

CEO'S MESSAGE Donna Colonna



Stay the course. Deliver on the mission. Embrace and be a beacon for our core values. Respond with flexibility to the need for a strong social safety net. Take fiscal realities into account. Focus on high-impact, cost-effective services and programs. Remain a champion for resiliency, wellness, recovery, and independence. Gain organizational capacity to meet the challenges ahead. Continue to improve the quality of life for everyone who lives and works in New York City. These are the mantras that are guiding and strengthening SUS as we face the road before us.

To meet the demands of the present and the needs of the future, we are rethinking and reorganizing our key work processes, recruitment strategies and staff development to

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CONTINUING COMMITMENT TO CARE COORDINATION

In addition to providing supportive housing, SUS offers a continuum of rehabilitation, treatment and support services to individuals with mental illness delivered in accordance with consumer preference and need. SUS' Recovery Center, located in the Bedford Stuyvesant section of Brooklyn, serves as the cornerstone of this service array and houses our ACT (Assertive Community Treatment) program, Clubhouse and Employment Services. Opening this spring and adding to the continuum of support services offered at the Recovery Center will be the outpatient Wellness Works Mental Health Clinic.

Scheduled to open April 2011, The Clinic model is based upon evidenced-based, best practices in the industry utilizing individualized, consumer-driven treatment and on-site health services. The outpatient Clinic will offer a comprehensive, coordinated treatment approach to consumers. Co-locating the Clinic in the Recovery Center will reduce expenses

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GREEN HOUSING INITIATIVE



SUS' success in supporting consumers in their life-journey begins with the stability of having a home. It takes a lot of work and manpower to maintain over 1,500 units of housing. "We are here to ensure that our facilities meet the needs of our consumers," says Bob Ortiz, SUS Director of Maintenance. "SUS' properties are a valuable asset, and we spend more than \$1.2M a year to heat and light our buildings. We have designed a Property Management Initiative which includes the objective of cost reductions through energy efficiencies."

Through the NYS Weatherization Assistance Program, and in collaboration with the Supportive Housing Network of New York (SHNNY) and the Association of Energy Affordability (AEA), SUS is assessing the energy efficient property

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CEO'S MESSAGE

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align with recognized best practices in business and service delivery. Operational systems, information technologies, performance management, and resource development are each deployed to generate and support transformational efforts. While it is unfortunate that the social need for SUS is growing, there is at this time a fertile climate for purposeful reinvention.

True collaboration, whether within SUS or with stakeholders from the public and private sectors that support our work, begins with uniting around the fundamental belief that people with serious mental illness can make meaningful choices and successfully overcome the barriers to their recovery; and that people with intellectual disabilities can also realize their greater potential through the arts, education and employment.

The stories of personal growth arising from our most vulnerable citizens are filled with courage and determination. They fuel our own passion and resolve for organizational transformation, compelling us all to talk it, walk it, measure it and work it. We ask that as SUS strives to be a change leader all members of the SUS community be unwavering in their commitment to add valuable resources and relationships that will further fulfill our mission.

Together, let's make changes for the better. Let's draw unity of purpose in the heart-stirring cry that speaks to our strength and compassion as a nation – “leave no one behind” – as we stay the course towards greater well-being for us all. □

SOCIAL MEDIA: ANOTHER STEP FORWARD

SUS has embraced Facebook, Twitter, Flickr, YouTube, and blogging as essential social media channels. While we studiously avoid any claim that these tools are silver bullets by which to raise money, engage volunteers, or mobilize action, we are of course delighted when they do.

The 2010 Holiday Gift Project (HGP) was the most recent example of SUS raising the bar in its use of social media. HGP was launched with the pro bono support of JWT, a global advertising leader. Conceived as a cause marketing campaign, HGP offers all New Yorkers the opportunity to share in the holiday season by donating gifts to SUS consumers. Social media was central to the campaign's advertising strategy as was traditional media. Radio, display and search initiatives resulted in 88 PSA spots, over 18,000,000 web impressions, and another 10,000,000 Twitter impressions from SUS being featured on BroadCause. Most importantly, the number of SUS consumers who received a holiday gift tripled over the previous year.

SUS' successful use of web-based communications and social media is key to its strategic goal of increased visibility to all people who live and work in New York City. “It's not about the technology,” suggests David L. Hertz, SUS' Chief Development Officer. “It's about how we use the technology to better listen, educate, and engage. The tactical use of the internet and social media will enable SUS to spread its message further, connect with more people, and accomplish things we could not even imagine.” □



Follow SUS!

