



The Center for All Ages will offer recreation and socialization for all generations.

The Center for All Ages Will Encourage Fun, Caring Interaction Among the Generations

20,000 Square-Foot Site in White Plains Will House Head Start, Big Brothers Big Sisters, Teen Recreation and Adult Day Programs

With the launch of The Center for All Ages Campaign, Family Services of Westchester has embarked on the single most ambitious and exciting site creation project in the non-profit's nearly 60-year history. The generous \$1,000,000 Challenge grant from the Lanza Family Foundation is the catalyst behind this new venture. Modeled after FSW's award-winning intergenerational program at My Second Home in Mount Kisco, the White

Plains Center will offer recreation, socialization, education and enrichment programs for all generations from toddlers to teens to older adults. "We are thrilled that philanthropist Pat Lanza shares our vision for a Center where generations interact and support each other, nurture each other's development and bring joy into each other's lives," notes Susan B. Wayne, President and CEO of FSW.

When Lanza visited FSW's My Second Home last summer, she fell in love with its multigenerational

The Center for All Ages will include an adult day program with caregiver support, Head Start/Early Head Start programs, a summer camp for special needs youth, Big Brothers Big Sisters activities as well as after-school and summer programs for youth and teens. Housed in a specially designed building, the Center will provide toddlers and preschoolers the opportunity to learn in a bright, inviting space and teens the chance to enjoy healthy recreation after school and on weekends as well as programs to hone their leadership skills. For older adults, the Center will provide socialization and stimulation in a safe, homelike environment.

In addition to an Early Childhood Wing, a Youth Center and specially designed space for older adults, the site will house an industrial kitchen, computer room, garden room, library and music area. Children, teens and older adults will have the opportunity to garden together, sing songs, share meals and break down age barriers in a supportive and nurturing environment.

FSW is pleased to announce that the period for matching donations has been extended through June 2013. With the Lanza grant, each donation will double in



Lynn Green, VP of Development, Pat Lanza, FSW Board member Tony Lembeck and FSW CEO Susan B. Wayne celebrate the Campaign's launch.

Pat Lanza: Why I Give

Like many people who visit My Second Home, FSW's intergenerational adult day program in Mount Kisco, Pat Lanza was impressed when she first toured the award-winning program last summer. "I was very impressed with how uplifting it was," notes Pat. "Everyone there is so happy, smiling and talking with each other. It clearly benefits both the young and the old who participate."

But what Pat Lanza did next was unprecedented in FSW's 58-year history. She offered the agency a \$1,000,000 Challenge Grant to recreate and expand this intergenerational concept in White Plains. "Pat's generosity and vision are extraordinary," says Susan B. Wayne, President and CEO of FSW. "Pat's grant has

(continued on page 4)

FIND OUT MORE about the Campaign, contact Lynn Green
LGreen@fsw.org or (914) 305-6875

To make a pledge or donation, log onto www.fsw.org

approach. "I hope the White Plains site will be as successful as the one in Mount Kisco," notes Pat. "This new site will include programs for teenagers as well, which will be fantastic."

value, so a \$10,000 donation will be worth \$20,000 and so on. Numerous naming and underwriting opportunities exist, and there are many ways to honor or memorialize a loved one. All gifts beyond \$5,000 will be displayed on the Center's Wall of Honor.





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FSW UPDATE

A publication of the Development Office
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FSW Receives Expertise from Harvard Business School Alumni and Volunteers from The Volunteer Center

FSW recently had the great fortune of working with Harvard Business School alumni, who offered pro bono assistance on strategic planning. Founded in 1998, Community Partners is an initiative of the Harvard Business School Club of New York and provides free consulting services to non-profits and other organizations throughout the New York City metropolitan area. Last year, 200 alumni volunteered for 42 projects, providing more than \$3 million in pro bono consulting services. "We are ahead of that pace for 2012," notes Calvin Mew, a Board member of the group who was involved with the FSW project.



