



EMPOWERING
POTENTIAL

2024
ANNUAL
REPORT

WE TREAT AUTISM
POTENTIAL

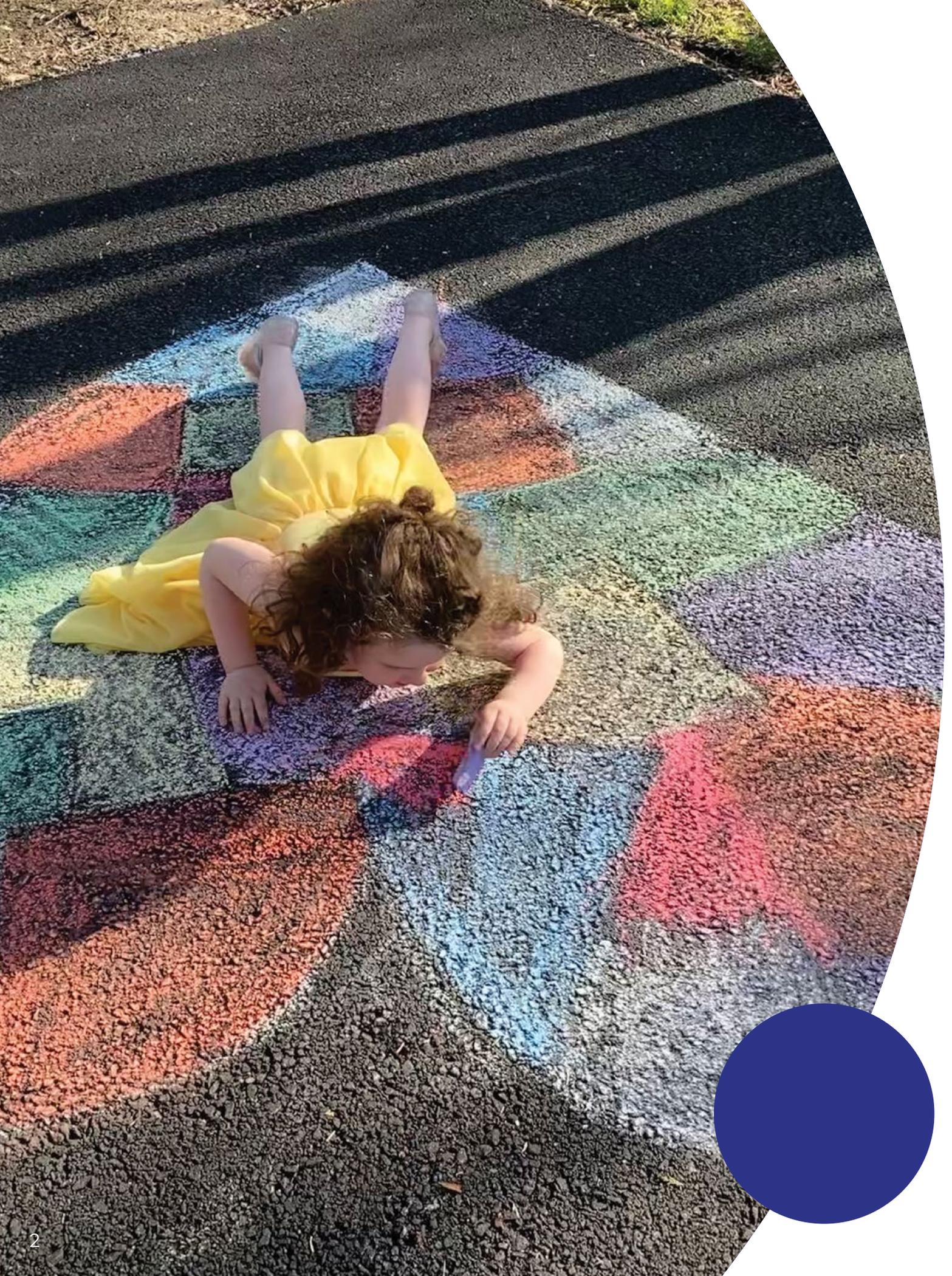


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Dear Friends and Supporters,

Looking back on 2024, we are filled with both gratitude and pride for the strides we've made in fulfilling our mission. For 19 years, Potential has been a trusted partner in our community — supporting individuals with autism and behavioral health challenges through personalized, evidence-based programs.

