



NEWS

Contact: Kim Detwiler
Vice President, Indian Valley Education Foundation
267-992-4535

A New School Year and a Stronger Education Foundation Create New Opportunities for Public School Students in the Indian Valley

Indian Valley Education Foundation Appoints RuthE S. Potter Executive Director

SOUDERTON, Pa., September 6, 2013 – The Indian Valley Education Foundation (IVEF), formerly known as the Souderton Area Education Foundation (SAEF), recently announced its new name and expanded mission to enhance educational opportunities and unique learning experiences for public school students throughout the Indian Valley. To lead the IVEF, a 501(c)(3) nonprofit organization separate from the Souderton Area School District, the board of directors appointed RuthE S. Potter executive director effective August 26, 2013.

“Public education continues to face challenges that ultimately hurt our young people as funding for schools is cut at the state and federal levels,” said Brook Williams, president of the Indian Valley Education Foundation. “We are fortunate to be in a leadership position and we are committed to stepping in to support public education, ensuring we continue improving the educational experience, utilizing new technology and providing every opportunity for student advancement.”

The Indian Valley Education Foundation, which was established as the SAEF in 1992, has funded more than \$400,000 dollars to support technology advancements and unique educational experiences for K-12 students in the Souderton Area School District. Programs like Robotics, S.A.V.E (Students Against Violating the Earth) and C.R.O.P.S. (a fruit and vegetable garden that teaches students about “going green” and providing quality food for students and families in need through Keystone Opportunity Center) were started or expanded as a result of direct financial support from the Foundation.

“As public education has changed in the last few years, the board realized it was time to change our role from reacting to program opportunities presented to us by teachers and administrators and start proactively identifying needs for critical programs and technology improvements,” added Williams.

For the past 18 months, the IVEF board worked through a strategic planning process to redefine its mission. They also identified the need to create an executive director position and hire someone to lead the organization into the future. Potter, who is also a parent of two children in the Souderton Area School District, was unanimously appointed to this role last month. She brings diverse experiences to the role from SteelStar Solutions, LLC, a company she founded to support small businesses and nonprofit organizations. Prior to establishing SteelStar Solutions, she was the operations and human resources coordinator for Abraham Harrison, LLC/AH Global, LLC. Potter has a bachelor of arts degree in English literature from Susquehanna University and lives with her husband and two children in Harleysville.

“I am excited for the opportunity to work with alumni, residents, parents, teachers, administrators and businesses throughout the Indian Valley to strengthen the educational experiences for students throughout our communities,” said Potter. “The public schools in the country that will continue to be leaders in the future are going to be those that are not solely funded by district budgets. Education Foundations across the country are forming to help enhance learning opportunities and reduce the burden these financial challenges are placing solely on taxpayers. We are fortunate to already have a Foundation that is strong and a robust plan in place to work with our community partners to make us even stronger.”

From special programs at each school in the district, to a September SAT prep program and a major fundraising event at Lederach Golf Course, the Indian Valley Education is jumping right into the new school year with various initiatives to build visibility and raise much needed funds. And, they are doing it with their new name and a progressive logo generously provided by Alcom Printing of Harleysville. The new logo features books, an e-reader and one person helping pull another person to the top. The symbolism is strong and the tagline clearly states its commitment towards progress, opportunity and advancement.

Individuals interested in learning how they can volunteer or contribute to the Foundation are invited to visit the IVEF website at www.IndianValleyEF.org or contact RuthE Potter at rpotter@indianvalleyEF.org.

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