

Imagine.

ELWYN.

ANNA SOFIO

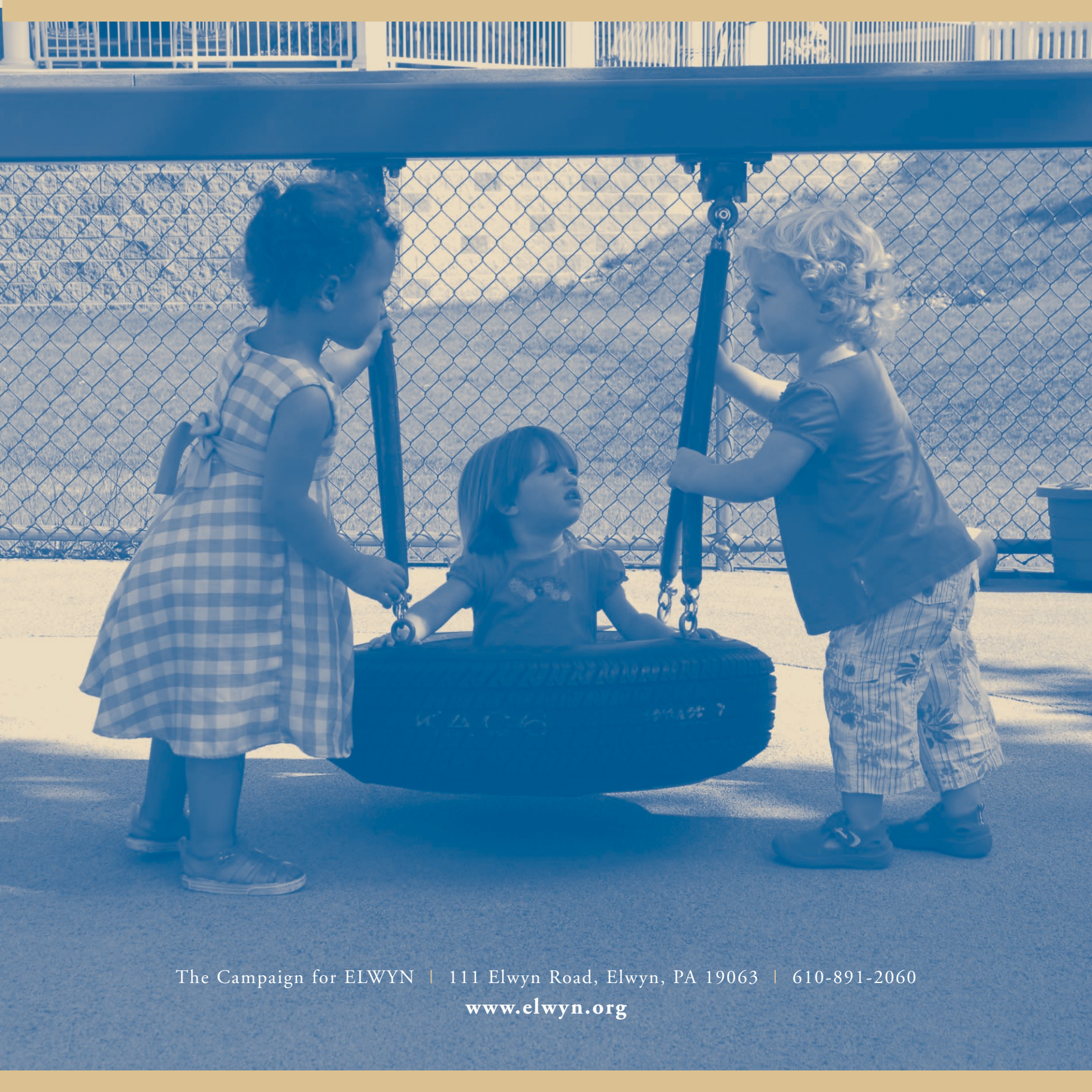
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Maximizing potential through personal commitment,
collective talents and innovation. Elwyn supports individuals
with diverse challenges in shaping distinctive, meaningful lives.

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THE CASE FOR SUPPORT

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ELWYN.

Meaningful Works.

Compassionate Supports.

Measurable Outcomes.

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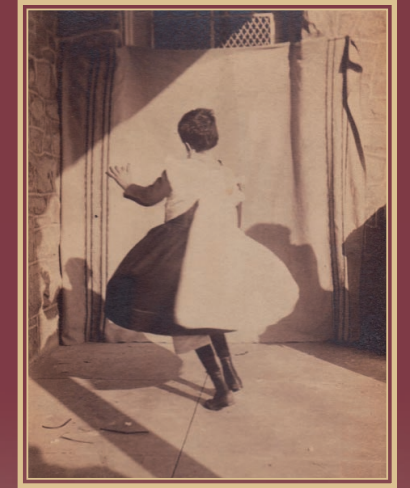


History.

