



EFFECTIVE RESPONSE TO CRISIS HEALS FAMILY DIVIDE

Ronna Lund knows that her adopted son Brady, 12, is really good at pushing her buttons. So good, she says, that she would often be sucked into his “vortex” and suffer from his proactive aggressive outbursts instead of being an effective parent. Her other adopted son, Brady’s half-brother Nick, 8, is the complete opposite. His aggression is reactive and often results in violent meltdowns. Together, the two boys have put Ronna and her husband Steven’s family into what they say is a state of “constant crisis.”

“Nick has a serious anger issue and is very reactive. He’s like a shaken Pepsi bottle ready to burst 23 hours a day,” says Steven. “Brady’s cognitive. He’s mentally in control and thinks out his aggression. He pushes buttons.”

Therapeutic foster parent Jeanette Schultz knows exactly what Ronna and Steven have been going through. Joey, 12, was placed in her home during the latter part of summer 2009. From the point when Joey, who is developmentally disabled, and his twin sister came to reside with her and her husband, Jeanette says that Joey had daily tantrums and was a very loud little boy. According to Jeanette, he was extremely challenging. “By November (2009) it was down and ugly,” says Jeanette.

Her breaking point was when Joey slammed her hand in a door during a tantrum. After that incident, Jeanette met with a therapeutic foster care team from Hillside Children’s Center. She wanted



Before taking Effective Crisis Response (ECR) training, Jeanette and her husband Richard were at their breaking point with Joey, a developmentally disabled foster child placed in their home. After taking ECR, Jeanette says the stress level in her house is much lower.

to keep Joey as a foster child, but made it clear that if she was going to do so something had to be done to help manage the crisis that was a daily ordeal for her and her family.

One of the services that was suggested for both families was a training called Effective Crisis Response, or ECR, offered through Hillside Children’s Center. Both families decided to undergo the training, and have been given hope as a result.

According to Hillside Children’s Center’s Ken Tangel, a sociotherapist who provides ECR training and has worked with both families, ECR is “emotional first aid” for parents.

“A lot of parents we work with feel like firefighters. In the ECR training, we talk a lot about how important it is to wet down what causes the fires in the first place with structure, setting conditions, and boundaries,” says Ken.

continued on page 3

SPOTLIGHT ON VOLUNTEERS

Highlighting the people who share their time and talent to make a difference

2



DONORS IN ACTION

See how individuals and organizations have creatively helped raise funds for Hillside

4



GIFTS FROM THE HEART

Memorial and tribute gifts from friends of Hillside



8

AROUND HILLSIDE

A sampling of programs and people in the news and our community

12





SPOTLIGHT ON VOLUNTEERS

VOLUNTEERS MADE THE HOLIDAYS BRIGHT

Hillside Volunteer Services is thankful and proud of our 250 volunteers who logged more than 1,050 service hours to support Hillside Special Santas. This is the largest number of volunteers in Hillside Special Santas history! Our volunteers processed gifts to serve more than 5,000 children and their families...all in time for the holidays.

Hillside Special Santas Headquarters found a new home in 2009 at Crestwood Children's Center's Scottsville Road campus because of continuing renovations on the Monroe Avenue campus. The new location did not deter past volunteers from returning, however. "It's nice to see another part of Hillside," commented Jan Kendrick, who has been a Hillside volunteer for 10 years. "And it was fun to meet new volunteers too," Jan said, as Hillside Special Santas welcomed nine new volunteer groups and approximately fifteen new individual volunteers.

"Every day is different," said Heather VanDyne, Hillside Volunteer Coordinator. "Each group brings their own character, enthusiasm, and way of working together. My favorite thing is when we have volunteers who say they can only come for one day, and then I see them for the rest of the month!"

Hillside Special Santas and Volunteer Services would like to sincerely thank each individual volunteer, our Hillside Special Santa Volunteer Captains, and all the volunteer groups who dedicated their time to ensure the youth and families served by Hillside had a brighter holiday. We look forward to seeing you again very soon.

VOLUNTEER GROUPS

Returning

- Bailey, Carr, and Co
- CIBER
- County Clerk Cheryl DiNolfo's Office
- Deloitte & Touche, LLP
- Healthcare Financial Management Association
- Ortho Clinical Diagnostic
- Pactiv
- Thomson Reuters (two groups!)
- Wegmans Nature's Marketplace
- Xerox

New in 2009

- Banana Republic
- Catalyst Direct
- CP Rochester
- Global Crossing
- Old Navy
- Our Lady of Mercy High School
- PAETEC
- RIT Athletics
- The Father's House



Banana Republic



Catalyst Direct



Wegmans Nature's Marketplace



CIBER



CP Rochester



PAETEC



Global Crossing



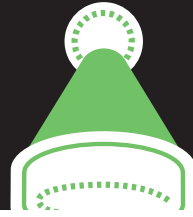
RIT Athletics



Healthcare Financial Management Assoc.

Vision (USPS 435-690) is published tri-annually by Hillside Family of Agencies, a not-for-profit agency for families and children. Publication office: 1183 Monroe Avenue, Rochester, New York 14620. Periodicals postage paid at Rochester, New York. Postmaster: Send address changes to Vision, 1183 Monroe Avenue, Rochester, NY 14620-1699.

SPECIAL



SANTAS

MANY THANKS TO OUR HILLSIDE SPECIAL SANTAS



For more than 25 years, literally thousands of Hillside Special Santas have given joy and happy memories to the neediest children and families served by Hillside Family of Agencies.

Each year we are moved by the generosity and community support we see from corporations, community groups, schools, individuals, and even children.

This past holiday season Hillside Special Santas was able to support more than 5,000 children and their families throughout Western and Central New York. For each Hillside Special Santa, it's really just about one child or family whose lives you have brightened. You may never meet them, but they will always remember you—their very own Hillside Special Santa!

This is truly a wonderful story—or 5,000 wonderful stories. We thank you on behalf of our children and families. We hope kindness is returned to you with a wonderful and happy year.