Facebook: www.facebook.com/ServicesfortheUnderServed

Twitter: @susincnyc

The Signal blog: www.signal.susinc.org

YouTube: www.youtube.com/susincorg

SUS Website: www.susinc.org

SUS WELCOMES NEW BOARD MEMBERS

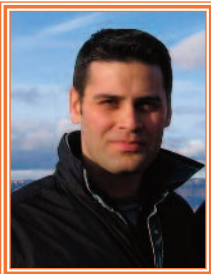
Services for the UnderServed is pleased to announce the appointment of new Board Members. We are very excited and honored to have them as a part of the SUS community.



ANDREW HURWITZ, Board Member, Services for the UnderServed, Inc., SUS-Developmental Disabilities Services, Inc. and Fund Development Committee – Mr. Hurwitz is a partner in the law firm of Schreck Rose Dapello Adams & Hurwitz, LLP. His practice involves providing a variety of transactional and advisory services concerning motion picture and television production, financing and distribution. He is a frequent panelist at industry and continuing legal education events. Mr. Hurwitz is a 1988 cum laude graduate of Georgetown University Law Center, and is an active member of Environmental Entrepreneurs (E2), an advocacy organization affiliated with the National Resources Defense Council.



GARETH OLD, Board Member, Services for the UnderServed, Inc., SUS-Developmental Disabilities Services, Inc. and Governance Committee – Mr. Old is a partner in the New York office of Clifford Chance concentrating on derivatives and structured finance. He is admitted to practice as an attorney in both New York and England & Wales. Before becoming an attorney, Mr. Old taught English at high schools in Kawasaki, Japan and worked for an auto-parts manufacturer in Stuttgart, Germany.



SCOTT DREVNIG, SUS-AIDS Services, Inc. and Fund Development Committee – Mr. Drevnig is the Director of Art & Event Marketing at the New York based non-profit AIDS Community Research Initiative of America (ACRIA). He is an experienced marketing and communications professional with comprehensive business development, partner management, and branding experience. Mr. Drevnig holds a Master's degree in Business Administration from the Stern School of Business of New York University, and a Bachelor's Degree in Political Science from The University of Western Ontario.



SHERRIE DULWORTH, SUS-AIDS Services, Inc. and Fund Development Committee – Ms. Dulworth is a healthcare executive with experience in strategic marketing. She has a successful track record consulting with domestic and international organizations, including insurers, employers, hospitals and healthcare systems and external quality agencies. Ms. Dulworth graduated from the University of South Florida with a Bachelor of Science in Nursing, is a Registered Nurse and a Certified Professional in Healthcare Risk Management.



EDWARD HUBBARD, SUS-AIDS Services, Inc., Finance/Audit Committee and Corporate Compliance Committee – Mr. Hubbard has a broad background in the banking and financial guarantee insurance sectors, with experience at the Federal Reserve Bank of New York, Marine Midland Bank (acquired by HSBC), Capital Markets Assurance Corporation, MBIA, and XL Capital Assurance/Syncora. In addition, he is a Trustee and Treasurer of the Equality Charter School in the Bronx. Mr. Hubbard is a graduate of Brown University (B.A. Mathematical Economics) and The Wharton School, University of Pennsylvania (MBA). □

SERVING AND HONORING OUR VETERANS

To provide returning veterans with treatment services and support, SUS was awarded a Homeless Veterans Reintegration Program grant from the U.S. Department of Labor. This grant will support SUS' Assertive Community Employment program that focuses on providing job training, counseling and placement services to homeless female veterans and male veterans with dependent children.



Sgt. Fred Petzold, SUS consumer at the Knickerbocker Residence for homeless veterans in Brooklyn.



Restrepo Panelists: Todd Bowers, Deputy Exec. Dir., Iraq & Afghanistan Veterans of America; Howard L. Wheeler, Dir.-SUS Homeless Veterans Reintegration Program; Andrew Roberts, Deputy Dir., NYS Division, of Veterans' Affairs.

To honor and raise funds for veterans' services, SUS and JWT, a global advertising leader, hosted a private screening of the Oscar Nominated and Sundance Festival Grand Jury Prize Award winning documentary *Restrepo*. The film captures the mental and physical damage endured by a single platoon of Marines based in a remote outpost in eastern Afghanistan. The screening was followed by a panel discussion about the challenges faced by returning veterans.

