



# 2016 COMMUNITY REPORT

## FY 2015 Annual Report



# BOARD MEMBERS

## Rose Hill Center Board of Directors

Daniel J. Kelly.....Chairman  
 Ben Y. Robinson.....President & CEO  
 Rosemary Kelly.....Vice Chairman  
 Robert E. Baker.....Secretary  
 Richard T. Walsh.....Treasurer & Assistant Secretary

David H. Boerger           Jeremy J. Modell  
 Randal M. Brown         J. Michael Moore  
 Raymond M. Cracchiolo   Scott C. Mullan  
 Jeffrey A. Evans         Richard A. O'Connor  
 James T. Heimbuch       Herbert J. Roth, MD, FAAP  
 Patrick R. Jakeway       Michael J. Stavropoulos  
 Walter Knysz III, MD      Lynn M. Torossian  
 Thomas V. Larabell       Alice J. Wachol  
 Jeffrey N. Lutz           Robert A. Wilson  
 J. Thomas MacFarlane

*The Center Board is responsible for governance of Rose Hill Center's highly effective treatment and rehabilitation program. (Tax ID 38-2895077)*

## Rose Hill Foundation Board of Directors

John P. Tierney.....President  
 Robert E. Baker.....Secretary  
 Richard T. Walsh.....Treasurer & Assistant Secretary  
 J. Michael Moore.....Assistant Treasurer

David H. Boerger           Kathleen Chisholm McInerney  
 Raymond M. Cracchiolo   Steven P. Mellos  
 Thomas J. Dharte         Gregory J. Schwartz Jr.  
 Walter B. Fisher         Gregory J. Suhajda  
 Daniel J. Kelly           Mary Ann Van Elslander  
 Rosemary Kelly          William F. Whelan  
 Walter Knysz III, MD      Robert A. Wilson

*The Foundation Board is responsible for managing investments and fundraising. The Foundation provides grants exclusively to Rose Hill Center. Tax ID 20-0081638*

## Rose Hill Center Advisory Board

James D. Adamo, MD  
 Stephanie W. Bergeron  
 William T. Burgess  
 Oliver G. Cameron, MD, PhD  
 C. Edward Coffey, MD  
 Joseph M. Grace  
 Waltraud E. Prechter  
 Mark Reinstein, PhD  
 Alan H. Rosenbaum, MD  
 Angammal Veluswamy, MD

*The Advisory Board provides guidance and oversight regarding best practices in the treatment of mental illness.*



# ABOUT ROSE HILL

## Mission

To provide a highly effective therapeutic program for adults with mental illness that enables them to manage their symptoms and lead fulfilling lives.

## Vision

To be known as the best treatment community for adults with mental illness by implementing effective and innovative treatment and therapy to foster growth and lasting recovery.

## Program Overview

Located on 412 acres in northern Oakland County, Rose Hill Center is a residential treatment and rehabilitation facility for adults with a primary diagnosis of serious mental illness. Although mental illnesses cannot be cured, the programs offered by Rose Hill provide individuals with the insights, life skills, attitudes, and medications needed to manage their illness in the same manner that other medical problems are managed. By combining pharmacological treatment with an intense therapeutic rehabilitation program, Rose Hill is able to assist individuals in achieving and maintaining psychiatric stability and their highest level of independence. Rose Hill offers five distinct levels of services:

### RESIDENTIAL REHABILITATION

Achieving stability and restoring self-esteem

### CO-OCCURRING RESIDENTIAL REHABILITATION

Achieving sobriety and restoring stability

### TRANSITIONAL LIVING

One step closer to achieving potential

### COMMUNITY SUPPORT

Attaining – and maintaining – independence

### EXTENDED RESIDENTIAL

For those who need on-going supervision

## Accreditation & Licensing

Rose Hill has earned the Gold Seal of Approval from the Joint Commission, an independent, not-for-profit organization that accredits and certifies nearly 21,000 health care organizations and programs in the United States.

Rose Hill is licensed by the State of Michigan. Staff are licensed to practice in their area of specialty and receive regular and rigorous in-service training. Rose Hill is a member of the American Residential Treatment Association (ARTA)

