



**Weller**  
**Health Education Center**  
2009 - 2010 ANNUAL REPORT

“Six Weeks of Healthy Habits”



“Kids in Motion” at Coca-Cola Park



Outstanding Friend to Kids Awards



Sugar Demonstration



## thank you for your support

As school districts faced another year of budget cuts we reached out to foundations, businesses and individuals to help us continue our mission – to give children the tools they need to make informed and healthy life choices – and we thank all of you for your support.

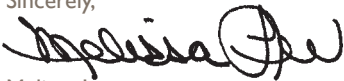
Through your generosity we were able to educate children around the state regarding the benefits of healthy eating and exercise with our “Six Weeks of Healthy Habits.” We brought nutrition education programs and community events to children and their families in Allentown. Many individuals and organizations came together to support our most popular program, “Life Begins” for students in the Bethlehem Area School District. Dating violence programs were developed and delivered to schools in Monroe County. In Central Pennsylvania, they were able to take advantage of our bullying programs through your generous donations.

We know that the health education curriculum is being eliminated or diminished from many schools because of budget cuts so we need your help now more than ever.

According to the CDC, childhood obesity has more than tripled over the last 30 years. We must continue to address bullying issues; 40% of students reported that they had been harassed in the last 12 months, many of them afraid to go to school because of it. There is a rise in dating violence. Students need accurate information about reproduction and sexual development.

Our mission is more important now than ever and we truly appreciate all the support we have received. Thank you for helping us to prepare children to lead healthy, happy and safe lives.

Sincerely,



Melissa Lee  
President and CEO



C. Palmer Zigmund  
Board Chair

## 2009 - 2010 in review

We are so grateful for the generosity of area corporations and foundations which have provided funding for Weller programs and services. Through these programs children can build a foundation of good health that will prepare them for a successful, happy and healthy future. Here are some highlights from our key funding partners in 2009 - 2010.



### **Aetna/Niños en Acción**

With a grant from the Aetna Foundation we developed the Community Night education model to reach into neighborhoods with simple information on how to eat right and exercise. Branded Niños en Acción (Kids in Motion), the program includes school-based exercise and nutrition education as well as Community Nights for hundreds of children and their families. Members of the general public are invited to enjoy a free, healthy meal and learn critical strategies for improving their families' health. During its inaugural year, Niños en Acción positively impacted more than 5,700 Allentown youth and their families with comprehensive, measurable nutrition and fitness education programs.



### **Capital BlueCross**

Through a generous Educational Improvement Tax Credit gift from Capital BlueCross, the Weller Center delivered preventive health education programs to 2,000 students from central and eastern Pennsylvania. The programs addressed risky behaviors which were identified in health risk behavior surveys funded by Capital BlueCross in previous years.



### **Highmark**

Schools from across the state applied for Highmark Healthy High 5 grants to bring the Weller Center into their classrooms for "Six Weeks of Healthy Habits." Students learn why healthy eating is so important for energy and overall health, discover how to read food labels and understand the relationship between calories and exercise to maintaining a healthy weight. Nearly 1,300 children participated in this program.

An Educational Improvement Tax Credit gift from Highmark also helped thousands of Pennsylvania students participate in the Weller Center's programs during the 2009-10 school year.

## 2009 - 2010 in review

### Sanofi Pasteur

During the third year of a unique multi-year preventive health education initiative funded by Sanofi Pasteur, a grant from the corporation funded health education programs for nearly 6,100 students from the East Stroudsburg Area and Pocono Mountain school districts.



### Verizon

Thanks to funding from the Verizon Foundation, the Weller Center was able to address the issue of dating violence for middle school students in Monroe County. By first conducting a survey we were able to gather specific data on young teens' perceptions about healthy and unhealthy relationships. From these results we determined the age of onset of negative behaviors and developed and implemented workshops to address these issues with the objective to break the cycle of dating violence and domestic abuse.