SUS employees marched in the New York City Veterans Day Parade alongside many of the veterans they serve. The marchers, including individuals with developmental disabilities,

wore SUS commemorative Veterans Day t-shirts and carried signs to raise awareness and promote veterans' services. This first-time parade experience is expected to be repeated in the years to come.



SUS consumers and staff march in the New York City Veterans Day Parade

Also on Veterans Day, *New York Times* reporter Corey Kilgannon visited with several SUS veterans at the Knickerbocker Residence to learn about their military experience and their struggles with mental illness, substance abuse and homelessness in civilian life. You can read the article "Esprit de Corps at a Shelter for Veterans" in its entirety at <http://nyti.ms/hDYpkh>. □

NEWS BRIEFS

- ❖ **MACOMBS RESIDENCE** – SUS celebrated the opening of its newest residence on Macombs Avenue in Morris Heights, Bronx on October 26, 2010. Macombs is home to 48 individuals with mental illness. To honor the partnership between SUS and the Morris Heights community a magnolia tree was dedicated on the property.
- ❖ **PAUL LANGLEY**, a resident at the Macombs permanent housing residence in the Bronx, was featured on CBS' "Eye on New York" where he spoke about his years of homelessness and mental illness. Langley has turned his life around and is pursuing his passion for the culinary arts. He is currently working as a Sous Chef at Time Life. Langley hopes to someday achieve his ultimate goal of becoming an Executive Chef. To watch Paul's interview, please visit <http://bit.ly/hu8qCD>
- ❖ **WELCOME TO THE 20 PARTICIPANTS ENROLLED IN THE 2011 PEER SPECIALIST TRAINING PROGRAM CLASS!** The Peer Specialist Training Program, in its third year, offers training to individuals in recovery from mental health conditions who wish to become peer providers of mental health services. Participants will graduate this June.
- ❖ **NEW WOMEN'S SHELTER** – Thanks to funding from the New York City Department of Homeless Services, SUS will establish an employment-focused transitional residence for 164 homeless single adult women in the East New York section of Brooklyn. The facility plans to open fall 2011.
- ❖ **TRUXTON** – SUS is in the early development stages of a 53 unit studio apartment building in the Brownsville section of Brooklyn. Eighty percent of the units will be reserved for homeless single adults with mental illness and 20% will be reserved for low-income single adults.
- ❖ **SUS U2 CONCERT TICKET SWEEPSTAKES** – Congratulations to Danielle Safran who is the lucky winner of 2 tickets to see U2 in concert this summer at the Meadowlands in New Jersey. Thank you to all who entered and supported SUS.



In Memoriam

The SUS Community was saddened by the passing of **Kenneth Kornbluth**, a 20-year member of our Board of Directors. Ken was a very special and giving person. His dedication brought a powerful voice to the Board's guidance of the agency. He will be greatly missed by all.

CONTINUING COMMITMENT TO CARE COORDINATION

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associated with time and travel, and consumers will enjoy continuity in programming and interaction that is driven by the consumer's own goals, needs and preferences. The Clinic is designed to help consumers maintain stability, avoid hospitalization and ER use, and continue their progress toward fulfilling, healthy lives in the community. To reduce service fragmentation, the Clinic will foster partnerships with wellness, vocational and educational programs of other agencies.

Overall, the Recovery Center provides consumers with seamless access to services, where they can choose to engage in a single service or a combination of services. To meet the needs of our consumers, the Recovery Center offers the following coordinated services:

- The ACT Team which provides comprehensive mental health treatment to individuals whose needs have not been met by traditional clinic-based approaches. The mobile interdisciplinary team of professionals (psychiatry, nursing, social work, and rehabilitation) and peers delivers treatment services to persons who have a serious and persistent mental illness that impairs their functioning in the community.

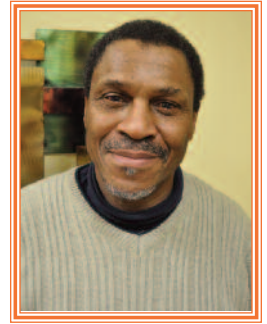
- Employment Services which provides vocational and benefits counseling, as well as job placement services. Individuals are not required to meet any prerequisites in order to receive these services other than a primary diagnosis of serious and persistent mental illness.

