

TRANSMISSIONS



SERVING THE COMMUNITY SINCE 1919

FALL 2011

Responding to a “Greatest Need”

They answer the call with no questions asked, selflessly stepping in to get the job done. Grandparents caring for their grandchildren—oftentimes in the absence of their own children—are growing in number throughout the Rochester community.

Although they have the strength and fortitude to raise their grandkids, grandparent caregivers are often at increased risk of poor self care, isolation from the community, and depression. Many struggle with implementing effective parenting techniques and coping with their children’s challenging behavior and new relationships.

That’s where the Skip Generations Program comes in. Affiliated with Hillside Family of Agencies as a program of the Family Resource Centers (FRC) of Crestwood Children’s Center, Skip Generations provides educational support groups as well as mentoring for grandparents who are raising their grandchildren. FRC staff conduct free, weekly meetings for grandparents enrolled in the program, discussing everything from proper nutrition to successful parenting techniques and more. After transitioning to new levels in the program, participants are then given the opportunity for training to mentor other grandparents in the community.

During the program’s initial stages, getting access to transportation was a major issue among grandparent caregivers. Linda James, Program Coordinator at Skip Generations since 1997 and a grandparent caregiver herself, recognized the problem and began fighting for funds to bridge the transportation gap.

“At our Board meetings, I was repeating, ‘transportation, transportation!’ as our greatest need,” said James. The program, through the support of Monroe County Office for the Aging, soon turned to Medical Motor Service to bridge this gap—and MMS has provided their services

ever since, playing an integral part in the program’s success by creating the access the caregivers need to attend weekly meetings.

Now a nationally recognized program in its 22nd year, Skip Generations currently involves 59 active participants and mentors, and is continuing to expand. “We’ve accomplished so much, but there’s so much more to do,” says James. She hopes to soon collaborate once again with MMS to reach out to grandfathers raising children, suburban caregivers and Spanish-speaking grandparents. 🚗



From left to right: Barbara Williams (holding great-granddaughter), Linda James (Program Coordinator), Irene Mattle and Cathleen Bradley.

Medical Motor Service Preps to ROC the Day

Medical Motor Service, along with other area not-for-profit organizations in greater Rochester, has announced its participation in ROC the Day, an unprecedented, one-day fund raising event taking place on December 8, 2011. Powered by the United Way, with sponsorship from ESL Federal Credit Union, ROC the Day will allow thousands of community members to make year-end donations to their favorite 501(c)(3) organizations around the Rochester area.

By visiting www.ROCtheDay.org on December 8, donations of any amount can be made to a non-profit agency of the donor’s choice between 12:00 a.m. and 11:59 p.m. that day. Additionally, every hour for 24 hours, one lucky ROC the Day donor will be randomly chosen to receive a bonus of \$500 to use toward their gift to the charities of his or her choice.

Please visit www.ROCtheDay.org to sign up now and join Medical Motor Service in ROCing the Day! 🚗

ROC
THE • DAY

Choose. Give. Matter.

MMS Helps Connect Area Youth to Employment, Opportunity

In 1987, the Urban League of Rochester urged its hometown business community to become more involved in the city's struggling school system. In response, Wegmans Food Markets created the Wegmans Work-Scholarship Connection Program. The program became the Hillside Work-Scholarship Connection (HW-SC) in 1996 when it spun off as an independent non-profit affiliated with the Hillside Family of Agencies, with the purpose of teaching at-risk youth the skills they needed to succeed and to help reduce the dropout rate in the Rochester City School District.

Through this program, Wegmans provided part-time employment and workplace mentors to Rochester-area youth, helping many students get through school, retain employment after graduating and in many cases, go to college.

In recent years, Hillside and Wegmans began to identify that many participating students in HW-SC were urban youth employed at suburban Wegmans stores. Logistics and transportation issues were growing problems, as students were struggling to access public transportation as a means of getting to work.

