

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

August 29, 2019

Contact Information

Organization Name: Main Line Health/DBA Bryn Mawr Rehab Hospital
Address: 414 Paoli Pike, Malvern, PA 19355
Phone: (484) 596-5614
Website: www.mainlinehealth.org/rehab
Year Incorporated: 1970
FEIN: 23-1352160

Executive Director/CEO Name: Karen Gadson
Executive Director/CEO E-mail: gadsonk@mlhs.org
Board of Directors Chair Name: Joseph McHale
Primary Contact Name: Marissa Keough
Primary Contact E-mail: keoughm@mlhs.org

Has your nonprofit ever applied to the Community Foundation? Yes No__ Not Sure__
Has your nonprofit ever received funding from the Community Foundation? Yes No__ Not Sure__
 Donor Advised Fund(s) ___ Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

Arts, Culture & Humanities ___ Environment/Animal Welfare Education
 Health Human Services ___ Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Chester County and surrounding environs

Describe Population Served and Annual Number of People Served: Last fiscal year, Bryn Mawr Rehab treated 1,848 inpatients and provided outpatient services to 80,367 patients.

Mission: The mission of Bryn Mawr Rehab Hospital is to provide a comprehensive range of safe, high-quality health services, complemented by related educational and research activities that meet healthcare needs and improve the quality of life in the community we serve.

Proposal Summary: As a nonprofit hospital, Bryn Mawr Rehab Hospital relies on charitable gifts to sustain and enhance our high-quality services, purchase equipment, and train our nurses and clinical staff with leading-edge patient care techniques.

If Capacity Building Proposal, the focus is:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
___ Fundraising & Development ___ Technology Other: _____

Annual Budget <u>\$74,075,000</u>	<u>565</u> # of Full-Time Equivalent Paid Staff
<u>75</u> % of budget for program expenses	<u>19</u> # of Board Volunteers
<u>25</u> % of budget for administrative expenses	<u>238</u> # of Active Non-Board Volunteers
___ % of budget for fundraising expenses*	<u>13,672</u> # of Volunteer Hours
<u>100</u> % total	

*Fundraising expenses are incurred by the Bryn Mawr Rehab Hospital Foundation. FY18 fundraising expenses were \$466,541.46.

Top 3-5 funding sources: Patient Care Revenue; Grateful Patients/Individual Donors; Art Ability Reception and Exhibition

Grant Amount Requested from the Community Foundation: \$500 - \$7,500

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements and distinctiveness

As one of the most comprehensive rehabilitation systems in Pennsylvania, Bryn Mawr Rehab Hospital (BMRH) has been delivering advanced rehabilitation services for more than 40 years. With tireless creativity, our diverse team of experts - including physicians, physical therapists and more - develops customized inpatient and outpatient rehab treatment plans. At the hospital campus in Malvern and outpatient locations throughout the Philadelphia region, BMRH treats a wide range of conditions including brain injury, spinal cord injury, concussions, sports injuries and stroke. As part of our innovative approach, BMRH offers many unique and specialized services, including aquatic therapy, assistive technology services, driver rehab, horticultural therapy, work hardening (designed to return employees to work) and more.

Thanks to the generosity of our dedicated donors and the hard work of our dedicated staff, Bryn Mawr Rehab Hospital is proud of the following accomplishments and awards:

- BMRH has once again been accredited for a period of three years by the Commission on Accreditation of Rehabilitation Facilities (CARF). This recognition represents the highest level of accreditation an organization can receive and indicates the organization's substantial compliance with CARF standards. In January 2019, a team of surveyors visited our campus and staff successfully demonstrated our commitment to offering programs and services that are measurable, accountable, and of the highest quality.
- BMRH achieved System Magnet® designation from the American Nurses Credentialing Center, the nation's highest award for recognizing excellence in nursing care. We are one of four freestanding acute rehabilitation facilities in the country, and the only one on the East Coast, to receive Magnet recognition.

2. Funding request

Description of key initiatives

- **Art Ability:** The largest art show of its kind in the country. Since its inception, Art Ability has provided an opportunity for artists with disabilities from around the world to showcase and sell their art. Over 800 artists have participated in this remarkable program over the years, producing more than \$1 million in sales for the artists. The hallmark of Art Ability is the annual, international juried exhibition and sale of art and fine crafts by artists with physical, cognitive, hearing and visual disabilities. Displayed throughout the first floor of Bryn Mawr Rehab Hospital, the exhibition celebrates the determination and creativity of the artists and introduces the public to their talent. The exhibition is annually enjoyed by thousands of patients, visitors and staff, along with more than 400 guests who attend the opening Preview Party event.
- **Cruisin' Smart:** Cruisin' Smart is Bryn Mawr Rehab Hospital's award-winning outreach program to reduce impaired and distracted driving among teenagers and young adults. It is particularly effective and unique because it brings crash victims to speak to students in a school or community setting. The program speakers are people who were themselves injured in driving crashes and the severe life-altering brain and spinal cord injuries are clearly evident. Speakers candidly discuss the vivid accounts of their accidents, prolonged recoveries and the consequences of their decisions.

