



CREATING Opportunities

A publication of Easter Seals Goodwill

Fall/Winter 2011

Celebrating Our Opportunities...

With the holidays right around the corner, many of you are beginning to think about and plan for the annual traditions you've established around the celebration of the seasonal holidays with your families and friends. Many of you have incorporated Easter Seals Goodwill Industries as a small part of your tradition by volunteering at Fantasy of Lights, donating to our Celebrate Campaign or by donating items to our Goodwill stores or Donation Centers. Some of you are also loyal shoppers at our Goodwill stores. The word "Celebrate" means to observe (a day) or commemorate (an event) with ceremonies or festivities. Here at Easter Seals Goodwill Industries we invite you - our valued board members, residential providers, employers, program participants, donors, Goodwill shoppers and so many more, to join in our celebration of all your hard work and the hard work our staff does here every day. As you read through this newsletter, you will see that we have much to celebrate as we close 2011. You will read about living with an autism spectrum disorder; taking those difficult steps to break away from

an addiction; an incredibly supportive and satisfied local employer hosting a supported employment work crew; and the exciting move to our new facility in North Haven, slated for early 2012. Those and so much more are what we celebrate.

It's no secret that this has been one of our toughest years. The sluggish economy, a record-breaking winter of storms and tropical storm Irene are only a few of the many challenges we have faced. We would like to thank everyone who generously continues to give to our organization. This year more than ever we appreciate your donations. Whether your gift is \$25 or \$500 or more, every contribution is a meaningful investment and truly makes a difference in the lives of the people that we serve.

We ask that you end this year with a contribution to our Easter Seals Goodwill Industries Celebrate Campaign if you have not already done so. Your donation helps us to make things happen - providing opportunities for youth to develop leadership skills, day trips for our retired seniors with developmental disabilities, teaching individuals skills in job readiness, helping individuals to overcome a history of incarceration to a new and brighter future and ensuring that our supported employment work



crews get the job done for their employer and to earn a paycheck. We use our resources wisely. Our programs are designed to meet the ever-changing needs of the people that we serve. Your donation makes a difference to each and every individual that we serve.

We hope you have a wonderful holiday season and thank you for making us a part of your family's tradition. It is because of you that we continue to meet our mission - to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.

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My Opportunity - Rosa Rivera



Rosa Rivera is a hard worker at ThermoSpas, where she works with her job coach and work crew members.

Rosa Rivera has been at Easter Seals Goodwill Industries for 25 years as a participant in the Community Employment Services (CES) program. She has held a variety of positions during her tenure in CES including a clerk at Bindley Western, where she helped check for expired medication and as a housekeeper at the Fairfield Inn. She currently works at ThermoSpas in Wallingford since the site first opened in 2006. Rosa has been a great asset to the ThermoSpas job site. "Rosa works extremely hard; she is one of the highest producers at ThermoSpas," says Nicole Medina, Rosa's job coach. Rosa has made many wonderful friends at ThermoSpas and is loved by all the ThermoSpas

employees.

In addition to being such a valued employee, Rosa is an extremely independent and active woman who has been living in her own apartment for many years. Rosa participates in the Recreational Enrichment in the Community (REC) program. One of her favorite activities is going bowling and socializing with her friends and co-workers. Rosa loves her family; they are very close. She enjoys visiting with them and talking about all her nieces and nephews. Rosa is also involved in a social club, Casa Otonal, where she goes during the week to meet up with friends and participate in different activities.

My Opportunity at the Taking Initiative Center

The Taking Initiative Center (TIC) is an inter-agency collaborative designed to assist individuals in taking the next step toward recovery from drug and alcohol abuse.

The Taking Initiative Center is a place where people can safely go to talk with peers, consult with counselors, make use of laundry facilities, enjoy a meal, participate in a computer class and attend recovery groups. TIC staff will help people connect with services to prepare for (re) entering the workforce.

Participation at the TIC can be the first step on the tough road to recovery. TIC is funded through the Department of Mental Health and Addiction Services.

Below, a consumer from the Taking Initiative Center who has chosen to remain anonymous, speaks about his experiences at the Taking Initiative Center and how it has helped him.

"Through my transition from substance abuse and homelessness, I often visited the Taking Initiative Center (TIC) on a daily basis after exiting the Columbus House homeless shelter.