According to Mew, the Harvard team working with FSW was dedicated and highly productive, interviewing more than 50 people, including FSW staff and

Board members as well as Executive Directors and Board members at other non-profits in Westchester. "We had a highly motivated team, all of whom were from Westchester," notes Mew. The four-person team included Sue Dodick, Hal Kennedy, Bettina Klein and Tom Westring. The group spent about four months doing research and interviews, analyzing the information and then compiling their recommendations in a report they delivered to the agency's Board of Directors. The group made suggestions concerning infrastructure, programs, Board development, fundraising, marketing and the agency's ambitious new project, The Center for All Ages, an intergenerational site scheduled to be built in White Plains. This Center will house many of FSW's programs and encourage interactions among children, teens and older adults.

"The team members from Harvard's Community Partners were outstanding," notes Susan B. Wayne, President and CEO of FSW. "They shared their expertise in organizational structure, government and private funding and Board governance with us and in the process gave us concrete ideas on how we can move FSW forward in this changing economy," adds Wayne.

FSW was also lucky to receive expert marketing advice from Ira Schwartz, a former New York City advertising executive who came to FSW through The Volunteer Center. "Ira and his friends Arnold Becker and Lou Boxenbaum met with government and press representatives along with key staff at other non-profits throughout Westchester to see how FSW is perceived," notes Lynn Green, VP of Development. "Ira and his team did a fantastic job creating a game plan to help FSW with its rebranding efforts, outreach and effective use of social media."

FSW appreciates the contributions of professionals who are willing to offer their time and expertise to help the agency strengthen its programs and services, notes CEO Wayne.



"What an exciting journey FSW has embarked on with the launch of The Center for All Ages in White Plains. Pat Lanza's \$1,000,000 Challenge grant has enabled our organization to realize our vision for state-of-the-art intergenerational programming all in one designated site. The timing of the expert advice we received from the Harvard Business School alumni also worked out perfectly since they could help us with our strategic plan and with our goals for The Center for All Ages."

Susan B. Wayne,
Family Services of Westchester President and CEO

FSW's Veterans Outreach Program Triples Scope in First Year, New Coordinator for Female Vets Joins Team

FSW Coordinates a Provider Network to Serve the County's 40,000 Vets

Family Services of Westchester launched its Veterans Outreach Program in January with the hiring of Director Joshua Gaccione, a four-year Army vet who served as a paratrooper in both Afghanistan and Iraq during the years 2002 and 2003. Now, with additional funding from the Lanza Family Foundation (through the Women's Research and Education Fund) as well as The Westchester Community Foundation, the initiative is expanding to

"We are happy to report that we have succeeded in forming The Westchester Veterans Service Providers Network, which meets quarterly and includes more than 50 members," notes Josh. In October, FSW will work with this group to sponsor Military Cultural Competency Training, so staff members at veterans agencies learn how to communicate effectively and diplomatically with veterans and their families. Josh also hopes to work with providers to offer outreach to veterans on weekends and evenings and to provide more services to veterans with special needs, such as females, minorities, and those whose discharges disqualify them for certain types of assistance.

The second focus of the Veterans Outreach Program is to offer more direct services to veterans through peer-to-peer discussions, veteran-civilian dialogues, focus groups, film screenings, and social gatherings. "We have made a lot of progress in this area, and have assisted veterans and their families with counseling, housing, survivor's benefits and education benefits, and we have linked them with other organizations as well," notes Josh.

"We want veterans and their families to know they can always turn to FSW for services they may not be receiving elsewhere. Nobody will be turned away based on veteran/dependent status."

include a Program Coordinator, Michele Insalaco, LMSW, to work with all female veterans and their families. FSW is also interviewing candidates for the role of Program Specialist, someone who will help with outreach to veterans and event planning.

Stationed in Germany, Michele served as an electronics specialist in the U.S. Army during the late 1980s. "Providing support and clinical services to individuals and families has been a longstanding desire of mine," notes Michele. "As an Army veteran myself, I look forward to serving veterans and am proud to focus my efforts on the specific needs faced by female vets and their families."

Initially funded with a seed grant from an anonymous foundation, FSW's Veterans Outreach Program has focused on the re-integration of service members who were deployed in Iraq or Afghanistan back into the Westchester community. The program works with veterans and their families before, during and after deployment and takes a two-pronged approach. The first goal was to establish a coordinated network of veterans service providers in order to encourage collaboration and identify gaps in programming.



