



Children and older adults will come together to enjoy daily activities at FSW's new Center for All Ages in White Plains.

Center for All Ages Campaign Reaches \$1,000,000 Challenge Target!

Thanks to the enthusiastic response of our generous donors, FSW proudly announces that we have reached and, in fact, exceeded our \$1,000,000 challenge target four months ahead of the June 30th deadline. "The completion of this challenge brings us one step closer to fulfilling our dream of a Center for All Ages in White Plains," remarked Susan B. Wayne, President and CEO of FSW, in making the announcement. "Pat Lanza gave us an incredible opportunity to embark on this visionary project with her \$1,000,000 grant, and it was clearly an inspiration to other donors. We are grateful to our Board and all the foundation and individual donors who rose to the challenge."

The challenge was completed within a year of getting the first donation and in total engaged 141 donors whose gifts ranged in size from \$25 to \$150,000, with an average gift size of \$7,319. The capital campaign, however, will continue, with naming opportunities still available as well as underwriting and in-kind donations being sought to provide furnishings, equipment and start-up program support for the new Center.

The outpouring of support for this exciting project gave us the wherewithal to purchase a

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.

Staff members throughout FSW are thrilled to see the project moving forward. "It is wonderful that residents of lower Westchester, who have not been able to take advantage of the adult day care and intergenerational programming at My Second Home because Mt. Kisco is simply too far away, will now have an opportunity to participate," said Rina Bellamy, Director of My Second Home. Darlene Glasel, Director of Head Start/Early Head Start/Prime Time and Universal Pre-K, added that "allowing our youngsters to interact with seniors on a daily basis will offer a unique dimension to the educational and enrichment opportunities we already provide. This is especially important since many of our children live far away from their own grandparents."



**Bob Woodruff
to Emcee
FSW STAR Gala
Thursday,
April 25th
Glen Island
Harbour Club
New Rochelle, NY**

Three outstanding supporters of FSW will be honored at this year's STAR Gala: volunteer Leslie Chang, philanthropist Laura Scherr Saggese and corporate partner Con Edison. ABC correspondent Bob Woodruff will emcee the event, which will feature dinner, dancing, presentations and a Live and Silent Auction.

**Check out www.fsw.org
to purchase tickets.**

See page 3 for details!

FIND OUT MORE about contributing to the campaign, contact Lynn Green
LLGreen@fsw.org or (914) 305-6875

property. We are now in contract on a building in White Plains, which is easily accessible and well-suited to our needs and are moving forward with building design and architectural drawings. Modeled after our award-winning intergenerational program at My Second Home in Mt. Kisco, The Center for All Ages will offer recreation, socialization, education and enrichment programs for all generations from toddlers to teens to older adults. The Center will include an adult day program with caregiver support, early childhood education,

FSW hopes that the ribbon-cutting ceremony for the new Center will align with the agency's 60th anniversary in 2014. "Although we have met the challenge, there are still plenty of opportunities to give prior to opening the Center's doors," notes Lynn Green, FSW's Vice President for Development. "We are eager for anyone who wants to be part of this groundbreaking endeavor to join us, and we are happy to match donor interests with an appropriate complementary need at the Center."



Send a Family to Camp

Support Camp Viva's Fundraising Campaign for 2013

The MAC AIDS Fund and the Keith Haring Foundation kicked off the fundraising campaign for Camp Viva 2013 with generous grants to support the program's 19th year of providing a one-week sleepaway camp and year-round follow-up program for Westchester families affected by HIV/AIDS. Camp Viva receives no government funding so FSW relies solely on donations from individuals, private foundations and corporations to raise the more than \$100,000 needed to send 110 campers and 60 volunteers to Ramapo Anchorage camp in Rhinebeck, NY each year for one full week of fun and rejuvenation.

Participants give Camp Viva rave reviews. "My wife and children love Camp Viva," notes Bernard Domingo. "The kids go fishing and swimming, and my wife loves the high ropes course. They are still talking about Camp Viva, months after it ended," he adds. This year's Camp Viva extends from August 18-24.

