



ROSE HILL
CENTER

Cultivate Lifelong Well-being

2024

Community
REPORT
FY2023 Annual Report



ROSE
HILL
FOUNDATION



Our Story - Built on Love

In the late 1980s, Dan and Rosemary Kelly faced the same challenge many families at Rose Hill know well: their son John was diagnosed with schizophrenia. After searching in vain for a program that offered both comprehensive treatment and compassionate follow-up care, they decided to create a solution themselves.

With the support of family, friends, and corporations, they raised the funds to purchase 400 acres of serene land in Holly, Michigan. In May 1992, Rose Hill Center opened its doors as a residential mental health treatment community.

Dan served as Chairman of the Board, with Rosemary as Vice Chair until she passed away in March 2021. Her spirit continues to inspire the mission of Rose Hill, where individuals can heal and find hope. Dan remains a strong advocate, active on the board, and raising funds for the Rose Hill Foundation.

What began as a personal mission for their son has become a place of healing and hope for families facing similar challenges.



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.

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)



Rose Hill Center is a member of the American Residential Treatment Association (www.artausa.org). Rose Hill Center staff are licensed to provide specialized services and receive consistent, rigorous training.



Achieving Goals & Reclaiming Lives

Meeting Individuals Where They Are in Their Recovery Journey

At, Rose Hill Center (RHC), we believe that mental health care is not a one size fits all. Through a highly individualized care setting, RHC supports people as they engage in evidence based therapeutic services. Our community provides a life enhancing structure, independent driven environment, and a chance to work on recovery at their own pace. We offer a variety of evidence based treatments, to support each residents individual needs.

Why Our Program Works!

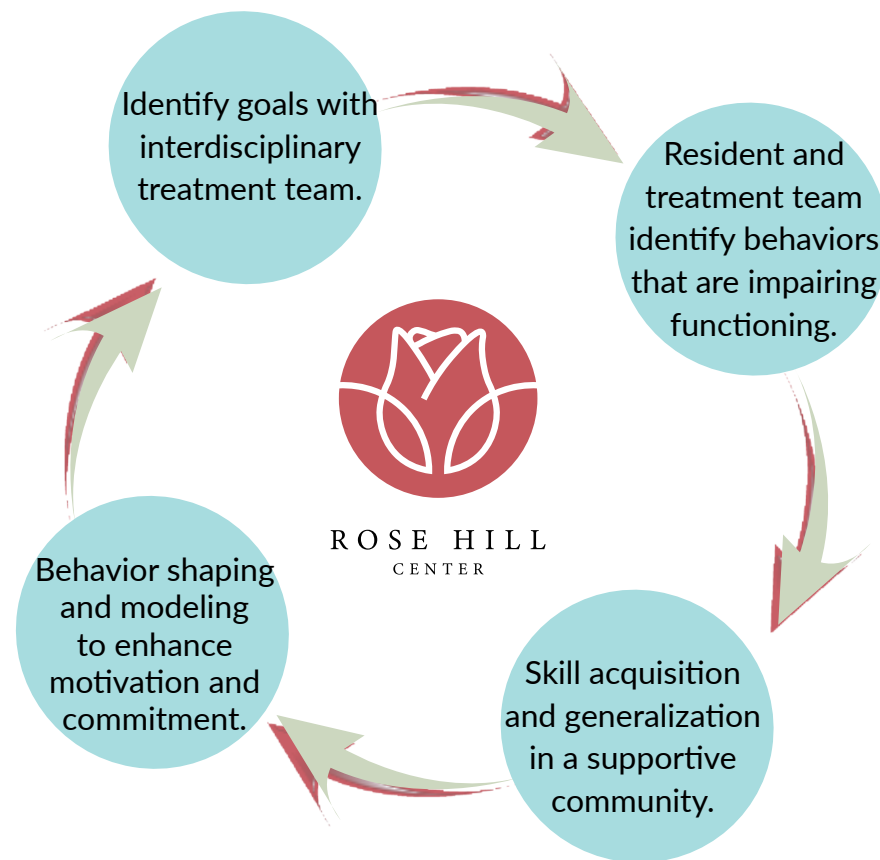
Work, Group & Individual Therapy Integration

At Rose Hill Center, we provide a unique effective therapeutic farming residential program tailored to meet each resident's individual needs through a structured, three-stage process. Residents learn skills in a clinical setting, then practice applying those skills within our community environment, with full support from their treatment team. This approach builds confidence by allowing individuals to refine new skills in a safe space, where mistakes are an opportunity to learn and continue their recovery journey.

