



Easter Seals Michigan

2011/2012 Fiscal Year Annual Report



Live. Learn. Work. Play.



Easter Seals Michigan serves and supports people with disabilities or special needs and their families so they can successfully live, learn, work and play in their communities.

Cover: Easter Seals Michigan's 2013 Child Ambassador Abby and her two brothers.





Since 1920, Easter Seals Michigan has been providing help, hope and answers to children and adults living with disabilities and to the families who love them. For more than nine decades we have created life-changing solutions so that people with disabilities can live, learn, work and play in their communities.

Our initial focus was on advocating for children with disabilities so they could be crucial to the community, rather than being "hidden." While that still remains part of our mission today, the reality is that the world has changed; the needs of the children, adults, families and communities have changed; the provision of health care has changed; and as a result, so has the way we provide care. Today we continue to adapt and grow to meet these ever-changing needs. We served more than 8,300 people of all ages who have a disability or special need in 2012 alone.

Our strength is people. It is as much the individuals we serve as it is our staff and our supporters. Thousands of individuals and families rely on us to do the right thing, all day, every day and each day our staff is there to be a partner with those in need. This is truly one of our greatest strengths and defines who we are. Our staff is the catalyst in converting hope into recovery, dreams into reality, cultivating resilience in our youth and intervening early for a lifetime of benefits.

This year, we asked many of those we serve, as well as our staff, to be part of a video that included messages they wrote in response to one simple question: What would you like to say to or about Easter Seals? (I invite you to view the video on our website, www.essmichigan.org, or on our YouTube channel).

Here are some of the messages from staff: "I love helping others," "I give hope for a brighter future," "Giving hope and meaning," "Making a difference," "Inspiring others to provide great service," "Live a good life," "Fun."

Some of the messages from those we serve are: "Thank God! For Easter Seals!" "Easter Seals is my second home. Always warm and inviting - educational, spiritual and helpful!" "Thank you, Easter Seals for treating me as an equal. Your support is greatly appreciated!" "Family, fun and help," "Great therapy," "Thank you from our family," "You saved my life."

As we continue to adapt to the needs of those we serve and to the world around us, we remain committed to being a leader, being innovative and adding real and meaningful value for the next 100 years and beyond as we continue on our mission.

We are enhancing and expanding our services of integrated behavioral and primary care, autism, trauma, and substance use, while continuing to add to and strengthen our network of trusted partners. We have a solid organization and a strong strategic plan that will lead us into the future.

We'd like to thank our volunteers, donors and corporate partners, who invest in what we do. Their gifts of talent, time and resources make a significant difference in the lives of those we commonly support and serve, and assure that Easter Seals Michigan will play an essential role as we look to a future that holds unforeseen opportunities for everyone. It is because of these gifts that we are able to enhance the lives of those we serve.

A handwritten signature in black ink that reads "Brent L. Wirth". The signature is stylized and cursive.

Brent L. Wirth
President & Chief Executive Officer

Easter Seals Michigan

Service Programs

Easter Seals Michigan offers a wide range of holistic, integrated behavioral health and rehabilitative services to support the recovery and resilience of children, adults, and families from birth and beyond. Services are provided at a number of locations throughout Oakland, Macomb, Genesee and Kent Counties.

Adult Services

Comprehensive, evidence-based, co-occurring behavioral health services, including psychiatric evaluation, medication management, specialty and traditional therapy modalities, Assertive Community Treatment, Integrated Dual Diagnosis, vocational employment programs, residential and community-based case management and support services for adults 18 years old and beyond.

Centro Latino

Comprehensive, evidence-based, co-occurring behavioral health services, including psychiatric, therapeutic and community-based case management for Spanish speaking children, adults and families.

Collaborative Solutions

This division of Adult Services provides outpatient and community-based behavioral services to adults involved in the criminal justice system including pre- and post- book jail diversion services. Collaborative Solutions' staff provide therapeutic, medication management and discharge planning services for inmates at the Oakland County Jail.

Older Adult Services

Out and About and *Caring for Caregivers* are two programs that promote independent living, home safety, fall prevention, healthy lifestyles and support groups for older adults and their caregivers in Kent County.