"We want veterans and their families to know they can always turn to FSW for services they may not be receiving elsewhere," notes Josh. "Nobody will be turned away based on veteran/dependent status."

Josh and Michele are taking the lead in planning the "Stand Up for Female Veterans" event scheduled for June 7, 2013 at Westchester Community College. This event will offer everything from VA benefits and claim liaisons, to job and educational opportunities, to interview clothing, haircuts and manicures, all at no charge.

FIND OUT MORE

about the Veterans Outreach Program, contact Joshua Gaccione at jgaccione@fsw.org or (914) 948-8004 ext. 5269 Or e-mail Michele Insalaco at minsalaco@fsw.org

BE THE ONE

**Mentor a child... Clothe a toddler... Support an FSW event...
Make a Donation...Give locally. See how you can help: www.fsw.org
To volunteer, call (914) 305-6834. To donate, call (914) 305-6876.
Step up to the plate. Don't wait for someone else to help.**

Giving Is Contagious!

Pat Lanza: Why I Give from page 1

catapulted the agency onto a new level and has allowed us to pursue a long-range vision." To date, FSW is nearly two-thirds of the way toward its goal of reaching the \$1 million in donations to match the Lanza Family Foundation Challenge Grant. "We are building this Center donation by donation, and we are so grateful to our loyal and new friends who are supporting this innovative project," says Lynn Green, Vice President of Development for FSW.

Mother of three grown boys and Grandma to five grandsons, Pat became a serious philanthropist in 1998, when Eric Eitel, who worked for World Vision at the time, asked her to go to South Africa with him and help that organization purchase a \$200,000 farm where 400 families could learn farming techniques and thrive. Eric is now the Executive Director of Pat's charity, the Lanza Family Foundation. After that trip, Pat traveled to Africa to help missionaries sponsor orphanages and then flew with UNICEF to Vietnam to help the victims of Agent Orange. "These Agent Orange victims had nothing and were looked down upon by everyone in the country. The government did absolutely nothing for them," says Pat.

Pat's late husband, Frank Lanza, Founder and Chairman of L-3 Communications, a major defense company, applauded her efforts, but he left the decision-making on philanthropic giving to Pat. In recent years, Pat has focused her giving locally on organizations within the county, including Habitat for Humanity, the Food Bank of Westchester, Children's Village, the Youth Bureau of White Plains, New Little Branches Day Care in Yonkers and El Centro Hispano of White Plains.

When deciding which organization to support, Pat looks for recipients who are hard-working, accountable and grateful. She also likes to promote programs that are realistic and are run by people who are trustworthy and reliable. A master gardener, she cites two Scriptures that reflect these principles and guide her giving:

* "First plant your seeds, then build your barn."

* "If a man shall not work, he shall not eat."

Pat, who also supports the New England Dream Center in Worcester and Today's Students, Tomorrow's Teachers, recalled the wonderful letters she received from students in these programs who benefitted from her sponsorship of field trips. "They sent me letters from these kids in second grade, and I still cry over them. They are so cute," she notes. "One said 'I saw a horse today, and I didn't know they were so big.' Another said he enjoyed the 'FEEL trip' and another signed his letter 'from your new best friend.'"

At FSW, the Lanza Family Foundation also supports a Big Brothers Big Sisters program called I Believe, I Achieve as well as the agency's new Veterans Outreach Program, and she encourages her fellow philanthropists to do more. "Everybody needed more help this year," says Pat, regretting that she can no longer fund additional projects. "I like to see what the 400 richest people in the country do with their money and who they give to," says Pat. "They only give about four percent of their income to charity and they often donate primarily to their alma mater or their own charity. They could do so much more to help the poor. It's aggravating!"



Pat Lanza was honored by the Association of Development Officers and is pictured with Deborah Wilson, Director of Development for FSW.



Aaron, left, with Lexie at "Wicked"

Lexie Barber, 12, Proves You Can Make a Difference at Any Age

When 12-year-old Lexie Barber, an Ardsley Middle School student, was creating a community service project to celebrate her Bat Mitzvah in October, she wanted to combine her love of music with her passion for helping. She worked with Gerry Goldberg, FSW's Director of Volunteers and Development Outreach, and Marsha Tom, Director of FSW's Big Brothers Big Sisters, to hatch the perfect plan. She would take students from the GPS program of Big Brothers Big Sisters to a Broadway play.

