

Ursuline Receives PANO Seal of Excellence for Re-accreditation

On October 4, 2018, Ursuline Support Services was presented with the Pennsylvania Association of Nonprofit Organizations (PANO) Seal of Excellence for successfully completing the Standards for Excellence re-accreditation program. This accomplishment signals compliance with PANO's Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector.



Tony Turo accepts Standards for Excellence re-accreditation for Ursuline Support Services at the PANO Annual Conference in State College, October 4, 2018.

Standards for Excellence-accredited organizations have demonstrated excellence in openness, accountability, and efficient management and governing board practices.

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Ursuline Updates Outreach, Communications Efforts

With social media's influence on non-profit marketing, the Ursuline team knew we had to update our outreach efforts to reach new audiences. Along with enhancements to our website, Katie Le, Board of Directors' Communications Committee, and Scott Pipitone, Board Vice Chair, brought their skills in marketing and creative storytelling and created a new video.

"By sharing the positive difference Ursuline makes ... new audiences will find that they may not have to be personally impacted to feel like they can add value to our mission."

— Katie Le, Board of Directors' Communications Committee



"This two-minute informational video will show current and potential Ursuline supporters the invaluable work we do in our communities and how they may get involved," Le says, "it can also be easily shared to help spread our organization's mission within our networking circles."


Although simple in its approach, the Ursuline team, Pipitone Group, and Board of Directors spent months from inception to finish in order to ensure we portrayed Ursuline in a positive light. Le says, "Talking about our aging and most vulnerable community members is a conversation from which many shy away. By sharing the positive difference Ursuline makes, especially in a challenging period of one's life, new audiences will find that they may not have to be personally impacted to feel like they can add value to our mission."

Ursuline Academy Archival Library Dedicated

Sister Rita Joseph Jarrell, OSU, was honored October 19, 2018 by the alumnae of the former Ursuline Academy with the dedication of the “Sister Rita Joseph Archival Library of Ursuline Academy Pittsburgh.” The reception event took place at Ursuline Support Services’ Murray Avenue headquarters in Squirrel Hill, as part of the October 2018 All Class Reunion weekend. Sister Rita Joseph, who served as the last principal of the Academy, which educated young women for over a century in the Friendship neighborhood of the city before its closure in 1981, was recognized for her everlasting devotion and dedication to the Coeur d' Ursuline (Heart of Ursuline), the academy's ongoing legacy still alive in Ursuline Support Services, which serves many of our most vulnerable senior and disabled neighbors today.

In accepting the honor, Sr. Rita Joseph graciously thanked the group of alumnae in attendance and reminded them that the same “heart” which pervaded the academy that formed them as the “refined young ladies” they became, now exists in the work of today’s Ursuline Support Services. Ursuline’s Executive Director Anthony Turo echoed Sister’s comments by sharing how the Ursuline *Way*, established in the Academy and rooted in the early formation of the agency by its foundress, Sr. Elaine Eckert, OSU, is still evident in the “way” he sees his staff serve poor and lonely individuals with care and support every day.

The library, to be permanently housed at Ursuline’s offices, seeks to bring together, maintain and preserve a historical collection of photos, yearbooks, past newsletters and building history of Ursuline Academy. The library will be available to be enjoyed by alums during normal business hours of the agency. Because this is the only archives of Ursuline Academy in Pittsburgh, all alumnae are encouraged to participate in its growth as a self-sustaining bank of memories for all graduates and their families.

Please contact Ursuline Support Services at 412-224-4700 to inquire about adding your contribution of memorabilia to the library or making an appointment to peruse the collection. 



Sr. Rita Joseph cuts the ribbon to officially “open” the Ursuline Academy Archival Library created in her name and honor.



The Ursuline Academy All-Class Reunion Committee poses with Sr. Rita Joseph at a reception in her honor.



Sr. Rita Joseph Jarrell, OSU is joined by Ursuline’s Executive Director Tony Turo at the dedication event.



