



SUCCESS IS REAL “VICTORY”

Unlike most of the youth in residential services at Hillside Children’s Center (HCC), “success” for those in Individual Residential Alternatives (IRAs) is not defined by “shortened lengths of stay” or “going home.” Youth such as Keith, a 16-year-old resident of HCC’s Abbott Road IRA in Orchard Park, do not complete services and return to the home of their parents. When Keith enrolled in HCC’s Developmental Disabilities Services for Youth (DD) at the age of 14, the IRA became his permanent home, and it will remain so until he turns 22, at which time he will transition to an adult group home.

This does not mean, however, that Keith will never achieve success. “Success” for Keith, a dually diagnosed youth who has a developmental disability and an emotional disturbance, is simply defined differently. “Our victories are small as compared to the normal population, but they are just as important,” says Lisa McLaughlin, IRA group care manager.

When the Abbott Road IRA opened its doors in August 2001, Keith was one of its first residents. Keith’s mother, Mrs. W., had made the very difficult decision to enroll him in DD services because it was becoming more difficult for her and Keith’s father to manage Keith at home as he became older. “Because of his behaviors, I felt that this was something he needed. I felt he would be more comfortable,” says Mrs. W.

Prior to enrolling in HCC’s services, Keith was exhibiting increasingly disruptive behaviors at home such as running away, public displays of nudity, enuresis, and destruction of property. He was incommunicative, at times using grunting to express desires, and he had difficulty handling the smallest of changes, such as an item being moved in his room. According to his mother, the “normalcy” of their home life was becoming too difficult for Keith.

The IRA has offered Keith the structured environment and specialized care he needs to focus on growing his capabilities and eliminating his disruptive behaviors. Upon enrolling in services, Keith was assigned a HCC service coordinator, Jennifer Taddei, whose role it is to work closely with Keith’s parents and the community to build a supportive and effective group of services that will help Keith reach his maximum ability level.

“At first, the change was difficult for Keith and he let everybody know,” says Jennifer, of Keith’s moving into the new home. Beginning observations of Keith, such as his merely repeating words said to him and not engaging in activities, led for Keith to be indicated as “nonverbal” on his enrollment ISP (individualized service plan). Keith would also frequently attempt to run away, out of difficulty in expressing the emotions he had for this new situation.

Slowly, HCC staff has worked with Keith and his parents to integrate him into HCC’s care. Life at the group home is balanced with time at the same day treatment school he had attended before enrolling in HCC and home visits with his parents every other weekend.

It is now two and half years after his enrollment in services and Keith is achieving “success.” For Lisa, that “success” was first exhibited when Keith turned around and came inside after she called to him instead of running away, as he used to do. Lisa says that Keith now expresses a desire to join in activities and seeks out social interaction using words like “I want to go,” instead of sitting home and rocking in his chair. “These are little tiny things when you look at the big population,

but that’s really a breakthrough for us for Keith,” says Lisa.

Keith’s mother believes that the partnership she has had with Hillside Children’s Center has played an important role in Keith’s transition. “Working with us here and in school, has helped a lot,” says

In terms of Keith’s “success,” perhaps “victory” is a better word.

Mrs. W., who no longer sees Keith exhibiting many of the behaviors he had when he enrolled in services. Keith’s parents have been involved with every aspect of his care with continual communication coming from HCC through ISP meetings, conference calls, and face-to-face discussions. “It’s open. I can come or call anytime,” says Mrs. W.

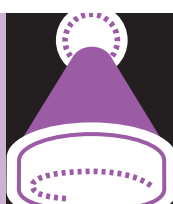
That open communication between HCC and Keith’s parents will continue to be important in ensuring Keith’s success in the years to come as he prepares for his transition into an adult group home.

For now, everyone is pleased to witness the growth in Keith as he continues to have new experiences and gain new skills. “He is friendly, cooperative, helpful—a real people person,” says Jennifer, who describes Keith as having made a “360-degree” turn.

In terms of Keith’s “success,” perhaps “victory” is a better word.



Keith and his mom enjoy a hug at Keith’s home in Orchard Park.





SPOTLIGHT ON VOLUNTEERS



YOU HELP HILLSIDE SPECIAL SANTAS GROW

Hillside Family of Agencies is once again looking for “Special Santas” to support the youth and families in its care this holiday season. This year, Hillside Special Santas will help make the holidays brighter for children and families served by Crestwood and Hillside Children’s Centers and Hillside Work-Scholarship Connection through donations of new games, Walkmans, warm clothing, food certificates, and cash gifts.

The holiday-giving program has been blessed by the generosity of donors from our community for more than 25 years. Last year, thousands of individuals and groups found it in their hearts to become “Special Santas” to our youth and families. As our program expands this year to provide gifts to all children and families served by Hillside Family of Agencies so too, we hope, will our number of holiday benefactors.

Become a Hillside Special Santa today! Please call Hillside Special Santas Headquarters at (585) 256-7630 to learn more about the needs of our children and families.

WARM 101.3 Continuous Soft Rock

Hillside Special Santas is possible thanks to the generous support of our partners. WARM 101.3 morning personalities Tony and Dee have believed in the program for more than 10 years and continue to help us recruit Special Santas. Hillside Family of Agencies salutes them for their continued dedication to our children and families.

SANTAS GIVE IN MANY WAYS

Not sure how you can help Hillside Special Santas? With the program’s expansion this year to include Crestwood and Hillside Children’s Centers, and Hillside Work-Scholarship Connection, there are plenty of opportunities for a variety of individuals, groups, and organizations to get involved. Check out what these folks have done in the past to contribute to Hillside Family of Agency affiliates:

Since 1998, the Henrietta Doll Lover’s Club has donated funds to Hillside Special Santas. The club, which meets once a month, sponsors a doll show every year and divides the proceeds among different children’s charities. Says member Beverly Neder, “Since doll lovers are really children at heart, we wanted to directly contribute to different children in need.” Beverly also encourages other organizations to do their part: “I’d like to urge others in clubs that hold special events to use some of their proceeds to contribute to a charity.”

Two years ago, Sarah Swertfeger decided that instead of asking guests at her 7th birthday party to give her presents, she would ask them to bring presents that could be donated to Crestwood Children’s Center. Observing Sarah’s generosity, her Girl Scout troop decided to do something similar.

Last year Robert and Sandra Caton donated 66 handmade stockings to the children at Crestwood Children’s Center. This year Mrs. Caton is working with a women’s group at her church to fill the stockings. The women are trying to gather items together that might benefit a particular child—for example, one stocking might be filled with objects for a 3-year-old boy, while another might contain goodies for a 12-year-old girl.

A number of years ago, Wegmans Meat Center employees decided that instead of exchanging gifts within their office, they would donate money to Hillside Special Santas. Wegmans Meat Center raises their money for the holiday giving program by placing signs over the soda can receptacles in their employee break rooms. The signs indicate that all funds raised through the returned soda cans will be designated for donation to Hillside Special Santas. “I think what we’ve decided to do really demonstrates the Wegmans philosophy of giving,” says Michele, a Wegmans Meat Center employee.



