

The CONNECTOR

FOCUSING ON NONPROFITS AND THEIR CONTRIBUTIONS TO THE COMMUNITY

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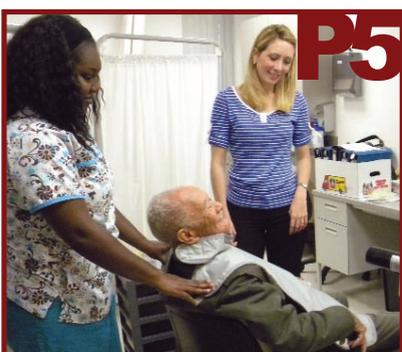
Project COPE
40 years of concern for others



All Care VNA & Hospice
Bringing care home



Neighborhood Development Associates
Helping youth build careers



Elder Service Plan of the North Shore
Harvard fellows set fast PACE



Gov. Deval Patrick is all smiles during a visit to Bridgewell's Boston Street center in Lynn, as are Karini and Belinda.
PHOTO: MEGPIX PHOTOGRAPHY

POSITIVE PARTNERSHIPS



BY PAUL HALLORAN

In its ongoing quest to connect people with possibilities, Bridgewell benefits from positive partnerships, especially in challenging economic times.

The foundation has been poured and construction is set to begin on a duplex on Seagirt Avenue in Saugus. When it is complete in January the residence will include two 4-bedroom units for individuals with developmental and physical disabilities

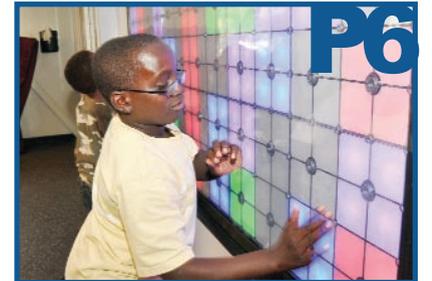
supported by Bridgewell.

The home is being built by Caruso & McGovern, a local contractor that has been working with Bridgewell for at least 10 years. Caruso & McGovern has built seven homes for Bridgewell: two in Salem, and one each in Beverly, Peabody, Wakefield, Saugus and Dracut.

The principals of the company, Steve Caruso and Jerry McGovern, say that seeing the impact these homes have on the residents and their families is especially rewarding.

"When you see how you can change the

SEE BRIDGEWELL PAGE 8



Torigian Family YMCA
Fitness for all



Serving People in Need
Developing financial game plan



Catholic Charities
Lessons in language, culture



KIPP Academy Lynn
Proving the possible every day



Lynn Economic Opportunity
Warming hearts and homes

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Nonprofit leaders: the next generation



MARK S. KENNARD

Over the next decade, there will be a significant leadership gap within the nonprofit sector. As the Baby Boomer executive generation continues to age out into retirement, and the overall number of nonprofit organization continues to increase, a new generation of leaders will need to emerge to fill the growing void. What remains unclear is where this new generation of leaders is going to come from.

Evidence from a national research study completed in 2007 does suggest that there currently exists a percentage of nonprofit employees (approximately one third of those surveyed) who would be interested in becoming an executive director of a nonprofit organization. They point to the inherent value of the nonprofit mission and the personal satisfaction of their work as prime contributors to their wanting to

assume roles of additional responsibility. However, some significant barriers were also identified by these potential leaders-in waiting, including long hours and the fear of compromised personal lives due to workplace demands, salary levels which are often not compatible with the for-profit sector, and a generally unappealing perspective about the actual job duties of a typical nonprofit executive.

One of the key findings is that we can no longer count on the long-held notion that the nonprofit sector will be the eventual settling point for members of the younger generation who are interested in working to promote social change. For many, they are looking at more traditional professions such as law or business as more effective vehicles to achieve their personal ideals. Increasingly, the nonprofit sector appears to be stigmatized or marginalized as weak or ineffective in terms of providing the organizational influence to promote sustainable societal change. As the industry is stripped of more funding (seemingly often at the whim of

governmental entities or private donors) many nonprofit infrastructures are becoming compromised to the point where their core mission is being threatened and overall influence diminished.