The Taking Initiative Center offers shelter during the daytime hours which kept me safe from temptation and exposure to substance abuse and alcohol. TIC is a drug free environment and safe from the elements of the weather.

Daily, TIC would pick up a group of us in their company van and transport us back and forth from the shelter when it was necessary. In the mornings, we would have a continental breakfast. After attending daily workshops and groups on various life skills topics, we also enjoyed lunch.

Often guest speakers from different community agencies would visit the center to enlighten us. They would talk about the community resources, benefits and services such as case management, mental health and substance abuse referrals throughout the city of New Haven."

For more information about the Taking Initiative Center, please contact Evan Levene at (203) 777-2000 x218.

The Need for Future Growth

With a growing need for a larger space to support our multiple programs, we are proud to announce that Easter Seals Goodwill Industries will be moving to a new facility located at 432 Washington Avenue in North Haven. The new location will provide ample space on the first floor to house all of our programs, with the administrative offices on the second floor. There's even room for a new Goodwill Donation Center which will provide employment opportunities for our program participants.

The new space will provide a great deal more space for both the SPICE (Senior People Involved in Community Enrichment) and the Blended Programs. Both of these programs provide activities and support in daily living skills throughout the day for people with developmental and intellectual disabilities.

Almost half of the individuals currently enrolled in SPICE, the Blended Program and Community Employment Services (CES) have been with Easter Seals Goodwill Industries for 15 years or more. We are pleased to be able to adapt to their changing needs and provide them with the additional care that they need as they age. With the additional space, we can now accommodate more program participants in the SPICE program. There are currently a number of program participants in CES that would benefit from the services offered in SPICE as well as those who only attend SPICE part-time but require longer days.

Another asset of the new location is the ability to house our programs on the ground floor. Currently, our programs are located on the second floor, making it extremely difficult to address accessibility and mobility needs of our program participants. With the programs being operated on the first floor, the service day will grow as less time will be spent transitioning individuals between two floors.

The addition of the parking lot is also a great asset. Having

The future home of
Easter Seals Goodwill Industries
432 Washington Avenue
North Haven, Connecticut

Anticipated Move
January 2012



vans in the parking lot and ready to go will cut down on transportation time and costs and improve safety. The move to North Haven will also give Easter Seals Goodwill access to more companies that may be potential work sites. The new facility's proximity to such businesses will hopefully offer opportunities for additional job sites.

While the majority of our Agency is moving to the new location, Community Re-entry Services (CRS) and Individual Employment Services (IES) will remain in New Haven, located at 95 Hamilton Street. These two programs mainly serve consumers in the New Haven area and need easy access to the public transportation in the city of New Haven.

We are looking forward to a bright future filled with possibilities as we move to a space that offers a great deal of potential for growth.

The move to Easter Seals Goodwill Industries' new building offers unique opportunities for recognition of generous donors and sponsors. All gifts of \$1,000 or more will be permanently recognized on a Donor Wall located in the lobby. In addition, appropriate recognition will be placed in each named area. The following is a sampling of the gift naming opportunities that are currently available:

• Lobby	\$50,000
• Board Room	\$40,000
• SPICE Program Area	\$40,000
• Blended Program Area	\$40,000
• Quiet Room	\$25,000
• Job Coach Area	\$25,000
• SPICE Kitchen	\$15,000
• President's Office	\$15,000

Easter Seals Goodwill Industries also offers unique "Wish List" naming opportunities that will touch and enhance the lives of our clients:

- (2) Large TVs
- Couch and side chairs
- Refrigerator
- Washer/Dryer
- (2) Microwave Ovens
- Water Cooler
- Hoyer Lift for transfers of clients from wheelchairs
- Wii Gaming System
- Karaoke Machine
- Computer Workstations
- New programs tables and chairs

For more information, or for the full Gift Naming Brochure, please contact Eloise Mongillo, Director of Development at (203) 777-2000 x262 or by email at emongillo@esginh.org

Planned Giving



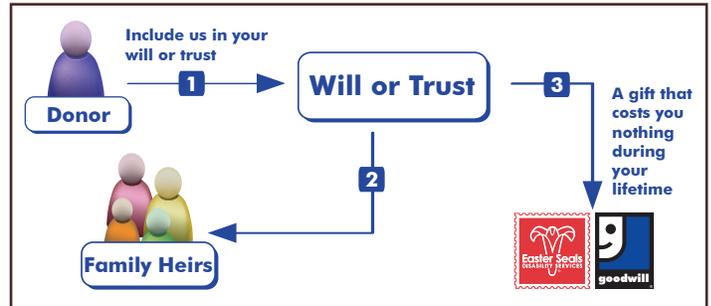
2011 Celebrate Easter Seals Goodwill Industries Campaign

Please consider making a gift to the 2011 Celebrate Campaign by calling us or visiting us at www.eastersealsgoodwill.org.

