



Productive, Progressive, and Passionate

PROACT ProAct Annual Report 2012





Dear Friend of ProAct,

We are pleased to present our annual report for the 2011-2012 year. ProAct made considerable progress serving its mission while operating in a challenging economic environment. The standard of high quality services for the people we serve and other key stakeholders was maintained and strengthened.

Although we tend to review data in the aggregate, success is achieved one person at a time. The success achieved by an individual is usually a result of many incremental accomplishments, including overcoming occasional setbacks. Brief summaries of a few individual success stories are included in this report. It is a privilege for ProAct to contribute to the success of the individuals we serve.

ProAct has a long tradition of tailoring services to fit individual needs. To be effective, we have to continuously assess what is working, modify current approaches and add new ones. An example of that is a new initiative to expand and emphasize our “customized employment” approach to increase the number of employment outcomes in integrated settings. More time is spent in a discovery phase at the start of the process to increase the likelihood of a successful outcome for the person as the result of a more targeted match.

All of us at ProAct are pleased to see the progress that our participants make as they gain new abilities and fuller life enrichment skills. We are deeply gratified by the many contributions of our business clients, employers, funders and contributors. With the other members of the ProAct team, we are deeply committed to fulfilling our mission and to ensure that we provide high quality services to all of our participants.

Respectfully,

Steven Ditschler
President and Chief
Executive Officer

Mary Ellen Leary
Chair
Board of Directors

EXCELLENCE – To provide the very best services and products that can be delivered.

INTEGRITY – To achieve the highest levels of trustworthiness as the result of our actions.

RESPECT – To respect all individuals served, their abilities and their contributions.

ACHIEVEMENT – To enable all individuals served to achieve their greatest potential.

PARTNERSHIPS – To establish and promote partnerships and work in a collaborative manner for the advancement of our mission.

PROFESSIONALISM – To promote the contributions, leadership and diverse expertise of our staff and their commitment to the individuals served and to our community partners.

INCLUSION – To support and provide opportunities for all individuals served to be participating members of the community.

PERSON-CENTERED – To design, implement and maintain services as directed by the needs and desires of each individual served.

CONTINUOUS IMPROVEMENT – To achieve a greater satisfaction among the individuals served, their families and other stakeholders through continuous and incremental improvements.

Cover, at top: ProAct Vocational Specialist Derik Anderson assists participant Devleta Omerovic with a work experience in ProAct's Eagan reception area. Below: Eagan Hardware Hank employee Dean Steffenbagen is self-motivated and fits in well at the busy store, which services power equipment and other products.



Reflections on the Challenges and Successes of the Year

It was another productive year at ProAct, Inc., with clients and staff making progress on several fronts. Despite the adjustments made in state reimbursement rates in Minnesota and Wisconsin, more than a thousand people were served by ProAct programs.

- Due to reductions in the reimbursement rates for services, slightly fewer participants served during the year, and continued challenging economic conditions, ProAct had lower revenues in 2011-2012 than in the same period a year earlier. With its asset base and strong, prudent management, however, ProAct remains in a sound financial position.
- Reviewing program participation, day training & habilitation and employment services remain the dominant areas in both Eagan and Red Wing, followed by vocational services and adult day services. The total number of unduplicated individuals served in Eagan and Hudson, Wisconsin in 2011-2012 was 690, while Red Wing and Zumbrota had 341. The total for ProAct was 1,031.
- The majority of the individuals served by ProAct in the past year have intellectual or other developmental disabilities, followed by mental illness and, to a lesser degree, brain injury. Day Training & Habilitation and Employment Services are the largest programs in terms of participants, with Adult Day Services and Vocational following.
- Vocational programs saw stepped-up activity in the past year, with additional placements of individuals

in work settings to help assess their skills and interests. This has been an area of focus for ProAct, together with customized employment efforts.

