2019 Report to the Community

19

Reasons We're Proud of 2019

Full Service Centers
60 West Hunter Avenue, Maywood, NJ | 201.368.8585
760 Northfield Avenue, West Orange, NJ | 973.530.3981
1563 Old Freehold Road, Toms River, NJ | 862.239.7274

Aphasia Communication Groups
Belvidere, Bridgewater, Haddonfield, Hammonton, Maywood, Monroe, Morristown, North Bergen, Scotch Plains, Toms River
OUR PRESIDENT AND CEO'S MESSAGE

While much has transpired since 2019, it’s satisfying to look back on a year that set the stage for growth and development of the Center. Something Special celebrated a decade of opportunities for members and connection to the community, while at the same time realizing over $500,000 in scholarship funds raised for Center members through their efforts. Our Young Professionals Group was founded – an ambitious group of philanthropically minded young professionals from various backgrounds working together to raise friends for Adler Aphasia Center and introduce us to the next generation of community leaders. And our Aphasia Ambassadors program was launched – encouraging future clinicians who attend our advocacy group to stay in touch with us and educate their communities about aphasia.

Throughout, we laid the ground work for a 2020 launch of our Toms River full-service program, on-boarded new staff, welcomed many fantastic new members who quickly became treasured friends and celebrated yet another successful drama performance from the number one cast around. So while 2020 has thrown us some curves, we are proud of our 2019 accomplishments and the trajectory on which we entered this new decade. Of course our achievements are built from the strong foundation of community support that has been afforded us over the years. The generosity, commitment, and friendship from our community has, indeed, been our greatest gift of 2019.

Be well,
Chantelle Walker

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Elaine and Mike Adler*

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Research Associate/Life Coach
Tamara Heimlich, Ph.D.

Volunteer Coach/Development Associate
Stephanie Sigelkow

Executive Administrative Assistant
Amy May

Receptionist
Amy O’Leary

Program Assistants
Special thanks to Easter Seals for providing clerical assistance to our Center

*In memory 2003-2015

OUR FOUNDERS MESSAGE

When Mike and I founded the Center 17 years ago, we promised each other we would do everything in our power to change the quality of life for people with aphasia and their families. And I am thrilled to say we have kept that promise. I am so proud of the Adler Aphasia Center’s progress over the last 17 years as we have advanced our programs and strategies to build a better quality of life for our members and their families, while reducing their isolation by helping them build their communication skills. And we have our donors, our volunteers, our board of directors and staff to thank for this.

Together, we have collectively addressed our members’ and caregivers’ most pressing challenges while driving transformational changes in their lives. I hope you are as proud as I am of what we have built together.

With sincere appreciation,
Elaine Adler

The Adler Aphasia Center LEGACY SOCIETY

We hope you will consider a future gift to the Adler Aphasia Center. Through your estate plans, you can create a legacy of care and continue your support for individuals with aphasia and their caregivers.

The following information may be helpful to you and your advisors.
To get started, contact Chantelle Walker, Adler Aphasia Center CEO at cwarker@adleraphasiacenter.org or call 201.368.8585.

Legal Name: The Adler Aphasia Center
Address: 60 West Hunter Avenue, Maywood, NJ 07607
Federal Tax ID: 02-0687863

*In memory 2003-2015

The Adler Aphasia Center
Since our doors opened in 2003, we have offered help and hope to thousands of stroke and brain injury survivors and their families by rebuilding their communication skills, while offering opportunities to engage with others with aphasia and to re-engage in their own communities. 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.

While our actions speak for themselves, we wanted to share our more notable 2019 achievements with you. We hope these accomplishments will give you a sense of pride in your support of our Center.

1 Preparing for Growth. We made final preparations for the launch of our Toms River Center, our 3rd full service Center, making multiple community connections in Ocean County to secure an appropriate venue and hire new staff for a January, 2020 opening.

2 A First for Us. Our 1st Clinical Director was hired to support expansion of our programs and services. Karen Castka, M.S., CCC-SLP, long time Center speech therapist was promoted to fill this position. She has clinical oversight of all Adler therapeutic programming as well as the professional development of clinical staff.

3 A Community that Cares. Bergen County Sheriff’s Office and Benjamin Moore provided the labor and materials to refresh the walls of our flagship location in Maywood. In addition, a formal space was designed, decorated and furnished as a designated room to hold formal caregiver programs and as a caregiver retreat while waiting for their loved ones attending Center programming.

4 Thanks a Half Million! Something Special, our highly successful member-run jewelry and gift design program, celebrated its 10th anniversary by reaching $500,000 in total revenue. Supporting our Scholarship Fund, this program has provided 155 full scholarships to members since Something Special’s inception.