- The Peer Specialist Training Program's 16-week curriculum which includes three evidence-based practices: Wellness Self-Management, Integrated Dual Diagnosis Treatment, and Motivational Interviewing. Competitive employment is the program's primary goal. Trainees receive education in recovery, counseling, group facilitation, health management, community resource utilization, communication skills, professional boundaries and work readiness. Trainees must complete a 12-week internship at a SUS housing or rehabilitation program, followed by a 12-week "field placement."



ANDREA MCKITTY
Peer Specialist

- Brooklyn Clubhouse services and activities which include GED classes, computer and Internet classes, evening and weekend recreation, art groups, empowerment groups, choir, wellness self-management, exercise classes and vocational counseling groups. In addition to activities provided in house, Clubhouse members also attend city-wide cultural events such as; The James Sewall Ballet, The Harlem Globetrotters, Deeply Rooted Dance Theater, Universoul Circus and WWE Wrestling.



STEVEN WILKES
Clubhouse Case Manager
and Art Instructor

The Recovery Center is dedicated to the belief that member-driven social and recreational opportunities, as well as care coordination between mental, wellness and employment services are an integral part of a person's recovery. □

GREEN HOUSING INITIATIVE

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management needs of six properties within its housing portfolio. This Program is the largest residential energy conservation program in the country, and is funded by the U.S. Departments of Energy and Health and Human Services.

The weatherization of the SUS Vernon residence, the first SUS property to be evaluated, was recently completed. The building was in need of \$45,525 in updates according to the AEA's extensive energy audit. With the help of the Weatherization Assistance Program, SUS only had to pay one quarter of the total cost. These measures will also reduce the building's energy factor by 7.99%. Our commitment going forward is to green the full inventory of our housing portfolio.

"It's not just about saving money," Ortiz said, "it's about providing a comfortable environment for SUS consumers. Every SUS consumer deserves a comfortable place to live; free of drafts in the winter and extreme heat in the summer, a place they are proud to call home." □



AFTER-SCHOOL FOR CHILDREN WITH DEVELOPMENTAL DISABILITIES

The SUS South Bronx After-School Program has become a much needed resource to the children enrolled, as well as to their parents. Children with special needs do not have a sufficient number of programs created with their interests in mind. Specifically given that there are limited supervised recreational opportunities for children with developmental disabilities, SUS recognized the need to assist families by providing an After-School Program. SUS' After-School Program provides children opportunities for social inclusion where they are able to play and interact with peers. Having their children in a safe, supervised learning environment provides parents with peace of mind.



The After-School Program currently serves children with a variety of developmental disabilities between the ages of 5 and 12. Many of the children are diagnosed with autism or have been diagnosed with mild to severe retardation. They come to the program directly from school where they are engaged in a number of activities.

After helping the children with their homework, the staff focuses on fun activities. Jajaida Gonzalez,

SUS Program Coordinator, describes the After-School Program as one where the “kids can get messy, get dirty and have fun.” The remainder of the program focuses on activities where the children can express themselves through drawing, painting, dancing, reading, etc. Each day the children are provided a nutritious snack. At 5:15 they are escorted by staff to their waiting parents or to the transportation provided to take them home.



SUS plans to develop new programs and hire additional staff in order to provide additional opportunities for the children to express themselves through dance, music, and other cultural avenues. These types of activities are very important to the development and socialization of children with developmental disabilities. □

FACING AIDS ON WORLD AIDS DAY

On December 1, 2010, World AIDS Day, SUS employees joined the AIDS.gov Facing AIDS Photo Event to show their support for the fight against HIV/AIDS. Facing AIDS was a way for individuals to put their face and name to AIDS in order to reduce the stigma that surrounds it. It is estimated that 1.1 million Americans are living with HIV/AIDS, and that 1 out of every 5 of these individuals don't know they have the disease.

SUS staff and consumers put their faces to AIDS to promote awareness and to encourage others to support the valuable work that SUS does with individuals living with HIV/AIDS. SUS encourages everyone to help fight the epidemic by getting tested and by talking to family and friends about HIV/AIDS awareness.

EXPANDING THE SUS YOUNG LEADERSHIP COUNCIL

The SUS Young Leadership Council is comprised of young urban professionals who are excited about championing a cause in which they believe. The Council serves as the leadership team that guides the activities of The Young Leader Membership. "I'm so appreciative of our Young Leadership Council and their focus and vitality as ambassadors for SUS," said Chief Executive Officer Donna Colonna.

