



# Hillcroft®

S E R V I C E S

## **Our Core Values:**

*We are all “Gardeners.” In order to be amazing gardeners for Hillcroft, we must all be:*

### **Devoted**

- Commit daily to the long term (harvest)
- Adapt to change in all environments/seasons

### **Supportive**

- Cultivate continual growth through providing tools & encouragement
- See the potential in all situations and people

### **Positive**

- Focus on strengths (plants) not weakness (weeds)
- Smile (sunshine)

## **Mission Statement:**

*To provide innovative services and supports for People with disabilities and their families, resulting in extraordinary differences in People’s lives.*



# A letter from the CEO



*Hillcroft helps people with disabilities...*

*with living with jobs with independence*

Hillcroft Services, Inc.  
114 East Streater Avenue  
Muncie, IN 47303-1999  
765-284-4166 Phone  
765-287-9547 Fax

Relay Indiana (TTY)  
1-800-743-3333

Hillcroft Services is over sixty years old and still going strong. Fiscal year 2015 (July 1, 2014 – June 30, 2015) brought on many new challenges to add to what we were already facing but this organization prevailed.

I would like to share several exciting things we encountered this past year. For starters, we outgrew the building we purchased to provide ABA services to children with an autism diagnosis and many families were continuing to approach us. Therefore, in order to respond to the need, Hillcroft renovated one of our current facilities to allow us to more than double our capacity and we celebrated with an open house and ribbon cutting ceremony back in February.

Next, we have begun an overhaul of our industrial division including preparations for ISO certification in order to position ourselves to approach larger customers, therefore, gaining contracts that will create more jobs for our clients and this community. It is our dream to expand our industrial division in order to subsidize programs that are important to our clients and to alleviate the dependence on funding from the State. In order to make this a reality we have embarked on a building project that will consolidate all of our Muncie operations into one facility. This facility will allow for growth, much needed efficiencies and most importantly, eliminate logistic issues we encounter currently with staff and clients in multiple buildings all over Muncie.

Finally, over the course of this last fiscal year we served in excess of 700 individuals and our clients continued to rate us very high in satisfaction (98.3%) with the services and support they receive. This indicator is about value – we value them and they value us! From previous year's surveys our clients have requested that we entertain delivering a new service and are happy to announce that we have begun providing Music Therapy. We hired a therapist whose caseload filled incredibly fast. We have since hired a second therapist that is well on her way to the same end.

Hillcroft has future plans to expand services, develop partnerships with other organizations and build capacity with staff and facilities. Hillcroft is continuing our vision of sustainability for growth and we realize developing life-long partners is vital in fulfilling that goal. Please join us as we build on the future and help all individuals with disabilities become contributing integrated members to our society. Thank you for your continued support of Hillcroft and our Mission of "Providing innovative services and supports for People with disabilities and their families; resulting in making extraordinary differences in People's lives."

Sincerely,

*Debbie Bennett*  
Debbie Bennett  
President & CEO



An affiliated chapter of



## Mission Statement

*To provide innovative services and supports for People with disabilities and their families, resulting in extraordinary differences in People's lives.*

# 2014-2015 Hillcroft Services Leadership

## Board of Directors



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*Director*

## Executive Leadership January 2015



### Back Row (left to right)

Kenny Rodeffer- *VP of Residential Services*, Gina Davenport- *VP of ABA Clinic*, Michael Whitlock- *VP of Business Operations*,  
Brad Lynn- *Chief Financial Officer*, Becky Donovan- *VP of Human Resources*, LeAnne Cole- *VP of Therapy Services*

### Front Row (left to right)

Brenda Williamson- *VP of Marketing & Development*, Debbie Bennett- *Chief Executive Officer*,  
Jessica Hammett- *Corporate Compliance Officer*,