- Following an extensive review on site by surveyors, The Commission on Accreditation of Rehabilitation Facilities, CARF, has given ProAct reaccreditation for three years, the maximum period allowed. The CARF surveyors visited with program participants and parents, staff members and community representatives and searched records to prepare its survey report.
- The Life Opportunities program in Hudson, Wisconsin continued to build its reputation in western Wisconsin and the number of participants served out of this location reached 30.
- ProAct's client banquets during the year were again evenings of celebration and honor for the achievements of participants, and recognition of community partners. The event for participants in Eagan and Hudson drew nearly 600 people, while a similar number attended the banquet for Red Wing and Zumbrota at Treasure Island Resort and Casino.
- Noting the important role they play as job providers, several firms were honored as Employers of the Year at the Eagan-Hudson banquet. The honorees included Asset Marketing of Burnsville, IMV Technologies U.S.A. of Maple Grove, Peanut's Place in Eagan and the Chuck & Don's Pet Food Outlet in Eagan.



Employment Services

Vocational services demonstrated higher levels of activity in the past year, with new initiatives to help people find the career paths that are right for them and to aid them in entering, or reentering the workforce. Working with employing organizations in their immediate areas, ProAct employment specialists have expanded the number of assessment sites that will provide work experiences for clients. There individuals can find out what it is like to be in a work situation in the community, and their performance can be assessed to provide guidance for placement or additional training. Many of the individuals have had prior work experience, but have suffered trauma or other setbacks that have impacted their ability to perform daily tasks. New career paths may be needed to allow them to return to community employment.

Customized employment has received new emphasis at ProAct, utilizing a system of careful evaluation of an individual's skills, interests and career aspirations and then concentrating on locating employment opportunities in the selected areas.

Fundraising Activity

ProAct receives the bulk of its funding through fees for service, but is most appreciative of the contributions it receives from supporters in the community. Grants from the Minnesota Department of Transportation provided major funding for two new buses to bolster ProAct's transportation fleet, which now numbers 56 vehicles. The United Way has been a significant supporter, and the ULLR Foundation has supported the work of ProAct in Red Wing. The ProAct Golf Classic, the organization's only fundraiser during the year, was a significant success, enjoyed by all who participated. ProAct benefited from the Tapemark ProAm golf tournament and the Give to the Max Day promotion was also successful, thanks in part to Staples Financial.

New Community Initiatives

At a number of service stations in Dakota County drivers aren't just filling up, but dropping off as well. Working with the "Message in a Bottle" recycling program, ProAct participants are collecting bottles and cans deposited in special containers at these retail locations, and then sorting the beverage containers for recycling. The effort began with 20 locations and is slated to expand significantly in 2012-2013.

Employment Advances in Wisconsin

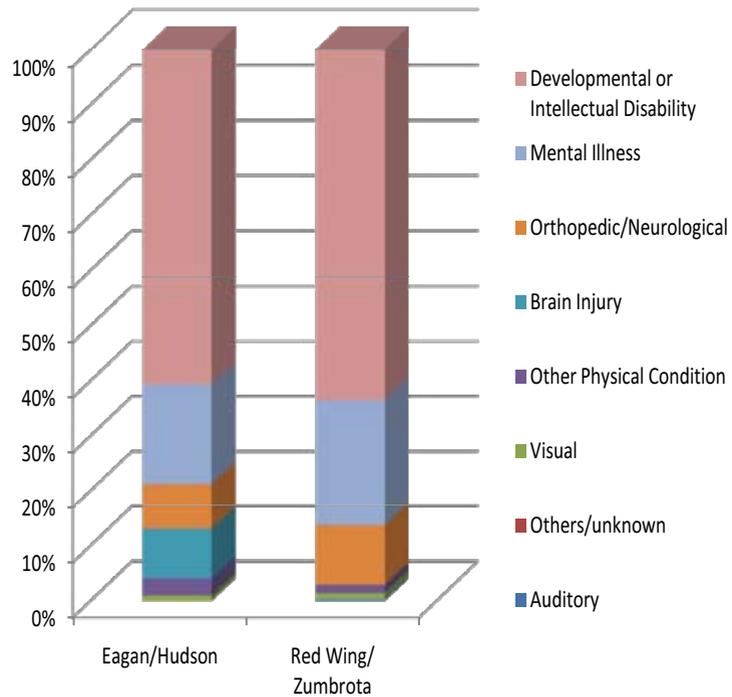
ProAct has taken another step forward at its Hudson facility with the initial placement of ProAct participants in jobs in the community. Support includes job coaching and other training. ProAct also established new employer relationships for work assessment sites.