Three cheers for the cheerleaders from Webster-Schroeder High School who donated the most gifts during the Hillside Special Santas Team Challenge. They received a special golden reindeer trophy from Sally Bohne and Hillside Special Santas.

EFFECTIVE RESPONSE TO CRISIS HEALS FAMILY DIVIDE *continued from front page*

After the training, he says he often hears parents say “I like my kid again.” But, he admits, getting to that point takes work, even if the training participants are experienced parents, as Ronna, Steven, Jeanette, and her husband Richard are.

Ken worked with Ronna and Steven for eight weeks and did the same with Jeanette and her husband. He helped them to understand what triggered the crises that occurred within their families. And he taught them techniques to deescalate a crisis when it broke out. Ken says the training also focuses a lot on the emotional competence of the parents, active listening skills, and behavior intervention.

“The parents that go through ECR come out more confident in their ability to deal with crisis. They feel they have the skills,” says Ken.

Ronna and Steven say they were unsure what to expect when they started ECR. What they took away from it, though,

helped them to understand the different types of aggression Nick and Bradley exhibit and how responding in a similar manner to aggressive actions by the boys was completely ineffective.

“I guess we pretty much used to respond to them both in the same way. Understanding how each type of behavior affects them has helped us to diffuse situations in a much more efficient manner,” says Ronna.

The couple now is able to use each other's strengths to help in crisis situations. They've taken action to remove as many of the boys' triggers from the house as they can. As a result, they're better able to see Bradley's aggressive actions formulating before they occur, and can take actions to prepare for them.

“We have increased confidence. I think the kids are further along because they're reacting in a better way. This is Bradley's best year in school. He's on merit roll and

has developed some strong friendships. ECR helped in this,” says Ronna. “I know we wouldn't be as far along as we are now if we hadn't taken this course.”

“The parents that go through ECR come out more confident in their ability to deal with crisis. They feel they have the skills.”

—Ken Tangel

continued on back page



DONORS IN ACTION

MONROE AVENUE CAMPUS RENOVATIONS REACH THE “HOME STRETCH”

With renovations to Eastman Hall nearly complete, the Hillside Children's Center's Monroe Avenue Campus Renovation Project is in the “home stretch.” Renovations to the Administration Building and the recreational area and green space are all that remain to complete the project.

According to Hillside Children's Foundation President A. Thomas Hildebrandt, “through the kindness of many supporters, we have made continued progress in raising the funds necessary

to complete this project, despite the challenging economy. During 2009, we raised nearly \$750,000.”

We need to raise just \$73,000 more to complete critical renovations that will enhance services to children and families for years to come. If you would like more information about Hillside Children's Center's Monroe Avenue Campus Renovation Project or would like to make a gift, please contact Christie Englehart, director of major gifts and planned giving, at (585) 256-7513.



The conference room will provide space for children and families to gather, as well as meeting space for our boards. The Hillside Children's Center mural has been preserved.



The outside of Eastman Hall is taking shape. A glass piece by local artist Nancy Gong will be installed soon.



Renovations to Eastman Hall are underway.



A view of future vocational kitchen space inside Eastman Hall.

SAVE THE DATE



Please mark your calendars for the 2010 Hillside Believe in Kids Golf Classic to be held on Monday, June 21, at Irondequoit Country Club. The grand prize

for the foursome winning the most skins will once again be a four-day, three-night golf package at Pebble Beach. The package includes accommodations at the Lodge at Pebble Beach, three rounds of golf—one each at Pebble Beach, Spanish Bay, and Spyglass Hill—plus airfare. Don't miss your chance to win this fabulous prize!

The event will benefit the more than 7,000 children and families served in Central and Western New York by Crestwood Children's Center (CCC) and Hillside Children's Center (HCC). CCC and HCC are leading providers of care for children with a wide range of emotional, behavioral, mental, and life-circumstance challenges and their families.

We have many sponsorship and foursome opportunities available - lots of ways for you to participate! Call Leah Thomas, manager of special events, at (585) 256-7660 or visit <http://www.hillside.com/Join/Golf.htm> for more details.

LOCAL BAKER SAMPLES SWEETS FOR HILLSIDE

Heather Saffer is a self-taught baker who's hit a "sweet spot" with her new business, The Cupcake Dreamery. The bakery offers cupcakes in 20 gourmet flavors, as well as the traditional favorites, chocolate and vanilla.

Even as she was getting her new business going, Heather wanted to give something back to the community. She called Crestwood and Hillside Children's Foundations Special Events Manager Leah Thomas to see how The Cupcake Dreamery could help. Heather says, "A relative of mine is at Hillside and they're really helping her," Heather says. "Without Hillside, I really don't know where she would be." Heather's mother, a teacher, has also seen the work Hillside does at Charlotte High School and has been positively impressed. "They're a great organization," Heather says.

Heather's first collaboration with Hillside was an event at PARE restaurant in November. Participants sampled cupcakes and wines from two Finger Lakes wineries. Another cupcake sampling event was held at Brio in January. The Cupcake Dreamery also donated sweet delights for a Hillside Night at Geva.

Heather is always looking for inspiration for new cupcake flavors and particularly enjoys reproducing the flavors of other types of desserts in cupcake form. She loves all the gourmet flavors she produces and can't name a favorite. Leah Thomas agrees they're all wonderful, but adds, "the PB&J is to die for!"



The Cupcake Dreamery created the Hillside logo in icing for the Brio event.

GRANT TO IMPROVE EDUCATIONAL OFFERINGS

USDA Rural Development has awarded a \$265,912 grant to help fund Hillside's Rural Schools Distance Learning and Telemedicine Initiative at Hillside Children's Center's Finger Lakes and Varick campuses and Snell Farm Children's Center. The grant monies will provide individual learning kiosks that will connect students to a virtual classroom network providing both live and on-demand classes, as well as video conferencing equipment that will allow Rochester-based Hillside healthcare professionals to serve youth at the other three locations. The new technology will give youth at Hillside's rural campuses access to educational experiences they would not otherwise have had, as well as greater access to crisis support and healthcare.

