

# People to People



People Inc

SHARING THE CURRENT GOALS & ACCOMPLISHMENTS OF THE PEOPLE INC FAMILY.

2007

## Disability History Week Passed in State Legislature

The recently completed session of the State Legislature saw New York State officially recognize the history of people with disabilities. By unanimous votes in both the Assembly and the Senate, New York State will recognize the third week in October as New York State Disability History week. The resolution, introduced by Assemblymember Mark J.F. Schroeder at the request of People Inc.'s Museum of disABILITY History states: "it is desirable that state post-secondary institutions promote activities that provide education, awareness, and understanding regarding people with disabilities, and the disability rights movement, through school curriculum, school assemblies and other school activities."

The progress of State Legislative activity surrounding the establishment of a Disability History Week/Month has been tracked since the signing of West Virginia's House Bill 4491 on April 3, 2006. Florida and North Carolina are close to having a bill passed. Other states are also moving forward in the form of a bill or request to ask their governor to memorialize – as New York State did. Among them are Connecticut, Pennsylvania, North Carolina, Iowa, Michigan, Washington, Idaho, and Kentucky.

*Continued on page 7*



People Inc. President and CEO with Assembly Member Mark J.F. Schroeder, both forging the way for disability history.

## Museum's New Website Receives Critical Acclaim

Take a look at disability history by visiting the Museum of disABILITY History's new website, [www.museumofdisability.org](http://www.museumofdisability.org), which was launched to critical acclaim in October 2006. In less than six months, this new website has won rave reviews from viewers, has won at least one award for outstanding achievement, and has had over 1.25 million hits from 40,000 visitors from over 100 different countries. The new website was funded in part by a generous grant given by the B. Thomas Golisano Foundation. Recent additional grant support for the website has been received from the Institute of Museum and Library Service's "Museums for America" program and the New York State Office of Mental Retardation and Developmental Disabilities.



The Museum of disABILITY History's new virtual website is a unique foray into disability history. Check it out at [www.museumofdisability.org](http://www.museumofdisability.org).

The three main wings of the virtual museum are the *Medicine*, *Media* and *Society* wings. The *Medicine* wing contains a medical timeline spanning over 2,000 years of disability related events and people, as well as exhibits on cures, prevention, and the medical establishment. The *Media* wing includes a timeline of disability and the media, and an extensive bibliography of professional literature. The *Society* wing contains the largest number of exhibits including advocacy, educators, education, sports, Kennedy family advocacy, and eugenics. This wing also includes an interactive map of New York State institutions providing a brief history of each institution and concisely narrating

*Continued on page 7*



## The Museum of disABILITY, its new website and the disability week designation are charting a course for all of us!

When you read this issue of People To People, you will notice a reoccurring theme of the success we have had in recent months regarding the Museum of disABILITY History. The history of people with developmental disabilities must be told to the general public. We have made it a priority at People Inc. - as have others - to make sure people are informed and educated on this important topic.

### Golisano Grant

In 2004, we received a grant from the B. Thomas Golisano Foundation to create a virtual website that depicts the history of people with disabilities. This state-of-the-art website will be considerably expanded upon and enhanced due to another significant grant award by the Golisano Foundation this spring.

### New York State Disability History Week and Federal Recognition

In addition to the website enhancements, the recent award from the Golisano Foundation charges us to develop a curriculum that will be used in school districts throughout the state as part of the creation of New York State Disability History Week. In the recent session of the New York State Legislature, Assemblymember Mark J.F. Schroeder proposed the creation of this special designation. Our curriculum will be the foundation of the New York State Disability History Week, and will be available online through our virtual museum at [www.museumofdisability.org](http://www.museumofdisability.org). We are grateful to Mr. Schroeder and his colleagues for recognizing the importance of the history of individuals with disabilities.

Last year, I was appointed a member of President Bush's President's Committee for People with Intellectual Disabilities. This is the longest standing Presidential committee, originally created by John F. Kennedy in 1961. At our most recent meeting, the committee and I voted to recommend to the President, the creation of a federal disability history week.