# HIGHLIGHTS FROM 2015

- ▲ Served 133 individuals, many in multiple programs. Since Rose Hill Center opened in 1992, over 1,575 individuals (plus their families) have benefitted from our effective treatment and rehabilitation programs.
- ▲ Admitted nearly 50% of the residents in the Residential Rehabilitation Program and Transitional Living Program from outside of Michigan for the second year in a row. This is an affirmation of our national presence as a center of excellence in treating persons with serious mental illness.
- ▲ Completed the first full year of operation of the Co-Occurring Residential Program which treats individuals with both mental illness and substance use disorder. During this time, there were very positive outcomes and an increased demand for the program.
- ▲ Completed implementation of the Daily Living Activities-20, a rigorous outcome measurement tool. During this second year of use, improvement from admission to discharge was demonstrated as follows: Residential Rehabilitation - 14% improvement, and Co-Occurring Rehabilitation - 33% improvement. For those who also participated in the Transitional Living Program there was a 79% improvement.
- ▲ Re-built the Rose Hill Center and Rose Hill Foundation websites to provide an enhanced user experience, more engaging content, and more efficient functionality. Significantly expanded our reach on Facebook.
- ▲ Completed campus renovations which were funded by the 2011-2014 Capital Campaign. These final projects were in the Kelly Community Center and included new clinical offices, an infirmary and medical exam room, six additional resident bedrooms (providing private rooms), and other refurbishments.
- ▲ Provided financial assistance of \$798,000 to the families of 24 residents who otherwise would not have been able to receive treatment at Rose Hill. Notably, this was a 9% increase over the amount of financial assistance granted the previous year and it supported 26% more residents!
- ▲ Provided subsidies of \$236,000 for the treatment of residents placed at Rose Hill by Michigan's public community mental health agencies. This allowed us to serve an additional 29 people.
- ▲ Provided over \$1 million of uncompensated care (as a result of the above two initiatives) for the second year in a row. In 2015, 53 individuals — who otherwise would not have been able to come to Rose Hill — were able to engage in our treatment programs.
- ▲ Honored Board member Mike Moore as Rose Hill's Distinguished Volunteer at the annual National Philanthropy Day Dinner hosted by the Association of Fundraising Professionals (AFP).
- ▲ Hosted the 24th Annual Golf Invitational, sponsored by Judith Darin in memory of her husband, Ned. Other major supporters included Penske Corporation and Comerica Bank.
- ▲ Received charitable gifts totaling over \$1.4 million to Rose Hill Center and Rose Hill Foundation, including \$98,000 in gifts from estates and bequests.



*Carolyn & Mike Moore (center) were honored for their volunteerism at Rose Hill. Mike was also honored as our Distinguished Volunteer of the Year at AFP's Annual Dinner in Detroit.*



*Winning team at the 24th Annual Rose Hill Golf Outing. Individual golfers: Dr. Tim Sullivan, Jim Ward, Mike Cattanaach and Tom Dharte.*



*One of six new, private bedrooms in the Kelly Community Center (KCC). These rooms were previously used as offices (that were relocated to the visitor center/administration building.)*



*Also located in the KCC: An infirmary and a separate exam room (above) made possible by the generous donations of the friends and family of Reggie, a Rose Hill graduate.*

# THE FOUNDERS SOCIETY

*The Founders Society recognizes individuals and organizations that have donated significantly in support of Rose Hill Center since fundraising began in 1989. These giving totals may represent a one-time gift or a cumulative total of multiple donations, as of 6/30/2016.\**

## DIAMOND LEVEL | \$1,000,000+

Raymond M. and Jane E. Cracchiolo Foundation  
DeRoy Testamentary Foundation  
Daniel and Rosemary Kelly  
An Anonymous Grateful Family

## PLATINUM LEVEL | \$500,000-\$999,999

Don L. and M. Jeannine Gundle  
The Kresge Foundation

## GOLD LEVEL | \$250,000-\$499,999

Ethel and James Flinn Foundation  
Gordon B. and Marion MacKenzie  
McGregor Fund

Order of Malta, American Assoc. USA  
Ralph L. and Winifred E. Polk Foundation  
Mr. and Mrs. John P. Tierney

Mr. and Mrs. David J. Vander Broek  
Mr. and Mrs. William F. Whelan

## SILVER LEVEL | \$100,000-\$249,999

Anonymous  
Arcori Family VOS Golf Outing  
Rodger and Judy Asbury  
Robert E. and Anne Baker  
Bank One / NBD  
Ann L. Bronfman Foundation  
Emily Burrell Revocable Trust  
Dr. and Mrs. Oliver G. Cameron  
Chrysler Foundation  
Community Foundation  
for Southeast Michigan  
Judith and Dennis A. (Ned) Darin, Jr.  
The George R. and Elise M. Fink Foundation

Benson & Edith Ford Fund  
Ford Motor Company Fund  
Henry Ford Health Systems  
The Herrick Foundation  
The Jewish Fund  
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Knight Foundation  
Roy I. Lahring  
Mr. and Mrs. Thomas V. Larabell  
Oliver Dewey Marcks Foundation  
Mr. and Mrs. Martin J. McInerney  
(Star Lincoln)  
Richard P. Monley

