



CREATING Opportunities

A publication of Easter Seals Goodwill

Winter 2013

Thank You for Your Support

"The pessimist sees the difficulty in every opportunity; the optimist sees the opportunity in every difficulty."

- Sir Winston Churchill

I like this quote because it says everything about a person. Your life will be what you want it to be once you open your eyes and your mind to focus on the good rather than the bad in life.

One of the great things about our Agency is the combination of talented employees and our business model's flexibility. For example, donations can be monetary through our fundraising efforts or clothing and household goods collected through our retail operations. Either way, we have the flexibility to use these resources to fulfill our mission. That is why, especially this year as we continue to see governmental cuts to programs, we at Easter Seals Goodwill Industries continue to provide the same high level of services to our consumers.

This past year has been an extremely busy time for us, and this year promises to be just as active. I am pleased to announce that we finished 2012 in excellent shape. We served more people than we have in previous years and ended

the year ahead of budget.

In the past year, we relocated our headquarters to our newly renovated building on Washington Avenue in North Haven. We held a successful Open House to help introduce our Agency and our mission to our new neighbors and kicked off our Naming Campaign to raise funds for our new location. Thanks to our generous donors, board of directors, committee members, staff and friends we have had a successful start in reaching our goal. We also couldn't be happier with our new facility because it allows us to offer more opportunities for our clients in every way. Because of the move, we were also able to renovate our New Haven and Middletown locations, improving the quality of services and allowing room for expansion.

Our retail operations were thrilled to witness very strong sales and donations. We continue to be diligent in our research to obtain and secure new locations for stores and attended donation centers.

I hope you enjoy reading our Creating Opportunities newsletter and reading about our accomplishments and projects from this past year. We hope this provides you with an inside look of how our Goodwill stores and your



generous donations support our mission to serve our clients. Every little bit truly counts and makes a difference in our Agency and the well-being of our clients. As always, thank you for helping us to provide opportunities for people with disabilities and other challenges.

H. Richard Borer, Jr., President

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My Opportunity - Valentin Klissourov



Valentin Klissourov is a hard working member of our Community Employment Services program and enjoys working at the New Haven Goodwill Store.

Valentin Klissourov came to Easter Seals in November 2010 as a member of the Community Employment Services (CES) program. Although quiet and reserved, Valentin is a hard working, committed, and dedicated individual. A native of Bulgaria, Valentin is very proud of his Bulgarian heritage, and discussing his home country. When first arriving to Easter Seals, Valentin had to learn the English language; however he did not allow this barrier to hinder him from making friends, working, and establishing himself in the CES program. Valentin primarily works at the New Haven

Goodwill, but is always willing and ready to work wherever he is needed.

In addition to being a valued consumer and employee of Easter Seals Goodwill Industries, Valentin shares a home with his mother who he has a loving relationship with, and is an active participant in our after-hours REC program which he enjoys. Valentin is very proud of his most recent accomplishment: becoming a full-fledged American citizen!

My Opportunity - Herman Keen

One day in early 2010, I was looking for employment and ran into someone I knew who told me about a program that could provide me assistance. I went and found that the program was not for me. I was then referred to Easter Seals Goodwill Industries on Hamilton Street where I met Chave Lyons, an employment specialist. She gave me the basics of the program and what would be expected of me. Subsequently, I met with another employment specialist named Larry Evans. By this time, I had started reading the Bible and praying. Mr. Evans and I met on a regular basis, usually 3-4 times a week. I wrote out my goals: to find full-time employment and housing. I showed Mr. Evans how much I wanted to reach these goals and would take initiative and be persistent in order to reach them.

I was introduced to Dana Gordino, the manager of the Hamden Goodwill Outlet. I was hired as a part-time material handler. I thanked the Lord for the beautiful people in my life who were helping me to reach my goals. I felt I was saved. I found that working hard builds character, both mentally and spiritually. I was transferred to the warehouse where I continue to work hard. I work with Jim Murray, the Director of Warehouse Operations and Joel Amato, Warehouse Manager as well as a host of fellow co-workers. We all look out for one another and work together to get the job done. It is an honor and

pleasure to work for Goodwill and I would like to say thank you to everyone who has played a part in my success and helped me to accomplish my goals.



