

# Achieve



A publication of The Arc of Atlantic County, serving people with intellectual and developmental disabilities since 1961

## It's Here! The Arc Adopts a New Brand Identity

The Arc of Atlantic County joins hundreds of other chapters of The Arc nationwide in a major rebranding initiative that kicked off March 1

We are proud to introduce The Arc's new brand along with a renewed energy and dedication to providing opportunities for people with intellectual and developmental disabilities (I/DD) and their families. This dynamic new logo will eventually be on all of our publications, signage and other communications along with our new tagline, **Achieve with us**. We not only want to share this new brand with you, but also explain its elements and how it came about.

### Why a new brand?

A major nonprofit branding study was conducted a few years ago that revealed The Arc and all of its state and local chapters together are the 8th largest charity in the nation - even bigger than the American Red Cross! But recognition was low, in part because many chapters of The Arc developed their own brand identity in their communities as a result of the grassroots nature of The Arc, resulting

in hundreds of variations of names and logos. Without a strong national brand, The Arc was not positioned to promote its services and generate the amount of funding and recognition it needs and deserves. With a great deal of input from chapters, our national chapter embarked on a journey to develop the new brand you see today.



### What does the new brand mean?

The Arc's vibrant new logo and tagline communicate the organization's commitment to promoting and protecting the human rights of people with I/DD and actively supporting their full inclusion and participation in the community throughout their lifetimes. The Arc's logo is emblematic of the organization's embracing nature with

the flowing "catalyst" icon; a burst of energy at the end is symbolic of our support of independence. The new tagline, **Achieve with us**, conveys The Arc as a provider of opportunity, hope, growth and change.

### What else does The Arc have in store to promote the new brand?

While the soft launch of the logo happened March 1, a hard launch took place on June 14, when our national Chapter of The Arc announced the results of its FINDS (Family and Individual Needs for Disability Supports) survey at the National Press Club in Washington, D.C. The FINDS survey yields a candid and current view on issues concerning the needs for disability supports across the lifespan, enabling those in the field to better understand what services are available, what gaps exist and what new supports are needed. Additionally, Glee star Lauren Potter has signed on as the spokesperson for The Arc.

Turn to page 3 of this newsletter to read the results of the FINDS survey!

## CapeBank Charitable Foundation Provides Financial, Volunteer Support to The Arc

The CapeBank Charitable Foundation was formed in January 2008 to solidify Cape Bank's commitment to the community. In the past, the CapeBank Charitable Foundation supported hundreds of organizations with small donations, but in 2010 they announced a partnership with six charitable organizations in the Atlantic and Cape May County area, including The Arc of Atlantic County.

"The goal of the CapeBank Charitable Foundation is to assist in the enhancement of the quality of living for all individuals throughout the communities we serve. A partnership with The Arc was a perfect fit because of their



dedication to making a difference in the lives of people with developmental disabilities and their families" stated Bob Boyer, Director of the CapeBank Charitable Foundation. The partnership with The Arc features a multi-year financial commitment of \$50,000 per year and volunteer support through Cape Cares, the Cape Bank employee volunteer program.

Thank you, CapeBank Charitable Foundation, for partnering with The Arc!

**Achieve with us.**



# Achieve

## The Arc to Host 50th Annual Membership Meeting June 27

*Become a member today and make your voice heard!*

In this issue of Achieve, we've enclosed a donation envelope like we usually do, but this time we also provided you with the option to become a member of The Arc with your contribution of \$25 or more. As a member, you're joining The Arc's national network of more than 140,000 members and more than 700 affiliated chapters across the country in the largest grass roots movement to protect the rights of people with intellectual and developmental disabilities. You're also helping to ensure that sufficient resources are available to meet the needs of people with I/DD in every community in our nation.

Members receive important publications from our national Chapter of The Arc, including newsletters, advocacy information, and other issues that impact the lives of people with I/DD.

As a membership organization, The Arc of Atlantic County is required to hold an annual membership meeting before the start of the new fiscal year to install board members and officers, approve bylaws, and vote in the new fiscal year budget, which requires a quorum of 30 voting members.



*Brian Keagy at The Arc's 2010 Annual Membership Meeting with his athletic and advocacy awards.*

For many years, our membership meeting focused on business, but several years ago we decided to use this meeting as a chance to celebrate the achievements of people we serve by coupling the meeting with an awards program.

Past awardees have included first-time Special Olympics athletes; individuals who have held a job for a year or more; and even someone who purchased a home. This meeting gives us a chance to really get to the heart of what The Arc is all about: helping people accomplish their dreams.

Membership helps improve the quality of life for people with I/DD in our community by giving us the strength necessary to be an effective advocate. With a strong network of members, The Arc is able to improve supports and services; connect families; inspire communities; and influence public policy. The larger our membership, the more attention is paid to what we say—it's as simple as that.

Our 50th Annual Membership Meeting will be held Monday, June 27 at 5:30PM at the Absecon Methodist Church, 100 Pitney Road, Absecon, NJ, 08201. Please become a member of The Arc today and join us for this special evening! To RSVP and for any questions related to membership, please call Jennifer Rowles at 609-485-0800 ext. 137.

### 50th Birthday Bash Nets \$60,000



More than 300 people helped The Arc celebrate its 50th birthday on March 2 at the Carriage House in Galloway, NJ. Guests enjoyed an evening of dancing with the Kenny I Orchestra, a silent auction, and a celebration of five Community Stars who have helped light The Arc's way. Pictured above from left to right are Matt Callaghan, Volunteer Star; Herb Hummel, event chair; Deborah Davies, CEO; Bert Hill, Arc Service Recipient Star; Shirley Massey, Arc Employee Star; Jack Fox and Joel Chipkin of the Milton and Betty Katz JCC, Community Partner Star; and Lori Herndon of AtlantiCare, Corporate Partner Star. Thank you to everyone who played a part in the success of this special anniversary celebration!

