

GIANT STRIDES

The Campaign to Expand and Enhance On With Life



ON WITH LIFE

BRAIN INJURY + STROKE + NEURO







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Few could have predicted what the year would look like as the calendar turned to January 1, 2020. The global pandemic has changed our world and how we live. Simple pleasures in life like going to a restaurant or a sporting event, or even visiting a loved one, are now fraught with precautions and additional safety measures.

Many of the emotions we have all felt over the past year are a small glimpse into the experience of brain injury. You are scared. You are unsure what comes next. Your life has changed.

Over the past 30 years, On With Life has helped individuals and families facing the fear and uncertainty that accompanies brain injury and other neurological conditions. Founded by families who recognized the unique challenges of brain injury, On With Life has continued to grow by asking big questions and coming up with big ideas to enhance the lives of those we serve.

And now, with your help, we are ready to make Giant Strides that will enable more individuals to benefit from the world-class, person-centered approach of On With Life. We appreciate your willingness to learn more about this important project, and we hope you will join us in impacting the lives of countless families coping with the effects of stroke, Parkinson's disease, concussion, and traumatic brain injury.

Jeff Lamberti
Campaign Co-Chair



Andrea Woodard
Campaign Co-Chair



Campaign Leadership

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Marcia and Rich Flaugh

Russ Hansen

Gail McGaughy

Jean Shelton

Steve Van Oort

Kerry Walter-Ashby

Doug West

By Families, For Families

Like most people, Kathy Herring never expected brain injury would be part of her life. That changed when her son Rob's car was run off the road by a drunk driver in 1980. While Rob was stabilized and treated at the hospital, Kathy was welcomed into a group of seven other families, all facing similar experiences with brain injury.

These eight families, who all faced tragedy, found each other and recognized the challenges they faced extended far beyond the initial acute care provided for their loved ones. They searched for an organization that would provide the support and rehabilitation they knew was needed after being discharged from the hospital but found nothing.

That did not stop them. They had a common vision for a place like On With Life and worked tirelessly to make it a reality. Through the support of the community, On With Life opened its doors for admissions in 1991.

Throughout its history, On With Life has continued to evolve and grow, always putting people first and striving to better meet the needs of those it is privileged to serve.








ON WITH LIFE
BRAIN INJURY + STROKE + NEURO

- 1987 On With Life incorporated
- 1991 On With Life opens unique Ankeny rehabilitation program
- 1996 Glenwood long-term skilled care opens
- 2004 Ankeny rehabilitation program expands number of inpatient beds
- 2005 Apartments at Owl Creek open
- 2011 Ankeny location begins offering outpatient services
- 2015 Ankeny rehabilitation program adds permanent outpatient space, therapy pool, and family housing
- 2018 Residential Neuro Rehabilitation home opened in Des Moines
- 2019 Outdoor therapy grounds completed in Ankeny

