

# Friends of Easton PA

An aerial night photograph of Easton, Pennsylvania. The central focus is a tall, white, cylindrical monument standing in a circular plaza. The plaza and surrounding trees are heavily decorated with thousands of warm white string lights, creating a glowing effect. The surrounding city is visible in the background, with various buildings and streets illuminated by streetlights. The overall scene is festive and celebratory.

A nonprofit organization supporting our great city

# OUR IDENTITY



- ✓ We are a group of passionate citizens (entrepreneurs, customers, residents and community activists) who came together in 2014. We appreciate Easton's progress and believe strongly in its future.
- ✓ We embody key generational perspectives – Boomers, Gen X, Gen Y – and represent the city's demographic diversity in other important ways.
- ✓ We bring together considerable talent and expertise in finance, business, design, marketing, education, health care, and the arts.

# OUR MISSION



**Friends of Easton PA is a 501(c)3 non-profit community association whose mission is to provide strategic support and direction to local organizations that foster a vibrant, safe, clean, walkable environment for the residents of, and visitors to, the city of Easton, Pennsylvania.**



# OUR STRENGTHS

We are:

Grass  
Roots

Collaborative

Strategic  
& Tactical

Nimble

Futuristic

CANNON MEDIA

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# OUR STRATEGIC FOCUS



FRIENDS  
OF EASTON, PA

## BRIGHT LIGHTS, VIBRANT EASTON (2018-present)

### GOAL:

Use the fundraising efforts of FEPA to work with the Department of Public Works to sponsor lighting solutions in darker areas of the city. Well-lit areas are not only safer but also more inviting, encouraging foot traffic throughout our neighborhoods and to local businesses.

### STRATEGIES:

1. Raise funds through engaging community events

Foodie Tour - November 9, 2022

Masquerade Ball - April 1, 2023

1. Solicit donations from partner organizations
2. Partner with City officials on public grant applications

# OUR MEASURES OF SUCCESS

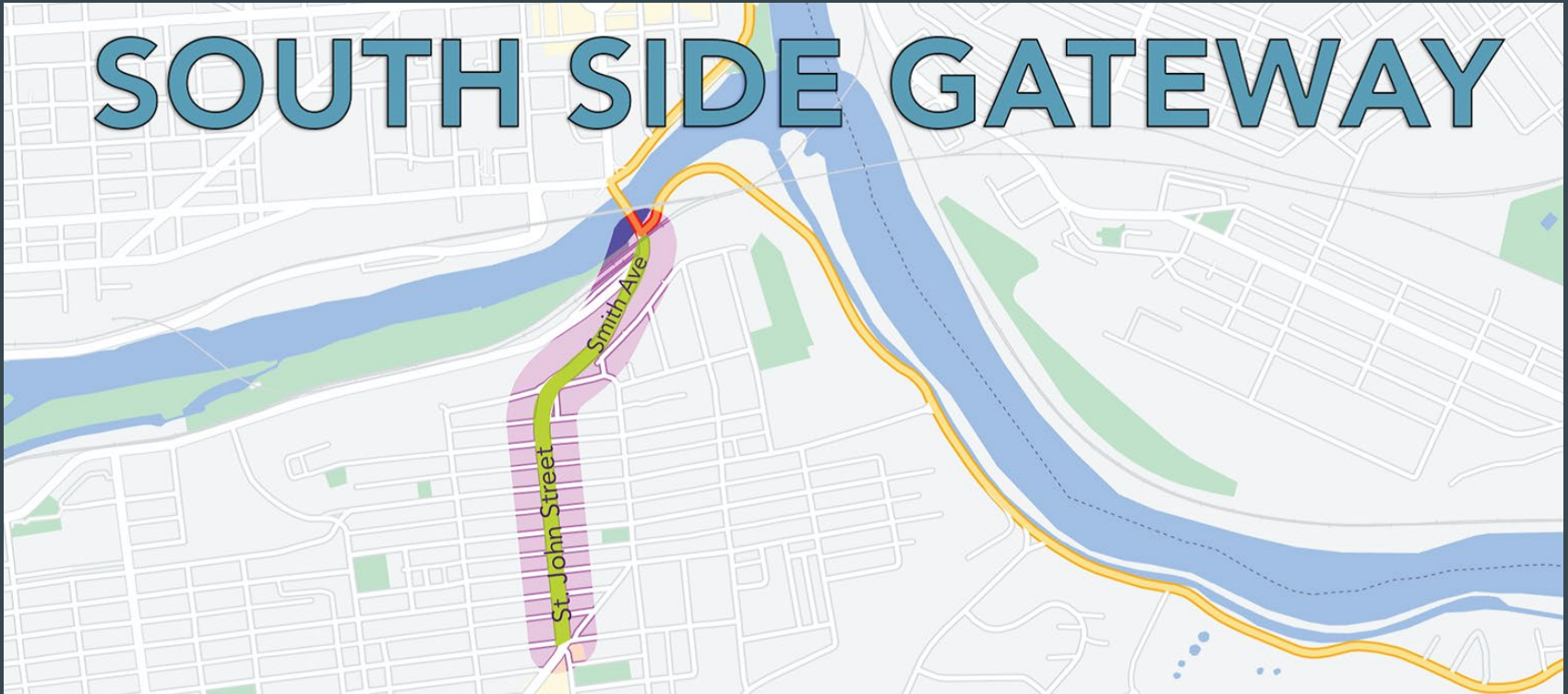


FRIENDS  
OF EASTON, PA

1. Donated funds to expand coverage of the Easton Ambassadors (\$5,000 in 2015)
2. Donated funds to Easton Block Watch (\$3,000 in 2016 and \$3,000 in 2017)
3. Designed and executed the “Trees of Centre Square” Signature Project (\$25,000 in 2019)
4. Updated lighting in Centre Square (\$8,200 in 2021)
5. Designing and executing the “South Side Gateway” Signature Project with DPW (2022)
6. Supporting a Downtown Neighborhood Project on South Sitgreaves Street with DPW and GEDP (TBD)



# OUR NEXT PHASE



This 2022 signature project will add lighting to the Smith Avenue hill and to the trees in the St. John's Street median to serve as a vibrant gateway to the City.

# OUR STRUCTURE

President

Vice President

Treasurer

Secretary

Marketing Coordinator

Volunteer Coordinator

Event Coordinator

City Liaison





# OUR OPERATING PRINCIPLES



1. We will listen with respect to all others and act as a team with a voice of one.
2. We will have no political affiliations or hidden agendas, consistently looking to act in the city's best interests.
3. We will say what we mean, mean what we say, and deliver on our commitments.
4. We will not let history define us but will look to the future and focus our energies on actions that promote Easton's internal development as well as its prominence in the Lehigh Valley.
5. We will maintain consistent communications with key stakeholders such as the Mayor's Office, Department of Public Works, and the Greater Easton Development Partnership.
6. We will seek new sources of revenue not in conflict with other non-profits who strive to improve Easton.

# OUR FRIENDS



We consider our “friends” to be those supporters who contribute to our mission as donors or volunteers, attend our events, and/or follow our news.

**FEPA has over 2,500 Facebook likes and 1,100+ Instagram followers.**

# HOW YOU CAN HELP US

**Donate to our Mission**

**Tell our Story**

**Partner with Us**

**Attend our Events**

**For more, go to [friendsofeastonpa.org](https://friendsofeastonpa.org)**

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