Lexie created "Mitzvahs Through Music," her fundraising mission that was so successful she was able to raise nearly \$5,000 to bring a total of 20 students to a Broadway show. Lexie sold T-shirts she designed, created a Facebook page and invited the whole town of Ardsley to her house for Mitzvah Day, all in her quest to raise money so students she had never met could get the chance to see a Broadway show. On her first trip, Lexie along with her mother and sister took eight students to see "Wicked," treating them to lunch and even arranging a special Meet & Greet session with the cast. "It was so much fun," says Lexie. "The kids who came along asked the cast so many questions."

Lexie has caught the giving spirit and now says she has no plans to stop her efforts once her Bat Mitzvah is over. "I know now that I want to keep the momentum going and take 100 more kids to Broadway."



In honor of her philanthropic efforts, Pat Lanza received the key to the city of White Plains.

FIND OUT MORE

about Lexie's project, buy a T-shirt or make a donation, visit www.Broadwaymitzvahs.webs.com.

My Second Home Launches New Memory Program



Exercise will be a key component of Evening Edition, a new program for adults eager to enhance their memory.

An estimated 5.4 million Americans live with Alzheimer's Disease and the number of people affected by the illness continues to climb. In conjunction with My Second Home, an award-winning adult day program in Mount Kisco, FSW is excited to announce the fall launch of a new program for those individuals who have concerns about their memory and are eager to enhance their cognitive functioning. The innovative, interactive program, called Evening Edition, will also provide activities, programming and socialization opportunities that will support the changing biological, psychological and social needs of individuals newly diagnosed with dementia and offer respite to caregivers. The program will provide a farm fresh dinner, physical exercise, technology tutorials and an intergenerational component as teens and 'tweens will interact with the older adults to exchange ideas and create oral and written histories together.

"We have crafted the program to include activities that will help participants have less anxiety and agitation, better emotional control and sleeping patterns, and increased cognitive activity," notes Christy Ruvituso, MSW, who created the program and will serve as Program Coordinator of Evening Edition. The program will be held two days a week between the hours of 3:30 and 7:30 pm. When participants arrive, they will spend the first 30 minutes enjoying a guided life review with peers and staff.

"We have crafted the program to include activities that will help participants have less anxiety and agitation, better emotional control and sleeping patterns, and increased cognitive activity."

This activity will give participants the opportunity to share information about their lives and voice any concern about memory loss. Next, Evening Edition will provide an intergenerational component, as is customary at My Second Home. Teens and 'tweens will interact with the older adults,

exchanging ideas, building friendships and creating oral and written histories together. An enrichment activity will follow and give participants the chance to experience yoga, Tai chi, music, dance and other beneficial programs. "Exercise is so important as we age since it has been shown to increase brain volume and improve overall well-being," notes Christy. She pointed out that an article in the *Journal of Alzheimer's Disease* released this month noted that exercise benefits Alzheimer's sufferers by decreasing their loneliness and offering them peer support.

Good nutrition is critical as weight loss tends to be an early symptom of memory loss and eating together also leads to a higher consumption of calories and a decrease in stress and depression. Lastly, participants learn about the newest social technology, such as the iPad, Skype and Internet services. As the older adults master the use of these devices and software, they can stay connected to family, friends and the world at large.

FIND OUT MORE

about Evening Edition, email
Rina Bellamy, Director of My
Second Home, rbellamy@fsw.org
or Christy Ruvituso,
cruvituso@fsw.org
or call (914) 241-0770

Family Services of Westchester Taps Darlene Glasel for Senior Director Role: Glasel Will Oversee FSW's Head Start, Early Head Start, Prime Time and UPK Programs

Family Services of Westchester is pleased to announce that Darlene Glasel, MA and PhD candidate, has assumed the role of Senior Director of the agency's Head Start, Early Head Start, Prime-Time and Universal Pre-K programs. Glasel replaces Barbara Sommer, who has retired but will continue to work with FSW as a consultant.

