



Fall 2011

AVENUES UPDATE

Connecting the families, friends, supporters, and volunteers of New Avenues to Independence

The Best Backyard Party of the Year: 2011 Annual Carnival



Marlene Minnilo

STEP RIGHT UP, folks! Don't be shy! What you are about to witness occurs just once a year! It's nothing less than (drum roll, please!) the New Avenues' Annual Carnival. That's right, ladies and gentlemen, it's that annual extravaganza in which the individuals served by New Avenues are the special guests of the day.

And to celebrate, we've conjured up a full-blown carnival with a midway of games, food and prizes. Held on Saturday, August 20th, the New Avenues Carnival challenged attendees in exciting tests of skill including a water balloon toss, duck pond, hole-in-one golf and bowling! The games were run by over 30 dedicated volunteers. The highlight of the Carnival was dancing and

musical entertainment provided by DJ Jason from Terry Macklin's Sounds of Entertainment.

While enjoying the fun of the Carnival, families and friends were able to tour the newly designed New Avenues Therapy Garden. The Therapy Garden offers individuals an opportunity to enjoy the outdoors in a specially designed environment that stimulates the sensory perceptions of vision, hearing, touch and smell.

After a morning of playing games, the Carnival attendees moved inside the gym to select their prizes and enjoy a delicious lunch. It was a day of sunshine, fun and laughter for everyone who attended.

Coordinated by our Recreation Department, the Carnival was a wonderful celebration of the individuals served by New Avenues, families, donors, volunteers, Board members and staff. A special thank you to the American Family Foundation whose generosity made the event possible and to all the volunteers who made this event a success!



Howard Burts & Laurie Steiner, New Avenues' Endowment Committee member



Tom Hlavin, volunteer and Vicky Almond

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The mission of New Avenues to Independence is *to provide opportunities for people with disabilities and special needs to become more independent and productive members of society by offering the highest quality support services and developing innovative and inclusive programs.*

A Message From the Executive Director



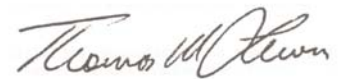
Thomas M. Lewins,
Executive Director

New Avenues came alive during our Annual Carnival in August. It was lots of fun and full of excitement to come and be a part of this tradition enjoying the company of the individuals we serve, families, staff, Board members, contributors and volunteers.

Held on a beautiful summer day, the Carnival exemplifies that our volunteer base remains strong and our donors and funders remain committed to assisting with our mission even in this poor economy. It was incredibly inspiring to meet with some of you at the Carnival and share what all of us working together can accomplish.

This summer, my wife, Jane, and I decided to make a \$5,000 gift to the New Avenues Endowment Fund in memory of our son, Micah. Much like our Spotlight Donor, Brenda Brownrigg (please see page 10), I committed to a bi-weekly payroll deduction to meet the commitment of my pledge. There is so much more to be done to help individuals with disabilities to become more independent. I hope that you will consider a donation to help with immediate needs or future ones.

Please mark your calendars for the Annual Holiday Ball on December 5th. Hope to see you there!



Board Talk

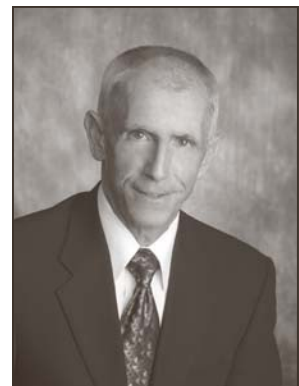
For me, the phrase, “Step Right Up,” is associated with the sounds and smells of a carnival midway--carnival games, cotton candy, etc. So, on Saturday, August 20th, when I entered the “Annual Carnival” midway I was truly and broadly greeted by the feeling of “step right up.” Congratulations to everyone at New Avenues who was involved in creating a wonderful carnival atmosphere...and yes, there was a cotton candy making machine! It was great to see everyone— young and old, the individuals we serve, friends and staff of New Avenues—playing carnival games, dancing to the lively music, and stepping up to the fun. The Annual Carnival is truly an all-inclusive event!

