



A publication of Easter Seals Goodwill

Spring 2011

CREATING Opportunities

Changes for the Chairmen...

For over thirty years, Benedict Cozzi has been a dedicated supporter and advocate for Easter Seals Goodwill Industries. Ben, the recently retired Business Manager and President of I.U.O.E. Local 478 and President of the New Haven Building and Construction Trades Council, has been a member of several committees and served as Chairman of the Board here at Easter Seals Goodwill Industries since 2009. Ben is now moving on to enjoy his retirement and we couldn't be happier for him. Ben has contributed to many of our fundraising events over the years, including the Century Club, Golf Classic, Lobsterbake, Celebrate campaign and has been especially devoted to the Fantasy of Lights. Ben encouraged many of his fellow union members to become a part of this fundraiser when it first started back in 1995, and thanks

to Ben that relationship has continued to grow. Members of I.U.O.E. Local 478, Iron Workers Local 90, Local 777 Plumbers and Pipefitters and Sheet Metal Workers Local 40 return to Lighthouse Point Park each year in October, donating their time and expertise to help with the set up of all the displays. In 2006, Ben was honored with the John E. and Louise Callaghan Volunteer of the Year Award at the National Easter Seals convention in Las Vegas, Nevada. Ben is an incredibly generous person and it would be impossible to list all of the wonderful contributions he has made to our organization over the years; but I would like to sincerely thank him for making such a difference. All of us here are

truly grateful to have had the opportunity to work so closely with Ben and wish him the best of luck in his retirement. Now that Ben has stepped down we look forward to welcoming Alfred F. DellaValle as our new Chairman of the Board. Fred has also been a long time supporter of Easter Seals Goodwill Industries and is excited to help with future opportunities that may come the Agency's way.



Fred has contributed a great deal to our transportation services for our programs and out-patient medical rehabilitation services, served on our Board of Directors and chaired in our Golf Classic and served on the Golf committee, just to list a few. Fred has already done so much for Easter Seals Goodwill and we have complete confidence he will continue to improve our organization as Chairman of the Board.

H. Richard Borer Jr., President



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My Opportunity - Laura Ferraiolo



Laura Ferraiolo helping to tag donated clothing at the Hamden Goodwill Store.

Laura Ferraiolo joined the group supported employment program in 1990 when she transitioned from our in-house workshop. Laura's job coach described her as a formerly shy and reserved woman, who stuck close by staff and had minimal interaction with her peers.

As the Agency moved toward a community-based employment setting, Laura found her place at the Hamden Goodwill store where she has been employed for the last 11 years. With help from family, staff and her peers at ESGI, Laura is no longer the bashful girl from 21 years ago. She is now a confident woman with high self esteem and an ever present smile that lights up a room.

Laura is a valuable asset to the Hamden Goodwill team. She works hard every

day to ensure clothes are hung, tagged and put on the sales floor. Her job coach, Margaret Cretella, says, "Laura is just such a delightful person, she makes everybody she comes in contact with feel good, it is such a pleasure to work with her each day."

Laura was recognized at the 2009 Annual meeting as Consumer of the Year and helped kick-off our biggest fundraiser of the year, the Fantasy of Lights in 2010. Surrounded by friends, family, a community of supporters, News 8 and even Santa Claus, Rudolph and Frosty, Laura "flipped the switch," illuminating 66 holiday light displays and launching the festive annual event. We are proud to have been a part of Laura's transformation and we look forward to her continued progress as a member of our team!

My Opportunity - Joseph Wallace

If you are looking for a success story from the Community Re-entry Services program, look no further than Joseph Wallace. He enrolled in the Skills for Success classes in November 2010. He wasn't very optimistic about his future, but decided to attend the classes. He spoke with the department supervisor after the first day, relaying his hopelessness. He was sleeping on the floor in his mother's house and if he returned to his "old life" he would go back to prison for a long sentence, as he was under the 3 strikes law.

In order to feel a sense of accomplishment, he was encouraged to finish the class and to call when he needed support. Although Joe found aspects of the class challenging, he was always ready and willing to participate. During the class, participants really bonded with each other, providing everyone with a strong support system.

