James S. Branciforte

Lifetime Assistance is on the move! As you peruse this Lifetimes, you will enjoy life-enhancing stories of progress and success, across every level of our extraordinary organization.

LAICO, our agency vocational work center, is celebrating 35 years of jobs and skill development, in support of area businesses with top quality, on-time, on-budget workmanship. Likewise, we are pleased to highlight our remarkable partnership with Wegmans, where successful community-based employment continues to flourish.

The Lifetime family salutes very dedicated Board Member of the Year, Ms. Mary Squires, along with a number of dedicated and talented career employees who are making significant contributions and moving up.

Finally, note the wondrous news of Lifetime’s new “Frances Apartments,” 56 affordable, inclusive apartments, under construction in the Town of Sweden. Named after prominent Brockport native Ms. Frances Barrier Williams, this initiative exemplifies the spirit of our wonderfully caring community. It is a privilege to pay tribute to Ms. Barrier Williams and Lifetime’s landmark housing initiative serves as a reminder of Ms. Barrier Williams’ courage in promoting civil rights and inclusion in our home communities.

Our deepest thanks and appreciation to each of you who continues to contribute to Lifetime’s daily successes, in assuring meaningful, inclusive lives for our friends, neighbors and family members of all abilities. You are brightening lives and changing our world, and we are deeply grateful.

from the CEO

Heartlines

Linda Anderson
Chief Financial Officer

Linda began her career at Lifetime Assistance in 1992 as a Senior Accountant, rising to Controller in 1998. As CFO, Linda assures the strength of Lifetime Assistance’s finances, in support of Lifetime’s mission of service.

Kevin Koch
Controller

Kevin began his career at Lifetime Assistance in 2009 as an Accountant. Promoted to Assistant Controller in 2012, he has found success in each role. Kevin is proud to work with a passionate business office team that always goes above and beyond.

Christine Falke
Assistant Controller/Revenue & Reimbursement Specialist

Christine began with Lifetime Assistance as an Accountant in 2001, and was promoted to Senior Accountant in 2007, working in all areas of accounting and finances. Christine is a key player on Lifetime’s outstanding financial team.
Welcome New Board Members

Jean Haskins-Dalmath
Lifetime Assistance Foundation Inc. Board

Welcome Jean Haskins-Dalmath, President of Dalmath Associates, Inc., to The Lifetime Assistance Foundation Board of Directors. Prior to managing the successful marketing communications firm, Jean held positions at Rochester General Health System, ViaHealth, and The Genesee Hospital. Her commitment to the wellness community and dedication to Lifetime’s mission are clear, and the experience and skill she brings to the Board of Directors will be invaluable.

Amanda Antinore
Lifetime Assistance Foundation Inc. Board

Welcome Amanda Antinore, Vice President of Marketing Communications at Dalmath Associates, Inc., to The Lifetime Assistance Foundation Board of Directors. When she isn’t planning press events, media releases and story pitches, Amanda can be found about town reviewing restaurants as a Freelance Food Writer for the Democrat & Chronicle. An advocate for the work of Lifetime Assistance, she brings her diverse experience and enthusiasm to the Board of Directors.

Lifetime Assistance Board Member of the Year

Nicole Sperling
Coordinator of Community Services

Nicole joined the Community Services Department in 2011, serving in numerous posts, most recently as Personal Outcomes Measures (POMs) Coordinator, working to achieve agency Council on Quality and Leadership (CQL) accreditation. Her strong commitment to person-centered services is reflected in her work each day, as she helps individuals discover their full potential.

Mary Squires

Each year, the Lifetime Assistance Inc. Board of Directors selects one of its own to honor for outstanding commitment and efforts on behalf of individuals with developmental disabilities. This year’s honor went to Board Treasurer Mary Squires. Mary has served in many different roles since joining the Board in 2005. Thank you, Mary for your exemplary leadership and unyielding dedication to Lifetime’s mission.
History in the Making:

Breaking Ground

Just six short months ago, Frances Apartments was a vacant six acre parcel of land in the town of Sweden. Today, the construction of seven state-of-the-art, integrated apartment buildings can be seen from Owens Road. When complete, the 56-unit development will provide brand new, inclusive housing for citizens with developmental disabilities and working families with low to moderate incomes.
Created through the partnership of Lifetime Assistance and Rochester’s Cornerstone Group, Frances Apartments is the result of true community collaboration. Funding and support from NYS Homes and Community Renewal, NYS Office for People with Developmental Disabilities (OPWDD), Monroe County, NYS Energy Research and Development Authority (NYSERDA), and the Lifetime Assistance Foundation, were instrumental in the project’s success.