CHRIS
KUNZ

volunteer in
PROFILE

Editor’s Note: To introduce the new Hillside Family of Agencies (HFA) specialist for interns and volunteers, we thought it appropriate to profile the woman behind HFA’s dedicated team of volunteers. We hope you enjoy reading this special “Volunteer in Profile.”

employment > Human resources specialist for interns and volunteers at Hillside Family of Agencies

volunteer involvement > Chris has worked with volunteers and interns at Crestwood Children’s Center since 1990.

qualities looked for in hillside volunteers > Chris looks for volunteers who are willing to make the commitment that is required when working with the population that Hillside serves—someone whose focus is on the child and family. Chris says it is important to assess individual volunteers to give them a volunteer experience that will be most suitable for them as well as the clients.

different volunteer activities > Chris emphasizes that there are all kinds of volunteer opportunities for all kinds of people. A volunteer may have direct client contact as a mentor or by providing a friendly visit. Indirect client contact, which Chris describes as “equally important,” might include helping in an office, shelving books in a school library, putting together training manuals, or doing grounds work.

how people benefit from volunteering > “Seeing small successes is very rewarding for volunteers,” Chris says. “Seeing a smile on the face of a troubled child or being invited to a discharge party are some of the experiences that volunteers might find gratifying.”

where is hillside’s volunteer program going? > Chris would like to focus on promoting the Hillside Family of Agencies name so that it is prominent in the mind of anyone looking for volunteer opportunities. She would also like to increase the movement of volunteers among the Hillside affiliates so that they are Hillside Family of Agencies volunteers rather than Crestwood or Hillside Children’s Centers volunteers. This will allow people to be placed in volunteer programs that best fit their needs and interests, as well as those of the client.

advice to those considering volunteering > Let Chris know for what types of opportunities you’re looking. She is open to whatever talents volunteers have to give: “If someone is a fabulous artist and I don’t say to them ‘I’m looking for an artist,’ then I’ve just lost someone who might have a lot of talent to offer.” Chris also adds, “You always have something to give and there’s always a young person out there who can benefit from your experience or guidance.”

WOULD YOU LIKE TO WORK WITH CHRIS KUNZ IN HELPING HILLSIDE FAMILY OF AGENCIES THROUGH VOLUNTEERISM?
The Volunteer Office offers orientation sessions for those interested in finding out more. Just call (585) 654-4529 to sign up.



DONORS IN ACTION

SUPPORTIVE HIKERS STEP OUT

Once again, supporters of Crestwood and Hillside Children's Foundations stepped out to make the Hike for Hillside successful. On September 20, hikers walked twice around the campus of St. John Fisher College and enjoyed entertainment provided by WARM 101.3 and Hillside Children's Center's mascot, "Hilly." Delicious refreshments were also provided, and a bike raffle took place following the Hike.

Sponsored by Wegmans Nature's Marketplace, the pledge-based walk raised more than \$37,000 to be used throughout the year to provide Crestwood and Hillside Children's Centers youth and families with "extras" they might not have otherwise.

Other sponsors of the Hike included:



- WARM 101.3
- Windmill
- Smuckers
- Clif Bar
- Clif Luna
- Newman's Own
- Natrol
- Traditional Medicinals
- Stonyfield Farm
- Deloitte & Touche
- Canandaigua National Bank
- Fantastic Foods
- Genesee Valley Trust
- Glaceau
- Nature's Gate
- Wholly Healthy
- Mengel, Metzger, Barr



Members of Gamma Phi Beta cluster together to show their support at this year's Hike for Hillside.



Hillside Children's Center mascot, "Hilly," entertained hikers at this year's Hike for Hillside. Hilly made sure every young hiker went home with a logo-imprinted balloon!

PICTURE-PERFECT INVOLVEMENT

Stuart Dizak has been taking pictures since he was eight years old. Now, as a professional photographer who has worked for organizations such as Military Intelligence and National Geographic, Dizak hasn't forgotten his childhood endeavors.

This August, Dizak volunteered his time and photographic know-how to teach Camp Possibilities campers the basics of photography. Dizak held four one-hour sessions at the camp during which he taught campers things such as proper composition, lighting, angles, and subject arrangement.

Dizak says, "These photographs are important because for some of the kids they're the happiest pictures they've ever had taken." In fact, they may be the only childhood photographs some of the campers possess.

Dizak has contributed monetarily to Hillside Children's Center for the past 18 years and has been a Pinnacle Society Member for the past three years. He said that what made him decide to become more directly involved with young people at Hillside was his desire to see a more hands-on result of his contributions.

Dizak plans to teach photography to Camp Possibilities campers once again next summer, and even hopes to increase the length of his sessions. "To meet the kids makes all the difference," he says, "It's very different from just reading or hearing about Hillside."



Professional photographer and long-time Hillside supporter Stuart Dizak shared his talents with our youth at Camp Possibilities this summer.

GOLFING, AGAIN, FOR A CAUSE

It was another beneficial summer of golf for Hillside Children's Center. Tournaments throughout the Rochester area raised more than \$15,000 for our youth and families.

Dorschel Memorial Lexus Invitational

The annual John G. Dorschel Memorial Lexus Pro-Am Invitational Tournament, held September 11 at Ridgmont Country Club, made Hillside Children's Center its beneficiary for the third consecutive year. At the time of publication, tournament results were still being tallied, but approximately \$10,000 is expected to have been raised.

Greater Rochester Realtors' Association

Hillside's Capital Campaign received a \$12,500 boost, thanks to the Realtors' Charitable Foundation's Golf Classic, held July 7 at Greystone, Shadow Pines, and Shadow Lake golf courses. This was the third consecutive year the Realtors donated funds from their golf outing to Hillside.

Monroe County Fire Marshals and Inspectors Association

The Monroe County Fire Marshals and Inspectors Association's 12th Annual Memorial Golf Tournament, held August 5 at Victor Hills Golf Club, raised \$3,000 for Hillside Children's Center. Benefiting HCC for the fourth year, generated funds are designated to be used for fire safety training and assisting children with fire-starting tendencies.



WISH LIST

CRESTWOOD CHILDREN'S FOUNDATION

Sleds

Baseball gloves

Bike/skateboard helmets

New blankets and bedspread
for twin size bed

Art supplies of all types
(e.g., modeling clay, tracing paper, construction paper, fabric, felt, crayons, and markers)

Alarm clocks

VHS camcorder and tapes

The above items should be brought to the Crestwood Children's Foundation Office at 2075 Scottsville Road, Scottsville. For more information, call (585) 429-2845.

HILLSIDE CHILDREN'S FOUNDATION

Backpacks and back-to-school supplies

New coloring books and crayons

Personal hygiene items

Disposable cameras

Pool table, ping-pong table, and "game room" activities*

Tickets/passes to appropriate events for youth of all ages

The above items should be brought to the Hillside Children's Foundation Office at 1183 Monroe Avenue, Rochester. For more information, call (585) 256-7515.

*Please call ahead for delivery arrangements.

NINTH HARLEY DICE RUN ROLLS FOR CRESTWOOD

One hundred thirty-seven motorcycle bikers and 64 passengers turned out for the ninth annual Harley Dice Run on August 3, raising nearly \$3,000 for the children and families of Crestwood Children's Center.

As part of the event, participants took a route of about 89 miles, starting from Cycle Stop in Henrietta, and stopping to roll dice at McGhan's Nearly Famous Pub in Victor, Lock Stock & Barrel in South Bristol (which donated \$50 in hot-dog sale proceeds to Crestwood), and Raymonds Valley Inn in Honeoye Falls. The participants ended the run in Rush, where they enjoyed a barbecue and entertainment at the Rush Creekside Inn, which donated the use of its pavilion for the event.