Only a few steps off the midway, there was another step right up opportunity—this one took on a more “tranquil” feeling. Are you aware of the beautiful Therapy Garden that is taking shape behind New Avenues’ Main Campus building? Still a work in

progress, the beautifully designed and neatly manicured Therapy Garden is being developed as a place where individuals served by New Avenues can go to benefit from the sensory components of a garden. Within the Therapy Garden area there are specific areas/sections that honor and memorialize those who have so generously stepped right up to support New Avenues—the Circle of Friends Walkway, the Honorarium Walkway, the Memorials section, and the Endowment Fund donors’ paver-stone section. Personally, I found it very therapeutic to wander through the garden and recognize those who have given so generously and selflessly to support the organization!

Please take advantage of the numerous “step right up” opportunities that arise throughout the year at New Avenues—both as a volunteer and a donor. Donations of your time, talent and treasure are

greatly appreciated and vital to the on-going and sustainable success of the organization. If you are unsure of all of the opportunities available to you, please contact Karen Knavel, Community Relations Director, or visit the New Avenues to Independence website at www.newavenues.net. See you around the Avenues.



Bruce Sherman, Ph.D.
President, Board
of Directors

"Rockin' with the Stars" Holiday Ball 2011

Gold Sponsor



"Rockin' with the Stars" is the theme for New Avenues to Independence's annual Holiday Ball this year. Plans are underway to make this the most memorable ball ever. With Lydia Esparra of WOIO, Channel 19 as this year's Honorary Chair, it will take place on Monday, December 5th at Holiday Inn Express Hotels & Suites LaMalfa in Mentor. For the over 600 individuals with disabilities that New Avenues serves, this is the most anticipated event of the year. It is an opportunity to bring an evening of joy and happiness to these deserving individuals during the holiday season.

Attendees will enjoy a cocktail hour complete with hors d'oeuvres and live music from 6-7pm. The dinner will be a gourmet buffet including dessert starting at 7pm. After dinner there will be a recognition presentation, dancing and entertainment that will go until 10pm. There's even a rumor going around that Santa may make a stop to do some of his own rockin' with New Avenues' stars.

Sponsors are being solicited because this event is funded entirely by donations. The benefits of sponsorship for corporations, individuals and families are recognition in all marketing materials to various degrees by contribution and tickets to the Ball.

New Avenues is committed to assisting our individuals to live as independently as possible. The Holiday Ball helps these determined men and women build their self-esteem, strengthen their social skills and enhance their sense of well-being.

For more information or tickets, contact Heidi Lamb, 216-481-1909, ext.221, hlamb@newavenues.net



Save the date!

December 5, 2011

for a swingin'
holiday celebration!

Sing! Shout! Get the Word Out... DSPs Rock!

For the 4th year in a row, New Avenues celebrated "National Direct Support Professionals (DSPs) Recognition Week." During the week of September 11th, New Avenues, in addition to hosting activities in honor of our DSPs, joined other agencies from around the country in the DSP Yellow Flag Campaign. The Campaign was a way of promoting and building awareness about the DSP career. Currently, over 250 DSPs work at New Avenues directly with the individuals with disabilities our agency serves. Individuals depend on DSPs to assist with their most intimate needs on a daily basis such as preparation of meals, helping with medications, bathing, dressing, and getting to work and recreational activities.

We are so grateful to all of the people who participated in our **Yellow Flag Campaign** during National DSP Recognition Week 2011 by either purchasing or selling yellow flags! Together, we raised \$721 for DSP Services.

Thank you also for participating in this year's DSP Week **Congress Call-In Day** on Wednesday, September 14th. As the Congressional "Super Committee" meets to consider massive cuts in federal spending, we conveyed that Medicaid funds make possible vital, life-sustaining supports and services to people with disabilities. Cutting these funds will have devastating effects on individual with disabilities, their families and their local economies. Thanks to a tremendous advocacy effort, including family and friends of New Avenues, Congress did not make cuts to Medicaid spending during debt ceiling negotiations over the summer. However, the threat to Medicaid remains, and it is imperative that we do not lose the funding that supports our Direct Support Professional workforce. Your voice makes a difference, and we appreciate your efforts.



Congratulations to the Lottery Tree Winners:

Paul Towarnicke
Barbara Nicholson
Jennifer Woods

And the DSP winner...
Catrina White



Robin Zepht, Assistant Director and Christine Loehrke, Vocational Services Director, serve ice cream to our DSPs.



DSPs from Lake and Ashtabula counties enjoy the Ice Cream Social.

While our DSPs enjoyed an Old-fashioned Ice Cream Social, Administrative Team members washed their cars.