Setting us apart from standard outpatient and acute hospitalization programs is our comprehensive, personalized approach that combines 24-hour mental health support, vocational therapy, and

individualized clinical care in an open and serene setting. **Helping residents achieve their personal recovery goals while learning to engage in a community setting fosters sustained success.**

Our extended residential treatment and transitional services ensure that residents progress at their own pace, with continuous support from a dedicated treatment team. As one of only five therapeutic farming communities in the country, Rose Hill Center offers a unique blend of clinical care and holistic support, empowering individuals to reclaim their lives and achieve lifelong well-being.



“Helping residents achieve their personal recovery goals while learning to engage in a community setting fosters sustained success.”



Modeling Excellence within the Mental Health Community

by: Charles J. Evans
Chairman

At Rose Hill Center, we are proud of the life-changing impact we have on individuals and families struggling with complex mental health conditions. Our unique therapeutic farming model and personalized approach set us apart in the mental health community, offering residents the specialized care they need to achieve long-term stability.

The population we serve—those with schizophrenia, bipolar disorder, and schizoaffective disorder—requires intensive and compassionate support. Rose Hill’s programs provide exactly that, helping residents regain control and lead fulfilling lives.

A significant milestone for mental health care came with Senate Bill 27 of 2023 (now Public Act 41 of 2024), which ensures that insurance providers cover mental health

and substance use treatments at the same level as physical health services. Signed by Governor Whitmer, this legislation removes financial barriers, allowing more individuals to access the care they need. Rose Hill has long advocated for mental health parity and welcomes this change.

We also collaborate with the Therapeutic Farming Community Network, a subcommittee of ARTA, which helps us stay at the forefront of data-driven practices and programming innovation.

With your support, Rose Hill Center will continue to transform lives and be a leader in mental health care.

Sincerely,



Looking to the Future Rose Hill Center

Jim Kubicek
President & CEO of
Rose Hill Center

Reflecting on 2023, I am proud to share Rose Hill Center’s achievements in advancing compassionate mental health care. This year, we’ve elevated our model with enhanced specialty therapies and initiatives that position Rose Hill to thrive well into the future. With your support, we continue to pursue innovative, evidence-based programs that create lasting change for those we serve.

We’re thrilled to welcome Devon Meier, our new Director of Philanthropy, whose leadership in healthcare non-profits will strengthen our fundraising efforts and support sustainable growth. Her guidance will enable us to reach new goals in mental health care, ensuring we can serve more individuals in need.

Our ties with the community have deepened, thanks to the Holly Chamber of Commerce’s role in expanding partnerships that enhance our mission. These connections foster a supportive network that brings heal-

ing and understanding to both our residents and neighbors.

Within Rose Hill, the new resident council is creating meaningful impact by encouraging open dialogue and feedback, giving residents a voice in shaping programs that better serve their needs.

Every initiative speaks to our commitment to a sustainable, compassionate approach, inspired by the generosity of those who support our mission. Together, we’re building a brighter future for Rose Hill, creating a legacy of healing and hope for all in our care.

Thank you for being part of this journey.

Best Regards,

Your Generosity = Results ---THANK YOU!

Donations & Gift Highlights



**GIVING
TUESDAY**

Raise the Roof
Campaign

Raised over \$86,000!

DeRoy Pavilion

**A generous donation from the
DeRoy Testamentary Foundation!**



Butterfly House Roof
**Through generous contributions
from donors!**

Butterfly Garden Dedication
**Garden was dedicated in honor of
M. Jeannine Gundle.**

Photo Left to Right: The Gundle Family & Dan Kelly.