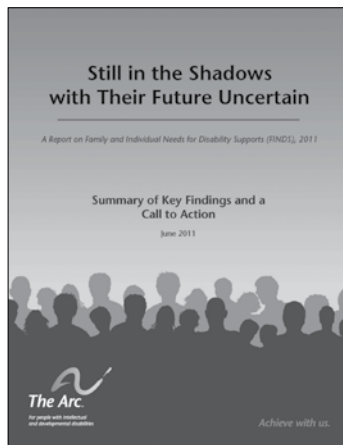
### Self Advocacy Summit at The Arc Sheds Light on Community Living

Nearly 100 people with I/DD from four South Jersey counties learned what it takes to make a smooth transition from living in developmental centers to community housing at The Arc of Atlantic County on May 10 at a summit organized by the New Jersey Self Advocacy Project. Leaders from New Jersey self advocacy groups, the religious community, law enforcement and The Arc all provided valuable information and encouragement to those in attendance. Many people currently living in large developmental centers have the ability to live in the community, but after many years of living in a developmental center, some are naturally apprehensive about the transition. With the planned closure of the Vineland Developmental Center, The Arc and other organizations are working to ensure that people have the answers to their questions and concerns.



*Dennis Donatelli of the New Jersey Self Advocacy Project addresses the crowd*

## Still in the Shadows: New FINDS Survey Explores Needs for Disability Support



Funding is scarce, families are stressed, people with intellectual and developmental disabilities (I/DD) are not being given the opportunities they deserve to live up to their full potential. We have known that intuitively for some time. Now, our national Chapter of The Arc has taken steps to actually measure the needs of individuals and families living with I/DD and find out where we're succeeding in offering them support and where we're falling short.

The Arc, in conjunction with researchers at the University of Minnesota, conducted an unprecedented survey of more than 5,000 individuals with I/DD, their family members and caregivers covering a host of issues from education to housing to planning for the future.

On June 14, our national Chapter of The Arc released the top findings in a publication called *Still in the Shadows with Their Future Uncertain* that outlines the steps we need to take as a movement to address the unmet needs highlighted in the survey. Although individuals with disabilities have more opportunities than did previous generations, they face some very real challenges in realizing their dreams and even

in protecting the progress they have achieved in the last few decades. With deep budget cuts and the proposed restructuring of essential services such as Medicaid, there is a real fear that our society may regress toward the institutional services we have been working to end for more than 50 years. But community and family-based caregiving options need to be supported in a way that actually benefits individuals and families, which is not always the case. Here are just a few of the most dramatic findings from the survey:

- 20% of families report that *someone in the family had to quit a job* to stay at home and support the needs of a family member.
- More than 80% of families reported *not having enough retirement savings for their future* as a result of using personal funds to compensate for the lack of services available to their loved ones.
- 62% of parents and caregivers *don't have a plan for where the person they support will live* when the parent/caregiver gets older.
- 35% of caregivers reported they *need special equipment, technology or assistive devices* with 67% reporting that *they can't afford it*.

Read the full report, *Still in the Shadows with Their Future Uncertain* available at [www.thearc.org](http://www.thearc.org) now and contact us to find out how you can get involved with The Arc of Atlantic County to help bring about positive change, offer opportunity and foster hope for people with I/DD in our community.

### Thank You for Helping Us Grow!

(Donors listed made a gift of \$50 or more between January 1, 2011 and April 30, 2011)

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Achieve with us.







50 Years of Service  
1961-2011

6550 Delilah Road, Suite 101  
Egg Harbor Township, NJ 08234  
609.485.0800  
[www.arcatlantic.org](http://www.arcatlantic.org)

**Mission**

The Arc of Atlantic County improves the lives of people with intellectual and developmental disabilities in our community. Through direct services, advocacy, education and prevention activities, we work in partnership with individuals and their families to make choices possible about how and where they live, learn, play and work.

**Save the Dates!**

9/24 - I. Rice & Co. Golfing for Good Tournament, benefiting The Arc, at Harbor Pines Golf Club, EHT  
10/29 - Step Up for The Arc Walk, Ventnor Boardwalk  
Call 609-485-0800 for more info



*Achieve with us.*

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**NOW OPEN!**

*The Arc Makes Cents, Too!*  
**THRIFT SHOP**



We're pleased to announce the opening of The Arc of Atlantic County's new thrift shop, *The Arc Makes Cents, Too!*, which joins our original thrift shop in Ventnor, *The Arc Makes Cents*. Your donations and dollars will support our programs, so please stop by to donate and shop soon - and often!

**Featuring:**

- 5,000 square feet of new and gently used merchandise
- An extensive furniture and household goods section
- Thousands of books, both used and brand new
- Purses, shoes, jewelry, children's toys, and much more!

**Store Information**

***The Arc Makes Cents, Too!***  
**THRIFT SHOP**  
Tilton Shopping Center  
331 Tilton Road  
Northfield, NJ 0822

**Hours:**

Monday - Saturday  
10AM - 6PM

**Phone:**

609-241-9333

**Store Manager:**

Irv Singer

Bring in this coupon for  
**10% Off Entire Purchase**

*The Arc Makes Cents, Too!*  
**THRIFT SHOP**

Expires July 30, 2011

*Not to be combined with any other offer or discount*

**How You Can Help:**

- **Shop!** We've arranged clothing by category, color and size to help make your shopping experience enjoyable.
- **Donate!** We accept a wide variety of gently used or new merchandise including furniture, sporting equipment, clothing and more.
- **Spread the word!** Recommend our store to others!