The camp has an indoor gymnasium with ropes and challenge courses, an Olympic-sized pool, a traditional roller rink, a beautiful lakefront with diving board and water slide, scenic nature and hiking trails, wonderful athletic fields and a furnished movie house on site. Workshops run the gamut from nutrition to acupuncture, and the many special events include an opening campfire ceremony, a "Great Race," stage performances, a fashion show, Carnival Day, and a final slide show presented on the last night of camp. The special week away is supplemented by quarterly reunions and supportive activities year-round.

Tony Lembeck, a commercial real estate agent in Westchester and FSW Board member, was one of the original planners behind the concept and has volunteered at the Camp ever since it opened. "Volunteering at Camp Viva is one of the most important things in my life. It's like my child," says Tony. "What volunteers get at Viva is just as important as what the campers experience," he explains.

Each campership costs \$1,200 to underwrite.



Campers joyfully arrive at Camp Viva 2012

FIND OUT MORE
To volunteer at Camp Viva, contact Administrative Director Robert Cestone at rcestone@fsw.org, (914) 964-6767.
To make a donation, contact Donna Weissman, Assistant Director of Development at FSW, at dweissman@fsw.org, (914) 305-6840.



Who doesn't love Spring and the new beginnings it brings? We all look forward to the last of the snow and the burgeoning of new possibilities. This Spring finds FSW with more than the usual number of projects coming to fruition. Our Center for All Ages is well on its way, having achieved our first ambitious goal of meeting the Lanza Family Foundation million dollar challenge. The Veterans program we started last year has tripled in size, and is now able to serve a diverse range of returning veterans' needs. Our agency infrastructure is growing stronger, benefitting from the expertise of Westchester's corporate community (see story on IBM), as well as a comprehensive strategic plan, a vibrant Junior Board and several dedicated program Advisory Councils. The STAR Gala gives us a chance to celebrate many of the supporters who form the foundation of our efforts. We hope you will join us on April 25th for a Red Carpet Gala and celebrate all we are doing together to help Westchester families.

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

Family Services of Westchester



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Join Us on the Red Carpet!

FSW's STAR Gala Honors Three Loyal Supporters ABC's Bob Woodruff Serves as Emcee

Without assistance from volunteers and corporate and foundation donors, Family Services of Westchester would not be able to offer its 50 mental health and social service programs to thousands of Westchester residents each year. This year's **STAR Gala**, FSW's major fundraiser of the year, is recognizing three outstanding supporters of the organization. A "Red Carpet" theme for the Gala, which is scheduled for 6 pm on **Thursday, April 25th** at the **Glen Island Harbour Club in New Rochelle**, will add an element of glamour and fun to the event.



Honoree Leslie Chang

Another highlight of the evening will be this year's prominent Emcee, ABC correspondent and Rye resident **Bob Woodruff**. In 2006, Woodruff was shot in the head while on assignment in Iraq. Miraculously, just 13 months after this traumatizing brain injury, Woodruff returned to work at ABC. He and his wife Lee, who was the Emcee of FSW's 2011 STAR Gala, coauthored a successful memoir about Bob's experience in Iraq called *In an Instant*. The family has established The Bob Woodruff Foundation to assist injured veterans.

FSW is honoring an extraordinary volunteer at this year's STAR Gala, Scarsdale resident **Leslie Chang**. Leslie has spent many hours in the agency's Development office as the force behind many marketing initiatives including the agency's website redesign, social media launch, email campaigns and graphic design projects. Leslie also serves as Chair and is a Founder of the organization's **Junior Board**, a group of philanthropic young professionals living in Westchester who raise funds and awareness for FSW. In just two years, the Junior Board has raised \$40,000 and has handed out nearly \$20,000 in grants to FSW programs through its Youth Enrichment Fund.