Herman Keen has developed a strong work ethic in our Individually Developed Employment Assistance program (IDEA) and is currently employed full-time at the Goodwill Outlet in Hamden.

New Haven Re-entry Service Center

The New Haven Re-entry Service Center (NHRSC) is a Department of Correction-funded pilot program, made possible through Federal Second Chance Act dollars. This pilot program's goal is to reduce recidivism by 50% for moderate to high risk offenders returning to New Haven, West Haven or Hamden after a period of incarceration. Serving men and women 18 years and older, the staff of the New Haven Re-entry Service Center provide goal-driven, intensive case management and referral services as well as pre-release transition planning to those individuals meeting program criteria. Qualified individuals have completed both DOC's Re-entry Workbook and the Job Center's program prior to release date, must be releasing to the identified catchment area and agree to participate in pre and post-release services with Easter Seals Goodwill Industries. Additionally, male participants can take part in a community furlough program, where they will be escorted into the community by ESGI staff, pre-release, to engage in community-based services before their discharge from DOC custody.

Unique to the project is the staff role of the Community Advocate. The Community Advocate, a former offender who has sustained a long-lasting and successful period of community re-entry after incarceration, is teamed with an

experienced Case Manager to provide participants with a full spectrum of services.

Having funds for housing, transportation, clothing, groceries, hygiene products and identification have been critical to giving program participants the "jump start" needed to support a positive and successful community re-entry. Slated to service 200 - 225 individuals during the pilot, ESGI has supported, provided service and touched the lives of over 180 people to date.



NHRSC Staff (from left to right): William Outlaw, Germaine Lyde, Adrain Eason, Mary Loftus, Angel Moore and Michele Maynard.

SPICE

The SPICE (Senior People Involved in Community Enrichment) program was introduced in 1990 as a part-time retirement option for the aging clients who were consumers of the Easter Seals Goodwill Industries vocational programs. Six years later, the program became a full-time community-based program, allowing SPICE members to choose from an array of activities. The SPICE program mainly focuses on integrating program participants into the community, increasing their socialization skills, providing them with a high level of independence and encouraging them to explore new opportunities.

SPICE consumers regularly visit three local senior centers (Orange, Woodbridge and Atwater Senior Centers) where they socialize with other seniors in the community and are integrated into various activities such as music performances, lectures, picnics, holiday celebrations and more. A healthy and nutritious lunch at a low cost is also provided at these locations.

Another way SPICE members remain active and give back to the community is through volunteering efforts. They currently volunteer at FISH of Greater New Haven delivering food to people in need and at the Wallingford Emergency Shelter doing light housekeeping duties such

as folding laundry, vacuuming, sorting canned food, etc. The SPICE consumers also enjoy participating in special activities of their choosing. These activities are chosen by the consumers at their annual members' meeting which is held at the beginning of each year. Special activities include going to the movies, the casino, visiting museums, attending festivals and so much more!



Gussie Ashe, Robin Walters, Betty McFadden and Nancy Gamon pose in front of the Valentine's Day artwork they made in SPICE and hold the hand print banner they created.

Great Golf for a Good Cause



Be sure to save the date for the annual Golf Classic on Monday, May 13, 2013 at the Farms Country Club in Wallingford. You'll enjoy a day filled with golf, prizes and fun. You can even win a car or another fabulous prize in one of our contest holes that are peppered throughout the course. Once your golf game is done, kick back and have some appetizers followed by dinner. You'll have a chance to bid on some silent auction items and win some really great raffle prizes too! Sponsorship opportunities are available at levels, starting with

Tee Sponsors for \$150 up to a Title Sponsorship for \$6,000. We also accept in-kind donations for our raffle and silent auction prizes. All sponsors are listed in the Golf Program as well as in our 2013 Annual Report. Any sponsorship over \$3,000 will also receive a player foursome for the tournament. For more information about the Golf Classic or to reserve your seat, please contact the Development Department at (203) 752-5330 or email events@esginh.org. We hope to see you there!

