



**ROSE HILL CENTER**  
**Community Report 2018**  
FY 2017 Annual Report

## ABOUT ROSE HILL

Rose Hill Center, Inc. was founded in 1989 by Dan and Rosemary Kelly. During the next three years, the newly created nonprofit organization was able to purchase a farm in northern Oakland County, build the campus, and develop a treatment and rehabilitation program for adults with serious mental illness. After three years of planning, fundraising, and construction, Rose Hill Center welcomed its first residents in May, 1992.

### MISSION

To provide highly effective and sustainable therapeutic programs for adults with mental illness, and associated disorders, which enable 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, 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 PROGRAM**

Achieving stability and restoring self-esteem

#### **CO-OCCURRING REHABILITATION PROGRAM**

Achieving sobriety and restoring stability

#### **TRANSITIONAL LIVING PROGRAM**

One step closer to achieving potential

#### **COMMUNITY SUPPORT PROGRAM**

Attaining - and maintaining - independence

#### **EXTENDED RESIDENTIAL PROGRAM**

For those who need on-going supervision

### ACCREDITATION & LICENSING

Rose Hill Center 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.

([www.jointcommission.org](http://www.jointcommission.org))

Rose Hill Center is a member of the American Residential Treatment Association ([www.artausa.org](http://www.artausa.org)) and its programs are licensed by the State of Michigan.



*For more information about Rose Hill Center, phone 248-634-5530 or visit our website [www.RoseHillCenter.org](http://www.RoseHillCenter.org).*

**DEAR FRIENDS,**

I am once again pleased to present Rose Hill Center's 2018 Community Report and FY 2017 Annual Report which includes a summary of our operations, programs and achievements.

I'd like to call your attention to a message on page 3 from Rose Hill's Founders, Dan and Rosemary Kelly, whose passion for helping people with mental illness is evident in all they do. The *Founders Society* list on page 2 shows the depth of our donor's generosity since fundraising began in 1989. The *Highlights From 2017* (page 4) and *2017 Resident Statistics* (page 5) provide



an overview of the people we served and the programs we provided. Many of you will see your name on pages 6-7 where we honor those who donated \$200 or more during 2017. The Financials and a listing of the esteemed members of our legacy society, the *Circle of Independence*, are found on page 8. Finally, the report concludes with the rosters of the dedicated members of the three Boards of Directors who direct our Strategic Plan as well as the Leadership Team members who implement it.

During 2017, Rose Hill Center completed – and celebrated – 25 years of outstanding service. We also reflected on the important changes that have occurred for those we serve, as well as the changes that have taken place in our methods of treatment. From Rose Hill's humble beginnings serving five people in one program, our staff now utilizes multiple diagnosis-specific treatment modalities to provide five distinct programs. This allows us to serve up to 80 residents on our campus and 20-25 more in the community.

While the treatment needs of the individuals we serve may have changed, the resolve of our Boards, our staff, our contracted service providers, and our donors to meet these changing needs has never been stronger. Supported by our many, many generous donors, Rose Hill was able to strengthen its programs and also offer a significant level of financial assistance and uncompensated care in 2017. This, of course, allowed our staff to effectively treat many more people who desperately needed what Rose Hill provides!

Thank you for making this possible and thank you for all you do for the residents at Rose Hill Center!

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  
June, 2018

# 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.\*

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

Robert E. and Anne M. Baker  
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

Anonymous Organization	McGregor Fund	Mr. and Mrs. John P. Tierney
Ethel and James Flinn Foundation	Order of Malta, American Assoc. USA	Mr. and Mrs. David J. Vander Broek
Gordon B. and Marion MacKenzie	Ralph L. and Winifred E. Polk Foundation	Mr. and Mrs. William F. Whelan