Among the initiatives Glasel wants to promote are home visits, school readiness, inclusion of fathers, and efforts to promote good nutrition and fight obesity. In her Senior Director role, Glasel will work with teachers, social workers, psychologists and staff members who serve more than 425 children a year.

"We are delighted to have someone of Darlene's caliber in this important role," notes Susan B. Wayne, President and CEO of FSW. "Our agency took over Universal Pre-K for the district of White Plains last year and Darlene has the leadership skills and vision to see this program as well as our Head Start, Early Head Start and Prime Time programs flourish."

Glasel jokes that she is a perpetual student and her resumé bears out this notion. Her many degrees include a BA and MA from St. John's University, where she is a Doctoral candidate. She also holds a MS in Education from St. John's and completed the Schwartz graduate program for Early Childhood Professionals at Hebrew University in Jerusalem.

Glasel's professional experience is equally impressive. She served as Director of the PAL Head Start program and in that role, oversaw eight sites with Universal Pre-K collaboration. She was the Education Director for New Life Head Start program, Director of Saint Mark's Head Start and Assistant Director of B.F.F.Y Head Start. Glasel has also served as Director and consultant at several nursery schools and day camps throughout New York.



Darlene Glasel



FSW Assumes Operation of Echo Hills in Hastings

FSW recently assumed operation of Echo Hills Community Counseling Center in Hastings-on-Hudson, adding a seventh family treatment center to its roster of office locations throughout Westchester County. Echo Hills has three clinical social workers on site full-time as well as a psychiatrist on a weekly basis and offers individual, couples, family and group therapy. The clinic serves children, adolescents and adults and accepts public and private insurance. Echo Hills Community Counseling Center is located in Grace Episcopal Church at 78 Main Street (on the corner of Broadway and Main) in Hastings.

FIND OUT MORE

about Echo Hills contact
Monica Rickenberg at
(914) 274-8334 ext. 223
mrickenberg@fsw.org



RideConnect Now Helping 115 Older Adults a Month

When RideConnect was first launched in January, the transportation referral program for older adults in Northern Westchester was helping about 30 older adults find taxis or community vans to take them shopping, to the bank, the doctor or even the hairdresser. Now with a coordinated volunteer driving program that includes 20 drivers, the program is helping 115 older adults find needed rides. Funded by the New Freedom program, RideConnect has a call center and a website older adults can use to find out about transportation options. Volunteer drivers must be 55 or older.

FIND OUT MORE

about the RideConnect program
or to volunteer to drive contact
Karen Ganis (914) 864-0955
kganis@fsw.org

200 Teens Attend Youth Action Convention at Pace

More than 200 teens attended the 27th Annual Youth Action Convention at Pace University in Pleasantville. Sponsored by FSW's Westchester County Youth Councils, Westchester County Youth Bureau, the Black Enterprise BRIDGE Fund, the Charles A. Frueauff Foundation, the Dammann Fund and Con Edison, this year's event focused on the theme, "You Have a Choice – Use Your Voice." The theme emphasized the fact that youth are incredible change-makers who have the capacity to transform the world," notes Alma Evans, FSW's Program Coordinator of the Youth Councils. A moving speech by activist James Young, teen-led workshops and entertainment by Big Apple Playback Theater were highlights of the event.

Youth Council members have created a community garden, served food at a soup kitchen, and have gone to White Plains and Albany to speak with legislators about cuts in social service funding for teens and advocate for gun control.

FIND OUT MORE

about joining or sponsoring the
Youth Councils, contact Alma
Evans at aevans@fsw.org
or (914) 872-5224



FSW Programs

www.fsw.org

- Adoption & Children's Services ■ Big Brothers Big Sisters ■ Camp Viva for families living with HIV/AIDS ■ Child and Family Clinic-Plus
- Early Childhood Services ■ Elder Abuse Prevention ■ Enriched Housing for Seniors ■ Family Mental Health ■ Family Support Services
- Fathers Count ■ FSWorks ■ Head Start/Early Head Start ■ Home Health Care ■ Intergenerational Adult Day Program
- Launching Pad ■ Partnership for Care ■ HIV/AIDS Services ■ Prime Time Special-Ed Preschool ■ The Sharing Shelf
- Special Needs Youth Programs ■ Supported Youth Residences ■ Westchester County Youth Councils ■ Youth-at-Risk Interventions

Good News, Success Stories and More!



