

A FUTURE **REIMAGINED**



2017-2018 Annual Report

OUR MISSION



The Arc of Essex County provides comprehensive services and supports to individuals with intellectual and developmental disabilities and their families ensuring a lifetime of achievement with dignity and full partnership in the community.

Dear Friends and Members of The Arc Family,

Inspired by their children, a group of dedicated parents embarked on a mission to alter the status quo. The dream was big... to transform from a segregated reality to a world where children and adults with intellectual and developmental disabilities (I/DD) would be accepted and included in everyday life. Out of these efforts, The Arc of Essex County was born.

With each generation that's come through our doors since, The Arc continues to build upon this legacy. We constantly seek to reinvent the landscape for people with disabilities in New Jersey by creating more and better opportunities for acceptance, inclusion, and achievement. By surrounding ourselves with engaged families, government entities, charitable foundations, and other like-minded individuals and groups like you, The Arc is able to continue to deliver...

A Future Reimagined

Limited family support budgets of the past saw an increase under the new Fee-for-Service system, and we were ready to respond. During the 2017-2018 Fiscal Year, The Arc vastly expanded the adult recreation and respite community based program options. Adding innovative programming concepts, like farm-to-table cooking classes, resulted in an explosion in enrollment. The Arc also embarked on a new approach to residential services, launching an integrated community apartment program allowing for further immersion in the community. Recognizing that The Arc must keep pace with the evolving digital world, new communications strategies were implemented to expand our reach and refine our message.

By continuing to remove obstacles for families to access our services, we are ready to rise to the increased demand. Our efforts ensure that families continue to find a community of support and opportunities to create the future they dream for their children. Your ongoing dedication to our mission makes this possible. Thank you.

As we head into the next fiscal year, The Arc of Essex County is committed to not only reimagining the future for our service recipients, but also to advancing the mission set forth by our founders. Please consider renewing your financial commitment so The Arc can continue to be a champion of change on behalf of the families we serve.

Together, our future is limitless. Thank you for believing in us and investing in our tomorrow, today.

Sincerely,



A handwritten signature in black ink that reads "Linda C. Lucas".

Linda C. Lucas
Chief Executive Officer



A handwritten signature in black ink that reads "Brad K. Hopton".

Brad K. Hopton
Board President

The Next Generation of Residential Opportunities

When Tina Williams moved into her brand new, supervised apartment in The Arc's Park Place Apartments program in May 2018 she was awed by the bright rooms, modern kitchen, and community feel. She quickly envisioned the style of her new home, incorporating hot pink furnishings and décor to make the space her own.

In 2013, Hilltop Partners Urban Renewal, a real estate development group, approached The Arc of Essex County with an exciting opportunity... to help design and ultimately manage a supportive

living component in its proposed residential development. It was with the same enthusiasm demonstrated by Tina that The Arc embarked on the partnership to bring additional inclusive residential options to adults with intellectual and developmental disabilities in Essex County.

The Arc of Essex County's Park Place Apartments program is situated within the larger 280 Park Place complex, a collection of 114 residential units on the former grounds of Irvington General Hospital. When the development is complete, 280 Park Place will also feature restaurants, commercial space, and single family homes. The Arc manages three supervised apartments and three supportive living apartments from a central office within the larger complex that also includes a state-of-the-art fitness center, resident lounge, and resident activities.

Throughout the design and construction phases, The Arc's facilities and property management team worked with the builders to customize floorplans to meet the needs of service recipients. As the construction progressed, The Arc actively provided insight into how to incorporate accessible-friendly features and finishings to ensure its residents had functional space where they would feel at home.

The Park Place Apartments program is the first of its kind for The Arc of Essex County, which typically acquires and adapts properties independently. As The Arc of Essex County looks to expand its residential portfolio in the future, partnerships with developers like Hilltop Partners Urban Renewal allow the agency to deliver innovative, creative, and inclusive residential opportunities that can be adapted to meet varying service needs.



