



**keyassets**

SERVING CHILDREN, FAMILIES & COMMUNITIES

## ANNUAL IMPACT REPORT

# 2024

Dear Friends and Supporters,

As we reflect on 2024, I am grateful for the incredible progress Key Assets Kentucky has made in our mission to serve youth at risk of falling through the cracks and this year marked a significant milestone in our journey as we successfully transitioned to a nonprofit organization, opening new opportunities for community partnerships, funding, and growth. This shift has strengthened our ability to provide vital services to young people in need, ensuring they have the care, guidance, and support to build a brighter future.

One of our most exciting achievements this year has been developing a comprehensive fundraising plan. With the support of our dedicated team, generous donors, and community partners, we have laid the foundation for sustainable growth. These efforts have already begun to bear fruit, allowing us to expand our reach and enhance the quality of care we provide.

The heart of our work remains the people we serve. This year, we have seen incredible success stories— young individuals who, with our support, have overcome adversity, found stability, and begun to thrive. Whether through our behavioral health programs, community care initiatives, or direct intervention services, the impact of Key Assets Kentucky is tangible and life changing.

To strengthen our leadership and vision, we have expanded our Board of Directors, welcoming new members who bring valuable experience and a shared passion for our mission. Their expertise and dedication will help guide our organization into the next phase of growth and impact.

As we look ahead to 2025, we are energized by the opportunities to expand the behavioral health side of our business. With increasing demand for mental health services and youth intervention programs, we are committed to growing our capacity, enhancing our offerings, and deepening our impact.

Thank you for being part of our journey. Your support fuels our mission, and together, we are making a profound difference in the lives of Kentucky's youth. We look forward to another year of growth, hope, and transformation.

With gratitude,



Jennifer Hall  
Executive Director  
Key Assets Kentucky



Gary McKale  
Board President  
Key Assets Kentucky



# MISSION

**Building Life Skills in  
Vulnerable Youth**

**Serving Autistic &  
Neurodiverse Individuals**

**Supporting Mental Health  
for Children & Families**

As a non-profit organization dedicated to serving both youth and adults, your support is essential in helping us provide: (1) transformative programs to build resilience, life skills, and confidence in vulnerable youth, (2) critical mental health services for autistic and neurodiverse individuals receiving Medicare or Medicaid, and (3) innovative mental health support for children and families. Your sponsorship will help sustain our current services, drive our expansion, and bridge the gap of critical underfunding, allowing us to reach even more underserved individuals.

We are committed to setting high standards for the care and support we provide to children and families, accepting individuals for who they are, prioritizing safety and resilience, and approaching every interaction with compassionate care and respect.

For our clients and staff, we deliver excellence through collaborative, transparent, innovative, and cost-effective services, while upholding financial integrity and fulfilling our promises.

In our communities, we foster a socially responsible and inclusive presence, valuing diversity and cultural sensitivity, and tailoring our efforts to meet unique needs in both residential and outpatient treatment.

We recruit, train, and support the best people to deliver outstanding services and contribute to shared learning through research and partnerships.

**Won't you join us in our efforts? Together we can change lives.**



## OUR PLEDGES

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Impact Report 2024

### **Children & Families**

We set high standards for ourselves and the care and support we provide

### **Customers & Staff**

We deliver excellence through quality service provision, collaboration and measuring outcomes

### **Communities**

We build a socially responsible and friendly presence in each of our communities

# BOARD OF DIRECTORS

Key Assets Kentucky's Board of Directors serves a critical purpose in ensuring the organization's mission and objectives are effectively pursued. This dedicated group of individuals provides strategic guidance and oversight, helping to make important decisions related to fundraising, program development, and financial management. They also play a pivotal role in establishing the organization's vision, setting long-term goals, and ensuring compliance with legal and ethical standards. Ultimately, the board of directors serves as a vital link between the organization and its stakeholders, working diligently to advance the positive and lasting outcomes for children, families and communities.



