



# WE TREAT AUTISM **POTENTIAL**

**Potential, Inc.**

170 Pheasant Run #100

Newtown, PA 18940

**Potentialinc.org**





## Mission

Potential engages children and adults with autism in personalized programs that help them realize their full potential.

## Vision

To create a world where every person with an autism diagnosis can lead a successful life of value.

## Core Values

At Potential, we have respect for people and show compassion through teamwork and integrity.



## Culture of Caring

Potential is a small organization that is driven by our values and an enduring desire to help our clients be as successful as possible. We put our clients first and are dedicated to making meaningful changes in their lives. This means we work together as a team, collaborating to problem solve, supporting one another in all that we do, and remaining current with research guiding best practices in ABA standards.

## What Makes Potential Different

At Potential, families will find a caring team of experienced professionals who understand the emotional roller coaster and many challenges that come with an autism diagnosis. We help families cut through all the opinions and information, and work to develop a treatment plan that is tailored to their loved one's unique needs and stage of life – from pre-school through adult.

Our treatment approach is grounded in Applied Behavior Analysis (ABA), a proven method for helping children with autism grow socially, cognitively, and emotionally. Using the latest evidence in ABA, which includes an analysis of Verbal Behavior (VB), we work to improve a child's communication, behavior, toileting, social skills, and more.

## Our History

Potential was founded in 2006 to create a world where every person with an autism diagnosis can lead a successful life of value. That vision drives our approach to treatment, concern for clients, and respect for their families and the community. Potential uses the principles and techniques of Applied Behavior Analysis (ABA) and Early Intensive Behavioral Intervention (EIBI). These approaches foster skills that help persons with autism live happy and productive lives.

In 2006, ABA, now widely recognized as a safe and effective treatment for autism, was not yet covered by insurance. Committed to the approach, Kristine Quinby founded Potential as a non-profit, 501(c)(3) organization. She recognized it would be necessary to supplement many families' private payments with charitable fundraising to provide viable, consistent, and quality therapy regardless of their income.

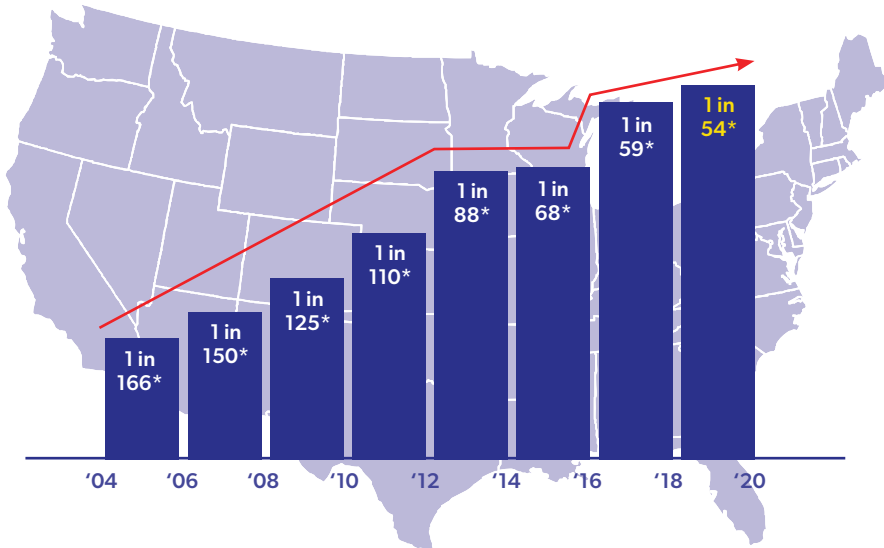
While several high-profile advocacy organizations concentrate on autism awareness, policy and research, Potential is one of a few providers in Southeastern Pennsylvania with a nonprofit, charitable mission that provides the highly effective ABA autism treatment. In fact, Potential is an ABA powerhouse. During the period of 2017-2020 Potential delivered more than 186,618 hours of treatment, averaging more than 500 hours per client per year. Our typical client will receive between 10 to 30 hours per week depending upon their need.

## What is Autism?

Autism spectrum disorder (ASD) is a developmental disability that can cause significant social, communication, and behavioral challenges. The CDC is committed to continuing to provide essential data on ASD, search for factors that put children at risk for ASD and possible causes, and develop resources that help identify children with ASD as early as possible. (CDC, 2021)

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Estimated Autism Prevalence 2020