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

Arcori Family VOS Golf Outing	The Herrick Foundation	Penske Corporation
Mr. and Mrs. James N. Bahan 190,000	The Jewish Fund	The James and Pauline Pittenger Family
Bank One / NBD	Shirley and Paul E. Kelly	Mr. and Mrs. Stephen R. Polk
Ann L. Bronfman Foundation	Knight Foundation	Andrew D. Shaw
Chrysler Foundation	Roy I. Lahring	Elizabeth, Allan & Warren Shelden Fund
Community Fdn for Southeast Michigan	Reverend Robert J. Lord	Mary Ellen Smith
Judith and Dennis A. (Ned) Darin Jr.	Oliver Dewey Marcks Foundation	Toth Family Foundation
Benson & Edith Ford Fund	Mr. and Mrs. Martin J. McInerney	United Way for Southeastern Michigan
Ford Motor Company Fund	(Star Lincoln Mercury)	Mr. and Mrs. Richard T. Walsh
Henry Ford Health System	Richard P. Monley	Matilda R. Wilson Fund
George R. and Elise M. Fink Foundation	Mr. and Mrs. J. Michael Moore	

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

Amerisure Companies	Hudson-Webber Foundation	Robert and Monica Mylod
Ameritech Michigan	Mr. and Mrs. Richard J. Hynes	Northern Trust Company
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Arts, Beats & Eats Foundation	Michael and Marian Ilitch Foundation	Marvin and Peggy Novick
Judy and Rodger Asbury	Cara Kazanowski & Family	Richard A. O'Connor
Peter and Marijane Barry	W.K. Kellogg Foundation	I.A. O'Shaughnessy Foundation
Ludger A. Beauvais	Dr. and Mrs. Walter Knysz Jr.	David K. & Andrea Page Philanthropic Fund
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Mr. and Mrs. John J. Calderini	Rita Margherio	Sage Foundation
Dr. and Mrs. Oliver G. Cameron	Dan and Marilyn Maher	Lillian Santa
Comerica Bank	Bruce W. and Mary Jo Kelly Martin	Mr. and Mrs. James Savage
Compuware Corporation	The Masterpool Foundation Trust	St. Hugo of the Hills Altar Guild
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Consumers Energy Foundation	Mr. and Mrs. Douglas M. McCracken	Mr. and Mrs. Gregory Schwartz Sr.
Thomas & Carol Cracchiolo Foundation	Mr. and Mrs. James W. McLernon	Sehn Family Foundation
Deloitte LLP	Mr. and Mrs. Steven P. Mellos	Mr. Gregory J. and Dr. Janice Suhajda
Detroit Edison Foundation	James H. McNeal Charitable Foundation	Mr. and Mrs. Gus Stavropoulos
Walter Douglas Family / Avis Ford	Thomas G. and Patty Kelly McNeill	Mr. and Mrs. Maurice M. Taylor Jr.
The David K. Easlick Family	Meadowbrook Insurance Group	Mr. and Mrs. Emmet E. Tracy Jr.
Ernst & Young	Ann Meier	UPS Foundation, Inc.
James and Rosemarie Flaherty	Michigan National Bank	Van Elslander Family Fdn/Art Van Furniture
Frey Foundation	Microsoft Corporation	Robert J. Vlasic
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Frances O'Connor Hardart	Beverly and Thomas P. Moore II	Mr. and Mrs. Robert A. Wilson
Alan D. and Nancy Henderson	Mosccone Family Foundation	Thomas E. and Elizabeth A. Wolfe
James S. and Lynelle A. Holden Fund	Thomas and Jacquelyn Murphy Sr.	World Heritage Foundation-Prechter Family Fund

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

## FROM OUR FOUNDERS

### FROM OUR FOUNDERS,

Every day, Rose Hill is helping people with serious mental illness by giving them the tools they need to manage their symptoms. The competency of our staff, the effectiveness of our programs, the generosity of our donors, and the perseverance of our residents help them achieve their highest level of independence with a renewed confidence and a feeling of purpose in life.

As you read this Community Report, you'll see that it includes many statistics about our programs, our residents, our donors, and our governance. These statistics help tell the story of what we do; why we do it; and who we serve. We encourage you to take a few minutes to read and consider what the statistics on page 5 reveal about our residents: their diagnoses, their length of stay, their ages, their payment source and, most importantly, their progress and outcomes.



