James S. Branciforte

Our *Lifetimes* cover photo captures the power and strength of paralympian and Lifetime Airport 5K VIP, Ryan Chalmers, and communicates a powerful message of determination, ability and triumph, a theme carried throughout this issue.

This *Lifetimes* is filled with remarkable stories of achievement, perseverance and success. From Thu Le becoming a U. S. citizen, to young adults experiencing college life, to employment successes, Lifetime is delivering upon the promise of quality, inclusive lives, every day.

You will read of family members and volunteers who give tirelessly to brighten our community, and indeed our world, for others. We welcome Foundation Coordinator Jamie Rada and extend our fondest well-wishes to Lou Katz upon retiring from a long and meaningful Lifetime career.

Enjoy the energy, spirit and joy of life successes, shared throughout this *Lifetimes*, and take heart in knowing that your support and assistance are making a very significant difference every day. We extend our deepest gratitude to our wonderfully supportive community as we look ahead to a triumphant future, filled with progress and hope for our friends, neighbors and family members of all abilities. Thank you.

from the CEO

Heartlines

Introducing Jamie Beedham-Rada Coordinator of Development

The Lifetime Assistance Foundation welcomes Jamie Beedham-Rada as the new Coordinator of Development. After graduating with a Masters Degree in Management, Jamie began her professional career as the Regional Director of Genesee County United Way in her hometown of Batavia, NY. She later transitioned into the Rochester community, working as the Marketing and Fundraising Director for the Urban League of Rochester. Jamie will use her experience in the fundraising profession to increase support and awareness of the Lifetime Assistance Foundation – her focus will be on the Airport 5K, major gifts, planned giving and the annual appeal.

Celebrating 35 Years of Service Donna Lowry Founding Board Member

Ms. Donna Lowry has been a tireless advocate for people with developmental disabilities for decades. In her 35+ years of service on the Lifetime Assistance Board of Directors, she has served in every officer post and has always stepped up to tackle difficult challenges. Donna’s advocacy and leadership have contributed significantly to establishing a remarkable system of caring supports and defining standards for community disability services of the highest level. Having had a lifelong interest in persons with disabilities, she is particularly proud of the quality of services provided by Lifetime Assistance. Donna has been recognized numerous times for her contributions, including nationally, as recipient of the prestigious Rosalynn Carter Caregiving Award. Thank you Donna, your support and dedication have opened the door to opportunity for thousands of individuals with developmental disabilities.
Congratulations Graduates!

December 20, 2013 was a very special day for Brandon Martin and Richard VanGee, who were recognized during a joint ceremony between Lifetime Assistance and Monroe Community College (MCC).

“Brandon and Richard were among five students who participated in the certificate program at MCC’s Damon City and Brighton campuses,” says Amy Mitchell, Director of Day Services at Lifetime Assistance. The two-year SUNY approved program, developed by MCC for individuals with developmental disabilities, entails students auditing classes of their choice, participating in internships and involvement with peer mentors. The program really allows students to develop a good understanding of “college-life.”

“We are thankful to Excellus BlueCross BlueShield for providing funding for tuition and books for the program,” adds Amy. Having the opportunity to further their education means so much to the individuals we support – and Brandon and Richard are looking forward to putting their new skills and knowledge to good use.

PICTURED FROM LEFT TO RIGHT: Eileen Radigan (MCC); Brandon Martin (graduate), Amy Mitchell (Director of Day Services), Richard VanGee (graduate), Tom Lawlor (Lifetime Assistance support staff), and Dr. Martha Mock (UofR/Institute for Innovative Transition). Since graduation, Brandon has been employed in the Child Care Center at the Downtown YMCA. He says, “My job is wonderful and I’m glad I took the classes I did at school.”

Richard, who interned at ABVI-Goodwill, is in the process of completing his Employment Training Program application to assist him with obtaining a job. Richard uses Lift Line regularly, providing him with a means of transportation for future employment.