Graduation day came on November 19, 2010. The instructor had asked all participants to arrive a half hour early to the office. Joe used this time to search for personal care associate positions online. To his amazement, he received a telephone interview on the spot and was asked to meet with the family in person. He stopped by our office the following Monday to report that he had been hired to provide in-home care for a man who was a quadriplegic. He couldn't believe that only one day after class he had a job! His excitement almost bordered on giddiness. Joe was able to pick up additional cases and on January 1, 2011,

he signed the lease for his own apartment. He brought photos, and the apartment is very nice. Who ever heard of a third floor apartment with a fireplace? He stops in the office frequently and still cannot believe all that has changed for him in a two-month period. When his friends and family ask what has made the difference, he responds with a big smile, "It's Easter Seals Goodwill. I would never be where I am without this program."



Joseph Wallace standing beside a poster that embodies everything that he has accomplished: confidence, pride, fulfillment, responsibility and employment.

Youth & Family Services

Over the last five years, Easter Seals Goodwill Industries has invested close to a million dollars of its own revenue to bring resources to New Haven's poorest neighborhoods. With child poverty rates on the rise (currently New Haven's child poverty rate is at 30.5%), programs such as ours create lasting change in the lives of Connecticut's most vulnerable residents.

Through its investment, ESGI opened the Family Learning Center (FLC) in New Haven's John S. Martinez School in April 2006. One year later, ESGI expanded its youth services by launching Youth As Leaders, the only program in New Haven exclusively for pre-teens. Currently, Youth As Leaders (YAL) is based at Hill Central School, serving 6th, 7th and 8th graders during after-school hours. The program also operates a service learning team of middle school youth out of the Courtland Wilson Library, located in the Hill neighborhood of New Haven. Both the FLC and YAL are part of the natural fabric of each school's community, offering services such as after-school programs, family nights, field trips, a licensed full day summer camp and parent education workshops.

Since opening, FLC and YAL have created a measurable impact in the lives of hundreds of New Haven youth and their families. More students are meeting academic goals and other developmental outcomes due to their involvement in ESGI's positive youth development programs. One of the biggest highlights of both programs has been the children's increased exposure to the arts, traditionally not accessible to poor minority, inner-city youth.

From school-based arts residencies to family arts nights and day-long excursions to New York to see a Broadway play, the youth in our programs have increased their knowledge, interest and exposure to the visual, creative and performing arts. As a result, many students are now exploring other arts opportunities, such as attending New Haven's arts-based high schools. To date, over two hundred and fifty children and their families have benefitted from ESGI's youth development programming.

Another program we administer which directly benefits New Haven residents is the Hill Family First Initiative (HFFI). Launched in 2009, HFFI works with 30-40 low-income families to stabilize their finances and move up the economic ladder. This project is funded in part by the Annie E. Casey Foundation and ESGI. Currently, the program is in its second year of operation and has achieved much success by helping single mothers obtain employment and meet goals such as permanent housing, educational advancement and career development.

Youth As Leaders works with a smaller group of pre-teen adolescents to guarantee that each individual will get the attention and support that is needed at a critical time in their development.

has ensured programmatic and fiscal stability that reaches a wide and diverse range of Greater New Haven residents. We encourage you to visit our youth and family programs anytime or become a volunteer and/or mentor! For additional information, please contact Monique Turner-Lopez, Director of Service Development at 203-777-2000, ext. 296.



The Family Learning Center at the Martinez school provides educational services and promotes academic success in addition to school and community engagement.



ESGI currently supports 98% of the funding for the Agency's positive youth development programs based in New Haven. This multi-year financial commitment made by our Board of Directors underscores our priority of targeting services benefiting New Haven's most disadvantaged children and families. Over decades, Easter Seals Goodwill Industries

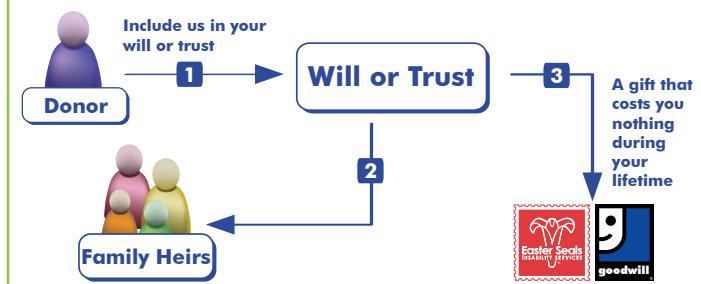
Planned Giving



Interested in receiving email updates about upcoming sales, events and more? Sign up for savings today! Visit our website, www.eastersealsgoodwill.org, and click the Email Sign Up link!

