



Home of My Own of WNY

On my own but not alone



**ANNUAL REPORT
2021**

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Our MISSION, VISION and VALUES

OUR MISSION

To create apartment communities tailored to independent individuals with intellectual and developmental disabilities who desire to live in a safe, social and integrated community with lifelong sustainability.

OUR VISION

Our apartments are an inclusive, community-focused model. Readily available opportunities for socialization in and within close walking distance of their homes creates organic, meaningful interactions and opportunities that inspire the pathways to friendship and independence. Our community-centered location will provide easy accessibility to public transportation, employment opportunities, and leisure that will provide for life long sustainability.

OUR VALUES

Supported housing options need to be diverse if a person's rights are to be met. Individuals have the right to live as independently as is possible, in an environment that is appropriate to them. They need housing in community-centered spaces and opportunities that promote inclusion. Individuals should not be deprived of any civil or legal rights because of a diagnosis of a developmental disability. They deserve respect and dignity.



BOARD of DIRECTORS

Management Team

Our Board of Directors currently consists of parents and advocates looking for an alternative housing option to what is currently provided under OPWDD.

Board of Directors 2022

NAME	POSITION	NOTES
Deborah Flynn	Co-Founding Director, President	Parent
Ellen Pachioli	Co-Founding Director, Secretary	Parent
Connie Stives	Co-Founding Director, Treasurer	Parent
Mark S. Carney, Esq.	Independent Director	Attorney
Hon. Mary Giallanza Carney	Independent Director	Erie County Family Court Judge
Karen Cuddy-Miller	Independent Director	Assistant Superintendent for Curriculum & Instruction – Grand Island Schools (Retired)

Co-Founding Directors:

Deborah Flynn

Ellen Pachioli

Connie Stives



SUPPORTERS

Our team consists of parents, community and professional persons supportive of our cause.

Advisory Board 2022

NAME	PROFESSION/AREA OF INTEREST	COMMITTEE
Nancy Bojanowski	Human Resources	Residential Supports
Deb Cavers	Parent, Community Development Liaison -Bornhava	Grants, Fundraising
Amy Downing	Parent, Real Estate Development	Property Development
Janet Fisher	Teacher, Parent	Fundraising Chair
Rhonda Frederick	President, CEO People Inc.	Advisory
Paula Glaber	Parent	Fundraising
PJ Glauber	Parent	Fundraising
Krisan Hahn	Parent	Fundraising, Task Force
Nick Kartalis	Parent	Property Development
Ruth Kartalis	Parent	IT/Social Media/Marketing, Grants Chair
Pat Lawrence	Parent, Nurse	Residential Supports, Fundraising
Leah Marchewka	Parent, Marketing Manager	IT/Social Media/ Marketing Chair
John Monson	Parent	Property Development
Deborah Waldrop	Department of Social Work – UB	Residential Supports
Gretchen White	Parent	IT/Social Media/Marketing

PRESIDENT'S REPORT



December 27, 2021

Dear Board of Directors and Members of Home of My Own of WNY,

When we look back at 2021, I don't think any of us thought we would be living in a sustained Pandemic state! I certainly thought we would be in a different place. However challenging these times have been, we continue to make headway with Home Of My Own of WNY. The past year has seen us raising awareness for our mission to create an inclusive, safe and independent housing community for our residents with IDD, continued fundraising, continued research both in and outside of our community to fine tune our business model and a constant increased level of interest in the WNY community.

We have identified a site in East Aurora, NY with developer Jim Cornell, who is working with us to create 24 independent apartments in a residential and walkable community close to all of the amenities that the village has to offer. While there is much work to do with planning and fundraising, the vision of Home of My Own of WNY is set to become a reality in the near future.

We continue to work toward a North Towns location that is suitable for our vision, and currently are looking to engage with a realtor to focus our exploration in this area.

We also continue to research housing communities throughout the Country in order to network and explore with those that have created similar initiatives. We are eager to learn from those that have a similar mission and can enhance our progress as we navigate the process of creating Home of My Own. Symposiums, conferences and similar learning opportunities related to housing for the IDD community are a regular part of our exploration as well.

