



Spring 2011

AVENUES UPDATE

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

Next Generation Website www.newavenues.net

New Avenues is excited to announce the launch of the next generation website for www.newavenues.net

Designed with a fresh, user-friendly experience and impactful presentation of information regarding our programs and services, the site offers a brand new look and feel that allows users to find information easily.

One of the new features is the updated Buckeye Industries pages. They now provide information to area employers about Styrofoam recycling, document destruction, outsourced production work and janitorial services.

Online donations have become easier with our new website. Visitors can now support us right on our website through an easy-to-use donation process using Pay Pal.

It's been many months in the making and has taken a great deal of time from many people. Our special thanks to our creative director **Shirley MacFarland, Marketing 501** and developer **Chad Allan Consulting, LLC**.

The redesigned website was made possible through a generous donation from **The William J. & Dorothy K. O'Neill Foundation**.

We invite you to visit www.newavenues.net today.

WILLIAM J. AND DOROTHY K.



ChadAllan

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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

And so a new year begins that will certainly bring changes. New government leadership both at the state and federal level, implementation of health care reform and a teetering economy presents both opportunities and challenges. New Avenues is ready to face these changes with creativity and a sense of resiliency.

Throughout our 59 years of service to individuals with disabilities, we faced many changes while maintaining our consistent, high quality services. We will work together with the individuals we serve, families, contributors, partners, and volunteers to build a stronger community for individuals with disabilities so that they can continue to thrive and grow.

On a personal note, I want to extend a thank you on behalf of myself and my family for the many heartfelt condolences received during the past few months. In a time of profound grief as a result of the passing of our son, Micah, your words and thoughtfulness were a source of strength and comfort for us.



Board Talk

Pardon the mixed metaphor, but: *"Hot off the Presses"...* *New Avenues to Independence has launched their new website!* Maybe I am aging myself, since the phrase "hot off the presses" seems to have its origins (relating to the hot metal newspaper printing process) in the year I was born (1955), but I couldn't think of a better phrase to describe my reactions to seeing the new site (www.newavenues.net) for the first time. Let me share with you three items that caught my eye.

The first thing I noticed was the artistic adaptation of New Avenues' logo—a close up half-tone image of hands joined in the keyhole. The adapted logo truly zooms in on the mission of the agency—joining together, as a community, to open the doors of opportunities and possibilities for the individuals we serve.

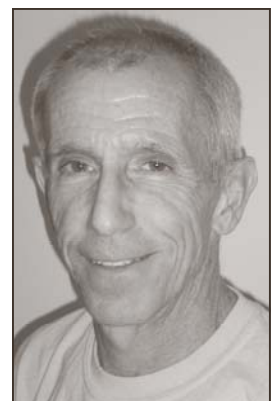
The second item that caught my attention was the drop-down menu for the "Programs" tab. As Board President, I am well aware of all of the programs

New Avenues offers. But, to see the extensive list drop down in front of me, I couldn't help but say to myself, "Wow!" New Avenues offers an incredible array of quality programs in the areas of residential, vocational, and "outreach" services for individuals of (virtually) all ages.

Last but not least, the third item was the "Support Us" tab along the left side of the home page. Clicking on that, one can see the myriad of ways you can support New Avenues to Independence.

As you will read in this issue of the *Avenues Update*, we are in one of the most exciting and dynamic periods in the history of New Avenues. Dynamism can only go so far, on its own merits; the driving force behind dynamism is financial support which can come in many forms, as outlined on the "Support Us" page. And, "Supporting Us" could not be made much easier thanks to the "Donate" tab in the upper right hand corner of the page!

Enjoy this issue of the *Avenues Update*. If you are not exhausted when you get to the end, having read about the many events and programs that are going on at New Avenues, please check out the new website at www.newavenues.net. See you around the Avenues...