Mr. and Mrs. J. Michael Moore  
Mr. and Mrs. Roger Penske /  
Penske Corporation  
James & Pauline Pittenger Family  
Mr. and Mrs. Stephen R. Polk  
Andrew D. Shaw  
Elizabeth, Allan & Warren Shelden Fund  
Estate of Mary Ellen Smith  
Toth Family Foundation  
United Way for Southeastern Michigan  
Mr. and Mrs. Richard T. Walsh  
Jeff and Christine Willemain  
Matilda R. Wilson Fund

## BRONZE LEVEL | \$25,000-\$99,999

Amerisure Companies  
Ameritech Michigan  
ANR Foundation / ANR Pipeline  
Arts, Beats & Eats Foundation  
Mr. and Mrs. James N. Bahan  
Peter and Marijane Barry  
Ludger A. Beauvais  
Mr. and Mrs. Jeffrey D. Bergeron  
F. Ross & Laura Jean Birkhill Family Foundation  
Blue Cross/Blue Shield of Michigan  
Mr. and Mrs. David H. Boerger  
Chicago Bears Football Club, Inc.  
Comerica Bank  
Compuware Corporation  
Everill and Raymond Conroy  
Consumers Energy Foundation  
Deloitte & Touche / Deloitte LLP  
Detroit Edison Foundation  
Walter Douglas Family / Avis Ford  
Mr. and Mrs. David Easlick & Family  
Ernst & Young  
James and Rosemarie Flaherty  
Frey Foundation  
Rollin M. Gerstacker Foundation  
Richard P. and Ruth Griffin  
Thomas J. and Ruth E. Grimaldi Foundation  
Mr. and Mrs. R. Wayne Gwizdala  
Frances O'Connor Hardart  
Alan and Nancy Henderson  
James S. and Lynelle A. Holden Fund  
Hudson-Webber Foundation

Mr. and Mrs. Richard J. Hynes  
Mr. and Mrs. Verne G. Istock  
Cara Kazanowski & Family  
W.K. Kellogg Foundation  
Dr. and Mrs. Walter Knysz Jr.  
Mr. and Mrs. Albert A. Koch  
Joseph J. Laurencelle Memorial Foundation  
Ilija Leticia / Leticia Corporation  
Edward C. and Linda Dresner Levy  
Little Caesar Enterprises, Inc.  
The Masterpool Foundation Trust  
Mr. and Mrs. David N. McCammon  
Mr. and Mrs. Douglas M. McCracken  
Mr. and Mrs. James W. McLernon  
James H. McNeal Charitable Foundation  
Mr. and Mrs. Thomas G. McNeill  
Meadowbrook Insurance Group  
Ann Meier Trust  
Mr. and Mrs. Steven P. Mellos  
Michigan National Bank  
Microsoft Corporation  
Mr. and Mrs. Ralph E. Miesel  
Michael and Colleen Monahan Fund  
David and Miriam Mondry Philanthropic Fund  
Ruth Coulson Monley  
Thomas P. II and Beverly Moore  
Moscone Family Foundation  
Thomas and Jacquelyn Murphy  
Robert and Monica Mylod  
Dr. and Mrs. Michael A. Nigro  
Northern Trust Company

Marvin and Peggy Novick  
Richard A. O'Connor  
I.A. O'Shaughnessy Foundation  
David K. & Andrea Page Philanthropic Fund  
The Karen & Drew Peslar Foundation  
Richard J. and Lisa Peters  
Marian and Harold A. Poling Fund  
Mr. and Mrs. John J. Reinhart  
Richard D. and Ann C. Rohr  
Aaron (Rocky) Ross  
Raquel Ross  
Sage Foundation  
St. Hugo of the Hills Altar Guild  
Mr. and Mrs. James Savage  
Gregory J. Schwartz Jr.  
Mr. and Mrs. Gregory J. Schwartz Sr.  
Mr. and Mrs. Francis J. Sehn  
Mr. and Mrs. Gus Stavropoulos  
Gregory J. and Janice Suhajda  
Mr. and Mrs. Maurice M. Taylor Jr.  
Mr. and Mrs. Emmet E. Tracy, Jr.  
UPS Foundation, Inc.  
Van Elslander Family Foundation/  
Art Van Furniture  
Vlasic Family Foundation  
Samuel L. Westerman Foundation  
Mr. and Mrs. Brian C. Whelan  
Mr. and Mrs. Michael P. Whelan  
E.L. Wiegand Foundation  
Mr. and Mrs. Robert A. Wilson  
Thomas E. and Elizabeth A. Wolfe

*\*Due to the historical content of this list, individuals may be deceased or organizations may no longer exist.*

# FROM OUR FOUNDERS

Dear Friends:

We are grateful for — and honored by — the many donors who continue to support Rose Hill so generously each year.