However, as impressive as these statistics and numbers are, we believe that the existence of Rose Hill Center must be considered within the context of one. One individual. One family. One recovery. One improved life. One triumph.

Over the years, we've learned that it's not just about how many we serve, it's about how well we serve each ONE. Maybe it's the person who just had his/her first break. Or, the person who has been hospitalized dozens of times. It could be the person who is willingly seeking treatment. Or, the person who is in denial and doesn't think s/he needs treatment. Often it's the person who has the support of his/her family. Or, it could be the person who has alienated his/her family. Sometimes, it's the person who is ready to give up; or the person who wants to give it one more try. Perhaps it's the person who needs to be convinced, cajoled, coaxed, enticed, or persuaded to come to Rose Hill. Or, it's the person who is excited about the opportunity Rose Hill can provide to reach the goal of a happy, healthy life. Rose Hill exists to help each ONE of these people.

But we couldn't do it without the support of each ONE of you.

With your help Rose Hill is able to continue strengthening our programs, providing financial assistance to those who need it, and effecting positive changes in the lives of individuals and their families.

We are grateful for your generosity...your interest...and your understanding of the needs of people with mental illness. Thus, it is on their behalf that we again thank you and ask you to always remember the power of ONE!

With warmest regards,

*Dan + Rosemary Kelly*

Dan and Rosemary Kelly  
Founders

## 2017 HIGHLIGHTS

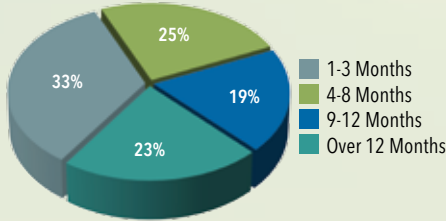
- Achieved full, three-year re-accreditation from The Joint Commission, the premier accrediting organization for health care organizations, with minimal areas for correction and high commendations from the two surveyors!
- Strengthened our ability to effectively serve persons with a mental illness and an autism spectrum disorder as a specialty element of our Residential Rehabilitation Program.
- Received a grant from the Community Foundation for Southeast Michigan to fund post-treatment follow-up and outcome research. Also received a grant from the DeRoy Testamentary Fund to train case managers and clinical staff in Radically Open Dialectic Behavioral Therapy (RO-DBT), a relatively new treatment modality.
- Celebrated our 25th anniversary with 300 guests at a gala dinner event that featured keynote speaker, Mariel Hemingway. Having toured the campus with Founders Dan and Rosemary Kelly, Mariel told guests she had never been touched as much as she had been that day, despite the fact that she “does this work all the time.” She noted “Nobody thinks about the big picture like they do.” Mariel is pictured here with Dan and Rosemary Kelly and also with Rosemary and Honorary Event Chair, Waltraud (Wally) Prechter.
- Honored Jan Eccles as Rose Hill’s Distinguished Volunteer at the annual National Philanthropy Day Dinner hosted by the Association of Fundraising Professionals, Detroit Chapter.
- Received charitable gifts to Rose Hill Center and/or Rose Hill Foundation totaling over \$1,616,844, including \$277,500 in gifts from estates and bequests.
- Provided over \$1.5 million of uncompensated care for individuals who otherwise would not have been able to participate in Rose Hill treatment programs - a significant increase from the \$1 million that was provided in 2016!
- Hired an Employment Coordinator who facilitated paid employment for 20 residents; placed 31 individual resident volunteers at ten locations, including the Great Lakes Veterans Cemetery, Genesee County Animal Control, Genesys Hospital, and Habitat for Humanity; also 14 residents who volunteered as a group at the Humane Society and Soup Kitchen; and 5 residents who attended Mott Community College.
- Produced a new video featuring a series of interviews with clients and families (past and present) speaking about their experiences at Rose Hill and highlighting the effectiveness of our treatment program. We are, of course, grateful to the individuals and families who appeared in this video. To view it, go to the About Us tab on our website: <https://www.rosehillcenter.org/about-rose-hill-center/>.
- Recognized staff for their long-time employment which, it should be noted, is a significant hallmark of the treatment program at Rose Hill. An impressive 25% of Rose Hill’s 78 employees have worked at Rose Hill for 10+ years, including a psychiatrist; the leaders of all four work readiness teams (three of whom have worked at Rose Hill for more than 20 years!!); eight members of the support staff; the Activities, Development and HR directors; the Facilities Manager; the Controller; and the President & CEO. (Stay tuned next year when more staff will have reached this threshold.)
- Served 102 individuals, many in multiple programs. Since Rose Hill Center opened in 1992, over 1,750 individuals (and their families) have benefitted from our effective treatment and rehabilitation programs.