Substance Use

This addiction treatment program delivers individualized treatment to support long-term recovery. An in-depth assessment addresses the psychological, social, spiritual and physical needs of the individual. Subsequently, comprehensive treatment services are offered through individual and group therapy, support groups and peer groups. Substance use support is available through an intensive eight-to-12-week outpatient program, and an integrated treatment program concentrates on individuals facing both mental health and substance use struggles.



Family Services

Comprehensive, evidenced-based, co-occurring behavioral health services, including psychiatric evaluation, medication management, specialty and traditional therapy modalities, intensive home-based services and community-based case management with children and families from birth to 18 years of age.

Children's Developmental Therapies and Services

Professional evaluation and therapy for children with autism, speech and language delays, motor and social skill developmental struggles, and sensory integration disorders.

Autism Services

Easter Seals Michigan offers individualized services implemented by specialized team members for children diagnosed on the autism spectrum. Our team focuses on evidence-based interventions that are proven to be effective in developing the skills of children with autism spectrum disorders (ASD) and similar disabilities through our P.L.A.Y. Project, speech and language therapy, and occupational therapy.

Specialty Services

AgrAbility

This program helps people with disabilities employed in agriculture to continue to farm and live independently. AgrAbility promotes ways to manage disabling conditions, such as arthritis, chronic back pain, motion loss, hearing loss and any other conditions, to maintain agricultural production, independence and rural living.

Dreams Unlimited Clubhouse

A rehabilitation program that focuses on fostering recovery, competency, social supports and community participation for individuals, as well as developing employment skills and utilizing opportunities.

The Miracle League of Michigan *NEW PARTNERSHIP FOR 2013*

This program provides children and adults with disabilities an opportunity to play baseball as a team member in an organized league. For children and adults facing physical and behavioral health challenges, that opportunity can often be a difficult first step. The Miracle League gives these individuals the chance to take that first step. With over 800 volunteers and 400 players, this program offers an experience that participants don't soon forget.

Easter Seals Michigan Ambassadors

Easter Seals Michigan's Child Ambassador Abby represents the 1 in 88 children born with autism, a complex developmental disability that appears during the first three years of life and affects a person's ability to communicate and interact with others. It's defined by a certain set of behaviors and is a "spectrum disorder" that affects individuals differently and in varying degrees. Abby was diagnosed with Asperger's syndrome and an Easter Seals therapist worked with Abby to develop a comprehensive approach to her care – arranging additional help for her at school, getting her involved with Easter Seals programs, and providing support to her family through individual counseling for all family members.

While life for Abby and her family didn't change overnight, they began to notice improvements in their lives at home and, for Abby, at school.

"Easter Seals basically taught us to be able to understand Abby more and how to let things go when you're really trying to fight it," says Margaret, Abby's mom. "We finally have an answer that puts everyone at ease."

School has been another source of frustration for Abby – and for her parents. "Many people with Asperger's can be very, very sensitive to noise or light or crowds or pretty much anything," says Abby. "For me, it's mostly just sounds and crowds." Seemingly simple tasks became a source of constant worry and anxiety for Abby at school. "I used to actually hide and pretend that I was invisible and weave my way through the crowd without bumping into anyone. Lately, I've been more relaxed about it and getting to class on time. I'm not hiding as much. I really don't mind being a little more noticed because of Easter Seals."

Abby's therapist worked with the school to address Abby's needs. Little adjustments have made all the difference. For instance, Abby can now leave class five minutes early on days where she thinks the crowds might be too overwhelming. And she also has a quiet room where she can go. (So far Abby hasn't needed it, according to her mom). "I have a lot of people I can count on when I'm at school," says Abby. "The school staff now talk to the therapist more than they do with us," notes Margaret. "It's been a real relief."

