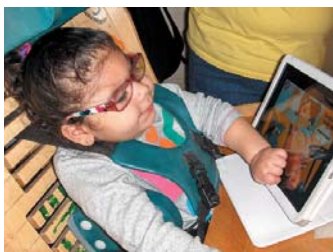


Cariola creativity continues in new school year

With the start of a new school year, Mary Cariola Children's Center continues its tradition of classroom creativity and innovations to discover each child's potential. In these days of austerity budgets and funding cuts, the Agency maintains a sharp fiscal sense by doing more with less. The Agency has reason to be very proud of its 59 unique classrooms and specialized programs. Here are some highlights from this school year so far.

Touch screens to APPS

The Preschool Program has introduced an Integrated Technology Classroom. Dana Bennett, veteran teacher and technology expert, was thinking out of the box in hopes of getting a three-year-old student to vocalize, and came up



with the iPad! The Panda Bear hopped across the screen making little noises and soon the child began to make his own sounds! It was his first vocalizing ever.

Dana is selective in how she uses this alternative format with students like **Elyza Colon** (above). The back-lit screen is especially beneficial for children with vision impairments, and the iPad is easily incorporated into Circle Time and structured play. Technology provides multiple opportunities for students to display their skills and make their personalities known. Students can also use it to work on communication, receptive language, fine motor and other skills outlined in their Individualized Education Plan.

Soup to nuts

The Cariola Café will continue to open its doors for its Wednesday lunch program. Students learn about healthy eating choices, portion control, menu planning, shopping (with coupons!), meal prep, cooking, serving and clean



up. Students like **Dujuan Williams** (left) are given real-life opportunities to explain how a meal was made while serving and interacting with staff and Agency friends. These practical life skills will be fully utilized as students graduate from Mary Cariola and attend adult programs.

Thanks to a recent Pampered Chef fundraiser, the Cooking Program has new kitchen tools and utensils that will make cooking a little bit easier for the 173 students in the program.

Dollars to sense

Mary Cariola's annual audit revealed the fiscal responsibility of the Agency, citing an impressive 7% administrative operating cost . . . well below the industry standard of

continued on page 2



Jill Kelly speaks to Cariola families and friends *Story on page 3*

Dear Mary Cariola Family,

It may be autumn but rest assured we will not be “falling” behind with our fundraising efforts! In this issue of *Centerpoint*, we reflect on the success of our summer event season. With each of our three events, we increased our proceeds from the previous year! The HOGS ‘N ROSES Motorcycle Run, the Mary Cariola Golf Classic and Walking on Sunshine were all huge successes as each day was filled with sunny weather and beaming love from the Cariola family!



Because many of you have asked how you could support the Agency, I'm happy to offer three easy opportunities to help. **1)** Stop by the Pittsford Plaza Barnes & Noble on Monday, December 12, and participate in our fundraiser. Get all the details on page 5.

2) Give me a call to set up a tour of the Agency. Help us spread the word about our great students and staff. Schedule a tour, bring a friend, visit one of our three schools and share your thoughts over lunch. **3)** Our Annual Giving Campaign is in full swing, so why not make your gift today? Everyone can make a difference!

As we head into the holiday season we are forever grateful for your ongoing dedication to this Agency. Happy Holidays!

Brad N. Pearson
Director of Agency Advancement

'Check' it out: community friends make a difference

The Agency was thrilled when two community corporations came through in a big way to help fund some critical programs.

Golden State Foods Foundation presented a check to finance several projects benefitting the school and residential programs. Their donation will purchase a refrigerator, washer and stoves for the new English Road residence, new uniforms for our special Olympic basketball team and will help support the adapted Workshop which designs, modifies and constructs specialized classroom equipment such as standers, chairs and tables.

The **M&T Bank Charitable Foundation** also presented a check to help purchase an iPad that will be used to enhance communication skills for the Preschool Program. Their gift also helped with the installation costs of mounting and securing new therapeutic swings in the classrooms. •



Brad Pearson receives a check from representatives from the Golden State Foods Foundation: (l to r) Tom Hanks, Greg Lytle, and Tom Ledgerwood.

Creativity, continued from page 1

15%. Continued cutbacks at state and local levels require the Agency to review every expenditure to ensure dollars are spent in areas with the most critical need.