With the students unable to provide their own transportation, Hillside turned to Medical Motor Service (MMS) to solve its dilemma, and provide these students with the transportation they needed to ensure they were arriving to work on time.

"Medical Motors has a solid reputation for providing safe and reliable transportation for residents in our community," said Yolanda Benitez, Executive Director for the Hillside Work-Scholarship Connection. "Medical Motors also has a long standing history of successfully partnering with the Hillside Family of Agencies to serve our families. They were the clear choice to help us address the transportation needs of our students."

Beginning in July of 2011, MMS began providing a shuttle-type system of group transportation, with three busses running fixed routes from Rochester city libraries to Wegmans stores every Saturday and Sunday. Around 140 round trips are provided to HW-SC students each weekend.

"The Medical Motors system is operating effectively and allowing for the safe and reliable transport of our students," said Benitez, who hopes to grow the current number of Rochester youth enrolled in the program from 2,500 to many more in the coming years. "As HW-SC grows and student involvement in employment opportunities increases, there will continue to be a need for transportation on behalf of students who are unable to provide their own."

Medical Motor Service looks forward to the continued partnership with Wegmans and Hillside, while continuing to promote the increased success among the youth in the Rochester area. 



Medical Motor Service is pleased to announce the election of a new Executive Committee and welcome a new member to our Board of Directors.



The newly elected Board President is **Carol A. Deinhardt**, who previously served as First Vice-President and Secretary of the MMS Board. The owner of EveryBody Therapeutic Massage Center, Ms. Deinhardt has worked with MMS for over 20 years in her role as former Deputy Director at the Monroe County Department of Social Services.



Thomas G. Tuke, previously the Second-Vice President of the MMS Board of Directors, has been named First Vice-President. A veteran of the Board since 2005, Mr. Tuke has also served on the boards and as president of the Rochester Chapter of Chartered Property Casualty Underwriters and the Independent Insurance Agents of Monroe County. Mr. Tuke currently serves as the President of Charles H. Tuke Agency, Inc.




Elected as the Second Vice-President of the Board of Directors was **Christopher C. Trageser**. A Board member since 2005, Mr. Trageser is currently employed with Synergy (formerly Western New York Computing Systems). He brings with him his vast knowledge of technology and information systems to his new role on the Board.



Thomas D. Tehan has been elected as new Treasurer after serving on the Board since 2007. Mr. Tehan is a Certified Public Accountant with Deloitte & Touche, LLP.



The new arrival to the Medical Motor Service Board of Directors is **Michael Copeland**, a graduate of the Cornell Labor Relations School and current Manager of Human Services at the Alstom Signaling Inc.. Bringing a community and business perspective to the Board, Mr. Copeland

is also involved in labor relations and human resources, as well as process development and improvement. 

MMS Selected for National STAR Award

trAC

Medical Motor Service has followed up last year's Community Impact Award by being selected as the winner of the 2011 STAR Special Merit Award.

Issued by the Beverly Foundation of Albuquerque, N.M., the award honors the "best of the best" transportation services across the country. The Special Merit Award comes with a cash prize of \$5,000 from the Beverly Foundation and is given annually to an organization that excels in delivering transportation services to older adults in its community. It is part of the STAR Awards Program, which the Beverly Foundation established in 2000.

The Beverly Foundation committee selected Medical Motor Service for the award based on its participation in the TRAC Program, a collaborative effort of non-profit agencies such as Monroe County Office for the Aging, Catholic Family Center, Lifespan and Eldersource, with Medical Motor Service serving as the lead agency.

TRAC provides a centralized, coordinated source for mobility management and transportation services to older adults and their caregivers for increased access to health care and community services. Serving residents over age 60 in Monroe County, TRAC arranges transportation services, using resources provided by partner agencies. In 2010, 4,570 trips for Monroe County seniors were arranged through the TRAC Program—2,504 of which were provided by Medical Motor Service.