- **Horticultural Therapy:** An innovative treatment method that uses plants and plant-related activities to assist in the rehabilitation of people with disabilities. At Bryn Mawr Rehab, the Sydney Thayer III Horticultural Center is a beautifully appointed state-of-the-art facility featuring cathedral ceilings, skylights and a greenhouse. This natural, non-threatening environment creates a calm and therapeutic setting.
- **Project SEARCH:** An educational and work transition program for adults with disabilities, to achieve sustainable employment and greater independence. A goal of the program is to work with the business community to effectively access this underutilized worker pool to strengthen and diversify the workforce. The cornerstone of the program is participant immersion in the community. With the assistance of job coaches and mentors and partnering with businesses and corporations to offer internship opportunities to participants to gain on-the-job experience, Project SEARCH provides them with the skills and experience needed to compete for jobs on equal footing with other candidates. The program has had great success with helping participants secure meaningful employment, with nearly 92% achieving this goal.
- **Patient Therapy Scholarship Fund:** This fund provides patients and families with financial support for therapy, medical equipment or social services vital to recovery that they otherwise could not afford. Funds cover a variety of needs ranging from prescription coverage to powered wheelchairs. All scholarship recipients are vetted for need by our case management department, and services received are deemed vital to continued recovery and safety.
- **Edward V. Dillon, M.D. Nursing Excellence Fund:** Supports recruitment, advanced training, and professional development opportunities for Bryn Mawr Rehab nursing staff.
- **Ernest L. McKenna, Jr., M.D. Therapy Excellence Fund:** Provides resources to recruit, train and invest in our physical, occupational and speech therapists, as well as therapy assistants. This fund also supports educational and licensing requirements.
- **Community Health and Equity:** Every three years, Main Line Health conducts a Community Health Needs Assessment (CHNA) and a companion CHNA Implementation Plan. The CHNA report for fiscal years 2020 through 2022 (July 2019 - June 2022) identified unique areas and opportunities where Bryn Mawr Rehab can focus efforts to maintain and elevate the health status of our patients, including:
 - Stroke
 - Stroke is the 3rd leading cause of death in the BMRH service area. Stroke mortality rates in the BMRH service area have increased since the previous CHNA in 2016 (*38.4 per 100,000 in 2012-2016 vs. 35.3 per 100,000 in 2009-2012*).
 - Injury prevention
 - Accidents were the 4th leading cause of death in the BMRH service area between 2012 and 2016, causing 563 deaths annually. Falls among older adults is a common cause of injury in the rehab population. Interestingly, the 65 and older adult population is projected to increase 15% between 2018 and 2023 in the BMRH service area - underscoring the need and likely increase in demand for fall prevention services and programming.
 - Health inequities
 - Differences in morbidity and mortality rates between people from different racial groups, social or economic classes point to health inequities broadly and those uniquely impacting communities receiving rehabilitation services and care. While the BMRH service area is generally affluent (in terms of income

and education levels), variation in certain health indicators among racial and age groups is notable.

Specific needs and issues to be addressed

Donor funds directed towards Bryn Mawr Rehab's key initiatives would support:

- Cruisin' Smart
 - Funds for schools that could not otherwise afford the program
 - Cost of educational material distributed to students
- Horticultural Therapy
 - Purchase of plants and supplies for patient project activities
 - Upkeep of the greenhouse and outdoor grounds
- Project SEARCH
 - Purchase of program enhancements, such as iPads and apps, to assist disabled interns in the building of their skills
 - Support of a Benefits Counselor to help interns navigate the impact on disability benefits once they secure a job
- Patient Therapy Scholarship Fund
 - Neuropsychology and therapy visits
 - Purchase of durable medical equipment (i.e., wheelchairs, walkers and orthotics)
 - Patient co-pays for prescriptions
- Edward V. Dillon, M.D. Nursing Excellence Fund
 - Funds for continuing education opportunities, workshops and seminars
- Ernest L. McKenna, Jr., M.D. Therapy Excellence Fund
 - Funds for continuing education opportunities, workshops and seminars
- Art Ability
 - Shipping costs
 - Program marketing within the community

Why it is important to fund this now

Support from the Chester County Community Foundation's Donor Advised Funds will help us be responsive to the diverse needs of our patients and our community. The impact of philanthropy at Bryn Mawr Rehab Hospital is powerful and helps us play a critical role in upholding the community's quality of life by improving the health of our citizens.

How impact and results will be demonstrated

The impact of Bryn Mawr Rehab's highly regarded inpatient and outpatient rehab, day treatment programs, and the key initiatives described above will be demonstrated through improved short and long-term outcomes, including reduced hospital stays and fewer patient readmissions.

In addition, community health metrics (i.e., health inequities, injury prevention statistics and stroke mortality rates) are continually tracked and reported through the Community Health Needs Assessment (CHNA). Bryn Mawr Rehab utilizes the CHNA to target awareness efforts, outreach and education to clinical and nonclinical staff, patients and members of the community.