

## Upcoming Event

### Your Event Here!

Northwest Center makes it easy for individuals and businesses to host clothing drives, so why not give it a try? It's a great way to build community participation – especially as we head into the holidays, when people are in the giving spirit. Northwest Center provides the promotional materials and collects the donations at the end of the drive. All you have to do is get the word out! 📢

If you need an extra incentive, here are 5 reasons to help:

5. You get to go green and reduce your carbon footprint.
4. You can rid yourself of those legwarmers once and for all.
3. You and your participants can receive a tax deduction.
2. Parachutes are for sky diving; not pants.
1. You want to support your community and sustain Northwest Center's services for kids and adults with developmental disabilities!



Do you want to be notified by e-mail when The Big Blue Truck will be in your neighborhood?

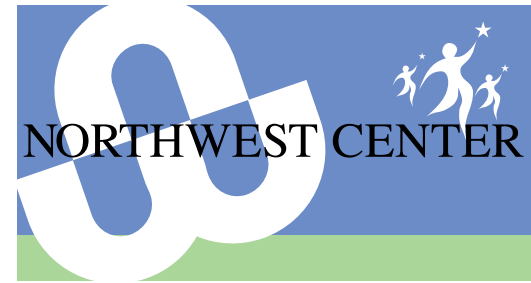
Sign up for our e-pickup notification service at [www.bigbluetruck.org](http://www.bigbluetruck.org).



7272 W. Marginal Way S.  
Seattle, WA 98108  
[www.nwcenter.org](http://www.nwcenter.org)  
206-285-9140



Learn how you can help  
with our awareness  
campaign! [pg. 2](#)



October 2009



Northwest Center  
Founder Sally Puff  
and Board Chair  
Parul Houlahan

## A Message from President & CEO Tom Everill

Last week our highly successful Golden Hearts Luncheon celebrated the idea of service and the rewards that accrue to those who serve. By serving people with developmental disabilities, Northwest Center evokes the rich human potential that characterizes all people, regardless of ability. The program featured powerful stories of inclusion, accomplishment and simple friendship.

As the organizational theorist Margaret Wheatley says, "people are bundles of potential, and relationships evoke that potential." Northwest Center creates environments – at school and in the workplace – where people of all abilities can engage and evoke each other's highest possibilities. The rewards flow both ways; service evokes our own potential, as well as that of the people we serve.

One of my favorite responses to the Golden Hearts Luncheon was from someone who noted that most fundraisers feature one award after another. But, she said, our event featured one reward after another. We invite the entire community to join us in service, and to enjoy the rewards that follow. 📢

## Annual Golden Hearts Luncheon Brings in Friends and Funding

This year's Golden Hearts Luncheon had it all! Singing by 30 beautiful kids, an awards presentation, over 400 guests – and most importantly, a therapy program that is sustained through additional funding. Our sponsors and donors raised more than \$150,000 this year, which is 43% increase over last year. "Despite the depressed economy, Northwest Center's core supporters came together and made an unprecedented show of support for our programs," said President & CEO Tom Everill. "It's truly inspiring."

The Northwest Center Kids therapy and early intervention program, which is the recipient of every dollar raised, is inspired as well. The program will use the funds to offer critical therapy to children with developmental disabilities throughout King County – therapy that significantly increases the lifelong trajectory of development.

The kids weren't the only cause for celebration at the luncheon. Northwest Center presented the William O. Ellison Community Partner Award to the Bill & Melinda Gates Foundation for its support of people with disabilities in our community. The Foundation has partnered with Northwest Center for two years to provide jobs for people with disabilities at its headquarters.

Another local business that is making a difference is Stafford Frey Cooper, which stepped up to become the presenting sponsor for the luncheon. Northwest Center thanks Stafford Frey Cooper – and everyone who joined us for the September 25th event. We couldn't do our work without you! 📢

## Look “Inside” Northwest Center’s Media Campaign

Northwest Center is hitting the streets – and the airwaves! In celebration of Disability Awareness Month, we’re launching a campaign to build awareness of our organization and the contributions of people with disabilities. Keep your eyes out for our billboards and your ears open for our radio PSA’s. Then be sure to let us know what you think!

The theme of the campaign – *It’s what’s inside that counts* – refers to people with developmental disabilities, who are often limited by the misperceptions of others. Our goal is to shift the perspective of our audience and remind everyone to look beyond the disability to the individual. The theme also refers to our Big Blue Trucks, which are well-known but rarely connected with the purpose they serve: to support programs for people with disabilities in our community.

The radio PSA’s were recorded with adults with disabilities who participate in our programs – and parents (and a child!) from our kids program. The voices represent the outstanding individuals who have benefited from Northwest Center’s services, and their passion for the program shows.