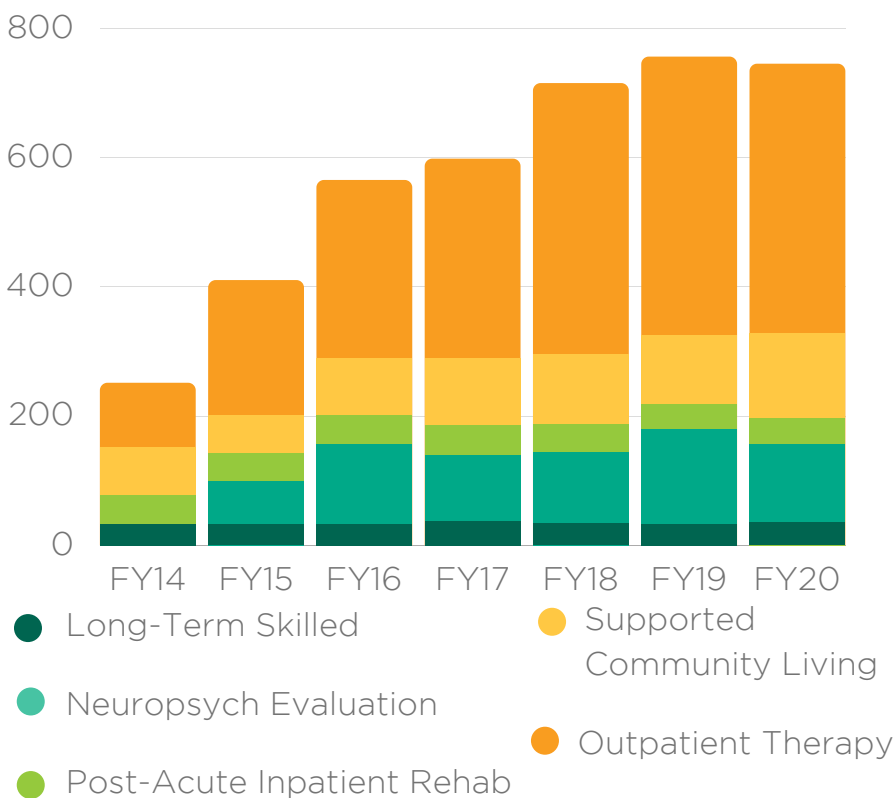
People First

Working with individuals living with brain injury or another neurological condition presents unique challenges. On With Life addresses these challenges by combining clinical expertise and passion for our work with individualized approaches that motivate and challenge those we serve. By monitoring outcomes and continuously improving our services, On With Life restores hope to individuals and families often at the most vulnerable point in their lives.

Innovation Centers

-  Brain Injury
-  Stroke
-  Concussion
-  Parkinson's
-  Complex Nuero

Persons Served at On With Life



On With Life by the Numbers

90%

Persons served experience significant or robust change

80%

Inpatient persons served discharged to home

97%

Overall satisfaction rate

85

Certified Brain Injury Specialists on staff

Brain Injury and Neurological Conditions in Iowa

Brain Injury

1,600 people hospitalized per year
8.7% served by On With Life



Stroke

75,000 people have experienced a stroke
0.3% served by On With Life



Parkinson's

8,300 people living with Parkinson's
0.8% served by On With Life



Concussion

12,680 people experience a concussion per year
0.5% served by On With Life



"I'm thankful there was a facility like On With Life when I needed it. They are truly my second family. I'd never be where I am without the experts at On With Life. There is no better place."
Russ Graven



A Growing Need

Despite the thousands of families who have been impacted by On With Life, there is still much work to be done. Due to space limitations, On With Life is still only able to serve a small fraction of the population that could benefit from its services.

As the healthcare and insurance industries have changed, the average time spent in inpatient care has decreased, shifting the focus to outpatient and home-based care. Instances of stroke and Parkinson's are projected to increase dramatically as baby boomers grow older, and On With Life estimates almost 20% of current outpatients are experiencing post-COVID neurological challenges.



The Johnson Family

[View The Johnson's story
www.onwithlife.org/johnsons](http://www.onwithlife.org/johnsons)

"When my family was at On With Life I felt a lot of compassion, encouragement, love and support. They cared tremendously for my family and saw me through some of the hardest times in my life. Dad had emerged from his coma just a couple days before arriving at On With Life and showed tremendous gains immediately.

He was there just short of a month and worked on becoming physically stronger and adjusting to a new normal. Seth arrived to On With Life on his 18th birthday in a minimally conscious state. During his six month stay, Seth slowly emerged and worked toward regaining his independence. When Seth was discharged he had relearned how to talk, eat and could walk with assistance. His therapists had worked with him on schoolwork and he was able to return home to complete his senior year."

Elizabeth Johnson

COVID-19 Response

Before the onset of COVID-19, a typical day at On With Life included outings in the community, family and friends visiting and all kinds of therapy happening throughout the Ankeny campus. But with the onset of the pandemic and cases confirmed in the inpatient program, that all changed.

The On With Life team moved quickly to contain, including cohorting staff and persons served, creating sections in the inpatient program to separate positive cases and implementing full personal protective equipment. Even with all the challenges of COVID-19, the On With Life staff still made way for positivity to fill the campus. There was a parade of supporters outside the windows, phone lines for persons served to call their families and designated staff to help make calls with them.

The pandemic also brought significant changes to the outpatient program. Telehealth appointments became common and will continue to be utilized to work with those unable to make frequent trips to the Ankeny campus. Additionally, On With Life has seen an influx of persons served suffering from neurological conditions post-COVID, such as dizziness or memory issues.



“Despite fear and anxiety over a new disease, our staff faced the challenges head on. We had to change much of how we functioned on a day-to-day basis without compromising what makes our organization so unique and special.”

Stephanie Robinson
Clinical Support Nurse + Minimum
Data Set Coordinator

BIG and LOUD



For Sean Jenkins, leaving his job at age 45 was not part of his plan. But due to the increasing symptoms of Parkinson's disease, Sean couldn't keep up with the demands of his job as an IT professional. Sean didn't know where to turn when his neurologist referred him to the LSVT BIG and LOUD program, a specialized, effective treatment program for those living with Parkinson's disease. After just four weeks of physical, occupational and speech therapy at On With Life, Sean knew On With Life was a special place.

