Annual Report

2015

Easter Seals
New York
Our Mission

Easter Seals New York provides exceptional services to ensure that all people with disabilities or special needs and their families have equal opportunities to live, learn, work and play in their communities.
Dear Friends,

2015 was a year of change for Easter Seals New York. On September 1st, 2015, the agency officially combined with Fedcap. Fedcap was founded in 1935 with a mission to create opportunities for people with barriers to move toward economic independence as valued and contributing members of society. Fedcap’s innovative approaches to education, workforce development, occupational health and economic development support individuals with barriers—veterans, the homeless, formerly incarcerated, youth transitioning from foster care or the criminal justice system and people with developmental disabilities. The people Fedcap serves achieve long term economic independence through sustainable employment and career advancement. Fedcap enhances over 100,000 lives annually and has a growing national and international footprint.

The combination of these two venerable non-profits, both pioneers in serving people with disabilities, is a major milestone, offering significant potential to enhance the Easter Seals presence in New York. We will never waver from Easter Seals New York’s commitment to changing lives, every day. We are proud to say that when others step back, we step up to help those in need, from our pre-schoolers in the Bronx, teens at the Kessler Center, to our returning and long-returned veterans. Thanks to support from individuals, foundations and businesses, we look forward to serving New York residents for decades to come.

Sincerely,

Craig Stenning
Executive Director
Easter Seals New York
Commitment to Community

Port Jervis

In 2015, the Project Discovery Child Development Center enrolled 84 children with disabilities and their typically developing peers. The students receive preschool special education and universal pre-kindergarten services. By providing critical cognitive development and educational supports at an early age, Project Discovery helps reduce or eliminate a child’s need for special education or related services later in life. In addition, Easter Seals New York also operates a Community Outreach Center that provides monthly food and clothing distributions to residents in need, as well as offering free public education programs teaching good health and nutrition practices.

Monticello

For more than a decade, Project Excel has provided quality, comprehensive, early education services to pre-K students with disabilities and their typically developing peers in Monticello, NY. Students learn in self-contained, integrated, or general pre-kindergarten classrooms. Project Excel is the only early childhood center with accreditation from the National Association for the Education of Young Children (NAEYC) in Sullivan County. The accreditation recognizes Project Excel’s excellent quality of service and commitment to high professional standards. With a large population of children entering kindergarten each year (close to 500), only about half of Monticello students enroll in preschool. Of those children who enter kindergarten, 40% come from Easter Seals New York’s Project Excel.

Bronx

Easter Seals New York’s Bronx Child Development Center (CDC) provides preschool special education to nearly 150 young children with disabilities every year. At the Bronx CDC, children ages 3-5 receive individualized education plans and customized speech, physical, occupational, and play therapies to ensure their continued development. The program also provides referral services to all Bronx families in need. The services, offered free of charge, include: referrals to service providers, direct support, family education, counseling, health monitoring, vision screening, personal hygiene assistance, first aid, immunizations, physicals, preventative health counseling and a Hunger Initiative that provides holiday meals in November and December.
In Valhalla, New York, the school building at 70 Columbus Street is the hub of Easter Seals New York’s downstate children’s programs. The building, named for international philanthropist Heather Mills, serves as the home to our Project Explore Child Development Center, supports Projects Inspire and Imagine in Hawthorne and Irvington and provides office space for back office support for Easter Seals New York’s downstate collection of programs.

Currently, the school building comprises 12 classrooms, several specialized therapeutic spaces, and administrative offices. In December 2014, Easter Seals New York bought the school building from the Valhalla School District. In recognition of Easter Seals New York’s commitment to the community, the District accepted the agency’s offer over higher bids from commercial real estate developers. As Valhalla Superintendent Dr. Brenda Myers observed, “The sale of the Columbus Avenue building is a great opportunity for the district and the community. It’s great having Easter Seals as a permanent part of our community. They are a great service to our school district.”