The new distance learning technology is being phased in at all three locations and will be up and running in all 32 classrooms

within six months. Hillside's teaching staff is developing a full range of courses, starting with subjects such as math, science, and foreign languages—subjects where rural students most often face barriers to accessibility, quality, and individualization.

Hillside youth will be the first students attending residential and day treatment schools in New York State to benefit from this innovative distance learning technology. Hillside is also one of only five percent of human services agencies nationwide using telemedicine technology. In accepting the grant check, Hillside Family of Agencies Chief Operating Officer Clyde Comstock said, "This grant will allow Hillside to continue its pursuit to integrate new technologies and cutting edge research into practice. We are very grateful for the generosity of USDA Rural Development."



USDA Rural Development State Director Jill Harvey presented the grant check to Hillside Family of Agencies Chief Operating Officer Clyde Comstock in December.

COMMITMENT SPANS GENERATIONS

When Lucius Gordon, who was known as Bob, joined the Hillside Children's Center (HCC) Men's Board of Directors in 1949, he was continuing a family tradition. According to Bob's granddaughter, Marie McNabb, "I remember my great-grandfather saying, 'We've been very fortunate. We're healthy and we've been able to get an education. We need to give back.' That has always been our family culture."

Bob and his brother, Fred, worked together as co-owners of Mixco, a local mixing equipment manufacturer. Bob learned about Hillside from Fred's wife, Ginny, who was serving on the Women's Board of Directors.

Over more than 30 years of board membership, Bob helped see HCC through tremendous growth and changes. He was instrumental in developing the Men's Board of Directors and was later a driving force behind the merging of the Men's and Women's Boards into a single board. "He felt there was lots of great talent on both," Marie says, "and he thought it was redundant to have two separate boards."

Both Bob and Ginny were especially interested in Camp Possibilities. "My father thought it was nice for kids to have a camp experience," explains his daughter, Mimi Whitbeck. "They also knew the Lovejoys, who donated the property for the camp."

In recognition of their dedicated service to Hillside, Bob and Ginny were honored with the prestigious President's Award in 1985. "I was there and I remember it," Mimi says. "There's a photo of the presentation hanging in my home." At the time, Mimi was already an active Hillside volunteer. She had been invited by a friend to serve on several committees during the 1960s and 70s, was elected to the board, and eventually became board president. "How can you not help children?" she says of her decision to volunteer. "I was so enthralled with Hillside. It's such a beautifully run organization. And the children's stories are so heart wrenching." Volunteering was Mimi's career and she often spent as much as four or five hours a day at Hillside. In keeping with the family tradition, Mimi often took daughter Marie along to help out. "I dragged Marie everywhere," Mimi says. "She was always stuffing envelopes or something."

Marie remembers cheering at swim meets and volunteering for Hillside Special Santas. As she grew up, so did her commitment to Hillside. "They have a long history and they're part of our family history," she says. "And they're good at what they do. I'm so impressed with the people I've met. Their dedication to doing the right thing for children is amazing." Marie, who is currently on the Hillside Children's Foundation Board of Directors, is also very committed to Hillside's mission. "I have a Masters in education and I'm a big believer in education," she says. "Hillside bringing research and practicality together is on the forefront."

Marie is already instilling the family tradition in the next generation. Her children are "not very involved yet, but they're very aware of Hillside," she says. Instead of giving holiday gifts, family members often make donations in the children's names to organizations that help children. Marie is also committed to reinforcing the importance of volunteer work. "In so many families both parents work and there are fewer volunteers. I keep remembering my grandfather telling me that we've been fortunate and we have to give back."



Three generations of volunteering: Bob and Tony Gordon (seated) surrounded by (left to right) Marie and Sandy McNabb with Libby, Ryland, and Payton, Mimi and Terry Whitbeck, and Ernie and Mary Kay Whitbeck.



Mimi Whitbeck and Bob Gordon at the Hillside Children's Center Sesquicentennial Celebration dinner honoring past board presidents in May 1988.

Through almost 100 years of cumulative volunteer service, the Gordon/Whitbeck/McNabb family has made immeasurable contributions to further Hillside's mission to serve children and families. According to Hillside Family of Agencies President and CEO Dennis Richardson, "Bob, Ginny, Mimi, and Marie have been a very special gift to Hillside. Individually they have each made important contributions to advancing the policies and practices of our agency. As a family, they have made an extraordinary difference in the lives of our children and families. They are not only a symbol of the deepest meaning of philanthropy, they are a living inter-generational testimony to the wonders of philanthropy."

IN MEMORY OF LONGTIME FRIENDS DICK AND BETTY ALEXANDER

Lifelong Rochester residents Dick and Betty Alexander have a long history with Hillside. In fact, Dick first learned of Hillside when one of his school friends became a Hillside resident in the 1920s after one parent passed away and the other could no longer support him. Although they did not have any children of their own, they were very fond of the children in their families throughout their lives. According to Betty's second cousin Paul Wetenhall, Dick had played basketball at the downtown YMCA as a teenager and knew from that experience how important community organizations can be to the positive development of young people. "They were teenagers during the Great Depression years," Paul says, "and, like most of their generation, that affected their outlook. They felt that their lives had been very comfortable and rich in friends and experiences."

During the years when Dick was building his career as an accountant at Lozier Engineers and Betty was working in administration at Kodak, Hillside's mission evolved from serving orphans to helping children with behavioral and mental health challenges. The Alexanders remained committed to Hillside and made their first recorded donation in 1982. "Both Betty and Dick were individuals who valued constancy of purpose," Paul explains. "They stayed committed because they valued Hillside's



Dick and Betty Alexander's generosity will benefit Hillside youth and families for generations to come.

work and they were rarely fickle in their support of good efforts."

