

# P.A.L.S. for Healing

NON-PROFIT TRAUMA INFORMED COUNSELING

Paper. Art Therapy. Letting Go. Self Actualization.

## OVERVIEW

P.A.L.S. for Healing (Paper. Art Therapy. Letting Go. Self Actualization) nonprofit organization seeks to empower individuals and families who have suffered trauma or loss not only to regain their lives but also to achieve their highest human potential. We provide cutting edge trauma-informed therapies for individuals and families including art therapy, EMDR, and SITCAP. We also provide education and training for professionals and community helpers empowering them to advocate and help those who have suffered trauma and/or loss achieve optimal health.

## OPPORTUNITY FOR SOCIAL IMPACT

Trauma results from direct AND indirect exposure to an event leaving individuals feeling unsafe, helpless and filled with terror. These experiences can include rape, child abuse, military service, crisis response, domestic violence, bullying, death of a loved one, car accidents, and crime. Trauma ACTUALLY ALTERS the structure and function of the brain leading to cumulative, long-term health effects including depression, anxiety, learning disabilities, obesity, developmental delays, shortened lifespan, coronary diseases, and substance use.

We want to improve the odds for Northeast Ohioans by increasing access to trauma-informed therapies and expanding our reach to families by empowering community helpers to best serve through education and training. We provide therapy for individuals in schools and at our locations in Independence, Beachwood, and Westlake. Our professionally-led groups support families affected by parental incarceration, divorce, military deployment, substance use, and youth aging out of foster care. Our rate of growth for 2017 is at 85%, and we are on track to double that growth in 2018.

Since July 2017 we have:

- responded to school crises across Cuyahoga County
- implemented art-therapy groups at six partner locations
- provided 15 trainings for hundreds of teachers, counselors, guardians ad litem, and community helpers

## SOCIAL INNOVATION IN ACTION

Our service model is designed to allow individuals and families to receive the care necessary to reduce the impact of trauma and loss regardless of their ability to pay. Our therapists have specialized trauma training specific to a vast variety of trauma and loss so clients do not have to see multiple therapists or switch therapists after sharing their story which is common with other agencies.

Our innovative business model integrates aspects of both private practice and nonprofit mental health organizations ensuring sustainability.

The private practice aspect allows us to:

- hire highly qualified, part-time therapists
- reduce burnout
- increase retention
- increase referrals and partnerships
- allocate 80% of time and resources to directly serving families

The mental health nonprofit aspect allows us to:

- increase access to professional therapy for all who have suffered trauma or loss
- offer tailored services for families who have suffered loss
- increase access for those with high deductibles
- cut red tape and ultimately shorten treatment

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## NEED FOR CHANGE

United Way of Greater Cleveland's 2017 Community Assessment found over 58,000 families living in poverty which was a key factor in the health and wellness of families. Per the Assessment report, mental health care—specifically for those who have experienced traumatic experiences—was a key priority for our community.

Ohio's children were in the highest quartile of the nation for witnessing domestic violence, having lived with a parent who has been to jail or died.

One in three women and one in four men have experienced some form of physical violence by an intimate partner.

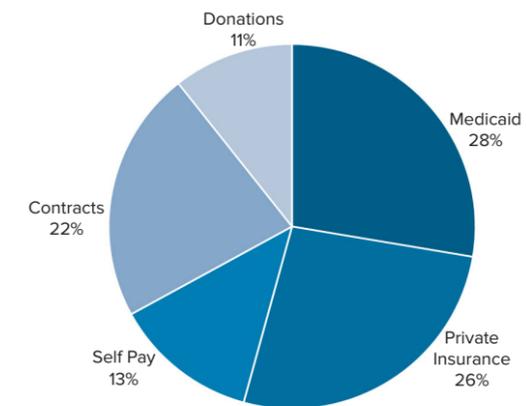
Statistics reveal suicide and NOT combat is the leading killer of U.S. troops deployed to the Middle East to fight the Islamic State.

Trauma and loss are often misdiagnosed because symptoms mimic other mental health disorders leading to lengthened, unnecessary, and/or costly treatments harming individuals, families, economy, and society. In response to these issues, we provide highly specialized, evidence-based individual, and group services for ALL who desperately need healing, including those hindered by high out-of-pocket deductibles, transportation, and insurance restrictions. Our support groups are designed for the entire family to rebuild and strengthen through age-appropriate, evidenced-based treatments.

## FINANCES

P.A.L.S. for Healing allocates over 80% of our time and resources on direct services to individuals and families; therefore, we are an extremely lean and financially-responsible nonprofit with minimal overhead. We have an innovative cash flow blend that incorporates fee-based services compensated by private pay, Medicaid, private insurance, and community contracts with "typical" nonprofit revenue. Since we opened our doors in June 2017, we have been profitable without having to take out a loan or obtain any grants. However, to sustain our rapid growth and triple our impact, we are now seeking foundation grants.

P.A.L.S. for Healing 2017 Revenue Sources



## GOALS & PERFORMANCE

We measure success in our programs in several ways:

Since August 2016, our individual and group clients have reported reduction in at least two trauma symptoms, an increase in coping and support, and a reduction of distress.

In November 2017, we plan to launch a Pre-Program, Program Completion, and One-Year Post-Program survey system that will be used for both individual services and our group services. This survey assesses trauma and loss symptoms, coping skills, self-esteem, internal family communication, and support in adults, children and families. Our BVU Fellow and executive director are working closely together to construct this survey by adapting five evidence-based assessments to create a valid and user-friendly assessment specific to trauma and loss.

Our community partners are given a Program Quality assessment and attendance sheets to assess participant dedication to the healing process. We have had over 95% satisfaction from community partners, 100% contract renewals, and doubled our program referrals.

## INVEST

Over 80% of all of our time and resources at P.A.L.S. for Healing are spent on directly serving individuals and families suffering from trauma and loss. Your investment will help more Greater Clevelanders not only heal but thrive! We are a 501(c)(3) and your monetary and in-kind donations are tax-deductible.

### FINANCIAL

- **\$100** provides art therapy supplies for a trauma survivor to re-author her/his trauma story from an emotionally safe distance.
- **\$250** sponsors a child for art therapy sessions held at her/his school, eliminating the transportation barrier.
- **\$640** sponsors an ENTIRE family's healing at one of our support groups.

### IN-KIND

- Volunteer to serve meals or provide food at one of our support groups.
- Provide art therapy supplies for adults and children to heal and reach optimal overall health.
- Board of Directors: We are seeking individuals to join our board of directors who are passionate about our mission—people who are ready to "roll up their sleeves" and make an immediate impact on the growth and development of our organization and, thus, on children and families.