The future is LOOKING BRIGHT

Lifetime Assistance is pleased to announce that Ms. Rita Wagner has been selected as Board Member of the Year. A mere five years after joining the agency board, Rita was elected as treasurer, assuring “due diligence” relative to financial matters and did so for nearly 15 years. At that time, she also joined the Foundation Board as a founding member and has proudly served for 20 years. In addition to currently sitting on the board finance committee and chairing the agency retirement committee, Rita has generously volunteered at multiple agency and foundation events, including; the golf tournament, spaghetti dinner, duck derby, sensory park gardens and the Airport 5K, to name a few. After retiring from the corporate world in 2004, Rita began to volunteer her time and that of her esteemed therapy dogs to provide weekly visits to severely disabled service recipients at Lifetime. This volunteer service is near and dear to Rita and has become a “cherished tradition” for the individuals who show appreciation of the visits with a twinkle in their eye or a smile on their face.

Thank you Rita and congratulations on 25 years of dedicated service.
Family; a remarkable group of people whom we love, laugh with, argue with and grow old with.

Even through the most difficult times we wouldn’t trade them for the world. Several studies even indicate a strong correlation between a loved one’s touch and decreases in blood pressure and stress; and increases in mood and relaxation. Unfortunately for some individuals with developmental disabilities, life’s transitions have left them without a strong family connection.

Everyone benefits from a caring family and friends, who provide love and stability throughout their lives. Realizing an imminent need to reconnect lost loved ones, Rochester’s Hillside Family of Agencies has developed a Family Finding model; and Lifetime Assistance has partnered with Hillside to assist individuals in reconnecting with families. Family Finding is a process that identifies and engages a network of supportive adults, including family members, who can love and support individuals in becoming as healthy and independent as possible. The Family Finding model has been effective at developing lifetime networks and building natural support systems for people of all ages.

Through a grant funded by the Golisano Foundation, the Family Finding initiative has uncovered some remarkable results and meaningful family connections for Mark, a longtime resident of the Brick Schoolhouse home. Heather, a Lifetime staff member specifically trained in Family Finding (which includes conducting searches and background checks, and safely and successfully reconnecting individuals with families) found Mark’s birth certificate to be very helpful in developing leads to locating his family members. Mark had become disconnected from his family and although disappointed upon first learning that his father had passed away several years ago, Heather discovered that Mark’s mother’s maiden name was the same as Brick Schoolhouse staff member Amber’s. After learning she was Mark’s distant cousin, Amber used her family contacts to locate and reach out to Mark’s mother and cousins, who expressed interest in becoming a part of Mark’s life. Mark’s reunion with his family has been joyous and plans are underway for future home visits.
For individuals with disabilities, employment is much more than a job or a paycheck, it is a step toward independence and self-reliance.

LAICO Industries & Services, a division of Lifetime Assistance, Inc., provides services to empower individuals with disabilities and help them achieve their goals through preparation, opportunity and support. “We help participants in our program obtain and maintain successful employment,” says Lance Schoeps, Coordinator of Supported Employment at LAICO. “We provide on-the-job training and teach necessary skills ranging from interacting with co-workers to good work habits.”

LAICO Industries training and support have proven invaluable at McNair Building Services, Inc. Located on Mount Read Boulevard in Rochester, the company specializes in cleaning services and frequently hires individuals with disabilities from LAICO’s cleaning and janitorial enclaves. “LAICO is one of our favorite organizations to work with and we’re very pleased with the success rate,” explains Erik McNair, Owner/President of McNair Building Services. “The people from LAICO are ready, willing and fully prepared to work in the community. They follow directions, right down to the type of chemical used for disinfecting. We can also depend on LAICO job coaches and personnel to work with us as a team.”

Lance adds, “Partnering with businesses in the community is a win-win for everyone involved. Our individuals are gaining employment – and employers can be confident they are getting well-trained, reliable and dedicated workers.”

To learn more about how you can help individuals with developmental disabilities achieve their employment goals, please contact Lance Schoeps at (585) 426-4120 ext. 3407
National DISABILITY AWARENESS Month
March is a month of transition, signifying the end of rough snowy weather – the lion; and the beginning of warmth and better days ahead – the lamb. March also signifies awareness and hope of better days to come for individuals with disabilities. During National Disability Awareness month Lifetime Assistance focused on promoting capabilities and independence.

It’s our job to be there to assist people with disabilities to excel and become as independent as possible,“ says Marty Reeners, Director of Lifetime’s Vocational Services. “Teaching skills can lead to successful employment in the community. We provide the training and support, workers provide the enthusiasm and pride for a job well-done.” The individuals who participate in Lifetime’s vocational services shouldn’t be underestimated; they are loving, dedicated and hardworking people with vast capabilities.