Dick and Betty helped usher in a new era of charitable giving at Hillside in 1995 when they expressed a desire to establish a charitable annuity. As a result of their interest, Hillside Children's Center

created a Charitable Gift Annuity program. Between 1995 and 2004 the Alexanders purchased six charitable annuities totaling more than \$105,000 to benefit Hillside. They were also active volunteers for Hillside Special Santas.

Throughout the years, Dick and Betty supported many Hillside programs, including Hillside Special Santas, Hillside Children's Center's Children's Fund, and the Campership Fund. They also expressed their intention to help secure Hillside's future by becoming charter members of the Pinnacle Society. Their intended bequest was augmented when Dick's brother Bob, who had never married or had children, passed away a few years ago and left them a significant portion of his estate.

Both Dick and Betty passed away in 2009, leaving Hillside a bequest of about \$600,000, which will benefit the Monroe Avenue Campus Renovation Project and our Endowment Fund. According to Hillside Children's Foundation President Tom Hildebrandt, "We were astonished and humbled to learn of the Alexanders' extreme generosity. While they had been consistent supporters and pioneer givers, it was most gratifying to see the extent to which they believed in the work we perform at Hillside Children's Center. Their ultimate gift leaves a legacy for our children and families forever."



WISH LIST

THE CAMPUS SCHOOL STORE NEEDS THE FOLLOWING ITEMS:

- Wallets
- Decks of cards
- Scarves, hats, and gloves
- Bouncy balls
- Hygiene products for both males and females
- Hair care products (combs, brushes, shampoo, and conditioner)
- Arts and crafts supplies (markers, beads, etc.)

The above items may be brought to the offices of Crestwood and Hillside Children's Foundations at 1183 Monroe Avenue, Rochester. For more information, call (585) 256-7515.



GIFTS FROM THE HEART

MEMORIAL GIFTS

HILLSIDE CHILDREN'S FOUNDATION

Georgia Abiuso

Ms. Isabel L. Alano
Wegmans-Penfield
Staples Business Advantage

Ms. Denise M. Alben

Mr. & Mrs. Donald H. Alben

Ms. Mary Arnone

Ms. Ida Arnone
Ms. Jean K. Brundage
Mrs. Deborah Desalvo
Ms. M. Grace Flagg
Mr. & Mrs. Louis A. Lipa
Ms. Joan Wert

Mr. Donald A. Bailey

Mrs. Rita M. Dendler

Ms. Mary Bauer

Mr. Michael J. Buckley

Mr. Fritz Bernatz, Sr.

Gleason Works Elder
Statesmen Club

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Ms. Lisa Cole

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Dr. & Mrs. Bernard Panner

Ms. Ethel K. Brown

Gleason Works
Elder Statesmen Club
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Ms. Margaret B. DiFiore

Mr. Otto W. Bruno, Jr.

Mrs. Virginia H. Eisenhart

Mr. & Mrs. John Barr
Dr. Daisy Bassen
Mrs. Patricia S. Beach
Mrs. Gayl L. Belcher
Mr. & Mrs. Richard G. Bennett
Ms. Charmaine R. Blaakman
Mr. & Mrs. William A. Buckingham
Mr. & Mrs. Kevin G. Byrnes
Mr. & Mrs. John P. Carver
Mr. & Mrs. Gerald R. Clifford
Mrs. Linda W. Davey
Mr. & Mrs. Terry Davin
Mr. & Mrs. Kregag Donovan
Ms. Virginia V. Dublin
Mr. & Mrs. James C. Duffus

GIFTS FROM SEPTEMBER 1, 2009 TO JANUARY 21, 2010

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.

Mr. & Mrs. Peter H. Druant

Mr. & Mrs. Julian M. Fitch

Mr. T. Paul Ford

Mr. & Mrs. John L. Garrett

Mr. & Mrs. Richard J. Garrett, Jr.

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Mr. Mark T. Britt

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Mr. Cataldo Maggiulli

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Mr. Harold Matzky

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Ms. June Macpherson

Ms. Elise K. Matzky

Mr. James D. McKay

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Mrs. Katie Nau

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Mrs. Eleanor Ward

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Mr. Bob Warren

Ms. Irene Pontes

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Ms. Judith D. Kaltenbach

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Mrs. Eileen Testa

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Mr. & Mrs. Meyer Smith
Ms. Rande Testa
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Mr. & Mrs. Michael A. Zwick

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Ms. Marion M. Jones

Mr. Richard Jones

Ms. Marion M. Jones

Mr. Harold Mangini

Mr. Karen Melin &
Mr. Joseph F. Bray

Ms. Rita L. Schooley

Mr. & Mrs. Leonard Harris
Mrs. Eileen Testa

Esther Tattleman

Mrs. Eileen Testa

Louis and Paul Testa

Mr. & Mrs. Richard Lippert
Mrs. Carolyn G. Pardo

TRIBUTE GIFTS

CRESTWOOD CHILDREN'S FOUNDATION

In Honor of Ella Bender's First Christmas
Mr. Greg Bender and
Ms. Amy Holler
Ms. Karen Panosian &
Mr. Alan Salmons

In Honor of Crestwood Children's Center Sociotherapists
Dr. & Mrs. Lewis Ward-Baker

In Honor of Ray and Teresa Farnand
Ms. Susan Farnand

HILLSIDE CHILDREN'S FOUNDATION

In Honor of Mr. Ralph Acresti
Mr. & Mrs. David Stoddard

In Honor of Mr. Jack Archibald
Ms. Michelle L. Archibald

In Honor of Chuck and Jean August
United Way of Greater Rochester

In Honor of Mr. Greg Bender and Ms. Amy Holler
Mr. William Knitter & Ms. Meghan Scherer

In Honor of Mr. & Mrs. Eric Burchfield
Ms. Eloise Haverland

In Birthday Honor of Mr. John A. Caselli
Ms. Christie Englehart &
Mr. Ben Raymo
Mr. & Mrs. A. Thomas Hildebrandt

In Honor of Mrs. Jan Casher
Ms. Barbara Smith

In Honor of Mr. & Mrs. Mark O. Friga
Mr. & Mrs. Ivan E. Shuler

In Honor of Mr. & Mrs. Gary Galvin
Mr. & Mrs. Frederick J. Smith, Jr.
Ms. Jennifer A. Smith

In Honor of Mr. & Mrs. Jeff Galvin
Mr. & Mrs. Frederick J. Smith, Jr.