"I had an amazing experience during therapy. I saw incredible improvements in myself in a short amount of time," said Sean. "Each staff member was passionate about

helping each person served meet and exceed their goals. I felt this on my first day of the LSVT program, and I feel it even stronger today."

Two years later, Sean still participates in the LSVT boxing program and support group, and twice a week, he volunteers as a transporter for the post-acute program. An added benefit of volunteering is interacting with the staff who made such an impact on his life. Sean's journey hasn't been easy. But he's quick to point out the blessings he's gained because of it - lifelong friendships and the discovery of organizations that are changing lives for this community.

"The culture at On With Life is so strong and positive that everytime I arrive I am excited to do anything I can do to help," said Sean. "On With Life is a great asset for the state and I want to be a part of supporting it in any way I can."

Above and Beyond

Ethan Miller didn't know that a stroke at the age of 26 could change his life – for the better. But after spending four months at On With Life following his stroke in September of 2017, he knows wholeheartedly that On With Life was the right place for him to be.

"They go above and beyond in every department," said Ethan. "The therapists are not only the most knowledgeable, but the hardest working in the industry."

On With Life staff pushed Ethan out of his comfort zone, balancing the challenging and intensive rehabilitation with outings that peaked his interests, like adaptive skiing and escape rooms. "I told my hometown outpatient therapist I wanted to run, and he started telling me the reasons I wouldn't be able to," said Ethan. "My On With Life physical therapist, who weighs much less than me, literally threw her arms around me and carried me while running, forcing my legs to try and keep up. It was quite the scene at Target, but that truly is the On With Life difference."

He continues to push himself to accomplish the goals he set for himself at On With Life – like returning to school. Since his discharge, he's returned to community college, earned straight As his first semester and has transferred to Iowa State University.

"I attribute so much to On With Life; they helped build a solid foundation that is carrying me through this next phase in my life."



Ready to Make Giant Strides...

Thirty years of listening and learning have taught On With Life a lot about the needs of those we serve. Through this \$5 million capital campaign, On With Life will enhance our proven approach to address those needs of individuals and families facing brain injury and other neurological conditions by:

- **Expanding capacity and increasing the number of persons served.**
- **Providing support for caregivers and families.**
- **Equipping persons served and staff with the tools needed to achieve the best outcomes.**



"On With Life has bridged the gap between hospital and home and has made brain injury less frightening and disabling than it used to be. I have seen many patients make amazing progress at On With Life with patience, hard work and the expertise of the On With Life team."

