



2023

POTENTIAL &
SPRINGTIME SCHOOL

**ANNUAL
REPORT**



Dear Friends,

As we reflect on 2023, I am filled with immense pride and gratitude for the incredible strides we have made as an organization. The challenges of the post-pandemic crisis tested our resilience, but I am excited to share with you the remarkable achievements that have emerged from these trials.

Against the backdrop of a global crisis, Potential not only weathered the storm but emerged stronger and more financially viable than ever before. While many other organizations and businesses were forced to close their doors, we stood firm in our commitment to serving individuals with autism. Our unwavering dedication allowed us to remain open and accessible, reaching more people with autism than ever before.

In 2022, we faced a financial deficit, but through strategic measures focused on staff retention, additional training, and partnerships with like-minded organizations, Potential emerged from 2023 transformed into a stronger institution. Our numbers speak to our impact, and we took advantage of our great momentum and opened a 4100 square-foot center in Warminster.

One of our proudest achievements has been the growth of our programs, enabling Potential to extend its reach to more young children, including toddlers, preschoolers, and elementary school children.

Additionally, a generous leadership gift dedicated to training our specialists, allowed us to hire additional staff and better serve the needs of young people on the autism spectrum.

Despite facing unexpected challenges, such as the cancellation of our biggest fundraiser due to weather conditions, our community of supporters rallied behind us. We are immensely grateful for the continued generosity of our sponsors, as they helped us raise the most funds ever from an event. This support has been crucial in sustaining and expanding our programs.

Beginning with this annual report, we embark on a year-long journey of chronicling our methods and sharing the knowledge we have gathered over the past 18 years of serving autistic children and young adults. We invite you to follow us along this path, as we share insights, successes, and challenges faced in our ongoing commitment to improving the lives of those with autism.

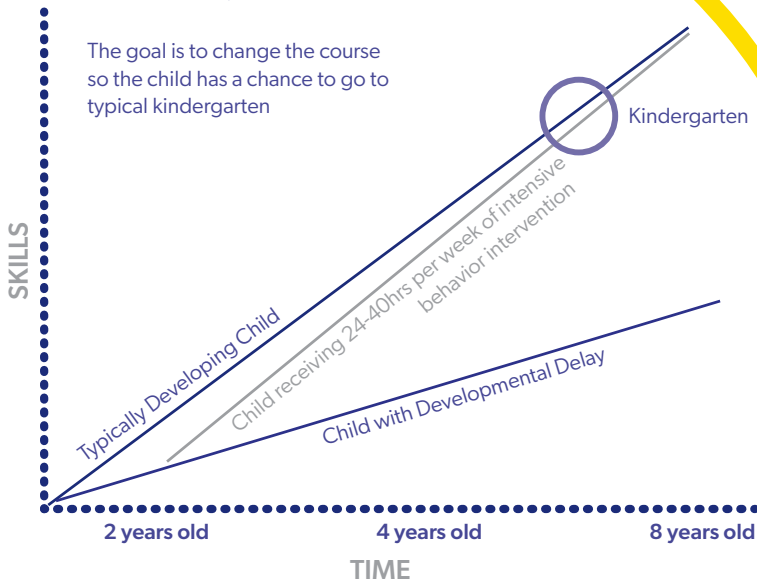
As we look to the future, I am confident that Potential will continue to make a profound impact. I extend my deepest gratitude to each one of you who has supported us on this journey. Together, we are making a difference in the lives of individuals with autism, and I am excited for what is to come.

With thanks,



Kristine Quinby
Founder, President & CEO

Impact of Early Intervention



Join us.
Awareness is not enough ...

Our Individualized Education Model Sets Us Apart

Before bringing a new student on board, a team of educated, experienced, and dedicated people work together to construct a strong ABA educational plan. Depending on the severity of a student's needs, a single student may need assistance from one or several professionals.

Springtime School's paraprofessionals focus on delivering each individualized education plan (IEP) for its students. They are fundamental to our success in many ways, and it all starts with their ability to lead with a human-first mindset.

