In 2012, Applewood Centers continued its tradition and commitment to the families and children who look to us for care. Again this year, we found ourselves standing on the continuously shifting landscape of funding and policy changes that have become the norm in the field. But with the assistance of our dedicated Board and committed staff, we navigated the course successfully. We kept true to our mission by using insight and creativity and by being nimble in these rapidly changing times. What drives us through the many challenges is the hard reality that there are still so many children and families who need our help. As has been the trend over the past four years, Applewood Centers continued to go to the children as opposed to having them come to us. We served more than 1,300 students in 74 schools in 13 school districts throughout the greater Cleveland and Lorain County area during this past year. More children were able to receive counseling and prevention services in this familiar and safe environment, while in these same schools, our highly trained professional staff provided consultation on mental health to the teachers and administrators in order for them to better educate their students.

Applewood Centers also kept its commitment to the communities where our children and families live. This year, Applewood’s Tapestry System of Care Program sent staff trained in the Vandenberg Wrap-Around Model into three community neighborhood centers in Cleveland’s Central District. This program provided a safety net for 173 children who, without our intervention, were headed into deeper involvement in the juvenile justice system. Additionally, through our Community-based Services program, trained counselors worked with children and their families in their homes to help them overcome the effects that poverty and lack of resources have on children’s mental health.

Our well respected Apple Blossom Program — designed specifically for high need girls — served 44 residents, helping them to overcome histories of abuse, trauma and neglect. Utilizing a variety of Best Practices, the girls learned to find their voice and heal their wounds. Most of the young women who completed the program are on their way to lives of hope and promise.

Our Foster Care parents continued to keep our promise by serving children who could not be kept safely in their own homes. By being vigilant and loving guardians, these children were nurtured and cared for until they could be safely returned to their biological parents. We provided homes for and delivered clinical services to 48 foster children during 2012.

Finally, our Eleanor Gerson School continued to provide quality education and a safe haven for students who were not succeeding in their public schools. This year, we saw our largest growth in the middle school, which grew to 14 students by the spring of 2012. We hired an Outreach Director who became an excellent interface between our public school partners and Eleanor Gerson School. In so doing, we identified areas of growth that we intend to put into place for the 2013 school year. These include adding foreign language to our curriculum and increasing in-house mental health services to our students. The Eleanor Gerson School continues to hold great promise for growth for Applewood Centers, as evidenced by our enrollment and 8 graduates in 2012.

Yes, as another year closes we can feel confident that our promise to our children and families has been kept, and we look forward to an even better year of providing excellent services to those who rely on us.

Dear Friends,

James S. Hogg
Chair, Board of Directors

Melanie K. Falls,
LISW-S, LICDC
Executive Director

Melanie K. Falls,
LISW-S, LICDC
Executive Director
APPLEWOOD CENTERS

Mission
Applewood Centers fosters solutions for children, youth and families.

Vision
Applewood Centers is a leader in improving the lives of children in Ohio by providing high quality behavioral healthcare and out-of-home services for children and their families.

Commitment
• Employ training and technology to best support excellent service
• Deliver high quality, results focused programs and services
• Serve a diverse population reflective of our community
• Monitor and ensure desired outcomes for children
• Ensure the agency’s long-term economic viability
• Build on over 175 years of excellence in service
• Develop a diverse team of skilled professionals
• Embrace our core values in all we do

SERVICES

BEHAVIORAL HEALTH SERVICES
Counseling
Psychiatry Services
After School and Summer Programs
School Based Services
Early Childhood Mental Health
Special Needs Child Care Consultation
Community Psychiatric Supportive Treatment
Multisystemic Therapy

RESIDENTIAL TREATMENT
Apple Blossom For Girls; a secure unit for adolescent females, ages 11 to 18
Orchard For Boys; a secure unit for adolescent males, ages 11 to 18
Alcohol and Drug Treatment
Partial Hospitalization

THE ELEANOR GERSON SCHOOL
The Eleanor Gerson School offers an educational alternative for middle and high school aged students (grades 6 -12) who have mental health involvement.

FOSTER CARE & ADOPTION

BILINGUAL SERVICES

AFFILIATIONS/ACCREDITATIONS
Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County
American Psychological Association
Child Welfare League of America
Coalition for Cuyahoga County’s Children & Youth
The Joint Commission
Lorain County Board of Mental Health
National Alliance on Mental Illness
Ohio Council of Behavioral Health & Family Service Providers
Ohio Departments of Education, Mental Health, and Job and Family Services
United Way of Greater Cleveland
Voices for Ohio’s Children
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The Eleanor Gerson School

The Eleanor Gerson High School and Middle School are now united as a specialized educational experience on a single, unified campus on Cleveland’s near west side.