### Women's 5K Classic

With a grant from the Women's 5K Classic, the Weller Center delivered a record 58 presentations of its outcomes-based program, "BSE: Better Start Early," to nearly 1,700 young women from high schools across the Lehigh Valley. Since 2004, the Women's 5K Classic has enabled more than 9,100 young women to participate in this potentially life-saving program where students learn about breast cancer symptoms and risk factors as well as the importance of early detection.



## Outstanding Friend to Kids



The eighth annual Outstanding Friend to Kids Awards was held on September 30, 2010, at the Martin Guitar Museum in Nazareth, Pennsylvania.

Each year these awards are given to individuals who have gone above and beyond to make a significant and positive impact on the health and well-being of children in our area.

The honorees in 2010 were: Shoshanna Goldin, Lindsey Rothrock and Russell "Rooster" Valentini for their work on behalf of our communities' children.

The Outstanding Friend to Kids Awards is the Weller Center's only fundraising event and we want to thank our individual donors, foundations, corporations, volunteers, working committees and board members for their gifts of time, talent and treasure for making this such an inspiring evening.

Thank you for your contributions!  
Through your generous support  
we were able to reach thousands  
of children in Pennsylvania and  
New Jersey.

### **\$25,000+**

Aetna Foundation  
Carl E. and Emily I. Weller  
Foundation \*\*\*\*

### **\$10,000 - \$24,999**

Capital Advantage Insurance Co.\*  
Claire Coffin Estate\*  
Degenstein Foundation\*  
Dr. and Mrs. W. Beall Fowler\*\*  
Highmark Blue Shield\*\*  
Lehigh Valley Hospital\*\*  
Sanofi Pasteur\*\*  
The Vollrath Foundation  
Two Rivers Health & Wellness  
Foundation\*  
Women's 5K Classic\*

### **\$5,000 - \$9,999**

Lafayette Ambassador Bank\*\*\*\*

### **\$1,000 - \$4,999**

Anonymous\*

Air Products and Chemicals, Inc.\*\*\*  
The Walter and Alma Bastian  
Foundation\*\*\*  
Berwick Health & Wellness Fund  
Central Susquehanna Community  
Foundation\*  
The Century Fund\*\*  
Crayola LLC\*\*\*\*  
Follett Corporation\*\*\*  
Charles A. & Leona K. Gruber  
Foundation\*\*\*  
Hospital Central Services, Inc.\*\*  
Just Born\*\*  
Lehigh Valley Community  
Foundation\*  
Lehigh Valley Community  
Foundation - Neusch Fund  
William H. & Patti A. Lehr  
Foundation\*  
Lutron Electronics Co., Inc.\*  
National Penn Bank\*\*  
National Penn Investors Trust  
Company  
Trumbower Hospital  
Foundation, Inc.\*\*\*\*  
Univest National Bank and  
Trust Co.  
Victaulic Company (Bedford  
Charitable Foundation)

**thank you!**

Waldman Family Charitable Trust\*\*\*\* Dr. and Mrs. Paul Pierpoint\*  
Mr. John Yurconic, Jr. PPL Corporation\*\*\*\*  
St. Luke's Hospital and Health  
Network

### **\$500 - \$999**

Mr. and Mrs. Alan S. Abraham\*\*\*  
Aesculap Inc.  
Mrs. Katherine K. Albertini\*\*\*  
Mr. Robert Collevchio  
Compass Energy\*  
Mr. and Mrs. Stanley W. Davis\*\*\*\*  
Fitzpatrick, Lentz & Bubba  
Mr. and Mrs. John C. Hayes\*  
Mr. and Mrs. Richard Lee\*\*  
Atty. F. Peter Lehr\*  
Liberty Property Trust -  
Mr. Robert Kiel  
Mark and Lisa Liddington\*\*  
Mr. Edward J. McDevitt\*  
Moravian Academy  
Norris, McLaughlin & Marcus -  
Pete Lehr  
Northampton Community  
College