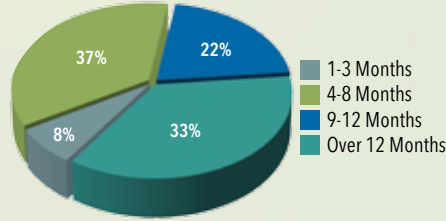
# 2017 RESIDENT STATISTICS

## LENGTH OF STAY BY PROGRAM

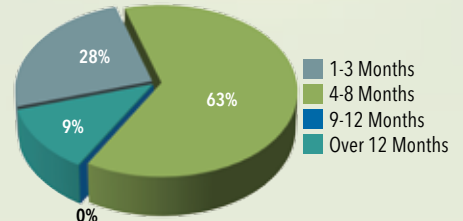
**Residential Rehabilitation**  
Average 296 days



**Transitional Living**  
Average 269 days

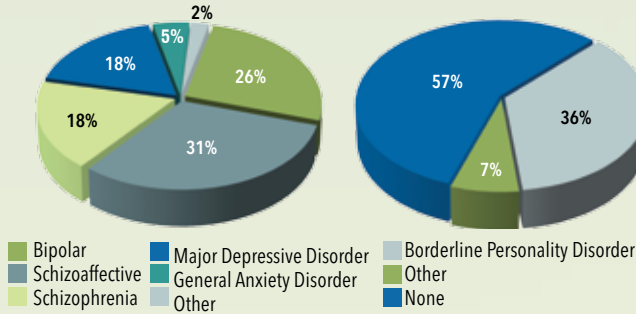


**Co-Occurring Residential**  
Average 172 days

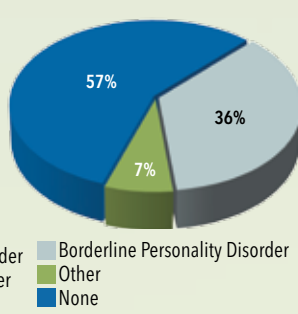


## Diagnosis

**Primary**

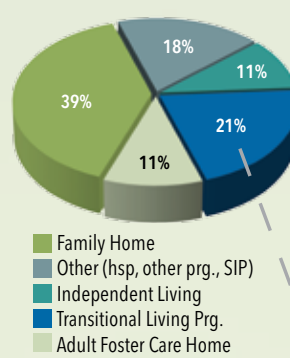


**Personality Disorder**

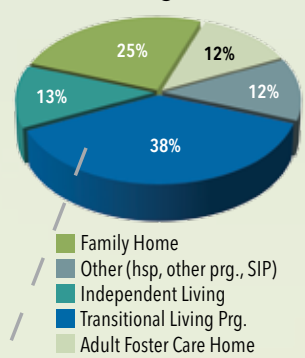


## Rose Hill's Graduates

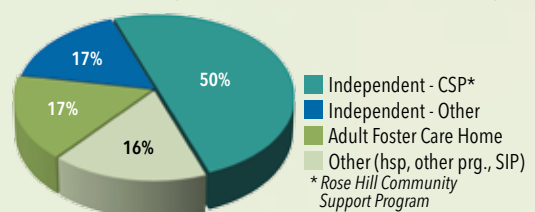
**Where Did They Go After Residential Rehabilitation?**