In 2015, we received gifts ranging from \$10 to \$500,000 from over 500 donors. Although we received gifts from foundations and corporations, most support came from individuals and/or the community organizations to which they belong: churches, clubs, service groups and the like. Along with each of these gifts came the implicit message that the programs and services at Rose Hill are valued and deserving of support. Our response: We appreciate each and every gift. When you send a gift that's meaningful to you, it's meaningful to us and we are grateful.



Below are notes recently received from donors that explicitly underscore the importance of Rose Hill Center:

We are proud of the work you do and glad we can support you again this year. (Knights of Columbus)

We continue to be blessed by the presence of such an outstanding mental health facility with such exceptional staff and programs. (Church)

I shudder to think what might have happened to her if she hadn't finally come to Rose Hill. Our family appreciates all of the loving care you give to her. (Mother of a Resident)

We applaud you and the board for your commitment to service in the field of mental illness and in making a profound difference in so many lives. (Family Foundation)

Your vision has become a beautiful reality. Thank you. (Mother of a Graduate)

My golf friend talked about Rose Hill so I viewed your website. I was impressed and decided to make a small donation. (New Donor)

In his will, he expressed his wish that this gift be made to the Rose Hill Foundation. My family and I are happy to honor that request to benefit an institution that he — and we — have always cared about so deeply. (Family of a Board member who passed away in 2015)

To note the holiday season, we thank you for all that you do to improve the quality of life in our community. (Business Associates)

Keep up the good work! (Long-time Donor)

With your help, Rose Hill will “keep up the good work” by continuing to provide the treatments and therapies that make “a profound difference in so many lives” of adults with mental illness.

For this reason, we once again thank you, on behalf of our residents and families, for your generosity, your interest, and your encouragement.

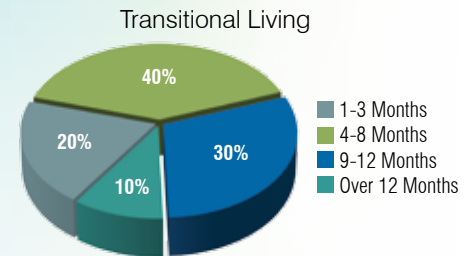
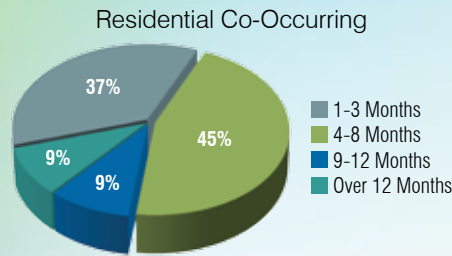
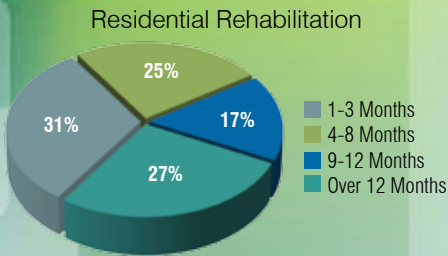
Sincerely,

*Dan + Rosemary Kelly*

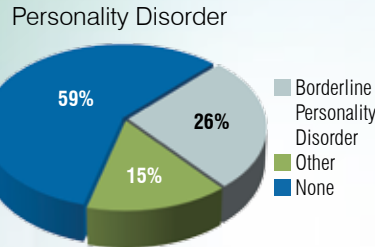
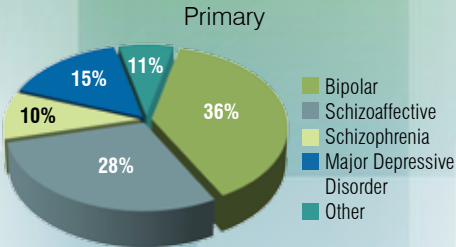
Dan and Rosemary Kelly  
Founders

# 2015 RESIDENT STATISTICS

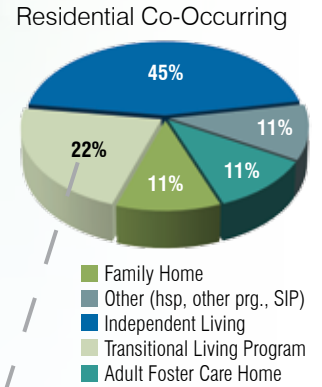
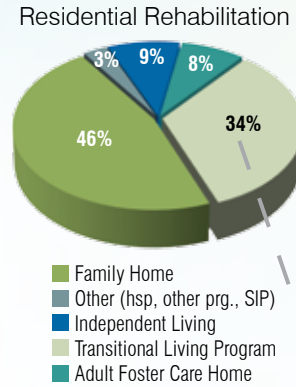
## Average Length of Stay



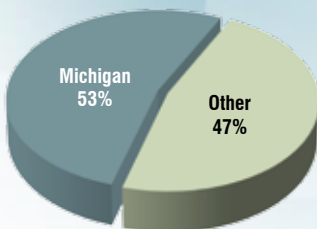
## Diagnosis



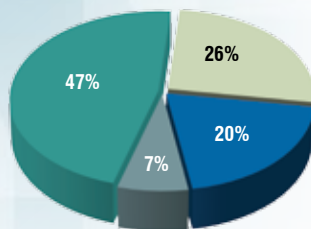
## Rose Hill's Graduates: Where Did They Go After?