Equine Therapy
**New programming supported
by donors!**



Donor Story

Hope Restored: A Donor's Journey with Rose Hill Center's Life-Changing Programs

As a longtime donor of Rose Hill Center, I have witnessed the remarkable impact of their programs. I became aware of Rose Hill in 2009 while looking for a residential program for my adult son. I was impressed with its holistic approach and structured environment. The dedication of the Kelly family and thorough oversight of care gave me peace of mind. I gained long-lost hope for my son's future.

The program includes the necessary therapies, activities and a social group to facilitate healing and potential for success. They continue to include excellent clinical care, a work program and health and wellness activities, all of which help lead the transition to an successful future. In addition, they offer a connection to nearby communities for job and educational opportunities.

Over the years I have watched Rose Hill Center continue to offer innovative and dynamic programs to meet each individual resident's needs. The staff continues to research and develop new therapies and activities. I've spent my career in the mental health arena, and I know that there continues to be a great need for residential programs to help individuals with serious mental illnesses. Rose Hill Center is the place where healing begins. Seeing the joy and transformations in the lives of the residents and families they touch reaffirms my commitment to support Rose Hill Center.

-Kimberly Leight, Rose Hill Center Family Member & Donor



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Cultivate Lifelong Well-being

2023 Resident Report

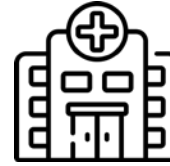
Demographics



1 person = 20 people

Over
2,000

Individuals Living with a Serious Mental Health Diagnosis treated by Rose Hill Center since 1992.



88%

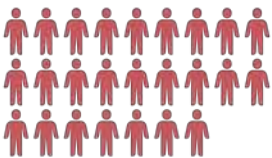
of 2023 successful residential rehabilitation participants, 88% were able to maintain success without Re-hospitalization.



74%

of 2023 program participants, 74% reported living more independently with an increased confidence using their Life Skills after Rose Hill Center.

Demographics & Stats for 2023



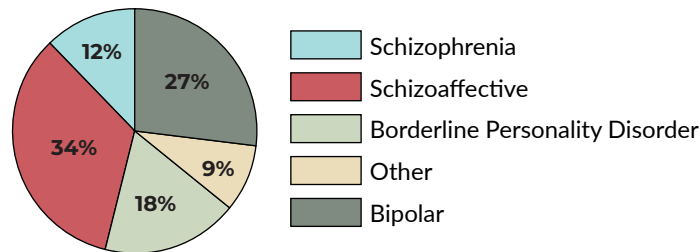
Over
50%

Residents Directly Assisted Via Rose Hill Foundation Financial Aid Program 2023.

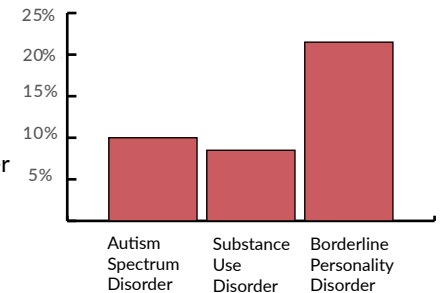
\$1.2 Million

Financial Aid provided to Residents in need of assistance in 2023.

Primary Diagnosis*



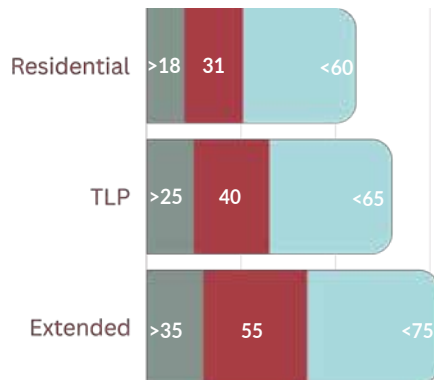
Co-Occurring Disorders (d/o)*



*Nearly 80% of residents admitted were also diagnosed with co-occurring personality, autism or substance use disorders