This year brought meaningful milestones — and a few challenges. As many of you know, weather forced the cancellation of our annual car show in 2023 and reduced turnout again in 2024, making your support more important than ever. On a brighter note, we launched our **FUNDamental Kitchen Campaign**, began planning our future **Apartment & Wellness Space**, and moved our administrative team to a new location — making room for more students at our growing Springtime School. The outpouring of community support has been truly inspiring, and with your continued partnership, we look forward to making even more dreams realities in 2025.

Our core programs — **IBHS-ABA, Springtime School, and Adult Services** — continued to evolve in 2024, helping individuals build communication, social, and independent living skills. These life-changing outcomes are made possible by the incredible work of our team, the resilience of those we serve, and the commitment of people like you.

Your support made it possible for us to train more professionals, provide timely ABA services, and reach more individuals in need. The impact is both immediate and long-term: improved behavioral and social skills, greater independence, and stronger

futures for our clients. These day-to-day achievements — often taken for granted by neurotypical individuals — directly improve the quality of life for families and contribute to the long-term health of our community.

What many don't realize is that **Potential is a nonprofit organization**. While some of our services receive reimbursement, including Medicaid, these funds do not fully cover the cost of the personalized care we provide. That's why **community support is so essential** — especially as we work tirelessly to create space for the 350+ individuals currently on our waitlist. Many families wait months or even years for services that are most effective when delivered early. These delays can have a profound impact on a child's development, well-being, and long-term potential.

Thank you for your time, your trust, and your commitment to making a difference. We invite you to continue this journey with us. Together, we are building a more inclusive future — one where individuals with autism can thrive at home, at school, and in their communities. Whether through giving, advocacy, or helping us share our story, **you are helping unlock potential every day.**

With heartfelt thanks,



Kristine Quinby, MEd, LBS, BCBA
Founder, President & CEO,
Potential and Springtime School

Clearing the path. Changing lives. Thank you!

At Potential, we believe that every individual with autism has the potential to live a fulfilling life. Every day, more families receive an autism diagnosis—and with it, come questions, fears, and the urgent need for a clear path forward. Because of you, the path is clearer — and the future is brighter for families to receive life-changing and life-saving services!

Volunteers and Donors: The Heart of Our Mission

We simply could not do all that we do without the incredible dedication of our volunteers and the generosity of our donors. Their compassion, time, and support make it possible for individuals with autism — and their families — to thrive, grow, and connect within a supportive community.

Volunteer Impact

In 2024, volunteers were at the heart of everything we accomplished. Over 100 generous individuals gave more than 400 hours of their time to make activities more inclusive, bring our community together, and lend a helping hand at events. From standing by Potential at our annual Car Show for Autism and showing up at community events helping with fundraising and outreach, our volunteers brought kindness and passion to everything they did, all in support of individuals with autism. We are deeply thankful to every volunteer who gives their time and heart to our mission. Through their compassion, we are reminded each day that inclusion flourishes when people come together.

Donor Impact

Our donors make it possible to turn compassion into action. In 2024, over 200 donors and supporters came forward to help Potential expand our programs for children and adults with autism and their families. Because of their generosity, we were able to kickstart our FUNdamental Kitchen Campaign, increase services for more Springtime School students, and provide more resources to individuals and families needing our assistance. Every contribution — whether large or small — helps foster inclusion, independence, and empowerment. Our donors are more than supporters — they are true partners and advocates, ensuring that individuals on the autism spectrum gain the support and opportunities they need to reach their full potential. We are deeply thankful to every volunteer who gives their time and heart to our mission. Through their compassion, we are reminded each day that inclusion flourishes when people come together.

Together, We Make It Possible

To every person who has given time, energy, or resources: **THANK YOU!** You are changing lives, building inclusion, and helping us create a community where individuals with autism can access the support and opportunities needed to thrive.

You Can Make a Difference!

Scan to donate or volunteer today. Your involvement fuels hope, growth, and independence for individuals on the autism spectrum.



“What Potential has meant to Evan and my family is, it gave us hope. When you first get the diagnosis, your world is kind of crashing and you don’t know what to do and you don’t know who to go to... And finding a place like Potential really just gave me hope that he could maybe one day lead an independent life—and that’s what we hope for.”