ELWYN.

To those who know it, the name Elwyn resonates with themes such as **care**, **quality** and **history**.

Early in its nearly **160-year history**, Elwyn garnered national and international prominence for its groundbreaking role in defining and refining the field of intellectual disabilities. Historically, Elwyn was among the forerunners in its field. From its roots as a Philadelphia school providing some of the nation's first educational opportunities for people with developmental challenges, Elwyn has emerged as a significant community resource -- continually adjusting to meet the needs of the individuals it serves. Elwyn is a capable, formidable organization often seated at the verge of breakthroughs and continuously on the cutting edge of research. A significant force in supporting individuals with developmental disabilities and behavioral challenges, Elwyn continues to be a leader in establishing new service designs and innovative treatment methodologies.





Elwyn once existed primarily as a local resource, serving only Media and the Greater Philadelphia area.

TODAY, Elwyn's impact is much more expansive, reaching into the neighboring areas of the Lehigh Valley, Delaware and New Jersey, and extending into Florida and California.

Elwyn has built a network of strong partnerships with families, donors, local businesses, school districts, universities, legislators and professional organizations. This group is dedicated to Elwyn's mission and shares its commitment to improve the quality of life for individuals.

Elwyn has an accomplished past, with the proven ability to face the challenges of changing societal and fiscal landscapes with the support of its partners. Elwyn began as a community resource, the Pennsylvania Training School, in a neighborhood on Philadelphia's Germantown Avenue; the campus was built in response to the growing number of people with special needs, who after a certain age were no longer supported by the state, and therefore had no place to go. Over the years, Elwyn has successfully reinvented itself in response to individual needs and societal changes. Through these changes Elwyn has maintained its position as one of the premiere private providers of services to people with disabilities. Today, Elwyn provides a full range of quality services to more than 13,000 individuals each year. The organization has a unique approach to serving people with significant challenges and continually fosters new programs to provide individualized service to people with disabilities. The individuals Elwyn serves – no matter what their needs – are given the chance to build confidence, maximize their potential, and find a compassionate, supportive atmosphere. Elwyn goes the inspiring extra mile to deliver the individualized services that make Elwyn extraordinary.

TIMELINE

1852
James Richards arrived in Philadelphia and opened a classroom for children with intellectual disabilities. A year later Dr. Elwyn agreed to support James Richards' efforts and influenced By a special act of the Pennsylvania Legislature incorporating, "The Pennsylvania Training School for Feeble-Minded Children".

1859
The building was completed. On September 1, the entire school, 25 children, staff, and furniture were loaded onto two Conestoga wagons for the journey to the new school. Two years later the Civil War leaves the school with decreased revenue and all "officers of the house and teachers" agree to a 50% pay cut.



1921
Standardized testing, including the Vineland Social Maturity Scale, was implemented on all children admitted to Elwyn. This scale was developed at The Training School at Vineland, New Jersey, which would later become a subsidiary of Elwyn.



1981
Ground was broken for the National Center for Rehabilitation and Independent Living in West Philadelphia. This building would become the new home for Philadelphia Elwyn. Elwyn also assumed management of The Training School at Vineland, New Jersey.

1998
Elwyn awarded MAWA to start the Special Education for Early Developmental Success (SEEDS) program in Philadelphia.



2005
Opening of Grace Pharmacy.

2009
Groundbreaking of Hillside Farm. Elwyn is designated as a Fragile X Center of Excellence.



1857
At the invitation of the trustees, Dorthea L. Dix came to Philadelphia to see the work being done with the children. She then spoke before the Pennsylvania legislature and obtained a grant for the construction of a new, larger school. A sixty-acre farm near Media, Pennsylvania was chosen and purchased for \$10,000.

Alfred Langdon Elwyn

1876
The first professional organization totally devoted to the study of intellectual disabilities and what was to become the current *American Association of Intellectual and Developmental Disabilities* is founded at Elwyn.



1960
Dr. Gerald R. Clark becomes superintendent and during his tenure makes major changes to the Kerlin/Barr Model. Campus services are opened to the community and Elwyn begins new community based vocational, residential and educational services for people with intellectual disabilities.

1974
California Elwyn was founded in Fountain Valley, California and Delaware Elwyn was founded in Wilmington as community based vocational/rehab facilities.



