

Arc Launches New Logo and Brand Identity

You have probably noticed that this issue of ArcNEWS looks dramatically different from the last! It is all part of the new face of The Arc! Our dynamic new logo and new brand identity represents the energy with which The Arc works on behalf of individuals with intellectual and developmental disabilities.

“Oh, WOW!!!”

“Brand Spanking New!”

This was the reaction of several self-advocates at The Arc New London County who were among a dozen members of Focus Groups that helped to provide The Arc United States with vital information about how the new logo and brand information would be received by the public.

The excitement they were expressing was not only in response to the boldness of the new look and to the new message – a recognition that this new brand identity provides more information about what The Arc is about: empowerment and opportunities for hope, for growth and for change!

By good fortune, the Focus Group process coincided with a dinner dance being hosted at The Arc by the Community Life & Lei-

sure Program. In three small groups and in 15-minute sessions, fourteen self-advocates were among the first to see The Arc's new logo and brand identity up close and personal!

“This new brand identity takes The Arc forward as part of a national movement that invites respect and recognition for people with disabilities in communities across the country.”

— Kathleen Stauffer

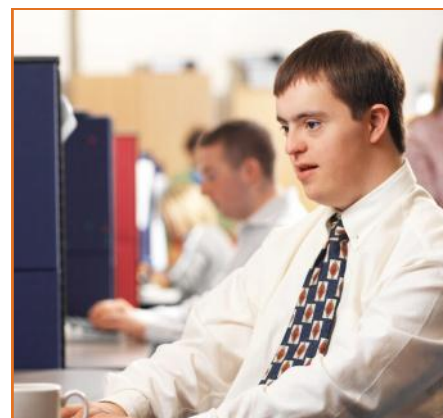
Sworn to secrecy, and with an element of fun involved, the three Focus Groups made comments on every aspect of the new brand identity including the new logo, language, brochures and photographs that might be used in these materials.

Of one photo of a young man with Down Syndrome wearing a microphone headset, one Focus Group member astutely saw that Technology represented a way of leveling the field:

“The man with the headphones can communicate with others like him on their level,” he said, “He’s got it made!”

Arc Chief Executive Officer Kathleen Stauffer played a key role, too!

A former publishing executive with more than two decades of media and branding experience, she was one of six state and local Arc executives appointed by The Arc United States Chief Executive Officer Peter Berns to serve on the Branding Advisory Group offering input, advice and counsel to the national Arc branding team, its consultants and Board of Directors.



A Message from The President of The Board of Directors



John Fournier

The Arc has always been driven by families, families like my own, who hold hopes and dreams for children and loved ones with

intellectual and developmental disabilities. In 1952, The Arc New London County was founded by families who wanted to educate members who were not — in those days — welcome in our public schools.

Our founding families wanted a brighter world, a world with op-

portunities for hope, for growth and for change. Today we recognize what they did as *visionary*, but it all started with *Family*.

The strength of that vision brought my own family to The Arc some fifteen years ago, with the passionate belief that something more was *possible*. “Good enough” really *wasn’t*! By joining The Arc, families could stand together and support each others’ dreams.

None of us is getting younger. Indeed, while the vision of our founding families thrives even as The Arc New London County has grown from a fledgling agency to one, to three, to six and now

\$9 million in annual revenues, it is critical to keep the original dreams front and center in the public awareness.

We hope you like the new look we’ve adopted here at The Arc New London County, along with 160 Arc chapters nationwide. Most of our original founders have passed on now, and so communicating clearly who we are and what we do becomes ever more critical to ensure their legacy. As Arcs, we are *Family*. We are *for people with intellectual and developmental disabilities*. *Achieve with us!*

— John Fournier



A Message from The Chief Executive Officer of The Arc

Achieve With Us!
*New brand takes off;
enthusiasm swells!*

Have you felt weary answering again and again: *What does Arc stand for?*

More than a year ago, The Arc’s Chief Executive Officer Peter Berns set out to change that. Research indicated The Arc was one of the ten largest charities in America. But we were near the bottom of the Top 100 List in terms of public recognition.