In Honor of Dr. & Mrs. Richard J. Gangemi
Ms. Jean DiMartino

In Honor of Mr. & Mrs. Peter Giles
Mr. & Mrs. Thomas L. Lalley, Jr.

In Honor of Hillside Children's Foundation Staff
Lauri & Bruce Van Hise

In Honor of Mr. Robert Horton
Ms. Nancy Halmann
Mr. & Mrs. Thomas C. Horton
Mr. John Horton-Young
Mr. & Mrs. Youssef A. Kazour
Mr. & Mrs. Timothy D. Williams

In Honor of Christmas for Mr. Robert Horton
Mr. & Mrs. Thomas C. Horton

In Honor of Ms. Suzanne Kittlinger
Mr. & Mrs. Bernie Metzger

In Honor of Dr. & Mrs. Herman Kumpf
Mrs. Janet Kumpf

In Honor of Jennifer and Sean Lawler
Mr. & Mrs. Thomas K. Lawler

In Honor of Mrs. Wanda C. Leet
Mr. & Mrs. Gregory E. Schropp

In Honor of Dr. Stuart L. Loeb
Mr. & Mrs. Donald Hunsberger

In Honor of Ms. Anne Loomis
Women of Wonder Institute

In Birthday Honor of Mrs. Nancy Mangan
Ms. Sarah S. Clapp
Mrs. Ann Garrett

In Honor of Ms. Marilyn Meeske
Ms. Susan Meeske

In Birthday Honor of Mr. Bernie Metzger
Ms. Suzanne Kittlinger

In Honor of Christmas for Mr. & Mrs. Bernie Metzger
Ms. Suzanne Kittlinger

In Honor of Mr. & Mrs. James Mitscher
Mr. John J. O'Connell

In Honor of Mr. & Mrs. Gary Mizer
Mr. & Mrs. Sheryl L. Johnson

In Honor of Christmas for Eli and Nelson Moore
Mr. & Mrs. Kenneth Moore

In Honor of Mr. John F. O'Brien
Mr. & Mrs. Paul F. O'Brien

In Honor of Mr. Walter T. Parkes
Ms. Susan P. McNally

In Honor of Mr. Clayton Peterson & Mr. Steven Johnson
Mr. Keith Abel &
Ms. Robin A. Fisher

In Honor of Roberts Communications, Inc.
StormFrog, Inc.

In Birthday Honor of Mr. Paul D. Rubacha
Mr. & Mrs. Chester M. Rubacha

In Honor of Kim & Martyn Rushmore
Ms. Joan Mitchell

In Honor of Mr. & Mrs. Victor E. Salerno
Susan P. McNally

In Birthday Honor of Mr. Jim Savard
Mr. & Mrs. James C. Bolthouse
Mrs. Betty Draper
Mr. & Mrs. Rafael A. Ferrigno
Mr. & Mrs. Richard G. Frey
Mr. & Mrs. Henry Maus

In Birthday Honor of Mrs. Helen Schuth
Mr. & Mrs. David M. Bergin
Mr. Henry J. Maier

In Honor of Ms. Patricia G. Sladden
Mrs. Jane Hatch

In Honor of the Teachers of Grady, Colin & Brennan Smith
Mr. Justin Smith

In Honor of Ms. Marjorie S. Stevens
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In Honor of Mr. Scotty M. Toombs
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In Honor of Mr. & Mrs. Mitchell T. Williams
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Paul Testa Athletic Fund

In Celebration of Hanukkah to Mr. & Mrs. Leonard Harris
Mr. & Mrs. Richard H. Lippert

In Speedy Recovery to Leonard Harris
Mr. & Mrs. Richard H. Lippert
Mrs. Carolyn G. Pardo

In Honor of Mrs. Eileen Testa
Mr. & Mrs. Dean M. Harris

Get Well to Ms. Randee Testa
Mr. & Mrs. Nathan Jaschick
Mrs. Carolyn Pardo
Ms. Louise Woods
Mr. & Mrs. Edward P. Zwick

Hildebrandt Family Fund

In Honor of Mr. Austin Hildebrandt's 91st Birthday
Mr. & Mrs. A. Thomas Hildebrandt
Ms. Mary G. Hildebrandt

Hubbard Fund

In Birthday Honor of Mrs. Elliott Landsman
Mr. & Mrs. Lawrence M. Schenck

HILLSIDE WORK SCHOLARSHIP CONNECTION

In Honor of Thomas Hildebrandt
Ms. Mary G. Hildebrandt

HELP US CREATE NEW BEGINNINGS FOR CHILDREN AND FAMILIES



Spring time is almost here and with it the promise of new beginnings. At Hillside Family of Agencies we believe in new beginnings. The number of children who come to us struggling with emotional, behavioral, or other life challenges is growing. Hillside is a safe place where these children and their families can discover how to build on their strengths and overcome the difficulties that stand in their way. Hillside isn't a last hope, it's a new start.

It is challenging to help these families without community support. Annual appeals provide crucial support for the needs of our children in areas that are not covered by traditional funding sources. A gift made to Crestwood or Hillside Children's Foundations benefits so many Hillside services, including short-term residence for children in crisis, adoption, day treatment, foster care, parenting workshops, mental health, and youth development services.

Your support can make a difference in the life of a child. The funds raised through our annual appeals help us to meet the growing needs in our community. Consider a donation to Crestwood or Hillside Children's Foundations by using the envelope provided in this newsletter. You can also donate online by visiting our secure Web site at hillside.com and clicking "donate."