Sabine Hill, assistant director of the Monroe County chapter of Harley Owners Group (HOG) and officer of Ladies of Harley, said Wegmans deserves a big thank-you for donating all the food and supplies for the event. Also, Cycle Stop, J B Quimby's, Scuttlebutt's, Physical Graffiti Tattoo Studio, Tully's Good Times of Jefferson Road, Athletic Outlet, Hooters of Jefferson Road, The Lodge at Woodcliff, and Flaming Pig Cycle Supply

have been sponsors for the past five years, and some HOG members purchase items themselves for raffles, she said.

Hill said that she received nice comments from participants, mostly HOG and Ladies of Harley members from Monroe and Wayne counties, about this year's event. One was a man who approached her saying his son was formerly in CCC services, and that he hadn't known previously there was a dice run for the organization.

"People are real happy that it is local, and bikers seem to have big hearts for children," said Hill.



Tanya Trevett gives an enthusiastic shake of the dice during the last roll of the day, at the finish line at Rush Creekside Inn.



Photographer Wayne Calabrese shares with two models a photograph he has just taken of them.

CAPTURING THE ESSENCE OF HILLSIDE

For photographer Wayne Calabrese, it's not just about the potential to make award-winning photographs. It's about helping the kids at Hillside.

That's why Calabrese donated a portion of his time last August to a photo shoot for Hillside Family of Agencies. In addition to the 2003 Hillside Annual Report, the photography he created will be used in various fundraising appeals and other communications.

Calabrese worked in conjunction with Adam Communications, the advertising agency that helped Hillside develop its brand campaign. Adam Communications has also provided in-kind support to the Annual Report project.

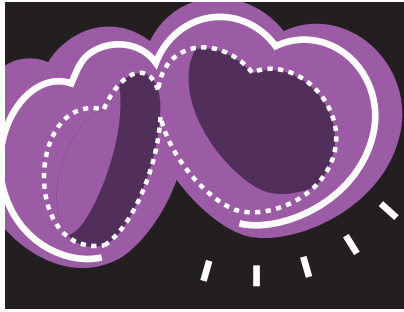
"Because Wayne works so well with the children at these photo shoots, the end-product has a very genuine and natural look," says Jennifer Bacci, Hillside Family of Agencies Marketing Manager. "We're so pleased to have his talents used in support of our efforts."

A HIGH-TECH DONATION

DaimlerChrysler donated two Global Electric Motorcars (GEM), with a combined value of nearly \$19,000, to Hillside Family of Agencies (HFA) in July. The GEM vehicles are electrically operated and can travel up to 30 miles at 25 mph before recharging is necessary.

The cars are currently being used at HFA's Monroe Avenue and Scottsville Road campuses. The GEM housed on the Monroe Avenue Campus will most likely be used to transport people for board meetings and when there is bad weather. The facilities department on the Scottsville Road campus is using their GEM to transport workers, tools, and equipment among the three different schools there.





GIFTS FROM THE HEART

MEMORIAL GIFTS

IN LOVING MEMORY OF DOUGLAS BIDDLEMAN'S MOTHER
Mr. & Mrs. David R. Halpern

IN LOVING MEMORY OF THE BLAKLEYS' MOTHER
Mr. & Mrs. Joseph Nicastro

MS. JOAN BAHR
Mr. & Mrs. Kenneth B. Fisher

MR. WILLIAM OWIN BURWELL
Mrs. Carol J. Malm

MS. JENNIFER CHAMBERS
Ms. Gail Chambers

MS. JEAN CIHAN
Mr. & Mrs. Dennis J. O'Donnell
Mrs. Herbert Cohen
Mrs. Marjorie F. Davis

MR. ROLAND DEMARCO
The Prudential Foundation
Matching Gift Program

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Gleason Works Elder Statesmen Club

MR. AUSTIN GLOVER
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Mr. & Mrs. Donald E. Rearic
Mr. & Mrs. Chester M. Rubacha
Mr. & Mrs. Charles W. Tellier
Mr. Mark Young
(Dunedin Public Library)

MR. SYDER ORGLE
Ms. Linda Levine

SAM SALAMONE
Mr. Gerald F. Collyer

MS. EVELYN L. SNYDER
Mr. & Mrs. Charles Zollweg

GEORGE & HANNAH STEVENS
Mr. Howard A. Stevens

ROBERT J. TORRENS
Ms. Ellen Gilmore

MS. HELENE M. WESTFALL
Mr. Charles W. Westfall

MR. LEON ZEIGER
Mr. & Mrs. Edward F. Kohl

GIFTS FROM
JUNE 13 TO
SEPTEMBER 24,
2003
[\$10 OR MORE]

Through gifts in memory of friends and family, or in recognition of special events and accomplishments, you can honor loved ones while providing hope and care to children and families. Our thanks go out to each and every Hillside friend who has made a memorial or tribute gift.

PAUL TESTA ATHLETIC FUND
MS. LESLIE ANGEL
Mr. Henry Goldstone & Family

MR. RICHARD FORMAN
Ms. Carolyn Pardo

MR. TED FORMAN
Ms. Carolyn Pardo

MR. EARL SLINGER
Mr. Henry Goldstone

MRS. RUTH SHECHET
Mr. Henry Goldstone

MR. HENRY ZELAZNY
Mrs. Carolyn Pardo

TRIBUTE GIFTS

IN HONOR OF MR. & MRS. JOSEPH BROCK'S 50TH ANNIVERSARY
Mr. & Mrs. Robert E. Gabbey
Mr. & Mrs. Charles Szabo
Mrs. Margaret Cass Ferber

MR. JAMES COTTER & FAMILY
Ms. Regina Cochran

MRS. JUNE W. COUSHAINE
Mr. & Mrs. Felix G. Liebmann

IN HONOR OF MS. LACEY MORGAN GRADUATION
Mr. & Mrs. Irving L. Hoffman

IN BIRTHDAY HONOR OF MR. WILLIAM D. MURRAY
Mrs. Patricia S. Beach

IN BIRTHDAY HONOR OF MR. JAMES NEWMAN
Mrs. Patricia S. Beach

IN HONOR OF MR. & MRS. CLAY VALLANDINGHAM'S 50TH ANNIVERSARY
Mrs. Patricia S. Beach

IN BIRTHDAY HONOR OF MRS. DOROTHY WILSON
Mrs. Patricia S. Beach

PAUL TESTA ATHLETIC FUND

SPEEDY RECOVERY TO MRS. RUTH G. ALVA
Mrs. Dorothy O. Testa

IN BIRTHDAY HONOR OF
Mr. & Mrs. Horace Becker
Mr. & Mrs. Leonard Harris

IN HONOR OF MR. & MRS. WILLIAM FELTHAM'S ANNIVERSARY
Mr. & Mrs. Louis Testa

SPEEDY RECOVERY TO MS. KATHERIN FISH
Mr. & Mrs. Louis Testa

IN HONOR OF MR. & MRS. MICHAEL PROCTOR'S 50TH ANNIVERSARY
Mr. & Mrs. Louis Testa

We apologize for any errors or omissions in this listing. Please call (585) 256-7519 with corrections.

DONATION EMPHASIZES HILLSIDE'S VALUE

Hillside Children's Center in Warsaw was one of the organizations about which Jack Hicks, Wal-Mart store manager, was speaking when he said, "We couldn't run the community without them." Hicks made this formal declaration at a grand reopening celebration for the Warsaw Wal-Mart in July during which over \$10,000 was awarded to local charities by the store.

