

2018 REPORT TO THE COMMUNITY

OUR 15 YEAR JOURNEY



Adler Aphasia Center is a 501(c)3 non-profit organization.

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www.AdlerAphasiaCenter.org

With Aphasia Communication Groups in:

Belvidere, Bridgewater, Haddonfield, Hammonton, Maywood, Monroe, Morristown, North Bergen, Scotch Plains, Toms River

WHO WE ARE

The Adler Aphasia Center is among the largest and one of the few free-standing long term aphasia treatment centers in the world dedicated to providing a therapeutic environment of innovative



programming for people with aphasia and their caregivers. Since 2003, we have offered help and hope to stroke and brain injury survivors by teaching our members new communication skills, while offering opportunities to engage with others with aphasia and to re-engage in their communities. We are dedicated to improving the quality of life for the families and the caregivers themselves through professional support. Aphasia is a communication disorder that affects 40% of all stroke and brain trauma survivors. In NJ, there are an estimated 70,000 people with aphasia and nationally, 2.5 million. We operate two full service facilities with programming four days a week in Maywood and West Orange, NJ and 11 Aphasia Communication Groups, a less intensive program offered twice a month in the NJ towns of Belvidere, Bridgewater, Haddonfield, Hammonton, Maywood, Monroe, Morristown, North Bergen, Scotch Plains and two in Toms River.



OUR FOUNDER'S MESSAGE

In the fifteen years since our founding, I am humbled to tell you that our Center has grown to become an international leader in aphasia rehabilitation, ensuring that anyone living with aphasia and their families have the opportunity to build a better quality of life. I hope you'll join me in celebrating the progress every one of our members has made,

the powerful lessons we have learned from one another, the partnerships we have built along the way, and the journey ahead as we work toward an even stronger vision for the future of the Center and for the aphasia community.

Remember, it's all about the journey, my friends!
With gratitude and appreciation,

Elaine Adler



OUR BOARD CHAIR'S MESSAGE

The past year has been a very exciting journey for us. Looking back we saw the Center continue to expand our programs throughout the state; we experienced growth in our Aphasia Communication Groups, which now number eleven in NJ; we increased member participation in our Virtual Aphasia Groups, connecting others with aphasia who are homebound

or unable to attend an aphasia group because of distance; and our core programming touched more people living with aphasia and their families than ever before.

Looking forward, we are currently formalizing a new Strategic Plan - one that will provide a clear mission and a strong vision that will build our relationships and strengthen our community impact, while shaping our Center's future. I am also pleased to note that the State has completed its appointments of the Mike Adler Aphasia Task Force. Center members with aphasia, Ken Albrecht and Jackie Koury, former caregiver and now caregiver facilitator in Bridgewater, Don Martone, Dr. A.M. Barrett, a member of our Research & Education Advisory Committee, Dr. Mary Jo Santo Pietro, a member of our Speech-Language Pathology Advisory Committee, as well as myself have been appointed to this ground-

breaking committee. This Task Force's primary purpose is to increase the provision of support services to all people living with aphasia throughout NJ. Thanks to the Adlers, who have been instrumental in raising awareness about aphasia worldwide, the impact of aphasia on the lives of NJ residents has now been formally brought to the forefront. Join me in continuing to support our Center's journey as we move forward into our 16th year.

Cordially,

Charles P. Berkowitz



OUR PRESIDENT AND CEO'S MESSAGE

Joining the Center in fall, 2018 felt a little like marrying into an extended family. With warmth and enthusiasm, I was welcomed by members, staff and the community. What I quickly realized is that the Center is an easy place to be. A place where people newly diagnosed with aphasia can be enveloped in understanding and camaraderie; a place where staff

pour so much of themselves into everything they do; and a place that weaves the intentions that Mike and Elaine set many years ago throughout its daily activities.

2018 marked the close of an ambitious and successful \$1.5 million capital campaign, the expansion of services with our Virtual Aphasia Groups, and the culmination of 15 years of growth, development, learning, evolving and striving to meet the needs of people with aphasia in NJ and beyond.