**2015**

	Unrestricted	Temporarily Restricted	Permanently Restricted	Totals
<b>REVENUE AND PUBLIC SUPPORT</b>				
Revenue				
Residential fees	\$ 8,295,412			\$ 8,295,412
Day program fees	2,328,416			2,328,416
Contract income	1,768,851			1,768,851
Transportation income	560,417			560,417
Rental income				
Interest income	895			895
Change in value of beneficial interest in endowments		\$ (1,691)		(1,691)
Gain on disposal of property and equipment	23,035			23,035
Other Income	5,527			5,527
	<hr/>	<hr/>		<hr/>
Total Revenue	\$ 12,982,553	\$ (1,691)		\$ 12,980,862
Public Support				
Government grants and programs		\$ 70,754		\$ 70,754
United Way allocation	\$			
Contributions and bequests	99,734	8,964		108,698
	<hr/>	<hr/>		<hr/>
Total Public Support	\$ 99,734	\$ 79,718		\$ 179,452
	<hr/>	<hr/>		<hr/>
Total Revenue and Public Support	\$ 13,082,287	\$ 78,027		\$ 13,160,314
	<hr/>	<hr/>		<hr/>
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>				
	\$ 98,294	\$ (98,294)		
	<hr/>	<hr/>		<hr/>
	\$ 13,552,339	\$ (20,176)		\$ 13,532,163
	<hr/>	<hr/>		<hr/>
<b>EXPENSES</b>				
Adult services	\$ 1,718,682			\$ 1,718,682
Children's services	1,194,425			1,194,425
Workshop	3,043,909			3,043,909
Residential services	5,220,790			5,220,790
Transportation	520,398			520,398
Fundraising	70,690			70,690
Isanogel	358			358
Administrative	1,559,518			1,559,518
	<hr/>	<hr/>	<hr/>	<hr/>
Total Expenses	\$ 13,328,770			\$ 13,328,770
	<hr/>	<hr/>	<hr/>	<hr/>
<b>CHANGE IN NET ASSETS</b>	\$ (134,945)	\$ (33,511)	\$ -0-	\$ (168,456)
	<hr/>	<hr/>	<hr/>	<hr/>
<b>NET ASSETS AT BEGINNING OF PERIOD</b>	4,316,282	285,865	209,061	4,811,208
	<hr/>	<hr/>	<hr/>	<hr/>
<b>NET ASSETS AT END OF PERIOD</b>	\$ 4,181,337	\$ 252,354	\$ 209,061	\$ 4,642,752



Hillcroft Services, Inc. provides residential, employment, and community support services to individuals with disabilities in a ten county area in East Central Indiana. The mission of Hillcroft is: "To provide innovative services and supports for People with disabilities and their families, resulting in extraordinary differences in people's lives." Hillcroft is focused on creating a culture of strong values, understanding the importance of ethical behavior, and maintaining high quality services to the people we serve.

If you or someone you know could benefit from our services, please contact us at 765-284-4166 or visit [www.hillcroft.org](http://www.hillcroft.org).

Our services include:



**ABA  
Clinic**  
Hillcroft

Hillcroft ABA Clinic offers behavioral treatment for children with autism spectrum disorders. Based upon the principles and technology of ABA, "Applied Behavioral Analysis," Hillcroft ABA Clinic provides intensive therapy, individualized academic instruction, and social skills training for children ages 2 to 19 years.

### Employment Services

Hillcroft's Employment Services programs support individuals with disabilities in achieving greater independence through developing and maintaining the skills needed for employment.



Hillcroft Industries, the industrial division of Hillcroft Services, employs over 390 adults with disabilities to provide subcontract work for businesses in East Central Indiana.



Hillcroft's Reliable Transit provides safe and reliable transportation to individuals using Medicaid, Medicaid Waiver, or private pay.

### Residential Services

Hillcroft's Residential Services provide support to people with disabilities in a variety of settings. Supports include respite care, 24-hour supported and group living sites and scheduled drop-in services.

### Therapy Services

Hillcroft's Therapy Services include Behavior Management, Outpatient Therapy, and Creativity Unlimited programming. Hillcroft's Therapy Services are designed to provide participants with the skills and support needed to improve their own independence and well-being.



# Carry

## SANDY PENROD'S STORY

### *WALK*

I learned to walk when I was two. Until then, I was carried or scooted myself where I needed to go. My new iron leg braces went from the bottom of my feet to my hips and wouldn't bend at all. I practiced every day on the front lawn with the wooden parallel bars my dad made for me. Our neighbor sat on his front porch steps across the street and watched me learn to walk. He always cried big, fat, silent tears. I didn't understand why my neighbor cried for me. I have always had a spirit of determination. Being a polio survivor is all I know.