Wal-Mart gave \$1,000 of that \$10,000 to Hillside Children's Center. Hillside Children's Center's Warsaw team staff members Vicki Santini and Judy King, along with HCC Western Region services leader Karen Sylvester and associate leader Margaret Coombes, attended the grand reopening to accept the donation on behalf of HCC.

According to Sylvester, the Wal-Mart donation will be used to help HCC's Western Region meet the emergency needs of youth and families not covered by operational funding. These needs come from the over 200 families that are served daily through HCC's Western Region services.



From left to right: Judy King, Vicki Santini, Margaret Coombes, and Karen Sylvester of HCC's Western Region services hold a check presented to them at a grand reopening of the Warsaw Wal-Mart in July.

TWO WAYS TO HELP OUR CHILDREN

Annual appeals are one of the many ways that the Hillside Family of Agencies' Foundations help meet the needs of our children and families who are not covered by traditional funding sources. As Hillside Family of Agencies expands to serve more youth and families, these types of needs continue to grow. This is why support from the community for annual appeals is so essential.

Every fall, Crestwood Children's Foundation launches its Friends of Children campaign, which supports Crestwood Children's Center children, who are primarily between the ages of 3-12, and their families. The Hillside Children's Foundation campaign, the Children's Fund, supports Hillside Children's Center children, who are between ages 10-19 on average, and their families. Each campaign works to provide support to a distinct group of children and families.

Your support for one or both of these 2003 campaigns is greatly appreciated. Please send your tax-deductible donation in the envelope included in this newsletter, selecting your agency of choice. To donate online to one of these funds, please visit www.hillside.com and select "Donate" in the menu bar. For more information, call Crestwood Children's Foundation at (585) 429-2845 or Hillside Children's Foundation at (585) 256-7515.

Hillside Children's Fund

Friends Of Children

JULY 1, 2002
TO JUNE 30, 2003

FOUNDER

\$500,000.00+

Mrs. Henrietta S. Hammond *

BENEFACTOR

\$100,000.00+

The Davenport-Hatch Foundation
Eastman Kodak Company
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Wegmans Food Markets, Inc.

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\$25,000.00+

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Daisy Marquis Jones Foundation
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R. Brooks Associates, Inc.
Realtors Community Foundation
Rochester Gas & Electric

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\$5,000.00+

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Mr. Burton S. August
Mr. & Mrs. Robert W. August
Charles J. & Burton S. August
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Citigroup Foundation
Ms. Helen E. Clark
Columbia Management Group
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Dixon Schwabl Advertising
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Kiwanis Club of Brighton
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**ANNUAL
DONOR** LIST

CONTRIBUTOR

\$500.00+

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The TJX Foundation, Inc.
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Ultrafab, Inc.
Henry & Joan T. Wheeler
Foundation
Mr. & Mrs. Steven H. Whitman
Windmill Consumer Products
WROC TV 8

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\$1,000.00+

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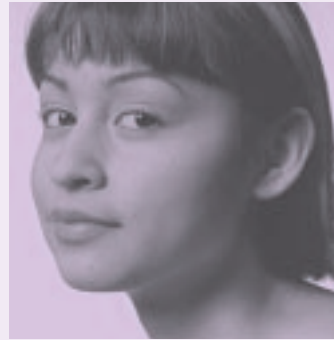


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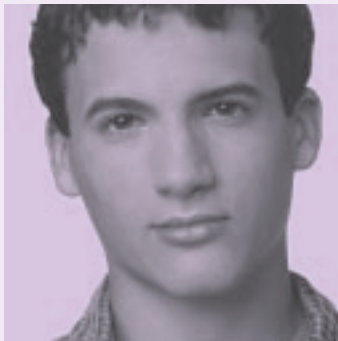
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**If you have any questions
about this list, please
call (585) 256-7519.**

*Look for the Special Santas 2003
Donor List in the Winter 2004
Vision and the Crestwood Children's
Center Annual Donor List in the
Spring 2004 Vision.*



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WELCOME NEW MEMBERS:

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Mr. Alfred L. Davis
Mrs. Margaret R. Passchen

Anonymous (4)
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Mr. Ross F. Anderson
Mrs. Constance Aquavella *
Mr. Burton August *
Mrs. William Bly *
Mr. & Mrs. Norman W. Brown *
Mr. & Mrs. Gerard Chambers
Mr. & Mrs. Clyde Comstock *

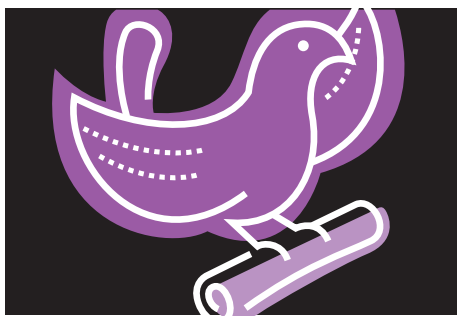
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Mr. Stuart Dizak
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Mr. & Mrs. Harold Feinbloom *
Mr. Albert Fenyvessy *
Mr. & Mrs. Donald Geiser
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Mrs. Willis C. Van Demark

IN FOND MEMORY

Mr. Fred H. Gordon, Jr.
Mr. Robert J. Torrens

** Indicates Charter Members*



AROUND

HILLSIDE

TEACHING EMPHASIZED OVER PUNISHMENT

Respect yourself and others. Respect learning. Respect the environment.

Those are the “Three R’s”—the universal expectations—associated with the new PBIS/Wraparound Initiative being implemented at Hillside Children’s Center’s Halpern Education Center. PBIS stands for Positive Behavior Interventions and Support, and it emphasizes rewarding students who practice positive behavior, rather than punishing students who exhibit negative behavior.

“It’s not that we’re throwing bad behaviors out,” says Joanne Panarisi, PBIS/Wraparound coordinator for Hillside Family of Agencies. “We’re focusing more on instructing and teaching rather than being punitive.”

PBIS has recently completed its first year of implementation at Halpern, and is in the beginning stages of being integrated into residential services on Hillside Children’s Center’s Monroe Campus. With these implementations, young people are being told how to do things rather than how not to do them. For example, instead of reading signs in a hallway that say, “Don’t Run,” youth will read signs that say, “Please Walk.”

“We’re working to create a different environment,” says Panarisi. “How much energy can you have when you’re always being told what you’re doing wrong, and you’re not often told what you’re doing right? It wears you down.”

Those heading up the PBIS initiative agree that adults sometimes assume that children know how to react in given situations when what children really need is to be taught how to react positively. They say that instead of being showed the right ways to react, children are, more often, punished for their “bad” behaviors. Through these

punishments, they say, the children do not learn any new behavioral skills and therefore, are not motivated to improve when faced with similar experiences in the future. “If we can give them the clues—show them how to react—it’s so simple,” says Hillside Children’s Center family advocate Pat Volker.

Brad, a senior at Halpern, is one of many students who have experienced success as a result of PBIS. Brad’s mother, Diane, says that by pre-learning positive behavior and establishing goals, he has met many of the objectives set by him and his treatment team.



Brad and his father, Paul, pose in front of a “Respect Learning” sign posted in one of the halls of Halpern Education Center. “Respect” is a key concept of Positive Behavior Interventions and Support (PBIS), an initiative being implemented at the school.

