Opportunities Unlimited
GuideStar Nonprofit Profile Charting Impact Report * Last Updated on 06.30.2017

This report represents Opportunities Unlimited's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Opportunities Unlimited
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Mission:
At Opportunities Unlimited, we seek to "Maximize Personal Potential Through Dignified and Purposeful Living" for the individuals with special needs that we support.

The content of this Charting Impact Report is the sole product and responsibility of Opportunities Unlimited. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

What are we aiming to accomplish? Opportunities Unlimited seeks to fulfill its mission: “Maximizing Personal Potential Through Dignified and Purposeful Living” by providing “real life” rehabilitation in a residential setting for individuals impacted by brain injuries and by providing meaningful, supportive services for individuals with disabilities and their families in their homes and communities. Opportunities Unlimited Goals for 2015-2016 Fiscal Year: 1. Investigate new service offerings 2. Improve processes to enhance productivity 3. Improve community recognition 4. Identify income sources that are non-service related 5. Improve OU's ability to attract and retain staff Long Range Goals 1. Research and launch programs as needed by the community. 2. Expand Home & Community Based Services (HCBS) homes. 3. Develop a continuum of care for persons with brain injuries.

2. What are our strategies for making this happen?

What are your strategies for making this happen? Continue to demonstrate a focus on excellent outcomes for persons served - Outcomes Measurement will continue to be developed in accordance to trends in the industry and best practices that are identified within the CARF standards. Outcomes will be harvested from surveys from person's served, families, guardians, and other stakeholders. These will be published in an easy-to-read format. Continue as an ACBIS Certified site by the Brain Injury Association of America's Academy of Certified Brain Injury Specialists - Certifying staff members with the prescribed curriculum. Plan and implement marketing actions that promote the organization and build support - The organization will continue to plan and conduct one signature fundraising event per year, in the OU Annual Shootout “Fore the Children.” Conduct prospect research and initiate appeals to high net worth individuals and families - Encourage and provide instructions to family members and donors to include Opportunities Unlimited in their wills and estate planning. Continue with the annual campaign and the Thanksgiving Special Campaign. Long Range Goals: Research and launch programs as needed by the community - as legislative mandates change services available to individuals with special needs, OU will identify from cases managers, MCOs, and families to determine which services are in need. Expand Home & Community Based Services (HCBS) homes - Develop a wait list for individuals interested in waiver homes services. Purchase and/or build additional home(s). Develop a continuum of care for persons with brain injuries - Opportunities Unlimited has defined what it believes the ideal continuum of care would look like for persons served and their families. Research is being conducted to determine how to best execute this goal in an ever-changing healthcare environment.

3. What are our organization's capabilities for doing this?

CAPABILITIES Opportunities Unlimited is well-positioned to achieve its goals due to the leadership presently guiding the organization's efforts, a Board of Directors with a strong commitment to the organization, and most importantly, its dedicated, caring, compassionate and skilled staff members and therapists. The organization possesses the physical facilities and financial resources to pursue our expansion efforts toward a continuum of care. In addition, the organization has demonstrated functional and applied rehabilitation for persons with brain injuries since its opening of its first home (1994), and is a leader in providing this type of therapeutic environment which garner results. The organization maintains a high satisfaction rate among persons served, families, and guardians. In addition, the organization's immediate neighbors believe that the organization presents itself in a community-minded manner and is a "good neighbor". Staff members are demonstrating their commitment to clinical and educational expertise by obtaining their Certified Brain Injury Specialist (CBIS) certifications and other training.

4. How will we know if we're making progress?

How will your organization know if you are making progress? Opportunities Unlimited has a strong history of an active “living”
strategic plan with goals and measurements to determine the outcomes of the efforts put forth to achieve the objectives of the plan. The Strategic Plan is developed by several stakeholders, including leaders, staff, and input from others. The organization reviews its plan annually with stakeholders and the Board of Directors. Each Department Leader is responsible for reporting quarterly to the President and CEO as to their progress toward each of their areas of responsibility toward achievement of the objectives, and progress is measured during these meetings. An environment of accountability and support has been created in order to be personally accountable toward achievement.

5. What have and haven't we accomplished so far?
OU has been poised for growth, considering the financial strength of the organization, support of Board Members and the community, and positive surveys. OU has opened one Waiver Home and is garnering interest for expansion with this program. OU has expanded its therapeutic team and is supporting the mission by further serving others in the community through its therapy services. As an ACBIS site, OU is committed to educating and developing its Work Force to best serve individuals with brain injuries. The organization is actively involved in legislative changes and how they impact services. Continuum of care is always being considered, and how to do so with responsibility in mind and a conservative approach. All interested persons and organizations are welcome. Call, click, or come in to visit Opportunities Unlimited at our Program Center at 3439 Glen Oaks Boulevard, Sioux City, Iowa 51104, (712) 277-8295 or email us at admissions@opportunitiesunlimited.com or visit us on the web at www.opportunitiesunlimited.com.