Once you've signed up, you will begin to receive exclusive offers in your email, including special Goodwill coupons, reminders about upcoming sales and events, newsletters with information about Easter Seals Goodwill Industries and more!

So if you are looking to connect with Easter Seals Goodwill Industries, be sure to visit our website and sign up for savings today!



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

(203) 777-2000 ext. 262

emongillo@esginh.org

27th Annual Golf Classic



Mark your calendars for the 27th Annual Golf Classic on Monday, May 16th at the Farms Country Club in Wallingford. As you can see, this year's tournament is in the spring and we are excited to be your choice to kick off the Golf season. The tournament includes brunch, raffle prizes, silent auction, cocktail reception and dinner and is \$225 per golfer. Registration will begin at 9:00am with shotgun start at 11:00am.

We are pleased to have many of our golfers returning this year and happy to welcome first time participants. If you would like to register for the Golf Classic, please contact Lisa Zielinski at 203-777-2000 ext. 228 or lizielinski@esginh.org. Registration deadline is Monday, May 9th. If you are interested

in sponsorship opportunities please contact Eloise Mongillo, Director of Development at 203-777-2000 ext. 262 or emongillo@esginh.org. It is because of the support from our sponsors, players and volunteers that we are able to make this tournament a success. We look forward to seeing you soon!

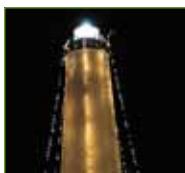


16th Annual Fantasy of Lights

10,717 vehicles came through the 2010 Fantasy of Lights, surpassing last year's total by over four percent! A special thank you to our dedicated volunteers and generous sponsors for making 2010 a success; we could not have done it without your support.

Sue Calistro has been volunteering at the Fantasy of Lights since 2005 and looks forward to it each year. Sue says; "Myself, my family and friends love volunteering. It's a good cause and it's fun to be out there supporting Easter Seals Goodwill Industries."

Pat Kaiser from the United Illuminating Company (UI) has been volunteering since the beginning. Pat shares her experience; "I was asked to represent UI and pull a team together at the very first Easter



Seals Goodwill Fantasy of Lights in 1995, and we have remained involved ever since then. Our team stands out in the inclement weather and unselfishly gives their personal time, year after year, with a smile on their faces. Many of the UI team members have been there since it began, and every year it feels like a new experience for all of us. The spirit of giving is present, and the people driving through the park join in the fun. I always get comments from everyone about how much fun they have, and how it is an affordable and enjoyable way for individuals and families to celebrate the Holidays while contributing to a good cause."

If you are interested in volunteering please contact Lisa Zielinski at 203-777-2000 ext. 228 or lzielinski@esginh.org.

Dave Ellis from Milford took a very original approach to his visit to the Fantasy of Lights this year. On December 10th, he decorated his motor home with Christmas lights, stocked it with food and drink and invited some family and friends to enjoy a nice warm journey through Lighthouse Park. A light snowfall perfected the experience. Mr. Ellis also took up a collection from his passengers and made a \$140 donation to Easter Seals Goodwill Industries. We are fortunate to have individuals like Dave in the community supporting our mission and we would like to thank him for this charitable contribution and sharing his story with us.



2011 Celebrate Campaign

The 2011 Celebrate Easter Seals Goodwill Industries is underway. 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 services 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 use the enclosed donation envelope or visit us at www.eastersealsgoodwill.org.



Goodwill Corner

Ivy League Books



Mary scans books for Ivy League Books



Easter Seals Goodwill's clients work in Ivy League Books

Throughout the United States, many Goodwill agencies have begun selling donated items on the internet. In March of 2009, Easter Seals Goodwill Retail Division joined them and launched EBOOKS, an online bookstore through Amazon.com. This new business venture both yields extra revenue for our agency and employs our clients.