Looking ahead, we recently embarked on a strategic planning process to cast our vision for the next 3-5 years. Our plans are earnest, creative, innovative and lofty. Our vision is simple: to reach everyone affected by aphasia. It is my privilege to serve as President and CEO as we fulfill our mission to enrich the lives of people with aphasia, their families and communities.

With sincere appreciation,

Chantelle Walker

OUR 15 YEAR JOURNEY

Our fifteen year journey to help people with aphasia and their families build a better quality of life has taken us on a sometimes winding path, one less travelled, navigating uncharted territory while pushing ever forward. In our 15th year, we continue to adapt, evolve and grow in our efforts to offer the highest quality of programming and services available for those who struggle with this communication disorder.

Here are highlights to remind you just how far we've come on **OUR JOURNEY** since 2003:

- We have held 39,960 Life Skills group sessions for our participating members.
- We have educated 13,361 healthcare professionals and students in 533 venues.
- We offer Aphasia Communication Groups in 10 NJ towns to include: Belvidere, Bridgewater, Haddonfield, Hammonton, Maywood, Monroe, Morristown, North Bergen, Scotch Plains and two groups in Toms River.
- *Something Special* has grossed nearly \$400,000 in sales since its inception since 2009.
- We introduced Virtual Aphasia Groups, incorporating the same model we use at our Centers – supportive communication groups – but from a distance. This new concept is a way to expand our technology program, helping to overcome and eliminate transportation or mobility barriers, diminishing the feeling of isolation.
- Since we formalized our research program in 2008, we have presented 15 poster, platform, or round table sessions detailing our research findings and highlighting our

programming at national conferences; partnered with more than 21 institutions, university professors, and students supporting a range of aphasia research; published 5 articles in peer reviewed journals; and have been featured in 1 professional podcast.

- Our Caregiver Support Groups are now offered in three NJ locations, twice a month.
- Thanks to the success and interest of our *Something Special* jewelry and gift design group, this program has become a segue to build valuable corporate partnerships. By educating corporate employees about

our program and aphasia, we are piquing their interest to develop these partnerships into long lasting support. Some of our corporate partners include Becton Dickinson, UPS, Eisai, Novartis, Deloitte, AT&T, CIT Corporation, Dun & Bradstreet and Merck.

- We unveiled our 15th Anniversary Campaign in 2015 with a goal of raising \$1.5 million by 2018, our 15th anniversary, to ensure that the vision of Mike and Elaine Adler lives on. As of December, 2018, we raised \$1.45 million or 97.2% of goal.



HIGHLIGHTS FROM OUR JOURNEY 2003-2018



2003

Maywood Center opens in August



2004

Introduce Center at National Aphasia Association conference



2005

1st NJ Resolution marking June as National Aphasia Awareness Month



2006

Receive national coverage in Wall Street Journal and CBS News

• 1st Drama Club musical production features Wizard of Oz



OUR JOURNEY TO REHABILITATION IN 2018

Our Life Skills Program is designed to enhance the communication skills of people with aphasia, providing opportunities for social and peer support, and build their self-esteem and self-confidence to help them lead productive lives. This program, serving those primarily residing in the counties of Bergen, Essex, Morris and Union, is led by speech language pathologists with the support of volunteers, includes group activities focused on new communication strategies and techniques, reading and writing, advocacy, education and training groups and activities such as art, drama, cooking, exercise, and public speaking. We have provided over 26,000 service units of programming to more than 100 members with aphasia throughout the year in more than 50 innovative discussion group activities in Maywood and West Orange.

Our Technology Program provides critical support to people with aphasia using assistive technology to improve their communication skills. With tremendous advances in the development and use of mobile technologies, the Adler Aphasia Center has become a world leader in adapting technology to reinforce the communication skills in our



members' everyday lives. Surveys were administered in 2018 to our members participating in our Technology program's project based groups. Results showed that 87% of members stated that their iPad skills improved; 67% of members stated that their reading skills improved; and 48% of members stated their writing skills improved.

Our Research Program focuses on demonstrating the efficacy of our model to expand the understanding of aphasia rehabilitation. Conducting annual assessment testing and satisfaction surveys, the research staff is realizing our program's impact on functional communication and on perceived quality of life for those with aphasia. In 2018, members reported positive experiences across survey areas indicating that they generally feel participation in the Center's program is beneficial, as it relates to the survey areas. The areas with the highest percentage of member reporting gains since joining the Center related to improved overall communication, increased knowledge of aphasia, improved friendships and increased comfort interacting in the community.