Dennis Koharik, Human Resources Manager



Lou Baga, Controller, Daryl Weiland, Program Director and MaryBeth Rowerstein, Clinical Services Director



Thomas Lewins, Executive Director

Celebrating National DSP Recognition Week, cont.



I want to thank Tom Lewins, Executive Director, and the New Avenues Board of Directors for the opportunity to participate in Ohio's State Celebration for National DSP Recognition Week 2011.

This year, Wanda Nimmons, Charlene Tucker, Peggy Davis and I were able to stay in a hotel in Columbus the night before the September 15th event.



Wanda Nimmons, New Avenues DSP, demonstrates the DSP "swag."

During the event, I enjoyed the opportunity to meet people from around the State. The agencies send their staff by bus, car and van, and the DSPs came dressed to impress with their agencies' logos. We got to hear Peter Leidy sing humorous and thought-provoking songs about life in the human service system. Various agencies, including New Avenues to Independence, support the celebration with donations of money and gifts for prizes.

Being a DSP has its rewards, and during the second week of September, we were recognized with laughter and singing. Leaving was the hardest part, but there is always next year.

-Valerie Eutsey, DSP Bratenahl home



Valerie Eutsey, Peggy Davis, Charlene Tucker, and Wanda Nimmons



In our reception area, pictures and biographies about our DSPs who have worked at New Avenues for 20+ years was on display, along with an honor roll list of all our DSPs.



Wanda Nimmons and Charlene Tucker, New Avenues DSPs, with fellow DSPs from around Ohio, lead the attendees in a DSP version of Queen's "We will Rock You."



A special *thank you* to Chris Kamis and Absolute Roofing for donating bundles of yellow flags, making National DSP Recognition Week extra special!



New Avenues Implements "Green Cleaning" Program



According to the Federal Environmental Executive Office, Americans spend an average of 90 percent of their time indoors. EPA studies have shown that human exposure to air pollutants indoors can be two to five times, occasionally 100 times, higher than outdoor levels. Poor quality

indoor air can cause potential short-term and long-term health risks and may cause headaches, dry eyes, dizziness, and fatigue.

In response, many institutional and industrial organizations, including New Avenues to Independence, have implemented "Green Cleaning" programs to ensure safe cleaning for the custodians, as well as the individuals we serve, staff and visitors. These products are less toxic, contain no cancer causing carcinogens, have low or no VOCs, and will not cause irritation to skin and eyes. Products also contain no fragrance that may encourage asthmatic attacks and allergies.

As a result, New Avenues has partnered with State Industrial Products, a Cleveland-based chemical manufacturer, to promote a Green Seal Certified* cleaning solution. All products are GS-37 certified, non-toxic, biodegradable, hypoallergenic and contain no perfume. On top of that, all packaging is made of recyclable materials.

What does this mean for New Avenues to Independence? A cleaner, safer facility for the individuals we serve, staff and visitors, and a commitment to provide a healthy environment for all. For more information, visit State Industrial Products at www.stateindustrial.com



Pierre Caliph, a member of the Buckeye Industries Janitorial crew, cleans a microwave with the new "green cleaning" products.



Green Avenues

Promoting the responsible stewardship of all resources.

Shredding by Buckeye Industries

**Good for you.
Good for them.
Good for the community.**

Trust the shredding of your confidential information to the reliable team at Buckeye Industries. We provide individuals with disabilities vocational training and employment opportunities that mean **secure, confidential, quality document destruction services to you at very competitive costs.** Our trained management team oversees every step of the operation and provides you with detailed reporting to ensure your trust. We pick up or you can drop off your materials at one of three convenient locations. Try our janitorial and outsourced production work as well.

Please call us at 866-339-5744 for an estimate or visit our website www.buckeyeindustries.org for more information.

buckeye industries

A business enterprise of New Avenues to Independence



HW&Co.

Howard, Wershbale & Co.
CPAs & Advisors

A special thank you to Howard, Wershbale & Co. for their sponsorship of Buckeye Industries participation in the COSE Small Business Conference in October.

* What is Green Seal? Green Seal is a non-profit third party founded in 1989. The agency's mission is to achieve a more sustainable world by promoting environmentally responsible production, purchasing and products. Green Seal provides credible, science-based environmental certification standards for manufacturers. The agency utilizes a life-cycle approach, in that they evaluate a product or service beginning with material extraction, continuing with manufacturing, and ending with recycling and disposal. If the product meets rigorous testing standards and proves high levels of quality and performance, it will be certified as a Green Seal product. Such products tested include everything from coffee filters, to cleaning chemicals, to air chillers.