Our goal for 2022 is to move forward with property development, grant writing, fundraising, building our network of resources and professionals who are dedicated to our progress and mission, as well as identifying sources of funding that will make our vision a reality.

We are grateful to you for your help as we navigate the process of building Home of My Own of WNY! We could not do this without you!

Best,

Deb

COMMITTEE REPORTS

PROPERTY DEVELOPMENT

South Town's Property Development Team Annual Report Submitted by John Monson, December 2021

The 300 Gleed Ave project has progressed significantly in the past year. To accomplish this, the entire property development team meets multiple times a month. In many months meetings are at least weekly and sometimes more. Key developments in 2021 include:

Village of East Aurora Project Approvals

- Approval to construct 24 apartment units to be occupied primarily by the IDD population was granted by the Village.
- Approvals included site use permit and use variance. Several public meetings were held with some minor community objection to the project. Community concerns were addressed throughout the process. Much work went into these approvals by the entire property development team.
- The East Aurora Village continues to support the project.

Project Drawing & Layouts

- Two proposed interior building and exterior building layout drawings were reviewed throughout this year. The drawings incorporate both apartment, common space layouts, and exterior layouts. A preliminary set of drawings has been adopted. The team has reviewed the drawings and plans against the Home of My Own vision and mission and adopted preliminary set.
- The property development team met weekly to review our General Planning & Design Considerations document against the project's preliminary drawings. From those reviews, a comprehensive list of "must have" items and questions were developed for the architect.



We are currently in the process of reviewing these with the architect before drawings go out for estimate and preliminary bid to establish project cost.

- Mechanical, Electrical, & Plumbing (MEP) layout drawings have recently been provided to the team. The South Town's sub team met with the architect to further review the MEP drawings and address questions regarding MEP's from the property development teams comprehensive review sessions. This feedback will finalize the preliminary MEP drawings for estimating and preliminary bid needs. This item is still in progress but is expected to be finalized soon.
- Build costs are expected to be established in Q1 2022 when the plans go out for bid.

Financial Costs & Lease Agreement

- Multiple meetings were held by the team throughout the year internally and externally with Southside Development representatives related to build out costs, lease, and tenant monthly rent costs.
- The property development team is coordinating and working with the Grants team to reduce the build out costs of the project.
- Preliminary "must have" Lease Agreement terms have been drafted. This draft was established to outline the minimum terms Home of My Own would like to see in the lease agreement.
- The value of the warehouse space is being assessed by a 3rd party to establish value as part of the project cost and future lease negotiation.
- As noted above, build cost estimates are expected to be established in Q1 2022 when the plans go out for bid.
- The property development team is coordinating and working with the Legislative Change team to have an ongoing understanding of the challenges making this type of project affordable to the population we serve.

North Town's Property Development Team Annual Report Submitted by Amy Downing, December 2021

In 2021 the North Towns Property Committee continued to seek a potential Home of my Own location in Amherst or Tonawanda. Efforts to purchase the Premier Gourmet property on Meyer Road were stymied by our inability to come to terms with the Seller on a mutually agreeable sales price. We have pursued opportunities presented by the Town of Amherst and with developers Savarino Companies, Ellicott Development, and Uniland Development. The committee has identified and toured several former hotels, schools, and religious centers with an eye to redeveloping them. We have met with Douglas Development, current owners of the Boulevard Mall, whose Director of Development, Paul Millstein, has an adult daughter with I/DD and is very supportive of our project. Redevelopment of the Boulevard Mall is, however, a years long project which has yet to begin and may not meet our timeline.

In short, despite our best efforts we have not identified a Home of my Own location in the North Towns in 2021. Towards the end of the year, we were encouraged by the Board to enter into an agreement with a real estate agent to assist us with our property search. As the year ends, we are in the process of interviewing two promising candidates. It is our hope that we will purchase an appropriate property for a North Towns Home of my Own location in 2022.

