



# 2024 IMPACT REPORT

JULY 1 - DECEMBER 31, 2024



*We See Ability*

# Letter from the President/CEO



At Kids Center, every milestone matters. Whether it's a child's first independent steps, first words, or learning to feed themselves, these moments are life changing. Thanks to your continued support, the first half of this year has been full of milestones like these, moments that would not be possible without you.

When I joined Kids Center in July 2023, I already believed in its mission. But nearly two years in, I've come to understand this place on a deeper level. I've seen what makes it unique. I've felt it in the hallways, heard it in the therapy rooms, and witnessed it in the stories of the children and families we serve.

This is a place where kids arrive smiling, even when the work is hard. Where therapists celebrate small steps as big victories. And where families often tell us, "We don't know what we would have done without Kids Center."

Over the past six months, we've responded to growing demand with heart and determination. We're now serving nearly 1,200 children each year, and the need keeps growing. Families are traveling farther, waiting longer, and navigating complex systems to get care. When they reach us, they find not just a provider, but a partner—one that stays with them through every high and low.

We've expanded our team, we're in the planning phase of launching new programs, and started the first phase of a much-needed expansion. At the same time, we've continued to provide hundreds of thousands of dollars in scholarships and uncompensated care, because access should never depend on a family's income or insurance.

This work is not easy. But it's the right work. And it is only possible because of you.

As an independent nonprofit, we continue to face the strain of rising costs, outdated Medicaid rates, and inconsistent reimbursements. Yet the impact of pediatric therapy shows up in ways no dollar amount can measure. It appears in first steps, in spoken words after months of silence, in parents who finally feel seen and supported.

You help make that possible.

As we move forward, please know that your support is more than appreciated. It is essential. Together, we are not only helping today's families, but we are also building the foundation for thousands more.

Warmly,

A handwritten signature in black ink that reads "Phil Marshall". The signature is fluid and cursive, with a large, stylized "P" and "M".

Phil Marshall  
President & CEO, Kids Center for Pediatric Therapies

# Kids Center by the Numbers

JULY 1 – DECEMBER 31, 2024

## OUR IMPACT



**872**

Children  
Served



Nearly

**600**

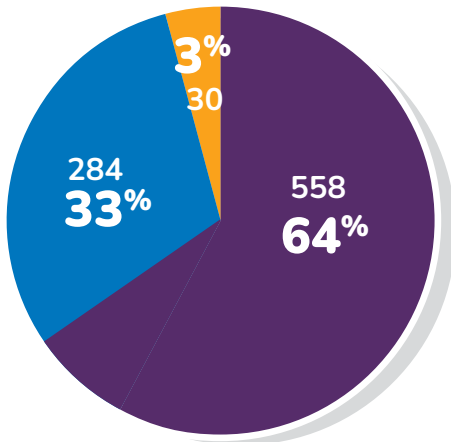
Avg. Appointments  
Per Week



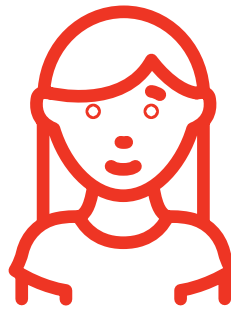
**12,915**

Hours of Therapy  
Delivered

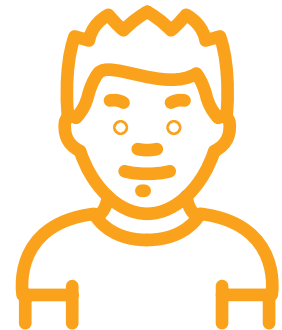
## OUR KIDS



● Birth–Age 7 ● Ages 8-17  
● Ages 18-21

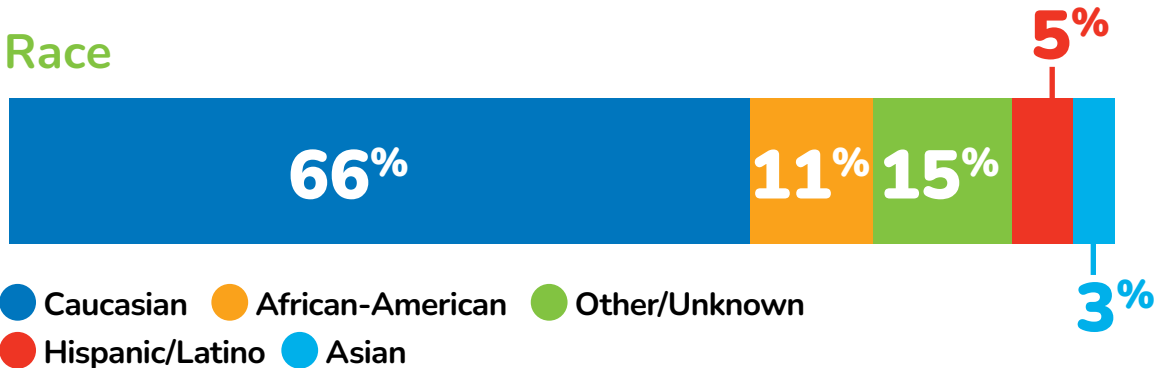


Female: 38%



Male: 62%

## Race



● Caucasian ● African-American ● Other/Unknown  
● Hispanic/Latino ● Asian

## Geographic Reach: Total Zip Codes: 100





My daughter Madison has spastic quadriplegic cerebral palsy. She's non-mobile and non-verbal. **Most people assume that means her life is limited.**

But thanks to Kids Center, Maddie can now walk in a gait trainer. She plays with her sister. She uses her eyes to form words and sentences through a communication device.

**None of this would have been possible without Kids Center.**

For families like mine, **Kids Center isn't just a resource. It's a lifeline.**

They don't focus on diagnoses. They focus on potential. They see our kids, they believe in them, and they walk with us every step of the way. They give us hope when no one else knows how.

– Rachel Seider (mother of Madison Seider)