Ursuline
Support Services

Help navigating life’s transitions

LEADERSHIP STAFF

Anthony J. Turo, MPA
Executive Director

John Daub
Director, Finance & Operations

Melissa Osman
Assistant Director, Guardianship & Protective Services

Michelle Smart, MS, NPM
Director, Guardianship & Protective Services

Karen Miller Tobin, MEd
Director, Independence Support Services

DIRECTIONS

from the Executive Director



Don't Look Back...

In a year of incredible change, both organizationally for Ursuline Support Services as well as for many folks I know personally, the temptation often exists to look back at where we've been. Certainly in my reflection connected to our July 2017 – June 2018 Annual Report issue of our All About Us newsletter, looking over the year that was seems appropriate, if not expected. So some attention to the events of our last fiscal year appear to be in order to understand better where we stand now as an organization in the tumultuous times in which we currently work...

At the beginning of our last fiscal year, July 2017, the agency was months away from consolidating its staff under one roof in its former Good Grief Center location on Murray Avenue in Squirrel Hill. Good Grief's operations were discontinued in March of 2017, after a five-year experiment under the auspices of Ursuline Support Services and our attempt to put a financial sustainability model under the Center that the largely foundation-supported organization was unable to do on their own prior to its 2011 merger with USS. The closure of the Good Grief Center was one of the most disappointing decisions of my professional life, but it was absolutely necessary to ensure the ongoing financial viability of Ursuline Support Services' core programs of guardianship, protective services, service coordination, and our volunteer bill-paying and grocery shopping supports. Don't look back...

Once the decision to discontinue the provision of Good Grief Services was complete, the question of where and how the agency should continue to function out of the two spaces we occupied—the former Good Grief Center and the program services space on Highland Avenue in East Liberty—became the new burning organizational question. Our lease on Highland Avenue was ending in September of 2017, so ultimately the decision was to relocate the staff from that location into the space on Murray Avenue where the administrative staff was already encamped. Not as easy as it may sound! I recently heard a conference keynoter put it this way, "Everyone LOVES progress; everyone HATES change!" This adage certainly rang true during the tumultuous months that led up to our consolidation move at Ursuline, but somehow we all survived! And now, over a year after the move and sharing the same work space again, the benefits seem to outweigh the pain of getting here! But, don't look back...

In other areas of the agency, especially in the expanded Checks & Balance program (volunteer bill-paying supports), the 2017-18 fiscal year was one of substantial change and resulting growth. With the help of Staunton Farm Foundation and PNC Charitable trust grants to staff the program for a year with a client onboarding coordinator, we were able to set the provision of representative payee services (added to Checks & Balance incrementally over the previous two years) on a much stronger growth trajectory. Half-way into our current fiscal year, representative payee services represent the largest growing program on our menu and we are awaiting word from Staunton Farm again on a decision to potentially fund the same position for a second year, to further solidify the sustainability and growth of the program going forward.

The 2017-18 fiscal year, while full of change and challenge for Ursuline Support Services, represents a decisive organizational change from struggle to strategic direction.

In the same time period, the agency completed its third accreditation under the Pennsylvania Association of Nonprofit Organizations (PANO) Standards for Excellence program. Completed in the fall of 2017 and awarded this past fall at the PANO Annual Conference in State College (see page ?), Ursuline continues to use the Standards to focus the organization for strength and stability in a time of financial stress and uncertainty for non-profits community wide.

So, as you can see, the 2017-18 fiscal year, while full of change and challenge for Ursuline Support Services, represents a decisive organizational change from struggle to strategic direction. And so to borrow the defining phrase that has focused so much of my life this past year,

Don't look back...you're not going that way!

Here's to better times and what lies ahead!!

Tony Turo

ANNUAL REPORT 2017–18

Annual FINANCIAL Report*

July 1, 2017 – June 30, 2018

INCOME

Public Guardianship**	\$510,000
Private Guardianship	
Fee for Service	189,714
Medical Assistance Fees	106,300
Protective Services**	455,597
Service Coordination	
SLEP**	148,950
Marian Plaza	27,797
Independence Support Programs	
Representative Payee Program	41,245
Money Management Program**	37,821
Cart to Heart Shopping Program	14,573
Administration***	27,733
Business Development	44,688
TOTAL	\$1,604,418

EXPENSES

Public Guardianship**	\$510,000
Private Guardianship	
Fee for Service	282,603
Protective Services	455,597
Service Coordination	
SLEP**	148,950
Marian Plaza	27,461
Independence Support Programs	
Representative Payee Program	39,387
Money Management Program**	37,826
Cart to Heart Shopping Program	12,825
Administration***	31,221
Business Development	93,611
TOTAL	\$1,639,481

* unaudited figures ** Allegheny County Area Agency on Aging programs

*** \$115,192 of Administration income and expenses is included in the contract amounts of the Allegheny County Area Agency on Aging programs; \$41,070 of Administrative income & expense is included in the remaining program budgets.