5 Connecting to New Communities. Our 11th Aphasia Communication Group was opened in Belvidere, NJ, serving Warren County. From our 1st Aphasia Communication Group in Bridgewater in 2013 to our newest Group, we have established ongoing therapeutic support for people with aphasia in 10 counties throughout NJ, assisting them to live more independently.

6 Caring for our Caregivers. We launched a monthly online caregiver newsletter, reaching close to 300 caregivers across NJ, connecting them to a larger support community. These informative issues feature a caregiver to caregiver segment – providing meaningful answers to pressing concerns they often experience.

7 Bilingual Services. With our Aphasia Communication Group in North Bergen facilitated entirely in Spanish, the need to translate our publications and brochures was vital. Thanks to Ramapo College students studying for their Spanish certificate in Health Sciences, this was successfully accomplished, helping us to raise awareness and reach more of the Spanish-speaking community in need.

8 Making Aphasia a Household Name. Formally launching our Ambassador Program, we are encouraging future clinicians who participate in our weekly Education and Training program to stay connected with us, to represent aphasia and our programs in their workplaces and their communities. We are proud that they intend to practice the supported communication methods we introduced to them during their visit.
9 Fundraising Matters. We hosted 2 successful fundraisers: Classic Cars and Cocktails, in which attendees had the rare opportunity to view priceless classic cars once owned by world leaders, famous screen stars and others; and our Sweet Sixteen Annual Gala, honoring our community’s finest aphasia leaders and advocates, while celebrating our 16th year of service, raising roughly $350,000.

10 You Gotta Have Heart! Our 14th annual musical production, Damn Yankees, featuring a spirited cast and crew of 36 members with aphasia, volunteers and staff, performed 2 shows to an audience of 400+ families, friends and fellow members with aphasia from around the state.

11 Volunteers Change Lives. 259 Adler volunteers donated a total of 12,280 service hours to our programs statewide. This translates to $312,280 in volunteer value, per the 2019 value of volunteer time at $25.43 per hour.

12 Valuable Funding Resources. Adler Aphasia Center received close to $600,000 from foundations and funders who generously supported our programs and services. More than 25 foundations annually support every aspect of our program. We are proud of the important company we keep with our community of patrons.

13 Leading Research Initiative. Director of Research, Audrey Holland, Ph.D., CCC-SLP, BC-ANCD, directed a collaborative project titled the AMTAS (Automated Method for Testing Auditory Sensitivity) study, the first of its kind assessing hearing in people with aphasia and their communication partners. This project examines the impact of hearing loss in either or both partners on communication. The effort is supported by Grason Stadler Corp. and includes aphasia programs at SCALE in MD and the Stroke Comeback Center in VA.

14 Vital Corporate Partnerships. Something Special hit their highest annual revenue, $65,365, since the store opened in 2009, selling 5,745 gifts supported by 47 Maywood members with aphasia who crafted inventory. Additionally, Something Special held event sales at 15 NJ corporations throughout 2019 offering exposure of our program to 18,523 employees.

15 Meeting Members’ Needs to Give Back. Our Community Partners Initiative was developed to create volunteering opportunities for our Maywood members to help them overcome communication difficulties, provide them with opportunities to mitigate their isolation and regain their self-confidence while helping other people in need. Our members are often recipients of volunteerism and charity, and have expressed the need to be givers, not just the recipients of aid from others.

16 Fostering the Next Generation. Our Young Professionals Group was formed to engage the next generation of civic leaders with mission-driven activities that incorporate networking and advocacy. These 8 inaugural members will promote the Center’s work through events that raise aphasia awareness in the NY/NJ area.

17 Changing the Game. The Center served roughly 600 people with aphasia, their caregivers and our volunteers with formal programming in 2019, providing close to 55,000 service hours, an increase of 9% since 2018.

18 Connecting Online. Our Virtual Aphasia Groups have been connecting people with aphasia that are homebound or live far from our Centers using mobile technologies since 2017. In 2019, 93 people participated in 31 conversation groups with people with aphasia, strengthening communication skills while building an online community that supports rehabilitation and restores self-esteem.

19 We Owe it to You! Our heartfelt thanks to you, our donors, our volunteers, our members with aphasia and families. We owe you all a great deal of gratitude for your unwavering support. From all of us at Adler Aphasia Center, thank you for your commitment to our community. You make us proud!
OUR SOURCES OF INCOME

Where the money comes from

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>14%</td>
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<tr>
<td>Member Fees</td>
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Where the money goes

<table>
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<tr>
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<tr>
<td>Something Special</td>
<td>9%</td>
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OUR DONORS

We thank the following donors who gave January 1, 2019 – December 31, 2019.

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Elaine and William Zipse

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