Whether it is working collaboratively with the B. Thomas Golisano Foundation or our elected leaders, we have made it a priority to do what we can to educate and inform the general public. Everyone in some way or another is touched by someone with a disability. It's our goal to let people know the past while stressing the accomplishments that have been made.

These efforts are important. We need to educate people about this history. We see it as an evolution of our mission - integrating people with disabilities into the community, and creating a more accepting community. We want everyone to understand, and appreciate them, and consider their role in creating a better future.

Similar to the way Black History is taught in schools now, the path to a state/federal disability history week will evolve and grow. We are in our infancy. The first Black History Week was commemorated in 1926 - look what it has become. We are excited about the future. The Museum of disABILITY History, its new website, and the disability history week designation are charting a course for all of us. Watch for more information as these projects unfold and come to fruition.

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## New look, same quality care

To help the community better understand the umbrella of services the agency offers, People Inc. underwent a branding initiative to coincide with the agency's 35th anniversary last year. Branding is a name or symbol that creates a powerful image in the mind of a customer. As a result, a new logo and tag line, "Where your world opens up," were developed. Our new look provides a clearer understanding of what People Inc. does to help individuals with special needs.



# People Inc

People Inc.'s new logo embodies growth and transformation.

The new logo depicts a butterfly with two silhouette faces as the wings. According to Chief Operating Officer Rhonda Frederick, "The new logo and tag line were developed to reflect People Inc.'s diverse services, which are no longer exclusively for people with developmental disabilities, but a full service human service agency providing care for people of all abilities and stages of life." The new logo evokes emotion and shows how

People Inc. offers a continuum of care for people of all ages. Rhonda adds, "Through the work we do every day with our individuals, we hope that the lives we've touched open their world to hope, growth, and possibilities that they may not have ever imagined. For the parents we serve, we hope their world opens up to a sense of freedom, independence, and respite from the ongoing care and support they provide as caretakers. For our employees, we hope to provide a world of growth and potential, and give them a sense of pride in how they help to transform the lives of people around them."

Branding is not all about logos. It is about image and respect in the community. It is about advertising our services. It is about communicating a consistent message. So as we work to achieve the agency's mission, key factors also play into the larger scope of making sure the community better understands the variety of services offered by People Inc. This includes media relations, marketing and developing new advertising materials, government relations, fostering and developing relationships, and raising our profile within the community. Another way to learn more about People Inc. is through our recently redesigned website. It has an improved look, easier navigation, and new pages – check out [www.people-inc.org](http://www.people-inc.org).

The brand identity of an organization is formed by its culture, philosophy, values, and mission. As an innovative human services agency, People Inc. expands services based on the needs of the people we serve. People Inc. believes that we have endless opportunities through our relationships: individuals we serve, staff, parents, and community leaders.



People Inc.'s New and Improved website incorporates the new "look" of People Inc.



Karen Ryan and Gus living and loving it up at People Inc.'s Oak Senior Housing.

## "Buddies for Life" love their new home at Oak Senior Housing

Karen Ryan was not new to senior housing, she had spent a year and a half in senior housing in Corfu, New York. She and her dog Gus were a bit disappointed in the age of the building, and were delighted to find that People Inc. would soon be constructing affordable senior apartments in Clarence, New York. It seemed like a chance for her and Gus to get closer to family and familiar surroundings. As Karen and Gus were taking one of their "road trips" to visit her son in Texas she forwarded all the necessary paperwork and information to Oak Senior Housing. "I didn't want to take any chances on missing out on a brand new apartment...I used to live in Clarence and my daughter is not far away in Williamsville," she replied.

By March 25th, 2007 Karen and Gus moved into their new home, according to Karen, "I just love it, and so does Gus...everything is all new, the layout of the apartment is great, and everyone is so nice!" Karen is also excited that there is an opportunity to make new friends, visit with family, shop, and get involved in tenant meetings and the community. Karen states, "I used to be an Activity Director for a Senior Center, so I will bring up some activities that my new neighbors might enjoy at the next tenants meeting." Karen loves the fact that she can now enjoy the conveniences of her new apartment. The location of Oak Senior Housing is only a few minutes from her daughter and grandson. Karen and Gus can't wait to catch a few of his Lacrosse games at Williamsville South.