Honoree Laura Scherr Saggese

When it came time to arrange an exciting **Pre-Party Kickoff Celebration** for the event, Leslie volunteered to handle this task and enlisted her friends at **Neiman Marcus at The Westchester Mall** in White Plains, who were eager to host a wine and cheese reception and fashion demonstration on **Wednesday, April 10th** to get Gala attendees excited about the event. "We wanted to build excitement about the 'Red Carpet' theme at our STAR Gala, and Neiman Marcus was happy to host this imaginative pre-party celebration," notes Leslie. The Kickoff event, "**Get Your Spring On,**" offered Gala attendees some "Red Carpet" fashion ideas and provided several raffle prizes.

Innovative philanthropist **Laura Scherr Saggese** of Bedford is also being honored on April 25th. Through her family's foundation, **The Vera and Walter Scherr Family Foundation**, Laura has helped pioneer and underwrite FSW's highly successful "**I Believe, I Achieve**" mentoring initiative through FSW's **Big Brothers Big Sisters** program. Now in its third year, "I Believe, I Achieve" is helping students from Yonkers, along with their families, develop the skills and determination they need to be successful in life. Through workshops, mentoring and field trips, students who participate in the program have learned about robotics and martial arts, have written and published books and a magazine and have been to Broadway, Ellis Island, the Liberty Science Center and other educational and cultural sites.

Con Edison, a loyal corporate partner to FSW since 1990, is also being honored at this year's STAR Gala. Con Edison is currently supporting two youth leadership programs through the agency's **Westchester County Youth Councils**, which consist of approximately 100 teens from all over the county who are interested in social activism and leadership. These community-minded teens learn to advocate for their peers and organize educational workshops for them as well. Recently, Con Edison has worked with the teens to launch a Go

Green environmental initiative, enabling the adolescents to work with Hudson Riverkeeper to assess water quality and learn about conservation and wildlife in local bodies of water. Through this Con Edison outreach, Youth Council members are also learning about green job opportunities and the importance of careers in the STEM fields of Science, Technology, Engineering and Math.

Music for the Gala will be provided by Junior Board member **Nizam Singletary**, also known as **DJ Niz of Shepard Entertainment**. **Michael Weissman**, who did such an outstanding job highlighting FSW's Hope Fund at last year's event, will be serving as Auctioneer. Auction items this year include luxury trips to Disney World and the Caribbean, as well as one-of-a-kind cultural and sports events and memorabilia.

"All three of our honorees have done so much to assist and support FSW programs," notes Susan B. Wayne, President and CEO of FSW. "We are also honored to have Bob Woodruff, who has given so much to veterans and to his craft, as the Emcee for this year's STAR Gala."



Corporate Honoree
Con Edison

FIND OUT MORE
To be a sponsor, purchase tickets, or advertise in the Event Journal visit our website www.fsw.org or contact Marianne Gordineer at mgordineer@fsw.org or (914) 305-6876

Support from a Big Corporation and Two 13-Year-Old Boys



IBM Consultants Rob Shea and Julian Kamil meet with FSW staffers, including VP of Program Operations, Eric Toth.

IBM Selects FSW for Technology Roadmap Grant

IBM recently selected FSW for one of its Technology Roadmap grants, a five-week outreach effort valued at \$44,000. Introduced in 2010, this service grant is a hands-on initiative that taps the expertise of IBM employees to help small and mid-sized non-profits enhance their IT infrastructure and improve their technology skills. "Our goal is to help non-profits streamline their efforts regarding data analysis and free up their employees so they can better fulfill their mission in the communities they serve," says Mary L. Murray, Manager for Corporate Citizenship and Corporate Affairs.

The first step in the five-week process involved questionnaires and teleconferences between IBM consultants and FSW staff to determine two or three focus areas that need improvement. Based on this information, the consultants and the FSW staffers honed in on the need to automate administrative processes, track outcomes across a broad spectrum of programs and find more efficient ways to market to prospective donors as government funding declines. An all-day visioning workshop in March helped three IBM consultants and key staffers identify concrete steps that could be taken to achieve strategic goals in these three focus areas. The consultants will issue a final report of recommendations and be available to the staff as questions arise.