Dr. Thomas Carlstrom



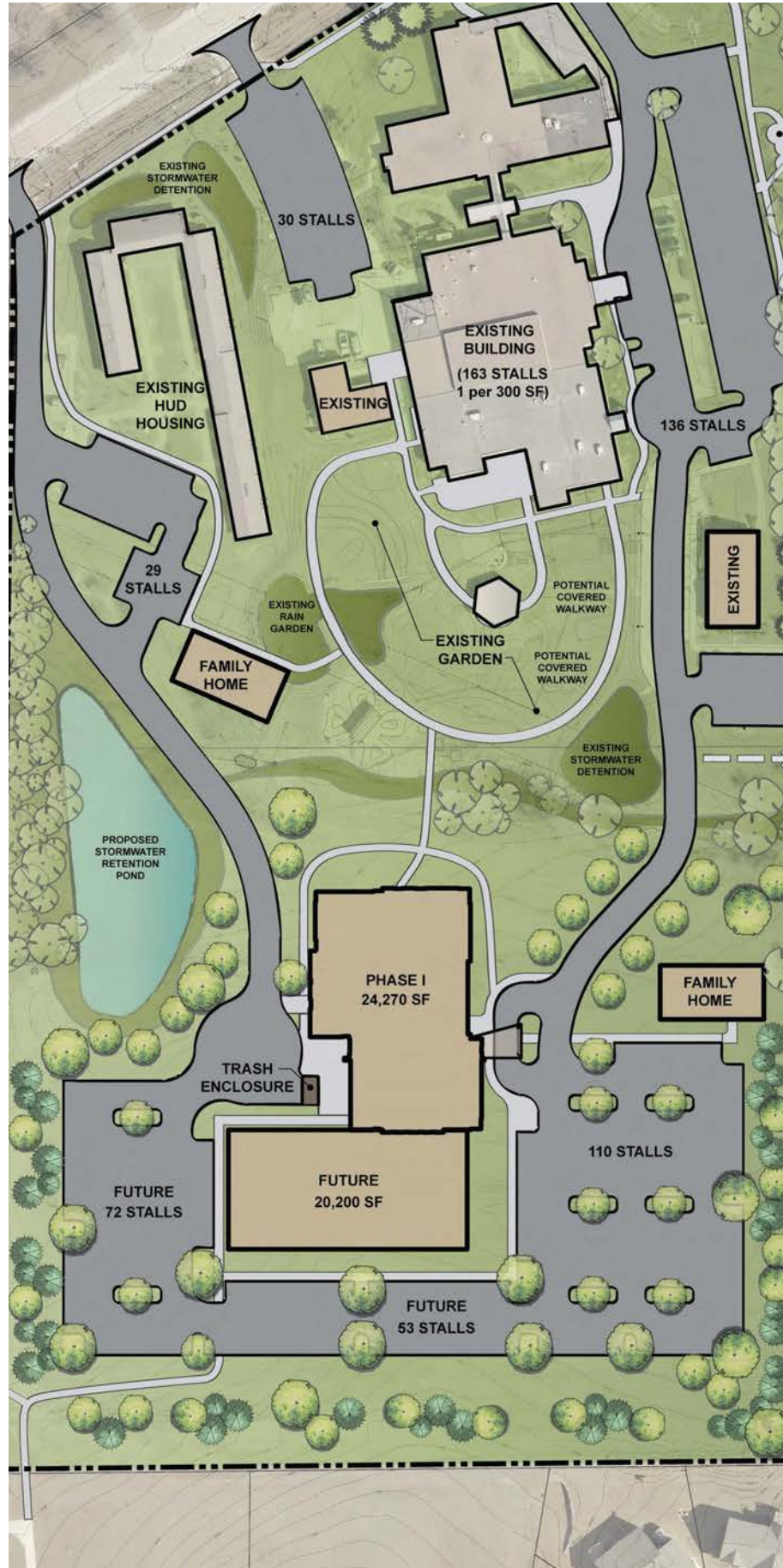
...and Change Lives!

Outpatient Expansion and Master Site Plan

Additional outpatient
capacity and programs

Increased inpatient
safety and privacy

Expanded technology
including telehealth,
DME, and assistive tech



Campaign Priorities

Expanded Outpatient Programming

In addition to more space to address increasing demand, On With Life's outpatient program will be expanded to include new programs, helping persons served not only survive, but thrive. These additional services and the expansion of current programs have the potential to double the number of individuals and families served through outpatient services at On With Life.

- **Job and Skills Training: Helping persons served gain new skills to return to work.**
- **Day Programming: Additional rehab that also provides socialization and respite care.**
- **Driver Training: Access to driver training programs is key to gaining independence.**
- **Parkinson's Center of Excellence: Expanding current Parkinson's programming, participation in clinical trials and increased outreach and education.**