**THIS PROGRAM
EPITOMIZES
THE VISION FOR
SUPPORTIVE
HOUSING, WHERE
INDEPENDENT LIVING
IS INTEGRATED INTO
EVERY COMMUNITY.”**

DIANE RILEY,
EXECUTIVE DIRECTOR,
THE SUPPORTIVE HOUSING
ASSOCIATION OF NEW JERSEY



BREAKING THE MOLD



PAVING THE WAY

Recreation & Respite

Expansion in the Fee-for-Service World

The Arc of Essex County's recreation and respite programs date back to the foundation of the agency in 1948. Since that time, The Arc has strived to lead the pack with creative programming. As adults with intellectual and developmental disabilities in the State of New Jersey finished transitioning to the fee-for-service system during the 2017-2018 fiscal year, they were able to utilize newly created budgets to shop for services. Many who previously only had access to day habilitation services now have funds at their disposal to participate in recreation (community inclusion) and respite programs.

In contrast to local, state, and national trends, The Arc of Essex County remains one of the few providers to expand service offerings in the face of monumental change. Recognizing the challenges brought forth by the industry transition to a fee-for-service model, The Arc focused on making enrollment as seamless as possible for families and support coordinators. Easy-to-understand language and budget breakdowns were used in program catalogs and The Arc's staff was readily accessible and always responsive to inquiries.

As a result, enrollment in 2017-2018 adult recreation and respite programs skyrocketed, with year-over-year growth of 81 percent. In response, The Arc of Essex County added additional programming to meet the growing demand including the expansion of The Arc's after-work respite program which grew from one evening a week to two.

The Arc of Essex County's quarterly recreational catalog continues to include long-standing favorites like trips to Dave & Busters and seasonally themed events. The agency excitedly introduced innovative, new programming like farm-to-table cooking classes to its growing list of offerings. New individuals joined The Arc's services by the dozen, and adults already enrolled with The Arc in other service areas chose to spend more of their budgets with the agency.

The Arc of Essex County stands by its commitment to lead the way in creating and delivering the most innovative and responsive supports and services for generations to come.



81%

Increase in Recreation Program Participation



9 out of **10**

Recreation & Respite Participants Return to The Arc for Additional Programs



41%

Increase in Group Respite Program Participation

Camp Hope

Promising Summers of Future Fun

When campers stepped off the buses on the first day of Camp Hope's 2018 season, they embarked on an unforgettable summer. After years of planning, the reimagined camp grounds were completed and unveiled during a ribbon cutting ceremony in late June. Thanks to the generosity of donors and community partners, the Create Play Capital Campaign generated more than \$1 million, a marked increase over the initial \$250,000 goal.

Facility updates awaiting the eager campers included a brand new 6,100 square foot, air conditioned, multi-purpose building and open air activity pavilion, a new accessible-friendly playground, a splash pad with interactive water features, basketball and volleyball courts, and an expanded recreation field. These improvements built upon the addition of a zero-entry pool completed in 2011.

In addition to the beautiful new facilities and features, Camp Hope debuted its new adaptive sports program made possible by the New Jersey State Golf Association Youth Foundation. Hired in June 2018, Camp Hope's adaptive sports specialist crafted and implemented a sports program that

engaged campers of all abilities in varied sports activities. Additional one-time funding was used to purchase equipment needed to successfully implement the new program including:

- Tent Structure for Added Shade
- Multipurpose Net for Volleyball
- Six Hole Portable Mini Golf Course
- Portable 8 ft. Soccer Nets
- Portable Multipurpose Backstops
- Portable Bowling Lanes

The improvements made possible by the Capital Campaign spurred record enrollment. Nearly 180 children and adults with intellectual and developmental disabilities, 17 percent of which were new to The Arc of Essex County, created new memories and formed lasting friendships. The Arc anticipates this number will continue to grow as word spreads throughout the special needs community.

With a proven track record and more than 65 years of experience coupled with modern amenities, Camp Hope will continue to deliver exceptional summers for decades to come.