Northwest Center is asking you to help get the word out further. We’ve created a poster that features the three billboards, and we’re forwarding it to our supporters. (If you don’t receive one by the 20th, contact us at [newsletter@nwcenter.org](mailto:newsletter@nwcenter.org).) Please take your poster to a local coffee shop, grocery store or community center and ask to **hang it up**. If everyone who receives a poster participates in this effort, *four thousand locations* will be sharing our message with *tens of thousands* of people! And hopefully, our community will start looking at people with disabilities with more open and embracing minds.

Northwest Center is buzzing with excitement about the *It’s what’s inside that counts* campaign. We hope you will be, too! We’ll continue to celebrate Disability Awareness Month by profiling the people we serve; look for our updates in the coming weeks. ☺



# THANKS!

This campaign was made possible through the good will and dedication of many individuals and organizations that worked together to carry the project forward.

<p><b>Radio participants:</b></p> <ul style="list-style-type: none"> <li>Margaret</li> <li>Martin</li> <li>Felicia</li> <li>Laethan</li> <li>Chris</li> </ul>	<p><b>Poster participants:</b></p> <ul style="list-style-type: none"> <li>Keisha (Lisa)</li> <li>Nora (Marti &amp; Rik)</li> <li>Katie</li> <li>Michael</li> </ul>	<p><b>In-kind donors:</b></p> <ul style="list-style-type: none"> <li>Dunn Lumber</li> <li>Tom Dunn</li> <li>Austin Dwyer</li> <li>Clear Channel</li> <li>Lynn Harmann</li> <li>Randy Fung</li> <li>KIRO Radio</li> <li>Mike Sievers</li> <li>Sarah Dickeson</li> <li>ReBecca Looney</li> <li>Salem Radio</li> <li>David Summers</li> <li>Ron Williams</li> <li>Nancy Treder</li> <li>Parul Houlahan</li> <li>Scott Hagan</li> </ul>
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## Where to Listen and Look for the Media Campaign

Our billboards can be seen at the following locations throughout October. Additional billboards may appear in other locations into early 2010.

- Greenlake
  - Aurora Ave N near 115th St (facing north)
- Ballard
  - 15th Ave NW near 83rd St (facing south)
- Sodo
  - S Lander St near 3rd Ave (facing east)
- South Park
  - Myers Way S near 2nd Ave S (facing west)
  - Hwy 509 near Kenyon St (facing north)
- Burien
  - Ambaum Blvd SW near SW 149th St (facing south)
- Tukwila
  - Pacific Hwy S near 146th St (facing south)
- SeaTac
  - Pacific Hwy S near 211th St (facing south)
- Renton
  - NE 3rd St near NE 4th St (facing east)
- Kent
  - S 212th St near 72nd Ave S (facing east)

Our radio spots are airing on the following stations. If you can foster a connection with any other stations that might be willing to play the spots, notify Alice Thavis at 206-378-6368.

- Bonneville Seattle Radio**  
97.3 KIRO FM  
710 ESPN Seattle  
770 KTTH
- Salem Radio**  
820 AM KGNW  
1300 AM KKOL  
1590 AM KLFE

### Spotlight On... Joaquin!

Anyone who looks at Joaquin can easily see his bright smile and gorgeous blonde hair. What isn’t visible is the trauma he suffered when he was just four weeks old: Joaquin went into sudden cardiac arrest and spent almost a month in the hospital. His mom stayed home with him for a year to concentrate on his therapy—and as he started to get better, she enrolled him at Northwest Center Kids.

At 15 months, Joaquin joined our childcare and early intervention program. He was still eating through a tube and wasn’t able to crawl or talk. His parents say that’s the point at which his trajectory changed. They believe the team approach of therapy in the classroom, ongoing reinforcement by the teachers, peer modeling and their son’s fighting spirit made all the difference.

Less than a year later, Joaquin is eating, growing, thriving, running and starting to talk! “I never thought all those things would happen this quickly – he really took off when he came to Northwest Center,” says Tara, Joaquin’s mom. Joaquin apparently feels the same way; he loves going to school now and literally asks to go. “I can’t say enough about early intervention and how it benefits children,” Tara says, “It’s amazing!” ☺



## Northwest Center Wins New School-to-Work Contract

Northwest Center was recently awarded a new contract to support young adults with disabilities who are transitioning from high school to the workforce. The King County Department of Developmental Disabilities named Northwest Center as the sole provider of School-to-Work services at the Highline School District, starting this school year. Two employment specialists will work onsite with 10 students throughout the year to provide skills assessments, training, job sampling – and ideally, a match to a position by graduation. The specialists will also help the students and their families link into the adult service system to ensure a smooth transition from school to work. This contract is the second one Northwest Center has been awarded; we’re now starting our third year of School-to-Work services with the Shoreline School District. ☺