

Potential Perspectives

WINTER 2021

REFLECTING ON 2021

A Year of Hope

While 2021 got off to a rocky start, we can't help but be proud of all we've accomplished over the past 12 months. The challenges presented by COVID-19 taught us to think and work in new and creative ways. We also learned valuable lessons about resilience and the importance of hope.

With the end of the year upon us, we wanted to take this opportunity to reflect upon all that we accomplished in the face of adversity. None of this would have been possible without the enduring support of our staff, clients and families, volunteers, donors, and community. Thank you for believing in us and our mission, and for making our 15th anniversary one to remember.



We got one step closer to our dream of ending the wait list for autism services with the opening of our new center in Warminster this fall. This new site will meet the needs of approximately 20 clients a week and provides easy access to several restaurants and parks nearby—great options for skill-based outings.

Potential's inaugural Ton of Love Food Drive brought in 773 pounds of non-perishable food items to support local families in need.



For the fifth year, Potential's Car Show for Autism drew an impressive response from auto owners and the community. We raised \$13,500—a new record for the show—and had 120 vehicles on display. Proceeds will support our efforts to end the wait list for quality autism services in our region.



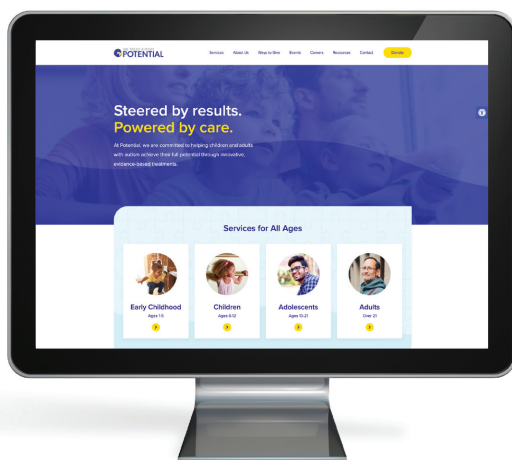
A huge thanks to Foundations Community Partnership for approving our grant application for \$4,000. These funds were used to purchase much-needed tablets for our clients and students.

Provident Bank Foundation awarded Potential a Major Grant in the amount of \$15K to support our efforts to end the wait list for quality autism services.



Our 2020 fundraising efforts were realized in late summer with the delivery of a beautiful, bright yellow 2021 Ford Transit van. This vehicle allows us to now transport 9 clients at a time, making it easier for us to take outings.

In August, Community Behavioral Health (CBH) announced it had approved Potential's application to serve as an in-network Medicaid provider for its clients in Philadelphia County. This reduces out-of-pocket expenses for our Philadelphia clients and opens access to additional funding opportunities for our organization.



Our 15th year saw the launch of our beautiful new brand and website. In addition to being aesthetically pleasing and streamlined, the site adheres to accessibility and user best practices.



Agreements with Felician University, Rider University, and St. Joseph's University allow our employees to now receive tuition discounts on undergraduate and graduate programs and certificate offerings.

Great beer and good laughs yielded grand results for Potential's inaugural Trivia on Tap fundraiser. This virtual event brought in \$1,200 for Potential.



From wizards and witches to superheroes of all kinds, Potential's annual Halloween celebration brought them all. Staff and clients participated in an array of spirited activities including cookie decorating, movies, and crafts. The day culminated with a parade through the halls and trick or treating "door-to-door."



We're off to the Races – Mark Your Calendar for Our Annual Gala

Pick your horse and grab a hat, we're celebrating our annual gala, Kentucky Derby style! Please mark your calendar and plan to join us for an evening of race-inspired fun. Proceeds from this event will help support our efforts to end the waitlist for quality autism services in our region. Visit tinyurl.com/derbygala2022 for more information and tickets.

Honor Your Favorite Caregiver or Educator with the 2022 ACE Award

Is there an educator, therapist, behaviorist, or aide who has gone above and beyond to help your loved one with autism reach their full potential? If so, we encourage you to nominate them for our annual ACE Award! The Autism Caring Excellence (ACE) Award is given each year to a deserving individual living or working in Bucks, Montgomery and Philadelphia Counties in PA or Mercer and Hunterdon Counties in NJ. Submit your nomination today at tinyurl.com/2022ACE.



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There's Still Time to Make a Difference in the Lives of People with Autism

Autism is a developmental disability that affects how a person learns, communicates, and interacts socially. When a child with autism isn't taught how to appropriately identify and express what they are feeling, the resulting behaviors can be unbearable. Severe tantrums that are inconsolable, unable to bear the touch of a loving parent, and hitting or other forms of aggression are some ways a child may express frustration.

Without quality autism services, these behaviors often worsen and become harder to treat.

At Potential, we understand the despair of these families and are working diligently to help end the wait list for autism services in our region.

When you contribute to Potential, you allow us to do three things:

- » Expand the reach of our center through the addition of new sites
- » Recruit and train the staff needed to expand services in both the clinic and home setting
- » Add specialized programs to meet the unique needs of these children



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Help us end the waitlist and give these families and children a reason to hope.

Donate today at potentialinc.org/donate.