

keyassets

SERVING CHILDREN, FAMILIES & COMMUNITIES

KEY ASSETS  
**IMPACT  
REPORT** 2023



"As we look back on the past year, it's with great pride that I share with you our 2023 Impact Report, a testament to the resilience, dedication, and hard work of our team and community. This report highlights the significant strides we've made towards our mission, despite the challenges the year presented.

Through innovative solutions and unwavering support, we've not only met but exceeded our goals in several key areas. Our achievements this year are not just numbers, but stories of real impact on lives and communities.

I invite you to join me in reflecting on these successes, as we set our sights even higher for the coming year. Together, we're making a difference, and this report is a clear indicator of what we can accomplish when we unite for a common purpose."

*We Are All Key Assets!*

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*Jennifer Hall*

Executive Director  
Key Assets Kentucky



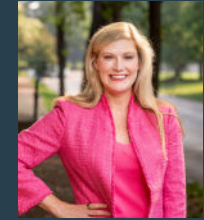
# 2023 Leadership Team & Advisory Board



Jennifer Hall, MSW  
Executive Director



Lori Birch  
Human Resources Director



Tiffany Ratcliff Dail, M.ED.,  
MSW, LCSW  
Clinical Director



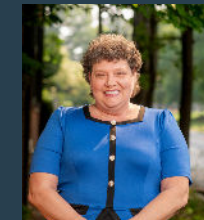
Jacinda Lewis  
PhD, LCSW  
Clinical Director



Royce Gilpin, LPCC-S  
Quality Assurance Director



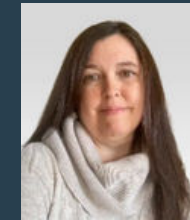
Carrie Price,  
MSW, CSW  
CCC Director



Lisa Robbins  
Finance Director



Gary McKale



Crystal Fields



Amy Cooper-Puckett



Debbie Green



Steve Jacques



Chris Whitsell



Jennifer Withrow





# Purpose & Pledges

*Our PURPOSE is to achieve positive and lasting outcomes for children, families, and communities.*

## We Pledge To:

- Set **high standards** of care
- **Accept** you as you are
- **Listen** and learn
  
- Act **honestly**
- Deliver **cost-effective** services
- Challenge the **norm** and keep our **promises**
  
- Value **diversity and inclusion**
- Be **creative** and flexible
- Contribute to **shared learning**





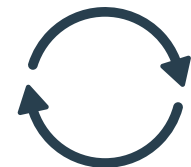
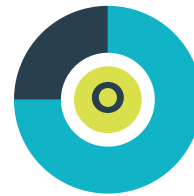
## Our Values:

Recognizing **everybody counts** and is accountable

Providing high-quality and **safe services**

Achieving excellence through **continuous improvement**

Cultivating knowledge, **innovation**, and learning



# 2023 Successes

## We Did It!

*We're so proud of our numerous accomplishments in 2023!*

### Evidenced-Based Practice

Increased the number of clinicians who are certified in Evidence-Based Treatment modalities

### Achieved Non-Profit Status

Awaiting 501(c)(3) tax status, anticipated by mid-2024

### Residential Reimbursement

Established a fair per diem reimbursement based on true cost of care



### Community Support

Added comprehensive services to the behavioral health service offerings

### Sustainability

Reinvested in programming and our workforce, primarily due to Division of Community Based Services stability payment

### Added Services

Now an Early and Periodic Screening, Diagnostic, and Treatment provider



*Together, Everyone Achieves More!*





# Children in Community Care

*We provided excellent care, innovative services, and safe environments to 23 youth in 2023.*

## Highlights:

- Welcomed two Board Certified Behavioral Analysts (BCBAs) and transitioned to in-house Applied Behavioral Analysis (ABA) services
- Opened a new group home in August 2023 and increased capacity to 22 beds
- Successfully discharged two youth to a lower level of care and admitted seven new youth to the program
- Received 39 referrals and provided 11 placement assessments
- Achieved re-licensing from the Office of Inspector General for all group homes
- Continued the journey to becoming a Trauma Informed Care Provider



# CCC Success Stories:

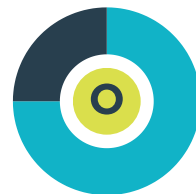


## “Justin”

has a beautiful success story! He arrived at Key Assets in 2019 following a string of disrupted placements. He struggled with managing emotions and had intense meltdowns that often resulted in significant harm to others. Justin loved his adoptive family and experienced feelings of abandonment when they decided to relinquish custody. Over the years, Justin built strong relationships with his Key Assets’ staff and learned many coping skills to manage his emotions. He significantly reduced physical aggression, fecal play, and other target behaviors. Justin has a quirky personality and loves to make people smile. His positive attitude and willingness to form new relationships demonstrated resilience despite previous significant losses. Justin gained many independent living skills by helping with household chores, budgeting/spending his allowance, and participating in community outings. He completed high school and transitioned to a step-down community placement in February 2024. Justin exceeded all expectations and graduated to his next chapter of life with a smile!