In 2011, more than 281 senior transportation services across 47 states applied for one of three STAR Awards. Medical Motor Service was among only 19 providers in the country to be selected for an award. The \$5,000 will be used to promote and provide continued services to older adults in the Rochester community. 🚌

The U of R Lends a Helping Hand



Anurag Rastogi



Hefeeja Jameela



David Lee

Incorporating outside perspectives from the community has always been an integral part of our success at Medical Motor Service. Valuable input from individuals of all ages, backgrounds and levels of professional experience helps make our agency unique, diverse, and able to grow.

Recently we collaborated with students from the University of Rochester to work on projects in various aspects of the transportation industry—giving them an opportunity to share their respective areas of expertise in a real-world business setting.

Anurag Rastogi and Hefeeja Jameela, both MBA students from the U of R Simon School of Business, worked with MMS administrative and dispatch staff to study passenger demographics and analyze trip data. They also collaborated with the MMS finance department to develop cash flow statements and work on vehicle cost analysis.

David Lee, a fourth-year student from the U of R School of Medicine and Dentistry, conducted multiple training sessions in collaboration with MMS staff and administration, focusing on universal safety precautions for drivers and employees.

The efforts of each student were important and impactful to our business. We look forward to a continued partnership with the U of R, and wish Anurag, Hefeeja and David well in their future endeavors. 🚌



UNIVERSITY OF ROCHESTER



Al Sigl Community WalkAbout Rolls to Success

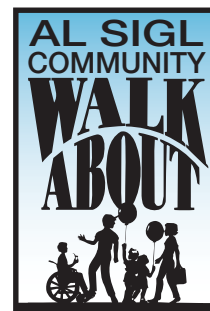
More than 1,200 friends, family members and Medical Motor Service staff showed their support for children and adults with disabilities® and special needs in the Rochester community when they came out for the 2011 Al Sigl Community WalkAbout.

Taking place at the Marketplace Mall, the WalkAbout featured Halloween-themed activities that included a costume contest, face painting, free giveaways and live musical entertainment.



All participants, many fully clad in costumes, enjoyed the fun-filled day of Halloween excitement—all while raising money to benefit others in the community.

Thanks again to all MMS employees, staff members, friends and family members who continued to show their support for the Al Sigl Community and people with disabilities® in the Rochester area. 🚌



Financial Highlights

Statement of Unrestricted Functional Public Support, Revenue and Expenses

For year ending March 31, 2011

Auditors: DeJoy, Knauf & Blood LLP



INCOME

17%	Medicaid	\$1,592,394
56%	Third Party Contracts	5,132,598
7%	Foster Care	681,314
2%	Pre-School	165,450
5%	Office for the Aging	420,334
8%	Public Support	775,904
4%	Fees	339,344
0%	Miscellaneous	(23,195)
	Total Income	\$9,084,143

EXPENSE

56%	Salaries and Benefits	\$5,030,894
14%	Vehicle operating costs	1,257,652
5%	Depreciation	453,336
4%	Insurance	344,501
3%	Rent, phone, office expense	243,456
3%	Professional Fees	233,625
2%	Miscellaneous	141,779
15%	Brokerage vendor payments	1,338,834
	Total Expense	\$9,044,077



Service Summary



<u>Destination/trip purpose:</u>	<u>Trips</u>
Children's Services: Early Intervention, Pre-School, Foster Care, Counseling	49,255
Adult Services: Doctors, Clinics, Rehab, Physical & Behavioral Health Services	224,183

Senior Services: Senior Centers, Nursing Homes, Social & Medical Day Care, Wegmans Shopping	221,175
Brokerage Services:	53,538
Total agency trips provided or brokered in 2010-2011	548,151



Everyone at Medical Motor Service would like to say "thank you" to the following friends. Your generosity helps us provide reliable, on-time transportation to people of all ages who rely on MMS.

Donations from 1/1/2011-9/1/2011

Platinum Stars \$1,000 +
Gregory J. Riley Jr.