"Among other things, FSW has 50 different programs and we use different software and hardware to track the reporting metrics of each program," notes Lynn Green, Vice President of Development for FSW. "IBM's consultants are helping us put all the data analysis in one place so we can easily demonstrate what works and what doesn't. This process will help us be more efficient and also enable us to demonstrate the effectiveness of our programs."

In addition to this Technology Roadmap grant, IBM has given FSW two servers and will be conducting a Social Media workshop with the agency's Development office. This workshop is designed to help the organization maximize the impact of its website, Facebook, Twitter, LinkedIn and YouTube postings.



Simon Cadel performs at the Comedy Benefit he organized, with proceeds going to FSW.

Two Young Friends Mark Milestones With Generous Donations to FSW

Simon Cadel of Edgemont had heard about some of the programs run by Family Services of Westchester through Oren Vasser, a classmate of his at The Masters School in Dobbs Ferry, so Simon decided FSW's participants would be the beneficiaries of his show, "Laugh 'til it Helps."

Although his temple, Bet Am Shalom in White Plains, does not require a community service project, Simon organized his comedy benefit in honor

of his Bar Mitzvah. "Everyone seems to have everything they want here in Westchester, so it's easy to forget that there are people right here in this county who don't even have the basic things they need," says Simon, explaining why he wanted to help FSW make a difference in people's lives.

"We are so proud of Oren," notes his mother, Deborah Blatt. "For him, his Bar Mitzvah was not about receiving gifts but about giving back to people less fortunate."

Simon recruited seven of his young stand-up comedian friends from Kids 'N Comedy to perform at the sold-out benefit, which was packed with 70 friends and relatives of Simon's. Rob Kissner, owner of The Digital Arts Experience, donated his beautiful White Plains facility for the fundraiser.

"It was such a great opportunity to showcase the incredible skills of these young comedians, to celebrate Simon's Bar Mitzvah and to serve a greater good," says Betsy Cadel, Simon's mother. Simon's Comedy Benefit raised \$1,000 for FSW.



Oren Vasser donated his generous Bar Mitzvah gifts to The Sharing Shelf of FSW.

Oren Vasser of New Rochelle wanted to give rather than receive on his special Bar Mitzvah Day as well. Oren's mother, Deborah

Blatt, is the founder and volunteer Director of FSW's Sharing Shelf program, which provides gently used clothing and baby supplies to approximately 150 families a month. So when Oren was sending out his Bar Mitzvah invitations, he included a card asking his friends and relatives to give donations to The Sharing Shelf in lieu of gifts. Oren also set up a donation basket at his school to collect clothing and worked at The Sharing Shelf's Port Chester warehouse, sorting and packaging clothing for the needy. Through his efforts, Oren raised a staggering \$10,000 for FSW's Sharing Shelf program. "We are so proud of Oren," notes his mother, Deborah. "For him, his Bar Mitzvah was not about receiving gifts but about giving back to people less fortunate."



FSW's Junior Board Hosts Annual Wine Tasting at Tarry Wine Thursday, May 16, 7:00 pm

Raise a glass in support of FSW's Junior Board at the group's Annual Wine Tasting at Tarry Wine in Port Chester on Thursday, May 16 at 7 pm. Proceeds from the event will help the Junior Board raise money for its Youth Enrichment Fund. A percentage of profits from wine purchased will go directly to enriching the lives of the children and youth through the Junior Board's grants to FSW programs.

FSW's Junior Board is a group of philanthropic young professionals living in Westchester who raise funds and awareness for FSW. In just two years, the Junior Board has raised \$40,000 and has given numerous grants totaling nearly \$20,000 to FSW programs.

To reserve a spot at the wine tasting, which costs \$35 per person, email fswjrboard@gmail.com or contact Marianne Gordineer at 914-305-6876 or mgordineer@fsw.org.

Jeans Day!

Does your company or organization have a Jeans Day? If so, please consider choosing FSW as a beneficiary.



Girl Power!