All students are human beings first, so establishing a connection with students by getting to know them as individuals allows paraprofessionals to be as prepared as possible before they begin treatments. This step may include reviewing or updating information about a student's ...

- Likes
- Dislikes
- Ambitions
- Challenges

Ultimately, the goal is to get to know each student personally to match them with the right treatments and professionals who can help.

In a general school system, ABA practitioners follow the teacher or class schedule. However, this can be a big problem for autistic students as they may find it difficult to follow a routine that comes with limitations.

For example, many children with autism find it hard to sit still for long periods. They may also feel confined to being in one room for an entire day.

This is why Potential relies on an individualized model for students to give them more freedom to be themselves. This way, paraprofessionals can combine the need for a routine without making students sit at a desk all day.

There are about 32,603 ABA therapists employed in the U.S., but it still isn't enough to give every child and adult the ABA services they need and deserve. This is because the industry itself often experiences numerous setbacks such as:

- A lack of funding
- Limited availability of paraprofessionals
- Time-consuming, yet necessary training for new staff

In fact, Potential employees don't begin working after being hired for about 3 – 4 weeks because they are being trained to provide top-notch ABA services.

// The work we do is challenging. We don't just hire a warm body. We are in this and invested in the services we provide because we want to do right by the people we serve. // — Karen Y.

We believe that ABA services should be available to all who need them, especially in public school systems that all too often lack any ABA support at all.

The individualized work of trained professionals makes all the difference in the services provided to learners. We are grateful to have donors that understand the life-saving impact that is made through their generosity. First-rate training combined with the proper support puts Potential's students at an advantage to learn the skills needed for success. through POPs and their work is far-reaching.

// It is helpful that we can create custom programs for all students. We have students who are working on reading, math, and science ... If they learn reading better in the morning, we do it in the morning, and if they do it better in the zen den, we do reading there. If they need to go on a walk once an hour to have a calmer body, that's what we do. //

— Karen Y.

A BIG THANK YOU TO ...

A&A Mechanical Services
Action Karate Newtown
Nicola Amato
Ananta Creative Group
Nancy and Roger Anderson
Applebees Grill & Bar,
Newtown
Karen Applegate
Nancy Aulett
Aurora Home Care
Rick Bagshaw
Bake Ability
Maritza Barrantes
Michael and Melissa Barron
Michele Beaver
Donald and Melody Beck
Chris Bennett
Joseph Gary Blair
M. Dale and Carol
Borneman
Stephenie Borzok
Michael Bostancic
Bernice Boyle
Sylvie Brien
Bucks County
Commissioners
Bucks County Glass
George Burbage
Carmel & Associates
Chief's 10 Smokehouse
Tony Cojocarú
Kenneth Cook
United Crepes
Melissa DeVincentis
Dominick Diiorio
Richard Doyle
Marie Doyle
Eagle Power Turf and
Tractor
Kurt Eberling Jr.
Gene Epstein
Kristi Erickson
Penelope Ettinger
Heather Fagan
McKenzie Fagans
Steve Fahey
Tom Fahey
Paul Farthing
Stacy Favoroso
Fidelity Charitable
Fran's Pub
Craig Gallun
Gabriel Garfield

William I. Gaunt
Bob Geisheimer
John and Elizabeth Gemmi
Gemmi Construction, Inc.
Kayla George
Jarred Goeckeler
Goodnoe Farm Dairy Bar
Chris Gordon
Sue Gregory and Ted Reiss
Cynthia Grob
Nicholas Grote
Wayne Grovatt
Jena Gutshall
Tiffani Harris
Virginia Heine
Edna Hennelly
James Hering
Joey Herrschaft
Hilltown Services
Anthony Hourmouzis
Thomas Hynes
Shana Kaczmarek
Lucas Kelly
Kathy Kientzy
Jeffrey Kircher
Richard and Donna Kircher
Kircher Electric
Lisa Kogan
Kona Ice
KPMG Gives c/o Bergen
County's United Way
Ted Kuriger
John Lang
Lang's Kitchen & Bath
Kyle Leaper
Colyn Locker
Locker Creative
Diane Loomis
Charles and Arlene
Luzenski
Mark Lynders
Carl and Rita Maio
Mammoth Military Surplus
Mary Mancini
Patricia Marks
Grace Martin
Paul Maselli
Maselli, Mills, & Fornal, P.C.
Elliott and Debra Maser
Kevin McCabe
Robert McKain
Julie Meyers