After Easter Seals New York formally acquired ownership in December, the agency has spent the rest of the fiscal year laying a foundation for a capital campaign running through 2016. With a fundraising goal of 1 million dollars dedicated to financing the purchase, refurbishment and expansion of the physical plant and the expansion of classrooms and other learning spaces. The campaign includes opportunities to name school facilities including classrooms, the auditorium, the gymnasium and other elements of the school building and grounds.
Child Development Centers provide special and general preschool for children of all abilities throughout the Hudson Valley and New York City.

Vocational Programs support veterans at risk of homelessness and older adults in Syracuse, New York City, and Long Island. Participants receive job training, resume development, and job placement services.

The Kessler Center provides residential, educational, and clinical support for children with complex needs from all over New York State. New in 2015 is a NYSID vocational program for up to ten young adults.

Individuals with disabilities live in supportive, enriching Individualized Residential Alternatives across the Rochester area. Easter Seals New York staff helps these individuals develop independent living skills.

Rochester’s Diagnostic & Treatment Center provides comprehensive Primarily Medical Care and Mental Health Services to more than 1,900 people with disabilities in Western New York each year.

In-home Respite Programs help more than 200 families find time to attend to other needs, relax, and recharge by providing dependable respite workers in the families homes.

Camp Colonie is a fully-accessible educational and recreational summer camp in Albany. More than 70 children with special needs make friends, have fun, and explore their abilities, alongside their typically developing peers.

Port Jervis Community Outreach Center provides food, clothes, household items, nutrition and health education for community members. Last year the program served nearly 6,000 residents.

New York Warriors is a quadriplegic rugby team, athletes with disabilities who compete regionally and nationally in tournaments. They also speak publicly about inclusion and access for people with disabilities.
ESNY Serving Communities Statewide
### Financials

- **Revenue**: $27,940,424
  - Service fees and grants: $22,604,242 (81%)
  - Public Support: $1,260,432 (5%)
  - Management and General: $2,277,153 (8%)
  - Fundraising: $651,069 (3%)

- **Expense**: $29,521,553
  - Public Education: $299,800 (1%)
  - Services: $2,616,066 (9%)
  - Management and General: $2,771,553 (9%)
  - Fundraising: $651,069 (2%)

Ending Net Assets: $91,763

 Included are **$1,520,635 in free and subsidized program services**. Unaudited and subject to change.

### Who We Serve

<table>
<thead>
<tr>
<th>Program</th>
<th>Individuals Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>858</td>
</tr>
<tr>
<td>Camping &amp; Recreation</td>
<td>79</td>
</tr>
<tr>
<td>Residential</td>
<td>50</td>
</tr>
<tr>
<td>Health Care</td>
<td>1,344</td>
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<tr>
<td>Family Services</td>
<td>5,046</td>
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<tr>
<td>Vocational Services</td>
<td>498</td>
</tr>
<tr>
<td>Emergency Food</td>
<td>972</td>
</tr>
<tr>
<td>Public Education</td>
<td>23,670</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33,267</strong></td>
</tr>
</tbody>
</table>

### Administrative Offices

- **New York City**
  - 633 Third Avenue
  - New York NY 10017
  - (212) 220-2290

- **Western Region**
  - 402 Rogers Parkway
  - Rochester, NY 14617
  - (585) 957-9247

### Programs and Services

- Bronx CDC..........................................................(718) 409-4227
- Camp Colonie........................................................(518) 222-3932
- Diagnostic & Treatment Center..............................(585) 292-5830
- Individualized Residential Alternatives..................(585) 255-0750
- Irvington CDC......................................................(914) 844-3475
- The Kessler Center...............................................(585) 957-7158
- Monticello CDC.....................................................(845) 794-4020
- Mount Pleasant After-School.................................(914) 328-1578
- New York Warriors...............................................(516) 481-4516
- Port Jervis CDC....................................................(845) 858-2874
- Community Based Services.................................(585) 292-5831
- Vocational Services.............................................(212) 943-4364
- Valhalla CDC..........................................................(914) 328-1578

*CDC - Child Development Centers*
Veterans Programs Expand Again

Since World War II, Easter Seals has been a national leader in reaching Veterans in need of community support and individual counseling. Our service members deserve all that we can do to honor their service and ease their transition into civilian life.