Buckeye Industries is awarded grant from the Eva L. and Joseph M. Bruening Foundation for specially equipped van.



Buckeye Industries, a business enterprise of New Avenues to Independence, was recently awarded a grant for \$23,000 from the Eva L. and Joseph M. Bruening Foundation. This enabled New Avenues to purchase a Ford Transit Connect van with a hitch and ramp for Buckeye Industries. The addition of the van allows a staff person to safely and efficiently transport individuals, equipment and supplies to janitorial services' customers. This better represents the professionalism of Buckeye Industries and provides companies with more confidence in their services.

Buckeye Industries offers many benefits and advantages to its janitorial services' customers:

- Industrial, retail and commercial cleaning
- Experienced staff
- Weekly, bi-weekly or monthly
- Meticulous attention to detail
- Experienced managerial team
- Customized program
- Free, no obligation plan and estimate

Not only do companies benefit from the professional services of Buckeye Industries but they also help their community by assisting individuals with disabilities to become more active and contributing citizens.

The overall goal of the Buckeye Industries program is to produce wage-earning opportunities for individuals with disabilities and help ensure the long-term sustainability of New Avenues. With the addition of this specially equipped van, Buckeye Industries will be able to transport program participants, equipment and supplies and economically service company partnerships for janitorial services.



Buckeye Industries receives general operating grant from the Giant Eagle Foundation



Buckeye Industries was the recipient of a \$2,000 grant from the Giant Eagle Foundation. Because of the addition of Styrofoam and cardboard recycling and rapid growth in the other business tracts, the grant money will help to fund initial expenses associated with expansion activities, such as training, equipment, supplies, rent and building maintenance.

New Avenues Awarded Recycling Grant by the Cuyahoga County Solid Waste District



Cathy Lawson

A grant for \$867 was recently awarded to New Avenues from the Cuyahoga County Solid Waste District to expand our recycling capabilities. Grant funds purchased 11 recycling containers for our community-based homes in Cuyahoga County.

Because of a 2010 grant from the District, New Avenues is currently recycling glass, plastic, aluminum and paper products at our Group Homes and Intermediate Care Facilities (ICFs). With the recent grant award, the recycling program now provides the opportunity to educate over 325 individuals with disabilities and employees on the benefits of and proper ways to recycle.

“Recognizing the importance of reducing our environmental impact and decreasing our expenses, New Avenues can now expand its sustainability initiatives to the 11 homes where New Avenues provides community-based services,” says Tom Lewins, Executive Director. “The addition of a recycling container within each one of these homes facilitates the replication of the successful recycling program currently established at our group homes and ICFs.”

The expansion of our recycling program is part of an overall strategy to incrementally implement additional sustainability projects such as composting, the recycling of electronics and gardening programs. In

the long term, New Avenues anticipates that its sustainability initiatives will considerably reduce not only its environmental footprint but also expenses.



New Faces Around New Avenues



New Avenues has announced Linda Malicki as its new Development Specialist. Linda has been working in non-profit management and fundraising for nearly 15 years. Most recently she served as the Director of Financial Development for the Lorain County Chapter of the American Red Cross.

She directed and implemented the fund development plan that included special events, major donor recognition and solicitation, direct mail solicitation, corporate sponsorship and on-line giving.

Linda and her partner Diane are given daily doses of love and laughter by two dogs, Tucker and Piper, and three cats, Moose, Scamp and Zoe. Linda likes to garden in her spare time as well as read, listen to music and watch old movies.

A firm believer in the magic of philanthropy, Linda is thrilled to be working at New Avenues and can't wait to begin telling the New Avenues story and engaging new partners in our mission.

On September 6th, Marvella Frazier was promoted to In-Home Supportive Living Coordinator. She began her career at New Avenues as a Director Support Professional (DSP) at our Lakewood home. Previously, Marvella worked for seven years as a DSP at Welcome House, five of which she was a Team Leader and mentor to new staff.



Marvella has been recognized for completing the Professional Advancement through Training and Education in Human Services (PATHS Program), a multi-level training program for people who support individuals with developmental disabilities.

