

## Love Your Block program summary

Pottstown Community Action (PCA) is putting together a program called Love Your Block (LYB) for 2022. The Love Your Block program will provide mini-grants to resident volunteers in an effort to further help them take ownership of their neighborhoods. The focus of LYB will be on neighborhood beautification. This can include block clean-ups, activation of vacant lots, and a focus on problem properties. Problem properties can include ones that are in a state of disrepair, with a preference for external improvements.

Project leaders will be required to fill out applications and take responsibility for the projects, from start to finish. They will be required to sign a liability waiver for their group of project volunteers. These project leaders will take mini-grant money and apply it to the physical improvements that are being applied for in their project. Mini-grants won't cover tools, so they will need their own tools, or PCA will provide them at no charge.

Our focus neighborhoods are Wards 1, 2, and 4. These wards will get priority over other wards, but we are also willing to fund mini-grants to any project in the borough, provided we have grant money left over.

We are looking to assemble a small LYB committee to help us finalize the mini-grant process and provide the necessary support to the volunteers as they embark on their projects.

A small LYB committee would help with:

- Helping us find vacant lots and problem properties suitable for volunteers to target with LYB mini-grants. This would give PCA a list of potential LYB projects that we can promote and that resident volunteers can take on.
- Finalizing the application and selection process.
- Marketing and outreach for the mini-grants. We will commit to outreach into the community through our Block Captains, who are members of PCA. Block Captains can engage their neighborhoods and find willing volunteers to come up with projects.
- Establish best practices and necessary resources as well as supports for resident volunteers.

PCA plans on rolling out the applications by March 2022 and applicants will need to have them complete April 2022. The mini-grants will be awarded by May 2022, and the LYB projects will be started soon after. The projects can be completed over the summer.

PCA is looking for a LYB committee to help guide this process and showcase the impact of resident volunteers in our communities! We hope to have our first LYB committee call/meeting in January to agree on a timeline along with the frequency and duration of LYB committee meetings.

Please let us know if you are interested in serving on the committee and when is a good time for you to meet. Meeting after 5:00 PM during the workweek would be ideal for us. But Craig can meet in person with people who would prefer the morning or afternoon. Once we get an idea of who is interested, we can come up with a schedule for meetings, preferably an online meeting.

Tamara Charles



Craig Way