Alex Davis was brought up by loving parents and protective siblings who taught him to strive for excellence and never give up. Now 29, Alex recalls some of the struggles he faced growing up; the school work did not always come easy and kids could be pretty mean. Alex remembers the nicknames some of the bullies had for him and his peers who attended special education classes. Fortunately, not everyone was mean, “there was a group of guys that was really nice to me. They welcomed me at their lunch table and helped me out,” says Alex.

In 2003, Alex graduated from Brockport High School and began working at Lifetime’s LAICO Industries. Over the past 11 years Alex has continued to grow and succeed. He currently works in the community making science kits for schools and in LAICO’s Classified Shredding Services department. Outside of work Alex is an avid sports fan and enjoys playing basketball, floor hockey, track and field and swimming for his Special Olympics team. In 2011, Alex was chosen to represent Tom Golisano’s anti-bullying campaign “Spread the Word to End the “R” Word” and has been an advocate for the cause ever since. Pat Dadey, Alex’s coach, says “Alex is all about his family, community and church. He helps out with a few of the soccer teams at Roberts Wesleyan, volunteers in his church’s Sunday school classes and is currently working on becoming a global messenger for the Special Olympics.”

Alex Davis is clearly a passionate individual with a lot of heart and determination. He is in the process of obtaining his drivers permit and would like to eventually move into his own place. He believes in striving to be all he can be and is quoted saying, “Push for more, don’t use your disability as an excuse.”

When Kerri Patrick joined Lifetime Assistance, she set several goals for herself – get a job, become more independent and live on her own. It sounds simple enough, but to someone with a disability gaining independence can present daily challenges. “Being on your own and independent is hard work,” says Kerri. “I’ve worked very hard to get where I am and I’m going to keep working hard.”

Kerri started working at LAICO Industries four years ago. Her job coach Marty Mance says, “Kerri is a determined woman with a clear idea of what she wants to accomplish in life. I have no doubt that she’ll succeed.” Quickly reaching her job goals at LAICO, Kerri became part of a work crew. The training and experience she obtained through LAICO prepared her for the next step - a job in the community. Today she is working at McDonalds and loves it. “Learning new skills has definitely boosted my confidence. Even though I have a disability, I know with hard work I can do anything.”

A self-advocate, Kerri has made great strides toward her goals. With the help of her wonderful support system, she recently moved into her own home. Kerri still has many goals she has set for her future, but right now she (and her cat!) are very happy with their new place. In between her busy work schedule, Kerri is an avid ice-hockey player with the Rochester Ice Cats and enjoys working out at the gym.

National Disability Awareness Month is about promoting the capabilities of individuals of all abilities. With a strong voice and opportunities for growth, the sky is the limit.
Perspective

In an era filled with rapid technological advances, instant gratification has become “the norm.” With the click of a button we can power up a multitude of devices designed to give us the latest breaking news and events. Unfortunately, much of the news we receive is predominantly negative; leaving little room for stories of hope that touch the heart. But the Rochester community is much more than negative headlines. Rochester is filled with intellect, talent and compassion.

Hundreds of grassroots agencies - such as Lifetime Assistance – have been started by caring individuals responding to a critical community need. A recent article in the Rochester Business Journal stated that a report from the Corporation for National and Community Service and the National Conference of Citizenship States ranked Rochester as the second highest in the nation for community volunteer and participation rates. Over 20 years ago the Lifetime Assistance Foundation was formed by some of these very same volunteers with a passion for making a difference. Their dedication built a strong Foundation, with the ability to support Lifetime’s services and assure a bright future for the individuals we are privileged to serve.

Become a Lifetime Supporter

• Volunteer
• Sponsorship
• Major Gifts/Donations
• Estate Giving

We will find a niche for you at Lifetime Assistance.

Jamie Beedham-Rada, Coordinator of Development

Get Ready for Take-Off

Have you ever stared out the window of a plane during take-off, wondering what it feels like on the runway? What is it like to have the wind at your back as you soar across the pavement or to experience the speed beneath you as your feet fly across the flat surface?