David Meyrick
Terry Michaels
MLH Design Enterprises
Vincent and Karen Modes
Bob Moyer
NAC Have a Heart
Foundation
Newtown Athletic Club
Northwestern Mutual,
Bucks County
Clara Ogundele
Paychex
DJ Pennett
Lindsay Perkins
Matt Peters
Greg Piefka
Ellen Podolsky
Dana Pritsker
Kymyetta Oglesby
Quality Plumbing & Drain
Cleaning LLC
Charles and Marilyn
Quattrone
Kristine and Brad Quinby
Thomas Rice
Carmen Rodriguez
Roof Rejuvenate of
Pennsylvania
Gail Rose
Amanda Rossi
Rotary Club of Newtown
Amy Rotolo
Jeffrey Rush
Richard and Mary Lou
Sander
Skip and Sharon
Schanbacker
School District of Borough
of Morrisville
Richard Schwartz
Richard Scully
Brittini Sennett
Matthew Sherlock
George Simpson
Benjamin and Cindy Singer
Gregory Smith
Charles Spencer
Stephen and Kathleen
Spencer
Kristin Spencer
Spencer Insurance
Agency, Inc
St. Marks Orthodox
Church in America

Webb Stone
Christopher Stone
Nick Swartz
Joe Tasey and
Andreena Carrasquilla
Laurieann Tebben
Mark and Leslie Temple
Brian Termine
The Law Offices of
Clinton & McKain
Edward and Elaine
Tirello
Felix Tuccillo III
UrbanPonics
Yueh Walker
Hera Walker-Bradley
Web Eye Care
Weed Man
Richard Weisbrod
Jackie Whyte
Scott Wolfertz
Annie and Stephen
Worth
Worth & Company
Abbey Zurad

If you believe there is a mistake in our donor list, please contact the Office of Donor Relations at **(215) 579-0670** or **info@potentialinc.org**

2023 Car Show Sponsors

Lang's Kitchen & Bath
Action Karate Newtown
Ananta Creative Group
Applebee's Grill + Bar, Newtown, PA
Bucks County Commissioners
Carmel & Associates LLC
Diane Loomis Realtor, Keller Williams
Eagle Power Turf and Tractor
Gemmi Construction, Inc.
Gene Epstein
Jag-One
Kircher Electric
Lang's Kitchen & Bath
Locker Creative
Mammoth Military Surplus
Maselli, Mills, & Fornal, P.C.
New Hope Community Church
Newtown Athletic Club
NAC Have a Heart Foundation
Newtown Rotary Club
Northwestern Mutual Bucks County
Passanante's Home Food Services
Paychex
Philadelphia Insurance Companies
Pro-Coat Painters
Quality Plumbing & Drain Cleaning LLC
The Law Offices of Clinton & McKain
Roof Rejuvenate of Pennsylvania
Spencer Insurance Agency, Inc
UrbanPonics
Weed Man
Worth & Company

In Memory Of

Richard Scully in memory of Stanley Gualtieri
Jackie Whyte in memory of Stanley Gualtieri
Grace Martin in memory of Stanley Gualtieri
Jeffrey Rush in memory of Stanley Gualtieri
Mark Temple in memory of Stanley Gualtieri

In Honor Of

Lisa Kogan in honor of Danny K
Marie Doyle in honor of Bridget and Molly Doyle
Penelope Ettinger in honor of Kristine Quinby
Abbey Zurad in honor of Richard and Marie Doyle

OUR DONORS

2023

A Gift That Keeps Giving: Transforming Lives Through Dedicated Staff

In the heart of our organization's mission to empower and support autistic individuals, one donor's remarkable gift has brought new possibilities for our community. This year, we are thrilled to share the story of Dick Doyle, whose generous donation has had a profound impact on our ability to provide high-quality treatments and care.