For retiring Agency President Paul Scott, a new school year has always given him a sense of excitement and great expectations. It's the simple things that give him great pride in the Agency. "We continue to be cutting edge using current and breakthrough technology but it's heartening that we have still maintained the positive atmosphere and attitude towards kids that continues to make Mary Cariola a warm and caring place." •



Education Supervisor Christine Sheffer provided M&T's Kurt Provenzo a tour of the Preschool Program to show how their gift will benefit the students.



Centerpoint

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Centerpoint is produced by the Agency Advancement Department.

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Contributors & Photography: Nicole Dragonetti, Amanda Jane Eggleston Photography, Fred Henry, Jean Peyton, Maria Scott, Paul Scott, Susan Vaala

Designer: Dave Danglis / Pinwheel Creative



Paul Scott and Education Supervisors Terri Chapin, Christine Sheffer and Keri Lazenby-Neathawk chat with Jill Kelly at the post event reception.



Occupational Therapist Jessica Devericks selects a red velvet cupcake as Jane Bernard refills the display at the Proud Parent Staff Appreciation Lunch last month.

Front cover: Best-selling author and inspirational speaker Jill Kelly gives a hug to Tristen Cupid.

Proud Parents keep on Rolling...

Mary Cariola's Proud Parent Group continues to gain momentum and show their Cariola Pride. Now in its third year, the Proud Parents continue to focus on creating opportunities to bring families together as well as fun ways to support the Mary Cariola staff.

The Proud Parents have already had a busy school year. The group recently sponsored "An Evening with Jill Kelly." Jill Kelly, founder of the Hunter's Hope Foundation and author of the New York Times Bestseller, *Without a Word*, lost her son Hunter to Krabbe disease and speaks about the challenges of raising a child with special needs and how it impacts the entire family. Her message of hope an inspiration drew a crowd of over 100 people.

In addition, the Proud Parents could be found at a variety of venues since September. The Group sponsored the Walking on Sunshine fundraiser, hosted their 2nd annual Staff Appreciation cookout and introduced themselves to Cariola families at their information table set up at the Elmwood and East Henrietta Open Houses.

"We continue to be excited about

the growth of Mary Cariola's Proud Parent group," said Proud Parent Officer, Jane Bernard. "We have a great relationship with the Agency and have been overwhelmed by their support. As a result, our signature event—our annual Beach Party—continues to grow. We have created a second staff appreciation event, and we have provided several educational workshops

for our families."

The Proud Parent Group always welcomes new members and financial assistance.

"We continue to look for donations to cover costs and for families to get involved," Jane said. "It's our hope to add more events to support our staff and families. We are excited and committed to this great Agency!"

The Proud Parents invite all Cariola families to save the date for the Beach Party on Saturday, February 4, 2012 at the Elmwood Gym and Pool. Contact Jane Bernard at 585-301-7708 or bbernard6@rochester.rr.com for more information. •

Search & Transition Committee hard at work

The search to find Paul Scott's successor as President/CEO of Mary Cariola Children's Center is under way. Led by Board Members Jim DeVoe and Diane Syta, the nine members of the Search and Transition Committee are meeting regularly to establish strategy and plans for the executive search.

The group first established the timeframes for the search process about 18 months ago and then worked on reviewing the current job description. Staff was surveyed on skills and qualifications they felt were important for the job while the committee discussed critical skills

essential for the position. A revised job description was approved by the Board of Directors.

The search began in early November and was regionally focused. The job posting was advertised in local print media, not for profit and fundraising websites and business journals from Albany to Buffalo. Interviews will be conducted in January/February 2012 with a goal of selecting a successor in April 2012. This will allow for an overlap and transition for the new Agency President.

For more information on Paul's retirement and a summary of the position, visit www.marycariola.org. •

Mary Cariola Moments

1 *First Day Smiles!* Lisa Prince welcomes back Preschool student Michael Pedone on the first day of the new school year.

2 *Christie Rochester, of CARAT Consulting, conducts an iPad training Workshop to Cariola families and staff. Participants learned basic iPad navigation, how to download apps and how to use various communication apps.*

3 *Abby meets Annie!* Newly certified therapy-dog, Abby, demonstrates her versatility by auditioning and getting the part as Sandy in the upcoming Rochester Children's Theatre production of Annie. Performances run from December 10 to December 18 at Nazareth College's Callahan Theater.