Peter’s dream was for Arc chapters nationwide to get the acknowledgement we deserve. Clearly, The Arc - with its com-

mitment to full participation for all people in their communities - needed to *brand* its philosophy so our mission would be known.

In an RFP process, national branding firm CoreBrand was hired to “rebrand” The Arc. CoreBrand has a reputation for helping established organizations stay true to their roots while finding words to communicate to a modern public.

But this was a local as much as a national effort. Self Advocates from The Arc New London County served in focus groups whose feedback favored adopting the new brand. I am happy to have served as a member of The Arc’s national branding advisory group, a team of six ex-

ecutive directors who provided input for “rebranding The Arc”.

How do you like our new look?

Achieve With Us!



Kathleen Stauffer

P.S. - Don’t miss our largest annual fundraiser, Matey! **The Arc New London County’s 4th Annual Pirate Party sets sail April 30 at 7 pm at the Mystic Arts Center. Buy yer ticket early or walk the plank!** Visit www.thearcnclc.org





Set Your Sails Mates, the Treasure Awaits!



The Arc New London County is hosting its 4th Pirate Party to raise funds for its Community Life & Leisure, Respite and Camp Harkness programs that benefit individuals with intellectual and developmental disabilities. Wear your favorite pirate garb and join us on **Saturday April 30th from 7:00 – 10:00 PM at the Mystic Arts Center, 9 Water Street in Mystic.**

100% of the proceeds from the event are used to support these programs:

Community Life & Leisure



Last year Connecticut Sun WNBA stars Kara Lawson and Kelsey Griffin joined in the fun!

Every month, the Community Life and Leisure program (formerly Recreation) provides a full calendar of social and leisure activities as well as transportation for 111 people with intellectual and developmental disabilities.

The Arc is an accredited chapter of CT Special Olympics, sponsoring many local teams in State and National competitions, and also provides social, cultural, and learning activities throughout the year.

Respite Services

Caring for a disabled family member is a life-long challenge and commitment. Respite programs allow care providers to get an essential break to recharge and take care of their own needs. The Arc provides a Respite Center in Ledyard available for families who need this opportunity. Respite helps keep family members together. Part of the proceeds from the Pirate Party will support people who need Respite services, but cannot afford the associated cost.

Camp Harkness

Since 1999, The Arc New London County has operated a summer residential camp at Camp Harkness on Long Island Sound in Waterford. Each year, we serve over 300 children and adults with developmental disabilities from all over Connecticut who come to enjoy a quality vacation and take advantage of the beautiful Harkness property and beach. It has been our goal to offer camp with no increase for 2011 since families have already been hard hit with social service cuts this year.

Day Camp Program

As we did last year, we are extending our Camp Season to include a one week Day Camp program for children with Autism and other developmental disabilities.

Live and silent auction items this year include golf outings, gift certificates, art, sports memorabilia, a *real diamond* hidden in a treasure chest from Mallove Jewelers, and much, much more. The money raised through the auction helps The Arc serve greater numbers of people with intellectual and developmental disabilities in Southeastern Connecticut, including the rapidly growing needs of families with loved ones with Autism Spectrum Disorders.

Entertainment, heavy hors d'oeuvres and an open bar are included in the \$50 admission price. **Tickets at the door are \$60.** To purchase tickets in advance go to www.thearcnlc.org or call Barbra at 860-889-4435 Ext.116.



Swashbuckler Christina Angulo reminds pirate Stephen Furlong who is really in charge! Arrrgh!

Chamber Foundation awards \$3,000 to The Arc New London County to Help Children

The Chamber of Commerce Foundation of Eastern CT has awarded The Arc New London County \$3,000 in grant funding to purchase assistive technology and adaptive equipment for children with intellectual and developmental disabilities.