For Abby, becoming part of the Easter Seals Teen Advisory Council was not only a chance for her to serve the community but also



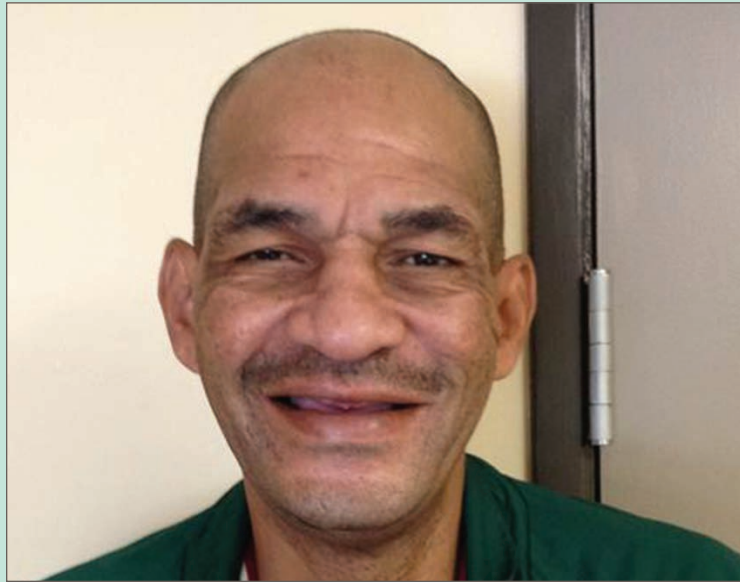
an important part in her treatment. "It took a year of coaxing to get her to join," explains Margaret (social awkwardness is a significant symptom of Asperger's). "But that's where she's just blossomed socially." Abby agrees.

"Lately, we've been working on an anti-bullying campaign. We're planning a march," she says. "It's been a lot of fun just to hang out with a lot of different people who had similar problems to mine, so I related to them. I just feel comfortable." The council of teens, which is part social group, part advocacy group, meets every two weeks rotating between the Easter Seals offices in Auburn Hills and Southfield.

Through her involvement in Easter Seals, Abby, who used to shun crowds and keep to herself, has been able to accept a role as Easter Seals' 2013 Child Ambassador. The assignment has given her a chance to talk to several groups about the importance of the services offered through Easter Seals Michigan.

"Everything changed when I started coming to Easter Seals. They really helped me with my social skills and school work."

Abby



Easter Seals Michigan's Adult Ambassador Curtis' young life was one that many of us would've dreamed to have. Curtis, whose uncle is basketball icon George "The Iceman" Gervin, had basketball running through his veins. He was a prominent star in his community and was offered an opportunity to go to the University of Louisville and play for the legendary coach, Denny Crum. While a member of the basketball team, Curtis won two national championships in 1980 and 1981 and after college he was signed by the Milwaukee Bucks. After years and years of hard work and determination, Curtis' dream had come true.

Unfortunately his dream was cut short after numerous injuries forced him to retire from the game. Curtis' life transitioned to a "normal" one like everyone else and he started building his career away from the game of basketball. He moved to Detroit, landed a successful job, and moved on with his life.

Until one day. One day just like any other. Everything changed and Curtis' life was flipped upside down. Curtis witnessed a double homicide. The two people involved in the homicide were people he knew personally. Witnessing this tragic event sent Curtis spiraling out of control and eventually he found himself living on the streets

Easter Seals Michigan **Ambassadors**

of Detroit with no place to go. Curtis knew he needed help but he didn't know where to turn. One day he misdialled a phone number and ended up calling Easter Seals Michigan. He took that misdial as a sign and began receiving services at Easter Seals Michigan's Southfield location.

Very early on in his treatment he was diagnosed with post-traumatic stress disorder and depression. He would have vicious nightmares. He always felt like he was being watched or followed and being in public increased his anxiety. He was immediately given a treatment plan which included medication and weekly therapy sessions. He soon realized that at Easter Seals Michigan you are treated like family and he looked forward to every visit.

However, getting to these visits wasn't easy. Curtis, who doesn't have a car, would walk nearly six miles a week to get services no matter what the weather was like. "I'd live here if they let me", says Curtis. "They are like family." Shortly after being put on his treatment plan, Curtis got a job. The income allowed him to also get an apartment, which he loves. While he still has some anxiety when out in public, especially in crowded places, he feels like he is getting more comfortable. He continues to stick to his treatment plan and has made incredible improvements. "Easter Seals doesn't fix you, they give you the tools to fix yourself", adds Curtis. He credits Easter Seals Michigan with saving his life and he frequently visits his friends that are still living on the streets to encourage them to come to Easter Seals. Curtis says, "There are so many people that need Easter Seals and I just want to do my part to let them know about it." His visits have paid off and a large number of his old friends have started receiving services as well. Curtis concludes, "Easter Seals showed me there was a better way to live. I feel really blessed."