4 *Director of Community Services Anna Lynn Brink (r) recognizes Renee Zemans for her 10 years of service to the Agency. Renee was recently promoted to Residential Operations Manager for the Residential Program.*

5 *Teacher Amber Bulman explains how sensory bins and communication devices are used in her classroom. Todd and Jamie Wainwright attended last month's Open House at the Elmwood Campus.*

6,7 *English Road Rising!* After some construction delays, the new English Road construction project begins to take shape. The foundation is in, steel girders are up and a new completion date of Spring 2012 is in sight.



A story for Carol

This is another in a series on friends of Mary Cariola Children's Center: how they make a difference in the lives of our children and why they decided to give back.

In 1979, Charlie Giunta, a friend of our founder Mary Cariola, knocked on the door of the Agency's residence on Browncroft Boulevard. He introduced himself, and soon after, became a volunteer. For nearly two decades, Charlie brought donuts to the Elmwood School each week and frequently visited the Browncroft Residence to spend time with the children. It's fitting that more than 30 years later, his legacy lives on with his daughter Carol.

Carol Giunta volunteers as a reader in the Mary Cariola Preschool Program. She reads stories with the proper excitement and anticipation. She allows her audience to study the illustrations and anticipate what's on the next page. Carol is a natural in the classroom and interacts effortlessly with the students. And there's a reason why. For 32 years, Carol taught 2nd, 4th, and 6th grade in the Rochester City School District.

"I love the children," says Carol who has a special place in her heart for the Cariola kids.



Carol Giunta reads a story to Sergi Wolfley.

It wasn't just her Dad's example that inspired her to give and volunteer. Carol grew up with an uncle who had developmental disabilities.

"Anthony lived in a time when people with disabilities were institutionalized. It was very hard seeing my uncle endure the hardship of institutionalization. His quality of life would have been much better had he had the option of a school like Mary Cariola Children's Center."

Anthony's memory remains near

and dear to Carol's heart.

Carol's volunteerism does not stop with reading to the Cariola kids. Like her Dad, she still surprises us with donuts. She has lobbied in Albany for people with disabilities, visits the kids in the Browncroft Residence and volunteers with Heritage Christian Services as well!

We thank Carol for honoring the tradition started by her Dad. His good friend Mary Cariola would be proud of you. Thanks for all you do. •

Book Fair to benefit Agency

Looking for another unique way to help the Agency? Mark your calendar for Mary Cariola's Book Fair and Book Drive on December 12 at the Barnes & Noble in Pittsford Plaza.

There are two ways you can help. You can purchase a book anytime from now until December 25 (at the Pittsford location) and have it donated back to the Agency as part of the Barnes & Noble Holiday Book Drive. Or, you can get your holiday shopping done and purchase a variety of merchandise sold at Barnes & Noble. Shop the Pittsford Plaza location on Monday, December 12 or shop online

at www.bn.com throughout the week of December 12-December 17, 2011. The Agency will receive a percentage of merchandise sold from books, music, games, educational toys, café and more. Make sure to enter the Agency's Bookfair ID number, 10619369, when checking out.

Mary Cariola's Chime Choir and Chorus will be performing at the Pittsford Plaza Barnes & Noble at 11 a.m. on Monday, December 12 while Agency leaders and friends will serve as book readers throughout the day. •

BARNES & NOBLE BOOKSELLERS



David Robertson from Linchpin Strategy helps set up the Holiday Book Drive display with Barnes & Noble's Ann Marie Davis, Penelope Robinson and Board Member Marlene Datillo, CFP from Financial Architects.

Thank you Capital Campaign donors!

As the new English Road Residence takes shape, the Agency would like to recognize the many generous friends who donated over \$3.6 million to the Capital Campaign. What began as a staff endowment campaign in 2006 was expanded to include residential expansion in 2008. Some of those funds were designated to the construction of the English Road Project. Future plans include the construction of a respite home where children with challenging behaviors will stay on a weekly basis, allowing more time for staff to address the behaviors and give the families a break from caregiving. •

We are deeply grateful to all of our Capital Campaign Donors:

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Sunny skies make

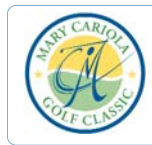
Each of the Agency's outdoor fundraising events took advantage of some great weather, setting new records in attendance and funds raised.