## Home State

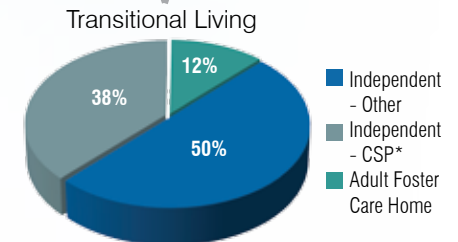
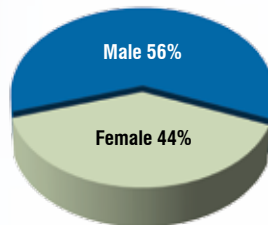


## Payment Source



Michigan - 45  
 IL - 16 OH - 2 NY - 2  
 CA - 4 FL - 2 LA - 1  
 IN - 4 KS - 2 VA - 1  
 TX - 4 MO - 2

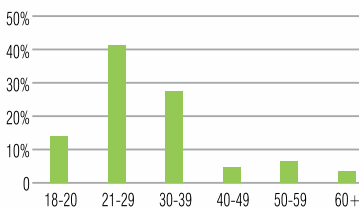
## Gender



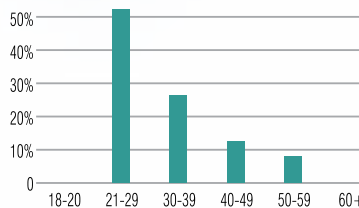
\* Rose Hill Community Support Program

## Age

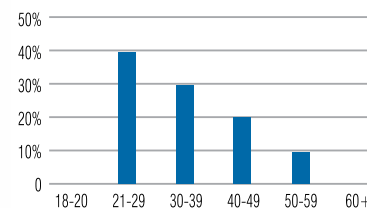
Residential Rehabilitation Program



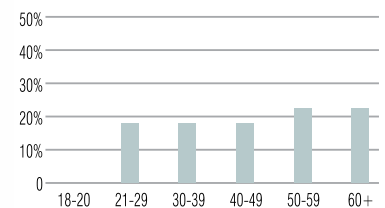
Co-Occurring Program



Transitional Living Program

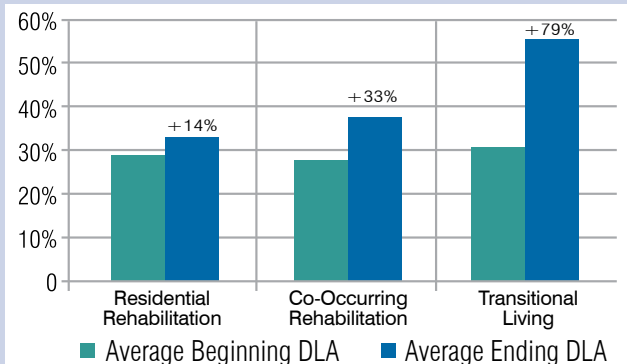


Extended Residential Program



## OUTCOME MEASURES

Each year, the success of Rose Hill Center's treatment program can be seen in the lives of the residents who return to their families and communities. We have verified this through outcomes measures and assessments which have consistently shown an improvement in our residents' functioning and a decrease in psychiatric symptoms. Rose Hill utilizes the Daily Living Activities-20 (DLA-20), a research-based outcomes measurement tool which measures twenty items of functionality. The DLA-20 is measured at admission, quarterly, during transfer to another Rose Hill program level, and at discharge. In 2015, the DLA-20 scores of residents who successfully graduated from one of our Residential Programs averaged an increase of 14%-33%. Those who then participated in the Transitional Living Program averaged a 79% improvement.



# A LETTER TO THE ROSE HILL COMMUNITY

Dear Friends:

I am pleased to provide you with this summary of our operations, programs and achievements during the past year. It is our hope that all donors, family members, past residents, Board members and friends of Rose Hill Center will be gratified by the information presented in this **2016 Community Report**.



