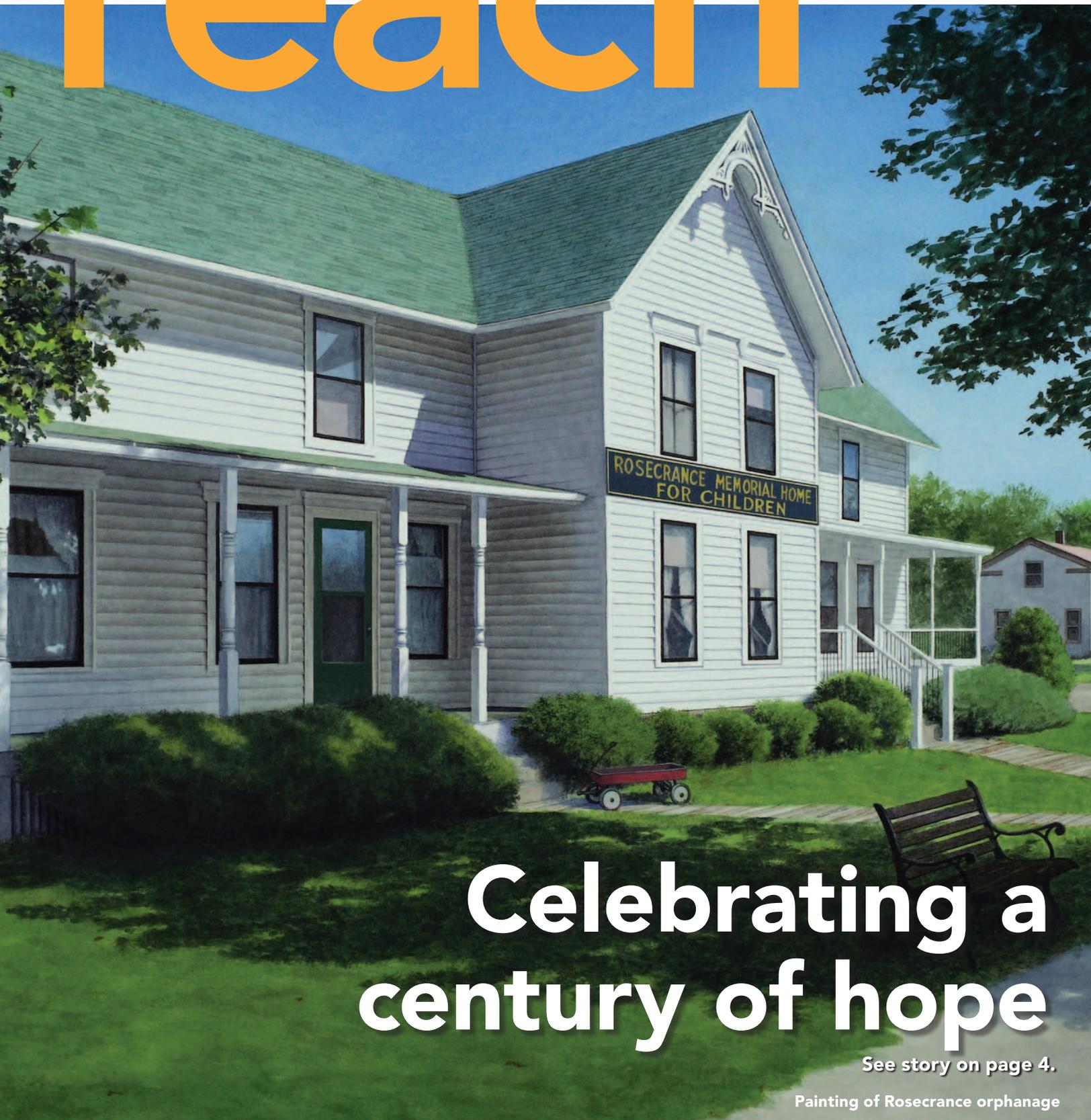


# reach



## Celebrating a century of hope

See story on page 4.

