

Headway is a support and advocacy agency for persons with brain injury, other disabilities and seniors.



HEADWAY
OF WESTERN NEW YORK, INC.
AN AFFILIATE OF PEOPLE INC.

Invites you to its 21st Annual Spring Gala.

Starry Night with Headway!

Thursday, May 14, 2020 • 6 – 9 p.m.
Shea's Seneca • 2178 Seneca Street • South Buffalo, NY

21ST ANNUAL SPRING GALA STARRY NIGHT WITH HEADWAY!

Please join us on Thursday, May 14, from 6 to 9 p.m. at Shea's Seneca, 2178 Seneca Street in South Buffalo, for Headway's most important annual fund raiser. This gala helps us continue to be the most recognized agency in Western New York that helps people with brain injury and other cognitive disorders.

The event promises to be one of the most exciting events ever hosted by Headway of WNY, Inc. and we are pleased to invite you to become a lead sponsor, purchase tickets and/or make a donation for the auctions. See article on page 5 about auction donations needed.

We anticipate approximately 200 guests from throughout the Western New York area and the festive evening will

feature awards, music, baskets, auctions, games, gourmet cuisine, two-hour open call bar, and more!

This year, we are excited to hold the event in the revitalized commercial corridor of Seneca Street in South Buffalo. Shea's Seneca, which re-opened in 2019, has been beautifully restored, renovated and refurbished by Schneider Development Corporation.

We look forward to seeing you at Headway's Starry Night in South Buffalo! Purchase admissions and sponsorships online: people-inc.org/headwaygala.

All proceeds from this event benefit Headway of WNY, Inc., an affiliate of People, Inc.

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Headway is a donor designated agency of the United Way

501C3 Non-Profit Organization

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FROM THE DIRECTOR

The need for education regarding brain injury was again amplified when President Trump talked about the concussion casualties from an Iranian air strike as not being as serious as having limbs blown off. It is unclear as to his motivation regarding these remarks that occurred when reporters confronted him on the under reporting of casualties from this attack. Veteran groups who have worked to help the military and the nation understand the seriousness of blast injuries petitioned the president to correct the record, but at the time of this article there has not been a correction.

The idea that because you don't see blood and/or physical manifestations of injury means the injury is not serious is often the lay person's perception of many brain injuries. The increase in suicide attempts by individuals with blast injury and other brain injuries, by itself, should emphasize the dire possible consequences of these injuries. The inability of others to identify the pain and troubles caused by brain injury, often leads to social isolation. The person who has experienced a brain injury and has not received the appropriate care and help, often ends up with a mistaken self-perception that they "should be able" to just shake it off, get tougher, go forward and not dwell on their cognitive losses. These types of belief systems are often heightened in veterans due to a military culture, which emphasizes - do your job, support your fellow soldier and contain your pain.

In the support groups provided by Headway of WNY, survivors of brain injury and their loved ones talk about how frustrating it is that few people understand the challenges associated with brain injury. Together, we face the unique problems that stem from the fact that brain injuries often defy any typical group classifications. We need to continue to educate and provide support for families and survivors of brain injury.

If the President has not corrected his misperception by the time you read this, please contact his office and help him and much of the country understand the challenges we face.

Ronald Fernández, RRDS, CRC, LMHC
Director

WHY SUPPORT STARRY NIGHT WITH HEADWAY?

Through the support of our sponsors and donors, Headway continues to serve the Western New York community. Over the course of the last year, we became re-certified as the Regional Resource Center for the Traumatic Brain Injury (TBI) and Nursing Home Transition and Diversion (NHTD) programs; continued to provide educational programs for public and professional groups; maintained two biweekly support groups, and provided phone consultation for those in need of direction and a place to start. Additionally, our WNY in Support of Veterans initiative, now in its fifth year, addresses the needs of Veterans in WNY, and offers ways of coping with neurological and cognitive issues.

Please visit the event web page at people-inc.org/headwaygala and if you have any questions about the event, contact Christine at 716.408.3117.

Thank you!

