

Annual Report 2020



*Finding
opportunity
in a
challenging
year*



HELP
· LIVE · WORK · LEARN ·

Dear Friends



Dear Friends,

It goes without saying that 2020 was a year that we will not soon forget. As the world stood still and we all began to take the necessary measures to keep our consumers and staff safe, we adapted quickly and found light when times were dark. We were empowered as essential employees to lead by example and keep hope alive in our daily work.

As we adjusted to new ways of living, we were reminded that the individuals whom we serve, have always had to adapt, and find alternate ways to navigate through life. This reminder motivated staff leadership and Board to **“Find opportunity in a challenging year.”**

We found this opportunity by building on our tradition of excellence. Staff rallied together, deployed where needed, and used technology to serve people in new ways. Moments of crisis have historically served as a powerful impetus for innovation – the coronavirus pandemic was no exception. The 2020 Annual Report outlines what we have learned in 2020 and how we came together as an organization.

Mere words cannot express how truly grateful we are for our supporters and friends. The outpouring of concern and help became one of the main reasons we were able to successfully carry out our mission in a challenging year. We look forward to what the future will bring, but we have renewed confidence that in times of crisis, we can always count on you.

Sincerely yours,

Tamara S. Honkala
President & CEO



Our Mission

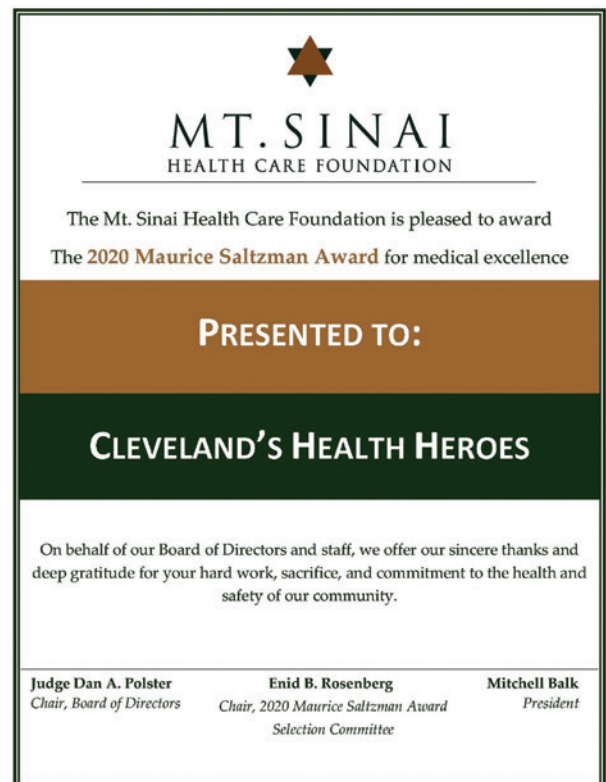


International Women's Day

HELP was honored to present during the International Women's Day Event sponsored by Accenture & KeyBank. Our CEO, Tamara Honkala, spoke to 300 business leaders and professionals about the importance of inclusion and support of the IDD community.

HELP Receives Maurice Saltzman Award

HELP was honored to be a recipient of the 2020 Maurice Saltzman Award from The Mt. Sinai Health Care Foundation. This award honored "those who have contributed greatly to making Cleveland a center of medical excellence and is one of the most prestigious awards in health and medicine in the region." HELP is one of several organizations of health heroes selected that serve the community's most vulnerable population in this time of global crisis.



HELP's Mission

HELP Foundation empowers individuals with intellectual and developmental disabilities through residential, day support, vocational, and summer education programs to choose services and opportunities as respected and valued members of the community

HELP's Vision

HELP Foundation supports pathways that give every person the chance to thrive and reach their full ability, contributing to a vibrant, inclusive community.

Leadership

Tamara S. Honkala
President & CEO

Susan Berneike
Chief Program Officer

Allison Briskey
Chief Day Services Officer

Belinda Grassi
Chief Financial Officer

Doug Knoop
Chief Asset Officer

Joan M. Palumbo
Chief Philanthropy Officer

Leslie Quilty
Chief Vocational & Employment Services Officer

Christina Webb
Chief Human Resources Officer

Our Board of Trustees

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Jeffrey Stark, CFA
MAI Capital Management

Julie Ann Sweet-Buntin
KeyBank

Steve Waite
Jakubs & Waite Funeral Home

Susan Walker
Susan Walker Consulting, LLC

Monique Williams, FNP, NP-C
*River Family Medicine – Primary
Care Provider*

People

How Challenges Became Opportunities in 2020

HELP's leadership team was creative in keeping 100% of our staff working safely during the pandemic:

- Staff redeployed from our Adult Day Program closures into our residential sites to ensure our consumers had round-the-clock care.
- We transitioned to daily orientations to ensure employees were quickly ready and appropriately trained to meet critical staffing needs.
- Employees volunteered their time to make hundreds of masks for their fellow HELP team members working on the front lines.
- HELP provided flu shots on site for the first time so that staff and consumers who wanted a flu shot had easy access to them without having to travel or set up a separate appointment.
- Members of the leadership team met daily as the pandemic unfolded to strategize and make key decisions to effectively manage daily operations.