In 2015, Easter Seals New York continued to expand our veterans life transition services, adding a program in Long Island, in addition to those in Syracuse and New York City. Easter Seals New York programs are primarily funded by grants from the Department of Labor’s Homeless Veterans Reintegration Program and the Homeless Female Veterans/Veterans Family Programs. The agency’s success in reaching veterans in need led to additional funding and support from major grants from BNY Mellon, the Walmart Foundation, Real Networks and the Disabled Veterans National Foundation.

Easter Seals New York also provides the Vets2Jobs program in New York City, Long Island and Syracuse. The program includes skills assessment, resume preparation and practical support—interview clothing, transportation support etc. Community outreach and collaboration with local businesses make it possible to hold job fairs and networking events expressly for returned service members. Once placed, we follow up with the veterans and their employers, to assure that the job is not merely needed, but a job the vet wants to hold.

Our Veterans Count initiative provides an opportunity for individuals to contribute to our work. Membership in the Veterans Count program is available at our web site, vetscountny.org
The 26th Annual Hudson Valley Golf Classic returned to one of Westchester County’s most picturesque golf courses, Hollow Brook Golf Club. With every tee occupied for the shotgun start, the day brought back old friends and welcomed new ones. Our thanks to corporate supporters, including sponsors Entergy and Giordano Builders who helped make this major fundraiser a big success.

Easter Seals New York sponsored four Walk With Me events, in Rochester, Hudson Valley Long Island, culminating with a New York City walk with the World Fair’s Unisphere in the background on August 1st.

Top fundraisers attended that evening’s ball game, with the New York Mets facing the Washington Nationals in a pivotal game.
Old and New

Amway and BWW Charities

For over 30 years, Amway Independent Business Owners and Amway employees have raised more than $30 million for Easter Seals nationwide. Inspired by the generosity of Bill and Peggy Britt and their organization along with BWW Charities, hundreds of thousands of dollars and thousands of volunteer hours help us change lives here in New York.

On each of our regional development boards, Amway IBOs give their time, talent and treasure, playing a vital role in the Easter Seals NY mission. They played a key role in outreach to Easter Seals communities statewide, especially at our hallmark Walk With Me and Power of Hope events in 2015.

We’re especially grateful for the Pavlides team that sets the participation standard for our Walk, and the Garcia team in the eFinity group, who provide enormous grass roots support. The Gala team continued to be a key source of support we are grateful for. New this year were Leo Liu and Annie Chen and their generous group of IBOs.

In 2015, the Nardone, Callender and Melillo organizations’ generous contributions in honor of Debra Joseph represented a continuation of over thirty years of support to Easter Seals New York’s programs.

New Initiatives

In 2015, Easter Seals New York launched a new program for Taxi and other For Hire Vehicles drivers. The Wheelchair Accessible Vehicle Training course covers legal requirements of transporting people with disabilities, sensitivity and etiquette training, passenger assistance techniques, equipment use, and safety procedures.

Easter Seals is delighted to welcome Investors Bank as one of our key supporters. With major sponsorships at our Long Island Golf event, CitiField Walk With Me and a generous donation, Investors Bank played a major role in 2015.
President’s Council Gifts

Inspiration ($50,000)
Heather Mills
Stephen Katzman

Empowerment ($10,000)
Scott Miller
Randall Berman
Mark Giordano
Thomas Gallagher
Angelo Nardone
Robert Bonett

Opportunity ($5,000)
Sheila Klein
Janice Moore
Jean Valerio
Jennifer Smith
Lilli Shedlin