Progressive Services

- Assessment
- Work Adjustment Training (WAT)
- School Transition
- Job Placement/ Development Job Coaching
- Adult Day Care
- Life Skills Classes & Social Activities
- Center-Based Employment
- Supported Employment
- Life Opportunities
- Community Employment
- Transportation
- Community Collaboration
- Assistive Technology and Accommodations
- Therapists

Percentage of Each Disability Served

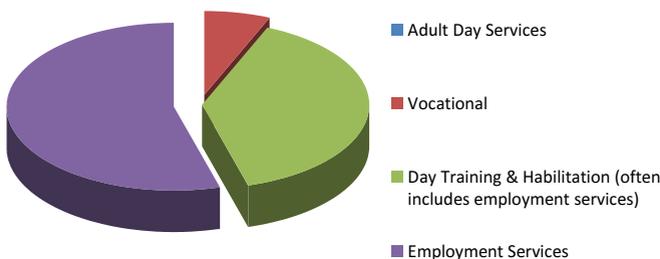
| | Eagan/Hudson | Red Wing/Zumbrota | Total |
|--|--------------|-------------------|-------|
| Auditory | 0% | 0% | 0% |
| Others/unknown | 0 | 0 | 0 |
| Visual | 1 | 1 | 1 |
| Other (Physical) | 3 | 1 | 2 |
| Brain Injury | 9 | 0 | 7 |
| Orthopedic/Neurological | 8 | 11 | 9 |
| Mental Illness | 18 | 23 | 20 |
| Developmental or Intellectual Disability | 60 | 63 | 61 |
| Total | 99 | 100 | 100 |



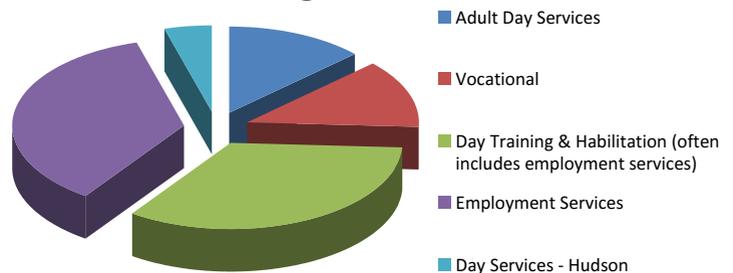
Primary Diagnoses and Program Participation

| | Eagan/Hudson | Red Wing/Zumbrota | Total |
|-----------------------------|--------------|-------------------|-------|
| Day Services - Hudson | 30 | 0 | 30 |
| Adult Day Services | 90 | 0 | 90 |
| Vocational | 89 | 23 | 112 |
| Day Training & Habilitation | 235 | 139 | 374 |
| Employment Services | 249 | 193 | 442 |
| Program Participants | 693 | 355 | 1,048 |
| Total served (unduplicated) | 690 | 341 | 1,031 |

Red Wing/Zumbrota



Eagan/Hudson





THE LEARNING CIRCLE RED WING, MINN.

A nonprofit day care service operating within First Lutheran Church in Red Wing, The Learning Circle works with children from six weeks through 11 years of age. Its goal is to provide creative opportunities for all who attend.

The church's large basement includes classrooms and a lunchroom area.

Day care job her favorite environment

Cassie Morkwed had office work on the mind after working on an extensive document imaging project with Goodhue County. She later found that environments with children also fit her skills well.

The Learning Circle day care facility hired her part-time to wash dishes and perform janitorial services. Morkwed soon asked to work more days. "She just loves it," said her case manager, Joyann Johnson. "It's nice when the kids are excited to see me," said Morkwed, pushing a cart with racks of dirty cups and bowls to a commercial dishwasher.

Morkwed is willing to take on extra tasks when other staff are out on medical leave, Johnson explained. Supervisors have nothing but good things to say about her and the work she does, said ProAct job coach Karalynn Christianson. Morkwed also serves on ProAct work crews. She lives on her own, and gets around on foot and by bus.



Case Coordination

Case Manager Joyann Johnson is one of several staff members in Red Wing who work closely with ProAct participants to analyze available opportunities, prepare people for employment and then support them by coordinating with job coaches and employers.

Johnson's familiarity with Cassie Morkwed's background and capabilities on ProAct's work crews helped to narrow down the best options for long term employment. As with many ProAct participants, Johnson assisted Morkwed in achieving her productivity and quality goals. She also gauges employer responses on regular surveys and the Learning Circle reacted very positively.

