



Organizational Decision Making: The Million Dollar Project

MADS 6610 FALL 2019

TEAM: CHERI MCCUSKER, JESSICA SOBRINO, WILLY ALEXANDRE, BELLEE MARQUEZ,
AND ANGEL DESCHAMPS

Bringing the Arts to All

Autism spectrum disorder (ASD) is a general term that engages a group of complex disorder of neurological development. It is characterized by deficits in

- social-emotional reciprocity
- nonverbal communicative behaviors used for social interaction
- developing, maintaining, and understanding relationships.

Objectives:

- Raise awareness of the autism crisis and the benefit of arts education for the autistic population
- Win your support and million dollar donation to support Marblejam Kids, a local NJ organization that is improving the lives of autistic people and their families through the use of art therapy programs



HISTORY & LOCATION



- ▶ **MarbleJam Kids**, is a 501(c)3 nonprofit organization and State of NJ authorized Mental service provider.
- ▶ Since its inception in late 2007, **MarbleJam Kids** has worked with several hundred children and young adults.
- ▶ Anna Villa-Bager is the President. Her daughter was denied participation in programs because of her autism.
- ▶ She understood her daughter's struggle and it motivated her to create programs for other special needs children like her.
- ▶ Situated on Our Community at Bergen County in 214 state St. Suite 204 Hackensack, NJ 07601





Programs Offered

(CATS) CREATIVE ARTS THERAPY FOR CHILDREN - YOUTH – ADULTS

Social Skills - Behavioral Therapy - Play Therapy - Individual - Group
Art - Music - Dance - Film - Yoga - Fitness - Workshops
Pre-vocational & Adaptive Arts Learning Programs

- **MarbleJam Kids** also produces Joey Travolta's Short Film Camp, a filmmaking prevocational arts workshop for teens and young adults.





Programs Offered

- ▶ Programs and services are designed properly for each child, youth, adult, or family.
- ▶ Creative arts therapies allow the individual to express, share, and practice skills in a safe & confidential space
- ▶ **MarbleJam Kids** provides therapy for children, adults, and families, either privately or in group settings.
- ▶ Adaptive arts enrichment, and the “Magic Happens.”
- ▶ Children in public Schools, middle Schools, high schools as well as adults all need to develop and practice these skills.





Mission

▶ Creative Arts Therapy can help...

Social Skills - Speech and Communication - Behavior Modification - Sensory Integration - Physical Strength/Agility/Coordination
Confidence/Assertiveness - Cognition - Coping Skills - Self Discovery.

- ▶ Creativity is essential in problem solving.
- ▶ Provide therapy services for people with special needs like ASD, ADD, ADHD & abuse and trauma survivors.
- ▶ Increased participation in these programs encourages them to reach their maximum potential.
- ▶ Enrichment of life for children and adults with special needs



Vision

MarbleJam Kids Enrichment Programs:

- ▶ This is a different way to manage mental health.
- ▶ Build better self esteem by recognizing their skills, talents, and value.
- ▶ Art therapies permit and create opportunities to develop communication and social skills with peers outside of their structured school setting.
- ▶ This is a successful model! Ideally, would imitate this model and establish service centers in gap service areas like Essex, Hudson and beyond.
- ▶ Critical to recognize that more progressive approaches are more adaptive and effective.

Autism is a Health Crisis

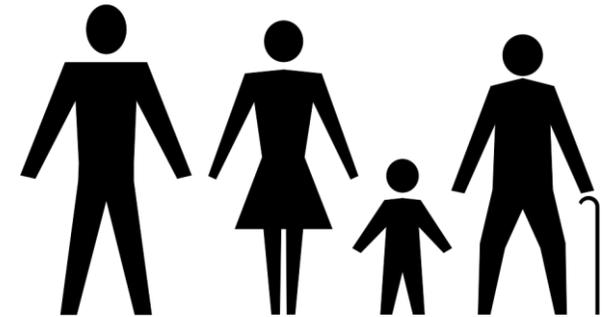
- Autism spectrum disorder (ASD) affects in **1 in 68** children (CDC estimate is 1 in 59) and 1 in 42 boys
- Autism affects **1 in 38 children in New Jersey** (highest rate in the US)*
- More than **3.5 million** Americans live with ASD
- There is no current medical detection or cure for autism
- **Autism is the fastest growing developmental disability**
- Prevalence has increased by 6-15% each year from 2002 to 2010
- Five times higher cost than stroke, hypertension
- Will soon surpass cost of diabetes, one of the biggest public health problems