Mr. Doyle has always had a deep-seated belief in the potential of every individual, regardless of their challenges. He understands that with the right support, autistic individuals can achieve incredible milestones and lead fulfilling lives. A longtime supporter, when he learned about the specific work of staff in providing treatments and therapies, was moved by our commitment and wanted to contribute in an even more meaningful way.

His generous gift was specifically directed towards hiring and training new staff members. Understanding that service quality hinges on the expertise and dedication of our team, Mr. Doyle saw this as a crucial investment. With his support, Potential was able to recruit talented professionals and equip them with the specialized training required to work effectively with autistic individuals.

The impact of Mr. Doyle's donation has been nothing short of transformative. Our new staff members bring fresh perspectives, innovative approaches, and a renewed sense of passion to their roles. They have undergone rigorous training programs, including certification as a Registered Behavioral Technician, a 40-hour program. We go a step further and require our team to complete our in-house ABA "Bootcamp" which includes nearly 120 additional hours of classroom time, observation and roleplay work. Our staff gain expertise in evidence-based treatments and therapeutic techniques tailored to the unique needs of autistic individuals.

One of the most touching moments came when a young boy named "Lucas" (name changed) reached a milestone recently. Lucas struggled with communication and social skills, making it challenging for him to connect with others. With the support of our newly trained staff, Lucas is beginning to make remarkable progress. He has started to communicate more effectively, looking for ways to calm himself when agitated. On one occasion, Lucas independently used one of the tools in his personalized program to de-escalate himself after a trying situation.

Lucas's story is just one of many that highlight the profound impact of Mr. Doyle's gift. Thanks to his generosity, we have been able to expand our team, enhance our services, and reach even more individuals and families in need. Every day, we witness the transformative power of dedicated staff who are committed to making a difference in the lives of autistic individuals.

Mr. Doyle's gift serves as a powerful reminder of the ripple effect that philanthropy can have. His generosity has not only improved the quality of our services but has also brought hope, joy, and brighter futures to countless individuals and families.

Vision for 2024



Present greater transparency and communication with funding partners in an effort to raise our visibility as a leading nonprofit organization in the field of autism treatments.



Raise funds to train and retain additional staff as part of our commitment to serve our growing community of young people and adults seeking autism treatment.



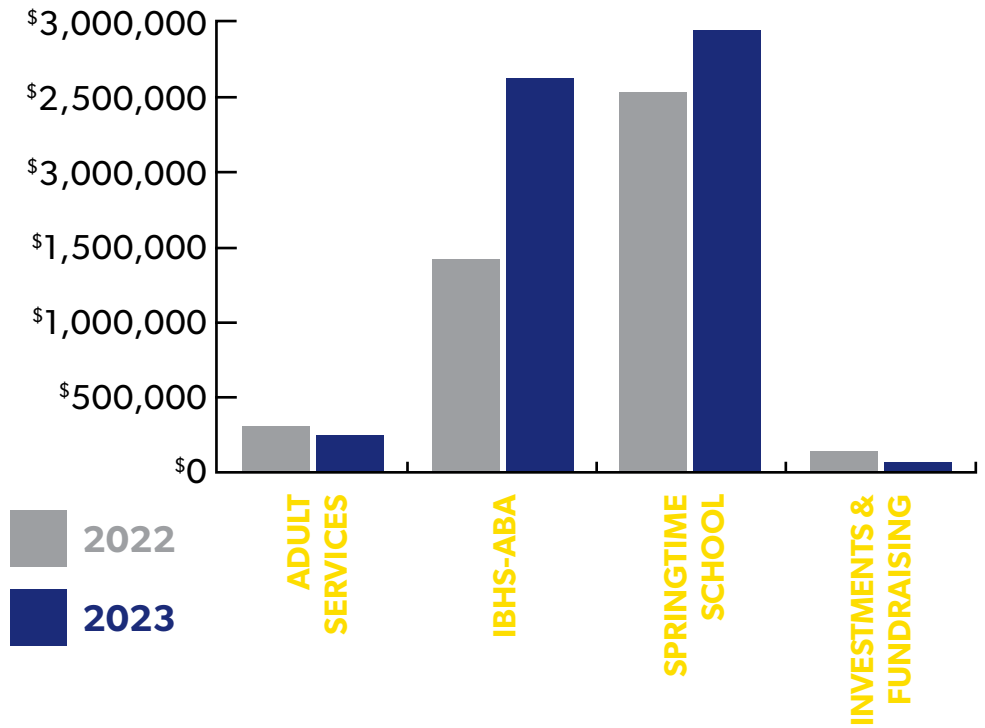
Provide high-level training and opportunities for current and incoming staff that is rooted in the most current evidence-based research, with the goal of providing the best service possible for clients.