Your Celebrate gift is a meaningful investment in our mission to *enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.*

For more information, please contact

Eloise Mongillo, Director of Development
(203) 777-2000 x262
emongillo@esginh.org



Planned Giving

- You can provide now for a future gift to Easter Seals Goodwill Industries by including a bequest provision in your will or revocable trust.
- Your will or trust directs assets to your heirs.
- Your will or trust directs a bequest to Easter Seals Goodwill Industries for the purpose(s) you specify.

For more information, contact

Eloise Mongillo, Director of Development
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emongillo@esginh.org

ThermoSpas Open House

ThermoSpas®

In August, Easter Seals Goodwill Industries held an Open House at ThermoSpas in Wallingford.

ThermoSpas has been a job site for our Community Employment Services (CES) since 2006. The CES program helps find work for people with intellectual and developmental disabilities by providing long-term and short-term staffing to Greater New Haven businesses. CES consumers, under the supervision of a job coach(es) perform a variety of tasks, from clerical to hand assembly projects.

ThermoSpas currently has a work crew of five consumers and one job coach, Nicole Medina. As a job coach, Nicole works with the crew members everyday assisting them with their work, providing on-site supervision and transportation to and from ThermoSpas. Nicole states, "Carol, job site

contact at ThermoSpas, is a true professional and a great communicator. The ESGI work crew is well respected by all ThermoSpas employees and everyone is treated as an equal and vital member of the team."

ThermoSpas is incredibly supportive of the ESGI Consumers. They are included in team building events such as picnics and team shirt days as well as employee birthday and holiday celebrations. Carol Civitillo, ThermoSpas employee and ESGI's job site contact shared, "I love having the crew members here. They are more than just employees, they have become like family, and are a tremendous help to the company!"

The partnership between Easter Seals Goodwill Industries and ThermoSpas is an excellent example of the positive impact that employment can have on people's lives. Easter Seals Goodwill Industries consumers thrive in a work environment and are proud to help local employers get the job done for their host company.

17th Annual Fantasy of Lights

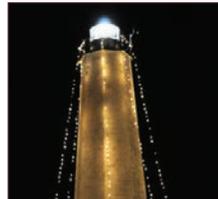
The 17th Annual Fantasy of Lights, has become a holiday tradition for thousands of families. We are proud to announce PSEG once again as our Title Sponsor. The dazzling nighttime event held at New Haven's Lighthouse Point Park runs Friday, November 18, 2011 through Saturday, January 7, 2012. We are staying open one week longer this year, to remain open through Three Kings Day which is celebrated on January 6th, twelve days after Christmas and often viewed as the last day of the Christmas season.

Fantasy of Lights is Easter Seals Goodwill Industries' largest fundraiser, with over 10,000 cars and more than 100,000 people traveling from Connecticut, northern New England and the tri-state area to enjoy over 60 festive light displays. The proceeds from Fantasy of Lights support our mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.

The Fantasy of Lights route covers over a mile, and more than five miles of lighting cable is used. One display, the Ice Tunnel, contains 6,500 lights, is 200 feet



long and 15 feet high. Approximately 30 light displays are animated, and over 100,000 lights are used on all the displays. The Lighthouse with its streamers of light is the tallest display at 75 feet. Guests are able to listen to a guided tour set to holiday music on their car radio. Many of our display sponsors have gone green this year, using new, energy-saving LED bulbs. We are especially excited about two new light displays. A beautiful Nativity Scene, which is over 60 feet long,



has been sponsored by the Knights of Columbus. Our second new display is a Festive Santa and Fire Dog display, sponsored by Honeywell Fire Systems. We have many dedicated volunteers who come and donate their time each night to make this event possible. Our volunteers make sure each night runs smoothly by helping to set up the park for all of our visitors, welcome cars, pass out programs and many other countless tasks. We always look forward to welcoming new volunteer teams, if you or anyone you know may be interested. It's a fun-filled night that will help anyone get into the holiday spirit.