2012 Fantasy of Lights

The 18th annual Fantasy of Lights was a huge success! We had a total of 12,213 cars pass through the event this year and raised over \$160,000 through our sponsors and admissions from the event.

We were very excited to receive \$4,000 from Citizens Bank who became our first ever "Green Sponsor" for the Fantasy of Lights, allowing us to upgrade five of our light displays to energy efficient LED light bulbs. The United Illuminating Company purchased a new display this year, updating their Energy Star Logo and our display sponsors HID Global Corporation and the New Haven Register generously upgraded their displays to LED bulbs as well.

We would like to again thank everyone who contributed to the Fantasy of Lights this year. Whether it was a sponsorship, visit to the park, volunteering your time, or just spreading the word; we appreciate all that you do to support us!



Celebrate ESGI

The 2013 Celebrate Easter Seals Goodwill Industries Campaign will kick off on April 1st, 2013. Your gift to Easter Seals Goodwill Industries is a meaningful investment in our mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.

Our employment and community programs offer individuals in the greater New Haven and Middletown areas the opportunity to become more self-sufficient, providing them with a sense of fulfillment and pride. They are given the chance to build independence, self-confidence, friendships, creativity and trust.

At Easter Seals Goodwill Industries, the people we serve are the focal point of our organization. Every activity, every expenditure, is evaluated in terms of its impact on our participants. Using our resources wisely is the cornerstone to our integrity as an organization; it gives us the flexibility to continually develop new programs and services, addressing the changing needs of people with disabilities and other challenges.

If you would like to make a gift to the campaign, please contact the Development Department at events@esginh.org or by phone at 203-752-5330 or visit us at www.eastersealsgoodwill.org

Building a Brighter Future

The past year has brought an abundance of positive changes for Easter Seals Goodwill Industries. Our new headquarters located at 432 Washington Avenue has allowed us to provide services in a bright, fully accessible space. Our seniors with intellectual and developmental disabilities enjoy relaxing in front of their flat screen television or preparing a meal in their kitchenette. Other program participants who work in the community can safely load into the vans in our parking lot. In addition, we were able to complete renovations at our other primary program locations: New Haven where our Community Re-entry Services, New Haven Re-entry Service Center, Individual Employment Services and Youth programs are housed and Middletown which operates our second Community Re-entry Services program. These renovations allowed us to improve our quality of services and allow room for new growth.

The new headquarters of Easter Seals Goodwill Industries offers a variety of opportunities for lasting recognition of your support for the Agency. A commemorative plaque inscribed with your name or someone you would like to honor will provide lasting acknowledgement of your support. All supporters have the option to make pledges over extended periods rather than cash gifts alone. Pledges may be completed in any schedule that is most convenient for you.

A personalized brick paver is another unique way to show your support for the Agency or to honor or remember a loved one. Your contribution to the "Help Pave the Patio" campaign will help to build a brand new patio to be utilized by both program participants and staff.

These are all wonderful opportunities to become a part of the history and future of Easter Seals Goodwill Industries. To learn more about the Building Opportunities Naming Campaign you can visit the website at building.eastersealsgoodwill.org or contact Easter Seals Goodwill Industries at 203-752-5330.

Thank you to our Building Opportunities Sponsors:

L.H. Brenner, Inc./ Thompson & Peck	Jennifer DelMonico
Anthem Blue Cross Blue Shield	Paul J. Dorsi
Frank Kenna III & Family	John Gattilia
Connecticare (Neighborhood Assistance Act)	O.F. Mossberg & Sons, Inc.
H. Richard Borer, Jr.	Prentiss Electric, LLC
Thomas & Lorraine Laydon	Stephan Sperling/North Haven Commons
Alphagraphics	Suzio York Hill
Complete Contracting Services	Jay Broderick
C. Cowles & Co.	Dena Cosgrove
Jennifer Daniele	Joseph Galasso
George Ellis Company	Timothy Johns
Roger Hess	Marcus Notz
Nationwide Security Corporation	Joseph Parente
Debra Testa	Dennis Reilly
Alfred DellaValle & Family	Barbara Skinner
Francisco Ortiz	Kathleen Ahern
Jennifer Becher	Central CT Fire Protection, Inc.
	John Kowalsky
	Rosemary Bialobrzewski
	Eva-Marie Jennings
	Debbie Mendoza

HELP PAVE THE PATIO

IN HONOR OF JOHN SMITH

Your contribution to the "Help Pave the Patio" campaign will help to build a brand new patio to be utilized by both program participants and staff. Your personalized brick paver can be engraved with your name or to recognize or honor a loved one.