At a press conference in the Chamber's Offices in Waterford, Connecticut, Louis Ziegler, Chair of the Board of Directors of the Foundation said that this year the Foundation awarded more than \$80,000 to organizations in Southeastern Connecticut who work to better the lives of children.

"This funding will allow families and people in our *Individualized Home Supports*



Arc Chief Executive Officer Kathleen Stauffer and Chamber Foundation Board Chair Louis Ziegler.

Program to purchase assistive technology devices and communication programs and tools that will level the playing field and help children compete for their place in the world," Arc CEO Kathleen Stauffer said.

"Adaptive equipment such as iPods with specific applications for people with intellectual and developmental disabilities helps assure that each child has an opportunity to grow up participating and contributing to their community."



How Assistive Technology Helps Children with Intellectual Disabilities

Assistive Technology (AT) is any item, piece of equipment, or system, that is used to increase, maintain, or improve functional capabilities of individuals with disabilities.

Research indicated that assistive technology may be appropriate when it does any or all of the following things:

- Enables an individual to perform functions that can be achieved by no other means.
- Enables an individual to approximate normal fluency, rate, or standards – a level of accomplishment that could not be achieved by any other means.
- Provides access for participation in programs or activities which otherwise would be closed to the individual.
- Increases endurance or ability to complete tasks.
- Enables a person to concentrate on learning or employment tasks, rather than mechanical tasks.
- Provides greater access to information.
- Supports normal social interactions with peers and adults.

Children with intellectual disabilities make use of technology in many ways:

Communication – Message boards, computerized voice output and synthesized speech;
Mobility – Computerized wheelchairs/mobility aids;
Environmental Control – Electrical appliances, audio/video equipment, locking and unlocking doors;
Activities of Daily Living – Computerized dining devices, audio prompting, video-based instruction;
Education – Computer-assisted instruction;
Computers promote interaction with non-disabled peers.
Employment – Video-assisted training, audio prompting; computer-based prompting devices;
Sports and Recreation – Toys adapted with switches/other technologies to facilitate play. Computer/video games, video exercise/physical fitness.

(condensed from an ArcUS Q&A Fact Sheet)

Meet Tom the Painter!

"I'm at the give-back stage in my life..."

Coincidences, those curious moments when we encounter something by chance that we did not expect happened to Tom, the Painter. He and his wife wanted to relocate in Connecticut and he saw a listing in the paper and called the number.

The woman at the other end of the phone asked for his name. "Tom," he said, "Tom Sullivan."

Following a brief moment of silence her shocked reply was: —"That's my *husband's* name!"

And the rest is history, as they say. Tom Sullivan, the businessman, and his wife Jane met our Tom Sullivan, the emeritus Executive Director of The Arc, and his wife Candy!

Both retired, Tom the Painter is still in business painting for charities, doing




the work he loves at the age of 70. But that's not the whole story...

Tom also is on the US Board of Directors of the **Open Windows Foundation**, an organization created a decade ago in Guatemala to bring literacy and books to the school in the village of San Miguel Duenas.

What began with just 20 books has grown to become a library with 8,000 books! Tom says he returns to San Miguel Duenas every year to do some painting at the school. His efforts are living proof that *one person can make a difference*.

"I'm at the give-back stage in my life," he says. "I have a lot of discipline and like physical labor, and these people [in Guatemala] deserve an opportunity."

A long-time donor to The Arc, we are indeed fortunate to have Tom here painting the office areas. Thank you, Mr. Sullivan!

You can learn more by going to **Open Windows Foundation.com**. To talk with Tom about starting your own charity business, contact him at tsullj@comcast.net or call him at 860-464-0743. 


Community Foundation of Eastern Connecticut Awards Grant To The Arc New London County

"It is our pleasure to inform you that your organization has been awarded a grant from the 2011 competitive grant cycle," the award letter said, "Congratulations!"

Arc's funding request for its Community Life & Leisure program was one of 104 requests the Community Foundation of Eastern Connecticut received this year. Over the last twenty-eight years, the Foundation and its donors have invested more than \$20 million in grants and scholarship.