Hours:

Sunday - Thursday 5-9pm
Friday & Saturday 5-10pm

Admission

Cars & Family Vans \$10
Mini-Buses \$25
Full-Sized Buses \$50

Some Words of Wisdom...

If you haven't had the opportunity to meet Frank Migliore, he is an employee at our Goodwill Warehouse in Hamden. Frank was kind enough to share his story with us and our donors by writing a letter thanking them for supporting our organization. Below are a few words of wisdom from our friend, Frank...

"Before finding this job, I had visited the state employment service office to brush up on my job hunting skills. The instructor was a well dressed man, well educated and somewhat impatient. Afterward, when I was leaving the building, I overheard him say of me to someone, 'he's not going to make it.' I could have confronted him on this, I suppose. I could have stayed and worked hard to prove him wrong, but I knew well that once someone like him has his mind made up, you may as well be beating your head against a stone wall. I suspect he may not recognize the contradiction of that moral statement. I never returned after that day.

Autistic spectrum disorders are not popular things to have, even now. The best that I can do is be a law abiding citizen and live as honorable a life as I can. Right or wrong, I do not judge those less fortunate than I so harshly. I cannot

be that empathically disconnected. Compassion shouldn't be the exception at work.

That is why I urge you not only to support Easter Seals Goodwill Industries, but also, to consider the relationships that you might have with people with disabilities in your workplaces, in your families and in your communities. They want what every other kind of human being would want in their lives: to be loved, accepted and respected, and to be recognized for the unique contributions they make to the world.

To most of my coworkers, I'm Frank and I've never been anything else. That's the way I like it."



Cromwell Attended Donation Center



The new Cromwell Attended Donation Center

State Representative Christie Carpino lent a hand at the opening of the Cromwell Attended Donation Center.

On July 7, 2011, Easter Seals Goodwill Industries celebrated the grand opening of its fifth Donation Center in Cromwell, CT. Located at 77 Berlin Road in the River Centre Plaza, the opening of the Cromwell Donation Center came at a time when Goodwill International was celebrating the first anniversary of the Donate Movement. "The Donate Movement encourages consumers to make careful choices about the gently used items they no longer need," said Jim Gibbons, president and CEO of Goodwill Industries International. "Every item donated to Goodwill equals money spent on job skills training, education and

other vital services offered to our communities. And every donation means that fewer items will end up in landfills." The grand opening was well attended including State Representative Christie M. Carpino, Senator Paul Doyle who is also the President of the Middlesex County Chamber of Commerce and First Selectman John Flanders. "This is a wonderful asset for the community and one of the things about Cromwell is the people are very giving and very supportive of the community and welcome this opportunity to help share with those who have greater needs than themselves," said John Flanders.

North Haven Donation Center

Our new home in North Haven will not only provide more space for our programs, it also allows us to open our sixth Goodwill Attended Donation Center. In addition to being convenient for the surrounding community, we hope to also provide another job site for our clients. We envision some of our consumers running the day to day operations including meeting, greeting and assisting donors with their donated merchandise. Like all of our Attended Donation Centers, we will accept clothing, footwear, books, computers, small electrical appliances and small furniture items, for which donors will receive a donation receipt. Our clients will also assist with processing the items and preparing them to be sold in our retail stores. Whether it be sorting and hanging

clothing or sorting, cleaning and pricing housewares, our program participants will definitely be busy with the incoming items! Once the merchandise is ready, it will be sent to a Goodwill store to be sold. The new site will also be used to train our program participants on the proper techniques of preparing donated merchandise for sale in our Goodwill stores. This facility will enable us to continue our mission by putting our own program participants to work while they prepare merchandise for our Goodwill Stores. The money made from the sale of these goods will then be turned over to our Employment and Community Services Division to help put even more people with disabilities and other challenges to work.

Turning your donations into jobs



Introducing...ESG TV!

In late April 2011, Easter Seals Goodwill Industries launched a weekly online show dedicated to everything Goodwill. The weekly show focuses on a variety of topics, everything from the benefits of donating your old computers and electronics to how to get the most out of your Goodwill shopping experience. The Pilot episode says it all: it's about who we are, what we do and why you should be a part of it all.