Our Caregiver Program offers ongoing caregiver support groups facilitated by life coaches who lead group conversations around mutual concerns and educate participants about local resources as well as provide them with specific communication strategies that help them interact more effectively with their loved ones. With three locations now offering Caregiver Support Groups in Maywood, West Orange and Bridgewater, we offered 138 formal caregiver support groups in 2018 with an average of 30 caregivers participating each month.



2007

Adler Aphasia Center opens at Hadassah Academic College, Jerusalem

Maggie's Café opens



2008

Launch WAAC, our in house video news station, starring our members

Launch formal Research program



2009

Something Special program is established

Staff SLPs present posters at the Clinical Aphasiology Conference for first time



2010

Research Based Individual Treatment begins



2011

Research findings conclude that after 1 year of participation in our program, people with aphasia report an improvement in functional communication and perceived quality of life



2012

Satellite program opens in West Orange

Introduce Technology group program to members using iPads and other mobile technologies

OUR JOURNEY TO CONNECTION IN 2018

Our Something Special Program is a member-run boutique offering unique hand-crafted jewelry and gift items made by our members. All proceeds support the Center's programs, services and scholarships. This vocational project-turned-small business allows our members to engage with the public to showcase the products that they personally designed; to learn new business skills thanks to monthly business meetings; to advocate for aphasia; and to express themselves in a way that doesn't define them by their aphasia. In 2018, *Something Special* earned \$61,900 in revenue with 45 members with aphasia donating 3,410 man hours to craft and sell 5,331 gift items. The program also partnered and connected with 10 major corporations by selling *Something Special* items in corporate facilities.



Our Aphasia Communication Groups

meet 2 hours twice a month in Belvidere, Bridgewater, Haddonfield, Hammonton, Maywood, Monroe, Morristown, North Bergen, Scotch Plains and Toms River, NJ. The goals of these less intensive groups are to help people with aphasia learn to cope

with the challenges of living with aphasia; to give them practice with speaking; to show them alternative communication strategies; and to connect them to others with aphasia. The most significant impact as a result of these groups are the outcomes – the number of people with aphasia who participate in these groups averaged 81 participants each month - confirming the need for more long term aphasia treatment throughout NJ.

OUR JOURNEY TO AWARENESS IN 2018

Our Advocacy, Education and Training Program

was established to give our members the opportunity to enlighten and educate others about aphasia by working to build local and national awareness. Members are involved in the training and education of weekly visitors, comprised of healthcare professionals and students. In this setting, visitors hear from members about living with aphasia and their unique communication concerns. With the goal of increasing access to care, entitlements, and vital services for people with aphasia, specific strategies are given to visitors at each session. In Maywood alone, close to 530 medical residents, speech students and other healthcare professionals, nurses, occupational and physical therapists visited our flagship facility from 39 area hospitals, universities, rehabilitation centers, religious communities and service and civic organizations throughout NJ and the metropolitan region.

Our Community Outreach Program

is focused on increasing public awareness and understanding about aphasia and our Center. By fostering partnerships throughout our region and NJ, we are making vital

connections and having a profound impact on building awareness and advancing our shared goals and missions. In 2018, we reached close to 2,000 people in 62 venues throughout the state and the metropolitan region. Since 2003, more than 21,000 people in various communities throughout NJ and the entire metro region have learned of our program directly through this program.

Our Donors and Funders have served us well during our fifteen years of service to the aphasia community. They have passionately supported us and raised awareness about our mission, our operations and our research capacity, while being our strongest advocates for people with aphasia. Our donors and funders have had an immediate and direct impact on improving the quality of life of our members. We thank them for allowing us to keep our promise to the people we serve.

Our Volunteers continue to be our lifeline in ensuring that our members with aphasia are being served with the finest of innovative programming and services. From students to professionals to caregivers to retirees to corporate employees, more than 200 volunteers donated well over 10,000 hours of service to our programs throughout the state of NJ. Based on the 2018 national value of a volunteer hour being \$24.69, our Center's value of volunteer time is more than \$247,000. Giving their time and talent to the Center continues to make a vital impact on our services and we will forever be indebted to their contributions.