**Where Did They Go After Co-Occurring Residential?**



**Where Did They Go After Transitional Living?**

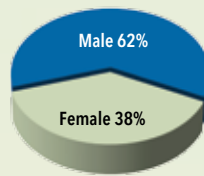


\* Rose Hill Community Support Program

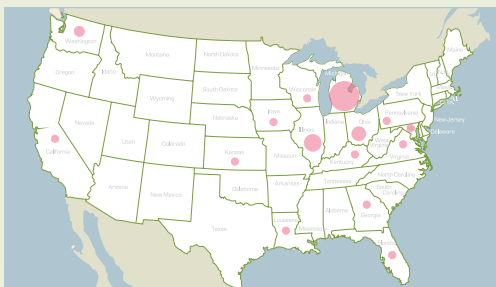
## Payment Source



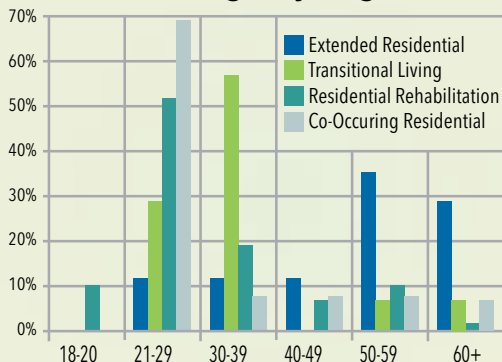
## Gender



## Home State

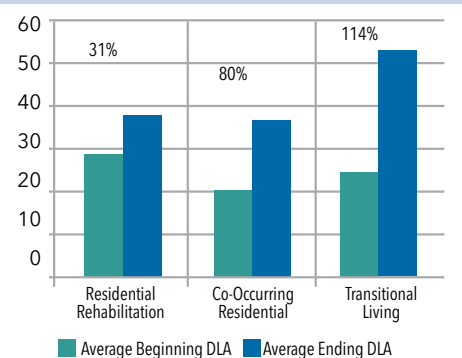


## Resident Ages by Program



## 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 2017, the DLA-20 scores of residents who completed the entire continuum of care show the greatest increase.



# 2017 ROSE HILL SOCIETY

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 +

Estate of Robert E. and Anne Baker  
Raymond M. & Jane E. Cracchiolo Fdn  
Anonymous Organization

## \$45,000 - \$99,999

Mr. and Mrs. James N. Bahan  
Mr. and Mrs. J. Randal Cochrane  
DeRoy Testamentary Foundation  
M. Jeannine Gundle  
Michael and Marian Ilitch Foundation

## \$15,000 - \$24,999

Mr. and Mrs. Thaddeus Buda, Jr.  
Community Foundation for Southeast MI  
Judith Darin  
Daniel J. and Rosemary Kelly  
Molinello Family Foundation  
Mr. and Mrs. J. Michael Moore  
Richard P. Monley  
Northern Trust Company\*

## \$10,000 - \$14,999

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Mr. and Mrs. Richard J. Hynes  
Edward C. and Linda Dresner Levy  
Jeffrey N. Lutz & M. Cathy Nowosielski MD  
Mr. and Mrs. Thomas S. Maentz  
Oliver Dewey Marcks Foundation  
Mr. and Mrs. James W. McLernon  
Mrs. Thomas B. Murphy Sr. (Jacquelyn)  
Penske Corporation  
Ralph L. and Winifred E. Polk Fdn  
Waltraud E Prechter/World Heritage Fdn  
Mr. and Mrs. John P. Tierney  
Mr. and Mrs. David J. Vander Broek  
A.A. Van Elslander Foundation

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

Art Van Furniture, Inc.  
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Thomas and Carol Cracchiolo Foundation  
Mr. and Mrs. Walter P. Czarncki  
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Thomas E. and Elizabeth A. Wolfe

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Mr. and Mrs. Matthew Simoncini  
Star Lincoln Inc.  
Greg and Janice Suhajda  
Tom and Lynn Torossian  
Jerry L. and Marcia D. Tubergen Fdn  
Mr. and Mrs. Robert A. Wilson