Lifetime’s President & CEO, James Branciforte states, ”Life time Assistance is extremely grateful for the overwhelming support we have received from the Town of Sweden, local and state funders and our county and state legislators. Frances Apartments will provide significant opportunities for increased independence and integration, complementing our agency’s person-centered services and supports and community inclusion.”

The Frances Apartments are named after prominent Brockport native Frances Barrier Williams (1855-1944), an historic champion recognized for her work as a woman’s suffragist and civil rights worker. In 1870 she was the first African American to graduate from Brockport College. After graduation Ms. Barrier Williams moved out of New York and was faced with extreme prejudice and racism for the first time. She used her experiences to advocate for rights and equality; breaking down barriers and building up communities. Among her most well-known accomplishments are; the establishment of Provident Hospital, the first African American owned and operated interracial medical facility, the founding of the National Association of Colored Women and the founding of the National Association for the Advancement of Colored People (NAACP). It is a privilege to commemorate Ms. Frances Barrier Williams and pay tribute to her promotion of civil rights and inclusion.

One of Frances Apartments’ new residents, Mr. Luther St. Joy, has dedicated his adult life to promoting inclusion and individual rights. Born with a developmental disability, he has personally fought for his rights and worked with Lifetime Assistance to become a strong, independent self-advocate. Today, he is proudly preparing to move into Frances Apartments; a personal goal fulfilled and a dream come true. Luther states, ”The newly built Frances Apartments in Brockport is a perfect opportunity for me to be independent and on my own, while I apply the skills I have learned from the certified homes I’ve lived in. Brockport is a friendly, diverse community with plenty of things to do, and combines the big city feel with small-town charm. I can’t wait to call Brockport, and the new Frances Apartments, home.”
Throughout our lives we are frequently asked to give; give of our time and of our money. But - we’re too busy; life is chaotic, we’re stretched thin ... and we can’t imagine having any time left to give. Or we’re broke; we’re barely making it ourselves, stressed about next month’s bills ... and we can’t imagine having any money left to give.

My perspective on giving changed after meeting with an elderly gentleman who shared his story with me. He lived alone, his wife passed away several years before, and he has one child; a daughter who receives services through Lifetime Assistance. As we talked he reminisced; a glimmer appeared in his eye as he shared memories of his family. His wife was his soulmate and he still missed her dearly. His daughter is the apple of his eye and he expressed gratitude to Lifetime Assistance for her incredible care and support. Twice a month Lifetime brings his daughter home to him for a weekend of father daughter time; this means the world to him. He had feared once he stopped driving he wouldn’t get to see her as often. As we closed out conversation and I prepared to leave, he said to me “There isn’t a lot I own and I don’t have much money to give right now, but I am forever grateful for Lifetime Assistance; so in my will I am leaving you my biggest possession, my home.” I thanked him as a tear rolled down my cheek, knowing his gift would leave a legacy of love and support for generations to come.

Jamie Beedham-Rada, CFRE, Coordinator of Development | (585) 784-5002 | jamie.rada@lifetimeassistance.org

"Philanthropy is not about the money. It's about using whatever resources you have at your fingertips and applying them to improving the world." Melinda Gates

The Lifetime Assistance Self-Advocacy group empowers individuals to speak up for their rights, needs and goals.

Naim Lewis, President of Self-Advocacy and star Special Olympian, has learned to more effectively communicate his needs, desires and concerns through his work in self-advocacy. “Self-Advocacy has helped me express myself, advocate for my rights and help others learn to speak up for themselves.” The skills he has learned through practice, teamwork and advocacy trainings have given him the confidence and knowledge to pursue his dreams. Naim is happily employed and is currently working toward his goal of moving into his own apartment within the year.

Pictured: Naim Lewis and Pat Dadey, Coordinator of Recreation & Special Olympics Coach
I chose to leave a legacy gift to Lifetime Assistance because of the incredible care and support they have given my daughter Belinda for over 30 years. She was 18 when she started receiving services from Lifetime and they have been a part of our family ever since.

Barbara Beckman

The Society’s goal is to build an endowment fund to provide a lifetime of support for individuals with developmental disabilities served by Lifetime Assistance Inc., now and in the future.

Members of the Lifetime Society realize that through their generous gifts, the Lifetime Assistance Foundation can carry out its charitable objective of enriching the lives of people with developmental disabilities for generations to come.

If you are interested in joining the Lifetime Society and leaving a legacy to commemorate your commitment to individuals with developmental disabilities through Lifetime Assistance, please contact the Lifetime Assistance Foundation at (585) 784-5002 or jamie.rada@lifetimeassistance.org.

Your spirit of caring can live on and continue to touch the lives of people with developmental disabilities now and in the future.
Visit from Monroe County Executive Cheryl Dinolfo

Monroe County Executive Cheryl Dinolfo, Deputy Executive Mike Molinari and Corinda Crossdale, Commissioner of Monroe County Human Services visited Lifetime Assistance and toured the Work Center and Classified Scanning & Shredding (CSS), providing a meaningful opportunity to showcase CSS’ growth, and thank County Executive Dinolfo for the county’s support on many levels.