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

GOING FOR GOLD

Special Olympics Basketball 2011



Sandy Mantle

From January through March, individuals from New Avenues practiced two nights a week at the Main Campus Gymnasium for Special Olympics Basketball. This year's team demonstrated hard work and dedication during the evening practices. The basketball team worked on improving their passing, dribbling and shooting skills. On Saturday, February 26th, 18 athletes participated in the North Section Individual Skills Basketball Tournament. The competition, held at Lorain County Community College in Elyria, was a wonderful event for the team with 14 athletes winning first, second or third place ribbons. All 18 athletes qualified for the State Individual Skills Basketball Tournament in Bowling Green on March 26th. The athletes enjoyed an overnight trip where they all had spectacular performances. The State Tournament was a fun and exciting experience for the athletes, staff and coaches. Congratulations to all the athletes and coaches on their successful basketball season!



Howard Abrams

State Tournament Results

Gold Medal Winners: DeQuan Price and Edward Swoke

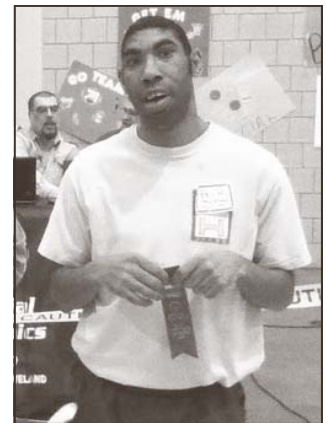
Silver Medal Winners: Richard White and George Bond

Bronze Medal Winners: Shannon Van Huss, Donald Jones and Howard Abrams

Fourth Place Winners: Ileen Baumgarten, Heather Sistek, William Gayneau, Arthur Kruger, Robert Dreyer, and Michael Gnatovich

Fifth Place Winners: Lillian Smith, Sandy Mantle, and Eric Nicholson

Sixth Place Winners: Gary Rom and Michael Adams



Eric Nicholson

Volunteer Makes A Difference in Basketball Season



Tom Hlvain with Lillian Smith, Sandy Mantle & Ileen Baumgarten

Tom Hlvain loves playing and coaching basketball. He began volunteering at the Edgerton home in 1995. He initially became interested in volunteering at New Avenues because of his passion for basketball and 2 of his 8 siblings have disabilities.

On Saturdays, Tom enjoyed playing basketball with the men who reside at the home and taking them to the park. He also volunteered to play in a 'celebrity' basketball fundraiser, New Avenues' volunteers v. staff from a local radio station.

Throughout the next few years, Tom continued to volunteer until he became a father to two girls, Brittney and Kristine, and became coaches of their teams.

Now that his daughters are grown and graduating from the University of Toledo in the spring, Tom has time to volunteer again. He reconnected with New Avenues through our website and has been volunteering as the Assistant Coach for the New Avenues' Special Olympics Basketball team. He is also our newest member of our Fundraising Committee.

Buckeye Industries Hosts Two Open Houses

On April 13th and April 14th, we were delighted to have honored guests from our local chambers of commerce, community, customers, New Avenues' Board of Directors, and employees join us to make our Buckeye Industries Open Houses memorable ones.

The Open Houses were an opportunity to showcase the Buckeye Industries Madison and Eastlake facilities. The facilities meet the needs of New Avenues' growing business enterprise and help us to achieve our mission of helping individuals with disabilities become more independent.

One of our special guests included Larry Enterline of the Enterline Foundation. We are grateful to the Foundation's generous contribution of industrial size shredding equipment in Madison. The equipment increases our document destruction production capacity by 110% and makes additional employment opportunities possible for individuals with disabilities in our community.

City and business leaders officially welcomed Buckeye Industries to Eastlake with a ribbon cutting coordinated by Karen Tercek, President of the Western Lake County Chamber of Commerce. Buckeye Industries Eastlake opened last fall offering Styrofoam™ recycling.

Nearly 100 invitees toured our facilities and enjoyed refreshments. The individuals with disabilities employed by Buckeye Industries were on hand to meet and greet all of the guests. The Open Houses were a wonderful opportunity for businesses to see firsthand how Buckeye Industries can benefit their companies while helping individuals with disabilities in their community.