— *Melissa, Parent*

“It was really the first time that anybody had thrown any kind of lifeline...I really can think of no more important thing that Potential can be doing right now than eliminating that wait list.”

— *Steve, Parent*

“I feel my son has accomplished so much being a part of Potential. He can now hold a conversation, show empathy, problem solve, and monitor emotions. He has grown so much. Honestly, I don’t know how my family would have kept going without the support of Potential.”

— *Potential Parent*

Our Valued Supporters

Thank You for Making our Mission Possible!

2024

Adorn Me
AKD Property LLC
Grace Alarcon
Donald and Melody Beck
Andrea Bevilacqua
Ingrid Bimba
Leroy G. Blimegger Jr.
Michael Bostancic
Hera Walker-Bradley and
Wayne Bradley
Sylvie Brien
Bright Funds Foundation
Lacey Carroll
Lisa Cartwright
Theresa Chancey
Miguel Chero
Angela Clark
Tony Cojocar
Patrick Collins
Comedy Cabaret
Kenneth Cook
Barbara Crockett
Robert Cullen
Marlene Delacruz
Joel DiGiacinto
Katherine Dondero
Barbara Dougherty
Bridget Doyle
Casey Doyle
Molly Doyle
Richard and Marie Doyle
Maria Evan
Heather Fagan
James Farrell
Jill Ferro
Derek Fitzgerald
Kristen Flade
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Partnership
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Colleen Gallagher
Gabriel Garfield
Robert Gaynor
Ashlee Gehman
Lauren Gervasio
Jarred Goeckeler
Lauren Goodwin
George Goss
Desiree Green
Sue Gregory
Cynthia Grob
Anthony Gualtieri

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Brianna Haines
Nancy Halpin
Emily Hammer
Susan Hayes
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Linda Ventola
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Jason Yager
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Imani Young-Butler

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Pearl & Elizabeth



Elizabeth's journey with her daughter, Pearl, has been one of advocacy, resilience, and discovery. Reflecting on Pearl's growth, Elizabeth shares:

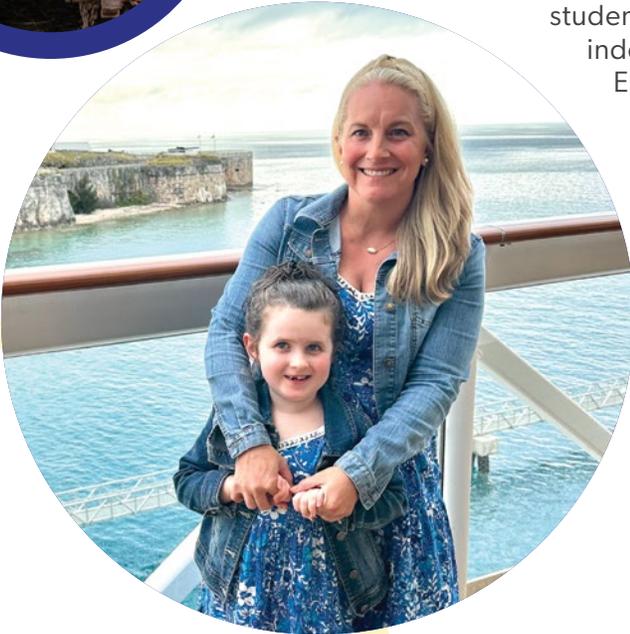
"Pearl thrives in interactive environments—settings where hands-on learning and social interaction are at the forefront."

This perspective has shaped some of Potential's newest initiatives, including the FUNdamental Kitchen and the Apartment & Wellness Area, designed to foster experiential, real-world learning. Through these programs, students like Pearl will build practical skills, confidence, and independence that will support them throughout their lives. Elizabeth also highlights the tangible impact Potential has had on their daily life:

"The programs at Potential provided Pearl with the tools she needed to manage her behaviors and build essential life skills, from social interactions to daily routines like managing her hair."

By combining structured behavioral support with interactive, hands-on experiences, Potential has made a meaningful difference in Pearl's growth and development. Elizabeth's story demonstrates the value of personalized, compassionate care, and underscores how family insights help guide the creation of programs that truly equip individuals with autism for lifelong success.