1991
Sandra S. Cornelius, Ph.D was appointed the eighth President of Elwyn. Under her leadership, Elwyn broadens its mission to include enabling people to meet their individual challenges whether they are intellectual, behavioral or physical. Programs are begun and expanded for children and adults with significant behavioral health needs.

2007
The Elwyn Dental Clinic expands to Philadelphia with a second clinic.

2008
Elwyn NC was founded in Northern California. Groundbreaking of the Autism Resource Community Hub of Lehigh Valley (ARCH), is celebrated in Allentown, Pa.

2010
The construction of Bruce Wechsler Hall completed in December 2010. Elwyn Commercial Laundry (ECL) will open at the Bridgewater Facility in late 2010.



Mission

While Elwyn today is a much more diversified, socially entrepreneurial organization, it has remained constant in its commitment to quality and focus on individuals in need of support. Elwyn offers compassionate, alternative solutions to individuals and families struggling to find services that can identify and support their unique needs. It provides a full range of resources, programs, care and lifestyles that are age appropriate and flexible, all working in tandem to ultimately create fulfilling, meaningful lives.

Its MISSION is simple...

Maximizing potential through personal commitment, collective talents and innovation, Elwyn supports individuals with diverse challenges in shaping distinctive, meaningful lives.



Goals

ELWYN'S ULTIMATE GOAL is to assist individuals in maximizing their potential and achieving the greatest possible level of independence.

When individuals come to Elwyn, they benefit immediately from Elwyn's exceptional diagnostic abilities. Elwyn staff begins an extremely sophisticated process to analyze their situations and meet them where they are in their development. Elwyn works with individuals and their families to create a family-based plan that is tailored to their unique needs. Elwyn has the expertise to treat anyone it encounters through a full range of research-based programs that foster independence. It provides an array of services in the community and in residential settings: educational services and recreational, therapeutic and behavioral support. Family members remain key players in the care of their loved ones, and participate every step of the way.

Elwyn is forward thinking and innovative, with an incredibly talented staff, a visionary and dynamic President, and a committed Board of Directors. A major employer in Southeastern Pennsylvania, Elwyn gives back to the community in many ways and is a good neighbor in the various locations it serves. The organization has built excellent relationships not only with the individuals served and their families, but with local corporate leaders and government entities. An investment in Elwyn is an investment in the community. Elwyn has partnered on countless projects that are designed to acknowledge its understanding of the community's needs and its commitment to partnering with others in support of its neighbors in need.

Elwyn cares about individuals and is committed to delivering quality services. New opportunities are created to improve the lives of individuals and foster their strengths and talents. Elwyn's compassionate staff believes in teamwork and the ability to deliver quality, affordable care that reaches far above the minimum required. Elwyn has a very creative staff that can often make things happen for individuals whose needs and interests are beyond the parameters of current funding. The success stories of individuals supported by Elwyn speak for themselves.





Service Areas

EACH ELWYN SERVICE AREA ADDRESSES A DIFFERENT NEED:

>> **Work & Adult Day Services**

Addresses active employment, social development, and skill acquisition, in terms of daily living, social and recreational and personal care.

>> **Education**

Provides students requiring special education services and students at-risk of school failure with individualized academic, therapeutic and functional behavioral supports to meet the goal of independent living and participation in their home communities. Services are provided in campus-based programs and in community-based programs in school districts, charter schools and non-public schools. The Early Childhood Division comprises two major programs: The Development Center and Special Education for Early Developmental Success (SEEDS).

>> **Research and Health Services**

Addresses the health care needs of people with disabilities, providing genetic, dental, medical, nursing, nutrition, physical rehabilitation, audiological, therapeutic recreational, psychological and pharmacy services as well as on-going research in the field of intellectual disabilities.

>> **Supports for Living**

Provides services to individuals with intellectual and/or developmental disabilities in a variety of residential settings and service programs. These services promote individualized health care, social development, recreation, community integration and other aspects of daily living to maximize growth and independence.

>> **Behavioral Health Services**

Serves individuals with autism, as well as their families and communities at The Autism Resource Community Hub (ARCH) of Lehigh Valley.

>> **Elwyn NC (Northern California)**

Provides state-of-the-art residential and day services for individuals with significant medical and behavioral issues.

>> **Elwyn New Jersey**

Focuses on populations with intellectual and/or developmental disabilities in the Garden State.



Challenges

The challenges facing Elwyn today are daunting.

An economic climate unlike any since the Great Depression has caused governments at all levels to slash budgets and reconsider support that once was recession-proof. For Elwyn this challenging environment invites a [renewal of effort](#) and a reinvestment in the entrepreneurial spirit which has long been its hallmark.