Annual PROGRAM Report

July 1, 2017 – June 30, 2018

CORE PROGRAMS

Guardianship	261
	Wards
Allegheny Public Guardianship	
(Includes Kane & Court Support) – 112 Wards	
Fee-for-Service Guardianship	
(Includes Trust Services) – 54 Wards	
Out of County	
(Includes Cambria Care Center) – 95 Wards	
Protective Services	1,411
	Reports of Need
Service Coordination.....	785
	Residents Served

Volunteer Programs.....	107
	Consumers

Checks & Balance – 91 Consumers
(Bill-Paying and Rep Payee Services)
Cart-to-Heart – 16 Consumers
(Grocery Shopping Service)

Total Unduplicated Persons Served2,564
Consumers

OTHER SERVICES

Volunteers	49
	Volunteers
Cart to Heart Volunteer Shopping Program–15	
Administrative Volunteers–2	
Board of Directors–19	
Community Volunteer Bill Payers–13	
USS Staff–22	

From the Board Chair

Strategic planning is a process in which organizations determine their vision for the future as well as identify goals and objectives. The key word I would like to highlight is *process*.

Ursuline Support Services Board of Directors approved a new organizational strategic plan in July 2018. A new strategic plan was especially critical as Ursuline, a mature non-profit in many ways, such as management and governance, was going through a transformative stage in relation to certain programs being reassessed in light of current financial viability. The closing of the Good Grief Center is the principle example of this.

Our strategic process started in May 2017 when the BOD revisited Ursuline's vision. As a group we discussed USS's future, why we do what we do, our values, and our organizational focus. The updated vision statement is more streamlined compared to the previous version and concentrated on Ursuline's picture of the future framed by a value-based purpose. Ursulines current vision statement is:

Ursuline Support Services aspires to become Southwestern Pennsylvania's leading provider of services that support life's challenging transitions. In order to add hope, respect, and



compassion to our region's aging and other vulnerable individuals in need, we offer professional and personalized care focused on protection and enhanced quality of life.

From this point the strategic planning committee dusted off the previous plan and with the help and guidance of Mike Lee, current Board member and prior Board president, documented a draft that was the basis of conversation with the Board of Directors for the next year. During this year, there was a wide variety of participation and inputs from the Board resulting in various drafts and updated goals.

At one strategic planning meeting in February 2018 it was identified that organizational goals should be differentiated between short-term and long-term objectives as to better prioritize and assign resources. This thought subsequently grew into more detailed conversations around what activities will have the most immediate financial impact on stability. Ultimately, the approved strategy should tie strategic goals to operational objectives to be further developed by committee workgroups. The Ursuline Support Services Strategic plan will be released with the upcoming annual report.

Sincerely,

Adam Zihar, Chair

Ursuline Support Services Board of Directors 2018/2019

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Program Director
HCC Risk Adjustment
Department
UPMC Health Plan

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PNC Financial Services

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(Non-Voting)
Executive Director
Ursuline Support Services

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PNC Financial Services Group

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Consultant on Aging
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Seam L. McCann
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PNC Wealth Management

Robert T. O'Connor
Executive Director,
General Manager
Aetna

Dr. Adele Towers
Assoc. Prof. of Medicine &
Psychiatry
University of Pittsburgh
Senior Clinical Advisor, UPMC