"What differentiates ProAct ... is the quality and array of the non-work experiences . . . Classes in life skills and crafts, as well as daily interaction with peers, enhance the quality of life for everyone at ProAct."

Board Member Barb Rebhuhn





APPLE VALLEY PARKS

Nestled between the hills and near the shopping hub of northern Dakota County, the City of Apple Valley maintains two ice arenas for summer tennis, fall and winter skating lessons and hockey.

ProAct has enjoyed a longstanding relationship with the Apple Valley Parks Department and often sends crews to clean the ice arenas and other facilities and grounds.

Work at the arenas can be physically straining at times, explains Arena Manager Gary Pietig. He and others at the city recognized Brian Sherman's strength and potential as a contributor to the team of employees.

Independent city job fosters pride

Building attendant Brian Sherman gained confidence from others working on a ProAct crew in Apple Valley, and after city staff members and a vocational specialist took note of his abilities and attitude, he was offered a job of his own with the city. Independence isn't always a given, he explained. "You've got to kind of earn it." Sherman cleans facilities, maintains the grounds and helps with set up and tear down for events.

Arena Manager Gary Pietig said Sherman was able to take on more strenuous tasks and is in very good shape. "And, he's extremely conscientious. He's made a difference, taken ownership in the facility, and is excited about working with staff and being one of the team members." Sherman often thanks his previous site supervisor, and talks about giving back to the city that gave him the opportunity. He's also grateful to his parents, whom he took out to dinner with money from his first paycheck.

ProAct Vocational Departments

With professionals who have years in the field, ProAct's vocational specialists have a knack for seeing possibilities and making a job match. In some cases, the effort requires extra time and some added steps to garner good results.

Passionate to see others succeed, staff members take specific knowledge about each person and employer and find ways to bring the two together.

Before this happens, however, ProAct relies on short term vocational assessments as a building block to determine skills and attitudes and possible career paths. Participants are then trained to carry out effective job searches, how to be interviewed and to discover the value of networking.

Clockwise from top left, ProAct vocational specialist Leann Crosby was instrumental in Brian Sherman's effort. One task is to pull up heavy rubber mats to convert an arena floor. He is shown with Arena Manager Gary Pietig, who recommended him for the job.



"I believe the greatest and most fulfilling mission we can have in our lives is the ability to help people use their given gifts to the maximum."

Board Member DeDe Wanzek



**SALON SERVICES
EDINA, MINN.**

Providing hairstyling services in the lower level “village setting” of Edina Care and Rehabilitation Center, Salon Services serves residents of the 134-unit skilled nursing care facility, located near Xerxes Avenue and State Highway 62.

Residents are transported from their rooms to the salon, which is one of several services offered in-house.

Clockwise from top left, Lynette Hanson enjoys her job helping seniors with their hairstyles. She works with perms and other services while the stylist cuts hair; providing assistance as needed and maintaining a steady flow of satisfied customers.

Working her way back to hair care

Lynette Hanson last worked as a hair stylist in 1992. She’s been through some challenges, but is now back in the workforce, working part-time for Salon Services, a company that operates beauty salons within senior care facilities.

A traffic coordinator of sorts who does most everything except cut hair, Hanson found the job with help from Deb Ulrich, a vocational specialist with ProAct in Eagan. With her pleasant demeanor, she transports residents to the basement salon at Edina Care and Rehabilitation Center, helps with scheduling and payment, perms, cleanup, and other tasks. Long term, her goal is to reach 2,700 hours of work, enough for her to apply for a manager’s license. Stylists need the license to provide senior hair care without supervision. Until then, she’s the right hand woman for Leslie, the stylist at the salon. “She’s a serious help. I’m so thankful that she’s here,” said the stylist.



Job Placement and Development

Building confidence, selling skills and finding opportunities are just a few functions performed by ProAct’s seasoned staff of vocational specialists.

Placement plans are created for each individual, followed by regular contact and mentoring to help secure employment. Enthusiasm and a belief in one’s abilities are also helpful in building self assurance and maximizing a person’s talents.

Employer interaction is important, said vocational specialist Deb Ulrich. Before a person is hired, they’re made “placement ready” through work assessment training. ProAct serves as an advisor in the process.