I contracted polio during the epidemic in 1949. I was nine months old. At the time, it was the worst fear of parents with young kids, but my mom and dad made the best of it. They treated me just like my siblings and loved me like a "normal" kid. In the summers before elementary school, I went to Camp Isanogel to swim and play. There were other children with disabilities. Some kids wore leg braces like me, but others were challenged with different physical limitations or mental disabilities. We were all the same in that we were different. It was fun and I felt accepted. But all that changed when I started Kindergarten.

On my first day at Harry Mock School, I was five years old, wore a size 3 dress, and weighed 25 pounds. I could barely see over the teacher's desk. I was nervous, just like most new Kindergarten students. I expected challenges, but I was not prepared for the shock and confusion of being put in the basement. They didn't know what to do with us, the students with physical or mental disabilities, so we went to the basement—beneath the regular classrooms for our "special" schooling.

I don't remember much about K-2, but I'm pretty sure I lost more than just proper

education down there. By the time I went into a mainstream classroom in 3rd grade, my can-do spirit had started to fade. There wasn't one particular bully who beat me down. My erosion happened gradually as day after day, year after year, I was the girl without a best friend, the one picked last for teams, and the easy target of primary school humor. Once I learned to walk, I believed I could do anything. By the end of grade school, all I wanted to do was walk away.


### *DANCE*

In 8th grade, we moved to a new school. My dad decided we were leaving the city and I started at Eaton School. I didn't know it at the time, but my first teacher, Mr. Bixler, told my class, "There's a new girl coming today and she is crippled. I better not ever hear of anyone making fun of her. Ever." And they didn't! In fact, I met my best friend, Cynthia, there. We are still best friends to this day.

A boy asked me to dance. His name was Rick and he didn't ask on a dare or because he felt sorry for me. He asked because he wanted to slow dance . . . with me. Since then, I've always loved to dance. I never thought that would happen for me, but it did! High School was full of fond memories and wonderful friendships. I was voted "most witty" in my senior class.

I wish I could say that my whole life was happy like high school. But I've had a couple of bad marriages and years when the heartache of my past caught up with me. My determined spirit dissolved. I stopped working. I stopped socializing. I stopped caring. I was content to raise my daughter and collect a welfare check.

Fortunately, the welfare department didn't want me to stay home any longer, and they found a job for me as a receptionist at



Hillcroft in September 1976. I tried to fail my typing test, but they hired me anyway. It was the best thing that could have happened. I've been working at Hillcroft for 38 years and I can't imagine working anywhere else. I am now the Administrative Manager. I oversee front office duties and client records. Every day I ask myself what my team and I can do to make someone else's job better. Everything in my life has improved since I started working here. I'm happily married and love playing, and yes, dancing, with my grandkids as often as possible.

### **CARRY**

In high school, my class visited Wyandotte Cave in Southern Indiana to explore the long, dark, damp, and difficult terrain of the underground. I knew before we started it would be a long and difficult path, but it never occurred to me not to go. I was always up for an adventure! During the last stretch, I couldn't walk any farther. I simply couldn't go any more. My friends came around me and laced their hands together under me. They took turns making baskets with their arms and they carried me the rest of the way out. I realize now I never would have gone into that cave if I didn't trust that my friends would be sure I made it all the way through. I wasn't afraid because I knew I was accepted and safe.

That's what we have here at Hillcroft— an environment where people with disabilities trust us not to leave them behind. Clients are willing to take risks and try new things because they know they are accepted and safe. We encourage everyone to go farther than they believed possible through work projects, sports teams, art, music, and friendship. We do this by lacing together to be sure every person reaches their goal.

Everyone needs carried now and then.