She has also received many awards, for example, the People's Choice Award and Welcome House Employee of the Year, for her commitment to enhancing the lives of individuals with disabilities.

Marvella has 1 son, Jamarr, who is 25 years old, and in her spare time, enjoys reading, traveling, exercising and going to church. Marvella looks forward to the challenges that are ahead realizing that each day is a learning experience.

Collaboration with Saint Martin De Porres High School

For the 2nd year in a row, New Avenues is participating in Saint Martin De Porres High School's Corporate Work Study Program (CWSP). Since inception, CWSP has generated over \$13million in revenue to offset the cost of education for Saint Martin students.

Each Saint Martin student works in a job-sharing team comprised of four students. Working on a rotating schedule, each team fills one full time equivalent job in a standard Monday through Friday business week schedule. The program sets the tone for student behavior and expectations in the workplace and in the classroom.

New students participate in a summer training program to prepare them for the expectations of the business world. Training includes the importance of making a positive first impression, guidelines for professional office attire, honing communication skills and operating basic office equipment.

The CWSP also provides meaningful opportunities for professionals to interact with and mentor their student workers while making a difference in their lives. Over 100 Cleveland-area businesses, firms and nonprofits, including New Avenues, have partnered with Saint Martin since 2004 in a relationship that is beneficial to both corporate partners and to the students.



SAINT MARTIN
DE PORRES *High School*



"I love working at New Avenues because the people are very welcoming. It is such a great environment where I can actually have a conversation with my supervisor and co-workers. Being here has taught me work skills like staying on task, listening well and taking initiative. From the time I stepped foot into the building to the time I step out, I have and always will feel welcome."

- Dale Morton

Dale Morton is one of the Saint Martin students assigned to New Avenues. Dale helps in our Community Relations Department with tasks such as data entry, labeling and stuffing envelopes and electronic scanning and filing.

In Memory of Emily Bentz

Our Lake County Supported Living program experienced a devastating loss when Emily Bentz passed away on August 1st. Throughout Emily's life, she had fought and overcome many medical and physical issues but is now at peace. She is survived by her mother, Joanne Bentz of Painesville; her father, Curtiss Bentz of North Carolina; and her brothers, Adam and Alex.

Emily Bentz enjoyed showing off her collection of sunglasses, playing with legos and watching her favorite movies. Emily attended Mentor Deepwood Day program, and on weekends, she liked going out into the community and visiting with her family. Throughout the years, Emily had steadily improved her verbal communication skills which increased her independence.

Emily was very sweet and loved hugs but also had a sassy side that she thought was hilarious. Staff loved funny, sassy Emily because that's what made Emily, Emily!

There are no words to describe how special Emily was and what she meant to all. The lives that she touched will forever have emptiness in their hearts.

- Cindy Bosley, New Avenues Family Home Supervisor



Emily Bentz
September 10, 1978-
August 2, 2011

Donor Spotlight: Brenda Brownrigg & Monthly Pledging



Brenda Brownrigg brings a friend, Rebecca Washington, to the Annual Carnival.

Brenda Brownrigg, a resident of Bratenahl, became involved with New Avenues in 2005. She met the eight women who reside in our Bratenahl home at the community's holiday party and decided to request a tour of their home. Almost instantly, she developed a deep fondness for the women whom she describes as friendly and outgoing.

Brenda decided to start donating to the Bratenahl home in 2007. She likes the "miracle" of autopay at her bank because she realizes that she could not give a large donation all at once. She needed to make a "pledge" spreading her contribution over the course of a year. Brenda has committed to donate \$150 a month to the Bratenahl home indefinitely.

New Avenues is her #1 charity. Brenda explained, "I believe that giving needs to start at home in our communities, where my donation has the greatest impact." Understanding the significant impact that Medicaid cuts have had on the women, Brenda also gives to the Bratenahl home because 100% of her donation goes directly to the needs of the women.

If you are interested in learning more about a monthly pledge or additional donation opportunities, including the New Avenues Endowment Fund, please contact Karen Knavel, (216) 481-1909 x224. We look forward to helping you continue to show your support for New Avenues!



Independence Today & Tomorrow



New Avenues Therapy Garden: Dedication Brick Program

Vision, hearing, touch and smell in the garden all play an important role in stimulating the sensory perceptions of individuals with disabilities.