A business enterprise of New Avenues to Independence

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.



A business enterprise of New Avenues to Independence



Buckeye Industries Explores the Art World with Newly Created Ave. Art

Buckeye Industries announces its step into the art world with one-of-a-kind, contemporary coasters. Individuals with disabilities are creating these special works of art in the Art Therapy program offered at Buckeye Industries.

Whereas other services of Buckeye Industries are more industrial, the Art Therapy program offers the individuals a creative outlet to express themselves artistically – and the end product is amazing – individual, small abstract paintings encased in smoked glass.



Jacquie Meyerson, Owner

So amazing that they have caught the eye of art collectors around the city. The first gallery to appreciate the artistic coasters is the renowned Pennello Gallery in Little Italy. Owners, Sue Cahn and Jacquie Meyerson, are thrilled to offer these unique coasters to their customers. "We loved them from the first time we saw them," says Ms. Meyerson. "And we are happy to give individuals with disabilities a venue to show off their outstanding work."

This is just the first venture for Ave. Art. Plans are in the making to expand to other artistic projects as well, such as note cards and paintings.



Monica Hall



Eddie Swoke



Buckeye Industries has Professional Image

In 2010, the William J. and Dorothy K. O'Neill Foundation awarded New Avenues a \$20,000 grant for the Buckeye Industries' Marketing Project. New Avenues contracted with Shirley MacFarland of Marketing 501 to implement the project because of her vast experience in marketing nonprofit organizations.

In addition to a new, more informative website, the outcomes of the grant award for Buckeye Industries include:

- Development of a Marketing Communications Plan
- Creation of a logo/corporate ID
- Design and printing of a brochure/folder with sales sheets
- Design and application of truck signage that now serves as a mobile billboard
- Development of a public relations program



Shirley MacFarland,
Marketing 501

These outcomes are increasing awareness in target market areas for the sustainability focused services offered by Buckeye Industries to area businesses and have resulted in the creation of more employment opportunities for individuals with disabilities.

All of the above was produced for \$20,000 that, in reality, has a value of \$40,190. We were able to do this through the generosity of several vendors who gave us pro bono or reduced costs for their services. This was in part due to Ms. MacFarland and her network of service partners.

Marketing momentum has begun and continues to bring awareness, partnerships and much-needed funds. Thank you to the William J. and Dorothy K. O'Neill Foundation and Marketing 501!

What's in a Budget and What Does It Say About Us?

By Deborah Nebel, Guest Columnist

By the time you read this, Ohio's Budget process will be in full swing and hopefully the Congress will have come to some compromise on their current budget impasse for funding the remainder of federal year 2011. Not having a crystal ball and not wanting to cast aspersion on the motivations of those recently swept into power, I have no intention of discussing the specifics of what is being proposed. Rather, I would like to shift the budget discussion to ask the following questions. What should be the role of government in a democratic society and what constitutes good stewardship of our public dollars? To put it more directly, why should those of us in the nonprofit world and ordinary taxpayers like you and me care about how our government spends our public dollars? And more personally, how does the budget or our collective spending plan work for the good of all? How does a budget, laws and public policy that support it, reflect my values and priorities? While we probably will not answer the above questions in the same way, it is true that a budget certainly reflects our priorities and demonstrates what services, programs and supports we are willing to provide collectively as a state or as a nation to its residents.



Valerie Eustey

I recently heard a provider advocate remark that he had been told on the QT to keep a low profile, to not draw attention to a specific population or service area because they were not being "targeted" for budget cuts. In some ways self-preservation, keeping what one has is a natural and safe reaction. And in many ways those of us in health and human services have allowed ourselves to be reduced to sighs of relief, when we have been spared, and frantic reactions as we try to justify why our funding should be restored, often at the expense of another social service provider. This is business as usual, and it is my belief that those of us who care about the overall contribution of health and human services, especially those provided through the nonprofit sector, have to rethink our traditional response. The questions raised above need to be discussed in our board rooms, at our staff meetings, with our consumers and their families, and the general public. We all have a stake in this and we risk much by sitting on the sidelines and not becoming engaged in the discussion.