Continue to support our staff with competitive salaries and benefits and strive to maintain our status as a most supportive workplace environment for professional and personal growth.

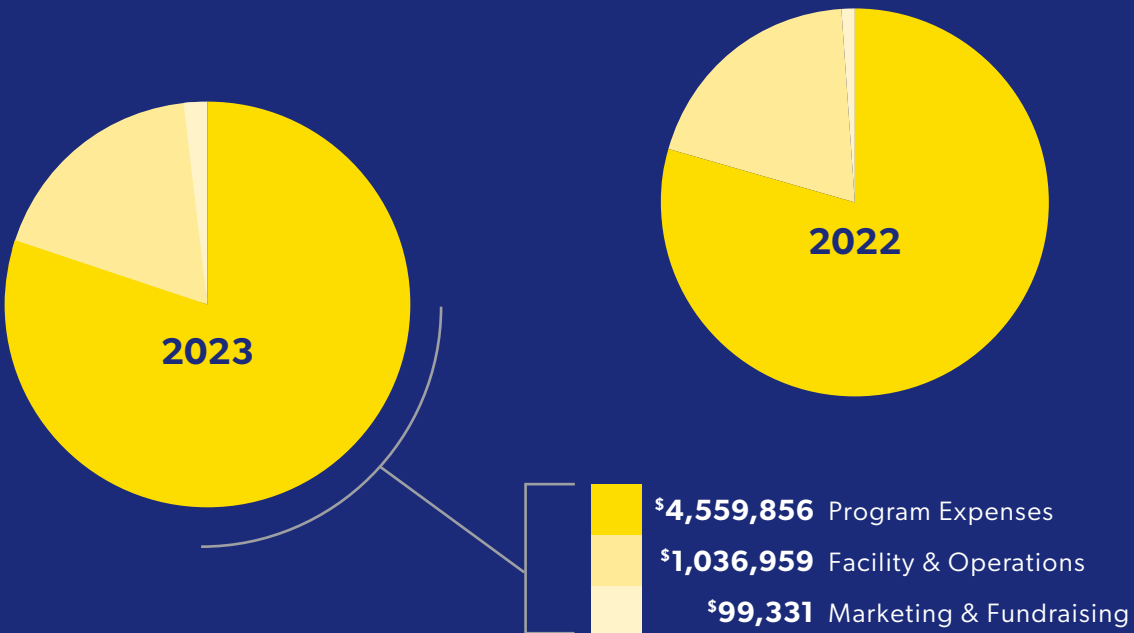
2023 REVENUE

\$5,907,401



2023 OPERATING EXPENSES

\$5,696,146





Potential, Inc.
170 Pheasant Run, #100
Newtown, PA 18940

potentialinc.org



Potential, Inc. is a 501(c)3 charitable organization. Gifts are deductible to the full extent of the law for federal income tax purposes.

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.