## “Caleb”

has made a great deal of progress this year! Caleb came to Key Assets in 2020 as a step-down from his placement with Purchase Youth Village. He struggled with a significant trauma history, aggression, and difficulty engaging with peers. Caleb was disconnected from his family of origin after being exposed to many inappropriate forms of parenting, environments, and discipline. Over the years, Caleb built relationships with Key Assets’ peers and staff and began developing social skills and coping skills to manage his emotions. This past year he has markedly succeeded in increasing participation in his schooling and utilizing independent living skills to care for himself. He achieved reductions in verbal and physical aggression, improved his school grades, and demonstrated independence in many other areas. Everyone enjoys spending time with Caleb as he is willing to teach others about his interests in building, thrifting, and video games. Caleb always has a story to tell and a joke to make. He continues to work towards his goal of graduating high school and progressing in his independent living skills. We look forward to seeing everything that Caleb achieves in his life!







# Behavioral Health Services

*Key Assets experienced more stability in therapists and targeted case managers in 2023 than in company history.*

## Highlights:

- Increased the number of therapists employed from 11 to 13 and the number of Targeted Case Managers remained stable at six
- Provided and billed for more services than in prior years
- Achieved goal of increasing the number of therapists trained and/or certified in Eye Movement Desensitization and Reprocessing (EMDR) therapy
- Conducted over fifty ADOS-2 Assessments
- Added a new service, Comprehensive Community Support, to complement our therapy and targeted case management services



# Therapy Success Stories:

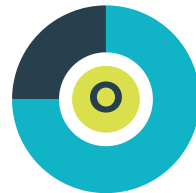


One of our clients receives therapy, TCM, and CSA with us. He is a middle-aged man with several physical ailments. On top of that, he experiences extreme anxiety that has prevented him from receiving the medical care he needs (among other limitations he has because of fear). We have been working hard using exposure therapy to help him learn how to manage his anxiety. He has now attended at least one medical appointment with his CSA! I am beyond proud of how this client's team has shown up for him, shown him genuine care and compassion, and helped him find and use resources to allow him to better care for himself.



I am a therapist, but I was able to do a little case management work for a family, and I was able to get them a bunk bed and bikes for all five kids last summer by using some of the free yard sale sites. It made the kid's day whenever I dropped off the bikes; they were so excited to hop on and ride. It also meant a lot to my parent client because she has a meager income and isn't often able to buy extra things like that for the kids. So she was very appreciative, and I know that it made a difference for her as well.

I work with a middle school girl who recently experienced suicidal and self-harm behaviors and ideations. I worked with her and her guardians to create a safety plan. She recently contacted me (per her safety plan) for additional support. It can be challenging to reach out for help during such moments. I am grateful that she trusts me enough to reach out during tough times and that she was able to follow her safety plan to prevent herself from using self-harm to cope with her stress.



## Behavioral Health Service Delivery:



Referrals increased by 22%

Clients served increased by 55%

Therapy revenue increased by 12%

Case management revenue increased by 22%

43 referral sources

*Equals Greater Community Impact*





# Transitioning to Non-Profit

*What does it mean for Key Assets Kentucky to become a non-profit organization?*

## Mission-Focused:

- We will be officially recognized as providing a benefit to the public
- We'll intentionally grow our current Board of Directors to include a wide variety of people who are representative of our community and are lifetime supporters of our work
- Will now have access to local and/or federal funding opportunities to support our clients' needs
- Will engage our community in new and exciting ways to expand partnerships, including volunteer activation and in-kind or financial donation acceptance



# 2024 Strategic Business Plan Highlights

*Grow, Lead, Innovate*

## Continuum of Care

1:1 staffing ratio  
Increase the number of  
Youth Care Workers to 65  
Implement additional retention strategies

## Entrepreneurial & Data Led

Meet budget expectations for  
both programs  
Review financial statements  
monthly with Program Directors

## Continuous Improvement

Use staff and partner feedback to make  
improvements in client satisfaction  
Create a supervisor training program



## Public Policy

Focus on behavioral health growth and  
Youth Care Worker recruitment  
Advocate for Medicaid reform  
Create in-house CEU offerings

## Quality Services

Participate in IPA through the  
Children's Alliance  
Implement RBT model across  
group homes

## Marginalized Communities

Participate in 2+ community events  
Transition to 501(c)(3) status



*A Goal Without A Plan Is Just A Wish*

# Looking to 2024 - Transition to Non-Profit

At Key Assets Kentucky, we believe children are the future of our society, and their well-being is of paramount importance.

Organizations such as ours that specialize in providing much-needed youth services play a crucial role in ensuring that every child has access to the support and resources they need to thrive.

We have made the significant decision to convert from a for-profit entity to a non-profit organization. This shift has been driven by a multitude of reasons, all of which underscore the importance of putting children's and family's needs at the forefront of our efforts.

The transition from a for-profit organization to a non-profit is driven by a strong commitment to putting our purpose and the needs of those we serve first. We are led by an experienced Board of Directors, composed of individuals with a variety of professional backgrounds and dedicated to lead the organization through this transition effectively.

We look forward to sharing our progress!



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