Thank you for joining us in building better futures with children and families.

HILLSIDE NIGHT AT GEVA RAISED HOLIDAY SPIRITS

More than 350 people attended A Hillside Night at Geva in December. The festivities began with hors d'oeuvres and beverages, followed by a performance of *A Christmas Story*. Guests mingled and snacked on cupcakes, coffee, and punch during the intermission. Following the performance, attendees were invited on stage to meet and be photographed with the cast. Guests left the event with overflowing gift bags courtesy of Wegmans Nature's Marketplace. The event raised more than \$21,000 to benefit Hillside Work-Scholarship Connection.



Children explored the set after the performance.



The Nguyen family enjoyed the festivities.



The stage car was a big hit with the kids.

THANKS TO
THE SPONSORS
WHO MADE
A HILLSIDE NIGHT
AT GEVA POSSIBLE

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CRESTWOOD CHILDREN ENJOY HOLIDAY LUNCH WITH SANTA

The Country Club of Rochester (CCR) hosted a holiday luncheon for children from Crestwood Children's Center's Early Childhood Day Treatment program in December. In addition to a wonderful meal, the children enjoyed the movie *Elf* and a visit with Santa, who gave each one a small gift.

This was the fifth year the club hosted the event. According to club General Manager and Chief Operating Officer Al Antonez, "We used to donate to Hillside Special Santas. A few years ago

we talked and decided we wanted to do something more. We said, 'what can we do to brighten the holidays for these kids' and we came up with the idea for lunch."

The club's 25 kitchen and serving staff work to put the event on each year. "It's one of our best days of the year," Al says. "We're so busy throughout the holidays. This event gives us a chance to pause, reflect, and see it through the eyes of the kids. The kids love our big Christmas tree. We see it all month long

and take it for granted, but the kids see it and their eyes pop. It's probably the biggest tree they've ever seen. Plus, the kids are so well behaved. We look forward to their visit all year."

Crestwood Children's Center President Barbara Conratt says, "The staff at CCR have been so generous and welcoming of the children and staff of Crestwood through these holiday lunches. They roll out the red carpet and make the kids feel very special. We so appreciate their efforts."

THANK YOU

THANK YOU FOR BELIEVING IN OUR CHILDREN AND FAMILIES

With appreciation from Crestwood and Hillside Children's Foundations

A. Thomas Hildebrandt, President / Lauri Van Hise, Vice President

The Batavia Muckdogs, who raised \$510 for Hillside Children's Center through their Launch-A-Ball promotion.



Coca-Cola Enterprises, Inc., whose promotion in Syracuse Wegmans stores last fall raised \$8,128 to support Hillside Work-Scholarship Connection. Pictured at the check presentation are (l to r) Shari Constantine, vice president of the Syracuse Division for Wegmans Food Markets, Inc.; Mike Thornhill, sales center manager for Coca-Cola Enterprises, Inc.; Andrew Dragonetti, account executive for Coca-Cola Enterprises, Inc.; Wayne O'Connor, executive director of HW-SC Syracuse; and Dave Ingalls, Wegmans store manager and HW-SC champion.

Cornell's Jewelers, for donating \$350 from their Grand Re-opening Celebration to benefit Hillside Work-Scholarship Connection.

Gamma Phi Beta Sorority, who raised \$421 for Crestwood Children's Center at their Crescent Classic Golf Tournament.

Headz Up Hats, who raised \$100 in a raffle at their anniversary celebration. The money will benefit Hillside Work-Scholarship Connection.

Homers for Hillside in Syracuse, which raised money for Hillside Children's Center for home runs hit last season. The Auburn Doubledays donated \$231, the Syracuse Chiefs donated \$1,130, and Denny's Restaurants contributed \$2,475.

The Redman's Club of Lockport, which raised \$750 through their Pennies from Heaven fundraiser to benefit Hillside Children's Center.

GRANTS NOVEMBER 2009 THROUGH JANUARY 2010

The Hubertus and Helmi Behrla Fund at Rochester Area Community Foundation for Hillside Special Santas

The Cornell/Weinstein Family Foundation for Hillside Work-Scholarship Connection in Rochester

The Davenport-Hatch Foundation for Hillside Children's Center's Monroe Campus renovation

The Florence M. Muller Foundation for Hillside Children's Center's Monroe Campus renovation

Rochester's Child for support of the Parents as Teachers program for in-home care providers through Family Resource Center

The Dave Thomas Foundation's Wendy's Wonderful Kids program for adoption recruiting for Hillside Children's Center

The Marie & Joseph Wilson Foundation for expansion of physical education offerings at Hillside Children's Center's Andrews-Trahey school

SNELL FARM YOUTH ENJOY NEW SOFTBALL FIELD

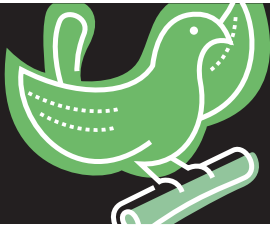
With philanthropic support, Snell Farm Children's Center's dream of having a new softball field has come true. The new, fully-equipped field is conveniently located behind two of the cottages and provides a breathtaking view of area farms and hilltop vistas. Between Campus School Physical Education classes and cottage recreational activities, the new field has been in almost constant use in good weather. Youth and staff are counting the days until spring and the start of another softball season.



Workers put the finishing touches on the batter's cage.



Snell Farm youth enjoy their new ball field.



AROUND

HILLSIDE

HILLSIDE MEDICAL DIRECTOR TURNS PLAYWRIGHT

Hillside Medical Director Dr. Stuart Loeb has been involved in the theater since he was a teenager and began writing plays in his 20s, but the RAPA production of his play *Ashcakes* was the first full production of one of his works. The play examines the family dynamics behind the public persona of abolitionist and statesman Frederick Douglass.