Susan Merryman

As a Director of Public Policy, I have worked to include the issues of adequate revenue and our government's spending priorities as two of my organization's 2011 advocacy priorities which are used to guide and shape our agenda and work plan. I believe that both are important public policy issues especially in the field of disability services, where the majority of our consumers live in poverty, face numerous barriers, and lack opportunity. We know as an agency that whether a democratic government has a role/responsibility in investing in its people by meeting basic human needs is not a topic on which this county agrees, but the people we serve and our staff will directly feel the impact of cuts to services and the supports which enable persons with disabilities to have the same opportunities that most of us enjoy—to live in the place of one's own choosing with the services and supports necessary to promote independence, self-sufficiency and community living.

Doing the work that we do, we understand the problems and difficulties faced by our consumers and so we are committed to finding solutions for the individual consumers with disabilities that we are privileged to serve. But I believe these times require us to work together with others who share our perspective to address the systemic issues that get played out in a budget bill so that all benefit from the public policy decisions and funding priorities that our elected officials have made. So join the discussion, and by all means get involved!

Budget, cont. page 7

About our Guest Columnist: *Deborah Nebel* has almost 40 years of experience with nonprofits in the areas of advocacy, organizing, project development, parish ministry and volunteer engagement. A licensed Attorney and Lutheran Deaconess, she serves as the Director of Public Policy for Linking Employment, Abilities & Potential (LEAP) and a non-residential Center for Independent Living serving persons with disabilities of all ages in Northeast Ohio.

Celebrating Developmental Disabilities Awareness Month, 2011

Developmental Disabilities Awareness Month was established to honor individuals with disabilities, recognize the challenges they have faced, and rejoice for the great strides they have made to gain independence.

This year, we celebrated Developmental Disabilities Awareness Month in a time of uncertainty. We not only reflected on how far we've come, but stood together to demand that the vital services provided to individuals with disabilities maintain their rightful place in our state budget!

In addition to looking to our legislators, we also looked to our community. We are grateful for the kindness and generosity of our donors that help us through the tough times, allowing us to provide shelter, food, medicine, and care to those we serve.

A special thank you to **Lou Baga, Dan Koster, Cristin Dressell, Zach Milstead, Jessica Toivonen, and Heidi Lamb** for helping us to raise funds through personalized fundraising pages. Together, we raised over \$8,760 to support our mission of helping individuals with disabilities to become more independent.

Thank you to **Donald Petrash**, our Board of Directors' Secretary, for a \$1,000 matching gift which recognized our staff's fundraising efforts.

together

We inspire possibilities.
We accomplish more.
Everyone wins.
The future is brighter.



Peggy Davis (pictured above), Susan Merryman, Valerie Eutsey, and Karen Knavel participated in the Rally and March for a Moral State Budget on March 22nd in Cleveland.



On March 2nd, individuals from our Perry home and staff, along with members of the Lake County community, laced up their walking shoes to participate in Perry High School's "Walk in Their Shoes" event. The Walk promoted understanding of people with disabilities and raised awareness about the challenges they face. And all the way from Franklin County, the remarkable Ohio State School for the Blind Marching Band shared their own special brand of musical talent and teamwork.



On March 4th, we celebrated with entertainment and refreshments during the unveiling of a mural made by Ohio artists with disabilities at the Galleria in downtown Cleveland. Designed by artist, Kong Ho, the mural incorporated an array of images and words and now stands 6 feet tall and 30 feet wide. Together 27 Ohioans created this piece of art and advocacy that celebrates ability, inclusion and looks ahead to work that must be done in the next 20 years. The mural has been on tour across the state since its unveiling in 2010 and was displayed in the Galleria during Developmental Disabilities Awareness Month.

Budget, cont.