Diane attributes a part of Brad’s achievement to the reward system, which is part of PBIS. She explains that if a student at Halpern follows directions, acts respectfully, and works to meet his or her goals, he or she will be able to advance a “level,” and that each level includes an increased number of privileges. “I think Brad is one of the role models for this system because he’s advanced to level 4 in only three months,” says Diane.

Diane says that PBIS’s emphasis on positivity has allowed Brad to be more outgoing. According to Diane, Brad didn’t take part in as many activities at his old school as he currently does at Halpern. Nowadays, his

teachers describe him as a role model and a leader.

Although Brad and other students at Halpern have experienced a great deal of success already, PBIS is still in the beginning stages of implementation. Remodeling the learning environment at Halpern and those across Hillside Family of Agencies will take time. According to Panarisi, PBIS is not something being added to services at Halpern, but is something that is woven throughout services to make them more efficient for youth and families. “It’s simple and easy to implement,” Panarisi says. “When building a house, PBIS is the framework, and then all of the tools and skills we already have fit inside.”

Respect yourself and others. Respect learning. Respect the environment.

FAMILY FORUM

Hillside’s monthly radio discussion program

THE FAT TRAP

The causes—and consequences—of the national epidemic of childhood obesity. Expert advice on helping your kids develop healthy eating and fitness habits.

January 10:
WABH (Bath) – 9:45 a.m.

January 11:
WJYE (Buffalo) – 7 a.m.
WARM (Rochester) – 7 a.m.
WYYY (Syracuse) – 9 p.m.

January 14:
Finger Lakes News Network – 6 p.m.

MAKING “MOM AND DAD” TIME

In today’s busy lifestyle, many parents can’t find kid-free time to nurture their marriage. We’ll hear from experts about how to maintain a strong foundation for your family, and tips on making time for just the two of you.

February 8:
WJYE (Buffalo) – 7 a.m.
WARM (Rochester) – 7 a.m.
WYYY (Syracuse) – 9 p.m.

February 11:
Finger Lakes News Network – 6 p.m.

February 14:
WABH (Bath) – 9:45 a.m.

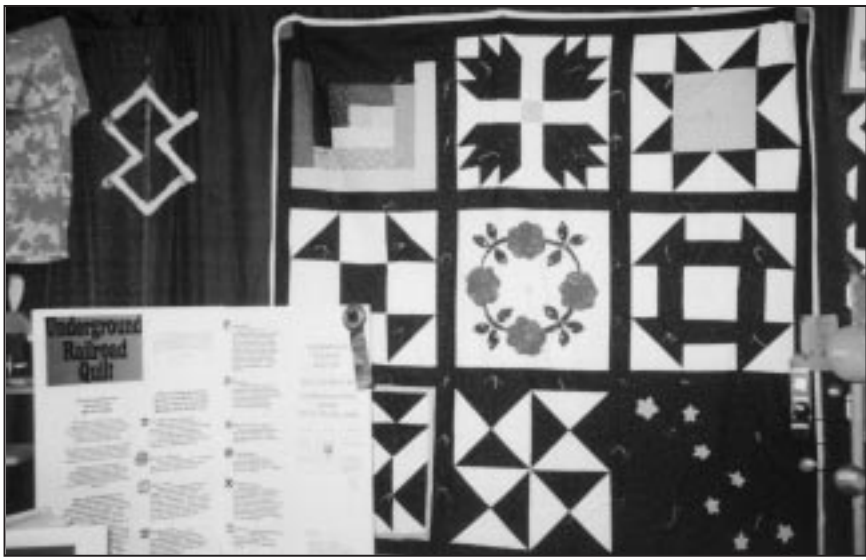
BETTER SAFE THAN SORRY

The ABCs of safety for families—from childproofing your home to avoiding accidental injuries or poisoning.

March 13:
WABH (Bath) – 9:45 a.m.

March 14:
WJYE (Buffalo) – 7 a.m.
WARM (Rochester) – 7 a.m.
WYYY (Syracuse) – 9 p.m.

March 17:
Finger Lakes News Network – 6 p.m.



Students from Hillside Children's Center's Halpern Education Center designed this Underground Railroad quilt that won blue ribbon awards at both the Monroe County and New York State fairs this summer.

“UNDERGROUND RAILROAD” INSPIRES STUDENT QUILTERS

Group 3 students from Hillside Children's Center's Halpern Education Center are proud of their Underground Railroad quilt, which won top awards this summer. It earned a blue ribbon and a special recognition at the Monroe County Fair in July. The quilt then went to the State Fair in Syracuse, where it was on display in the Monroe County section of the 4-H building from August 25–28, and received another blue ribbon.

Group 3 worked on the quilt once a week from April through July, using information learned through the book *Hidden in Plain View—A Secret Story of Quilts and the Underground Railroad*, by Jacqueline Tobin and Raymond Dobard. *Hidden in Plain View* explained that slaves who lived along the Underground Railroad hung quilts outside of their homes under the guise of airing them out. The quilts, however, were really made up of specially designed patterns to convey messages to runaway slaves directing them to safety.

For example, one design called a “monkey wrench” signaled slaves to gather tools they would need along their journey to freedom. Another design, the “drunkard's path,” indicated that slaves traveling along the Underground Railroad should travel in a zigzag pattern in order to throw slave hunters off-track.

After learning about these different patterns, the students in Group 3 chose the different design squares they wanted to use, sewed them, and then organized them into an award-winning quilt.

Now that fair season is over, Group 3 is planning to add cloth loops to the quilt so that it can be displayed at Halpern Education Center.

CHECK OUT OUR NEW
AND IMPROVED WEB SITE



We think you will like its updated look
and streamlined navigation.

TUNE IN

Some research indicates that 80% of people will have sex between the ages of 13 and 19. Of those, 20 and 25% are said to get a sexually transmitted disease or become pregnant as a result of the sexual activity. Statistics like this create growing concerns in today's parents: Is my child being exposed to “too much too soon?” What can I do now to encourage my son or daughter to make the right decisions later?

If questions like these are weighing heavy on your mind, you won't want to miss *The New ABCs of Sexuality*, airing Wednesday, December 10 from 8 to 9 p.m. on WROC News 8 Now in Rochester. Co-produced by Hillside Family of Agencies and WROC News 8 Now and sponsored by BlueCross BlueShield of the Rochester area, this local television program will explore sexuality among today's youth and the role of adults in raising sexually responsible children.

The New ABCs of Sexuality is the fourth program in the “Today's Family” series, developed to increase awareness about critical issues affecting New York state families. Past shows have dealt with teen suicide, domestic abuse, youth drug abuse, and stress.



Mike Weir was gracious to greet and sign autographs for the Hillside Children's Center youth who attended the 2003 PGA Championship Tour held in August at Oak Hill Country Club in Rochester.

EXPERIENCE GARNERED ON THE GREEN

It was a golf-filled summer for some of the children at Hillside thanks to donations made by both Salmon Creek Golf Course owner Jack Schuth and the PGA.

Schuth and Salmon Creek donated free golf time to two children and two staff members in both July and August. “The golf time taught the kids the skills and course etiquette necessary to play on a public course,” says Claudia Herman, Hillside Children's Center's coordinator of Recreation Therapy.

She adds that the children thoroughly enjoyed themselves. “The only thing I didn't like was that I couldn't drive the cart,” said one of the young golfers.