Bricks are \$150 each, with a \$25 deposit to be paid up front. To purchase a brick or for more information, contact the Development Department at (203) 752-5330 or email events@esginh.org.



Community Employment Services

Is your business looking for a reliable, cost-effective team to handle your long or short term projects? Community Employment Services are dedicated to helping companies in the Greater New Haven area meet the demands of the competitive business environment with our supervised work crews.

- **Quality Work**
- **Skilled Workers**
- **Reliability**
- **Flexibility**
- **Supervision**
- **Dedication**
- **Value**

Easter Seals Goodwill Industries provides all transportation and maintains the insurance for our workers, both liability and workers' compensation.

For more information contact

Lissa Rustic

Sales Representative

Phone: (203) 777-2000 x260 Fax: (203) 752-5306

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

2012 CARF Survey



In September 2012, Easter Seals Goodwill Industries hosted two CARF (Commission on Accreditation of Rehabilitation Facilities) surveyors. CARF is a national accreditation organization that has established standards of excellence for programs such as ours. In addition to seeking accreditation in CARF Governance Standards for Agency administration and board member involvement, we sought accreditation for the following program areas: Community Employment Services – Employment Supports, Community Employment Services – Job Development and Community Integration for older adults.

The surveyors spent three days visiting our new headquarters in North Haven, our programs at Hamilton Street, our Community Re-entry Services program in Middletown and numerous community job sites where our program participants work, including our warehouse and several Goodwill stores. The surveyors spent time with staff members, board members, community employers, family members, funders and referral sources and consumers.

The most important part of a CARF survey is compliance with standards around safety, health and emergency procedures. We have maintained a perfect record of achieving the maximum three-year accreditation awarded by CARF. This year, we completed the entire survey with NO recommendations. As expressed in the accreditation letter, "This is an extraordinary accomplishment, as only 3% of CARF surveys result in no recommendations."

The following quotes were included in the results of our survey:

"The organization's loss prevention and safety program is a model for providing a safe, secure and healthy environment for clients, staff and customers in its facilities

and retail stores."

"The Community Re-entry Services program has utilized strategies from several different disciplines, which have resulted in the provision of state-of-the-art services that include the Skills for Success class."

"The SPICE program supports persons served to participate in typical activities that are enjoyed by Connecticut senior citizens. Persons served direct their own programs, develop relationships with other seniors in the communities in which they live and experience increased activity that prolongs their abilities and lives."

"The human resources department's leadership and staff do an outstanding job of recruitment, retention, training, benefits management, regulatory compliance and CARF accreditation preparation and oversight."

"Clients, families and other stakeholders express a high level of satisfaction with the supports and services provided by ESGI."

"It is evident that the organization has strong leadership and administrative management that carry out ESGI's mission in its daily operations and in planning further quality improvement; these enable excellent business practices and superior service provision."

"Quality assurance and improvement leadership does an excellent job of compiling measurable data that are used by leadership for planning and further quality improvement."

"The reputation of ESGI as an employment agency is impeccable. The organization has individuals walking through its doors seeking services who have heard about ESGI through word-of-mouth from persons served, employers and the general public."

Thank you to all for your help in reaching this wonderful achievement.

Coming Soon - Branford Goodwill

The Goodwill division is very pleased to announce the opening of its twelfth Goodwill Store and Donation Center located in Branford, Connecticut. This spacious store will offer 7,400 square feet of selling space and a convenient donation drop off area for a fast and easy donation experience. The store will be the first to feature our new Authentic Apparel Collection which will include designer and name-brand clothing, shoes and accessories at discount prices.