"We appreciate the challenging work you do,"

Foundation President Alice F. Fitzpatrick remarked in the letter, "Especially in these lean times. We are proud to be a partner in your efforts to make eastern Connecticut a better place to live and work."

"New models for community leisure allow The Arc to take a cutting-edge approach to services; this clearly appealed to the CFEC decision makers," Arc CEO Kathleen Stauffer noted. "When all are included, all can benefit!" 

Savings Institute Bank & Trust Helps Support The Arc's PIRATE PARTY

When he is not busy with the day-to-day business of being Assistant Treasurer of the Savings Institute Bank and Trust located on West Main Street here in Norwich, Barry Shead is out and about in the community looking for ways to help. Whether it is new ways to help people understand how to better utilize banking services, or hosting business functions, Shead, the former Branch Manager and Branch Officer at SI/Norwich, is interested in conversation, collaboration and a good bowl of chili – and not necessarily in that order!

Shown here with Arc Chief Executive Officer Kathleen Stauffer, Shead presents a check for \$450 from the Savings Institute Bank & Trust to help make The Arc New London County's 4th Annual Pirate Party a success! 🍌



Thank You to Our Donors:

Gay & Christopher Adams
Robert Ager
Ann Anesta (In memory of Norman Topping)
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Leislle Bartholomew
Elsie Brown Foundation
Cavasino & Co.
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Curt Danforth
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Linda Gedeon
Louis Gedeon
Maureen & Steve Gilardi
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Stephen Sikora
Karen Stauffer
George & Lois Strouse
William & Diane Sullivan
MJ Sullivan
Suisman, Shapiro





This feature offers a forum to share thoughts about the Arc New London County, about the important work you do here every day and about the place that work has in your life.

Our guest in this issue is Yoshiko Kessel, a Life Skills Instructor in the Community Integration Program. Yoshi has been with The Arc just over a year, and chose the Day Program schedule over working in Group Homes.



Yoshiko Kessel
Life Skills Instructor,
CIP Program

- ▼ **What makes you want to be part of The Arc? What brought you to the field of human services?**
- ▲ **It's the most rewarding thing when I work with people and try to make a difference in their lives.**
- ▼ **If you weren't doing this work, what else might you be doing? How would you be using your skills?**
- ▲ **I'm still doing Japanese translation and related works. I would like to do some type of human services using my language skill.**



The Arc's Employment Transition Center Receives Donations From Business Partners!

What a stroke of Luck! ArcNEWS arrived at the **Thomas J. Sullivan Employment Transition Center** in Groton just as local business partners were making an impressive donation of high tech electronics!

Frank Zanio & Associates (FZ & Assoc., below) donated an APEX large screen television, and Zachry Nuclear Engineering (ZNuclear Eng., below) donated a Wii Fit Plus System to hook up to it!

Thank you for thinking of us!

Left to right: Kristen Zito, Vicki Stanton, Aaron Sudowski, Kristen Gleason, FZ & Assoc., Christine Yanelli, ZNuclear Eng., Roger Spencer, FZ & Assoc., Athena Ellis and Michael Guay, ZNuclear Eng.





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Norwich, CT 06360
860-889-4435

MISSION:

To provide individualized supports, services, and advocacy to persons with intellectual and other related developmental disabilities to help facilitate their full participation and inclusion in the communities of Southeastern Connecticut.

VISION:

People with intellectual and related disabilities supported by The Arc New London County are full participating members of their communities.

ArcNEWS

MARK YOUR CALENDARS!

COMING SOON!

Our 4th Annual
PIRATE PARTY!
Saturday, April 30, 2011
at The Mystic Arts Center



**THE TREASURE
AWAITS, MATES!**



SAVE THE DATE!

The 34th Annual
Strides Road Race
Sunday, October 2, 2011
At Camp Harkness
Waterford, CT

REGISTER ONLINE!