**Gary McKale**  
President  
Senior Business Banking  
Vice President with Chase  
Bank Lexington, Kentucky



**Crystal Fields**  
Treasurer  
Finance Manager, Optimization.  
Gray Construction, Lexington,  
Kentucky



**Jennifer Hall**  
Executive Director,  
Key Assets Kentucky,  
Lexington, Kentucky



**Amy Cooper-Puckett**  
Clinical Social Work/  
Therapist, LCSW



**Debbie Green**  
Strategic Marketing Consultant,  
Bringing In The Green, LLC,  
Lexington, Kentucky



**Steve Jacques**  
Executive Chairperson,  
Odyssey Social Care &  
Children's Services Lead,  
Broadlake.



**Anna Whites**  
Founder,  
Anna Whites Law Office



**Chris Whitsell**  
Founder,  
Whitsell Counseling &  
Supervision LLC,  
Danville, Kentucky



**Jennifer Withrow**  
Manager,  
Program Policy & Support  
Branch, Kentucky Office of  
Vocational Rehabilitation,  
Frankfort, Kentucky



# LEADERSHIP TEAM



**Jennifer Hall, MSW**  
Executive Director



**Lori Birch**  
Human Resources Director



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



**Royce Gilpin, LPCC-S**  
Quality Assurance Director



**Carrie Price, MSW, CSW**  
CCC Director



**Lisa Robbins**  
Finance Director



**Zachary Cornett, APRN, MSN, PMHNP-BC**  
Director of Behavioral Health



# THANK YOU TO OUR GENEROUS SUPPORTERS

Alex Carlos  
Bill & Mandy Shea  
Billie Halsey  
Carrie & Sonny Price  
Cherie Jones  
Crystal Curry  
Debbie Green  
Emily Bartley  
Emily Hamilton  
Flash Kinney  
Gary McKale  
Gloria Zelinski  
Herbie Riddle  
Isabell Riegle  
Jennifer Hall  
Jeremy & Amanda Day  
Jess Glines  
Joyce Crawford  
Katie Kanatzer

Kevin Nelson  
Kim Davis  
Kori Meyers  
Kyhra Cress  
Lisa Robbins  
Melody George  
Nordia Dixon  
Pamela Day  
Paula Roe  
Raven Roe  
Renita Wright  
Royce Gilpin  
Ryan McCord  
Shane Hall  
Stephen Jacques  
Tobe Isaac  
Victor Bernard  
Zach & Tiff Dail  
Zachary Cornett

# CCC GOALS/OBJECTIVES MET FOR 2024:

Transitioned to internal psychiatric medication management provider.

Hired and trained Behavior Technicians for our Applied Behavior Analysis services.

Received 54 Referrals and provided 11 placement assessments.

Successfully discharged four youth to a lower level of care and admitted eight youth to the program.

Achieved re-licensing from the Office of Inspector General for all group homes.

Joined with other providers in the Department for Community Based Services to plan for the implementation of EQ2 and Ukeru for 2025.



# CHILDREN IN COMMUNITY CARE IMPACT STORIES

“

## MEET SARAH

We received notification that the school system was going to shorten \*Sarah's time in school from 5 days per week to 3 days per week. This notification came as quite a shock to Sarah's support system and treatment team. Everyone was concerned that Sarah would experience regression without the opportunity to spend time in her classroom daily and that we would no longer be able to care for her in the CCC Program. However, Sarah's most fierce advocate, her biological mother, Tammy fought for her to remain in her school setting. She believed that Sarah is best served in the classroom with her peers. Tammy, a special education paraeducator in another school district researched education law and sought consultation from others in her field. Tammy was able to identify the stay put rule and invoked it. As a result, a resolution meeting was held with Tammy and the Special Education Director. At this meeting Tammy and the Director were able to create a plan for Sarah to have shortened days not weeks and for additional supports and resources to be provided in the classroom. This will allow for her to still receive education services in her classroom daily!