Young people have always been attracted to value. They have an innate sense of how things “should be” and often use their personal value system as vehicles to discover their niche in the working world. Nonprofits have to become more responsive to identifying and catering to this generation’s need to learn, to be mentored, to affect real change as well as sensitive to the fact that they want to be paid what they think they are worth. The days of the nonprofit financial “discount” are just about over. The next generation wants both social responsibility and financial security. If the nonprofit sector is unwilling to redesign itself to attract these future leaders then our future may be a lost one.

Mark S. Kennard is president of the Lynn Nonprofit Business Association.

Bridgewell enjoys positive partnerships

BRIDGEWELL FROM PAGE 1

quality of life of the people who live in these homes, you feel great about it,” said Caruso, who started the company with McGovern in 1983.

“We’ve had the chance to meet residents and their families at open houses,” McGovern added. “When you realize you’ve given them a home, it’s pretty special.”

Caruso and McGovern work with Elaine White, Bridgewell’s Director of Housing, on the design of the homes so that they are tailored to meet the unique needs of those who will be living in them. The Saugus home will be a two-story duplex, with each unit containing two bedrooms and one bathroom on each floor as well as a kitchen and living room.

Visit Bridgewell’s Boston Street Center in Lynn and you might see one of the participants in the day habilitation program using a specialized exercise machine designed to motivate those with limited motor skills and short attention spans. When the person pedals, it activates a display with bubbles, lights and music.

In addition to the obvious benefits to Bridgewell individuals who use the bike, a bonus is that the device did not cost Bridgewell anything to acquire.

The exercise device was designed by Paula Bustus, a student at UMass Lowell, as part of a partnership between the university and Bridgewell. Starting in 2007, UMass Lowell electrical engineering students have undertaken projects based on proposals written by Bridgewell staff. The students pick a project that fits with their interest and skill level, according to Patti Peterson, an occupational therapist at Bridgewell. They then visit the site, see the programs in action, meet the staff and individuals supported and return to school to work on the project for several months. When it is completed, the students deliver the project to Bridgewell.

“This program has been incredibly beneficial to us,” said Bridgewell Day Services Director Nancy Marticio. “UMass Lowell covers the cost of the projects so there is no cost to us and we benefit from a very specialized piece of equipment.”

The partnership has grown from two students the first year to 15 this year. Some of the other projects that either have been completed or are in progress include:



Steve Caruso and Jerry McGovern have built a productive partnership with Bridgewell.



Jackie McHugh enjoys using an exercise machine designed by a UMass Lowell student for Bridgewell’s Boston Street center. PHOTO: MEGPIX PHOTOGRAPHY

- a digital photo album used as a communication device for non-verbal people;
- a touch-mouse pad allowing people with Cerebral Palsy to access computers;
- various calming devices for the sensory room, including a 5-foot-high bubble tower that changes colors based on pushing buttons;
- a communications device that projects images on a screen when a person talks, motivating the person to speak more.

Bridgewell is also fortunate to count the Commonwealth of Massachusetts among its partners. The agency works in conjunction with the state Department of Developmental Services to remain at the forefront of providing services for people with developmental disabilities.

Bridgewell is one of 105 members of the Association of Developmental Disabilities Providers, a group representing Massachusetts organizations that provide services for people with developmental disabilities and traumatic brain injuries. Under the leadership of Gary Blumenthal, President & CEO, ADDP enhances the political and financial health of organizations that care for people with disabilities and their families.

Gov. Deval Patrick got an up-close look at the great work being done by Bridgewell during a visit to the Boston Street facility last spring. The governor got a chance to meet individuals supported by Bridgewell and staff to witness how Bridgewell is maximizing its resources in these difficult financial times.

Of all the partnerships Bridgewell enjoys, most important is the relationship with individuals and families. Bridgewell either supplements the care provided by family members or undertakes the role as primary caregiver. Either way, the agency works with the family to ensure their loved one receives the highest level of care.

For more information on Bridgewell please visit www.bridgewell.org or call 781-593-1088.

Bridgewell’s 2010 **Imagine the Possibilities** gala will be held Nov. 5 at the Seaport Hotel in Boston. Steve Caruso and Jerry McGovern will be honored with the **Excellence in Service Award**, while Gary Blumenthal, President & CEO of the Association of Developmental Disabilities Providers (ADDP), will receive the **Visionary Leadership Award**.

For more information or to purchase tickets, contact Carol McKean Events at carol@carolmckeanevents.com or 781-925-3459.