MARKETING/SOCIAL MEDIA/IT

Submitted: December 2021 by Leah Marchewka, Marketing Chairperson

2021 was another challenging year for everyone across the globe and pandemic-related challenges extended to both disability communities as well as non-profits – including Home of My Own of WNY. Despite these challenges the marketing committee was able to assist the organization in furthering the mission.

Communications & Public Relations

We began the year participating in the UB Field Fair in hopes of recruiting some graduate students to complete internships with us. The pandemic has made this a challenge, as many were/are interested in internships that are in-person and hands-on – something that we cannot yet offer. Perhaps 2022 will be the year we are able to secure a more research-focused intern looking to work with us.

We finalized a video slideshow presentation that provides an in-depth look at the organization and answers many questions for the community, grantors, media, potential residents & families. It was posted on Facebook several times as well as our website where it remains.

Throughout the year we sent a few internal newsletters to help keep our committees and board members abreast of what everyone is working on. This was especially helpful considering we were unable to meet in person as often as we hoped.



We also had a number of media stories published in 2021; local news pieces and video interviews. Some worked to share our mission and our progress; others provided some inaccuracies and left a bit of confusion as to our current status. That prompted some research and clarity around creating a document to help all in the organization to adhere to guidelines regarding the media and external communication. We are working to designate one person in the organization to head up PR efforts going forward.

Fundraising

The marketing committee was able to assist the fundraising committee with a number of events. Signage, branding, digital PDFs, social media – whatever was necessary. Some of these events included the Park Golf Party, Community Night at 42 North, Embrace the Difference bracelet sales and St. Paul’s BBQ fundraiser.

There were also some charitable giving events that required some promotion – Give 716, Flour Power and Facebook’s Giving Tuesday.

Social Media

Social media will be an area for us to focus on going forward so we are able to engage with people in the Western New York community. The Home of My Own of WNY Facebook page is up and running and a content calendar has been developed so we can post a variety of content on a regular basis. A library of posts have been created to help supplement advocacy-related posts and other time-sensitive news pieces relevant to our mission. By the end of 2020, a LinkedIn account will also be established.

Web Updates

Continuing to keep our website updated with current information has been important and that included new sections, content and news stories. Additionally, keeping the survey visible for potential residents and families to find has also been important.

Useful resources including surveys and documents have been published to assist families of potential residents in learning more about living independently as well as resources about activities, fundraising and more.

Marketing Collateral

Overall, there has not been a need to create many new marketing pieces since there were so few opportunities to get out into the community. For the most part, the existing brochures and 1-page documents were able to be disseminated at fundraising and community events but we did finalize our Who We Are document that graphically laid out attributes describing Home of My Own and who we are and who we are not to help dispel some misgivings about the group.



FUNDRAISING

Overview:

Submitted December, 2021 by Janet Fisher, Chairperson

The fundraising committee raised approximately \$23,000 in 2021. This includes profits from the Destroyer Park Golf event, bottle/can returns, and the Sabres' 50/50 Raffle. We plan to continue the bottle/can returns in addition to our 2nd Annual Destroyer Park Golf event. The committee's goal is to have a signature event which could grow each year unlike the golf event which has a limited capacity. We are in the early planning stages, but we hope this event will be held at the Knox Mansion in East Aurora. This will allow us to have both a North Towns and South Towns fundraiser. If there is interest, we would also sell 50/50 tickets at a Sabres game next season. My goal for the fundraising committee for 2022 is to raise at least \$40,000 with these events.

JumpStart and the Network For Good:

Submitted December, 2021 by Ruth Kartalis

Network for Good's Jumpstart program provides nonprofits with the integrated tools, planning, coaching, and technology required to build the fundraising capacity to diversify revenue and sustain the programs they fund. We received a grant from The Children's Guild to fund the initial year of the program.