Generosity was also shown to Hillside Family of Agencies by the PGA, which donated a number of tickets to the 2003 PGA Championship Tour held from August 11–17 at Oak Hill Country Club in Rochester. The tickets were divided among children and staff members throughout HFA's various service regions. HFA youth attending the PGA obtained a number of professional golfers' autographs and even spotted Tiger Woods.

Herman says that the children who went on both golf outings have become very interested in pursuing golf as a pastime. She adds, “Positive events like these really have an impact on the kids and their future experiences.”



STUDENTS GET PERSONAL WITH BUTTERFLIES

“Adios, mariposas!” That is what students at Crestwood Children’s Center’s Early Childhood Center called out as they released monarch butterflies into their newly created butterfly garden in August. (It means “Goodbye, butterflies!”)

The Seneca Park Zoo, of Monroe County, continued a project this summer to preserve and expand the monarch butterfly’s habitat while educating the community about these lovely insects. Both Crestwood Children’s Center (CCC) and Hillside Children’s Center (HCC) students were fortunate to take part.

Thanks to a grant from the Daisy Marquis Jones Foundation, the zoo was able to include a number of local and regional nonprofit organizations in its efforts. Zoo veterinarian Dr. Jeff Wyatt, zoo education director Ruth Rosenberg, and other staff members visited both the CCC Early Childhood Center and the Andrews-Trahey Campus School in July to plant a garden designed to draw butterflies near with milkweed and flowering plants, which produce the nectar the butterflies eat. The zoo staff members then returned in August to release butterflies into the new habitats.

By the time the students were finished with the project, they were well informed about butterflies, their habitats, and their life spans. They learned how to tell males and females apart, and that the butterflies leave in the fall to begin their migration to Mexico. In order to find out where their butterflies end up, the zoo staffers helped the students tag each butterfly with a tiny “license plate,” really a very thin disc that stays on with butterfly-friendly adhesive.

Dr. Wyatt told the students that biologists will be looking for the butterflies along their route to Mexico and will notify the zoo if any of them pass through or get to Mexico. The butterflies can fly up to 20 miles per hour at 10,000 feet elevation, Rosenberg told them.

The children were also told how the monarch butterfly’s survival is threatened by loss of habitat, specifically plants for egg laying, caterpillar development, and nectar availability. According to Wyatt, the butterfly gardens at both Hillside and Crestwood Children’s Centers will provide an ideal habitat for butterflies and help ensure their survival.



Dr. Jeff Wyatt, a veterinarian at Monroe County’s Seneca Park Zoo, places an identification tag on a monarch butterfly as students at Crestwood Children’s Center’s Early Childhood Center look on.

CONSTRUCTION PROJECT PROVED POSITIVE

Crestwood Children’s Center students Khadijah and Willie thanked construction foremen George Curtis and Mike Terzo of Leo J. Roth, Inc. on behalf of all the children at Crestwood’s Early Childhood Center at a presentation in September. Curtis and Terzo were part of a team working on the Early Childhood Center’s roofs, ceilings, and lighting since mid-April. The children presented them with drawings and cards to show their appreciation of a job well done.

“The workers were very friendly and safety-conscious,” says Tim Swain, program manager of the Early Childhood Center. Swain said the Roth team educated the children about the construction throughout the project. They also worked with Crestwood staff to keep operations as normal as possible. For example, although the original construction plans called for closing the Early Childhood Center’s pool throughout construction, it was arranged by Roth to close for less than a week during the summer.

While construction did interrupt some of the Center’s regular processes, Swain says, “We didn’t miss a beat as far as the treatment of the children.” Prior to the construction, staff at the Early Childhood Center planned field trips and other outdoor activities so that the construction would minimally affect the students. The children also had the opportunity to enjoy a breakfast buffet in the administration building attended by Crestwood’s president, Barbara Conradt. “I think the children actually enjoyed the shut-down,” says Swain.

Before the construction began, there were a number of leaks in classrooms and hallways, all of which were distracting to students and

staff and prevented the Center from living up to its therapeutic potential. Now, however, staff and client morale has greatly increased. Parents and families also view the construction as positive.

“The building just looks better when you drive up to it— aesthetically it looks much more therapeutic—it is more therapeutic—and is much appreciated by the staff, children, and families,” says Swain.



Crestwood Children’s Center students Khadijah and Willie thanked construction foremen George Curtis and Mike Terzo of Leo J. Roth, Inc. on behalf of all the children at Crestwood’s Early Childhood Center with the presentation of cards and artwork. Pictured from left to right are: Tim Swain, program manager of the Early Childhood Center; Mike Terzo, construction foreman; Willie and Khadijah; Barb Conradt, Crestwood Children’s Center president; Deanne Borrie, principal of the Early Childhood Center; George Curtis, construction foreman; and David LaFontaine, director of Day Treatment/Residential Services, Crestwood Children’s Center.

FINGER LAKES CELEBRATES 10 YEARS

“Ten years proudly serving children and families” was how the committee planning Hillside Children’s Center’s (HCC) Finger Lakes Campus’ (FLC) 10-year anniversary celebration summed up their theme.

The Finger Lakes Campus, located in the town of Sennett, just north of Auburn, opened its doors in the summer of 1993, so the main event was planned for July 27. It was a cool, misty afternoon, but the campus was crowded with staff members and their families, some clients and their families, and other well-wishers.

The attendees enjoyed a host of activities, including a barbecue lunch, cotton candy, art activities and games for the kids, a dunk tank (staffed good-naturedly by 10-year FLC employees), and plenty of entertainment. The Merry-Go-Round

Youth Theatre presented a performance of “Cinderhood,” a madcap performance blending the tales of Cinderella and Little Red Riding Hood, which kept the audience laughing. Local bands played during the afternoon including Jacob’s Ladder, JAR of Blues, Rocko Dorsey and the Individuals, and the staff group the Finger Lakes Campus Jazz Band.

Also coming out to support the FLC were the New York State Police, who brought a simulator to show what happens when passengers don’t wear their seatbelts during a car accident; and the Town of Sennett Fire Department, who raised and lowered their highest ladder to the delight of many of the younger attendees.

Among the sponsors that helped make the day possible were Dickman Farms, Elbridge Stone, the many physicians who supported “Cinderhood,” Colandro Produce, Cingular Wireless, and Trombley’s Automotive.

On August 15, the Campus followed up the main event with the burial of a time capsule to be dug up on the 25th anniversary of the FLC in 2018. Also, as all employees who have been at the FLC since its opening reach their anniversary date of hire, they’ll be given a

balloon bouquet, a certificate signed by Hillside Family of Agencies Chief of Services Clyde Comstock, and a Lotto ticket. The anniversary year will come to a close with a grand finale event planned for December.



Three members of the Merry-Go-Round Youth Theatre kept their audience in chuckles as they presented “Cinderhood” in one part of the celebration area at the FLC 10-year anniversary extravaganza on July 27.

The following cheer was written by two FLC students, Anne M. and Ashley H., along with Youth and Family Development Specialists Margaret Guarino and Tiffanie Chamberlain, who performed it at the FLC extravaganza in July.