"I had no idea Easter Seals did what they did. They gave me the tools to help myself. I stopped trying to find ways to die and started finding ways to live."

Curtis

Easter Seals Michigan

2011/2012

Accomplishments

- Adult Behavioral Health Services **served 6,131** individuals, an increase of 7% over the previous year.
- Implemented CAPE Performance Management System to quantify and measure key performance indicators of staff which are critical to the ongoing success of **Easter Seals Michigan**.
- ESM AgrAbility jumped from 44 individuals served to 75, an **increase of 43%** over the previous year.
- Partnered with **MyCare** in Macomb County and **OIHN** in Oakland County to **integrate healthcare** and enhance the overall health of those we serve.
- Implemented **Centralized Scheduling** which allows immediate access to scheduling an appointment. This increased staff efficiency and assisted with back-filling of appointments.
- Implemented **Same Day Access**, making it possible for individuals in need to receive immediate help without needing to make an appointment. ESM is serving an average of 16 additional admissions each month due to this new initiative.
- Began a partnership with Macomb County Community Mental Health Authority to begin **servicing Macomb County**.
- Received a \$150,000 Flinn Foundation grant to begin **servicing children with trauma** in Oakland County.
- Began a partnership with the Oakland County Health Division Office of Substance Abuse Services (**OSAS**) to begin **treating Oakland County residents struggling with substance abuse**.
- **100%** of the children served out of our Genesee location completed their treatment goals without needing further intervention.
- In addition to being **recognized** as a Michigan Best and Brightest Company To Work For® in Detroit for the past 12 years and for eight years in West Michigan, ESM was also **awarded** the 2012 Elite Community Initiatives Award in recognition of our efforts to develop an employee culture that engages staff in community collaborations and partnerships.



Easter Seals Michigan

Fundraising Events

- Century 21 Town & Country Car & Cash Raffles
- For Women Only Snowmobile Ride
- Walk With Me Grand Rapids
- Walk With Me Detroit
- \$100,000 All Cash Raffle
- Red, White and Brews Wine Tasting
- Cheers to the Holidays Wine Tasting
- Hightail It For Heroes 5K & 10K
- Greater Muskegon Area Women's Billiards Tournament

Easter Seals Michigan

Presidents' Council

October 1, 2011 - September 30, 2012

Individual Contributors

Opportunity \$5,000 - \$9,999

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Dignity \$2,500 - \$4,999

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Jacqueline & Bill Dangl[^]
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Glen Langston
Tom & Susan Styf*
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Ability \$1,000 - \$2,499

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Independence \$25,000+

Community Foundation of
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Empowerment \$10,000 - \$24,999

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Foundation
Apex Freight, Inc
Kiwanis Club
of Sterling Heights
Blue Water Industrial
Products
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Fidelity Bank
Henry Ford Health Systems
RE/MAX

Easter Seals Michigan

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John V. Yax
Tina Yee
Marisa D. Youngblood
Katherine A. Zell

* Easter Seals Michigan employee ^ Easter Seals Michigan Board Member

Easter Seals Michigan

2011/2012

Individuals Served

Agency Total: 8,312

Adult Services Programs

Individuals Served: 6,131

Percent of Total: 73.8%

Adult Behavioral Health Services	3,961
AgrAbility	75
Centro Latino	
<i>Spoken in Spanish with cultural context</i>	150
Collaborative Solutions	802
Dreams Unlimited Clubhouse	214
Jail Psychiatric & Therapeutic Services.....	1,554
Jewish Family Services	
<i>Spoken in Russian with cultural context</i>	72
South Oakland Drop-In Center.....	277
West Michigan Senior Services	123

Family Services Programs

Individuals Served: 2,151

Percent of Total: 25.8%

Centro Latino Children's Services	56
Genesee County Behavioral Health Services	224
Oakland County Behavioral Health Services	1,794
P.L.A.Y. Project Therapy and Children's	
Developmental Therapies & Services.....	127

Adult Services Provided as percentages

Assertive Community Treatment	3.05%
Behavioral Health Therapy	23.36%
Case Management	63.71%
Occupational Therapy	1.08%
Peer Supports	9.22%
Psychiatric Medical	83.35%
Vocational	5.82%

Family Services Provided as percentages

Behavioral Health Therapy	35.29%
Case Management	16.69%
Home Based.....	38.26%
Psychiatric Medical	54.63%
Speech/Occupational Therapy	3.58%

The above represents the percentage of total individuals served who were provided the service from either Adult or Family Services. Individuals may receive various support systems through Easter Seals simultaneously.