To learn more about the state budget, go to <http://ohio.gov/docs/Budget%20Summary01.pdf> or <http://www.ohio.gov>

To join a coalition working on Ohio's budget from a health and human services point of view, *Advocates for Ohio's Future*, go to <http://www.advocatesforohio.org>

To join a coalition promoting a "balanced approach" to Ohio's Budget, *One Ohio Now*, go to <http://oneohionow.org>

To join a grassroots, local effort on Ohio's Budget, *Advocates for Budget Legislative Equality (ABLE)*, go to <http://www.facebook.com/group.php?gid=57267229190>

Exceeding Standards



New Avenues is held to both Federal and State standards in the operation of our group homes. The group homes operated by New Avenues, including the Respite Unit located on Main Campus, are surveyed annually. The purpose of these surveys is to ensure that the quality of services provided meet or exceed the regulations governing licensed residential homes.

Once a year the Ohio Department of Health, on behalf of the Ohio Department of Job and Family Services, surveys New Avenues nine group homes to ensure that they meet the requirements necessary to participate in the Title XIX Medicaid Program which includes meeting all of the Conditions of Participation in addition to ensuring the health and safety of the individuals receiving services in these homes. These are often referred to as Medicaid Surveys.

In addition, the Ohio Department of Developmental Disabilities (DODD) also conducts reviews for licensed homes in Ohio including New Avenues' Transitional Respite Unit. The number of citations received during the survey process determines whether the license will be for one, two or three years. **Currently eight of the nine sites have earned multiple year licenses!**

Both Medicaid and Licensure reviews involve review of records for the individuals, observations in the home and at day programs and interviews with individuals and employees, as well as an inspection of the condition of the home itself. Licensure also includes a review of employee's personnel files for background checks, certifications and training. When both Licensure and Medicaid have rules that are slightly different, we must adhere to the strictest regulation. Surveys are a way of measuring compliance and outcomes with rules but surveyors can provide feedback and suggestions regarding ways to improve services or documentation which benefits the individuals and the employees.

Green Avenues: Plan, Prepare, Prosper



During the evening of February 24th, New Avenues to Independence held its 2011 Annual Meeting, *Green Avenues: Plan, Prepare & Prosper*, at the Macklin Party Centre in Solon. The evening celebrated 2010 accomplishments and inspired us to continue our mission in 2011.

Mayor Ted Andrzejewski of Eastlake swore in our 2011 Board of Directors: Bruce Sherman, Ph.D., President; Jonathan Good, Esq., Vice President; Donald Petrash, Secretary; Robert Angart, Treasurer; Michael Primrose, Esq., Non-officer Representative; Edward Boehmer; Joyce Bresler; Ronald Henderson, Esq.; Daniel Koster; Ken Light; Brian Mackert; and Joan Potiker, Director Emeritus.

Our Keynote Speaker was **Connie Golden**, a Professor of Business Management at Lakeland Community College and advisor for Students in Free Enterprise (SIFE). In her position, Connie advocates for and promotes sustainability initiatives in our community and inspired attendees to commit further to sustainability of the environment. **Shannon Van Huss**, who resides in our Perry home, educated attendees with his "World on Wheels, Challenge Yourself" presentation.



Connie Golden,
Keynote Speaker

Bruce Sherman, Ph.D., our Board President, presented the *Community Service Award* to Lakeland Community College's SIFE. The Community Service Award recognizes and encourages excellence in community service activities, underscoring the significant accomplishments attained by individuals who give of themselves to advance the well-being of others.

This year, SIFE was chosen because of their selection of New Avenues as beneficiary of their food drive. In addition, SIFE organized a Styrofoam recycling drive on the Lakeland Community College campus to benefit Buckeye Industries, our Vocational Services program. SIFE is also working with New Avenues to expand our aluminum can recycling program.

Reports highlighting 2010 successes in each program were presented by Sandy McCroskey, Assistant Coordinator Ashtabula Supported Living; Jessica Toivonen, Perry Home Manager; Gretchen Halliday, Recreation Coordinator and Children's Programs Director; Morgan Manuel, Buckeye Industries Habilitation Manager; and Dave Carr, Chief Financial Officer.