Pictured Top: Frank Kruger, Monroe County Executive Cheryl Dinolfo, Carla Caternolo

Pictured Bottom: County Executive Cheryl Dinolfo and Roni Whitesell

Visit from New York State Assemblyman Harry Bronson

New York state Assemblyman Harry Bronson recently toured Lifetime Assistance, providing an ideal opportunity to discuss the importance of direct support staff professionals earning a living wage, and the initiative “#Bfair2directcare.”

Assemblyman Bronson was impressed with Lifetime Assistance and supportive of adequate state funding for the direct support workforce. Lifetime Board Member Tom Smithgall and proud father of Kelly, who receives services at Lifetime, spoke passionately as a parent of a daughter with developmental disabilities, on the critical need for quality direct support professionals and valuing their meaningful work.

Pictured: Assemblyman Harry Bronson and Doug Love
More than 110 individuals are employed at LAICO Industries; providing hand intensive services such as sorting, packing, inspection, assembly and shrink wrapping. Since 2008, the Work Center has been ISO (International Organization for Standardization) certified, a designation appreciated by customers.

Gary Worden and Bob Mitchell remember the early days of the Work Center; they have enjoyed watching it grow and transition, making new friends and learning new skills. “When Gary started in the Work Center he was shy around people he didn’t know,” remembers his sister, Linda. “Working for Lifetime Assistance improved his self-esteem; he’s more outgoing and enjoys talking to people, especially about his horses.” With 35 years of experience, Gary states “I’m proud of my job; it feels great to go to work every day and earn a paycheck.”

Gary’s co-worker, Bob, has also been with LAICO since the beginning. Described by his supervisors as a “high quality employee,” who is always up for trying new tasks, Bob describes his favorite job as sorting and collating documents and shares, “I love my job, the good and the challenging!”

The personal growth that results from having a meaningful job is invaluable. Thanks to Lifetime Assistance’s Vocational Services, hard-working employees like Gary and Bob are successful, and Rochester area companies are confident knowing that their business is in good hands.

Pictured: Gary Worden
Inset: Bob Mitchell
For more than five years, Stephanie Kanis has been a Front End Cashier at the Ridge Culver Wegmans. Starting her Wegmans career right after high school, she quickly developed a talent for great customer service. "My customers will come to my line as soon as they see I'm working, and I always greet them with a friendly 'hello.' They know I'm here to help them and to brighten their day."

With the help of her Lifetime Assistance job coach, Stephanie has developed positive relationships with her peers and supervisors at Wegmans; she prides herself in both career and personal growth. "I don't have to ask for help much anymore, and my memory has improved because I memorize all of the codes for the register. I feel good about my job and it has improved my confidence in all areas of my life."

Geordan Perreaud has experienced exponential growth during his 9 year tenure at Wegmans; an accomplishment he feels has much to do with the support he's received from Lifetime Assistance. "Lifetime Assistance has been absolutely great. My family agrees- they've helped me to get my own apartment and further my career. I've learned how to cook and to interact with customers." In addition to success at work and at home, Geordan has improved his health through his job. "At our store we're health conscious, and we developed a run/walk club last year. It's been a great experience, and I'm training to run the Flower City Half Marathon this year!"

Geordan gave a speech during October's National Disability Month Celebration, at which Lifetime Assistance presented Wegmans with an award for their dedication to employing individuals with developmental disabilities. "Wegmans wants to help us succeed. It's just a great place to work."

Pictured: Geordan Perreaud
Inset: Stephanie Kanis
Highlighting our Home
Chili Avenue

Lifetime Assistance’s Chili Avenue home is quiet on a Thursday evening. “Many of the boys who live here are in their teens, so they’re very content hanging out, gaming or surfing the web,” says Ashley Milliman, Senior Manager.

Chili Avenue has been open since 1989, and is home to six boys. “They each have their own interests, but they enjoy spending time together doing activities like bowling, the YMCA, and everyone’s favorite, Sky Zone!” The boys share an interest in the outdoors and community activities, including taking walks, observing planes at the airport nearby and eating out.

Unique among Lifetime Assistance homes, Chili is a transitional house, where young boys live in a family environment, developing life skills and independence. While the home goes through changes, as residents grow from boys to young men, those who have worked and lived there know they are part of something special.

The Chili Team is proud of the boys’ accomplishments, and humbled to be part of this transitional time of their lives. “I get to see them grow up right in front of me,” remarks Ashley, “I love working here!”

Pictured: Isaiah pictured center with staff Erin and Rommell.
Top Inset: Robert
Bottom Inset: Alex
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