The High Cost of Autism

- Families: time, effort, resources = enormous emotional and financial burden
- Many caregivers need to reduce or stop work
- ASD requires more care, medications; typical cost by age 7 = \$240,000
- Many still denied insurance coverage
- Autism services cost U.S. citizens \$236-62 billion annually; in 10 years, \$200-400 billion
- Majority- adult residential care, loss of productivity, underemployment, unemployment
- 35% of young adults with autism – no job or education after high school
- The U.S. cost is between \$1.4- \$2.4 million per person over lifetime

ARES Act of 2019 just signed into law on September 30-- additional \$1.8 billion in funding!

- 
- Families
 - State
 - Nation
 - Corporations
 - Taxpayers
 - Communities



“We know that early diagnosis and treatment are critical... the investment we make now is essential to reducing the long-term costs of autism.”

-Bob Wright, co-founder of Autism Speaks



- ▶ Research suggests that if current spending on behavioral interventions for children halves the costs for young adults by 2025, cost could drop by \$28 billion
- ▶ Optimizing interventions such as the focused creative art therapies found at MJK could further lower costs

Good Costs versus Bad Costs

“Good”- designed to help affected individuals and families

“Bad” - consequences of poor support

“We need to spend the money so that it’s more focused on evidence-based interventions and less focused on crisis.”

– Martin Knapp, London School of Economics and Political Science

“The medical profession has come a long way in recognizing the healing benefits of art. My hope is that someday the arts will be considered as significant in everyone’s lives as breathing fresh air, eating clean foods, and performing physical exercise.”

Renee Phillips

Creative arts education provides *critical skills!*



- ▶ Art, dance, movement, and music therapies can help people with autism to **improve skills** in areas such as **communication, social skills, sensory issues, behavior, cognition, perceptual/motor skills, and self-reliance or self-determination**.
- ▶ They can provide a **communication outlet** for those with autism and help teach autistic children to **express themselves** more fully.
- ▶ This can lead to **increased confidence, independence** and **higher functioning** throughout life.

Why MarbleJam Kids?

- Innovative, alternative approach to traditional ABA techniques and programs.
- Highly trained, educated, experienced expert staff
- Guidestar Platinum profile level; commitment to transparency, responsibility
- Local organization directly improving the lives of those in our community
- Small organization that would not necessarily get the attention of a large corporate sponsor
- Successful, effective model that can be shared and duplicated



“Enrichment that matters.”