Hogs 'n Roses



Cariola Parents gave this year's annual motorcycle dice run a turbo boost! More than \$10,000 was raised at the 2011 HOGS 'N ROSES event. Net proceeds more than doubled from last year as parents of Cariola kids raised more than half of the event's profits. Despite temperatures hovering near 100 degrees, 150 motorcycle enthusiasts completed the 65 mile ride and supported the Agency for the fifth straight year. Thank you to Co-chairs Mike Ryan and Tony Machi for leading the way.

Mary Cariola Classic Golf Tournament



The 90 degree, sunny day was a perfect 'match' for the 128 golfers who played in the Mary Cariola Classic at Irondequoit Country Club. Under the leadership of Co-chairs Carol Lopez-Mossien and Charlie Giambrone, the tournament nearly doubled its proceeds from last year. After a delicious steak dinner, all golfers and dinner guests were dazzled with a live and silent auction.

Walking on Sunshine



Since the September Walk, many staffers have been 'Walking on Air!' This year's event raised more than \$94,000, making it the Agency's largest fundraiser ever! Thank you to Committee Chair Jim D'Anza, the Walk Committee, Mary Cariola parents, staff and volunteers for ending our event season with a sun burst of generosity! •



Cariola Parent Matt Sweeney (center) is the center of attention at the HOGS 'N ROSES motorcycle ride post event celebration. He raised over \$2,400 for the Agency.

Agency events sizzle



Left: Teacher Liz Gould (!) enjoys the Ontario Beach boardwalk with Kelli Manellino and Maggie Gould during the Walking on Sunshine Event.



Right: Tom Strassenburgh, Tom Roth, John Odenbach and Mark Siewert were one of 32 teams at the Mary Cariola Classic.

Agency welcomes new Board members

Some familiar faces have joined the Mary Cariola Board of Directors. In addition to attending monthly Board Meetings, each individual will serve on one or more committees, tapping into their extensive experience in their specialized fields.



Marlene Dattilo is a Financial Advisor, CFP, with Financial Architects / Mass Mutual. She has been a member of the Walking on Sunshine Committee for several years and serves on the Agency's Sponsorship Committee.



Michael Ritz, CPA, is the Research Compliance Officer at the University of Rochester. Mike previously was the Agency's Senior Accountant.

Mike is a member of the Agency Advancement and Budget and Finance Committees.



Frank Magnera is an Account Director / Team Lead Supervisor at Catalyst. His experience in Marketing and Analytics has already been utilized for the Agency's Annual Giving campaigns and the website. Frank serves on the Agency Advancement Committee.



JoEllen Pinkham, Associate Vice President for Human Resources at Nazareth College, formerly on the Agency's Human Resources Committee, is returning to serve on the Human Resources Committee. •

We will never forget Mary

Mary Hannick was one of the pioneering founders of the Agency and worked closely with Mary Cariola in



structuring the earliest program initiatives. As Director of the Genesee Settlement House, she offered program space at no cost to Mary and her staff. She was a long-time Board member, Former Board Chair and Honorary Board member until her passing last month at age 102.

We were just one of many agencies that benefitted from Mary's involvement, counsel and inspiration. She was always the first to keep Board discussions on target and focused first on the needs of the children and families we served.

Mary was a formidable public speaker and could hold her own with any audience. She was a frequent guest speaker with social work students and related easily and effectively with children or civic leaders. She had an amazing group of friends, all ages and all walks of life. She championed diversity and political connections long before it became vogue.

Everyone who met or knew Mary was impressed with her. To say she will be remembered is an understatement. She inspired us to try to make a positive change in the world regardless of age or social stature. She often said, "If I had stayed at Kodak rather than pursued social work and a career in the settlement houses, I would have been rich in money, but now I'm rich in people, and that's better."

One of Mary's wishes was to have her favorite chair moved to the Agency. Her motorized recliner now sits in the Mary Hannick classroom at our Elmwood campus. It's a very personal, practical reminder of an amazing lady who did so much to provide support and comfort to others. •

The following friends of the children at Mary Cariola Children's Center . . .

have made donations to the Agency between July 1, 2011- November 1, 2011. It may have been a contribution in memory of a loved one, in honor of a friend or family member or a monetary gift from the heart. These gifts help us provide quality services and programs to our students. We remember, honor and thank you.