Miles A. Urban
Business Process Engineer
HM Health Solutions


Director Emeritus

Guy Tumolo, Retired
Controller's Office,
Allegheny County



Urusline's programs and services, management, operations, Board functions, fundraising, and financial practices were examined in depth before the re-accreditation was awarded. Ursuline Executive Director Anthony Turo, remarked, "Completing the PANO Standards for Excellence accreditation process for the third time is a source of great pride for me personally, as well as for our agency which continues to grow stronger with each additional re-accreditation cycle." Turo added, "The best validation I've received to date that our adherence to the Standards for Excellence is worth it came from our Board Chair this past year after a session on the *Standards* offered at the Pittsburgh NonProfit Summit in October 2017. He was struck by how many agencies struggled to meet various organizational policies and procedures while, in

comparison, how well Ursuline seemed to be doing in those same areas. I told him, 'And that's exactly why the Standards for Excellence are worth the time and effort we put into them!'"

According to Patricia Mogan, Standards for Excellence Director for PANO, "Organizations which are successful in the accreditation program should be commended for their commitment to excellence and integrity. With every new organization that meets the Standards, we move one step closer to the day when the public will feel confident that its nonprofit organizations are acting ethically and are accountable in their program operations, governance, human resources, financial management, and fundraising practices." 

"Completing the PANO Standards for Excellence accreditation process for the third time is a source of great pride for me personally, as well as for our agency which continues to grow stronger with each additional re-accreditation cycle."

— Tony Turo, Executive Director



Tony Turo (2nd from right) poses with other agency representatives receiving Standards for Excellence re-accreditation. PANO's Tish Mogan is 3rd from left.

Holiday Giving Project 2018 Highlights

Ursuline's Nadine Pcholinsky (left) and Karen Tobin help gather gifts from community/corporate partners during the 2018 Holiday Giving Project.



The FedEx Ground Team, led by Amy Black, who pulled together 120 gifts for Ursuline clients through the 2018 Holiday Giving project!



Amy Black (center) poses with Ursuline's Lori Robinson (right) after dropping off gifts donated by FedEx Ground employees.

In addition to FedEx Ground, Ursuline wishes to thank and acknowledge our other community partners supporting this project: Edgar Snyder; Pipitone Group; Louis Plung & Company; Reed Smith; UPMC; and West Penn Hospital Giving Tree. Additionally, Board member supports included: Cynthia Arcuri; Tony Johnson; Mike Lee; Jen Martchek; Bob O'Connor; Scott Pipitone; and Miles Urban.





Ursuline Support Services

Help navigating life's transitions

Administrative Center
2717 Murray Avenue
Pittsburgh, PA 15217

Phone: 412-224-4700
FAX: 412-224-4717
Toll Free: 1-888-474-3388

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INSIDE:

2017-2018 Annual Report


Ursuline Receives PANO
Re-certification

Don't Look Back...
from the Executive Director

Highmark Walk for a Healthy Community 2018

On May 13, 2018, Ursuline Support Services participated in the Highmark Walk for a Healthy Community for the second consecutive year. Once again, Ursuline raised over \$5000 at the event on Pittsburgh's North Shore. In addition to support from staff and volunteers, a number of board members recruited family, friends, and co-workers to walk for Ursuline. Board members Miles Urban, Cynthia Arcuri and board chair Adam Zihar each put together a team to walk on the warm, sunny day. Urban, Ursuline's chair for the event, said, "The Walk allowed the opportunity to share a beautiful day with friends, family and colleagues while informing others of Ursuline's mission. Everyone that participated left with a smile and excitement for next year's event. I look forward to Ursuline's continued involvement in the Walk for a Healthy Community!"

Special thanks to our sponsors: Vincentian Collaborative System, Turo Family Chiropractic, D'Alessandro Funeral Home. We'd also like to give a special shout out to Commonwealth Press for printing our shirts on short notice.

Keep a look out for future communication on the Highmark Walk for a Healthy Community 2019. We hope to see you there! 

SAVE THE DATE:
2019 Highmark Walk
for a Healthy Community
Saturday, May 11



Ursuline Support Services helps individuals experiencing challenges posed by life's transitions, inspiring hope through protection, education, and advocacy.

www.ursulinesupportservices.org

United Way Donor Designation Code: 281



Ursuline Support Services was awarded this Seal of Excellence by the Pennsylvania Association of Nonprofit Organizations (PANO), under the Standards for Excellence.