2013

Borough of Maywood renames West Hunter Avenue to Adler Way

•
1st Aphasia Communication Group launches in Bridgewater



2014

NJ Aphasia Study Commission meets - first in the nation

•
Establish 4 new Aphasia Communication Groups in Maywood, Morristown, Scotch Plains and Union



2015

Anniversary Campaign is launched in Fall to reach \$1.5 million goal by 2018

•
Volunteer corps of 125 people donate record 6300 hours of service



2016

Aphasia Communication Groups open in Hammonton, Monroe and Toms River



2017

Virtual Aphasia Communication Group is established with 34 participants

•
Mike Adler Aphasia Task Force created in NJ to ensure support systems for people living with aphasia

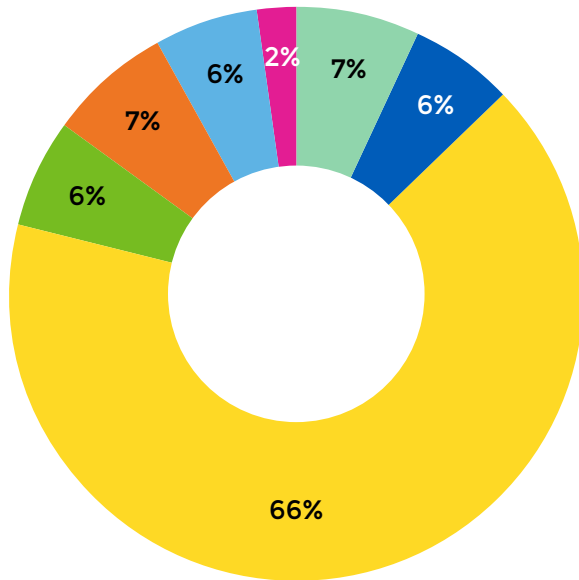


2018

Something Special program revenue surpasses \$400,000, providing 137 scholarships to people with aphasia since the program's inception in 2009

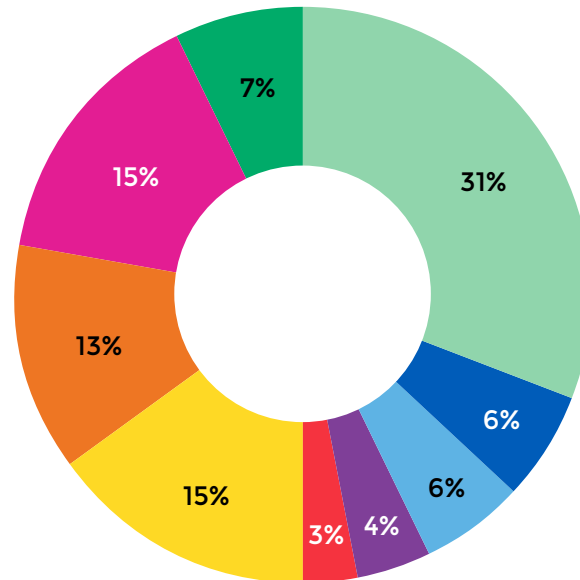
OUR SOURCES OF INCOME

Where the money comes from:



- Corporations
- Foundations
- Individual
- Government Grants
- Special Events
- Member Fees
- Something Special Revenue

And where the money goes:



- Life Skills
- Technology
- Something Special
- Education, Training and Outreach
- Adler at Hadassah Academic College
- Adler at West Orange
- Aphasia Communication Groups
- Management & Administration
- Fundraising

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- Mike Adler*

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*To err is human, to forgive is divine.
 We apologize for any errors or omissions.*

OUR ANNIVERSARY CAMPAIGN

Our Center's 15th Anniversary Campaign came to a formal close in December, 2018. With a lofty goal of raising \$1.5 million in capacity support for the Center, we successfully raised \$1,458,613 or 97.2% of our goal, helping to ensure the legacy that Mike and Elaine built for the aphasia community will continue for years to come.



We thank the following donors who have given to this campaign as of this publication date:

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