Continued on page 7

# People to People



Iroquois Central School staff and faculty use their green thumbs at Carnation Senior Housing for the United Way's Annual Day of Caring on August 15. Four other People Inc. senior sites benefited from the generosity of area businesses that volunteered their time and energy to spruce things up.



People Inc. President and CEO James M. Boles receives a congratulatory handshake from Wade F. Horn, Assistant Secretary, Department of Health and Human Services after being appointed to the President's Committee for People with Intellectual Disabilities (PCPID). PCPID committee has advised every president since President Kennedy on intellectual disability issues.



Congressman Tom Reynolds and Department of Housing and Urban Development (HUD) Deputy Secretary Roy Bernardi, present a \$5 million dollar check to People Inc. President and CEO, James M. Boles and tenants. The grant from HUD will be used to create People Inc.'s 15th senior housing site in Lockport.



People Inc. hosted a Ceremony of Remembrance at the Jolls Cemetery. The ceremony honored approximately 400 individuals who were past residents of the JN Adam Developmental Center, the Gowanda State Hospital and the West Seneca Developmental Center and are interred at the cemetery.



Ralph Vanner Sr. is joined by his family, former Board President, Georgiana Jungels, Foundation members Gregg Stamm and Lisa Allen along with James M. Boles, President and CEO, for a dedication in memory of Sylvia Vanner. As a tribute to Mrs. Vanner, the Vanner family, the People Inc. Foundation, and People Inc. employees were instrumental in raising funds for this recently opened home in Amherst for young individuals that are medically frail.



As part of The Museum of disABILITY History's 2nd Annual disABILITIES Film Festival and Speaker Series, Bronze Paralympian and star of Murderball, Mark Zupan inspired and delighted the crowd at a discussion and book signing. Clockwise starting in the back row: Denise M. Paszkiewicz, Nicole Passantino, Lynn Beman, Reid Dunlavey, Brie Hofschneider, Mark Zupan, and Francisco Vasquez.



President and CEO James M. Boles is joined by Congressman Brian Higgins at a ribbon-cutting ceremony for People Inc. Sunflower Senior Housing in Lackawanna. This \$5 million HUD grant was used to renovate a former school and convert it into 49 apartments



Dylan and Mackenzie Blowers, two of the participants in the free Incredible Years Parent Training program. The Incredible Years helps children improve their self-esteem and positive behavior. This free training is made possible through a grant from The Peter and Elizabeth C. Tower Foundation, The Fatta Foundation, and The Children Foundation of Erie County. If you are interested in participating in the Incredible Years Parent Training program, please call 716.874.4500, EXT. 212.



## Consumer Directed Personal Assistance Program Promotes Independence, Flexibility, and Choice

Do you or a loved one need in-home care with a dedicated provider? The Consumer Directed Personal Assistance Program was designed to enable an individual to have more control over their own in-home care. Those who participate in the program find that they have increased flexibility with scheduling and dedicated staff. The individual takes a more active role in recruiting, interviewing, and supervising the attendants of their choice who meet the hiring qualifications. The individual and the attendant work together to create a schedule that meets specific home care needs.

Qualifications for the program include: must be a resident of Erie or Niagara County; be eligible for Medicaid and to receive home care services; and must be willing to participate in a training program that will review recruitment, hiring, training, and problem solving.

Director of Home Care Services Susan Benedict-Bayerl states, "The greatest benefits of this program are that the individual is able to remain in their home and have freedom of choice over their home care services."

People Inc. recently expanded the Consumer Directed Program into Niagara County. If you or a loved one is interested in participating in the program and would like more information, call People Inc.'s Home Health Care at 716.874.5600, Erie County Department of Social Services at 716.858.2323, or Niagara County Department of Social Services at 716.439.7600



Kids on the Block is a fun puppet program that educates children about disabilities.

## Kids on the Block Educates The Community

The Museum of disABILITY History is offering free performances of its educational puppet program, the Kids on the Block. The program is part of People Inc.'s community outreach initiative promoting awareness, education, and acceptance of individuals with disabilities. The environment created through the medium of puppetry allows children to feel comfortable asking questions directly to the puppets. The question and answer periods provide an opportunity for the puppeteers to dispel some of the myths and misconceptions children often have about disabilities and those who are "differently-abled." A student named Mia recently saw a performance and shared, "I think people should pay extra attention to learn about people with disabilities. You taught me a lot."