Ability ($1,000)
Marco Altieri
Daniel Aronson
Jean Bezek
William Borges
Richard Bridghan
Urmilla Busgith
Chris Byrne
David Canfield
Kevin Carey
Andrew Castellano
Amanda Compton
James Connors
Mark Crockett

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Ted Eiben
Jack Eisenberg
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C Kay Jr
Sophia Kling
Barry Klock
Brendan Laide
Richard Lauricella
Dan Leary
Lexie Leyman
Elena Liu
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Kevin Ramanan
Katherine Rayner
Amar Reddy
Manipal Reddy
Thomas Renart
Anthony Rinando
Eric Schillinger
Stephen Schwartz
Mehmet Sengulen
L.C. Sidelmann
Kirby Silver
Timur Terpis
Michael Tong
Elin Treanor
John Vigorito
Kari-Ann Wanat
Mick Wood
Patrick Yu
President’s Council Gifts

Inspiration ($50,000)
Amway
Britt Worldwide Charities, Inc.
Time Warner Cable
Friendly’s Restaurants
Dyson Foundation

Empowerment ($10,000)
BNY Mellon Foundation
Entergy Nuclear
CVS
Sandra Atlas Bass Foundation
Killian & Caroline Schmitt Foundation
Steven Giordano Builders Inc
The Patrina Foundation

Opportunity ($5,000)
Continental Home Loans
Daisy Marquis Jones Foundation
Fedcap Rehabilitation Services
Forest Laboratories
Grassi & Co. CPAs
Greater New York Automobile Dealers
Healthcare Association of New York
Investors Bank
M&T Charitable Foundation
Ronald McDonald House Charities
Parrigo Company Foundation
Thomson Reuters

Dignity ($2,500)
Astoria Federal Savings
Berkshire Bank Foundation
Capital District Physician Health Plan
The Chivery LLC
The Davenport-Hatch Foundation GLC
Business Services
Manning & Napier Advisors
Nespresso
Paychex Inc.
People’s United Bank
People’s United Community Foundation
Tanglewood Manor
TD Charitable Foundation
Testaverde Fund for Spinal Cord Injury
Waldner’s Business Environments

Ability ($1,000)
Abrams Fensterman
Agewell New York
Allied Financial
Autism Speaks
Bethpage Federal Credit Union
Purshe Kaplan Sterling Investments Inc
Price Chopers Golub Foundation
M&T Bank Community Reinvestment
Unit
Mass Mutual Ctr for Wealth Preservation
New York State Fraternal Order of Police

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MRF Realty Holdings
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Stewart’s Shops Corp.
S. T. Hudson Engineers Inc
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Total Records & Logistics Group
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We salute the following individuals for their support as LEGACY SOCIETY members. This group of dedicated friends have included Easter Seals New York in their estate plans to further our mission of helping those in need. To learn more about our planned giving opportunities, please go to: www.eastersealsny.org

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Jennifer Carlson
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Mary Christy
Elizabeth Corkish
Mr. & Mrs. James DiBenedetto

Juana Estevez
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Ms. Dorothy J. Schauffler
Peter & Kathleen Sear
Dr. Bernard Tofany
Rose Weinstein
Craig W. Wright
Arthur Zollo
Anonymous (3)

Easter Seals New York thanks the following individuals, businesses and organizations for their in-kind support:

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Blue Apple Productions
Brookwood Camps
CVS
Dave Boon & Sons
Disney
ESPN Deportes
GAP
K Mart
The Kessler Family
Kohls

Laffey Fine Homes
Manhattan Beer Distributors
Rezultz Training
S. Katzman Produce
Southwest Airlines
Soulful Sounds
Starbucks Coffee
Target
US Army
Valley Cats
Walk Radio
Walmart
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Zweigle’s

We gratefully recognize the thousands of gifts received under $1,000. Too numerous to list individually, we appreciate the warmth and support our donors demonstrate in making these gifts.
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