The Gerson School offers an alternative educational experience for those who have had trouble succeeding in a traditional school setting due to personal, behavioral, or relationship issues.

Through exceptional individualization of the educational experience, barriers to success are removed and students find the paths towards the achievement of their academic goals.

Applewood has proudly offered educational programming to the Northeast Ohio community for more than 43 years, opening the Eleanor Gerson High School in 1970 and Gerson Middle School in 2009.

The Gerson School’s enrollment is comprised of a unique population, including students with emotional or behavioral difficulties, with a curriculum developed to cater to the individual needs of each student. These individuals have average-to-above-average academic aptitudes and require additional assistance and guidance to satisfactorily complete academic expectations. Students are carefully guided, at a pace that is preferable to each individual, through the like paths of educational and personal development, with all learning taking place within inclusive, small group settings. Gerson students enjoy learning from fully licensed special education teachers, known as Intervention Specialists, who also serve as advisors to individual students. The Gerson faculty is rounded out by mental health professionals, always on-hand to assist students in need, and specially trained aides with expertise in diffusing behavioral problems.

Gerson students enjoy a wide variety of opportunities:

- A two- or four-year college experience
- Honing a craft in trade school
- Exposure to work experiences
- Recreational and professional pursuits in the arts, including graphic design, and other visual arts media

Those students who re-enroll in their local school districts prior to graduation find that they are academically at pace with their peers and, as a result of their Gerson experience, are better equipped to handle challenging academic and social situations with ease and confidence.

Until recently, The Eleanor Gerson High School and Middle School were housed on separate campuses in downtown Cleveland and on Applewood’s Children’s Aid Society Campus on the city’s near west side. By consolidating both educational institutions onto one campus — the Children’s Aid Society Campus — The Gerson School is able to enjoy the magnified camaraderie and inclusive spirit of each school. Faculty are eagerly participating in frequent group conversations regarding curriculum development, problem solving, and future planning as the schools embark on a new path — not as separate institutions but comprehensively as The Eleanor Gerson School.
There is no progress without risk. To take risks, you must know that you will be supported by people who care, no matter how difficult you are or how difficult the risk. At Gerson, everyone is supported. Everyone is difficult in their own way, and the staff knows and accepts that and teaches the students to do the same. Whether anxious, depressed, abused, or just different, Gerson accepts everyone and everyone there accepts everyone else. Gerson is its OWN culture.

As a student of anthropology, I would say that Gerson is its own sub-culture, made up of so many different people that anyone involved in it cannot fail to succeed. — 2012 Gerson School Graduate

WHAT DO GERSON STUDENTS LOOK LIKE AT THE TIME OF ADMISSION?

- Currently in grades 6-12
- Male and female
- From suburban and urban homes
- Hailing from a variety of socioeconomic and cultural backgrounds
- Experiencing trouble stemming from emotional or behavioral difficulties making traditional schooling a challenge

WHAT DO GERSON STUDENTS LOOK LIKE AT GRADUATION?

- Independent, empowered, and enthusiastic about their abilities
- Equipped with the tools to effectively manage challenges in real-world settings
- Dedicated to creative problem-solving
- Displays respect and empathy for educators, parents, and elder family members
- Members of a tight-knit school community
- Ambitious about future goals and career paths, with plans in place to allow the achievement of their goals
- Individuals ready to not only survive, but thrive in their chosen path

There is so much to be grateful for in regards to the Gerson community. Trying to sum it up in a sentence is difficult for me. So here is my humble quote:

The Eleanor Gerson High School saved my life. The guidance and support of the faculty not only helped me succeed academically, but nurtured my individual talents.

The Eleanor Gerson education model gave me the impetus to become an educator. The Gerson community will always hold a place in my heart. — 1992 Gerson School Graduate
APPLEWOOD CENTERS
Financial Report

For the year ended June 30, 2012
Audited by McGladrey & Pullen, LLP

EXPENSES BY TYPE

- Depreciation/Equipment: 3.86%
- Development: 1.34%
- Occupancy: 12.48%
- Professional Fees: 23.18%
- Salary/Benefits: 59.15%

EXPENSES BY PROGRAM

- General/Administrative: 14.45%
- Education/Prevention: 8.10%
- Foster Care/Adoption: 9.31%
- Community Services: 46.48%
- Residential/Group Services: 21.65%
The following individuals, corporations and foundations contributed to Applewood Centers between July 1, 2011 and June 30, 2012. Thank you for your support and trust as we help children, youth and families manage life’s challenges. We make every effort to ensure our donors’ names and contributions are reported accurately. If you believe we have made an error, please accept our apology and call the Development Office at (216) 320-8512, and we will be happy to make a correction in our records.

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