1

17%
of 2018 campers attended
Camp Hope for the first time



7 Counties
from Northern New Jersey
represented



6 out of 10
staff return to Camp Hope
each summer



Linda Lucas, CEO of The Arc of Essex County (second from right) is joined by East Hanover Mayor Joseph Pannullo (third from right), Business Administrator Joseph Tempesta, Jr., (second from left), and donors during a ribbon cutting ceremony in late June.



CONSTRUCTION WRAPS



A FRESH APPROACH

The Arc Rethinks Marketing to Attract New Families

Over the course of the 2017-2018 fiscal year, every aspect of The Arc of Essex County's operational practices changed, including its approach to marketing. No longer limited by the constraints of a contract-based system, The Arc of Essex County turned its attention to attracting and retaining new service recipients.

The Arc accomplished this by tailoring its marketing messages to potential families and those that would help individuals access services – the support coordinator. Existing print materials, such as agency brochures and quarterly recreation catalogs, received a facelift that incorporated more conversational language and budget breakdowns. Using striking images, The Arc aimed to demonstrate visually and in print all that individuals and their families could expect when joining The Arc.

Recognizing a fundamental shift in how families obtain information, The Arc of Essex County also focused on growing its digital presence. Building upon the success of moving The Guardian to a digital format, The Arc unveiled new Stepping Stones and Camp Hope websites. Both efforts enabled The Arc to relay information regarding agency and program happenings more frequently and share additional details about program curriculum. Within each of these new websites, prospective and current families could learn more about the facilities, staff, philosophies, and daily life at each program.

In this same vein, The Arc embarked on the development of two new agency videos. The Arc video features three families' first-hand accounts of how they came to The Arc and how the agency continues to play a pivotal role in their lives. The Camp Hope video is an energetic and colorful day in the life of a camper and paints a vibrant portrait

of the camp experience. Both videos will be used as tools to create an engaging introduction for those considering The Arc of Essex County as their service provider.

Recognizing that the number of services families will need throughout their loved one's life is vast and varied, The Arc rolled out a six-page Welcome Packet. This Welcome Packet breaks down the services that are available during each phase of life, which government agencies families would work with in order to access services, and who at The Arc of Essex County could assist in the enrollment process.

As The Arc continues to conquer the challenges and opportunities presented by a transition to a fee-for-service system, it is doubling down by reinvesting in its programs and services. Families can remain confident in the agency's ability to serve their loved ones and communicate the amazing things we collectively accomplish along the way.



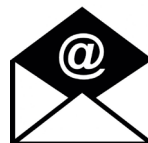
Recipient of the 2017
Communicators Award
from The Arc of New Jersey