Steel Valley Investment Group

### **\$100 - \$499**

Abraham, Borda, Corvino, Butz,  
LaValva & Co. PC\*  
Ms. Mandisa Acevedo  
Mr. and Mrs. Michael H. Albano\*  
Dr. and Mrs. Arthur Altman\*\*\*\*  
Mr. and Mrs. Keith Bachman\*\*  
Mr. and Mrs. Wayne W. Barefoot\*\*  
Mrs. Joanne H. Barnette\*\*\*\*  
Atty. Geoffrey Beauchamp  
Mr. and Mrs. Howard Bird\*  
Mr. and Mrs. Geoffrey Borda\*\*\*  
Capital BlueCross\*\*\*\*  
Mrs. Mary Ann Cofrin (memorial)  
Atty. Martin D. Cohen\*\*  
Dr. Bonnie Coyle  
DaVinci Discovery Center

# thank you!

Dr. and Mrs. Walter Dex\*  
Ms. Valerie Downing  
Mr. and Mrs. Terrence L. Faul\*\*  
Dr. Don C. Follmer\*\*\*  
Mr. and Mrs. Corey Goff  
Mr. and Mrs. Robert P. Green\*\*  
Janney Montgomery Scott\*  
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Mr. and Mrs. Homer Wieder, Jr.\*  
Mr. David M. Yanoshik\*  
Mr. and Mrs. C. Palmer Zigmund\*\*

## \$99 and under

Mr. John Alleman  
Allentown Education Association  
Allentown School District  
Ms. Gwen Ayers  
(LV Charter School)  
Mrs. Martha Barnett\*\*\*\*  
Mr. and Mrs. Karl H. Butz\*  
Mrs. Barbara Carlson  
Ms. Megan Delp  
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Pfizer Foundation\*\*\*  
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Ms. Charity Roth  
Ms. Jody Thomas\*  
Mr. and Mrs. Donald Troxell  
Mr. and Mrs. David Weinstein  
United Way of Southeastern  
Pennsylvania\*

## In-Kind Gifts

AirTran Airways  
Allentown Symphony Orchestra  
Apollo Grill  
The Baum School of Art  
Bear Creek Mountain Resort  
Benner Street Restaurant  
Blue Grillhouse and Winebar  
C. F. Martin & Co., Inc.\*\*  
Canine Grooming  
Cedar Crest College  
Crayola  
DiMaio's Family Restaurant  
and Pizzeria  
Edge Restaurant, Inc.  
The Express-Times\*  
Fuzziwig's Candy Factory  
Green Pond Country Club  
Highmark BlueShield  
Ichiban Japanese Steak House  
Iron Pigs

La Tosca Italian Restaurant  
Marblehead Grille &  
Chowder House  
The Morning Call\*\*  
Marie's Dance Center  
Paws to Tail, LLC  
Pearly Bakers  
Pennsylvania Shakespeare Festival  
Riverview Country Club  
Sawmill Golf Course  
Starters Riverport  
Sweet & Sassy  
Viamedia  
The Vineyard Restaurant  
Wedgewood Golf Course  
WFMZ Channel 69  
Mr. David M. Yanoshik

\* 5 years  
\*\* 10 years  
\*\*\* 15 years  
\*\*\*\* 20+ years

We have made every effort to ensure the accuracy of our donor list. If you discover an error, please accept our sincere apologies and notify us at 610.258.8500 extension 18 so we may correct our records. Thank you!