Elwyn's [presence in the community](#) is of critical importance. The need for services for individuals diagnosed with intellectual, behavioral and developmental challenges, including autism, continues to rise. If unable to solidify sustainability of Elwyn's programs and its subsidiaries, families would no longer have access to quality supports for their loved ones. Individuals in need of Elwyn's support would go without services and/or be forced to look for support elsewhere in a market where fewer and fewer providers are able to survive. Such consequences are unthinkable and unacceptable.

To meet these challenges, Elwyn must continue to be the [provider of choice](#) and more fully expose its competitive edge. It must seek to expand and invigorate healthy and collaborative relationships with families, communities, and government entities. The continued identification of new opportunities and coordination of those opportunities must expand across the organization. To remain a leader in its field, Elwyn must address funding cuts with alternate sources of revenue, meet capital needs and improvements, fund more pilot and transitional programs, significantly increase endowment and maintain high levels of innovation.

Sheer size and diversification allow Elwyn the [flexibility](#) to shape and alter services with an ease that eludes other agencies. A wide range of programs, coupled with dental, audiological, pharmacy and genetic services, sets Elwyn apart from its competitors. An outstanding reputation, individualized programming, fiscal prudence, and a diversification of funding has enabled Elwyn to expand its services over the years.



Support

Elwyn has specific needs for which private gift support is sought:

CAPITAL

- >> The successful completion of Bruce Wechsler Hall, a state-of-the-art residential facility for medically and physically challenged individuals
- >> A new school building for the Davidson School Approved Private School program, which serves the most diverse, challenging population in Pennsylvania
- >> Facility improvements and equipment upgrades
- >> An upgrade for the Media Dental Clinic and a cost-benefit analysis of moving to a more customer-friendly area
- >> More customer-friendly space for Audiology



PROGRAM

- >> Increased and targeted staff development and training
- >> Program development
- >> Research on new trends across service areas
- >> Expert consultants in areas such as marketing and business
- >> Essential services and treatments and special equipment is needed by residents at Elwyn NC. A majority of the people Elwyn NC supports are former residents of state institutions who are now thriving in their Elwyn NC programs. Additional funds are needed to determine what can be accomplished with extra training and treatment. Some are talking and walking again for the first time in 20 years.
- >> Services for individuals with autism at ARCH, and the opportunity to underwrite the cost of programs such as summer camp and after-school programs, or ARCH supports like the lending library, training and parent partners
- >> There are 40 children that have been placed in foster homes through Elwyn that could benefit from special activities and outings, foster parent appreciation banquet and back-to-school supplies.

ENDOWMENT

In addition to the program and capital needs, Elwyn also seeks Endowment funding for long-term financial stability.



Strategies

Elwyn will strategize to address the needs of the entire organization. The organization will work with the community, government agencies and other advocates.

Strategies will include:

- >> Elwyn will expand its reach to a broader constituent base via opportunities like the Business Advisory Council and social media.
- >> Renewed and increased participation by Board volunteers through the Development Leadership Council will provide critical support and monitoring of Elwyn development activities.
- >> A more inclusive approach to fund development will utilize a full array of techniques and approaches.
- >> Management will continue to negotiate the best rates possible and work to diversify the funding base.
- >> Elwyn will build on its successes. Programs that make margin, such as Grace Pharmacy and Work Services, will continue to expand.
- >> Programs and projects that promote the mission of the organization and represent stories of personal triumph will be identified and shared.

Imagine.

THE FUTURE.

Elwyn's future promises to be as interesting and as important as its past. It will continue to be an innovator in the human services field with a national scope and international recognition. State-of-the art facilities, commitment to technological advances, innovative programs, and a staff of passionate advocates for people with special needs will distinguish Elwyn in its field. Elwyn will continue to evaluate and adjust to compete in an atmosphere that will become more and more challenging. A comprehensive array of services will need to be more fully integrated and made more accessible to all individuals supported by Elwyn.

Imagine an environment where one will be able to receive their medication through Grace Pharmacy, home nursing needs through Elwyn Nursing, or primary physician care through Elwyn's medical suite. The home and community will continue to gain importance as campus based residential services continue to decline. Thus, an increased partnership with families and stakeholders will be necessary. A continuation of the services Elwyn currently provides may be expanded geographically to include national and international locations in order to remain viable in the world market.

Imagine Elwyn as the place where all parents and family members can take a deep breath assured that their loved ones are in the right place and the right program. A place where the people Elwyn serves continue to feel safe, loved, needed and special.

Imagine an Elwyn where its varied constituencies accept responsibility for the ultimate vitality of the organization, serving as passionate advocates of its noble mission and full partners in its critical work.

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