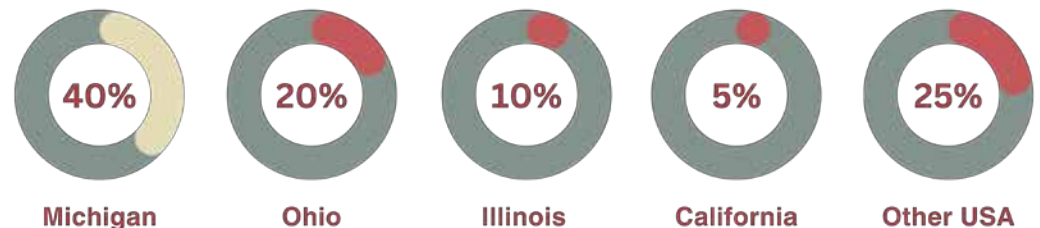
■ % of Total Residential Residents
* Some individuals may have more than one co-occurring diagnosis

Average Age by Program



At Rose Hill Center, we are committed to embracing and supporting all individuals in our care, regardless of age, race, ethnicity, sexual orientation, religion, or gender identity. We foster an inclusive environment where everyone feels valued and respected.

Top Origin Locations for our Residents

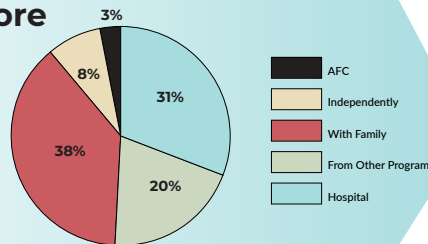


2023 Successful Outcomes

95%

Before RHC 95% of our Residents were living in a clinical or inpatient program within 6 Months of admission.

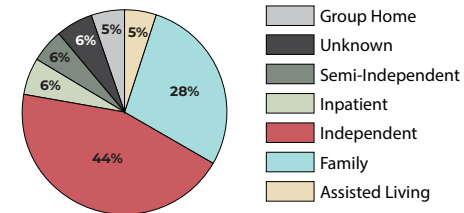
Care Setting Before



Care Setting After RHC

88%

Did NOT experience Hospitalization after 1 Year of RHC programming.



2023 Life Impact of Skills Developed under RHC Programming(after Residential Treatment)

Average Baseline DLA-20 Upon Arrival to RHC



3.3
out of 7

Baseline Average Score
Diagnosis Management Skills

2
out of 7

Baseline Average Score
Independent Living Skills

DLA- 20 scoring is a scale of 1 to 7 of Daily Living Activities, 7 being the highest an individual can achieve.

After RHC Residential Treatment



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DLA- 20 Scoring Breakdown for type of care required:
2 or lower = Inpatient
3 = Residential Care
4 -5 = Outpatient Care



Life Skills

50%

Increase in Life Skills
Score rose average of 3 points per individual



Diagnosis Management

75%

Increase in insight & control
Score rose average of 4 points per individual



Independent Living

50%

Increase in life navigation skills, using community resources with little support.
Score rose average of 3 points per individual

Lifelong Outcomes*

*90% of residents that stayed at least a year in Residential Treatment (RRP) experienced an average increase in **DLA-20 scores of 20% or greater.**

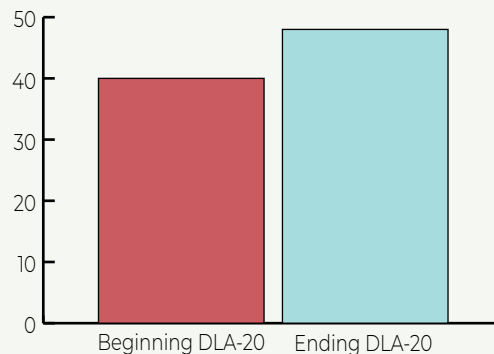
The Daily Living Activities Assessment (DLA-20) is a nationally promoted functional tool for evaluating an individual's ability to perform essential daily tasks, offering valuable insights for care planning and support.

At RHC, we use this assessment as a tool to aid us in identifying the residents needs and monitor their progress in periodic intervals to navigate their mental health and journey to independent living.