The *Highlights From 2015* (page 1) and *2015 Resident Statistics* (page 4) provide an overview of the people we served and the programs we provided in 2015. As you can see, everything points to the on-going effectiveness of treatment at Rose Hill. This information also draws attention to the reasons we do what we do at Rose Hill Center.

Our founders, board members, and team members engage in this challenging work out of a strong commitment to make the world a better place by focusing our resources, energy, knowledge and passion on improving the lives of people with mental illness. This, of course, includes the increasing number of residents who are presenting to us with complex conditions: serious thought and mood disorders that require effective medications and therapies; personality disorders that require education, therapy and ongoing coaching; co-occurring substance use disorders that require a strong recovery and abstinence focus; and an array of untreated medical conditions that require continuous oversight by our nurses and doctors, as well as referral and treatment by outside medical professionals. And yet, despite these challenges, we know that as a result of our ongoing efforts, recovery and a meaningful life are not only possible but probable.

We also know that our efforts can help reduce the tragic outcomes (most commonly self-injury and/or injury of others) that can occur when individuals with serious mental illness go untreated. While programs like Rose Hill Center cannot prevent the violent actions of persons who become immersed in religious or political fanaticism, we can — and do — address some of the underlying mental conditions that are so often identified after a tragedy occurs.

We can also address the stigma, and even social ostracism, that are often significant challenges in connecting individuals and their families with appropriate services. At Rose Hill Center, we successfully serve and support people from a wide array of religious, cultural, racial, economic and ethnic backgrounds. Our caring staff and our structured programs focus on the therapeutic work and meaningful life activities that are effective in breaking through social barriers. At Rose Hill, we will never stop fighting the stigma that prevents vulnerable people from engaging in programs that will be life-changing for them, their families, and our communities.

Each and every one of our supporters and constituents plays an important role in the continued success of Rose Hill Center. Your financial support, as well as your encouragement, is essential! On behalf of everyone at Rose Hill: “THANK YOU!” If you have any questions about anything in this report or need any additional information about Rose Hill, please call me at 248-531-2411.

Sincerely,

A handwritten signature in black ink that reads "Ben Y. Robinson". The signature is written in a cursive, flowing style.

Ben Y. Robinson  
President & CEO

# ROSE HILL SOCIETY - 2015

*An annual giving leadership society of individuals, foundations, corporations and groups that support Rose Hill Center and/or Rose Hill Foundation with annual giving of \$1,000 or more*

## **\$100,000 - \$125,000**

Toth Family Foundation  
DeRoy Testamentary Foundation

## **\$50,000 - \$99,000**

Mr. and Mrs. J. Randal Cochrane  
Estate of Ann Meier  
Whelan Family Foundation

## **\$25,000 - \$50,000**

Ethel and James Flinn Foundation\*  
M. Jeannine Gundle  
Mr. and Mrs. R. Wayne Gwizdala  
Richard P. Monley

## **\$10,000 - \$24,999**

Rodger and Judy Asbury  
Mr. and Mrs. James N. Bahan  
Robert E. Baker  
Mr. and Mrs. Thaddeus Buda, Jr.  
Everill Conroy  
Raymond M. & Jane E. Cracchiolo Fdn  
Judith Darin  
Dick and Ruth Griffin  
Mr. and Mrs. Richard J. Hynes  
Daniel and Rosemary Kelly  
Oliver Dewey Marcks Foundation  
Mr. and Mrs. J. Michael Moore  
Thomas and Jacquelyn Murphy  
David K & Andrea Page Philanthropic Fund  
Ralph L. and Winifred E. Polk Foundation  
Mr. and Mrs. John J. Reinhart  
Mr. and Mrs. John P. Tierney  
Mr. and Mrs. David J. Vander Broek  
Jeff and Christine Willemain

## **\$5,000 - \$9,999**

Mr. and Mrs. Jeffrey D. Bergeron  
F. Ross & Laura Jean Birkhill Family Fdn  
Mr. and Mrs. David H. Boerger  
Emily Burrell Revocable Trust  
Comerica Bank  
George R. and Elise M. Fink Foundation  
Frances O'Connor Hardart  
Dr. Lewis Markoff &  
Dr. Caroline Samuels  
Mr. and Mrs. James W. McLernon  
Mr. and Mrs. John Nicholson  
Penske Corporation  
Waltraud E. Prechter  
Mr. and Mrs. Gregory J. Schwartz, Sr.  
Elizabeth, Allan & Warren Shelden Fund

## **\$5,000 - \$9,999 (cont.)**

Greg and Janice Suhajda  
Mr. and Mrs. Michael P. Whelan  
Mr. and Mrs. Brian C. Whelan  
Mr. and Mrs. Robert A. Wilson  
Thomas E. and Elizabeth A. Wolfe

