

Key Assets Kentucky
961 Beasley Street, Suite 170,
Lexington, KY 40509
www.keyassetskentucky.com
859-226-5022



keyassets

SERVING CHILDREN, FAMILIES & COMMUNITIES

**KEY ASSETS KENTUCKY
2020 IMPACT REPORT
#TEAMKENTUCKY #TOGETHERKY**



LETTER FROM JENNIFER - OUR EXECUTIVE DIRECTOR

Dear Stakeholder,

They say **character** is built through adversity. I believe this 100%. I experienced this day in and day out as we encountered obstacle after obstacle throughout 2020. Our staff continued to provide much-needed **therapeutic care** around the clock to our youth in the Children in Community Care Program. This was no small feat. Continuing to meet staffing needs 24/7 was a challenge as we were asking staff to work in close proximity with our youth for 8 or more hours during a pandemic. The Behavioral Health Program made **extraordinary efforts** to reach and serve clients due to this changing world of providing services via telehealth and limited personal contact. And, our team will be ready when schools fully open because we know there are a great number of children and youth who are struggling with their mental health during this time due to increased isolation and economic hardship. So much of the work of the therapists and case managers are behind the scenes but they are our unsung heroes in the **community**.

And, just to give you a flavor of all of the unplanned successes of 2020, here are a few:

- Moved rapidly from providing in person therapy and Targeted Case Management services to **telehealth** services
- Staffed group homes **24/7 overnight** when school closings were announced
- Transferred incoming calls to cell phones to meet community needs
- Continued to aggressively **recruit** and conduct interviews via Zoom for our Therapeutic Child Support Worker position
- Became ZOOM experts
- Moved to all **virtual training** of New Employee Orientation and adapted our Safe Crisis Management training
- Hunted down and found enough toilet paper, paper towels, hand sanitizer, gloves and other **PPE** for all staff
- Created a **Healthy at Work Officer**
- Adhered to all state mandates regarding **safety** mandates
- Developed safety protocols very early on and adapted as new information was shared
- Networked through a wide variety of friends and family to get **donated handmade fabric masks** for staff and **youth**
- Communicated frequently via MANY emails and texts with up-to-date COVID information and impact on KAK staff
- Provided bonuses with priority given to those working in direct care with the youth
- Supported staff through **extra paid sick time** (up to 80 hours) for COVID related issues
- Offered workday **flexibility** for those with childcare needs due to closed schools/day care centers
- **Celebrated** staff throughout the month of June with gifts, appreciation signs, goodies, t-shirts and spotlights in social media.

I am truly proud of our Key Assets Kentucky staff and how we **persevered** in 2020 to meet the needs of our clients during unprecedented times. I am proud to work side by side with amazing individuals who come to work each day with a purpose, Key Assets' Purpose – to achieve positive outcomes for children, families, and communities.

OUR PLEDGES

Children and Families

- Set **high standards** for ourselves and the care and support we provide for you.
- Be on your side and **accept you for who you are** and what you want to be
- Prioritize your safety, connections and **build your resilience**
- **Be passionate**, caring and respectful in everything that we do
- **Listen** to and **learn from you** so that we can do things better

Customers and Staff

- **Deliver excellence** through quality service provision, collaboration and measuring outcomes
- Act with **honesty** and **transparency**
- Deliver **innovative** services in **cost effective** ways
- Challenge the norm, ask questions and **keep our promises**
- Conduct our business with **financial integrity to achieve sustainability and value**

Communities

- Build a **socially responsible** and friendly presence in each of our communities
- **Value diversity and inclusion** and act with cultural sensitivity and respect
- Be **creative** and **flexible** to respond to each community's unique needs
- **Recruit, train, support and retain** the best people to deliver services
- **Contribute to shared learning** through research and partnerships

OUR VALUES

Recognizing everybody counts and is accountable

Providing high quality and safe services

Achieving excellence through continuous improvement

Cultivating knowledge, innovation and learning



keyassets

SERVING CHILDREN, FAMILIES & COMMUNITIES



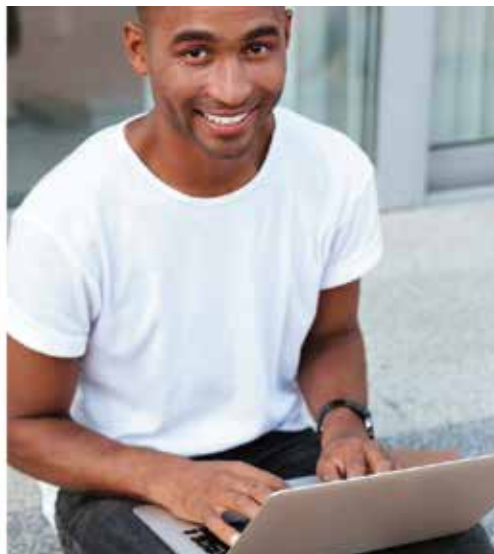
CHILDREN IN COMMUNITY CARE - LETTER FROM CARRIE

2020 was a year of **resiliency** for the Children in Community Care Program. Serving a specialized population in a community setting provides many challenges in normal circumstances, but during a global pandemic delivering those one-on-one therapeutic services seems impossible. However, the focus of our program has always been to provide high quality, individualized services and we utilized that **creativity** to face the challenges head-on through adapting our services via telehealth, being flexible with the ever-changing government protocols and recommendations, and persevering through the COVID-19 pandemic.