Programs

How Challenges Became Opportunities in 2020

While we had to physically close our doors to Adult Day Services, Vocational Habilitation Training and the Extended School Year Summer Program, these services were still available and effectively delivered as we quickly adapted to providing all of these service virtually.

HELP's Adult Day Services (ADS) Programs

- HELP's ADS staff stepped up and embraced redeployment into HELP residential services when the ADS programs closed at the start of the pandemic. These same staff were equally essential as the ADS programs prepared to reopen and provide services in a world full of unknowns. The daily support and comfort they have provided the individuals we serve and their families as they reengaged into their communities has been a true reflection of HELP's mission.
- HELP developed a fully virtual ADS program for individuals who were not able to return to in person services due to COVID-19 complications. This program provided an outlet for peer engagement and offered a full monthly calendar of options for individuals in which to participate. There were 3 one-hour session each weekday, and any supplies needed were delivered to the individual's residence monthly. This service allowed HELP to offer services to seven individuals HELP had not served prior to the pandemic.
- HELP ADS staff were committed to staying active within their communities throughout the pandemic. It is through HELP's strong community partnerships that we were able to ensure health and safety without decreasing community integration activities for the individuals we serve.
- HELP ADS staff creatively utilized technology, sometimes even within the same building, to keep individuals connected with their peers when they could not be face-to-face due to COVID-19 mandates. Staff encouraged and offered tutoring on how to use technology to stay connected with friends and family.



Programs

How Challenges Became Opportunities in 2020

HELP's Extended School Year (ESY) Summer Program

- ESY Summer Program staff offered a fully virtual program for five school districts so children would not regress between the summer and fall sessions.
- Students and families received ancillary and/or enrichment online materials via email to be completed outside of direct instruction periods. The information gathered from these activities was used for data collection purposes to assess the mastery of the IEP goal and/or objective that the activity addressed.
- Throughout the summer, families received art and craft boxes that provided tools which assisted in helping students to sharpen fine and gross motor skills.
- In many cases, while direct instruction was being administered, parents or other family members participated in the instruction time either directly by completing the activity with their child or indirectly by monitoring the child's participation. Staff maintained constant communication with families utilizing various methods to update meeting times and/or progress.

HELP Non-Medical Transportation (NMT) Services

- HELP committed to offering NMT services to individuals to and from their day services, running routes at 50% capacity to ensure adequate and safe spacing for riders.
- Vehicles were sanitized between each trip.

HELP Employment Services

- Throughout the pandemic, HELP Employment Services staff continued to serve in the community and virtually to assist individuals with resumé building, interview skills prep and scheduling, and community job placements, as well as in person job coaching. ES staff were also essential in assisting with staff coverage within HELP Residential Services.
- In 2020 many of the individuals HELP Employment Services assisted with finding community employment were faced with losing their jobs due to COVID-19. In response to this unfortunate situation, HELP participated in the REACH (Referral, Educate, And Check-in) program. HELP Employment staff went into action to deliver this beneficial service to current and previous individuals served.
- Virtual Job Shadow software was purchased which allowed the Career Discovery service to continue throughout the pandemic. Individuals were able to explore and learn about thousands of potential work opportunities from the comfort and safety of their homes.



Programs

How Challenges Became Opportunities in 2020



Help's Residential Program

- The residential program had 19 Ohio Department of Developmental Disabilities (DODD) licensure reviews all resulting in 3 year licenses (maximum renewal). Help's staff had to prepare/convert all records to electronic files and complete portions of the review via Teams/Zoom. Management staff adjusted and performed seamlessly to a new way of managing the reviews.
- Twenty-four hour staffing was provided to most of our 19 site locations in the residential program adding an additional shift. As a result of residents being home, staff from Adult Day Services and Vocational and Employment services were deployed to work at HELP's residential sites. With this re-deployment structure in place, 100% of HELP's staff worked during COVID-19 and layoffs were not necessary.
- We salute our Direct Support Professionals for finding opportunity in a challenging year and being loyal to our mission.



Participation

How Challenges Became Opportunities in 2020

We are so grateful for the donations, kindness, and support shared with HELP and the individuals we serve over the past year. While we were able to capture many acts of kindness, we recognize that many more acts of service and compassion were shared over the past year that we couldn't include on this page. Please accept our sincere gratitude for your thoughtfulness and steadfast belief in our mission.