Well lace up your running shoes and get ready for take off! Your chance to ‘rule the runway’ is here. Lifetime Assistance will be holding its 15th Annual Airport 5K Run & Walk on June 21. This incredible event has built a strong following, including the support of Monroe County, the Greater Rochester International Airport, Fleet Feet Sports, Yellow Jacket Racing and our Event Sponsor Wegmans.

PICTURED: Ryan Chalmers with John Himmelsbach, Brian Mann, Mike Peworchik and Jamie Auburn
“This unique event is filled with entertainment, competition and enjoyment for the whole family,” says James S. Branciforte, President & CEO of Lifetime Assistance. “Whether you are a casual walker or a seasoned runner, you will enjoy the amazing scenery as you race for your fastest time across the even landscape.”

The event includes a 5K run and walk, a kids fun run and entertainment for the entire family. Special VIP guest Ryan Chalmers - a Churchville native and Paralympian - will share his inspiring story of triumph and perseverance. In 2013, Ryan began his “Push Across America” campaign by wheeling himself 3,321 miles from California to New York in 71 days. This incredible campaign gained national coverage and the awareness Ryan hoped for; don’t ever underestimate the abilities of individuals with disabilities.

The Lifetime Assistance Airport 5K continues to increase in popularity every year. In 2013, more than 800 runners and walkers came out to show their support; and try for their fastest time on the flattest course around. “The funds raised through the Lifetime Assistance Airport 5K provide amazing opportunities for our friends and neighbors with developmental disabilities. It is our goal at Lifetime Assistance to help individuals aim for the stars, take flight and realize the opportunities of a lifetime,” says Branciforte.

15th Annual Lifetime Assistance Airport 5K Run & Walk Details

June 21, 2014
Greater Rochester International Airport
Registration 7:30am/Race: 9:00am

Register online at www.airport5k.com or at either Fleet Feet Sports location 155 Culver Rd., Suite 110 or 2522 Ridgeway Ave.

FEES
$20/ April 1 – May 15
$25/ May 16 – June 18
$35/ Race Day Registration

Like us at facebook.com/lifetimeassistance and stay up to date on event information and giveaways.
“In addition to football, we enjoy playing computer games, making arts and crafts, listening to music and going on community outings,” says Mare Lampart, Senior Manager of the home on Chateau Lane in Greece.

Mare adds that the three men and three women who live at Chateau Lane are, “a very unique and extraordinary group of people.” Ranging in age from 27 to 64, they are as close as any family could be. “There’s definitely a lot of love in our home,” states Mare.

“Plus, the men and women have wonderful families – from parents to siblings to nieces and nephews, everyone is involved in their lives.”

Thanks to generous community support, the Chateau Lane home recently installed a Voyager Overhead Ceiling Lift System with Mesh Sling.

This state-of-the-art equipment uses a track system to transfer individuals to and from the bedroom and bathroom comfortably, easily and safely. “The lift provides a sense of security during transfers and increases personal independence,” says Mare. “The Voyager does all of the work, which makes for a safer environment for everyone.”
Lou Katz was born and raised in Brooklyn, New York. As a young adult, he moved upstate, where he attended Brockport State University and received his M.S. Degree in Public Administration and Psychology. Lou began working for Lifetime Assistance in 1979 – one year after our inception. A few years later, Lou began dreaming of the warm weather and sunny beaches of California. With all intentions of leaving, he sold his car to a co-worker (Joanne), who in turn stole his heart. With true love beckoning, Lou planted roots in Western New York, married his beautiful bride and established his career at Lifetime Assistance. Lou and Joanne have been married 29 years and have two children, Jennifer and Andrew.

During his 35 years at Lifetime Assistance, Lou became a peer, mentor and friend to many of his colleagues. He held several different positions, including his most recent as the agency’s Executive Vice President/Chief Administrative Officer. In his earlier years, Lou worked tirelessly on the front lines of direct services and also worked closely with founding board members and families, advocating for inclusiveness in communities with residential opportunities. His efforts included late nights, town meetings, community organizing and trips to Albany. Lou was greeted daily with handshakes and smiles by the individuals working at LAICO Industries or Chili Day Hab. Lifetime’s service recipients were Lou’s motivating factor throughout his career. He proudly hung a collage of the Holley Street residents in every office he occupied; reminding him of the lives that had been changed through long hours and dedication.