WELCOME TO NEW STAFF MEMBERS

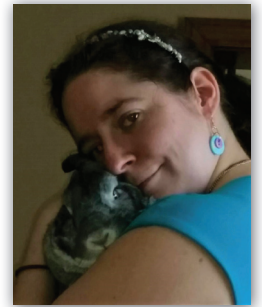
Jessica Werner, Assistant RRDS

Jessica started working at Headway of WNY in December 2019. She previously worked for People Inc. for 16 years. Jessica enjoys working with people and helping them in any way she can. During her career at People Inc., she worked in the Residential, Day Program and Supported Employment Programs. Jessica is eager to work at Headway of WNY and plans to continue to gain knowledge about other programs that are available to those who may need it.



Dianna Walkowski, Assistant RRDS

Dianna received her Bachelor's in English Literature from SUNY Geneseo and a Master's degree in English Literature from SUNY Buffalo. While getting her MSW from the University at Buffalo, she realized she loved working with people with disabilities. Prior to starting at Headway of WNY, Dianna interned for the People Inc. Behavior Department, was an instructor and a community coordinator at Orchard Park Day Habilitation and a team leader at one of the agency's group home residences. Dianna spends her free time cuddling with her two rescue rabbits and guinea pig, knitting and listening to audiobooks.



VOLUNTEERS NEEDED

Headway of WNY needs people who are willing to help with this year's annual spring gala.

Up to five volunteers are needed to help out with various tasks for the event. If you're interested, email support@headwayofwny.org or call 716.409.3117.



SCIENCE BEHIND PEER SUPPORT

What does science say about the value of peer support?

Much evidence supports that peer support is a critical and effective strategy for ongoing health care and sustained behavior change for people with chronic diseases and other conditions. Its benefits can be extended to community, organizational and societal levels.

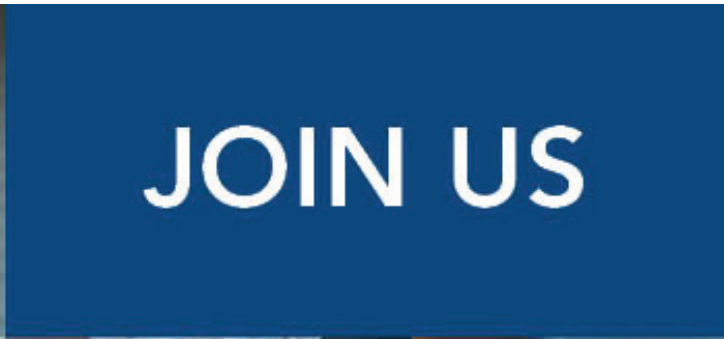
Overall, studies have found that social support:

- Decreases morbidity and mortality rates
- Increases life expectancy

- Increases knowledge of a disease
- Improves self-efficacy
- Improves self-reported health status and self-care skills, including medication adherence
- Reduces use of emergency services

Additionally, providers of social support report less depression, heightened self-esteem and self-efficacy, and improved quality of life.

Source: UNC Gillings School of Global Public Health



People Inc.
ETHOS
AmeriCorps Program

Empowerment Through Helping Others Succeed



APPLY FOR AMERICORPS ETHOS PROGRAM

The People Inc. AmeriCorps ETHOS Program introduces people to a career in human services, while providing them valuable job skills, a living allowance, student loan deferment and an education award toward college and other benefits during their year of service. If an AmeriCorps member is at least 55 years of age at the start of their service, they can transfer the education award to their children, step-children, foster children,

grandchildren or step-grandchildren. Those who have served in the U.S. Military (including the Guard and Reserve), their families and those with a disability are encouraged to apply. Applicants must be 18 years of age or older. Applicants are now being accepted for the 2020 service year. For more information, contact Jeff Sanderson at jsanderson@people-inc.org or 716.817.7463.

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THEME BASKETS AND DONATION ITEMS NEEDED FOR STARRY NIGHT WITH HEADWAY!

For those of you who have attended Headway's Annual Spring gala in the past, you know that a big part of the evening has been the basket auction! While we will continue this tradition, we are adding more items to the silent auction portion of the event as well!

Thanks to your generosity, we are able to continue the auctions, as well as other games of chance.