ESG TV began as The Goodwill Guru and was a collaboration between the marketing and retail departments as a way to incorporate new media channels, such as video, into a marketing strategy for Goodwill. Each weekly episode highlights an individual store, sale or department of Goodwill, hoping to bring more and more shoppers to the stores. Juliet, an employee in the Human Resources department, was asked to be the Goodwill Guru, as her personality and attitude were perfect for what the Goodwill Guru should be: upbeat, enthusiastic and friendly.

As time passed, The Goodwill Guru slowly began to branch out and focus on other areas of the Agency as well, such as fundraising and programs and became ESG TV (Easter Seals Goodwill Television). With such a positive response from these non-Goodwill episodes, other "personalities" have been added in addition to the Goodwill Guru including Fundraising Fiona, Marcus the Green Geek and Sarah the Socialite with each persona focusing on a different area of the Agency. Susan, who took over for Juliet as our current Goodwill Guru, will continue to host episodes regarding Goodwill, such as various sales, shopping tips and store visits. Fundraising Fiona will host any fundraising or event episodes. Marcus the Green Geek will handle everything

green, such as recycling and donating and Sarah the Socialite will take a closer look at the programs of Easter Seals Goodwill Industries.

Currently, there are 22 episodes available for viewing on Easter Seals Goodwill Industries' website at www.eastersealsgoodwill.org and YouTube at www.youtube.com/eastersealsgoodwill.



Susan, the Goodwill Guru, hosts episodes focusing on the retail aspect of Easter Seals Goodwill Industries, including shopping tips, special sales and store showcases.

Fundraising Fiona hosts episodes regarding special events and fundraising opportunities, such as taking a look at the Lobsterbake.



Marcus, the Green Geek, will host episodes that concern recycling efforts, going green and being eco-friendly.

Sarah, the Socialite, will be hosting episodes focusing on the programs of Easter Seals Goodwill Industries, including interviewing some of our program participants and staff.



Community Employment Services

We are dedicated to providing long-term and short-term staffing to Greater New Haven area businesses. Our workforce is experienced in manufacturing, clerical and retail environments.

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- Flexibility
- Dedication

For more information contact

Chuck Hazard

Sales Representative

Phone: (203) 777-2000 x260 Fax: (203) 627-6507

Mobile: (203) 627-6507 Email: chazard@esginh.org

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GOODWILL OUTLET

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 (203) 248-1600

GROTON

664 Long Hill Road
 (860) 448-6400

HAMDEN

2369 Dixwell Avenue
 (203) 230-2910

MIDDLETOWN

955 Washington Street
 (860) 347-5404

NEW HAVEN

472 Foxon Boulevard
 (203) 468-2355

NORWICH

201 Salem Turnpike
 (860) 204-0018

ORANGE

81 Boston Post Road
 (203) 795-3333

ROCKY HILL

80 Town Line Road
 (860) 529-6838

SOUTHINGTON

350 Queen Street
 (860) 621-0775

WALLINGFORD

1145 North Colony Road
 (203) 265-4211

WESTVILLE

61 Amity Road
 (203) 397-2735

ATTENDED DONATION CENTERS

BRANFORD

1151 West Main Street

CHESHIRE

1032 South Main Street
 (203) 250-1444

CROMWELL

77 Berlin Road
 (860) 632-5600

EAST LYME

214 Flanders Road
 (860) 691-3355

GUILFORD

725 Boston Post Road
 (203) 453-5995

HAMDEN WAREHOUSE

2901 State Street
 (203) 248-1600

UNATTENDED DONATION CENTERS

BRANFORD TRANSFER STATION

747 East Main Street

HAMDEN TRANSFER STATION

231 Wintergreen Avenue

NORTH HAVEN RECYCLE CENTER

98 Elm Street

ORANGE TRANSFER STATION

South Orange Center Road

EDITORIAL STAFF

Dena Cosgrove
 Eloise Mongillo
 Marcus Notz
 Fiona Paterson

Sarah Saunders
 Barbara Skinner
 Monique Turner-Lopez

Creating Opportunities is a semi-annual publication of Easter Seals Goodwill Industries of New Haven, CT. If you know anyone who would like to receive this publication, call (203) 777-2000 ext. 269 or visit www.eastersealsgoodwill.org to sign up.

SAVE THE DATE



FANTASY OF LIGHTS

November 18, 2011 - January 7, 2012
 Lighthouse Point Park • New Haven, CT



28TH ANNUAL GOLF CLASSIC

May 14, 2012
 The Farms Country Club • Wallingford, CT