Hillside Children’s Center’s 10th Anniversary Cheer

I don’t know but I’ve been told,
Hillside Center’s 10 years old.
Hillside kids are here to say:
Thank you, thank you in every way.
Here’s some tips on who we are,
starting with number one so far:

Teaching values while having fun
Provides you with a safe milieu
...HCC...helps me
Very welcoming at the door
Makes you want to jump and thrive
Boys and girls among the mix
All the staff were sent from heaven
Point sheet time can’t be late
Wonderful food for us to dine
If anyone can do it...Hillside can!
10,9,8,7,6,5,4,3,2,1
Hillside Center’s number one!
<pause>
Hillside—10 years strong...
and growing!

AWARD PROVIDES NATIONAL RECOGNITION

Hillside Work-Scholarship Connection was recognized in September at an awards ceremony held by the United States Department of Labor and the National Youth Employment Coalition (NYEC) in Washington, D.C. As a program proven to help youth at risk for dropping out of school to succeed in school, at home, and at work, Hillside Work-Scholarship Connection was singled out as a PEPNet (Promising and Effective Practices Network) honoree among peer programs across the nation for demonstrating effectiveness in preparing youth for careers and independent learning.

United States Rep. Louise Slaughter attended the ceremony with other representatives from whose communities the 27 honored initiatives originated. Executive director Annette Gantt, manager Conda



Annette Gantt, executive director, Letitia Bell, student, and Conda Barron, manager, of Hillside Work-Scholarship Connection accept a PEPNet award from Steve Trippe, chair, the National Youth Employment Coalition Executive Committee and Lorenzo Harrison, administrator, Office of Youth Services, United States Department of Labor.

Barron, and program participant Letitia Bell accepted the award on behalf of Hillside Work-Scholarship Connection.

“Being one of 27 programs across the country to receive the award is a significant

accomplishment,” says Annette Gantt. “Recognition provides a platform for advocacy with policy makers, funders, and other providers.”

To receive the recognition, Hillside Work-Scholarship went through a rigorous application and review process in which it had to demonstrate effectiveness in management, youth development, preparation of youth for career success, and soundness in data evaluating results.

“Being one of 27 programs across the country to receive the award is a significant accomplishment.”

ANNETTE GANTT



NEW POSITION COMPLEMENTS PERSONAL VALUES

Lauri Van Hise may be new to the position of vice president of Crestwood and Hillside Children’s Foundations, but she is not unfamiliar with the ideals that make Hillside Family of Agencies’ (HFA) services successful. In fact, Van Hise chose to move to HFA from her former position as director of campaign and special initiatives at the George Eastman House because of the balance and integration the new position provides—values Van Hise finds essential to success and happiness.

“The position itself and the fact that Hillside is focused on both the child and the family were appealing,” says Van Hise. “The position provides a good balance between professional and personal priorities, and there needs to be a balance to one’s life.”

Van Hise adds that she is able to understand the impact of HFA’s services to a greater extent because she has a family of her own. “Families and the well-being of children are very important to me. My awareness of the work done here is heightened by my personal experience, through which I can more fully comprehend the importance of Hillside’s services.”

In addition to her personal experience, Van Hise also has more than fifteen years of professional experience. From 1989–2000, Van Hise held fundraising-related leadership roles at the University of Rochester. She says that her experience at an organization as large and as multifaceted as the university prepared her for the complexity of HFA and its affiliates.

Following her work at the University of Rochester, she held various positions through which she secured financial support for George Eastman House. Van Hise explains that these positions at



Eastman House covered a wide scope of responsibilities and provided her a variety of experiences that will enhance her work in her new position with the foundations.

Regarding her professional past, Van Hise explains that, “the principles of fundraising are the same wherever you are.” She also emphasizes that “fundraising is not done in a vacuum.” Van Hise believes that it needs to be integrated throughout an organization.

Van Hise explains that “as fundraisers we are more successful when our work stems from the mission and work of the organization, and staff and donors alike see how contributed support fits into the organization. There is no job for any of us at the foundation without the work that the agencies do. We broker between the good work that happens here and the people that might be able to contribute to that good work.”

HFA’s system of care philosophy supports this view of fundraising well, says Van Hise. She feels there is a story to tell about HFA’s positive impact on each affiliate—that each affiliate benefits and flourishes because it exists in association with other affiliates.

According to Van Hise, her major goal as Crestwood and Hillside Children’s Foundations vice president will be to convey a consistent message of the power of HFA. She says that this message will allow donors to understand how the union of HFA’s affiliates makes each affiliate’s individual services more effective. “I’m here to explore that,” says Van Hise.

“Families and the well-being of children are very important to me.”

LAURI VAN HISE

NEW “CHEF” HAS PASSION

Tyrieke, a resident of Cook Cottage at Hillside Children Center’s Monroe Avenue Campus, is a chef in the making! On October 1 he hosted a dinner attended by Hillside Family of Agencies president and CEO Dennis Richardson, Tyrieke’s family, and cottage staff members. For this special event, Tyrieke prepared his favorite dish, Madame Chevre Elite Penne Pasta, which is made with penne noodles and goat cheese. He has been planning his menu and guest list since August, when he learned how to make the dish.

Claudia Herman, Hillside’s coordinator of Recreation Therapy, wore an apron that matched Tyrieke’s and helped him cook and decorate for the special event. “This isn’t just a kid who will go along with cooking because it’s the activity of the day,” Herman says about Tyrieke. “He really has a passion for this—he really takes charge of this.”

Tyrieke learned how to cook Madame Chevre Elite Penne Pasta, along with other foods, through a series of four cooking classes he took at Wegmans this summer. Although he was the only young person in the classes, it didn’t keep him from whipping up delicious concoctions or making friends with the chefs teaching the class. “Both chefs said they wanted to take me home,” Tyrieke says.

Tyrieke has kept his cooking skills sharp since August by baking brownies, cookies, and different kinds of cakes for his fellow residents

at Cook Cottage. “Last night it was someone’s birthday,” Herman explained as she helped Tyrieke prepare for the dinner with his family and Hillside’s CEO. “Tyrieke made the cake—he was in charge of the cake.”

Tyrieke likes cooking so much that he hopes to be a head chef at his own restaurant someday in Portugal, where he was born. He wants to name the restaurant “T.J.B-B.L.B.,” which are his and his brother’s initials. In preparation for his restaurant, Tyrieke plans to take cooking classes when he enters high school in two years.



“Chef” Tyrieke proudly poses with his dinner guest HFA president and CEO Dennis Richardson.

TEAMS HIT 197 "HOMERS FOR HILLSIDE"

Youth and families served by Hillside Family of Agencies will benefit for the third year from the Homers for Hillside Program. This year, in addition to partnering with the Rochester Red Wings and the Batavia Muckdogs, Hillside launched a new partnership with the Auburn Doubledays.

All three teams hit a combined 197 home runs, to earn more than \$19,000, which will be shared by Hillside Children's Center, Crestwood Children's Center, and Hillside Work-Scholarship Connection. The funds will be used for special activities, sports equipment, and other "extras" that would be difficult to come by otherwise, but that will brighten the lives of Hillside's youth and families.

The Batavia Muckdogs hit 27 home runs, raising a total of \$5,512. Several local sponsors in the Batavia area donated money each time a Muckdogs player hit a home run, and others gave straight donations. Participating donors included: Alexander Country Deli; Batavia Elks Lodge; Batavia Muckdogs Booster Club; CH Wright Distribution Corp.; Margaret Dadd, Attorney; David Dimatteo, Attorney; Jeffrey Erickson, Attorney; Hogie's Quick Printing; Kiwanis Club of Batavia; Amber Latern; Oil Spout; Pepsi Corporation; Ponderosa; PW Minor & Sons; Reinhart Enterprises, Inc.; Sallome Heating; Southside Deli; St. Nicolas Social Club; Turnbull Heating & Air Conditioning; Warsaw Wal-Mart; and WBTA.