"Yesterday at Batavia Rotary I saw an excellent presentation by two staff from "Kids on the Block." This is a program on disabilities awareness for school kids, using puppet theater techniques. It was engaging, very professionally done, obviously based on much experience and research by caring people, and really made the point"

BOB KNIPE

Kids on the Block puppeteers travel to elementary schools and local venues across Western New York instilling the message that "being different is a universal condition and our differences should be celebrated!" Since 1998, People Inc.'s Kids on the Block Program has been presented to an audience of over 28,000 children and adults in the area. The Kids on the Block program is always recruiting volunteer puppeteers. No prior experience is necessary. Qualified applicants must have a willingness to learn puppeteering techniques, be enthusiastic, and dedicated to the future development of the program! Hours are flexible but commitment to training and learning puppetry skills and scripts is a must. If you are interested in scheduling a performance or becoming a puppeteer, contact Project Coordinator Brie Hofschneider via e-mail at [Bhofschnaider@people-inc.org](mailto:Bhofschnaider@people-inc.org) or call 716.817.7478.

## Disability History Week... con't from cover.

"We are excited about the opportunity to inform our youth about the history of people with disabilities," said Dr. James M. Boles, President and CEO, of People Inc. and the founder of the Museum of disABILITY History. "The State Legislature under the leadership of Assemblymember Schroeder, have created an opportunity for us to inform the young minds of this state about the history of individuals with disabilities – beginning with how they were treated to the advancements they have made."

## Buddies for Life...con't. from page 3

Karen rarely goes anywhere without Gus, who two years ago became the perfect companion. At that time Karen decided to leave her managing duties of an Akron motel, and figured she would be home a bit more. It was a match made in heaven when it turned out that Gus likes the open road too. Karen and Gus love to visit her son in Texas, and her daughter who lives in Allegany, New York. Although, these "roadies" have a lot of traveling in them, it is nice to feel at home. According to Karen, "People Inc. has afforded me an opportunity to always come home... not to just an apartment, but to family, friends and community."

## Museum's New Website...con't. from cover

the development found in New York State from the colonial Dutch era of the 1650's and up to the modern era. The visual pages allow visitors to learn what life was like on the grounds of some of the larger facilities. The website also provides a link to the Museum's rapidly growing collections database, permitting visitors to view all the artifacts owned by the Museum.

The website offers an educational resource to employees within the field of developmental disabilities, to individuals with disabling conditions and their family members, and to students, scholars, and other researchers. Since its launch, the Museum of disABILITY History has received numerous requests for additional information, for permission to use images in the Museum's collections for exhibits at other institutions, and for use in articles, books, and television productions. At the same time, the Museum's staff continue to research and develop topics that will allow for expansion of our virtual exhibits and resource materials. The ultimate goal of the Museum's website is the expansion of worldwide community awareness regarding people with disabilities and their impact on society. For more information or to schedule a tour of the Museum, call 716.817.7261.

Your New Home could be right around the corner



Where your world opens up.



People Inc.

People Inc.'s award-winning senior housing is accepting applications

People Inc. Senior Housing offers just what you need: a safe, affordable, beautiful apartment. Our award-winning apartments are for independent seniors, age 62 and up. The rent includes gas heat, water, kitchen appliances, and is based on the applicant's income. Each site has a secured entrance, laundry facility, community room, and provides transportation to grocery stores and community activities. Case management and referral services are also available. Applicants are currently being accepted for apartments in Amherst, Clarence, Blasdell, Cheektowaga, Lackawanna and South Buffalo.



For more information on People Inc.'s Senior Housing, call 817.7468

## Calling all Family Members!

If your family member receives services from People Inc., consider joining the Family Advisory Council. A group of families meets monthly, to serve as advisors in the area of program development, and share perspectives that enhance communication among families and staff. Family members share their thoughts, and staff present information on family-identified topics (such as medical and nursing services, staff training, etc.) No dues, no commitments.

