

# Eckerd's Dramatic Transformation

A happy ending for more children and families nationwide

In 2007, Eckerd served about 9,500 youth annually on \$80M in revenue, mostly comprised of government contracts for residential services (about 86%). State agencies, however, started shifting funding away from residential services, opting instead for lower-cost, community-based alternatives. Recognizing this national trend, Eckerd transformed and grew its community-based services with a focus on evidence-based practices, performance measures, and quality. Over the last four years alone, Eckerd has established about 30 new service sites, most which now serve youth in the family home or community settings.

Today, Eckerd serves about 11,000 children and families annually on revenues of \$96M with about 75% now derived from community-based services. This represents a nearly 180-degree shift from the Eckerd of 2007, which primarily served youth in residential settings. During this same period of time, Eckerd reduced its overhead rate from 17% to 8.6% while significantly improving its quality of care.



4<sup>th</sup> ANNUAL  
**jingle jangle jam**

Are you attending the **coolest holiday charity event for kids** on this side of the North Pole? Featuring **gourmet treats** from a dozen Tampa Bay restaurants, cool **winter beats and more!**

Join Eckerd to benefit more than 11,000 abused, neglected and at-risk children and families.

Nov. 12<sup>th</sup>, 6:30 p.m. VIP Cocktails, 7:30-11:30 p.m.  
MOSI, 4801 E. Fowler Ave, Tampa, FL  
Individuals: \$125, Reserved Table for 10: \$1,000

For more information visit [Eckerd.org/JJJ](http://Eckerd.org/JJJ).

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**Eckerd**  
The first name in second chances.™

*Eckerd is known as the first name in second chances because of our 40+ year history of success, our breadth and depth of services, and our commitment to performance measurement and quality outcomes.*

# Life Changers

The first name in second chances.™  
**Eckerd**  
Fall 2011



## New logo & tagline. Same mission & vision.

In some ways, the Eckerd of today is dramatically different than the Eckerd of just a few years ago. We're serving more children and families than ever before - more than 11,000 annually! And we're transforming their lives through more evidence-based services in family homes and community settings than ever before. Over the past four years, we've opened community-based child welfare and behavioral health services in about 30 different locations across Florida, Texas, Louisiana, North Carolina, Vermont, New Hampshire and Iowa. Residential care is no longer our dominant service model. Today, Eckerd has perhaps the deepest and broadest continuum of care of any youth and family service provider nationwide.

Despite all this change, our deep commitment to continuing Jack Eckerd's vision of giving each child the opportunity to succeed remains the same. In fact, continuing his legacy is the primary reason Eckerd underwent such a dramatic service transformation. This is because state agencies across the country are shifting funding away from residential care to community-based approaches to help children and families in crisis. Without a doubt, Eckerd needed to transform in order to continue the amazing legacy of Jack and Ruth Eckerd.

Eckerd's new brand identity, developed through an intensive two-year strategic process, reflects this dramatic transformation that Eckerd has achieved over the years to serve more children and families. The new logo is definitely brighter and more contemporary. Perhaps most significant is the fact that we've shortened our name from "Eckerd Youth Alternatives" to simply "Eckerd." Research confirmed that most audiences referred to us simply as "Eckerd." In addition, a name change was necessary since we now serve more than just youth - we often serve the entire family unit. The rebranding also strategically supports our 2020 Vision of advancing Eckerd as a national leader in youth and family services.

As you enjoy this special edition of our newsletter focused on Eckerd's updated brand, you'll be reminded of our rich history, engaged in our amazing transformation story, and introduced to the vast array of life-changing services and programs we now offer. We thank you for your continued support and encourage each of you to be our "brand ambassadors," spreading the Eckerd name and carrying our mission, vision and values to others.

## successstory



### Eckerd Gives Ladarious a Fighting, Second Chance

Ladarious was all smiles as his coach handed him a pen to sign his college commitment letter. Two-time Florida state wrestling champion, Ladarious overcame huge obstacles to graduate high school and earn a wrestling scholarship to Indiana Tech University.

*(continued on next page)*

But, life wasn't always worth smiling about for Ladarius. In and out of foster care with a mother in prison and a father he never knew, Ladarius could've grown up to be another sad statistic.

Ladarius, however, chose a different path. By the end of his freshman year, he was standing on stage to receive the school's Turnaround Achievement Award – and in the audience was Kathryn Starkey, wife of Eckerd Board Member Trey Starkey. The couple then shared Ladarius' moving and inspirational story with Eckerd, realizing his needs aligned perfectly with their mission of giving much-needed second chances to youth.

Enlisting the help of board members, staff and friends, Eckerd established a scholarship fund in Ladarius' name to support his successful transition to college and help supplement his travel and living expenses. Eckerd staff even purchased luggage and helped Ladarius set up a bank account – all things a parent usually does for their child when they leave for college.



Posing with Eckerd President/CEO David Dennis (right) and Board Member Trey Starkey (left), Ladarius recently visited Eckerd to thank them.

**Mission**  
Provide and share solutions that promote the well-being of children and families in need of a second chance.

**Vision**  
Ensure that each child has the opportunity to succeed.

## Proud History of Providing Second Chances

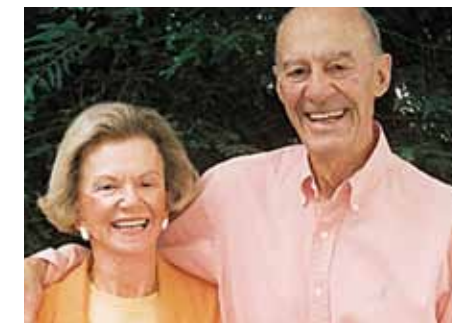
One of the reasons Eckerd rebranded was to continue the tremendous legacy of our Eckerd founders, Jack and Ruth Eckerd, who were pioneers in transforming the lives of children and families for the better. The organization they started over 40 years ago has grown into a national leader that has given much-needed second chances to more than 100,000 children and families.