“

## MEET AMY

Amy, a determined young lady, once struggled with impulse control and distress tolerance, often abandoning tasks at the first sign of difficulty. Frustration would overwhelm her, leading to avoidance rather than perseverance. Through consistent effort in therapy and at school, learning and implementing self-regulation strategies, and guided support from her interdisciplinary team, Amy gradually developed the ability to understand and work through her emotions to achieve her goals. She learned to pause, take deep breaths, and remain grounded in the present moment with coping and mindfulness skills. Now, instead of giving up, she problem-solves, seeks support when needed, and completes tasks even when they feel difficult. This newfound resilience has boosted her confidence, strengthened her skills, and empowered her to embrace challenges as steppingstones to success at home, school, and in her community.



# BEHAVIORAL HEALTH STATS FOR 2024:



Therapists trained in  
trauma-based modality  
(TF-CBT, EMDR)



Increase in Therapy  
revenue year over year



Increase in Targeted  
Case Management  
(TCM) revenue year  
over year



TCM retention for the year



Therapist retention for the  
year



Of therapists are  
independently licensed or  
eligible

# BEHAVIORAL HEALTH IMPACT STORIES

“

## MEET STELLA

Therapy at Key Assets played a transformative role in helping our client, "Stella", escape a domestic violence situation and rebuild her life. Initially, Stella sought help from a therapist after years of enduring emotional and physical abuse, feeling trapped, and unsure of her worth. It took many months for Stella to finally admit to herself and her therapist that abuse was happening. Therapy provided her with a safe and nonjudgmental space where she could share her experiences openly, many of which she had never spoken aloud before. One of the most impactful aspects of therapy was helping Stella recognize that the abuse was not her fault—a realization that challenged the shame and self-blame she had carried for years. Her therapist also worked with her to process the fear and trauma that she experienced daily. Through trauma-focused therapy techniques, Stella began to see herself as deserving of safety and respect. In addition to emotional healing, Key Assets provided practical support. Case management connected Stella with local resources, including a domestic violence shelter, legal assistance, and childcare support. Together, they created a safety plan that enabled Stella to leave her abusive partner, while protecting herself and her young daughter. Over time, therapy equipped Stella with the tools to rebuild her life. She learned strategies to manage anxiety and set boundaries, which empowered her to establish a new home and begin pursuing her dreams. For Stella, therapy was more than a lifeline—it was the foundation of her journey to freedom and self-worth.

“

## MEET JAMES

"James" - a man with cognitive loss - struggled with daily tasks and felt isolated. Once a vibrant storyteller, he became more withdrawn and unsure how to navigate his changing world. His life improved when he connected with Key Assets for therapy and targeted case management. Through weekly therapy, James has learned coping strategies to manage how he now experiences his environment. His case manager helped him secure in-home support, food items, pest control and helped with organization skills. She provided critical social support that has reignited his sense of purpose. With their guidance, James has rejoined his community, where he can share laughter and wisdom with others. Today, James is on a much-improved path. He cooks simple meals, enjoys exercise on his bike, and feels empowered to ask for help when needed. His smile shines with hope. Thanks to compassionate care, James is not just surviving - he's living with dignity and joy.





# 2024 SUCCESSES - WE DID IT!

# 2024

- ✓ CARF Accreditation
- ✓ First Board of Directors Strategic Planning Session
- ✓ Staff turnover was reduced third year in a row
- ✓ Increased number of clinicians trained to conduct ADOS-2
- ✓ Community support of local non-profit organizations: Autism Society of the Bluegrass – Autism Walk and Thursday’s Child – Night with the Stars
- ✓ Community involvement by serving on the Board of Directors of Thursday’s Child and the Children’s Alliance, as well as participating in the Children’s Alliance, Kentucky Nonprofit Network, and the Kentucky Advisory Council on Autism philanthropic efforts
- ✓ Continued strategic efforts to become a Trauma-Informed Organization



# KEY ASSETS KENTUCKY BY THE NUMBERS



## KEY METRICS

At Key Assets Kentucky, we establish key metrics to measure, track and evaluate our progress and health of our organization. These metrics offer valuable insights into our progress towards achieving our goals and objectives, ultimately guiding us to year-end success. Below are a few examples of some of these key metrics:

### CHILDREN IN COMMUNITY CARE

28

Youth  
Served

54  
+42%

Referrals



8

New  
Admissions

4

Positive  
Discharges

### BEHAVIORAL HEALTH



We're in approximately 50 schools across 9 counties, 35 of those are in Fayette County.