Stuart has long been fascinated with Douglass. "It's amazing to think that he walked the same streets we walk," he says. "He did all of these incredible things right here." Stuart was also drawn to Douglass by a shared passion for music. "He loved to play the violin and I love music. He was an inspiring and intriguing man. People were drawn to him. I was drawn to him." Stuart says the production was a true collaboration with director David Shakes. "His genius brought it to life."

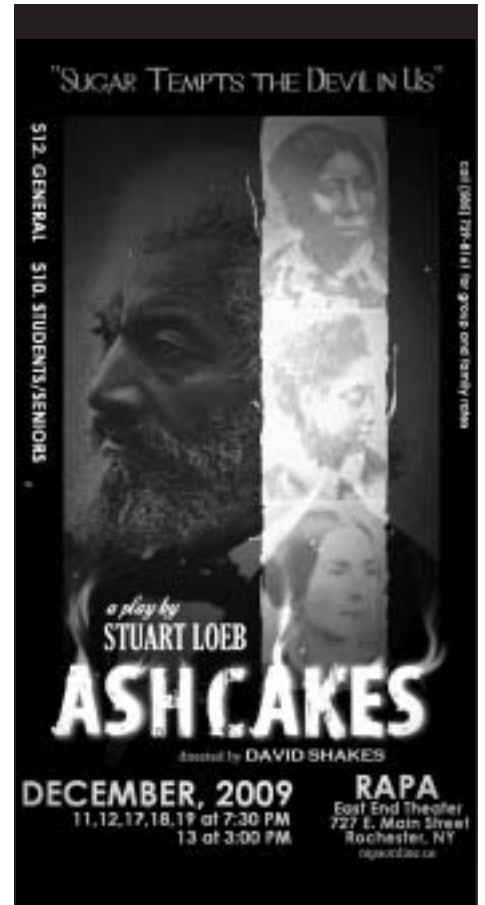
It was important to Stuart to involve Hillside in the production. "Frederick

Douglass is inspiring to me, but working at Hillside also inspires me," he explains. "I see many people at Hillside who have worked hard to move themselves and the kids ahead with intelligence and integrity. The play and my work at Hillside are very much connected." Stuart arranged for Hillside to benefit from a portion of ticket sales to Hillside employees for one of the performances. About 140 staff attended and the monies raised will support the Monroe Avenue Campus Renovation Project.

Stuart was also pleased that 60 Hillside Work-Scholarship Connection students attended a performance of the play. "We met with them beforehand and prepared them for what to expect," he says. "It was the first time many of them had attended a theater performance. It's not an easy play, but they were very attentive." Stuart hopes the experience will inspire them to learn more about Frederick Douglass.



Ashcakes starred Deborah Solomon as Anna Douglass, Katrina Davis as Annie Douglass, Stephanie Paredes as Rosetta Douglass, Reuben Tapp as Shields Green, and Delores Jackson Radney as Rosetta Sprague.



Ashcakes was presented at the RAPA East End Theatre in December.

GET THE LATEST NEWS WITH E-VISION

Stay up to date on Hillside happenings between print Vision issues with our new e-Vision electronic newsletter. Each issue features short, easy-to-digest articles to enjoy over a cup of coffee, with links to more information if you want it.

To subscribe to e-Vision, email Hillside Family of Agencies Director of Marketing Jennifer Bacci at jbacci@hillside.com.



Our new e-Vision electronic newsletter is a quick and convenient way to get the latest Hillside news.

NATIONAL TV SPECIAL PROMOTES ADOPTION

A Home for the Holidays, a national TV special celebrating the gift of adoption, aired in December on CBS. The program, which was presented in association with the Dave Thomas Foundation for Adoption, was hosted by country music superstar Faith Hill. Inspirational adoption stories, musical performances, and interviews with adoptive families encouraged viewers to consider adopting one of more than half a million waiting children in the United States. Local CBS affiliate WROC TV8 produced an ad promoting Hillside Adoption Services to air in conjunction with the special.

As a Dave Thomas Foundation for Adoption—Wendy’s Wonderful Kids grantee, Adoption Resource Network at Hillside Children’s Center (ARN) participated in the special as one of two representatives for New York State.



A Home for the Holidays celebrated the gift of adoption.

According to ARN Executive Director Lisa Maynard, 150 New York families responded to the show and are considering adoption. “We divided the names up among our staff and called every one of the families,” Lisa says. “It takes time to work through the decision process for adoption and we wanted to let them know we’re here to help. We have them in a database and we’ll continue to stay in touch with them.”

A Home for the Holidays first aired in 1999 and has resulted in the adoption of more than 20,000 children nationwide. “It increases awareness of adoption and the thousands of children who are waiting for a forever family,” Lisa says. “We’re thrilled to be associated with the special and grateful to WROC TV8 for their help in promoting our adoption services.”

ROCHESTER CITY BALLET PERFORMS AT CRESTWOOD

Dancers from the Rochester City Ballet (RCB) brought *Peter and the Wolf* to life for 160 children and staff at Crestwood Children’s Center in January. A question and answer period followed the dancers’ performance and a reading of the story by RCB’s Artistic Director Jamey Leverett. It was the first exposure to ballet for most of the children and the staff.

Crestwood Special Education Teacher Stacy Sidoti worked for about two months to arrange the event. “There was a lot to setting it up. They [RCB] had to come out ahead of time to look at the space and we had to create a dressing room for them,” she says.



The wolf answering a student’s question after the performance.



A scene from the Rochester City Ballet’s performance of Peter and the Wolf.

The performance was part of the ballet company’s long standing commitment to community outreach. Every year RCB tries to reach groups of children who would otherwise not have the opportunity to see ballet.

Stacy says that everyone enjoyed the performance and it was well worth the effort. “It was great for the kids to see that you can really lose yourself in music and dance and to see the career opportunities. The staff have said they hope to do this every year.”