Active on

8

Social Media Platforms



Email listserv growth of

46 percent

During FY 2017-2018



More than

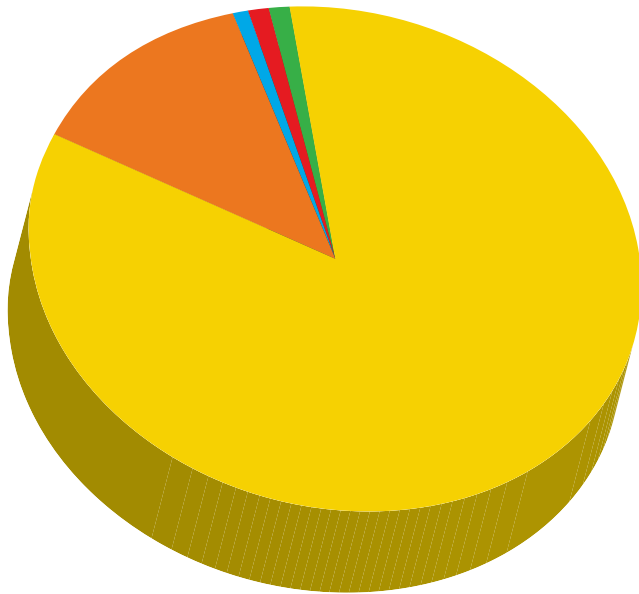
113,000

Annual Website Views

2017-2018

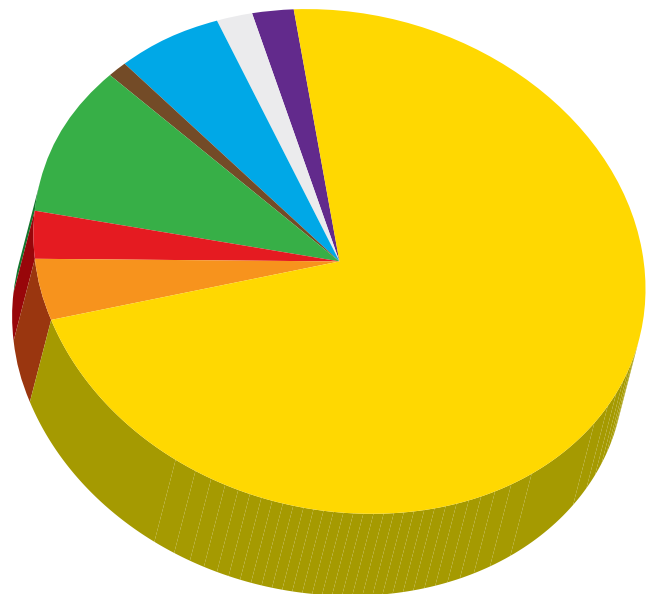
Financials

Operating Revenue



\$29,513,487

Operating Expenses



\$26,140,539

YOUR SUPPORT



“The Arc’s services give a voice to a population that is quite often overlooked and short-changed. It is my prayer that my daughter will always be able to avail herself of their programs.”

Diane Alexander
Mother of an Adult in Day Habilitation & Respite Services

IN ACTION

Visionary Circle

These organizations are distinctive supporters of The Arc's mission and objectives. Gifts and grants of \$50,000 or more in any one fiscal year show an abiding belief and confidence in The Arc of Essex County.

The Candle Lighters
Township of East Hanover

Angels

The following donors demonstrate a profound commitment to The Arc of Essex County, to its present and its future. Gifts and grants of \$10,000 to \$49,999 in any one fiscal year are the bedrock of the agency's foundation and enable The Arc to remain a strong and innovative source of strength for individuals with intellectual and developmental disabilities.

Montclair Rehabilitation Organization, Inc.
Morgan Stanley Foundation
National Building Supply Corporation
NJ State Golf Association Youth Foundation
Orange Orphan Society
PSEG Services Corporation
PricewaterhouseCoopers

The Hyde and Watson Foundation
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Essex County Division of Housing & Community
Development
Irvington Office of Community Development and Planning
Wallerstein Foundation for Geriatric Life Improvement

Benefactors

These gifts and grants of \$5,000 to \$9,999 ensure the continued fulfillment of The Arc of Essex County's mission. We thank these donors for helping us provide the very best quality of service to our consumers.

Bird Pharma Consulting, LLC
Bogush Incorporated
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Walsh, Pizzi, O Reilly, Falanga LLP
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Paul and Teri Wirth

Advocates

We recognize these donors who have contributed between \$1,000 and \$4,999 in tribute to the more than 40 programs which The Arc of Essex County runs, so that the lives of those with intellectual and developmental disabilities living in Essex County and the surrounding area will be enhanced.

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Benefit Management Solutions, Inc.
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Bernie's Tire and Auto LLC
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The Arc of New Jersey

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West Essex Sunoco, Inc.

William H. Connolly & Co., LLC

Patrons

These members of The Arc of Essex County family contributed \$500 to \$999 in a single fiscal year. These funds allow us to build on our present successes to meet the needs of the future.

Paul and Robin Alampi
Stuart and Randi Applebaum
Peter and Judy Bellina
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John Virden III
John and Jo Ann Wilson
Jonathan and Lisa Wolfe

Supporters

The donors whose gifts and grants range from \$200 to \$499 help us sustain and enrich our programs, while providing a nurturing atmosphere to all we serve.

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