The Branford Goodwill Store will also serve as a work site for our Community Employment Services program. A work crew of program participants, accompanied by a job coach, will work at the store hanging clothing and preparing it for the sales floor. This allows our program

participants to improve their economic self-sufficiency and develop a sense of fulfillment and pride.

The store will be hiring 25 employees including cashiers, sales personnel, donation center attendants and material handlers with both full-time and part-time positions. If you or someone you know is interested in a position in the Branford Goodwill Store, please stop by 432 Washington Avenue in North Haven or visit eastersealsgoodwill.org for an application.

Branford Goodwill

Lakeview Center

249 West Main Street • Branford, CT 06405

Donating is Great for Businesses

If your business is looking to eliminate unwanted items such as unclaimed clothing and merchandise, overruns or misprints and other goods including shoes, books and linens, Easter Seals Goodwill Industries has an easy solution - donate it!

We offer your company a convenient, hassle-free way to save on storing or removing unwanted products. Donating also reduces the amount of waste in local landfills by recycling items that would normally have been thrown away.

Many of the donation collection centers that operate in Connecticut are operated by for-profit organizations instead of bona fide not-for-profit agencies. When you donate to Easter Seals Goodwill Industries, your donation is used locally and the revenue generated

by the donation will be used to help people with disabilities and other challenges. Goodwill has consistently received high marks from Money Magazine, The Non-Profit Times, US News, World Report and Kiplinger's Personal Finance Magazine in such areas as effective and efficient use of revenue, worthiness of public support and accountability.

Because Easter Seals Goodwill Industries is a 501(c)(3) non-profit organization, you may be eligible to receive valuable tax deductions for your donations. Each time you donate, you will receive a donation receipt for tax purposes.

For more information about donating to Easter Seals Goodwill Industries, please contact James Maynard at (203) 777-2000 x371 or email jmaynard@esginh.org.

Turning your donations into jobs



Go Green with Dell Reconnect

Dell Reconnect

Goodwill has partnered with Dell to bring you the Dell Reconnect program. Dell Reconnect is dedicated to keeping discarded computers and accessories out of landfills and to recycling usable resources. When you donate your old computers and parts, you're not only helping the environment, you are also supporting our mission to help people with disabilities and other challenges in their lives.

Keeping computers and accessories out of landfills is incredibly important. Computers are made with a lot of components, some of which are toxic like lead and mercury. In a landfill, these substances can enter the environment, causing plant and animal death and serious health issues in humans. In addition to these harmful components, there are many recyclable parts as well like glass, plastic and copper. Recyclers can recover more than 100 million pounds of materials from electronics each year.

Out of 2 million tons of computer equipment rendered obsolete in 2007, only 18% were recycled. The other 82% were mainly thrown in landfills where they will stay for thousands of years, wreaking havoc on the environment.

Computers that are donated to Goodwill go through Dell's recycling process. The systems are broken down into individual parts. Reusable sources like glass, lead and plastic are recycled. For example, glass is sent to a glass manufacturer to reuse. Non reusable components are disposed of in an environmentally friendly manner.

Other equipment such as monitors, printers and mice can be sold in one of our Goodwill stores if it is in working condition. Make sure to clean your computer of all information before you donate for your own protection.

Dell Reconnect accepts any brand of computer and accessories in any condition, working or not. If you have a computer that isn't a Dell, we'll take it! If your computer monitor is broken, we'll take it too, just drop it off at any of our Goodwill stores and donation centers.





Easter Seals Goodwill Industries Rehabilitation Center, Inc.
 432 Washington Avenue
 North Haven, CT 06473
 (203) 777.2000
www.eastersealsgoodwill.org

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GOODWILL STORES & DONATION CENTERS

CLINTON

369 East Main Street
 (860) 664-9211

BRANFORD

249 West Main Street
 Coming Soon!

GOODWILL OUTLET

2901 State Street, Hamden
 (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

NORTH HAVEN

432 Washington Avenue
 (203) 752-5307

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

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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



29TH ANNUAL GOLF CLASSIC

May 13, 2013

The Farms Country Club • Wallingford, CT



23RD ANNUAL LOBSTERBAKE

September 13, 2013

Lighthouse Point Park • New Haven, CT