“They are very passionate about serving our consumers. Staff are there because they care about the operation– what it stands for. Everything I see tells me that it’s a very authentic commitment.” **Board Chair Mary Ellen Leary**





**SCHAFER FISHERIES
PEPIN, WIS.**

The family owned company's processing plant utilizes a flash-freeze process to prepare many varieties of fish for sale across the country and around the world.

Carp and lake herring are prepared here, and work levels can spike during peak seasons. In 2011, the Pepin facility processed more than 750,000 pounds of lake herring alone.

The company is the largest Midwest fish processor and wholesale/retail distributor of fresh fish and frozen seafood.

Small town job stability at fish plant

Jobs aren't easy to come by in the village of Pepin, Wis., but one man with disabilities found a good match in this village of 837, which sits across from Lake City and is nearly 40 minutes from Red Wing.

On a crew of about 10, Rick Whipple is a fish processor at Schafer Fisheries, where 10,000 to 20,000 pounds of fish are prepped each day. ProAct job developer Kyle Adams found the position, and has helped others with disabilities to obtain work experiences here. "He loves it," said Adams. Freshwater fish are cleaned and descaled, then flash frozen.

Managers here look for reliable employees who will put in an honest day's work. "As far as Rick goes, we haven't had a problem with him yet. Does he have a good attitude? Oh yeah," said Plant Manager Tim Adams.

Vocational staff reach out further

ProAct job developer Kyle Adams in Red Wing has had considerable success placing a number of people whom other organizations had not been able to place in jobs.

His understanding of small town employers and local culture have given Adams an edge when communicating with employment decision makers.

The developer also serves as a job coach, working alongside new job placements to help them acclimate and to meet employer demands.

"I am impressed with the caring attitude of the management and staff of ProAct. They genuinely care about their work and the people they serve."



Board Member Jim Louwagie

Clockwise from top left, Rick Whipple places carp on racks for freezing after spraying fish insides with water. A steady stream of deheaded fish are fed down a production line. Whipple can perform every job function except those requiring a knife.



FAMILY FRESH MARKET RIVER FALLS, WIS.

In a bustling college town not far from St. Paul, Family Fresh Market recently rolled out its remodeled store featuring its “Feed Your Senses” theme.

Store Director John Wild said the grocer is an equal rights employer that doesn’t discriminate and tries to help people in the community. He knew of ProAct consumer Erik Olson prior to the work experience, as Olson was a regular shopper.

“It might not work into a part-time or full-time position for the individual, but at least they get some work history, said Wild. The experience can provide a future avenue toward a job opportunity.

The grocery has made itself into a central community hub, with aisles named after local streets, large historical photos inside and the emblems of area sports teams. A community room is also available to residents at no charge.

Veteran gains retail experience

Erik Olson gets experience stocking shelves with snack foods and answers questions from customers as part of a work experience to prepare him for regular employment. “He’s learning the basics of what’s expected,” said job developer Kailey Singleton, who also serves as a job coach.

A former Marine, Olson returned from the war in Iraq with a brain tumor, then had a car accident that left him with reduced vision. Doctors said he wouldn’t live and if he did, he wouldn’t walk again. “I don’t know how much stock I put in what doctors think,” said Olson, with a grin. The former retail employee said it’s important to keep trying. Singleton said it wouldn’t take long for him to be on his own again. Going through hard times, people have to be able to joke about it, otherwise they’ll fall into a hole and never get back, Olson said.

Life Opportunities- Vocational

More western Wisconsin employers are learning about ProAct’s Life Opportunities program. That’s because the program, which is based in Hudson, now offers work experiences at multiple job sites in the area.

Job coaches help with training and skill development, and communicate regularly with employers to discuss progress.

The end goal is to find meaningful employment that best matches a person’s skills and abilities.

Photos: From top left, Erik Olson stocks groceries and receives coaching from ProAct’s Kailey Singleton.

“We have been very satisfied with the professional level and longevity of the staff ... Our daughter looks forward to going to work every day and the services she receives from the ProAct organization are a very big part of her life.”



Board Member– Larry Lehman

Passionate Leadership

Our Vision

"ProAct will be the provider of choice for individualized services that enhance the quality of life for people with disabilities and other challenges in the area of employment, life skills and community inclusion."