All meetings are held at 4:30 at our offices at 1219 North Forest Road, Williamsville. Dinner is provided. Please RSVP to family facilitator Elsa Peters, at 817-7471. The meeting schedule for the remainder of 2007 is listed below.

**Topic: Agency Structure/ Staff Roles**  
Monday, September 10, 2007

Monday, October 15, 2007  
Monday, November 12, 2007  
Monday, December 10, 2007

## Can I donate through the United Way? **YES, YOU CAN!**

If you work in a mid-to-large company in Western New York, it's very likely that your employer participates in the United Way's annual campaign, which runs from August through November. People Inc. is an official participating agency in the United Way's Donor Choice program, which means that you can specifically designate People Inc. as the agency to receive your United Way donation. There is a portion of the United Way's "Pledge Form" – usually on the back toward the bottom under Non-Community Care Donation – that allows you to write in the portion/amount of your pledge designated to People Inc. Simply fill in "People Inc., 1219 North Forest Road, Williamsville NY 14221" The only funding People Inc. receives from the United Way, is through this specific designation process. We appreciate the designated gifts from family members of people we serve, family members of our staff, and our friends throughout the community. In this way, you benefit both the United Way and People Inc. **THANK YOU!**

## YOUR DONATIONS MAKE A DIFFERENCE, LIKE...

Many of our supporters have experienced family life including a sibling or child with special needs. You know the unique challenges (and joys), the balancing acts and extra efforts mustered by parents on a daily basis, as they prioritize around the distinctive needs of that member. Now imagine having quadruplets, all with developmental disabilities. People Inc. is working with a family in this situation today, where some of the children had moved to a nursing home in order to get their intensive care needs met.

We're building a home where two of the siblings can live together with the supports they need, and a respite bed will ensure plenty of visiting for the third brother\*. Unfortunately, the fourth sibling passed away before this home could be built. A portion of donations received by People Inc. in 2007 (unless otherwise designated by you), will go toward making this home a reality, for some very special children. Every donation is important to us. If you have any questions about how you can help, feel free to call the **People Inc. Foundation at 817.7470.**

*Two other unrelated children with special needs will also be served in this new group home, and other children will also be able to enjoy respite stays.*



**People Inc**  
FOUNDATION

We make a living by what we get, we make a life by what we give.

SIR WINSTON CHURCHILL

## GIFTS TO PEOPLE INC.: BEQUESTS

A bequest is simply a gift arranged now (in your will), that is made later. A bequest made for the benefit of People Inc. can be included in the body of your will, or through a codicil (an amendment to your will), or your revocable trust.

To name People Inc. as the beneficiary, you should use the legal name "People Inc." or "People Inc. Foundation" (not People Incorporated). Several types of bequests are available, and you should choose the type that best suits your personal objectives.

For example, your bequest can be a stated dollar amount, or you can leave specific property to the agency. Some of our friends prefer to bequeath a certain percentage of their estate (the amount that remains after paying all debts, costs, and other prior legacies).

Whichever type you prefer, you can direct that your bequest be used for the current needs of People Inc., or for a specific purpose within our mission.

If you wish, you can indicate that your bequest is to be added to one of People Inc. Foundation's endowment funds. A bequest of \$10,000 will allow us to establish an endowed fund in your name or in the name of whomever you wish to honor.

Whatever your objectives, we will be happy to work with you in planning a bequest that will be satisfying, economical and effective in carrying out our important mission into the future.

### Looking for Information about Residential Services for your family member?

**1** It's never too early to start learning about residential programs, if a group home or supervised apartment may be in the future for your family member

**2** All questions are important and of course you will have many questions about how things work, what you can expect, and what we can do to help.

*That's what we're here for!* Sign up for one of our new lunch sessions where you'll learn the answers to those questions and more. You'll tour two of our residential sites, have lunch, and learn a lot.

Choose either Tuesday, September 18  
or Wednesday, October 17.

Both sessions will be held from Noon-2 PM.  
Call **817.7438** to RSVP, and get location details.





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CONSIDER INCLUDING PEOPLE INC. IN YOUR ESTATE PLANS.

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