

## **Organizational Description**

The Crimson Tide Foundation (CTF) is a non-profit organization based in Pottsville, PA, a city located in the anthracite coal region of northeastern Pennsylvania. CTF originally emerged in 2010 from the ideas and consideration of three Pottsville Area High School alumni. CTF was eventually established as an independent, 501(c)(3) non-profit organization with the purpose to aid and support various educational endeavors of the Pottsville Area School District high school, middle school and elementary school. In June of 2011 the foundation held its first fundraiser resulting in a donation of \$1,000 toward the purchase of new reference materials for the PAHS library. Considering future plans in 2012, the Foundation Board of Directors was increased to approximately 20 members and regular monthly meetings ensued.

Since 2012 the Foundation and its dedicated members completed updates to the Alumni Directory, provided 5 cycles of Venture Grants for enhanced classroom experiences, began to fund a Digital Media Project for the publications department, and purchased new astronomy equipment for the Motivational Science Center. In 2018 the Foundation was designated as an Educational Improvement Organization which allows businesses to make contributions to the Foundation and receive Educational Improvement Tax Credits from the Commonwealth of Pennsylvania. All activities of the CTF continue to be accomplished on a completely volunteer basis with Board members donating approximately 2.3 hours per month.

By focusing on the organization's mission, vision and values statements, CTF aims to provide and expand educational enhancements well into the future:

**Mission Statement** - The Crimson Tide Foundation is a non-profit educational organization committed to enriching the educational experiences of current and future students in the Pottsville Area School District by providing financial support for those projects which exceed the normal resources of the District.

**Vision Statement** - It is the Vision of the Crimson Tide Foundation that every student in the Pottsville Area School District will have the chance to experience educational opportunities that are beyond the resources of the normal School District budget.

### **Values Statements**

1. We believe our Foundation provides a service to the alumni, students and residents of the Pottsville Area School District community.
2. We care about the quality of the enhanced education that District students receive.
3. We collaborate our fundraising efforts with alumni, friends and businesses.
4. We strive to be open and accountable with the funds we solicit and distribute.
5. We coordinate our disbursements with the needs of the District.
6. We volunteer our efforts to the Crimson Tide Foundation with pride and enthusiasm.

## **Service Area<sup>1234</sup>**

### **The City of Pottsville**

CTF was established as an independent, 501(c)(3) non-profit organization with the purpose to support various educational endeavors of the Pottsville Area School District (PASD). PASD and its buildings are located directly in Pottsville. With a population of 23,990, Pottsville is the county seat and only city in Schuylkill County. The area's history includes Indian raids that occurred during the late 1740's, the discovery of anthracite coal in the 1790's, and the collapse of the mining industry following WWII. The city's population has continued to decline and most households are earning incomes below state and national levels. Primary industries currently include educational services, healthcare and social assistance, manufacturing and retail trade.

### **Pottsville Area School District (PASD)**

PASD is known as the Crimson TIDE. The district utilizes TIDE as an acronym for "Tradition, Integrity, Dedication, and Excellence". PASD is the largest public-school district in Schuylkill County. The district spans 12.2 square miles and operates 3 schools, the John S. Clarke Elementary Center, the D.H.H. Lengel Middle School, and the Pottsville Area High School. Constructed in 1933, the high school features a 1500 seat auditorium, a Little Theatre, a planetarium, and two gymnasiums. The middle school was constructed in 1970 and houses Martz Hall, one of the largest sports complexes within the region. The elementary center, formerly Van Heusen, a textile manufacturing plant, was constructed in 1982 and features an upper and lower campus. PASD enrolls 2,651 kindergarten through twelfth grade students: 894 kindergarten through fourth grade students attend the elementary school, 777 fifth through eighth grade students attend the middle school, and 969 ninth through twelfth grade students attend the high school. Sixty-four students attend the Schuylkill Technology Center and 162 attend the local charter school. Most PASD students (85%) are White, 8% are Black, 5% Hispanic, and less than 1% are Asian or Native Hawaiian or other Pacific Islanders. Over half (57%) of the student population is considered economically disadvantaged. Less than one percent are English Language Learners, 22% are considered special education, and just over 1% of the students are gifted. The graduation rate is 89%.

### **Strategic Plan**

CTF's most recent strategic planning process concluded in November of 2018. Critical to this process was the involvement of PASD. The 2019 Strategic Plan outlines several focus areas, including improvements to school safety, digital media, and the need to continue the Teacher Venture Grant Program.

<sup>1</sup> Future Ready Index, Pottsville Area SD, Pennsylvania Department of Education, 2017-<sup>o</sup>©-2018

<sup>2</sup> PASD Comprehensive Plan 2016-<sup>o</sup>©-19

<sup>3</sup> History of the City of Pottsville [www.city.pottsville.pa.us/html/history.htm](http://www.city.pottsville.pa.us/html/history.htm)

<sup>4</sup> US Census Bureau, Population and Housing Narrative Profile 2012-<sup>o</sup>©-2016, Pottsville, Pennsylvania