Network for Good fundraising software benefits:

- Software for small nonprofits.
- The Jumpstart program lasts for one year and provides us with a fundraising coach along with an onboarding support person.
- The software provides powerful donor management and fundraising tools into one easy-to-use system.
- We were able to import data from several spreadsheets and documents, along with data from the MailChimp system into one software system.
- The onboarding support person helped with the data import and integration. That stage is complete and we are now working with our fundraising coach to guide us through our next campaigns.
- Easy-to-navigate fundraising tools allow us to find new fundraising opportunities, save time, and manage our data.

Fundraising Tools:

Donor Management

- o Contact demographics easily entered or imported.
- o Ability to filter contacts on multiple levels. Example: people who have never donated, people who donated this year, contacts who donated to a specific campaign or designation, residents of certain towns, etc.
- o Donations can be searched by date, size, campaign, or designation.
- o Contacts can be placed into groups for easy filtering. Example: Internal personnel, parents of a disabled person, corporate donor, etc.

Communication

- o Acknowledge donations easily via email or mail.
- o Bulk email can be sent to entire database.
- o Targeted emails can be sent to filtered lists of donors. Ex: quickly thanked all donors on

Giving Tuesday with one email send.

- o Email templates make creating emails very easy.
- o Ability to create videos, texts, direct mail and forms.

Fundraising pages

- o Create attractive fundraising pages.
- o Peer to peer fundraising ability, allowing participants in an event to fundraise from family and friends.
- o Online auctions are a new feature.
- o Can include and manage campaigns, designations and pledges.



LEGISLATIVE TASK FORCE

Submitted by Karen Cuddy-Miller; December 2021

During the fall of 2021, Home of My Own of WNY established a Legislative Task Force with the focus of understanding and challenging some of the issues our organization has faced in seeking financing through the Office of Persons with Developmental Disabilities, (OPWDD).

Among the “roadblocks” to progress that we have encountered is OPWDD’s interpretation of the Olmstead Act is an interpretation of any population of individuals with Developmental Disabilities exceeding 25%, as being fundamental institutionalization. (A point with which we disagree.)

During our first meetings, the participating members of this Legislative Task Force articulated several goals which included but were not limited to exploring and seeking additional allies across the state which might share our perspectives and goals.

To date, many of our efforts have yielded little success. In reaching out to the Olmstead Cabinet/MIS-CC, the groups response was one which aligned with the perspective of OPWDD.

Ellen Pachioli completed an additional on-site visit to Loveland Center in Florida with the purpose of getting details of the legislative change that Florida passed in order to build the Nancy Detert apartments. Unfortunately, we learned that not only was there no legislative change, but in fact, they (and the 7 other 100% IDD communities in Florida) have been mandated to change their models to lessen the density of residents with IDD. While this was extremely disheartening news, it also heightens the importance of ensuring that we are focused on the details to ensure sustainability for both our short- and long-term goals.

The task force also held a meeting in December with Bruce Goldstein. Mr. Goldstein is a lawyer who has initiated a class action lawsuit with the State of New York intended to challenge the limited housing options for our IDD population. This lawsuit is still in a state of “volley” between the state’s efforts to dismiss and the subsequent responses. At this point, it appears that Mr. Goldstein feels that our options remain as we see them – either attempt to work around and work “with” OPWDD’s presented numbers or pursue the ‘heavy lift’ of legislative change.

Members of the task force have also been in contact with Seth Greenman, a Certified Housing Navigator who has provided links to information on the communities in California (Living Unlimited). He indicated that California does not use the same density restrictions as NYS. This seemingly supports that each state has a degree of freedom in their interpretation of the Olmstead ruling of 1999. While frustrating, this also seems to be a crack through which we can make an assertion of NYS’s efforts resulting in discrimination for our IDD population.

We will also be seeking to build and/or build upon relationships with political leaders around the state in our movement toward advocacy for legislative change; and will be working to create documents that compare/contrast past “institutionalization” from housing via choice in order to support our future communications.

We feel strongly that OPWDD’s limits of 25% population density are discriminatory, that funding streams which prevent our IDD population from reasonable access to competitive housing, and that the failure to consider individual choice are the foundation of our focus as we move forward.