Easter Seals Michigan

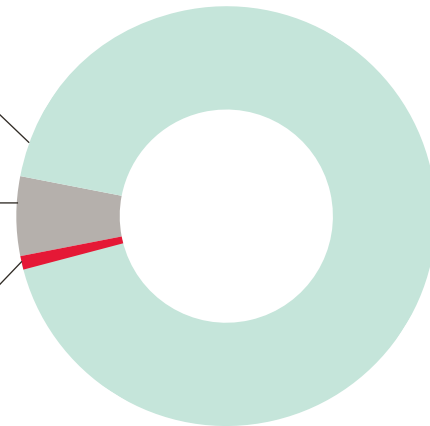
**Expenses & Revenue
2011/2012 Fiscal Year**

Revenue by Source

Program Services Revenue
35.6 million
94%

Contributions, Gifts & Grants
1.8 million
5%

Other Income
.4 million
1%

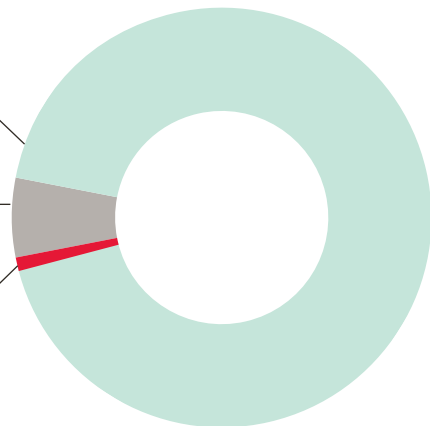


Expenses by Function

Program Services to Individuals
35.5 million
96%

Development
1.4 million
3%

Administration/General
.4 million
1%



Easter Seals Michigan

**2011/2012
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Easter Seals Michigan

**2011/2012
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Melissa Moody
Director of Specialty Adult Services

Wendy Standifer
Director of Behavioral Health Services

Susan Styf
Director of Family Services

Easter Seals Michigan

Program Locations

For Hearing Impaired

Call Michigan Relay
800.649.3777 or "711"

Administrative Office Easter Seals Michigan

2399 E. Walton Blvd.
Auburn Hills, MI 48326
Phone: (248) 475-6400

Adult Services

22170 W. Nine Mile Rd.
Southfield, MI 48033
Phone: (248) 372-6800

1685 Baldwin Rd, Suite A
Pontiac, MI 48340
Phone: (248) 706-1940

6900 E. Ten Mile Rd.
Center Line, MI 48015
Phone: (586) 501-3070

4065 Saladin Dr. SE
Grand Rapids, MI 49546
Phone: (616) 942-2081



**For more information,
call 1.800.75.SEALS**

Children Services

2399 E. Walton Blvd.
Auburn Hills, MI 48326
Phone: (248) 475-6300

24445 Northwestern Highway
Suite 100
Southfield, MI 48075
Phone: (248) 483-7804

1105 N. Telegraph
Waterford, MI 48328
Phone: (248) 475-6300

6900 E. Ten Mile Rd.
Center Line, MI 48015
Phone: (586) 501-3070

4065 Saladin Dr. SE
Grand Rapids, MI 49546
Phone: (616) 942-2081

1420 W. University Ave.
Flint, MI 48504
Phone: (810) 238-0475

Specialty Programs

Dreams Unlimited Clubhouse

1222 Catalpa Dr.
Royal Oak, MI 48067
Phone: (248) 544-2034

AgrAbility

4065 Saladin Dr. SE
Grand Rapids, MI 49546
Phone: (800) 956-4106

The Miracle League of Michigan

26000 Evergreen Road
Southfield, MI 48076
Phone: (248) 475-2140



**Live.
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Play.**