EBOOKS, known online as "Ivy League Books," began operations after 3,500 square feet of our Hamden warehouse was remodeled, including the installation of six computer scanning stations. Clients work five days a week scanning books and placing them online to sell. We

currently have about 24,000 titles available for sale on the Amazon site. In 2010, over 45,000 books were sold, yielding over \$560,000 in revenue.

In order to achieve our 2011 goal of \$650,000, we will need to scan over 1.5 million titles. Help us to reach this goal by donating any books you no longer need to your local Goodwill store, Donation Center or Donation Bin, or visit books.ctgoodwill.org to view our complete inventory of titles.

Goodwill Is Green!

- When you donate clothing, housewares and furniture to Goodwill, you help to keep these items out of landfills.
- Your donations are sold in Goodwill stores, allowing others to get the most out of these recycled items.
- We use the money earned to pay for vocational programs and services for people with disabilities and other challenges.

With your help, people with special needs are finding jobs right here in New Haven, New London and Middlesex counties, providing them with a sense of fulfillment and pride.



Just as there are things you recycle,
there are things you donate.



Turning your donations into jobs

Your donations
to Goodwill...



...improving
the economic
self-sufficiency
of many people
and their
families.



...are sold in
one of our
Goodwill
stores...



...to fund
employment
services that
assist people with
disabilities and
other challenges to
find jobs...



Lending a Helping Hand

Easter Seals Goodwill Industries held two Coat Giveaways this past December. Free winter coats were given to those in need, providing some relief to families in eastern Connecticut that are having some difficulties in the current economic climate.

On December 6th, Easter Seals Goodwill Industries co-sponsored the Coats for Kids Coat Giveaway along with WYBC Radio, The New Haven Firebird Society, Dunkin Donuts and Sign Pro. In addition to 2,000 coats, thousands of dollars in toys were also given away.

The 2nd Annual Norwich Coat Giveaway was held on December 11th.

With an unprecedented amount of people unemployed, our

mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges is more important than ever.



Dozens came to Coats for Kids Coat Giveaway.

Looking for more ways to connect with us?



Friend us on Facebook!

facebook.com/esgoodwill

You can also save more by liking our **Easter Seals Goodwill Retail page!**

Follow us on Twitter!

twitter.com/esgoodwill



Connect with us on LinkedIn!

linkedin.com/in/eastersealsgoodwillindustries

Sign up for Email Savings!

eastersealsgoodwill.org



More people came out to the giveaways this year than in previous years, with lines filling out the gymnasium doors.



Did you know...

Goodwill needs your books!

Just bring your gently used books to any of our stores or donation centers and leave with the good feeling of having helped someone in need!

You can also help by purchasing previously enjoyed books from our store on Amazon.com!

Visit books.ctgoodwill.org!



Proceeds directly support our mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.



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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

SOUTHBURY

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

GUILFORD

725 Boston Post Road
(203) 453-5995

CHESTER

1032 South Main Street
(203) 250-1444

HAMDEN WAREHOUSE

2901 State Street
(203) 248-1600

EAST LYME

214 Flanders Road
(860) 691-3355

UNATTENDED DONATION CENTERS

BRANFORD TRANSFER STATION

747 East Main Street

NORTH HAVEN RECYCLE CENTER

98 Elm Street

HAMDEN TRANSFER STATION

231 Wintergreen Avenue

ORANGE TRANSFER STATION

South Orange Center Road

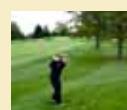
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Creating Opportunities is a semi-annual publication of Easter Seals Goodwill Industries of New Haven, CT. If you know anyone who would like to receive this publication, call (203) 777-2000 ext. 269 or visit www.eastersealsgoodwill.org to sign up.

SAVE THE DATE



27TH ANNUAL GOLF CLASSIC

May 16, 2011

The Farms Country Club • Wallingford, CT



21ST ANNUAL LOBSTERBAKE

September 9, 2011

Lighthouse Point Park • New Haven, CT