**Capacity to
DOUBLE
the number of
persons served**

Enhanced Technology and Equipment

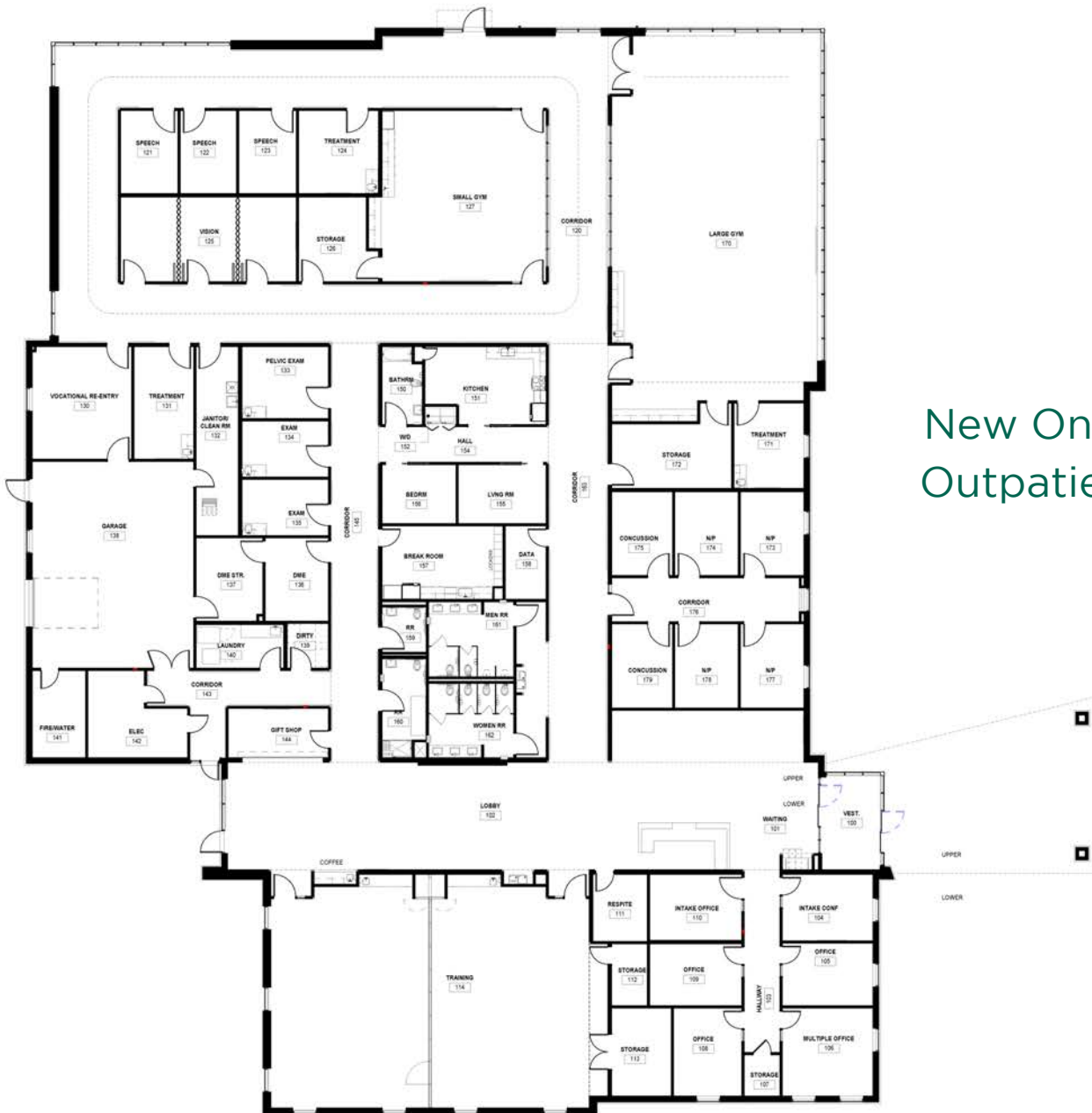
Technology has the ability to greatly aid in rehabilitation and increase independence for those living with brain injury. Giant Strides will enhance On With Life's ability to deliver services utilizing:

- **Telehealth: Allows On With Life to deliver more services to those living in remote areas.**
- **Tablets and Smart Tech: Provide greater independence and communication ability.**
- **Adaptive Technology: Custom solutions to enjoy activities like golf, sewing or fishing.**
- **OWL Academy: Dedicated space for staff education, collaboration and training on best practices with providers around the world.**
- **Durable Medical Equipment: Dedicated space to service and discuss DME needs with persons served and their families.**

Campaign Priorities

Improved Inpatient Experience and Safety

Inpatient services remain an important part of On With Life's work. Updates to inpatient rooms will include making more flexible spaces that can be effective when treating any injury or condition. Every room will also have its own private bathroom, access to oxygen and suction, and enhanced in-room communication tools will support the safety and needs of those whom we are privileged to serve.



New On With Life
Outpatient Center

Your Support Provides Hope

Support for the Giant Strides campaign does more than add space to a building, it changes the lives of individuals and families living with brain injury and other neurological conditions. There are many different ways you can make your gift, and naming opportunities are available.

**\$5 Million
Campaign
Goal**

Project Cost	Priorities	Campaign Support
\$8,000,000	Outpatient facility and programs	\$4,000,000
\$1,000,000	Technology and equipment	\$500,000
\$1,000,000	Renovated inpatient space	\$500,000
\$10,000,000	Total	\$5,000,000

Giving options include

- Pledges of up to 5 years
- Appreciated securities
- IRA distributions
- Donor-advised funds



You have the power to change lives through your support of On With Life. By giving to the Giant Strides campaign, you provide hope to families living with brain injury and neurological conditions!



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SMALL STEPS. GIANT STRIDES.