Gold Stars \$500-\$999

Lawrence Creatura
Terry Eisenman
John & Martha McKenna

Silver Stars \$250-\$499

Mark Bergin
Argie Davis
Debbie & John Field
Dr. & Mrs. Jack Howitt

Bronze Stars \$50-\$249

Diane Bogaczyk
Vicki Brown
Steven Carling
Max R. Good
Glenda Lusk
Daniel M. Meyers
Lori & Gary Smith
Tom Tuke
Geraldine Utter

Car Stars \$1-\$49

Victoria Abbott
Connie Callea
Nancy Crombach
Maria Distefano
Jerry Fuller
Rose Ippolito
Jerry Isidore
Eleanore Muto
Daniel & Julia Meagher
Donald Potter
James & Anna Saturno
Alicia Spies
Lorraine Swanton

In Memory of Martha Cuomo
Judy Zicari

In Memory of Blanche H. Gibbs
Rose & Charles Gibbs, M.D.

Special Gifts

Joseph M. Lobo
The B. Thomas Golisano Foundation
The Marietta H. Dryer Foundation
The Beverly Foundation

Gifts In Kind

Joan Feinbloom



Diane Bogaczyk
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Donna Collins
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Executive Director Bill McDonald and Director of Operations Damon Mustaca served a fund-raising lunch to all MMS staff to kick off the 2011 United Way employee campaign.



Philanthropy That Benefits You

Charitable Gift Annuities

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- Rates Increased July 1, 2010
- A Charitable Gift Deduction

Your Gift to a Bright Future For Children And Adults With Disabilities®

We would be happy to assist you and your advisors.



For a confidential gift illustration of an immediate or deferred charitable gift annuity please contact **Karen Gaffney** at **585.442.4102 ext. 8980**, email her at **kgaffney@alsigl.org**, or visit **www.alsigl.org** and use the gift calculator for a simple illustration of benefits.



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Comments or suggestions may be submitted to the Executive Director.

Carol A. Deinhardt, *President*
William P. McDonald, *Executive Director*
Nolan Fraver, *Writer*



Members of
Community Transportation Association



Ray Lopez

When Ray Lopez talks about what he does for a living, he will tell you he's more than just a driver. "There are days when I am a counselor, an advisor, and a friend," said the 23-year veteran of Medical Motor Service.

To understand what his job means to him, you have to travel back to 1988—the year Lopez began his tenure with Medical Motor Service. Back then, Ray was just grateful for the opportunity for employment he was given while attending college at MCC. Now, with more than two decades and countless memorable experiences under his belt, Ray says his work is more fulfilling than ever before.

"I'm not in this job for the money," says Lopez. "It's about giving back and helping people...bringing happiness and fulfillment to their lives."

Passengers such as Elijah Scott, a long-time attendee of Park Place South West—one of the several senior and adult day care centers Lopez provides transportation to—have come to rely on Ray and know him as a friend. Ever since a seizure left him unable drive over 10 years ago, Mr. Scott looks out his door everyday at 7:30 a.m., waiting for Lopez to stop his van outside of his home. For Mr. Scott, his ride brings another day interacting with his peers, another day being involved in his community, and another

day with a smile on his face. For Ray Lopez, it brings humility, education and pride.

"Driving for MMS is a very humbling and educating experience. It's taught me to deal with problems in my own life, and cope when I see members of my own family go through what my passengers go through."

Although a native of Puerto Rico, Ray has been in Rochester since the age of 5, and considers this his home. "I stay here because I feel like these people are my family," Ray said when referring to the staff at MMS. "The people I transport on a daily basis rely on me, they trust me and they feel safe and secure when they are on my bus."

These days, Ray fills his bus every morning and afternoon, shuttling older adults to adult day care facilities, field trips, social outings and senior centers—getting to know every one of them along the way. If you ask Ray, he'll tell you they're just as much a part of his life as he is to theirs. 🚌