Excerpted from Potential's Blog, Elizabeth & Pearl — A Mother's Journey in Autism Support | IBHS-ABA Services



Donor Spotlight

Raj Prabhakaran

We are deeply grateful to Raj for his generous support and continued partnership as a donor, board member, and volunteer. His support reflects a deep belief in Potential's mission and a shared commitment to creating opportunities that empower individuals with autism, strengthen families, and shape a more inclusive community.

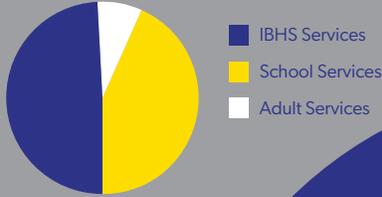
Raj (left) is a Management Consultant, helping enterprises to transform into world class organizations, his wife Usha (center) works as the Global HR Head, focusing on people and company culture and their son Sid (right) is a freshman in high school. Raj, Usha and Sid along with their loving pet Niko live in the Princeton area.

"I support Potential because I believe in empowering children with autism to reach their full potential. Volunteering allows me to make a tangible difference, helping provide crucial resources and support. Volunteering with Potential is incredibly rewarding, as Potential helps fostering an inclusive community where every child has the opportunity to thrive."

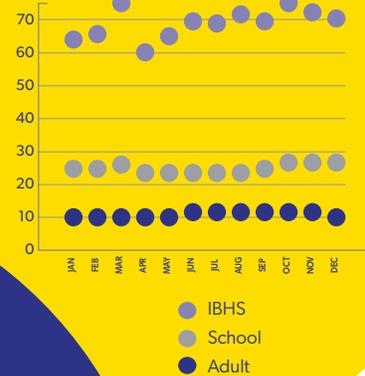


Report Card

Service Hours Provided



Client Count



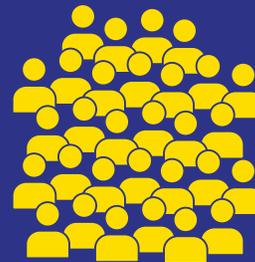
2024 Initiatives

Added Assistant Training Coordinator

Conducted 17 training cohorts



Trained 20 IBHS interns

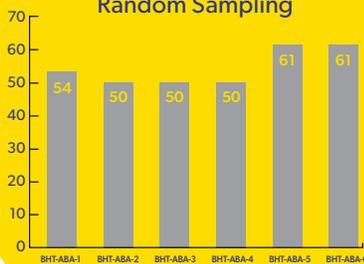


Trained 30 BHTs



5 employees passed BCBA exam

BHT-ABA Initial Training Hours - 2024 Random Sampling



Direct Supervision Hours

3,000

OVER 3000 Hours of Direct Supervision Provided to our BCBA's and Behavior Health Technicians, serving our IBHS Program

FUNdamental Kitchen

This kitchen renovation project at Springtime School aims to create a safe, engaging environment where students can develop essential life skills through cooking.

Thanks to the generosity of our Founding Partners thus far, the FUNdamental Kitchen Campaign is underway — and with continued support, we look forward to bringing this transformative project to life in 2025. Your support can help us cross the finish line. Join us in empowering students with skills that last a lifetime and bring the FUNdamental Kitchen to life!

Program Highlights

1. IBHS-ABA

(Intensive Behavioral Health Services - Applied Behavior Analysis)

Our IBHS-ABA program offers individualized therapy to children and teens, addressing behaviors, communication, and social skills.

- 5 staff passed their BCBA exam
- Added 2 classrooms and 12 clients at our Levittown location
- Presented a poster at ABAI 2024 in Philadelphia
- Updated training program

2. Springtime School

The Springtime School provides a year-round, private school educational setting for children with autism.

- Two students celebrated their graduation
- Three new students joined the program
- The PAES Lab began active use, providing new opportunities for hands-on skill development and learning.
- Three staff members earned their Master's degrees in Psychology with a focus in ABA—an outstanding professional achievement!
- A new teacher joined the team, adding valuable expertise and support to the program.

3. Adult Services

Our Adult Services program supports individuals over 21 through the Adult Autism Waiver, offering services such as community inclusion, job finding, and behavior support. This year, we facilitated several successful job placements and community engagement opportunities, empowering adults with autism to lead independent and fulfilling lives.