## **\$2,500 - \$4,999**

Mr. and Mrs. Richard A. Brodie  
Mr. and Mrs. Randal M. Brown  
William T. Burgess & Kathryn Wood  
Enterprise Holdings Foundation  
Ernst & Young  
James and Rosemarie Flaherty  
Thomas and Ruth Grimaldi Foundation  
Jim and Lorraine Heimbuch  
Reverend Robert J. Lord  
Eugene and Jeanne LoVasco  
Jeffrey N. Lutz & M. Cathy Nowosielski MD  
Northern Trust Company\*  
Meadowbrook Insurance Group  
Moscone Family Foundation  
Quantum Ventures (Skandalaris)  
St. Hugo of the Hills Altar Guild  
Tom and Lynn Torossian  
Mr. and Mrs. Richard T. Walsh

## **\$1,000 - \$2,499**

Accent Decorating & Design  
Ann G. Aliber  
Avis Ford - Douglas Family  
Dr. and Mrs. John D. Baker  
The Bank of America Charitable Fdn\*  
Peter F. Barry  
Michael and Joan Bergman and Family  
Mr. and Mrs. John R. Birmingham  
Mr. and Mrs. Earl R. Boonstra  
John and Patricia Calderini  
Reverend & Mrs. Lawrence Chamberlain  
Thomas & Carol Cracchiolo Foundation  
The Cold Heading Foundation  
Maryann Cromwell  
Deloitte LLP  
Frank G. and Gertrude Dunlap Fund  
Jan Eccles  
Eikos Holdings - Stavropoulos  
Mr. and Mrs. Robert C. Emde  
M. Joan Farrar  
Mr. and Mrs. Walter B. Fisher  
Mr. and Mrs. Dennis J. Flynn  
Ken and Julie Francis  
Charles & Christine Frank

## **\$1,000 - \$2,499 (cont.)**

John T. Frye  
Arthur J. Gallagher Risk Mgmt Services  
W. Michael George  
Carleton and Mary Lou Griffin Fund  
T. Stephen Hauser  
TL Hawkins & Kristie Miller  
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Mr. and Mrs. James P. Hogan  
Patrick R. Jakeway  
George G. Johnson Fund  
Mr. and Mrs. Gary Kadlec  
Dr. and Mrs. Robert A. Kelly  
Shirley Kelly  
Bonnie and Al Koch  
Dr. Gerald and Elaine Laker  
Mr. and Mrs. Thomas V. Larabell  
James A. Lefere  
Michael and Kathryn Lewis  
Phyllis Peters Look  
Annemarie Lopez  
J. Thomas and Valerie L. MacFarlane  
Dan and Marilyn Maher  
Rita Margherio  
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Mr. and Mrs. Douglas McCracken  
The Michael F. McManus Foundation  
Tom and Patty McNeill  
Mr. and Mrs. Ralph E. Miesel  
Mr. and Mrs. Michael R. Mihalich  
Mr. and Mrs. William A. Morrow  
Mutual of America Life Insurance Co.  
Richard and Lisa Peters  
Mary Jane Richardson  
Mr. and Mrs. Ben Y. Robinson  
Dr. and Mrs. Alan H. Rosenbaum  
Dr. and Mrs. Herbert J. Roth  
The Samuel Group of Companies  
Mr. and Mrs. James M. Savage  
John F. and Marta D. Schaefer  
Gregory J. Schwartz Jr.  
Mr. and Mrs. Gerald L. Seizert  
Mr. and Mrs. George R. Short  
Mr. and Mrs. William B. Slowey  
Mr. and Mrs. Maurice M. Taylor, Jr.  
Joan Tomlinson  
Leonard and Barbara Trotta  
Mr. and Mrs. John E. Utley  
Robert Vlasic  
Matthew Howell and Julie Wagner  
Mr. and Mrs. Kenneth L. Way  
Mr. and Mrs. James B. Wright

\* Matching gift organization



## In grateful recognition of those donors who contributed \$500-\$999 during 2015

Thomas and Karen Aliber  
 Pete and Barb Bauman  
 Janet H. Beattie  
 Rick, Valerie & Charles Berry  
 Mr. and Mrs. Bruce D. Birgbauer  
 Dr. and Mrs. William R. Birkhill  
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\* Matching gift organization

# REVENUE & EXPENSE SUMMARY

## Rose Hill Center

Year Ended December 31, 2015

Program Revenue	
Residential Rehabilitation	\$3,217,471
Extended Residential	1,191,819
Transitional Living	432,481
Community Support	94,255
Investment Income	(13,571)
Other Income	<u>22,870</u>
Total Operating Revenue	<u>\$4,945,325</u>
Program Expenses	\$4,857,959
Management and General Expenses	<u>399,027</u>
Total Operating Expenses	<u>\$5,256,986</u>
Operating Loss	<u>\$ 311,661</u>
Contributions Received*	
Capital Campaign	\$ 44,364
General	306,595
Rose Hill Foundation	330,000
Development Expenses	<u>(141,916)</u>
Net Contributions	<u>\$ 539,043</u>

\* Donations to the Rose Hill Foundation are not included in this report. However, the above amounts include the Foundation's contributions to Rose Hill Center.