In Memory of . . .

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Premium Teacher Aide James Dill flips a burger during a classroom cookout during Summer Program. The new gas grill was donated by Agency friends Julie and Les Fisher.



The McQuaid Jesuit High School Football Team spent a sweltering summer afternoon adding new mulch to the Elmwood playground. Mike Purpura unloads another barrel as Derrick Members rakes it out.

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Ms. Sharon Mooney

AVERY JEAN LIGGETT SARNOWSKI'S BIRTHDAY

Ms. AnneMarie P. Bloom

BERNARD & BERNICE O'SULLIVAN'S WEDDING ANNIVERSARY

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Mr. Paul C. Scott

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Mr. & Mrs. Gerald D. Hanford

MARK SIEWERT'S RETIREMENT

Mr. Paul C. Scott

STEPHEN STRNAD'S BIRTHDAY

Ms. Elsie Ver

Ms. Ruth Ver

TOM & PATTY SULLIVAN'S 40th WEDDING ANNIVERSARY

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HARRY & CATHY VOSS'S WEDDING

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JACOB WAINWRIGHT'S BIRTHDAY

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The Kids Miracle Making Club donated baseball equipment as part of their Home Run Heroes project. They presented gifts to the East Henrietta students and Paul Scott during a Red Wings pizza party this summer. Spikes, Mittsy and Red Wings Pitcher Liam Hendriks were on hand for the fun.

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Bob Duckett decided to spend more time on land and donated his boat to the Agency.

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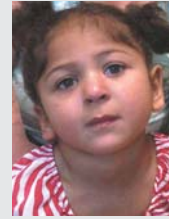
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Remembering Friends

Dakota Sanders was an adorable 5-year-old who attended our Preschool Program. She had beautiful eyes and a special smile. In the classroom she enjoyed lotion rubs and getting her hair done. Her favorite toys included a lady bug and a light up ball. She loved spending time in our sensory room where staff witnessed her joy by the big smile on her face. Dakota touched the hearts of everyone she met.



Long-time Agency supporter **Jim Crowley** was a wonderful family man, a devoted husband to his wife Pat, and a proud and involved father to his four children. He taught by example the value of hard, honest work and having compassion for those who are in need. He loved Irish music, singing, and the greatest holiday of the year, St. Patrick's Day. Though a very hard worker, Jim showed his family that life was to be enjoyed. He loved his vacations to the Cape, the Thousand Islands, Ireland and the cottage on Canandaigua Lake.



Former Board Member **Donna Fielding** was a warm, down to earth and caring person. She was unique to the Board because she had previous experience working with students when she volunteered in the PALS program. Donna was very interested in our kids and a very generous supporter.

Mary Cariola Children's Center
1000 Elmwood Ave., Suite 100
Rochester, NY 14620-3093
(585) 271-0761
www.marycariola.org



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2012 Annual Giving Campaign kicks off

Mary Cariola's 2012 Annual Giving Campaign is off and running. This year's appeal will focus on retaining last year's donor base and inviting other Agency friends to return to the annual campaign.

"We began the campaign earlier than in previous years to get a head start," said Agency Advancement Director, Brad Pearson. "It's Paul's last Annual Giving Campaign and we want to make it even more successful than last year."

Over 14,000 direct mail letters will arrive in donor homes throughout the campaign. Look for yours or make your secure donation on line at www.marycariola.org. Many thanks go to Brancato Creative and Merlin Digital Printing Solutions for their help in making this a cost efficient campaign. •



AMANDA JANE EGLESTON

(L to R) Stories of Albert Miller, Jakequan Lake and Angela Eneyd are featured in Paul Scott's last Annual Giving Campaign.

Agency featured in Press-Radio Club Calendar



Mary Cariola is one of several local non-profits featured in the Rochester Press Radio Club's Children's Charities 2012 Calendar. Student Andrew Wheelock is featured on the cover. Each calendar costs \$10 with the Agency netting \$4 from each sale. The remaining profits will be shared by all of the Press Radio Club's Children's Charities. If you are interested in purchase, contact Joanne Fisher 585-271-2891 ext. 1590 or jfisher@marycariola.org •