthew Freer Emir Justiniani

Rebecca Nalave Mia Negron Ty're Ortega Daniel Ramos Nezar Razauk Victoria Redmond Marco Rivera Jason Rosa Zulemy Rosario Zachary Scarl Mekola Scheland Harold Searfass IV Ruth Stuart Steven Tavarez Jakob Tyson

Alumni Associations continued



The ASDF is excited to launch the William Allen Alumni Association.

William Allen Alumni Association (WAAA)

The mission of WAAA is to support the Foundation, engage alumni from Allentown High School and William Allen and support WAHS students. If you are interested in joining the Association or serving on the Alumni team, please contact Bob Sperling, retired ASD Director of Facilities and Chair of the William Allen Alumni Association, at bsperl8520@aol.com.

Allentown School District Foundation Donors Fiscal Year 2013-2014

Educational Improvement Tax Credit (EITC)

Through Pennsylvania's EITC program, tax credits are granted to eligible businesses that then contribute these funds to an Educational Improvement Organization such as the ASDF. EITC donations are a significant part of the ASD Foundation's annual budget. The ASDF is an approved EITC organization and eligible to receive donations from local businesses and corporations. The ASDF is grateful to the following companies who made contributions to the Foundation through the EITC program totaling more than \$56,000 in Fiscal Year 2013-2014:

Air Products American Bank Capital Advantage Insurance Company Embassy Bank Giant National Penn Bank PPL Susquehanna Bank UGI Utilities Univest



Tracey (Perry) Ciesnolevicz (first row, fourth from left), Community Relations Program Manager for UGI Utilities, Inc., presents UGI's EITC donation of \$10,000 to ASDF science students, teachers, administrators and ASDF board members.



Da Vinci Science Center Thanks Elizabeth Lang for Poster Design

In Spring 2014, 4th-graders at Muhlenberg and Ritter Elementary Schools participated in "An Allentown Adventure" project, based on a book of the same name that was written for 3rd- to 5thgraders by Janice Altieri, an ASD library specialist.

Each student received a copy of the book to keep and share with family members. A social studies resident teacher read the book with students and helped them make connections in their neighborhoods. Students worked with an artist to create an advertising poster based on a City landmark.

Elizabeth Lang, now a 5thgrader, designed a poster inspired by the Da Vinci Science Center. CEO Lin Erickson was impressed by the message of Elizabeth's "Build a Brain" slogan and graphic. The finished poster was framed and is on display at the Center.

(Pictured above are: Jose Rosado, Muhlenberg Elementary Principal intern; Barry Halper, past president of the Allentown School District Foundation; Elizabeth Lang; Melissa Smith, Muhlenberg Elementary Principal, and Lin Erickson, Da Vinci Center CEO.)

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Allentown School District Foundation Donors Fiscal Year 2013-2014

Individuals and Organizations \$5-\$50

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Allentown School District Foundation Donors Fiscal Year 2013-2014

Individuals and Organizations \$150-\$999 continued

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ALLENTOWN SCHOOL

The mission of the Allentown School District Foundation (ASDF) is to encourage, promote and support innovative educational experiences for students in the Allentown School District.

The ASDF was established in 2009 as a 501(c) 3 (non-profit) educational foundation. The ASDF is an independent public charity dedicated to encouraging communitywide participation and philanthropy in order to enhance and expand enrichment opportunities for students. The Foundation works in close collaboration with Allentown School District (ASD) teachers and administrators to identify and financially support student enrichment programs from Kindergarten through 12th grade that go beyond what is currently provided by the District.

For more information, or to make a gift to the ASDF, please contact:

Stacey Prohaska Executive Director Allentown School District Foundation 31 South Penn Street P.O. Box 328 Allentown, PA 18105 484-765-4093 prohaskas@allentownsd.org www.foundationasd.org

Allentown School District Foundation Donors Fiscal Year 2013-2014

Businesses and Corporations continued

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We enthusiastically support the administrators, students and teachers of the Allentown School District. – Dick Button, ASDF President

About the Allentown School District (ASD)

(as of 6/1/2014)

- The ASD is part of 17 square miles that encompass the City of Allentown, with a total population of 120,013 (US Census 2013).
- The richness of the City's diversity is strengthened by the District's central role in educating for America's future through academic excellence and celebrating the cultural, athletic and artistic range of talent in the schools.
- Current enrollment in the ASD is 16,796. ASD students originate from 43 countries and speak 26 languages.
- ASD families who are defined as Low Income make up 88.7% of the population. The percentage of students receiving Free/Reduced Lunch is 86.8%.
- ASD Personnel total 2,072 (as of 11/1/2013), including 1,140 teachers and 83 administrators.