# LEGACY GIVING

Did you know that proceeds from estate gifts are directed to our Financial Assistance Program? Naming the Rose Hill Foundation as a beneficiary supports one of our most powerful initiatives: *Making treatment available to individuals and families who otherwise could not afford it.*

Rose Hill is grateful to those who are already members of our legacy society, the Circle of Independence, and we would be honored to include you on this list.



### Members of the Circle of Independence

Mr. and Mrs. James N. Bahan  
Robert E. Baker

David E. and Theresa Ballenberger  
David H. and Debby Boerger

Earl Boonstra  
Marilyn Cooper

Zachary Endress MD  
Carol Gelderman

Don L. and M. Jeannine Gundle  
Daniel J. and Rosemary Kelly

John Daniel Kelly  
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Ann C. Meier Revocable Trust

David and Miriam Mondry Philanthropic Fund

David K. Page

James & Pauline Pittenger Family

Mary Ellen Smith

Joseph Vandenheede

To learn how you can make a deferred gift to the Rose Hill Foundation or to document your bequest and join the Circle of Independence, contact Ben Robinson, 248-531-2411.

# FINANCIAL ASSISTANCE IS A LIFELINE FOR FAMILIES

Our goal at Rose Hill Center is to help individuals achieve psychiatric stability and personal independence. With support from our donors, this is exactly what happens at Rose Hill. Not long ago, the mother of a now-graduate of our Residential Rehabilitation Program, who had come to us from Massachusetts, put it this way:

*“Rose Hill Center is the gold standard for residential treatment for mental health. I’m sorry to say there is not much across the country that can compare to the treatment provided by these wonderful people.”*

Her statement highlights two important points: (1) Rose Hill provides effective treatment. (2) Rose Hill has a national reputation of excellence. Our outreach team regularly shares information at national conferences and our admissions team receives daily phone calls from families across the country as well as in Michigan. We do not have a shortage of inquiries.

However, funding the cost of residential mental health treatment is a continued challenge for many prospective residents and their families. The number of hopeful residents who are unable to afford the full cost of quality mental health care — and don’t qualify for assistance for residential treatment, from either a publicly supported mental health agency or from an insurance provider — has risen dramatically in recent years. While Rose Hill strives to offer affordable fees, often significantly lower than similar programs across the country, we regularly see families faced with an agonizing reality in which the health and well-being of their loved one continues to be jeopardized. When families cannot pay the cost, it often means their loved one will ‘pay the price’ when they are unable to receive services.

In response to this challenge, Rose Hill Center has established a Financial Assistance Program. It is the focus of most of the fundraising efforts by the Rose Hill Foundation in support of Rose Hill Center. Each year, the proceeds from the Foundation’s Annual Golf Invitational are directed to the Financial Assistance Program. Likewise, the Foundation’s year-end Annual Fund Campaign solicits donations for this important initiative. Unless otherwise specified, planned and estate gifts also support the Financial Assistance Program.

Who is helped by the Financial Assistance Program?

- Families who need help to pay for their loved one to come to Rose Hill in the first place
- Families who have paid privately but are unable to continue when additional treatment is warranted
- Families who have paid privately for the entire residential portion of the program but need assistance so their loved one can move into the Transitional Living Townhouses to further practice the skills they’ve acquired
- Families with short-stay insurance benefits (typically under 30 days) who see the promise of on-going treatment at Rose Hill and do not want their loved one to be discharged

What would these families say to donors who support Financial Assistance through an outright gift or a planned gift? One mother provided the following answer:

*“Thank you for giving my daughter the chance to enjoy a life filled with relationships, work, joy, intellectual curiosity, and the ability to plan and care for others. I am grateful that each of these elements has returned to her through the help of the Rose Hill staff and your generosity in supporting the scholarship fund. You have given my daughter the ability to live her life to her greatest potential.*

*“By giving my daughter a healthy life she enjoys you have made our family stronger. We feel your impact. God bless you. And I thank you from the bottom of my heart.”*

Since Rose Hill opened in 1992, we have consistently returned seriously ill people to their families and society as more productive, self-motivated, and independent individuals. Your support of the Financial Assistance Program makes recovery and independence a reality for even more people who struggle with mental illness.



*When families cannot pay the cost, it often means their loved one will ‘pay the price’...*



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