Last November, New Rochelle Girl Scout Caroline Stoerger and Deborah Blatt, volunteer Director and founder of FSW's Sharing Shelf program, created the first "Girl-Topia," a one-day clothing boutique in Port Chester with free, fashionable clothes for 75 disadvantaged teenaged girls. On April 28th, a second Sharing Shelf Girl-Topia will take place in Mount Vernon and will be sponsored by the Junior League of Central Westchester, the Holy Trinity Greek Orthodox Church in New Rochelle and Jayne Peister's Girl Scout Troop in New Rochelle.

Please email thesharingshelf@fsw.org for more information.



An Evening to Die For

Mentors in FSW's Big Brothers Big Sisters program were treated to an evening of dinner and dancing along with a murder mystery to solve at "An Evening to Die For" event at Rye Country Day School's Dunn Performing Arts Center. "We wanted to celebrate the time our Bigs give to their Littles and honor their dedication," notes Marsha Tom, Director of BBBS of FSW.

To donate or volunteer to be a mentor, contact MTom@fsw.org or call (914) 872-5287.



Keep the Music Playing

More than 70 guests attended the recent "Keep the Music Playing" event at Salon D in Mount Kisco to raise money to continue My Second Home's successful music therapy initiative. Donations from the event came from Dawn DiDomenico and Salon D, Fleurish, PepsiCo, O'Shaughnessy Winery and the rock band "Bad Habits."

Keeping it Green

Members of FSW's Youth Councils engaged in a Hudson River clean-up recently as part of Con Edison's Go Green environmental initiative with the Junior and Senior groups. The adolescents also had the opportunity to work with Hudson Riverkeeper to assess water quality and learn about conservation and wildlife in local bodies of water.



Tarry Market Fund Raiser

Mayor Douglas French of Rye and Deborah Boillot, Chair of the Big Brothers Big Sisters Advisory Board, were among 100 guests who attended a recent event at Tarry Market in Port Chester to celebrate BBBS of FSW. Proceeds from the event will help fund the recruitment of mentors for 76 children on the waitlist and support the 200 mentor matches the organization oversees.





Family Services of Westchester
One Gateway Plaza
Port Chester, NY 10573

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OUR MISSION

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

Three Funders Help FSW's Veteran's Outreach Program Expand Offerings: The Naomi Kaplan Family Foundation, The Lanza Family Foundation, and The Westchester Community Foundation

When John S. relocated to Westchester after serving in Iraq, he and his family faced many challenges. John was so traumatized by his combat experience that he was experiencing frequent panic attacks and nightmares, two hurdles to living a calm, happy life. His wife needed to find a job, and his mother required medical attention for heart palpitations. FSW's one-year-old Veterans Outreach Program addressed all the family's needs, reaching out to other service providers to locate housing and employment opportunities, providing case management for the family and offering cognitive behavior therapy to give John some coping strategies.

"With the hiring of our Program Coordinator Natalie Edelhauser and our Program Specialist Jessica Allain, we are able to provide a full assortment of services to veterans now," notes Joshua Gaccione, Director of the program and a former paratrooper with service stints in Iraq and Afghanistan. "We can provide one-on-one counseling and support to veterans and their families and connect them to the services they need," adds Gaccione.

Gaccione is happy that one of the organization's first goals – to create a network of veteran service providers in Westchester – has been realized. The Westchester Veteran Service Providers Network (WestVets) has grown to nearly 100 service

providers in the Hudson Valley Region and meets quarterly. Gaccione is also thrilled that a recent Veteran-Civilian Dialogue at New Rochelle Public Library was successful. Another Dialogue is scheduled for the Brooklyn College Student Center on April 16th from 12:30 to 2 pm.



From left, Camille Murphy, Joshua Gaccione, Patricia Lanza and Susan B. Wayne

"It's so important to give veterans the opportunity to speak about their experiences and express their feelings as they transition back into their communities," notes Gaccione. "It's also helpful for civilians to hear what veterans have to say and that they are given the chance to voice their views about war."

Gaccione and his staff are planning a free event for female veterans called "Stand Up for Female Veterans," 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; on-site childcare will be provided.

FIND OUT MORE
about the Veterans Outreach
Program at www.fsw.org or
contact JGaccione@fsw.org or
call (914) 872-5269.

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