Regarding his team's association with Hillside, Batavia Muckdogs general manager Paul Marriott says, "Our partnership is one that benefits the city and the community. Through Homers for Hillside we're able to provide a positive avenue for Hillside's visibility."

Finishing the season with 114 home runs, the Rochester Red Wings helped raise \$10,032 for children and families from sponsors that pledged \$88 for every home run hit. General manager Dan Mason says, "It was a record-setting year for this tremendous cause." He adds, "It's great to be affiliated with such a fantastic organization as

Hillside." This year's Rochester Homers for Hillside sponsors included Dunn Tire, Jines Restaurant, News 8 Now, and Pitts Ford-Mercury.

Heading off its first season in Auburn, Homers for Hillside raised \$3,780 through the 56 home runs hit by the Doubledays. Sponsors included Auburn Vacuum Forming, Gould/ITT, Knights of Columbus, Schott Fostec, and Ukrainian National Club.



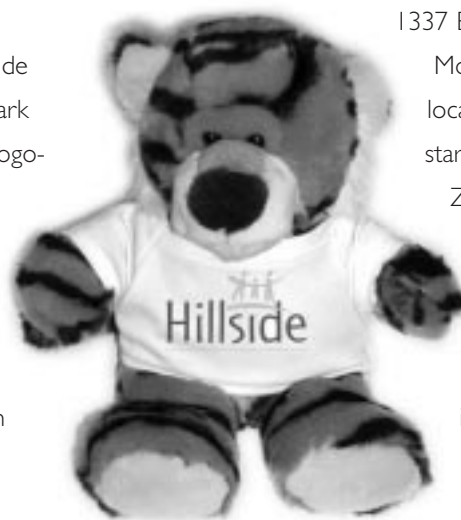
Red Wings general manager Dan Mason is joined by (from left to right) Hillside Family of Agencies CEO Dennis Richardson, and News 8 Now's general sales manager Marc Jaromin and sports anchor John Kucko, to present an award to June's Homers for Hillside Player of the Month.



It was a great day at the ballpark when staff members from Hillside Children's Center's Western Region accepted a check from the Batavia Muckdogs Homers for Hillside Program in September. Pictured (left to right) are Karen Sylvester, leader of Hillside Children's Center's Western Region; Vicki Santini; Judy King; Muckdogs Booster Mary Jane Ely; Muckdogs General Manager Paul Marriott; Margaret Coombes, associate leader of Hillside Children's Center's Western Region; Lynda Dusen; Carol Ahl; and Vanessa Woodworth, Warsaw Wal-Mart.

TIGER IS NEWEST "HILLSIDE HUGGABLE"

This holiday season, there is a new addition to the Hillside Huggable ZooPal series launched in December 2002 by Hillside Family of Agencies and the Seneca Park Zoo. A cute, cuddly tiger sporting a logo-imprinted T-shirt will join the stuffed, plush polar bear as the second in this series, which is a fundraising collaboration supporting the Hillside Special Santas program and the Seneca Park Zoo Society. As with its polar bear counterpart, the tiger may be acquired through a donation of \$20, which will be split evenly between the two charities.



The tigers are available at Hillside's 1337 East Main Street and 1183 Monroe Avenue Rochester locations. Also, if you have not yet started your Hillside Huggable ZooPal collection, it is not too late. There are still a few remaining polar bears. Both stuffed animals would make great holiday gifts. For more information, call Hillside Children's Foundation at (585) 256-7515.

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PERSONAL BELIEFS GROW STRONG BONDS

“It is our responsibility as corporate citizens to support causes in the community, and we encourage our employees to get involved with things that are closest to their hearts,”

says Ray D’Agostino, office managing partner of Deloitte & Touche. The firm has supported Hillside for more than 10 years in events such as the Hillside Corporate Skins Challenge, the Hillside Work-Scholarship Gala, Hillside Special Santas, Hike for Hillside, the Crestwood Golf Classic, and the Andrews-Trahey School Campaign. In addition, it has provided auditing services to Hillside Children’s Center for many years and supplied a variety of consulting services to Hillside Family of Agencies during its recent reorganization.

It is perhaps the influence of individuals at Deloitte & Touche, whose personal beliefs have been close to Hillside throughout these years, that has helped generate the partnership between the two organizations. Peter Greendyke, Deloitte & Touche tax managing director, has believed in Hillside even before 1990, which was the firm’s first year as a participant in the Hillside Corporate Skins Challenge. When Greendyke was only 12 years old, he organized an Eagle Scout project. His Scout pack collected used toys and brought them to Hillside Children’s Center.

Greendyke’s long-term focus on Hillside as a benefactor reflects his corporate-giving philosophy: “While Deloitte & Touche supports a broad range of organizations, it’s important not to try to be all things to all people, but instead to form strong bonds.” Greendyke says that when involving oneself in a charitable organization, a person is giving at least one of three things: “time, talent, or treasury.” Greendyke explains that “giving any one of these things is good, but you want to be at a point in your relationship with an organization where you’re providing all three.”

Ray D’Agostino, office managing partner of Deloitte & Touche, has also formed strong bonds at Hillside, where he has been a personal contributor to Special Santas since 1998. He says that his belief in what Hillside provides for youth and families drives him to be involved and to encourage others to be involved. He explains that at Deloitte & Touche, “we go beyond what we normally do for organizations when it comes to Hillside. The kids at Hillside are very nice kids—they’re just in difficult situations. Hillside really helps those children.”

In 1999, when Hillside reorganized itself into a parent agency comprised of five individual affiliates, Deloitte & Touche provided a variety of support, especially in advising Hillside in its board development and the redesign of its financial services department. “We helped Hillside reorganize by giving advice as to how they could best streamline their services,” says D’Agostino. “As Hillside continues to expand, that’s probably one of the biggest ways we will assist them.”

D’Agostino says that what serves as a primary example of the firm’s commitment to Hillside is the fact that his former audit partner, Tom Hildebrandt, is now president of Hillside and Crestwood Children’s

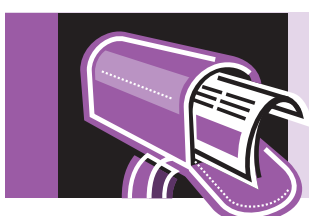
Foundation. The fact that Hildebrandt chose to become a part of Hillside after retiring from Deloitte & Touche is a testament to the extent that the firm’s employees are committed to focusing on and following through with their community involvement.

At Deloitte & Touche this involvement isn’t just another line of “community service” to add to the company’s charitable resume. It is something employees really enjoy doing and benefit from—while at the same time benefiting other people. Ann Marie Farnsworth, an audit senior manager, says, “Here we join something because we feel strongly about it. Having that as your reason for involvement is how you will make the biggest impact.”



Deloitte & Touche is committed to community involvement. Pictured here left to right: (front) Katie Cullen, audit senior; Bonnie Jarecke, audit senior; Ann Marie Farnsworth, audit senior manager; (back) Ray D’Agostino, office managing partner; and Peter Greendyke, tax managing director.

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