HILLSIDE RECOGNIZED FOR APPLIED BEHAVIOR ANALYSIS TREATMENT

A partnership between Hillside and the University of Rochester is helping to reduce aggression, self-harming, and other maladaptive behaviors among youth in Hillside Children's Center's Intensive Support Unit (ISU). Youth with dual diagnoses of a developmental disorder and a mental health challenge are typically referred to the ISU because of severe behavioral issues. According to ISU Behavior Specialist and Certified Behavior Analyst Beth Speares, "Applied Behavior Analysis (ABA) breaks down these behaviors and looks at the antecedents and consequences. If we can change what happens before the behavior occurs, we can change what happens afterward. We can also use ABA to teach youth new skills, such as coping mechanisms."

The program was developed in conjunction with Dr. Deborah Napolitano, a Certified Behavior Analyst from the University of Rochester who has been consulting with Hillside since February 2009. The ISU has documented an 80% decrease in maladaptive behaviors since the program began. The results were presented at the New York State Association for Behavior Analysis Conference and have received state-wide and national recognition.

Beth credits the entire multi-disciplinary ISU team with this success. "The entire ISU staff received 32 hours of ABA training. We couldn't have achieved these results without the entire team. We work very closely together and every team member makes a difference."



Applied Behavior Analysis has helped staff at Hillside Children's Center's Intensive Support Unit (ISU) reduce maladaptive behaviors among youth with dual diagnoses by 80%.

NEW HILLSIDE WEB SITE TAILORED TO YOU

After more than a year of planning and development, the new Hillside Web site will soon be launched at hillside.com. According to Hillside Family of Agencies Director of Marketing Jennifer Bacci, the new site is a big step forward in presenting an improved user experience. "We've moved from a 'one size fits all' experience to a two-way exchange," she explains. "Visitors can completely tailor the experience to their requirements. Once they register as members and tell us what they need, we deliver it."

The new site contains detailed information on Hillside services and allows visitors to search them by key criteria like location and category. It also provides important news and information on Hillside events. Most importantly, the new site will be dynamic, with new and updated information being added constantly.

Jennifer emphasizes that registering on the new site will allow Hillside to serve visitors' needs best. "We're offering an incentive to encourage people to take that step," she says. "We'll send a free *Best of Hillside Family Forum* CD to everyone who registers during the next three months." The CDs contain interviews from some of the most popular *Hillside Family Forum* radio broadcasts.

Jennifer also welcomes feedback on the new site and suggestions for additional content. "The Web site will be changing and evolving constantly," she says. "We want to develop two-way communication with our site members to ensure that we continue to provide the information they want and need."



The new Hillside Web site has an updated look that provides simple, user-friendly navigation.



Register on the new site, then indicate your personal options for customized content.



FAMILY FORUM

Hillside's monthly radio discussion program

HILLSIDE FAMILY FORUM PODCASTS AVAILABLE TO DOWNLOAD

Hillside's award winning radio show, *Hillside Family Forum*, will soon be available anywhere and any time. As of January, the show is being produced as podcasts that will be downloadable once the new Web site is launched at hillside.com. Podcasts can be played on portable music players and most computers. They can also be burned to CDs for convenient listening at home or in the car.

According to Hillside Family of Agencies Director of Marketing Jennifer Bacci, "We couldn't broadcast the radio show throughout Hillside's

entire service area, so the wonderful parenting information the shows provide wasn't accessible to everyone. Now anyone can tap into this resource and download podcasts at their convenience."

Hillside Family Forum podcasts are now being hosted by Linda Frame, who is the mother of two children. Together, Linda and her guests will explore a wide range of parenting topics in 2010, from Immunizations and Vaccinations 101 to Early Childhood Brain Development and Earth-Friendly Living.

Podcasts on two new topics have just been added to our library:

KIDS + MOTHER NATURE = LEARNING + FUN

The benefits of pets, gardening, and outdoor activities, with expert advice on engaging your children in natural learning experiences.

PARENTING IN TOUGH FINANCIAL TIMES

A look at how the recession has changed the way we parent and the ways many families have learned to get more out of life by spending less.

In addition to new podcasts being added monthly, an archive of popular past shows has been created on the new Web site and will be expanded in the coming months. Be sure to check back frequently for the latest additions.

SPRING 2010



Family of Agencies

VOL. 38, NO. 1
SPRING 2010

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Hillside Family of Agencies serves families and children through its not-for-profit affiliates: Crestwood Children's Center, Crestwood Children's Foundation, Hillside Children's Center, Hillside Children's Foundation, Hillside Work-Scholarship Connection, and Snell Farm Children's Center.

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EFFECTIVE RESPONSE TO CRISIS HEALS FAMILY DIVIDE *continued from page 3*

For Jeanette, ECR lowered the level of friction occurring in the family's relationships.

"Along the way, we discovered we were already doing many of the 'right' things. However, we also discovered that we were doing 'wrong' things that escalated tension in one or all of us. By realigning our thoughts and by implementing very easy, but often overlooked skills, we have hugely brought down the stress level in our home," says Jeanette.

They learned what triggered crisis situations from their standpoint, and from that of the children. Jeanette also learned that she often says too much and uses body language, tone, and facial expressions that communicate different messages than what she says to Joey, his twin sister, and the other foster child in her house.

"We have learned to keep those things in check; to display much calmer, controlled, and non-judgmental composure with the children. We focus more on listening than judging the children for their behaviors. We all respond better to it," says Jeanette.



As the result of Effective Crisis Response training, Ronna and Steven Lund are better able to de-escalate crises that arise when their adopted sons Bradly and Nick become aggressive.

Even though there are still trying times in her household, Jeanette says that she is a happy person to be around and the family environment is generally more pleasant.

"At the beginning of this training, I stated 'There was no peace or harmony in our home.' I can't say that anymore. We all like each other again," says Jeanette.

Ken is currently looking at the possibility of expanding the training to families in Hillside Children's Center's Western Region and hopes to be able to one day offer it to families throughout all of Hillside's service areas. For more information about ECR, please contact Ken at (585) 786-5932 or ktangel@hillside.com.

"We have learned to display a much calmer, controlled, and non-judgmental composure with the children."

—Jeanette Schultz