We served 675 total clients in 2024.



We have completed 200+ vital autism assessments for the Commonwealth.

# FUNDRAISING AT A GLANCE



## KEY A STRONG START IN OUR FIRST YEAR AS A NONPROFIT

Thanks to the generosity of our foundational supporters, we secured the initial funding necessary to begin building a sustainable financial foundation.

## WHERE OUR 2024 FUNDING CAME FROM:



INDIVIDUAL DONATIONS FROM  
BOARD MEMBERS AND STAFF



GOOD GIVING CHALLENGE



GOOD GIVING CHALLENGE  
MATCHING DONATIONS

## WHERE WE PLAN TO GROW OUR FUNDING IN 2025:



GRANT  
OPPORTUNITIES



CORPORATE  
SPONSORSHIPS



RECURRING  
INDIVIDUAL DONORS



# FINANCIALS



## Operating Revenue:

\$8,639,701.46

## Direct Contributions:

\$2,974.33

## In-Kind Contributions:

\$1,450

## Operating Expenses:

Direct Costs: \$5,931,161.39

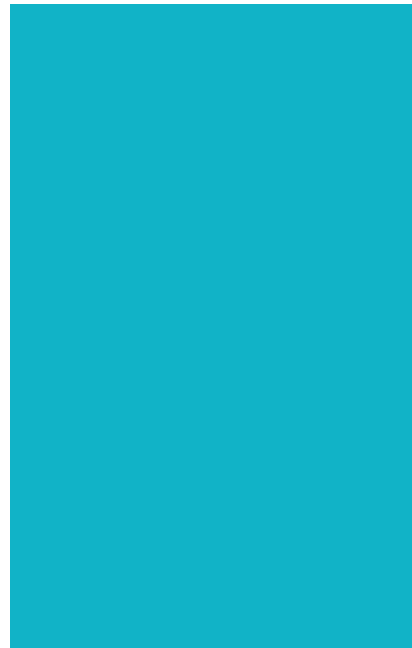
Indirect Costs: \$2,643,113.35

**Net Assets: \$167,693.01**

## 2024 FISCAL STATEMENT

### OPERATING REVENUE

Total Revenue \$8,639,701.46



Direct Contributions \$2,974

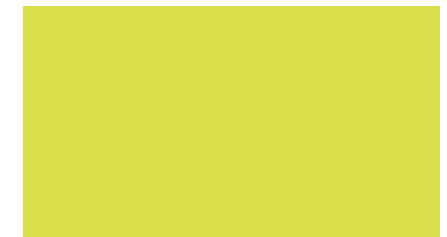
In-Kind Contributions \$1,450

### OPERATING EXPENSES

Direct Total \$5,931,161.39



Indirect Total \$2,643,113.35



**NET ASSETS:**  
**\$167,693**

# 2025 - THE YEAR AHEAD

- ✓ Increase the number and type of evidenced-based treatment modalities being used by qualified therapists
- ✓ Implement innovative strategies to support staff well-being
- ✓ Improve current New Employee Orientation for Youth Care Workers by adding more time for observation and shadowing for real on-the job experience prior to completing training
- ✓ Partner with the Department for Community-Based Services in implementing EQ2 and Ukuru trainings that will increase direct care staff job competency
- ✓ Create in-house CEU offerings to social workers, professional counselors, NP's in the area of Screen Use Reduction in Youth to promote improved well-being
- ✓ Increase use of Evidence Based Treatment modalities across
- ✓ Increase the number of Board of Directors to more closely represent the communities we serve
- ✓ Increase awareness in the community about Key Assets Kentucky while building meaningful partnerships
- ✓ Achieve fundraising goals through the addition of new partners such as volunteers, individual donors, corporate sponsors, local, state and/or federal grants and community foundations



2331 Fortune Dr #225  
Lexington, KY 40509  
(859) 226-5022  
[keyassetskentucky.com](https://keyassetskentucky.com)