We are excited to share that New Avenues now has a Therapy Garden for the individuals served by our agency. The New Avenues Therapy Garden has a variety of plantings and pathways that are wheelchair friendly. Along the pathways are benches and picnic tables to enable visitors to enjoy the garden.

We are offering our families and friends an opportunity to join us in our Dedication Brick Program, leaving a lasting legacy honoring your family name or someone important to you.

The cost is \$100 per brick, \$80 of which is a donation to the New Avenues Therapy Garden, for upkeep and expansion.

For more information, please contact Heidi Lamb at (216) 481-1909 x221 or hlamb@newavenues.net



Gifts Made to New Avenues

Circle of Friends Society

Benefactor (\$25,000 and above)

Cleveland Foundation
Elisabeth Severance Prentiss Foundation
Enterline Foundation
Lake Geauga Fund of the Cleveland Foundation

Protector (\$10,000-\$24,999)

Eva L. and Joseph M. Bruening Foundation
Higley Fund of the Cleveland Foundation
William Weiss Foundation

Patron (\$5,000-\$9,999)

American Family Ministry
Muskin Family Foundation
Donald & Rose Marie Petrash
Royal Chemical Company

Sustainer (\$1,000-\$2,499)

Brenda Brownrigg
Howard, Wershbaile & Co.
The Giant Eagle Foundation
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Medical Mutual of Ohio
McGohan Brabender
Seith Family Foundation

Donna Yanowitz

Friend (\$500-\$999)

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The GROW Foundation
Melvin & Lola Kamins
Lakeland Community College, SIFE
Ken Light
The Albert B. & Audrey G. Ratner Family Foundation
University Heights Lodge

New Avenues wishes to thank the individuals, corporations and foundations that have generously given support to the programs of New Avenues during the third quarter of 2011.

\$100 - \$499

Michael & Susan Clegg
Jack Defranco
Jill Froula
Eileen & Randy Knavel
John & Dorothy Lawson
Brian & Jennifer Mackert
Michael & Mary Primrose
Bruce Sherman & Debra Light
Sterling Professional
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Under \$99

Buckeye Medical Supply Co.
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Karen & Randy Knavel
Linda Malicki
Marketing 501 - Shirley MacFarland
Joan & Norm Potiker
William Ross

Honorariums

In Honor of Melissa Koster
Jean Cleary

Memorials

In Memory of Harlan Sherman
Robert & Barbara Brenner
In Memory of Howard Mayers
Stanlee & Shirley Fried
In Memory of Mark Isler
Ken Light
In Memory of Constance "Babe" Rosenberg
Rhoda & Herbert Agin
Marsha Blond
Mildred Borovitz
Robert & Barbara Brenner

In Memory of Constance "Babe" Rosenberg, cont.

Joyce & Bruce Bresler
Melissa Canowitz
Sanford & Pamela Deutsch
Helen Horwitz
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Gifts to the New Avenues Endowment Fund

Legacy Society

Patron (\$5,000-\$9,999)

Robert and Sandi Angart & Family
Thomas and Jane Lewins & Family
The Albert B. & Audrey G. Ratner Family Foundation
Sustainer (\$1,000-\$2,499)
Ronald E. Henderson, Esq.

In Memory of Micah Lewins
Vince Delprete
Beth Richardson

\$100—\$500

Ken Light
Joan Potiker

Thank you for your ongoing support of New Avenues. If there is an omission or error in any of the contributions listed, or if you want to make a contribution, please contact Heidi Lamb, Resource Development Coordinator, at (216) 481-1909 x221.



NEW AVENUES TO
INDEPENDENCE, INC.

Dated Material

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VALUES STATEMENT

New Avenues to Independence, Inc. believes in the worth of and respect for individual dignity, personal preferences, and social justice for all individuals we serve. Our fundamental values are:

- Every person has potential for growth and inclusion.
- We value promoting a positive image about persons with disabilities by providing education and information to the public.
- We value promoting quality of life and opportunities and protecting rights.
- We value the individual and their family relationships.
- We are committed to excellence and continuous improvement in the quality of our supports and services.
- We value and nurture staff competency.
- We are committed to personal and professional integrity.
- We value accountability to our various publics.
- We are committed to innovative practices for persons with disabilities in work, social, and home settings.
- We value participation in the public policy arena.
- We value responsible stewardship of all resources.

“**Avenues Update**” is published by New Avenues to Independence, Inc.

Please send your suggestions and comments to:

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