The Council is host to the Fire & Ice Ball and Octoberfest. Their agenda includes volunteerism and promotion of the SUS Special Olympics and SUS Urban Agriculture Earth Day.

The Council welcomed three new members this year:

- **CARRIE MUCHOW** – Carrie is the Manager of the Columbia University Buprenorphine Program. She holds a M.A. and Ed.M. in Psychological Counseling from Teachers College, Columbia University.
- **OSCAR PINKAS** – Oscar Pinkas is a member of SNR Denton US LLP's Corporate Reorganization and Bankruptcy Practice Group. He received his J.D. from Seton Hall University School of Law in 2006, and his M.B.A. from Solvay Business School, Université Libre de Bruxelles (ULB) in 2002.
- **DREW TRAIN** – Drew Train is an Account Director at JWT where he manages all aspects of the HSBC account. He earned his BA from the University of Richmond.

To learn more about getting involved with the Young Leaders please contact Janet Perez at japerez@susinc.org. □



*SUS YLC Members
Kelly Thomas, Donna Colonna (SUS CEO),
Claire Noland, Bryan Rodriguez, Tracy Bloch, Drew Train,
Oscar Pinkas and Carrie Muchow, not pictured; Adam Kneller.*



*Greg Alleyne, SUS Quality Assurance Specialist;
Judith Jackson, SUS Chief of Staff and Lesmore
Willis, SUS Director of Quality Assurance*



Melinda Perlo and YLC Member Tracy Bloch

fire & ice Ball

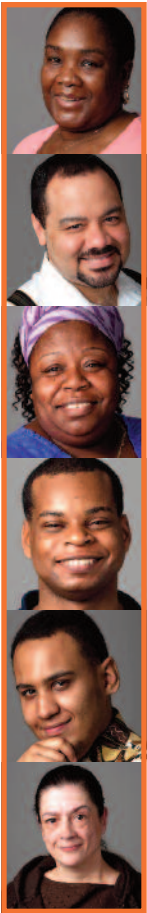
The Annual Fire & Ice Ball presented by the SUS Young Leadership Council was held February 10th at The New York City Fire Museum. The event, designed to encourage future philanthropists of New York City to get involved with SUS, was kicked off with remarks from SUS CEO, Donna Colonna and YLC member Kelly Thomas. The guests, who were decked out in red, white and black, enjoyed drinks, dancing, food, a raffle and a silent auction. The evening was sponsored by Beacon Therapy, American Eagle, Clifton Budd & DeMaria, SNR Denton and Cole Schotz. □



*Nicole Mayo and husband,
SUS Board Member, Marcus Mayo*



*Arielle Er-Koben Hurwitz and husband,
SUS Board Member, Andrew Hurwitz*



ABOUT SUS

SUS is a non-profit organization that provides housing and supportive services to New Yorkers with special needs to live with dignity in the community, direct their own lives and attain personal fulfillment. Founded in 1978, today SUS serves over 4,000 of the most vulnerable among us — individuals with special needs due to a developmental, mental or physical disability often compounded by poverty, homelessness, inadequate education, substance abuse or a history of institutionalization.

For more information,
visit www.susinc.org
or contact us at
info@susinc.org or 212.633.6900

UPCOMING EVENTS

- May 10, 2011 Job Readiness and Career Fair at St. Francis of Assisi Community Center in the Bronx; please email Minjung Park for more information: mpark@susinc.org
- May 20, 2011 SUS Olympics at Riverbank State Park; please email Johanna Cepin for more information: jcepin@susinc.org
- June 6, 2011 SUS Gala at Jazz at Lincoln Center; please email Janet Perez for more information: japerez@susinc.org
- TBD SUS Golf Outing; please email Janet Perez for more information: japerez@susinc.org
- TBD SUS Octoberfest at The Brooklyn Brewery; please email Janet Perez for more information: japerez@susinc.org

SHOW YOU CARE

Text "SUS" to 20222 to make a \$10* donation to SUS

*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of "Services for the UnderServed" by the Mobile Giving Foundation and subject to the terms found at www.hmgft.org/t. Messaging & Data Rates May Apply. You can unsubscribe at any time by replying STOP to short code "20222"; Reply HELP to "20222" for help.



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