



# MILESTONE

Annual Report 1995-96 ♦ Easter Seal Society of NC

It was another year of solid achievement for the Easter Seal Society of NC. Again this year we retained the distinction of being one of the state's most cost-effective charitable nonprofits. Out of every dollar we spent, 87.8 cents went to program services. That performance is consistent with our national organization's recent Money Magazine ranking as the nation's top health service charity for the percentage of revenue spent on direct services.

This year our income and expenses both grew 24%. Over the past five years, our growth has averaged 19% per year. While this growth reassures us that Easter Seals is doing the job that's expected of us, it also challenges us to maintain the quality of our programs in the face of growth.

We were very excited at this year's National Leadership Conference to receive the National Easter Seal Society's Award of Excellence in Program Innovation for our Partners in Policymaking program. (In October, we were equally pleased to receive the Nonprofit Sector Stewardship Award from the NC Center for Nonprofits.) Recognition for being exemplary stewards of the public trust is the highest honor a nonprofit can receive.

It's fair to say that it was our generally recognized high level of public accountability that helped us to generate so much additional financial support through our Food Lion Shop and Care Program this year. The ever growing success of that program,



both in funds raised for services and in visibility for our programs, is directly due to our friends at Food Lion and to the manufacturers and brokers who participated.

Much of the year has been spent reacting to~and strategically planning for~ changes in the healthcare

environment. Newspapers, magazines, and the air-waves repeatedly reminded us that the healthcare landscape is changing dramatically. And so is Easter Seals. Especially through our three home health agencies across the state, we are aggressively positioning ourselves to provide the maximum service at all levels~at the highest quality and at competitive rates.

We're proud to have become one of the state's largest nonprofit home health providers. But we are also continually analyzing the healthcare trends, examining our offerings, and reviewing our positioning so that we can continue to provide our publics with the service they have come to expect from Easter Seals.



## Summary of Services

Service	Clients	Units
Skilled Nursing	664	15,761
Physical Therapy	515	9,728
Occupational Therapy	175	2,824
Speech Therapy	95	849
Medical Social Services	189	843
Home Health Aide	496	27,525
Personal Care Services	72	27,069
Recreation Services	3,141	13,179
Respite/Habilitative (Clients)	261	62,049
Respite/Habilitative (Parents)	391	93,073
Equipment Provision	81	144
Support Groups	3,824	32,121
Advocacy/Awareness	524	6,600
Information/Referral	9,020	9,020
<b>Total (Duplicated)</b>	<b>19,448</b>	<b>300,785</b>
<b>Total (Unduplicated)</b>	<b>17,158</b>	<b>300,785</b>

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