



Show Your Support!

In order to serve the community for another 35 years, please consider a contribution to the **Vector Physical Therapy & Aquatic Center**

Make a Splash Campaign

Ends December 31, 2014

\$150,000 Goal

Funds raised will help to bridge the gap in operating costs, allow the purchase of new and much needed equipment, as well as maintenance and upkeep of the Myrtle Ave. and Edgewood Rd. locations.

*People often forget that Vector is the area's only non-profit, 501(c)(3), freestanding outpatient therapy clinic. Established in 1979, **we've served the community for 35 years always upholding our mission, "services will be provided regardless of the ability to pay"**. To this day we practice that mission, serving the uninsured and underinsured, often treating patients that no one else will.*

A brief history...

In 1979, **35 years ago**, Vector was established as a nonprofit physical therapy and rehabilitation clinic by Dr. Terry R. Knapp and Karen Angel. The primary focus of the organization was to improve delivery of health care and to rehabilitate the physically and functionally challenged and return them to an active and productive place in society, to educate the public and medical professional and to sponsor research.

Our commitment to the community...

Five years ago, we were presented with the unique opportunity to purchase the Easter Seals pool. Through collaboration with area foundations, the receipt of a Community Development Block Grant and funds raised through private donors, we acquired the Easter Seals pool. We have since demolished and rebuilt the Aquatic Center and made updates and improvements to the existing structure at a **total cost \$1.3 Million**. We did what the community asked us to do. We saved the area's only 92-degree warm water pool - the only treatment modality of its kind in Humboldt County.

Where we are today...

In our first year of operations, we received a total of **14,687 patient/non-patient visits** – 4,179 for pool therapy; 7,307 for land therapy, an **increase of nearly 50%** prior to the opening of the pool, and 3,201 community pool users (non-patients). To put things in perspective, the Easter Seals pool only had 150 pool visits their entire last year of operations.

Improvements to the pool...

The pool has now been open for 18 months. This has given us a fair amount of time to assess further improvements and how best to accommodate our growing patient/community population. Our architect Philippe Lapotre has drafted a plan for new bathroom/shower/changing rooms, utilizing the buildings existing footprint. **The cost estimate is \$159,000** for these improvements. We are currently working with three area Foundations to fund this portion of construction and improvements through grants.

The problem we face...

To say that we are delighted with these numbers is putting it mildly. But, with growth, comes a challenge. Because of the tremendous success of our land and aqua therapy program, our referrals have grown exponentially. There is currently a **6-8 week waiting list** for new evaluations and the referrals aren't slowing down. As most would say, it's a great problem to have. To accommodate this growth our **staffing has increased by (50%)**, which means that costs of operations has increased across the board. At first glance, it's easy to assume that with the number of patients and pool users that we see, revenue generated should be enough to cover operations. We are limited by the fees we can charge as insurers only pay a certain amount for services billed. If it were as simple as increasing fees, like a restaurant, university or utility company, we would. We also have to be mindful of the fees we charge pool users. At **just \$7.27 per visit**, some of our patrons feel that this is still too high. It's a balancing act to keep our price fair, while generating enough just to pay for heating the pool.

What the future brings...

Our goal is to **continue providing excellence in patient care** while expanding the services we provide. As a nonprofit, it is extremely important to us to give back to the community and to maintain programs and services the community has come to depend on. In addition to therapy services, and providing access to a warm water pool, we have a service referred to as our Equipment Loan Program. This program allows members of the community to essentially borrow medical equipment, free of charge, or for a very small rental fee. We are also the only organization that provides supplies to parents of babies born with **Cleft Lip and Palate** as well as money, in the form of gift cards, to allow parents to travel out of the area to get the specialized medical treatments their children need. We are very proud of the partnerships that we've created with Glen Paul School, FAAN and Gaining Ground. There is no greater feeling that seeing the joy and relief on a child's face during water therapy. In addition, we **offer low-income eligibility** for pool users who can't afford to pay full price for a visit.

How you can help...

With our proven record of success and our commitment to the community, it's our hope that Vector will serve our residents for another 35 years. In order to do this, we are asking for your help. A contribution the Make a Splash Campaign will allow us to: bridge the gap in operating costs, allow the purchase of new and much needed equipment and maintenance and upkeep of the Myrtle Ave. and Edgewood Rd. locations.

With the community's support, we believe our goal is attainable. Simply put, we can reach our goal of \$150,000 if:

300 people give \$500

1000 people give \$150

600 people give \$250

1500 people give \$100

You can Make a Splash in our community and within our organization. Show your support and become one of our beloved Vector Splashers. Please consider making a one-time gift, a pledge over 1, 2 or 3 years, or join our monthly gift club, "The Vector Splashers".

To become a donor, or for more information, please visit: www.vectorpt.org or call: 442-6463.



After Cleft Lip & Palate surgery



Mommy & Me Swim



Glen Paul students and aides