Shannon Van Huss



Bruce Sherman, Ph.D. presents SIFE with the Community Service Award.

Donor Spotlight: Joan Potiker



I have been involved with New Avenues to Independence since 1962. My son, Bobby, was born with a developmental disability, and when he was 3 years old, I wanted to send him to nursery school like the other children in our neighborhood.

Case Western Reserve University referred me to New Avenues, which was called Parents Volunteer Association (PVA) at the time, and I enrolled him in

their school. Over the years, I became actively involved in PVA as a volunteer. Early on, I remember stuffing envelopes in the school's office. I eventually served on the Board of Directors as a member and President. I also liked to volunteer at events.

New Avenues expanded services as our children's needs changed, and Bobby now lives in the Richmond home. I am so thankful to New Avenues and their dedicated, caring staff. It's tough to find just the right living situation, and we found the perfect one in the Richmond home. I am grateful for the referral 49 years ago.

I am now a member of the Endowment Committee. I want to make sure New Avenues' programs and services are available to other parents of children with special needs for the next 49+ years. I have committed to a monthly pledge to the New Avenues Endowment Fund, and I ask you to consider a contribution, too.



Independence Today & Tomorrow

If you are interested in learning more about how you can help New Avenues through its fund, please contact Karen Knavel, (216) 481-1909 x224. We look forward to helping you continue to show your support for New Avenues!



The Many Faces Helped by Generosity

January 2011 begins the 2nd year of a five year grant of \$75,000 (\$15,000 each year for five years) that the **Elisabeth Severance Prentiss Foundation** awarded New

Avenues to support our Medical Gap Project. The Elisabeth Severance Prentiss Foundation is a charitable trust dedicated to the support and advancement of healthcare, primarily in the Greater Cleveland community. The Foundation awards monetary grants to agencies for initiatives designed to improve healthcare quality or delivery, for programs which provide access to healthcare to the underserved or indigent or for medical research. **We thank the Elisabeth Severance Prentiss Foundation for their ongoing generosity!**



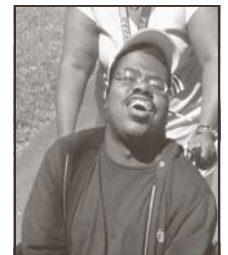
Stephanie & Gary were able to pay their Medicaid Part D premiums.



Beverly got new hearing aids.



Steve received help with therapy co-payments.



DeQuan got a new walker for ambulation and strengthening.



Because of susceptibility to falls, Howard & Shelly purchased helmets to keep themselves safe.



Gifts Made to New Avenues

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

Circle of Friends Society

Benefactor (\$25,000 and above)

Cleveland Foundation
Enterline Foundation
Elisabeth Severance Prentiss Foundation

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

American Family Ministry
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Sustainer (\$1,000-\$2,499)

Seith Family Foundation
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\$100 - \$500

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Honorariums

In Honor of Melissa Koster
Jean & Francis Cleary

In Honor of Harry & Barbara Taich
Mildred Zalben

In Honor of Leah Meisel
Charna & David Sherman

In Honor of Mary Beth Walter
Robert & Elizabeth Walter

In Honor of Marilyn Bell
Stanlee & Shirley Fried

Memorials

In Memory of Nancy McGinty
Lillian Degnan

In Memory of William B. Dreyer
Richard & Victoria Dreyer

Gifts to the New Avenues Endowment Fund

Legacy Society

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

Robert and Sandi Angart & Family

\$100—\$500

Ken Light
Joan Potiker

In memory of Micah Lewins

Gloria & Ian Abrams
ANCOR
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Kerry Klein
Randy & Karen Knavel
Heidi Lamb
New Avenues' Board of Directors
Royal Chemical Company
Stephen & Gail McPeake
Ken Light
Joan & Norm Potiker
Richard Smolinski
Chris Swyt
Daryl Weiland

Keep up to date with what we are up to! Find us on Facebook at www.Facebook.com/NewAvenuesToIndependence

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.



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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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