*Written by Jennifer Stanley*

# Changing Lives, . . .





# One Smile at a Time



# Thank You! *Individual Donors*

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**\$10**  
 Ice Cream for Hillcroft  
 Thank you for supporting all of our Hillcroft programs for people with disabilities.  
 Valid April 1, 2015 - March 31, 2016  
 Hillcroft www.hillcroft.org

**DO** Buy 1 small medium get 1 small medium free. Limits one per visit.

**Culo's** Buy 1 small medium get 1 small medium free. Limits one per visit.

**NEW oranges pop** Buy 1 Popcorn Caramel get 1 Popcorn Caramel free. Limits one per visit.

**Cammack Station** Buy 1 small medium get 1 small medium free. Limits one per visit.

## Hillcroft Ice Cream Cards

Twelve businesses have graciously donated "Buy One, Get One Free" offers in support of Hillcroft Services. Your organization, sorority, or club can help raise support for our services and activities by selling the cards on Hillcroft's behalf or cards can be purchased by individuals at the Hillcroft Streeter office. The cost of the card is \$0 and is valid from April 1st - March 31st. For more information, please contact Brenda Williamson at [williamson@hillcroft.org](mailto:williamson@hillcroft.org).

# *Thank you corporate sponsors, in-kind contributors, businesses and granters for helping us make this year such a success.*

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YOUTH OPPORTUNITY CENTER

## **Mission Statement:**

***To provide innovative services and supports for People with disabilities and their families, resulting in extraordinary differences in People's lives.***

# Getting Involved

Many Thanks to the individuals, families, sorrorities, businesses, clubs & community leaders for your continued support of Hillcroft Service!

If you're looking for volunteer opportunities, please visit our website at [www.hillcroft.org](http://www.hillcroft.org).

*Make an extraordinary difference in someone's life today!*

## 1 Support Hillcroft Events

### Business and Corporate Event Sponsorship

Hillcroft Services is proud to partner with businesses and corporations of all sizes. Your company's tax-deductible donation or event sponsorship allows your company and its employees to be a part of the differences Hillcroft makes in people's lives.

### Corporate Donation Opportunities

Hillcroft Services is very appreciative of all corporate donations and is excited to share your business' generosity with the community through our website, press releases to local media outlets and listing in our annual report. Please contact Brenda Williamson by phone at (765) 284-4166 or email [bwilliamson@hillcroft.org](mailto:bwilliamson@hillcroft.org) to explore corporate donation opportunities.

### Event Sponsorship Opportunities

Hillcroft Services hosts several community and fund development events annually. Event sponsorship provides businesses with a tax-deductible means of promoting their business and services to hundreds of individuals involved in Hillcroft's events.

### Disability Awareness Month Events

Hillcroft supports community wide disability awareness education events each March. Disability Awareness Month sponsors are able to partner with Hillcroft in helping to make our community more accessible to all of its citizens.

### Hillcroft Masters

The Hillcroft Masters, held each May, is Hillcroft's golf outing. The Hillcroft Masters ran 2 flights, raised \$50,000 and allows businesses a wide variety of sponsorship opportunities.

### Thanksgiving Celebration

Hillcroft's Thanksgiving Celebration, held each November, is a luncheon for all Hillcroft clients and staff. The Thanksgiving Celebration is also Hillcroft's opportunity to recognize community partnerships through a variety of community partnership awards.

## 2 Donate

### Memorial or Honors Donations

Individual memorial and honors donations can be made online, by mail or by phone.

### In-Kind Donations

In-kind donations provide individuals, businesses, and groups the opportunity to contribute to Hillcroft's mission without making a monetary donation. In-kind donations are tax exempt and can come in a variety of forms such as fund-raising event for school, civic, business groups that are interested in collecting or purchasing supplies to be donated to Hillcroft. Businesses have chosen to provide on-going discounts on Hillcroft's necessary services such as printing and office supplies.

Regardless of the form in-kind donations take, they are most certainly appreciated and an integral part of Hillcroft's ability to make extraordinary differences in people's lives.

If you are interested in making an in-kind donation, please contact Brenda Williamson at (765) 284-4166 or [bwilliamson@hillcroft.org](mailto:bwilliamson@hillcroft.org).

## 3 Volunteer

For more information about getting involved with Hillcroft Services visit us online and complete our electronic contact form, or contact Brenda Williamson directly at (765) 284-4166 or [bwilliamson@hillcroft.org](mailto:bwilliamson@hillcroft.org).



*Tuesday Night Summer Ride*



*Kappa Kappa*



*Kappa Delta*



*Little Caesars*



*Starbucks*