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

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Mr. and Mrs. Angelo A. Agnello  
Bettejean Ahee  
Ann Aliber  
Dr. and Mrs. John M. Aversa  
Dr. and Mrs. John D. Baker  
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Beaumont Health Foundation  
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Beverly J. Moore  
Dr. and Mrs. Michael A. Nigro  
Richard A. O'Connor  
Order of Malta, American Association  
Mr. and Mrs. Gerry O'Shaughnessy  
Andrea Page  
Richard and Lisa Peters  
Kip and Wendy Petherick  
Mr. and Mrs. Antonio Rea  
Mary Jane Richardson  
Dr. and Mrs. Lewis Rosenbaum  
Dr. and Mrs. Herbert J. Roth  
St. Hugo of the Hills Altar Guild  
Mr. and Mrs. James M. Savage  
John F. and Marta D. Schaefer  
Mr. and Mrs. Gerald L. Seizert  
Mr. and Mrs. Gus Stavropoulos  
Mr. and Mrs. Peter E. Steffes  
Michael R. Sullivan, DDS  
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Joan Tomlinson  
Leonard and Barbara Trotta  
Mr. and Mrs. John E. Utley  
Daniel J. and Lori M. Walsh  
Mr. and Mrs. Kenneth L. Way  
Samuel L. Westerman Foundation  
Mr. and Mrs. John D. Whitty  
Jeff and Chris Willemain  
Rick and Karen Williams  
Harry W. Witt

\* Matching gift organization



**IN GRATEFUL RECOGNITION OF OUR DONORS WHO CONTRIBUTED \$500-\$999 DURING 2017**

The Ahee Family  
Mr. and Mrs. Paul D. Alandt  
Kay Albertie  
Thomas and Karen Aliber  
Angels' Place  
Mr. and Mrs. Al Balarezo  
Mr. and Mrs. David V. Berger  
Dr. and Mrs. William R. Birkhill  
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Mr. and Mrs. Louis C. Bosco, Jr.  
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Mr. and Mrs. Peter A. Campbell  
Sheila Carey Connolly  
Everill Conroy  
Anne and Joe Cornillie  
Mr. and Mrs. Kevin Counihan  
Chris Covetz  
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Bob and Ann Grant  
Mr. and Mrs. John J. Grant  
William and Donna Hacker

Katrine & Ramez Hakim Charitable Fund  
Dr. and Mrs. Schuyler V. Hamill  
Charles M. Hammond  
Don and Phoebe Hanson  
Mr. and Mrs. John Harris  
T. Stephen Hauser and Roberta Dailey  
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Patrick R. Jakeway  
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Michael and Barbara Kratchman  
Joseph E. Krul  
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Jim and Nancy Martin  
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Gene and Lois Miller  
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Michael D. Murray  
Robert and Monica Mylod  
Chris and Lori Nagle  
NextStep Solutions Inc.  
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## Rose Hill Center

Year Ended December 31, 2017

### PROGRAM REVENUE

Residential Rehabilitation	\$3,406,692
Extended Residential	1,098,472
Transitional Living	315,389
Community Support	137,157
Investment Income	48,865
Other Income	22,335
<b>Total Operating Revenue</b>	<b>\$5,028,910</b>

### PROGRAM EXPENSES

Management and General Expenses	432,265
<b>Total Operating Expenses</b>	<b>\$5,790,158</b>
<b>Operating Loss</b>	<b>\$ 761,248</b>

### CONTRIBUTIONS RECEIVED\*

25th Anniversary	283,448
General	203,978
Rose Hill Foundation	165,000
Development Expenses	(215,598)
<b>Net Contributions</b>	<b>\$ 436,828</b>

\* 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.

*Figures above are audited.*



The Circle of Independence recognizes those who have entered into an enduring partnership with Rose Hill by including the Foundation (or Center) in their estate plan. Their foresight and ongoing commitment are gratefully acknowledged.

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We would be honored to include you on this list. To learn how you can make a deferred gift to Rose Hill Foundation or to document your bequest and add your name to the Circle of Independence, contact Ben Robinson, 248-531-2411.

Proceeds from estate gifts are directed to our Financial Assistance Program. Naming 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 the full cost of treatment.

### Remembering Our Legacy Donors\*

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\*As of June 15, 2018

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(As of June, 2018)

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