- Anna Villa-Bager, Founder & President of MarbleJam Kids

**Increase
Development
Staff and
Programs**

**Expand to
other locations**

**Offer discounts for
families with
no insurance
coverage**

**Increase benefits
and training for staff**

**HOW WILL
THEY USE THE
MONEY?**

**Purchase art supplies,
cameras, musical
instruments, upgrade
office equipment**

**Offer scholarships or grants
to students and families**

**Educational
programs and
support for parents
and caregivers**

How Will this Partnership Benefit the Company

Increase Media Coverage

Improve Public Image



Attract and Retain Investors

Boost Employee Engagement

CSR
Corporate Social Responsibility

Join Our Business Contributors



Start Seeing The Benefits of Being Our Major Contributor

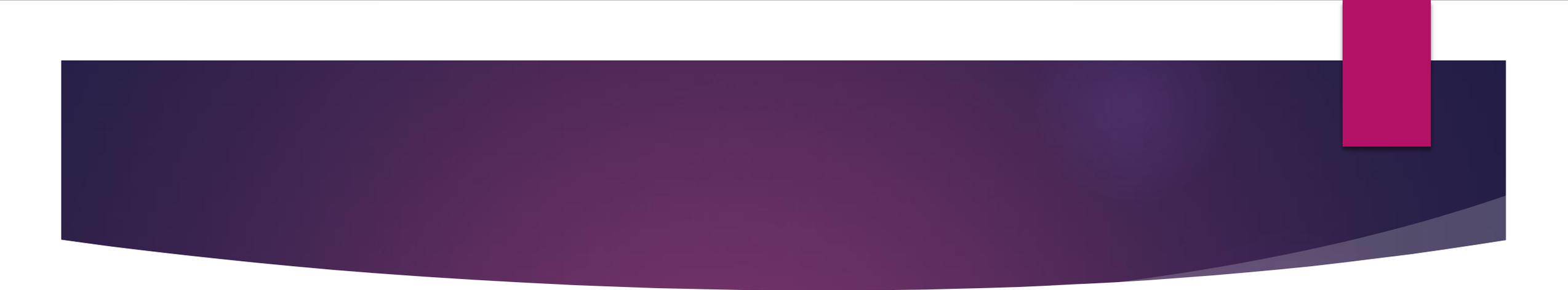
- ➔ Be part of the biggest investment
- ➔ Our marketing specialist will work to establish a symbiotic relationship
- ➔ Tax deductions
- ➔ Employees and their families will be involved
- ➔ Fundraisers, art shows
- ➔ Social media impact
- ➔ Give back to the community

Conclusion

It is clear that MarbleJam Kids is the best choice to receive one million dollars. As you can see, autism is a growing health issue. 1 in 68 children are diagnosed with autism nationally every year, but it is even worse in New Jersey where 1 in 38 are now affected.

Why Donate the one million dollars to MarbleJam Kids?

- Because hundreds of new children will receive benefits.
- It will contribute to the opening of other locations, reaching hundreds or thousands more.
- More families will receive financial assistance for expensive treatments and therapy sessions.
- It will help increase staff, to provide better and more effective services.
- They will upgrade their tools and instruments for the children.
- This will have a positive impact on families, communities, and most important autistic children.

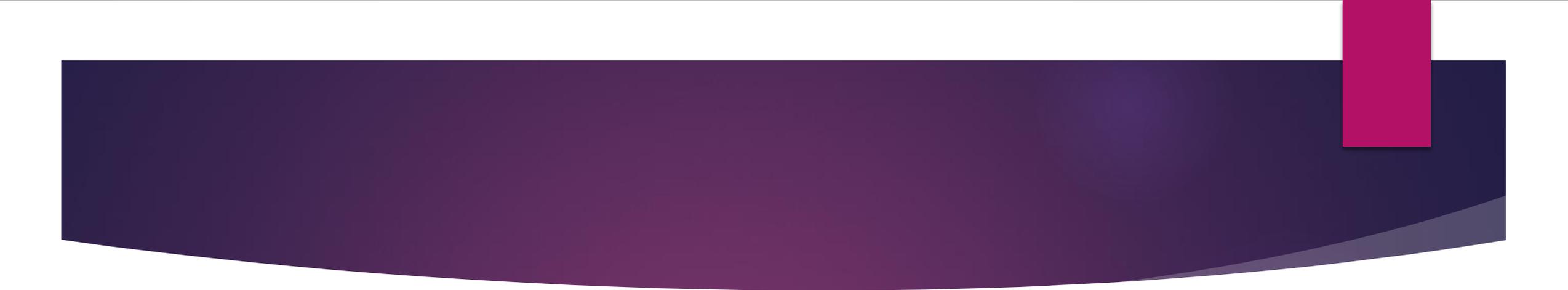


The present is what determines the future. Right now you have to make a decision that will change lives.

Do you want to be part of the solution?