In the late 1960s, children were often institutionalized if they couldn't be helped in their school or community. Believing there was a better way, the Eckers opened the first private outdoor therapeutic program for Florida boys in 1968 (now called Eckerd Academy at Brooksville), which centered on the belief that all children were valuable and could turn their lives around with proper guidance and support. Its early success led the Eckers to open a similar service for girls in 1969 – the first in the southeastern U.S. Both are still in operation today.

Continuing in our founders' footsteps to serve as visionaries and change agents, Eckerd expanded its continuum over the

years by adding a multitude of evidence- and community-based behavioral health and child welfare services. Today, the breadth and depth of Eckerd's continuum of care is one distinction that sets us apart from other service providers across the country.

Through the years and all the growth and transformation, one thing remains unchanged – Eckerd's commitment to the legacy of our founders, Jack and Ruth Eckerd, and their belief that every child deserves the opportunity to succeed.



Eckerd Founders Jack and Ruth Eckerd were visionaries and leaders, believing every child deserves a second chance.

## Multiple Paths to One Destination – SUCCESS

Eckerd offers a complete continuum of care to help children and families

Privately Funded Services	
Private Residential Treatment Center (Eckerd Academy)	Publicly Funded Services
<b>Prevention</b> Character Education Child Abuse Prevention Parenting Education Substance Abuse Prevention Violence Prevention	<b>Community</b> Alternative School Child Welfare • Family Preservation & Support • Case Management • Supervised Family Visitation • Foster Care • Family Reunification • Independent Living Intensive In-Home Treatment Juvenile Justice • Diversion • Day Treatment Outpatient Counseling
<b>Out-of-Home</b> Juvenile Justice Residential Outdoor Therapeutic Residential	Aftercare Juvenile Justice Aftercare
Publicly Funded Systems	
<b>System Management</b> Child Welfare Lead Agency (Eckerd Community Alternatives) • Adoption Support • Child Placement • Contract Oversight • Foster Home Management • Performance & Data Management • Utilization Management	

Today, Eckerd serves about 11,000 children and families through a continuum of nearly 30 life-changing services and programs. Although our offices and facilities are located in seven states, we serve children from across the United States.

Eckerd's Continuum of Care reflects our dramatic transformation and features three broad categories of services to children and families:

- Our **Privately Funded Services** include a licensed, accredited residential treatment center (called Eckerd Academy) that helps students reach their maximum potential.
- Our **Publicly Funded Services** include prevention, community-based, out-of-home and aftercare services for children and families.
- Eckerd also is an experienced partner in helping states manage and transform **Publicly Funded Systems of care**. For example, Eckerd Community Alternatives serves as system manager for one of Florida's largest community-based child welfare systems of care.

## A Passion for Performance

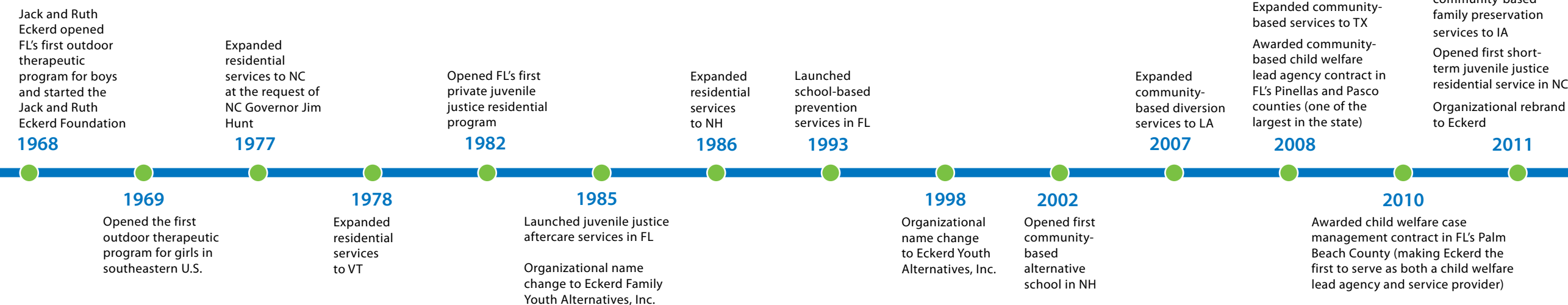
Other organizations claim success - we can actually *prove* it

**20% 41%**  
Other Programs Eckerd Academy  
MENTAL HEALTH IMPROVEMENTS

Eckerd's ability to prove, in very quantifiable terms, that our programs and services are actually improving youths' lives and strengthening families sets us apart from our competitors. Eckerd has made significant investments in performance measurement tools, processes, systems, and personnel to become one of the finest performance-based youth and family service organizations in the nation with programs and services that regularly achieve:

- Outstanding educational gains in reading, math and language.
- Improvements in mental health and social skills functioning nearly double what is typical.
- Consistently high success and satisfaction rates for Eckerd graduates.
- Outstanding outcomes for Florida's most vulnerable children who are served in foster care.

In addition, Eckerd meets some of the strictest accreditation standards in the nation – the Council on Accreditation (COA); Praesidium; and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS/CASI).



## Key Eckerd Milestones



**you**  
**make it possible**

**Yes! I want to make a difference in the life of an at-risk child.**

I've enclosed my gift of \$

My company will match my gift

My check is enclosed (please make checks payable to Eckerd)

Please charge my credit card: (Visa, MasterCard or American Express)

Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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