"Six Weeks of Healthy Habits" poster project

# officers and staff

## Officers

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Community Volunteer

**Robert Collevchio, Vice Chair**  
Victaulic

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Community Volunteer

**Ronald Macaulay, Treasurer**  
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St. Luke's Hospital & Health Network

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WFMZ - TV 69

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Sacred Heart Hospital

**Lanny Fowler**  
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Tallman, Hudders & Sorrentino, P.C.

**Kimberly Manning**  
Team Capital Bank

**Joseph Mattes, Jr.**  
Sanofi-Pasteur

**Edward J. McDevitt**  
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**Colleen Mooney McGee**  
Capital BlueCross

**Winifred DiLeo Melinsky**  
Highmark Blue Shield

**Mary Jane O'Merle**  
East Stroudsburg University

**Dr. Paul Pierpoint**  
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**Kelly McLean Rindock**  
Steel Valley Investment Group of  
Raymond James & Associates

**Charity L. Roth**  
Lafayette Ambassador Bank

**Susan Royster, Esq.**  
Fitzpatrick, Lentz & Bubba

**Kay Shea**  
Community Volunteer

**Patricia Simon**  
WLVT

**Mark Wright**  
Just Born

**David M. Yanoshik**  
The Express-Times

**John Yurconic, Jr.**  
John Yurconic Agency

**Honorary Trustees**  
1989, **David A. Cofrin, M.D.**  
1985, **John H. Updegrove, Jr. M.D.\***  
1989, **Anneliese B. Vollrath\***  
1985, **Carl E. and Emily I. Weller\***

\*deceased

**Founder's Seat**  
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**Weller Trust**

**Staff**  
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President/CEO

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Director of Marketing

**Megan Delp**  
Health Educator

**Susan E. Kondravy**  
Executive Assistant  
to the President/CEO

**Lisa Liddington**  
Director of Development

**Suzy Supnet**  
Director of Education

**Jenn Terfinko**  
Health Educator

**Jody Thomas**  
Reservations Coordinator

**Pamela R. Weiland**  
Vice President of Finance

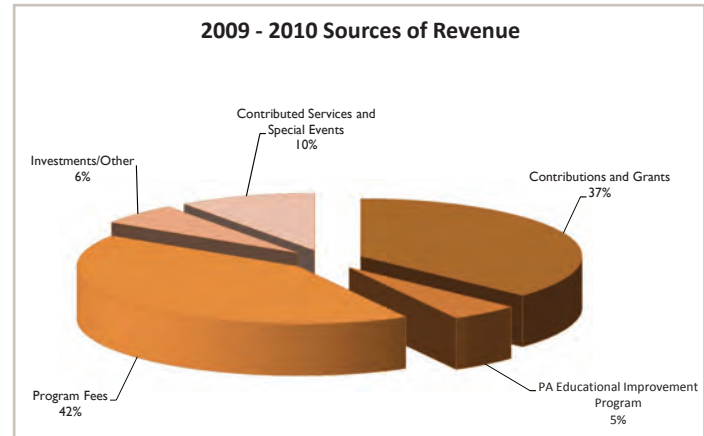
**Adjunct Health Educators**  
Kerri Green  
Clare Lenhart  
Bethany Overdorff

# statement of financial position

<b>Assets</b>	<b>9/30/2010</b>	<b>9/30/2009</b>
Cash and Cash Equivalents	417,550	382,781
Prepaid Expenses	6,931	7,260
Inventories	0	921
Pledges and Accounts Receivable	142,430	145,228
Fixed Assets	2,055,356	2,119,239
<b>Total Assets</b>	<b>\$2,622,276</b>	<b>\$2,655,429</b>

<b>Liabilities and Net Assets</b>	<b>9/30/2010</b>	<b>9/30/2009</b>
Accounts Payable and Accrued Expense	134,912	93,496
Notes Payable	61,184	58,751
Long-Term Debt	795,741	859,182
<b>Total Net Assets</b>	<b>1,630,439</b>	<b>1,644,000</b>
<b>Total Liabilities and Net Assets</b>	<b>\$2,622,276</b>	<b>\$2,655,429</b>

The official registration and financial information of the Weller Health Education Center can be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



***Weller Health Education Center***

325 Northampton Street  
Easton, PA 18042  
610.258.8500

**ADDRESS SERVICE REQUESTED**

**Visit us on the Web at [www.wellercenter.org](http://www.wellercenter.org)**