Planning is in full swing for this year's Starry Night with Headway! Are you willing to help us raise funds in support of our mission? If so, please choose a theme (any will do – summer fun, dessert, beauty, food, spa, reading, hobbies, etc.) and create a basket. You may drop off your theme basket during regular business hours. We ask that you complete the corresponding form (available at front desk or on our website) with your donation. If you are not particularly handy or creative, just let us know, and we will be happy to accept your new donated items and create the basket for you. Additionally, we are accepting donations of other items to add to the creation of various themed baskets. Some items to consider are as follows: gift certificates of any type and value, bottles of wine or spirits, lottery tickets and any type of gift. We also appreciate donations of empty baskets, ribbons, cellophane and other basket decorating materials. Please help us in this way or by simply making a monetary donation – every contribution makes a difference! Join us in celebrating this year's 21st annual gala. Thank you!



The mission of **Headway of WNY**, Inc. is to ensure that individuals in WNY with brain injuries, other disabilities and seniors have access to advocacy, resources and support systems to enable them to live as independently as possible. We seek to educate the broader community about the causes, consequences and means of prevention of brain injury.

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**HEADWAY OF WNY:
THANK YOU
FOR THE SUPPORT &
ADVOCACY YOU PROVIDE.**

**JOHN FEROLETO
CARRIE A. ZIMBARDI
JOEL FEROLETO
JILL WNEK**

YOU ARE NOT ALONE MOVE FORWARD WITH HEADWAY

**Become a Member of Headway of WNY and get involved!
We need you to help sustain our mission.**

MEMBERSHIPS SUPPORT HEADWAY'S MISSION

Did you know that Headway of WNY's membership program helps to support its mission? Headway of WNY thanks all current members for their commitment and support. Membership helps make it possible to provide outreach and support in a variety of different ways, including: Support groups, semi-annual newsletters, educational outreach and presentations, advocacy and identification of supports. New members are invited to join at any time. For more information, to review membership levels or to become a member, go to the Membership page on the Headway of WNY website under the "How to Help" section or call 716.408.3100.



People Inc. offers affordable housing in various locations across Western New York. We encourage you to share these openings with family and friends who may be interested:

- **Academy Place Senior Apartments**, located at 1 School Street, Gowanda, NY, and managed by People Inc., is accepting applications for a two-bedroom apartment. These apartments are ideal for older adults in the Southern Tier who are in need of affordable housing. The complex provides HUD Section 202 Affordable Housing and New York State Tax Credit apartments.

Info/Apartment application:

Email Seniorliving@people-inc.org or call 716.817.9090.

- **People Inc. Senior Living** accepts apartment applications year-round for its locations throughout Western New York, including Amherst, Blasdell, Clarence, Grand Island, Lackawanna, Lockport, South Buffalo, Springville and Wheatfield. The affordable apartments are for independent older adults age 62 and up who meet the federally-mandated household income guidelines.

Info/apartment application: Email Seniorliving@people-inc.org or call 716.817.9090.

- **People Inc. Grant Street Apartments**, currently under construction at 25 Grant Street in North Tonawanda, NY, is for people 18 years and older and who meet income eligibility. Rental applications are currently being accepted. Occupancy is expected in Spring 2020.

Info/apartment application: Email housing@people-inc.org or call 716.880.3890.

- **People Inc. Highland School Apartments**, located at 105 Highland Avenue, Tonawanda, NY, has one-bedroom apartments available for people who are 18 or older and meet federally-mandated household income guidelines.

Info/apartment application: Email housing@people-inc.org or call 716.694.1623.

- **People Inc. Jefferson Avenue Apartments**, currently under construction at 1140 and 1166 Jefferson Avenue, Buffalo, NY, is for people 18 years and older and who meet income eligibility. Rental applications are currently being accepted. Occupancy is expected in Spring 2020.

Info/apartment application: Email housing@people-inc.org or call 716.880.3890.

- **People Inc. Linwood Lafayette Senior Apartments**, located at 637 Linwood Avenue, Buffalo, NY, is accepting applications from people who are 55 or older and meet federally-mandated household income guidelines.

Info/apartment application: Email housing@people-inc.org or call 716.881.6600.



Community room at People Inc. Highland School Apartments.