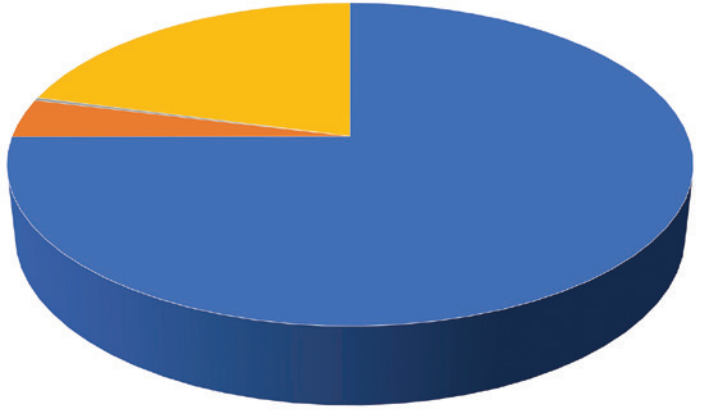
- Western Reserve HOG Chapter #3818 brought a generous donation to HELP to assist in purchasing needed PPE equipment. Thank you for helping us “ride” through the pandemic.
- The Tremont Athletic Club dropped off a much-needed donation of sanitizing wipes at a time when there were none available.
- After a call to action from our President & CEO for masks early on when none were available, thousands of masks came in from dozens of groups and community members.
- Petitti Garden Centers donated seeds and planting trays to spruce up our Summit County homes and bring some color to the residents during dark days.
- Euclid Schools Fab Lab collaborated with Case Western Reserve University’s think[box] and Rockwell Automation to create face shields and door pulls for HELP. We are grateful for their collaboration, commitment, and support in keeping our consumers and employees protected.
- HELP was the recipient of substantial COVID-19 rapid response gifts from the Cleveland Foundation, Akron Community Foundation and Summit County Developmental Disabilities Board. We are honored for their vote of confidence in our mission and thankful for helping us protect our staff and residents.
- HELP is a proud recipient of grant funds that were allocated by the City of Euclid’s COVID-19 Food Assistance Grant Program. HELP utilized the awarded funds to assist with nutritional support and food security to HELP’s Euclid-based consumers during the pandemic.
- Both the Cuyahoga and Summit County Boards of Developmental Disabilities provided HELP with vital support during the pandemic. This included financial resources, supplies, PPE, training, and important words of encouragement throughout 2020.



Financials

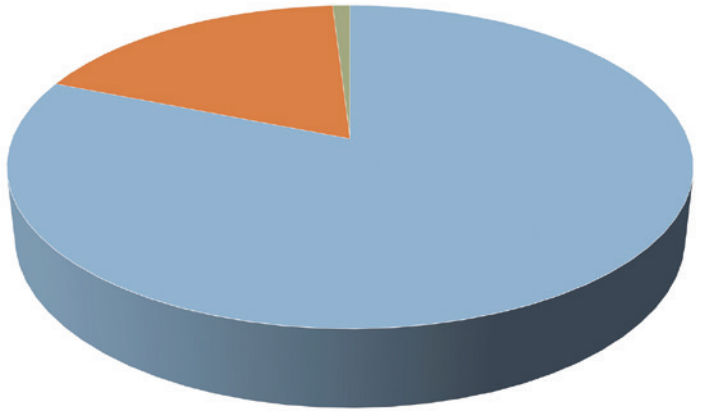
2020 REVENUE

■ Program Services	\$9,828,348
■ Fundraising	\$507,951
■ HUD Management Fee	\$38,699
■ Investments & Other Income	\$2,737,053
TOTAL	\$13,112,051



2020 EXPENSES

■ Program Services	\$8,791,174
■ Supporting Services	\$1,944,862
■ Foundation Development	\$104,842
TOTAL	\$10,840,878



Looking Ahead

#ThisIsOurShot

HELP was prepared to be first in line when COVID-19 vaccines were approved for distribution and offered a number of vaccine clinics that were convenient for consumers and staff. HELP leadership provided education so that everyone felt comfortable and informed about the decision to get vaccinated.



Growing Our Mission Capital Campaign

Much of 2020 was spent planning and planting the seeds for our new HELP Harvest Greenhouse. The HELP Harvest greenhouse and construction of an adjacent classroom will expand our vocational habilitation programming and integrated employment services for adults with intellectual and/or developmental disabilities (IDD). Follow us at helpfoundationinc.org for updates.



Help by Donating



MAIL DONATION

Help Foundation, Inc
26900 Euclid Avenue
Euclid, Ohio 44132



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www.HelpFoundationInc.org



COMPANY MATCH PROGRAM

Participate in your company's matching gift program. Donate to HELP and your employer may match your gift.

GIVE TO OUR CAPITAL CAMPAIGN

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