Our amazing staff quickly pulled together to provide exceptional care to the CCC youth when the schools closed, and **education** was provided virtually. Our Therapeutic Child Support Workers, Direct Care Supervisors, Program Managers, and Clinical Billing Supervisors all worked directly in the group homes to ensure our **1:1 staffing ratio continued**. Our office-based staff launched into action by securing cleaning supplies, hand sanitizer, and masks. Our Nurse and Certified Medical Assistants reached out to providers to ensure our youth had their physical and mental health needs met. Our partnerships with Clinical Behavioral Analysis, KVC psychiatric care, and UK Adolescent Medicine continued via telehealth. Our team worked together with our **community partners** to adapt our services to meet the needs of our youth while simultaneously implementing protocols to keep our staff and youth healthy.

Despite the unprecedented challenges we faced in 2020, the CCC Program served a total of 23 youth with four admissions. We creatively tackled every issue that arose and worked as a team to ensure the youth received our **exceptional standard of care**. Our staff and youth demonstrated extraordinary resilience through adapting to home-based service provision.

C. Price





BEHAVIORAL HEALTH & COMMUNITY COUNSELING - LETTER FROM BRANDT

The year 2020 definitely has been one that will definitely go down as a year that we will never forget. The Behavioral Health and Community Counseling program here at Key Assets experienced a significant amount of change in a very short period of time. Outside of dealing with a worldwide pandemic we decided to make some significant provider and service delivery changes to help **reach more consumers** within our community as well as surrounding communities.

When looking at the stages of growth and change for the year 2020, the first thing that will always stand out is the implementation of **telehealth**. Telehealth has been something that was around long before 2020, but did not seem to gain any traction in the mental health realm until now. Here at Key Asset's our staff had to become trained and skilled professionals in telehealth basically overnight! Talk about a stressful time trying to figure out how to continue therapy with a young child. Fortunately for us and clients our staff did not miss a beat. They stepped up to the **challenge** and found creative ways to engage all of our clients, especially the younger ones in the virtual world. Staff took it upon themselves to create packets, resource boxes, and other activities that were able to be delivered to clients to help them work through **therapeutic activities** as if they were face to face with clients. Telehealth also allowed us to reach a wider array of clients across the region that have never had the ability to seek services. Here at Key Asset's in the year of 2020 we served over **15 counties** through telehealth services!

Another significant change that we experienced here at Key Assets was the **hiring** of a new Behavioral Health Director with the mindset of providing our quality services to newer populations. When looking at the opportunity to take on the role of Behavioral Health director there were many things that made me **excited** for how Key Assets can meet the community needs. For me it has always been a desire to ensure that the same quality of services is offered to every person, regardless of socioeconomic status, religion, race, or cultural differences. To me this goal is achieved by hiring **passionate** therapists and case managers, making sure that our therapists are trained in quality service interventions that will foster growth in our clients. If you were to look at our staff I would say here at Key Assets we are extremely fortunate to have multiple years of experience, multiple counseling disciplines, and multiple certified/specialists in areas of the field.

The Behavioral Health program is in a solid spot to make a significant **impact** in the mental health care of our central Kentucky community. There are many services that we have the ability to offer that will allow us to impact our community in ways we never have. The desire for upcoming success and impact focuses on the desire to implement Family Preservation Services, Peer Support Services, and specialized group services. There is an ever growing need for resources in our community to foster **mental health growth** and success. The best way to achieve this goal is to understand that many individuals need significant support.

As we finalize our 2020 year, and begin to look ahead to 2021 we are extremely pleased how staff and our community responded to the pandemic, and other social justice issues. There were many challenges throughout the year, but it definitely allowed each one of us to see how resilient we truly are in the face of adversity. The strength that Key Assets built in 2020 has me excited for the future, as I know that there is still a significant amount of work left out there to complete. Through our **dedication** and driving mission we will continue to implement the services that are needed to help our community.

Brandt Buys

KEY ASSETS STAFF REFLECTIONS

I have been with Key Assets for an extended period where I have been able to hold an array of positions in my mid-20s. I have been able to be a case manager, DCS/therapist, and now a program manager. I have grown in this company, not only in job title, but it has helped me grow as a person. With the amazing supervisors I have had and still have I have grown to be a better social worker. We have our good days and our bad days here at Key Assets, but what I like the most is we ALWAYS make it through, and we do it as a team. Key Assets is one of the most diverse companies that I have ever worked for. The inclusivity that this company brings is something you do not see in a lot of companies. I find that to be rewarding and it makes me proud to work for a company as such.

I have been asked the question, "Why do I stay?" I stay not only for the enjoyment of working with such a unique population of youth but for the reward of working with such a great team of leaders who motivate each other to be better and do better day after day.