SCHEDULE AN EDUCATIONAL OUTREACH PRESENTATION

Headway of WNY, Inc. offers specially tailored educational presentations for organizations, schools and community centers throughout Western New York. Headway of WNY assists survivors and families address life altering situations related to traumatic brain injury and other cognitive disabilities. For more information or to schedule a presentation, email support@headwayofwny.org or call 716.408.3100.

IN MEMORY OF MOLLY (O'DONAGHUE) MCMAHON



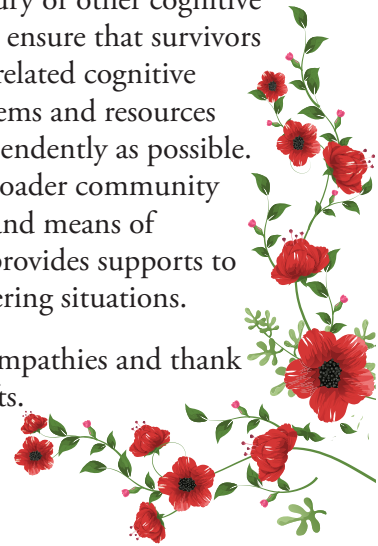
Headway of WNY, Inc. acknowledged 20 memorial gifts during October and November 2019, made in memory of Molly (O'Donaghue) McMahon, in response to her family's wishes expressed in the following obituary, published in The Buffalo News on October 25, 2019:

McMAHON - Molly (nee O'Donaghue)
Age 53, of North Tonawanda, Thursday, October 24, 2019. Molly was born in Rochester, NY on October 29, 1965, to J. Patrick and Nancy (Cross) O'Donaghue. Molly was a former Social Worker for Child and Family Services. She was predeceased by her father J. Patrick O'Donaghue. Molly is survived by her husband Joseph McMahon; mother of Daniel (Molly Fox), Lucas (Brianna Stressinger), and Jonathon McMahon; daughter of Nancy (Cross) (the late J. Patrick) O'Donaghue; daughter-in-law of Joseph (Trudy) McMahon; sister of Michael (Laurel) O'Donaghue,

Anne (Michael) Hunt and Susan (Keith) Martin; aunt of Connor, Kathryn, Kevin, Brianna, Shawn and Tegan. Friends may call Monday from 6-9 PM and Tuesday 2-4 and 6-9 PM at the Wattengel Funeral Home, 533 Meadow Dr., North Tonawanda, NY. If desired, memorials may be made in Molly's memory to Headway of WNY, Inc. (headwayofwny.org). Wattengel.com

Headway expresses sincere gratitude to the family and friends of Molly, who while remembering Molly, also took a moment to consider the lives of others who are living with a traumatic brain injury or other cognitive disability. The gifts received help ensure that survivors of brain injury and people with related cognitive disabilities have the support systems and resources required in order to live as independently as possible. Headway seeks to educate the broader community about the causes, consequences and means of prevention of brain injury, and provides supports to those who may be facing life-altering situations.

Again, we express our deepest sympathies and thank everyone for their thoughtful gifts.



LET HEADWAY SUPPORT YOU

There are a variety of support groups available that are provided by Headway of WNY for people who live with a traumatic brain injury and for their families. The support groups give an opportunity to share resources, support and information in a confidential setting. Join us for as many groups as you prefer, including:

- Peer Support Group: Meets monthly on the first and third Tuesday
- Caregivers Support: Meets monthly on the first Tuesday

Both are free of charge and meet from 6:30 to 8 p.m. at the Headway of WNY office, 2635 Delaware Avenue, Suite E, Buffalo, NY.

New people are welcome to join the support groups throughout the year. Please give us a call if you are thinking of attending. For more information, go to headwayofwny.org, email support@headwayofwny.org or call 716.408.3100.



DID YOU KNOW?

WEARING A BIKE HELMET REDUCES THE RISK OF SERIOUS HEAD AND BRAIN INJURY BY 85 PERCENT! SNAP ON THAT HELMET DURING EVERY RIDE, NO MATTER HOW CLOSE TO HOME YOU ARE.



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SAVE THE DATE

5th Annual WNY in Support of Veterans Symposium

Wednesday, October 21, 2020.

Details to be announced this spring.

HEADWAYOFWNY.ORG