Painting of Rosecrance orphanage

## Changing lives: Then and now



*Phil Eaton*

Philip W. Eaton  
President/CEO

This is a very special year for Rosecrance—the 100th anniversary of our founding. Over the past year, I've thought a lot about where we've been as an organization, what the 100-year milestone means and where we're going in the future.

Rosecrance is about people and purpose. From the first orphaned child who came to live at the old Rosecrance Memorial Home for Children 100 years ago, we've always been about people. The people we serve. The people who inspire and lead our organization. The people who donate time, talent and treasure to support us. The compassionate people who do the work.

As for our reason to exist all these years, I link our evolving purpose to the wisdom and intentional decision-making of visionary people who guided Rosecrance through the decades. They consistently responded to changing times with programs and services that offered help and hope and now, recovery.

From an orphanage for a handful of children, Rosecrance transformed itself into an agency that served troubled youth. From there, we led the way for the state in serving teens with substance use disorders. Having acquired that expertise, we logically expanded treatment services to help adults recover from addiction. Adding community mental health services to the mix in 2011 made Rosecrance one of the largest and most comprehensive behavioral health organizations in the Midwest. And here we are.

Personally, I have witnessed almost half of that history. Fresh out of college in 1971, I signed on as a social worker at Rosecrance, joining a staff of about a dozen serving fewer than 50 kids. Today, our staff is pushing the 800 mark, and we served more than 22,000 people last year.

Through the years, I've been privileged to know many of the visionaries whose fingerprints are on the Rosecrance story. Some of them, including several board members, have been involved with Rosecrance almost as long as I have. They will be front and center as we celebrate in numerous ways all year long. All of our major events this year—our annual Rockford benefit on April 25, a special recovery 5K run on Aug. 7 and our Chicago benefit on Oct. 19—will carry the anniversary theme.

The most important aspect of each event during this milestone year is captured in our anniversary theme: 100 Years of Changing Lives. That's our business. Then and now.

Going forward, Rosecrance continues to evolve and grow in a way that is compatible with our mission. In this issue, you can read about Rosecrance New Life, a small treatment practice we have acquired in Davenport, Iowa. We are proceeding with our plans to open a new outpatient counseling center and recovery residence in Chicago's Lakeview neighborhood.

I am grateful to all the people who have helped make Rosecrance what it is today and for the gift of having meaningful work to do. We will go forward into the future, by the grace of God, one day at a time.

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published April 2016

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**On the cover:** Wisconsin artist Steven Kozar painted this rendering of the original Rosecrance Memorial Home for Children in New Milford.

Treating Substance Abuse (1982 - 2010)



Serving troubled youth (1953 - 1982)



A home for children (1916 - 1953)



Integrated care

# Celebrating a century of hope

Looking back on 100 years  
of changing lives

“(Rosecrance) has been more of a home for me than any other place.” - resident from the 1940s

“Rosecrance has changed my life and continues to change my life and put me down a path of success.”  
- 2016 recovery home resident

Nearly seven decades separate those statements made by young clients, but they offer a glimpse at Rosecrance’s history of changing and saving lives.

We’ve come a long way since our incorporation as a children’s home in 1916. That was the seed that grew into the Rosecrance of today—more than 40 locations in three states serving 22,000 children, adolescents, adults and families who turn to us each year for help with substance abuse and mental health treatment.

Thousands of clients, employees and community members have contributed to our growth and success through the years, and we’re celebrating our 100th anniversary with special events during the coming months. We’re also telling our story to help retrace the journey from 1916 to 2016 but also to thank all of you for helping us along the way.

“There have been so many people who helped in this journey and so many stories of how it all worked together, from generous people in our community to board members to our employees and the clients we work so hard to serve,” Rosecrance President/CEO Philip Eaton said. “Looking back, we have so much to be proud of as an organization; looking ahead, we have so much reason for optimism.”