Lou Katz is much more than a former Lifetime Assistance employee, he is an integral part of Lifetime, and a cornerstone of our success over the past three-and-a-half decades. “When one thinks of words to describe Lou Katz, an endless list comes to mind… friend, confidante, trust, warmth, someone who has actually found a way to enjoy administrative red tape, regulatory paperwork, and bureaucracy, smart, even-keeled, go-to guy, problem solver, dedicated, idealist, gentleman, exercise/health nut… extraordinary human being,” says Lifetime Assistance President & CEO James S. Branciforte.

Thank you, Lou, your unwavering dedication and support have been the building blocks of success for Lifetime Assistance and the Lifetime Assistance Foundation. You have ensured a bright future for thousands of individuals of all abilities for generations to come. We wish you a well-earned, well-deserved retirement.
Thank You to Our Donors

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Glover-Crask Foundation
Mr. & Mrs. Robert Sperandio
Ms. Donna Lowry

Annual Appeal
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ALL DONORS
All donations received after January 31, 2014 will be recognized in the next newsletter.

You can donate online at www.lifetimeassistance.org
BEST of SHOW

Lifetime Assistance Foundation Board member, Greg Smith and his ad company, Jay Advertising have been a leading sponsor, providing top-tier advertising for Lifetime’s Airport 5K for many years. Lifetime Assistance President & CEO, James S. Branciforte states, “We have always known that Greg’s work is top shelf and have had a tremendous fondness for the ad team’s creativity and results.” In March 2014, Jay Advertising won the top honor, “Best of Show” Addy Award, for the 2013 Lifetime Assistance Airport 5K Campaign, achieving the highest praise and recognition in the very competitive field of advertising! Further, in addition to Best of Show, Jay took home four gold medals for the Airport 5K campaign! Congratulations and a tremendous thank you to Greg and the winning Jay Advertising Airport 5K team. You are the best!

From the Democrat and Chronicle, written by Diana Louise Carter, Staff Writer

Sometimes the best ad campaigns aren’t the biggest and flashiest. Rochester Advertising Federation’s Best of Show award, given out at the Riverside Convention Center, went to a campaign that used balsa wood and paper airplanes, among other low-cost advertising strategies. Jay Advertising won the Federation’s premier award for its 2013 campaign promoting a 5K foot race at the Greater Rochester International Airport to benefit Lifetime Assistance. According to Jay, one of the most popular features of the campaign was a backdrop saying “My Race Status” that runners could use for photos indicating whether they had arrived “on time,” after being “delayed” or “ahead of schedule.” The line for photos was longer than the line to pass through airport security, the agency said in a description of the campaign.

Lifetime Assistance Staff, Individuals and Family Members Promote Awareness and Independence During Trip to Albany.

Several individuals met with state legislators to discuss a 2014 funding cut to work centers (10% cut) and a statewide rate rationalization initiative, which will drastically cut developmental disability services funding to many agencies across the state. The group also addressed the growing NYS residential waitlist (now over 12,000 individuals), as well as the growing day services waitlist (currently at 6,800 statewide). Advocates asked that NYS invest in the support of individuals with developmental disabilities during the time of transformation, to assure that those needing the services and supports receive them. Lifetime thanks the dedicated individuals, family members and legislators who are committed to quality lives for New Yorkers with developmental disabilities.

Land of Opportunity
Thu Le Becomes a U.S. Citizen

When Thu Le was 18, she emigrated from Vietnam to the United States with her family. America, the land of opportunity, provided a beacon of hope to the family. She was able to receive the help and services needed to grow and thrive. As a young adult, Thu Le began working at Lifetime’s LAICO Industries, and ten years later, she continues to be a dedicated member of the LAICO team. Lifetime Assistance congratulates Thu Le on your United States citizenship. We are very proud of you.
Giving back to the community is very important to the individuals in our Day Program. Recently, members of our WOW Day Services group created beautiful cards with words of encouragement and well wishes to send to wounded soldiers.

Lifetime Assistance Inc.
425 Paul Road
Rochester, New York 14624

JUNE 21, 2014
GREATER ROCHESTER INTERNATIONAL AIRPORT
Registration 7:30am/Race: 9:00am

Register online at www.airport5k.com
or at either Fleet Feet Sports location
155 Culver Rd., Suite 110 or 2522 Ridgeway Ave

SEE PAGE 9 FOR DETAILS >