Yasmeen Smith



I feel as though my experience is somewhat unique in that I began my journey with KAK as an intern while in graduate school and so the bulk of my professional experience has been with Key Assets. I have been a part of multiple program restructures, seen the development and dismissal of roles and responsibilities, seen growth in both the CCC and BHSO programs, and met, trained, or worked with many professionals in a variety of roles. This has given me an appreciation for the work done by various disciplines and given me knowledge that I am not sure I would have gained in other companies in such a short number of years. I find this to be mostly positive as it also shows the flexibility and adaptability of the company and its desire to do what is necessary to seek positive outcomes. On occasion, it has also presented challenges in achieving consistency in the implementation of interventions, standard procedures, and retention of middle management (e.g. house managers).

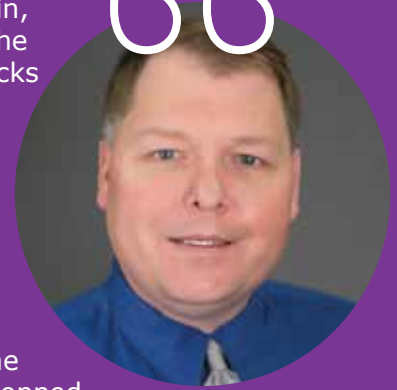
The benefit of being with a company so long is that I have been able to see the clients I serve achieve so many positive outcomes (within both programs). Knowing that I have helped other professionals grow in some way by sharing my knowledge or experiences has also been rewarding for me.

That brings me to why I have stayed with Key Assets. No matter what my position has been, I have always had teammates and someone in leadership that has been supportive and appreciative of the work that I do. I have always had room to grow professionally within the company and there has always been something more I could learn from working with KAK. I also enjoy the populations that I have been able to serve, and I love the mission and pledges of KAK.

Kimberly Davis

"I got a rock."

This is a classic quote from the animated Halloween special, "It's the Great Pumpkin, Charlie Brown." As the Peanuts Characters go trick-or-treating and then compare the candy they received Charlie Brown is always discouraged that he is only getting rocks while the other kids are getting good treats.



My name is Royce Gilpin and I began working for Key Assets Kentucky in 2017. I have worked with agencies focused on children in out-of-home care for most of my 24-year career. In 2011 I started hearing about this new international foster care agency that was starting to work with kids in Kentucky. They were different. Their approach was to provide a lot of support to the foster parents to help kids who were at-risk of becoming institutionalized in other settings to thrive in a home setting. In 2014, I watched as Key Assets Kentucky began moving to a Group Home model of service delivery. Again, they were doing something different. In 2017 I stopped watching what Key Assets Kentucky was doing and joined the team.

As a Licensed Professional Clinical Counselor, I have had a lot of training and experience in working with clients with a wide variety of diagnoses and challenges. I knew very little about Autism. I initially came to Key Assets Kentucky to learn about Autism Spectrum Disorder. While I worked as a Clinical Billing Supervisor, during my first couple of years with the company I was able to provide some direct services to our youth.

One of the youth I got to work with enjoyed "hiking". The youth was often so excited to go for walks or hikes that the youth often walked faster than I could. During one of our last "hikes" the youth stopped and picked up a rock from the ground and gave it to me so I could "...remember a good day."

Youth who may be diagnosed with Autism Spectrum Disorder often have challenges in regards to social skills. The mere fact that this youth wanted me to remember this day as a "good day," and that this youth gave me something to remember this day really spoke to the work the staff, our partners in the school system and others had done with him.

I keep the rock in my coat pocket. I usually forget about it until late fall or early winter, but then I wear my coat and fumble for my keys during the colder months the rock is there and I remember a "good day".

That's why I work here. I got a rock.

Royce Gilpin



My experience at Key Assets has been extremely rewarding both in working with the clients and with my team. I have stayed with Key Assets for many reasons but the most important reason is the genuine feeling of support. I feel like my well being is always in consideration. Also I feel that I am heard when I have concerns, which does not seem common in Community Mental health. I've had amazing supervisors and have learned so much through the work and our team approach. I am very grateful for the support I receive from not only my co-workers and direct supervisors, but also from different levels of management. I don't think I could have found a better agency to start my career as a therapist.



Mikka McGee

Facebook

+21% 
Followers

+19% engaged
 users

+28%  reach

+50%   
impressions

LinkedIn


+45%
Followers




Website

+34% 
Visitors





+31% 
New
Website Visitors

+14% 
Pageviews

Children in Community Care

34  Referrals	4  Youth admitted to program	23  Total youth served	19  Total youth currently in placement	1  Youth successfully reunited with birth family
--	---	--	---	---

Behavioral Health

327  Referrals 30 Unique Referral Services	458  Unique Clients +10%	5,624  Telehealth Services	Doubled Number of Counties Served to 15 
---	---	--	--



keyassets

SERVING CHILDREN, FAMILIES & COMMUNITIES

Key Assets Kentucky
961 Beasley Street, Suite 170,
Lexington, KY 40509
www.keyassetskentucky.com
859-226-5022