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Eagan, Minnesota

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Eagan, Minnesota

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and Services,
Eagan/Hudson



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Director, Programs
and Services, Red
Wing/Zumbrota



David Cavalier
Director, Production
Services, Eagan



Jo Ann Peine
Human Resources
Manager



Pat McGuire
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Dale Klette
Corporate
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 Oakdale
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 Lions Club - St. Paul Downtown
 Lions Club - St. Paul Park
 Newport
 Lumina Foundation for Education
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 Chapman, his brother Shad
 and the Chapman family
 VFW Post #9433 - Rosemount

ULLR club supports fitness in Red Wing

Fit bodies complement fit minds,
 and the ULLR Foundation has
 been an instrumental partner at
 ProAct in Red Wing, donating
 thousands of dollars in exercise
 equipment over the past several
 years.



Financial Statements

Statements of Activities and Changes in Net Assets

| | <u>2012</u> | <u>2011</u> |
|------------------------------|--------------|--------------|
| Revenues | | |
| Program Service Fees | \$10,874,383 | \$11,307,018 |
| Consumer Employment Services | 3,311,830 | 3,366,930 |
| United Way | 40,224 | 73,444 |
| Other | 419,880 | 272,146 |
| Total Revenues | \$14,646,317 | \$15,019,538 |
| Expenses | | |
| Program Services | | |
| Employment Services | \$8,216,715 | \$8,666,503 |
| Day Services | 4,635,617 | 4,565,192 |
| Vocational Services | 314,615 | 320,412 |
| Total Program Services | 13,166,947 | 13,552,107 |
| Support Services | | |
| Management and General | 992,234 | 1,014,215 |
| Fundraising | 27,685 | 24,231 |
| Total Support Services | 1,019,919 | 1,038,446 |
| Total Expenses | \$14,186,866 | \$14,590,553 |

Statements of Financial Position

| | <u>2012</u> | <u>2011</u> |
|-----------------------------------|--------------|--------------|
| Current Assets | \$4,039,534 | \$4,013,991 |
| Land, Building and Equipment | 3,826,272 | 3,524,380 |
| Investment & Designated Cash | 5,615,148 | 5,525,282 |
| Total Assets | \$13,480,954 | \$13,063,653 |
| Total Liabilities | \$1,255,755 | \$1,297,905 |
| Net Assets-Unrestricted | | |
| -Designated | 4,375,580 | 4,354,034 |
| Net Assets-Unrestricted | | |
| -Undesignated | 7,829,416 | 7,391,511 |
| Net Assets-Permanently Restricted | 20,203 | 20,203 |
| Total Net Assets | \$12,225,199 | \$11,765,748 |
| Total Liabilities and Net Assets | \$13,480,954 | \$13,063,653 |

A copy of our financial audit report is available upon request.

Our Mission

“To provide individualized life enhancing vocational and personal growth opportunities for people with disabilities and other challenges”

Passionate



ProAct Golf Classic

Once again, the ProAct Golf Classic was a hit with golfers and guests at the August event at the Hastings Country Club. ProAct benefited from the generosity of sponsors and players, fueling plans for the next installment of ProAct's only fundraising event.



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Passionate

Creativity and commitment come front and center as skills are employed to create uniquely designed craft items and gifts. People at ProAct's Red Wing location are creating slide jewelry (below) from the hard plastic of retired bowling balls. These attractive items give no hint of their origins, as the material is buffed to a shine for pendants and earrings. Several shopowners in the Red Wing area carry the craft items, which are also available at ProAct locations. In Hudson, Wisconsin, the focus is on making birdfeeders (right), that are both decorative and practical. All the net proceeds directly benefit the crafters through an option of their choice.



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ProAct's primary service areas include the Minnesota counties of Dakota, Goodhue, Hennepin, Ramsey, Wabasha and Washington, as well as Pierce and St. Croix counties in Wisconsin. ProAct, Inc. is a 501(c)3 not-for-profit organization with more than 40 years experience. ProAct is accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) for employment planning, employee development and organizational and community employment. Programs are funded in part by The Greater Twin Cities United Way, United Way of Hastings, and United Way of Goodhue, Wabasha and Pierce Counties. This information is available upon request in alternative languages and formats. ProAct is an EQUAL OPPORTUNITY EMPLOYER.



United Way of Goodhue,
Wabasha & Pierce Counties



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