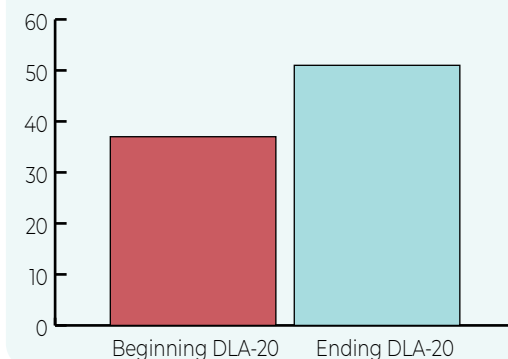
At time of discharge, residents on average are experiencing mild or moderate symptoms that they are able to manage on an outpatient basis. They are able to work or volunteer, and many have significantly improved relationships with family, friends and peers, and experience symptoms that are more easily managed.

Note: A 10% increase in DLA-20 scores directly reflects an improvement in quality of life, supporting individuals in their progress toward greater independence.

DLA-20 Scores
<1 Year Residential Treatment (RRP)
Average increase of: 15%



DLA-20 Scores After Completing 1 year Residential Treatment (RRP)
Average increase of: 20%



2023-24 Campus



Life In Pictures



Success Stories

The Impact of Rose Hill Center on Real Lives



Sarah's Story

Current Rose Hill Resident

My first stay at Rose Hill Center (RHC) was in the late 90's. I was diagnosed with schizo-affective disorder and struggled with paranoia, delusions, depression, and social isolation. Before my admission, I was frequently hospitalized and couldn't maintain functional independence. I returned to RHC in 2003 and again in 2005,

when I finally graduated from the program and was able to live independently with only a few hospitalizations until December 2023.

From 2005 onward, I managed to stay independent, got involved in advocacy work, and occasionally visited RHC, as I truly believe the program played a major role in my success. In December, I returned to RHC for the fourth time in their Residential Rehabilitation program after two voluntary hospitalizations caused by stress and anxiety. With my mother passing away and my father's health declining, I felt like my natural support system was slipping away.

I came back with the goal of completing a Residential "tune-up" and then moving into the Community Support Program, where I hope to build a strong formal and informal support system to maintain my independence. As a peer support specialist before my admission, I hope to return to that work soon. While I manage my medication diligently, I know I'll always have to cope with delusional thoughts, paranoia, and other symptoms of my illness.

Resident name & image changed to protect personal privacy.

From our Families...

"Rose Hill holds a special place in our heart. Our appreciation of the dedication and support to our family in time of need from all the staff cannot be adequately expressed in words. Our son Matt recently told us, Rose Hill saved my life! What else can be said."

"We do not have the words to express how we feel about Rose Hill. Rose Hill gave us back our child, and more importantly, Rose Hill gave back something to our son that he had lost sometime between his senior year in high school and his sophomore year in college... Rose Hill never deserted us even when our son attempted to desert Rose Hill. The quality of your program, the consistency of the care, and the professionalism of the staff was nothing less than extraordinary."

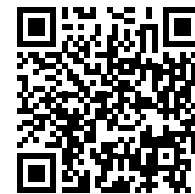
After hearing these families' stories and the crucial role Rose Hill has played in their lives, we hope you gain a deeper understanding of why so many are grateful to Rose Hill and why our staff is so dedicated to its mission. We also hope you recognize the direct impact our donors have in transforming lives, as their support helps fund the programs that make recovery possible.

Be a part of someone's mental health journey & support our mission to help residents achieve their goals & reclaim their lives!

Donate Today!

Scan this QR Code

Or visit: www.RoseHillCenter.org/Donate



Founders Society

The Founders Society recognizes individuals and organizations who 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+

| | |
|--|------------------------------|
| Mr. & Mrs. Robert E. Baker | Don L. & M. Jeannine Gundle |
| Anonymous Grateful Family | Mr. & Mrs. Daniel J. Kelly |
| Raymond M. & Jane E. Cracchiolo Foundation | Gordon B. & Marion MacKenzie |
| DeRoy Testamentary Foundation | |

PLATINUM LEVEL \$500,000-999,999

Mr. & Mrs. James N. Bahan
The Kresge Foundation
Whelan Family Foundation

GOLD LEVEL \$25,000-499,999

| | |
|-----------------------------------|--|
| Anonymous Organization | Order of Malta, American Association |
| The Douglas F. Allison Foundation | Oliver Dewey Marcks Foundation |
| Mr. & Mrs. Dennis A. Darin Jr. | Ralph L. & Winifred E. Polk Foundation |
| McGregor Fund | Mr. & Mrs. John P. Tierney |
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SILVER LEVEL \$100,000-249,999