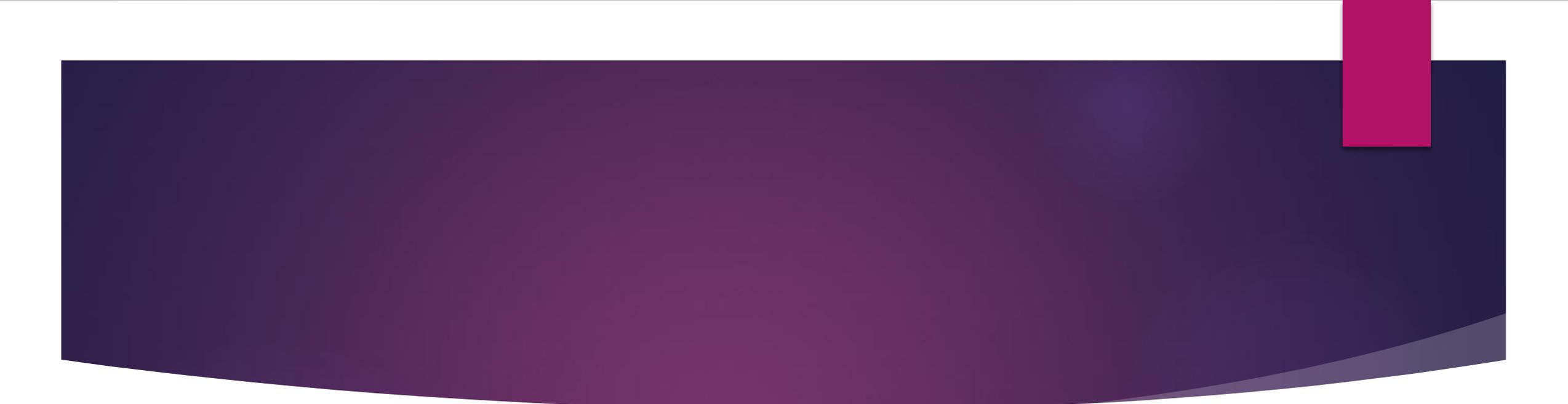
or

Will you ignore this HUGE issue that is affecting millions of children here in the US?



We are inviting you to be part of the solution.

You should be part of the change that you want to see,



One Million
Thank Yous

SOURCES

(n.d.). Retrieved September 2019, from MarbleJam Kids Web site: www.marblejamkids.org

Autism Speaks. (2012, March 28). Retrieved from Autism Speaks: <https://www.autismspeaks.org/press-release/new-research-finds-annual-cost-autism-has-more-tripled-126-billion-us-and-reached>

Barnett, G. (2019, March 26). *"Why Fund the arts? They're a necessity.* Retrieved from Oregon Live: http://www.oregonlive.com/opinion/2009/06/why_fund_the_arts_they're_a_nec.html

Falco, M. (2014, March 28). *CNN Health.* Retrieved from CNN.com: <https://www.cnn.com/2014/03/27/health/cdc-autism/index.html>

Harrington, L., Sharp, C., & Pierman, E. (2015, August 13). *Art and Autism: A Guide for Educators (Art and Autism Conference Publication).* Retrieved from arted.osu.edu: <https://aaep.osu.edu/sites/aaep.osu.edu/files/Educator%20Toolkit.pdf>

National Business Group on Health and American Academy of Pediatrics. (n.d.). Retrieved September 20, 2019, from Beacon Health Options: <https://www.beaconhealthoptions.com/autisms-cost/>

Press Release: Autism Speaks. (2019, September 30). Retrieved from Autism Speaks Website: <https://www.autismspeaks.org/press-release/autism-speaks-applauds-passage-autism-cares-act-2019>

Villa-Bager, A. (2019, September 30). President, Founder of MarbleJam Kids, Inc. (C. M. Sobrino, Interviewer)

Wright, J. (2015, September 21). Retrieved from Spectrum News: www.spectrumnews.org/news/over-next-decade-cost-of-autism-could-escalate-sharply