## The Growing Need

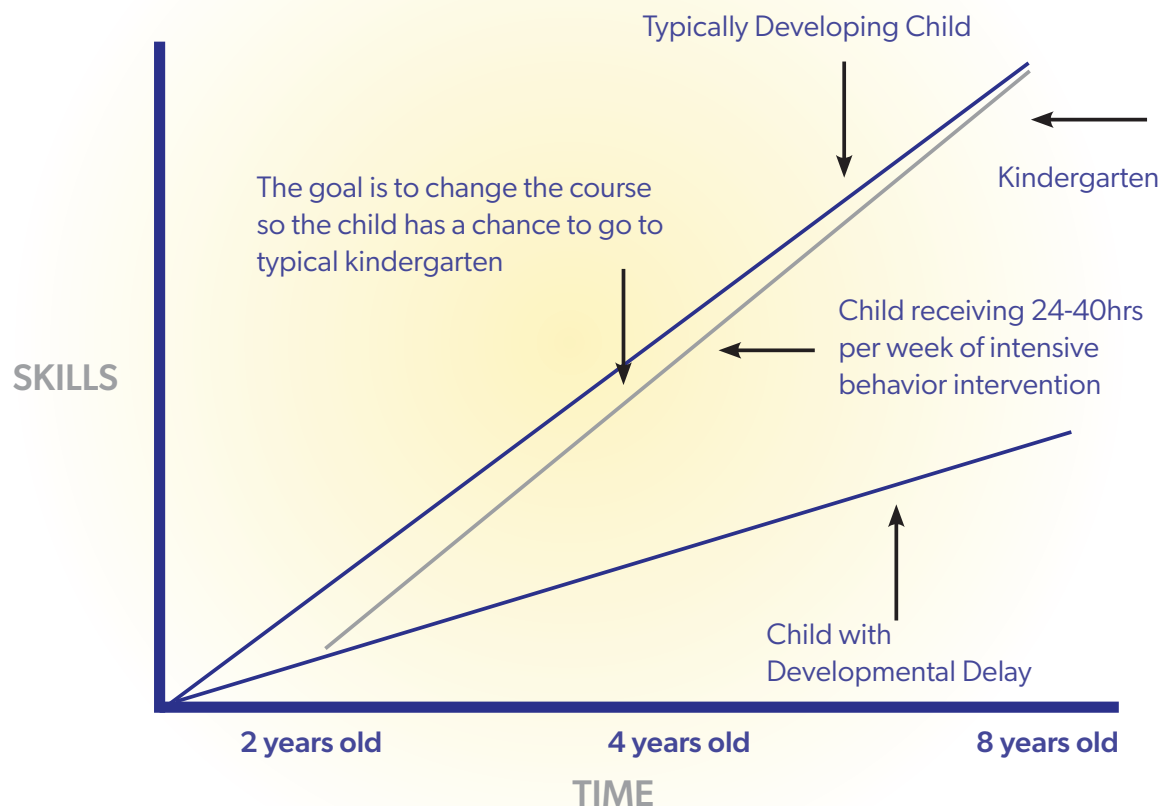
Autism Spectrum Disorder (ASD) is the fastest growing developmental disability in the US, affecting 1 in 54 children. There is no cure, but with effective treatment, people with autism can learn the skills they and their families need to enjoy the day-to-day activities we often take for granted.

Once an individual is diagnosed with autism, it is then the burden of the family or caregiver to find a place of service for their loved one to receive treatment. This is the very real struggle for hundreds of families in our community who have children with ASD.

## Treatment

According to reports by the American Academy of Pediatrics and the National Research Council, behavior and communication approaches that help children with ASD are those that provide structure, direction, and organization for the child in addition to family participation. A notable treatment approach for people with ASD is called applied behavior analysis (ABA). ABA has become widely accepted among healthcare professionals and used in many schools and treatment clinics. ABA encourages positive behaviors and discourages negative behaviors to improve a variety of skills. The child's progress is tracked and measured (CDC, 2021).

## Impact of Early Intervention



## Ryan's Story

Ryan was two years old when he came to Potential. Unable to talk, he manifested his frustration sometimes by hitting and biting his peers. "His first word was 'book'. I'll never forget it," said his mother, Melissa. "Initially, he was receiving 20 hours of therapy per week plus speech and occupational therapy. What I really liked, was the quantitative monitoring his therapist used to validate for me the progress we were noticing at home.

"In time we started cutting back on the therapy and by age 4 we enrolled him in a pre-kindergarten class," she continued. "We never told the teacher of his autism, and apparently, she never detected it. Ryan is eight now and is excelling in third grade among his typical peers. "I am so grateful for what Potential did for Ryan. I will always take a call from them."



## Community Benefit of Investing in Autism Treatment

Effective Applied Behavior Analysis treatment and Early Intensive Behavioral Intervention (EIBI) programs bring significant financial benefit to the entire community.

A 1998 landmark study by Jacobson, Mulick and Green, estimated that the life-time savings of EIBI (to age 55) can save society about \$2.5 million per individual in today's dollars.

Another study, conducted in Texas in 2007 by Chasson, Harris and Neely, compared the cost of 3 years of EIBI to 18 years of special education. They concluded that the state would save a total of \$2.09 billion with EIBI.