30 volunteers from the law firm Traub Lieberman Straus & Shrewsbury LLP in Hawthorne filled 120 elementary school backpacks with supplies. The Sharing Shelf, FSW's program that distributes gently used clothing, supplied 400 elementary, middle and high school students with new backpacks.



19 students in the *I Believe, I Achieve* program of FSW's Big Brothers Big Sisters became published magazine writers this summer as they researched and wrote articles for "Inspired" magazine. Jonathan Massey shows off his story to Laura Saggese of the Vera and Walter Scherr Foundation, which, along with the Lanza Family Foundation, funds the program.



Mariano Rivera, the famed Yankees closer, helped raise money for Family Services of Westchester in this year's Cantor Fitzgerald Charity Day 2012. The event raised \$12 million for participating charities.



Susan B. Wayne, left, President and CEO of FSW, Emcee Brian Conybeare and Lynne Clark, president of the Junior League of Central Westchester, celebrated at the JLCW'S 65th Anniversary Gala, where FSW received the Community Partner Award.



Nearly 120 PepsiCo employees participated in the "Bowl for Kids Sake" fundraising bowl-a-thon. The event generated \$30,000 for FSW's Big Brothers Big Sisters program.



Members of FSW's Junior Board, including Chair Leslie Chang, left, and Vice-Chair Karen Beatty, volunteered to help out at this year's Camp Success year-end Barbecue. Approximately 120 campers and their family and friends along with staff members enjoyed the gathering.

Mark your calendar!

- **October 17**
Live Learn and Lunch:
Music and Our Changing Minds
 My Second Home
 95 Radio Circle, Mt. Kisco
 5-7pm
- **October 20**
Staff Bowl-a-thon to Benefit
Center for All Ages
 Homefield Bowl, Yonkers
 1-3:30pm
- **October 25**
Junior Board Friendraiser
 Pranna, 79 Madison Ave, NYC
 6:30-8:30pm
- **November 6, December 4**
Open House – My Second Home
 95 Radio Circle, Mt. Kisco
 1st Tuesday of every month
 8-9am

For detailed information on these and other FSW events please visit our website:

www.fsw.org



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Family Services of Westchester, founded in 1954, offers a broad range of social and mental health services to strengthen and support families, children and individuals at every stage of the life cycle, from infancy to adulthood.

www.fsw.org

The Dannon Company Awards FSW a \$30,000 Nutrition Grant

Family Services of Westchester is pleased to announce that The Dannon Company, Inc. has awarded FSW a Dannon Next Generation Nutrition® Grant of \$30,000 to support the non-profit's Healthy Lifestyles program. Each year, Dannon awards four of these nutrition grants in communities where the company runs a facility, including one each in Ohio, Utah, Texas and Westchester. "We are proud to support Family Services of Westchester with this Dannon Next Generation Nutrition® Grant. The Healthy Lifestyles program is directly aligned with Dannon's mission to encourage yogurt as one of the three recommended daily servings of dairy and to bring health through food to as many people as possible," said Gayle Binney, Dannon's Corporate Responsibility Manager.



Nutritionist Stacey Jackson along with Enid Forster and Darlene Glasel of FSW will implement the Healthy Lifestyles curriculum at Head Start.

FSW's Healthy Lifestyle program will bring nutrition education and exercise programs directly to nearly 400 children, including 140 children in the agency's Universal Pre-K program, 194 children in its Head Start initiative and 40 infants and toddlers in Early Head Start. Siblings and families will also benefit from the curriculum's evening nutrition workshops, classroom exercise programs including Zumba® and yoga, and field trips to local supermarkets led by a registered dietician. Families will also receive a

nutrition guide that emphasizes the importance of grains, fruits, vegetables and reduced-fat dairy such as yogurt.



"We are so grateful to Dannon for this prestigious grant and excited about implementing our Healthy Lifestyles curriculum," notes Darlene Glasel, Senior Director of FSW's Early Childhood programs. "Like Dannon, we want to promote healthy lifestyles and reduce childhood obesity. Toward that end, we are taking proactive steps to encourage our families to eat right and exercise every day."

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