### A storied past

Rosecrance isn’t just a unique company name. It’s a family name, the name of our founders, Dr. James and Fanny Rosecrance.

James was a doctor in the small town of New Milford, just south of Rockford. He and Fanny never had children of their own, but it’s believed they opened their home and helped care for children who had nowhere else to go during the late 1800s and early 1900s.

After they died, Fanny’s will detailed provisions that their country home become the Rosecrance Memorial Home for Children. The home was incorporated in 1916, and newspaper accounts said it opened in 1920. The quote that introduced this story is from a boy who lived at the home for six years during the 1940s.

He was one of more than 1,000 children who lived at the New Milford home. In 1953, Rosecrance relocated to Rockford; the facility transitioned into more of a group home for

(continued on page 6)



(2010 - present)

Photo locations: [top] Rosecrance Griffin Williamson Campus (Rockford, IL) [bottom, left to right] Rosecrance Memorial Home for Children (New Milford, IL), Rosecrance Rural Campus (Durand, IL) and Rosecrance Ware Center (Rockford, IL)



Located on 50 scenic acres, the Rosecrance Griffin Williamson Campus is a treatment center for teens and features an onsite school, a gymnasium and fitness center, a healing garden and a conservatory.

boys, bringing on staff trained in helping children with behavioral problems.

One of Rosecrance’s biggest shifts came in 1982, when it started providing substance abuse—known back then as chemical dependency—treatment for adolescents. We started treating adults for addiction in 1992 and opened our 97-bed Harrison Campus in 1995.

Services for teens relocated in 2004 to the scenic, 78-bed Rosecrance Griffin Williamson Campus on University Drive in Rockford. This campus is one of the premiere inpatient facilities in the country for adolescents and teens needing treatment for substance abuse. The second statement at the top of this story came from a letter written by a young client who was at Hillman House in February.

Some of our biggest and most exciting changes have happened within the past five years. Rosecrance in 2011 officially

merged with Janet Wattles Center, our area’s largest provider of community mental health services, as we recognized the importance of integrating substance abuse and mental health treatment for our clients.

Rosecrance has opened outpatient offices in Chicago and its suburbs and Wisconsin, and has linked up with a substance abuse services provider in Iowa (read more on that in this issue). We’re broadening our Chicago services with the opening of Rosecrance Lakeview this year as we try to help more young adults struggling with addiction.

### On the agenda

That’s just a brief overview of our 100-year history. We’re actually documenting the history in a book that will publish later this year.

In addition to the book, dozens of

volunteers have been meeting since last summer to plan anniversary events for 2016.

Ann Bown, executive assistant to Eaton, is leading those efforts alongside Jeff DiBenedetto, chairman of the Rosecrance Health Network Board of Directors. DiBenedetto chairs a steering committee that oversees several subcommittees planning the individual events.

Rosecrance’s annual benefits—April 25 in Rockford and Oct. 19 in Chicago—will carry the 100th anniversary theme. An anniversary exhibit featuring Rosecrance photos, historic documents and other items from our archives opened in April at Midway Village Museum in Rockford.

The biggest community event is the Rosecrance Recovery 5K Walk/Run: “Every Step Counts,” scheduled for Aug. 7. The event will start and finish at the Rosecrance Berry Campus in Rockford. It’s open to all ages, and every participant will receive a medal, T-shirt, goodie bag and refreshments.

Rosecrance employees are also doing things internally to celebrate, such as participating in blood drives with the goal of donating 100 pints of blood throughout the year and collecting 100 cans of food at different points in the year for local food pantries. Bown said the anniversary planning team is enthusiastic

“We’re really seeking every opportunity to give our events the 100th anniversary touch,” Bown said. “A lot of our Rosecrance friends who’ve supported us for a long time are involved because they recognize the good work that we do.” 