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| Paul E. & Shirley Kelly | Matilda R. Wilson Fund |
| Knight Foundation | Thomas E. & Elizabeth A. Wolfe |
| Roy I. Lahring | |

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

BRONZE LEVEL \$25,000-99,999

| | | |
|---|---|---------------------------------------|
| Anonymous Family Foundation | Mr. & Mrs. Verne G. Istock | Mr. & Mrs. Roger S. Penske |
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| Ameritech Michigan | Mr. John Kelly | Richard & Lisa Peters |
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| Michael & Marian Ilitch Foundation | | |



2023 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 \$100 or more*.

\$100,000+

Raymond M. & Jane E. Cracchiolo Foundation
The Estate of Mrs. M. Jeannine Gundle

\$25,000-99,999

Anonymous
The Estate of Gordon B. MacKenzie
James & Rosemarie Flaherty
Molinello Family Foundation
Ralph L. & Winifred E. Polk Foundation
Mr. & Mrs. David J. Vander Broek
Tierney Family Foundation

\$15,000-24,900

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Mr. Daniel J. Kelly
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\$10,000-14,999

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2024 Rose Hill Center Flower Sale

*Dear Friends &
Supporters,*

As I sit down to reflect on this past year, I am filled with profound gratitude for each of you who believes in the mission of Rose Hill Center. Having walked the path of a father who understands the deep challenges of mental illness, I know just how critical our work is—for individuals, for families, and for the community. Your generosity is the lifeblood of our efforts, making every transformative moment at Rose Hill possible.

This year, because of you, we were able to raise over \$86,000 to restore the roof on our century-old barn. This isn't just any barn—it's a place where more than 100 therapy animals live and where countless moments of healing and connection happen. Thanks to your support, this vital space will continue to serve as a sanctuary for years to come. We also saw the DeRoy Pavilion become a beautiful and welcoming space for therapy and community gatherings, made possible through the incredible generosity of the DeRoy Testamentary Foundation. And with the new roof on our Butterfly House, residents now have a serene place to reflect, reconnect with nature, and find peace—an oasis that truly nurtures the spirit.

Beyond these important physical spaces, your generosity has helped us launch new programs, including our Equine Therapy initiative,

which is already changing lives. Funded in part by our dedicated donors, this program is offering residents powerful experiences of growth and healing. Meanwhile, the continued success of our Flower Sale and the John Kelly Memorial Golf Invitational has deepened our community bonds, allowing us to expand our reach and support more individuals in need.

The Rose Hill Foundation has also made it possible for families with limited financial resources to access the critical services we provide. We know how essential this work is, and thanks to your support, many more families can now experience the care that makes such a profound difference.

Every step forward we've taken this year has been powered by you. Your commitment not only strengthens Rose Hill Center today but also paves the way for a future filled with hope and healing for all who walk through our doors.

From the bottom of my heart, thank you for standing with us and believing in the work we do. Together, we are building a brighter future.

With Gratitude,

Dan

Legacy Giving @ Rose Hill

A legacy gift is a meaningful way to make a lasting impact on the lives of those who need it most. By including Rose Hill Foundation in your estate plans, you help ensure that future generations of residents receive the support they need on their mental health journey.

Legacy gifts can take many forms:

- **Gift in Will or Trust:** You can leave a percentage or specific dollar amount to the Rose Hill Foundation.
- **Gift through Individual Retirement Account (IRA):** You can designate the Rose Hill Foundation as a beneficiary in your retirement plan.
- **Gift through Life Insurance Policy:** You can designate the Rose Hill Foundation as a beneficiary of your life insurance policy.

To learn more about these and other giving vehicles, please contact Devon Meier, Director of Philanthropy, at 248.531.2413 or dmeier@rosehillcenter.org.

Your legacy commitment today will create a future filled with hope and healing for those who will need it tomorrow.

www.rosehillfoundation.org



The Circle of Independence recognizes individuals who have made a commitment to Rose Hill beyond their lifetime by including the foundation in their estate plans. We are forever grateful for their support.

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