## Liam's Story

Liam's treatment with Potential started at his home because he rarely left his room and even less so his house. Staff met him each day in his room where he laid in bed.

His mother Kristen recalls, "He was like a vampire. He'd only come out of his room when no one else was around. When we did catch him awake, we'd ask him for a couple simple things, but they never got done without a fight."

Liam has come a long way since then.

During his six years of support by Potential, Liam began going to the park to play Frisbee, walking into his local town for coffee and ultimately getting a full-time job and moving out. "Potential was a godsend for us," shares Kristen. "I never thought I would see Liam driving to Wawa to pick up lunch, let alone living on his own and taking care of himself."

While Liam still receives services from Potential, they are significantly less intensive than when he started. His current goal is managing his benefits, full-time job, and health while living on his own. Potential is there to be a part of his transition to natural supports and will be there to lend a helping hand.

## Your Support Will Change Lives

By supporting Potential, you are doing more than donating time or resources. You are helping a child or adult with autism obtain the skills and support they need to realize their full ability. With your help we can end the waitlist for quality autism services in our community. Potential, a dedicated provider of quality autism services, is working hard to meet this need in our community. But we can't do it without your help.

Today, there are countless children and adults in our region on waitlists for services. We must raise \$250,000 each year to ensure we continue to reduce the number of clients on our wait list. To ensure they receive the treatment they desperately need right now we must do two things:

- » Expand our service sites (new locations)  
\$100,000 (includes costs for the build out and furnishings)
- » Continue to hire well-qualified therapists (BCBAs and RBTs)  
\$150,000 (will allow us to provide intensive, paid training as well as the materials new staff members need to become certified)

New hires participate in a rigorous 3-week group training program developed and tested by Potential that allows them to reach a higher level of certification known as Registered Behavior Technicians (RBT). This program far exceeds the one-to-two days of initial training most organizations provide and is a testament to Potential's commitment to providing high-quality service for our clients.

## Supporting our Strategic Vision

Ending the waitlist is our foremost objective and the focus of our strategic plan. The goal aligns with our vision to create a world where every person with an autism diagnosis can lead a successful life of value. We need people like you to join us in this effort.

Another strategic plan objective is to be a superior place to work and a charity of choice in our community. We know that having a culture that promotes our core values of integrity, respect, compassion, and teamwork makes us a stronger organization and lends to our culture. We also believe that showing people how their dollars are making a local impact satisfies and affirms they are making a difference in their community.

## Give for Impact

**Gifts of Cash** may be made over a period or as a one-time gift. Pledge payments may also be arranged to best meet your needs.

**Gifts of Property** may provide tax advantages to you. Included are gifts of appreciated securities and real estate, both of which will be sold upon receipt. Generally, an income tax deduction may be taken for the full fair market value of this type of property and no capital gains tax will be due. A direct gift is the simplest method of donating real estate. The deed or title is transferred from the donor to the charity. As the donor, you generally receive a tax deduction equal to the fair market value of the property and that deduction may be carried forward for five years. If you are interested in donating property, please consult your financial advisor and they will provide details on how to gift property.

**Corporate Matching Gifts** may help your donation go even further. If your employer offers charitable matching gifts, you may be able to double or even triple your gift to Potential. Your employer's human resources department can provide details and the matching gift form to include with your donation.

**The IRA Charitable Rollover** allows individuals who have reached the age of 70½ to donate up to \$100,000 within each tax year directly from their Individual Retirement Account (IRA) to charitable organizations without treating the distribution(s) as taxable income. If you are interested in this option, please work with your financial advisor to learn more about this opportunity.

**EITC Contributions** allow eligible businesses to earn a tax credit simply by contributing to a Scholarship Organization – this can benefit Potential's Springtime School. When you choose to direct funds to the Business Leadership Organized for Catholic Schools (BLOCS) or Everence Foundation, Inc. d/b/a Mennonite Foundation (the Scholarship Organizations with which Potential participates), you make it possible for children of limited financial means to attend our Springtime School. To learn more, consult your financial advisor to participate in this tax option.





**Remembering Potential in Your Will** is another way to participate. Your gift can provide for innovative programs and services in the future. Our Donor Relationship staff will be pleased to discuss bequests and other planned gifts that meet your needs and interests to ensure your legacy lives on for years to come.

**Tribute Gifts** may be made in honor or in memory of a loved one. What better way to honor a loved one who cared about the autism community than to select Potential as a charity of choice for a bequest? Our staff will work to make sure your loved one's memory is honored and the funds donated are appropriately allocated on their behalf.

**Gift your time** to one of our committees: strategic, finance, development, or donor relationship. Potential is always looking for dedicated volunteers who are looking for a way to give back to their community.

If you have any questions about a way to give or want to make a contribution as described above, please reach out to the Development Department at [development@potentialinc.org](mailto:development@potentialinc.org) and we are happy to provide you with more details.

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The official registration and financial information of Potential, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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