- Over the past year, we supported adults with IDA or autism to become more independent in their everyday life
- Teach appropriate boundaries with others
- Support building positive relationships with others in the community

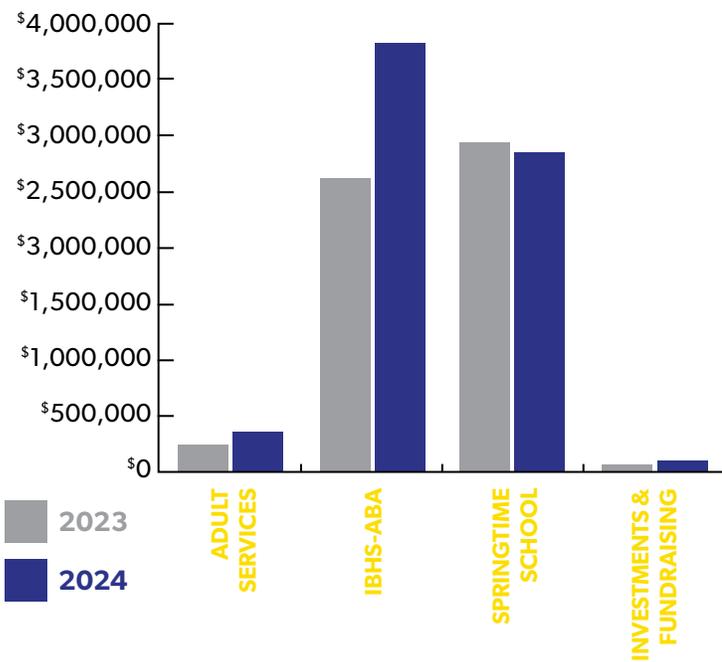
4. Our Team

- Awarded Top Workplace 2025 by The Philadelphia Inquirer
- Over 150 interns are waiting for an opportunity to complete their internship with us.
- Partnered with over 25 universities, as well as several community-based workforce development programs to support our growing recruiting needs.

From Support to Services – Investing in & Empowering Lives

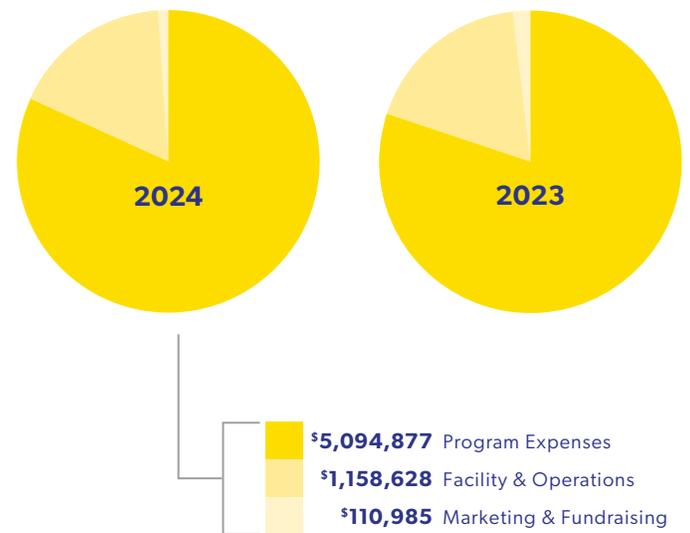
2024 REVENUE

\$6,951,609*



2024 OPERATING EXPENSES

\$6,364,492



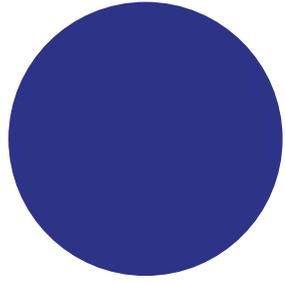
*Potential's audited revenues for 2024 were \$6,989,524, of which only 9.8% (\$688,229) was spent on general and administrative expenses.

Looking Ahead

Because of you, we can remain focused on expanding our services, enhancing our programs, and fostering a community where individuals with autism can thrive.

Acknowledgments

We extend our deepest gratitude to our donors, volunteers, and partners for their unwavering support. Your contributions make our work possible and help us empower individuals with autism to realize their full potential.



 **WE TREAT AUTISM
POTENTIAL**

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

potentialinc.org



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