



1195 Niagara Street, Buffalo, New York 14213
716.821.7722 / 716.821.7733 Fax
www.wnyunited.org

WNY United Against Drug & Alcohol Abuse, Inc. is a grass-roots initiative designed to increase awareness, educate and mobilize area residents to participate actively in proven strategies to prevent substance abuse. WNY United builds on community strengths by providing long-term technical assistance, information, materials, curriculum packages, motivational trainings, specialized workshops and rallying events for preteens, teens, schools, businesses, parents and other interested members of the community.

Special thanks to Travers Collins for design, and Commercial Print & Imaging and Knab Graphics for printing.



Life is intoxicating.

2010 ANNUAL REPORT



A Message from Our Chairman

WNY United Against Drug & Alcohol Abuse has performed some outstanding work throughout this region over the past few decades. Our organization has made a tangible difference in the lives of thousands of young people, by reinforcing positive behaviors and social competencies. However, we face no shortage of challenges.

Let's be honest. Adolescence is never easy. And children today face risks that didn't exist when you or I were growing up. Today, youth are wired at nearly all times through social media applications such as Facebook and Twitter. These mediums both connect and disconnect, and can make things much harder for young people who are trying to fit in.

In media and pop culture, substance abuse is too often glamorized. On popular programs like MTV's *Jersey Shore*, getting "wasted" is part of the lifestyle. That's not the message that young people need to see. But this is what we're up against.

We need to do everything in our power to let young people know that there is another path. A healthier, smarter, safer one. And the good news is that drug and alcohol awareness programs can be successful, particularly when they're focused in the elementary and middle school years.

For WNY United, success starts with our outstanding staff. Our team is out there in schools every day, educating young people on how to withstand peer pressure and make good choices. It isn't an easy job – not by a long shot – but it pleases me to say that we're making progress.

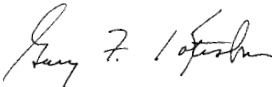
Of course, the fine work of our staff on the frontlines wouldn't be possible without the support of our donors. In particular, I'd like to thank Medaille College for hosting our Leaders In Training program. Medaille is just one of our valued supporters, which also includes school districts, foundations, businesses and individuals.

For young people to make better choices, we have to be involved in their lives today. It starts with one-on-one conversations, interactions and relationships. WNY United is doing this, and your support makes it possible.

With your help, we can influence children in a positive way, no matter what's on television.

Thank you for helping to spread the message that life is intoxicating, all on its own.

Sincerely,



Gary F. Kotaska
Chairman



A Message from Our Executive Director

Greetings to our many partners, supporters and friends! The pages that follow will provide a "snapshot" of the activities and people who helped make 2010 an outstanding year. The agency experienced changes...we completed the website upgrade, expanded the reach of the Parent Educational Forums, increased our participation in First Night and found new ways to highlight the drug-free message. We have successes to report in many program areas and a solid appreciation of our partners and science-based programming.

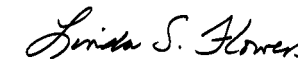
In 2010, WNY United continued to refine the Building Skills fifth grade curriculum guided by our exhaustive pre and post-testing process. We introduced the Too Good curriculum to Grade 4 and 6 students and continued with literacy based conflict resolution training for younger children. Our Leaders In Training program to prepare middle school students to become positive agents for change was expanded to include Cleveland Hill. The Achievement Mentor Program expanded to an additional three Buffalo Public School elementary buildings and enjoyed consistent success at improving student academic skills in both ELA and Math in nine targeted schools.

This year also brought increased participation in our Parent Educational Forums. A growing number of school districts mandated parental attendance at alcohol/drug training as a prerequisite to student participation in school social events like homecoming and sports. These Forums address parents directly on the signs and symptoms of abuse, local trends and legal ramifications of serving underage drinkers.

Community awareness of substance abuse issues is essential to programmatic support and long term change. We were delighted to expand our role in First Night Buffalo and used the kick-off event to introduce WiNnY the Drug Free Buffalo and her "Hands Off Drugs" campaign for young children.

And finally, a sincere thank you to the school administrators who faithfully renew our partnership agreements every year, the teachers who welcome us into their classrooms, Medaille College and the Buffalo Public Schools for their support of our summer leadership programming and Independent Health Foundation for inviting us into First Night. It would be impossible to deliver our services without your help. We are also grateful for the support of the members of our Board of Directors, our funding sources and our friends at all levels of government.

Sincerely,



Linda S. Flowers, CPP
WNY United Executive Director



Life is Guiding.

WNY United + Schools = Partnerships

The success of any non-profit is dependent on the strengths of its partnerships with the community it serves. WNY United is no different. We work closely with schools and communities to identify risk factors and assess capacities, and then develop and implement a tailored prevention plan made up of proven and appropriate strategies. As an organization committed to long-term success, we target high-need locations where young people are most at risk, working with schools and community groups to reach as many individuals as possible. We are successful when we're able to strengthen the skills that young people need to face life's challenges.

Building Life Skills

Research has shown that by strengthening their social competencies, we can help students avoid drugs. Our agency brings research-based social competency programming to the place that students best learn – the classroom. By utilizing the latest in prevention technology, we facilitate programs that are statistically effective and enjoyed by the students that participate in them. Below is a list of the social competency programs delivered by WNY United staff in partner schools:

Grade Conflict Resolution Program (K-3rd) – 4,767 students served

Too Good for Violence (Grade 4) – 1,385 students served

Building Skills (Grade 5) – 1,716 students served

Too Good for Drugs (Grade 6) – 1,668 students served

Our Partner Schools

Buffalo Public Schools

#6 Buffalo Elementary School of Technology
#18 Dr. Antonia Pantoja School
#19 Native American Magnet School
#27 Hillery Park Elementary
#30 Frank A. Sedita Elementary
#31 Harriet Ross Tubman Academy
#33 Bilingual Center
#39 Dr. Martin Luther King Multicultural Institute
#43 Lovejoy Discovery School
#56/ #64 Frederick Law Olmsted Academy
#72 Lorraine Elementary
#89 Dr. Lydia T. Wright School
#91 BUILD Academy
#93 Southside Elementary
#192 Buffalo Academy for Visual & Performing Arts

Cleveland Hill Union Free School District

Cleveland Hill Elementary
Cleveland Hill Middle School

Frontier Central School District

Big Tree Elementary
Blasdell Elementary
Cloverbank Elementary
Pinehurst Elementary
Frontier Middle School

Gowanda Central School District

Gowanda Elementary
Gowanda Middle School

Lake Shore Central School District

Anthony J. Schmidt Elementary
Brant Elementary
Highland Elementary
John T. Waugh Elementary
William T. Hoag Elementary
Lake Shore Middle School

2010 Friends of Prevention

Recognized at the Red Ribbon Buffalo Bisons Baseball Game

Mary Ross – #89 Lydia T. Wright
Brenda Wagner – Cleveland Hill
Maggie Henry – #18 Dr. Antonia Pantoja
Kim Farrell – #91 BUILD Academy
Alicia Hartke – #19 Native American Magnet
Frank Brombos – #43 Lovejoy Discovery
Amy Hoffstetter – #43 Lovejoy Discovery
Jacquelyn Bavaro-Phelan – #72 Lorraine Elementary
Nicole Ziolkowski – #72 Lorraine Elementary
Margaret Boorady – #27 Hillery Park Elementary
Christopher Meszaros – #56/64 Olmsted
Stacey Williams – #56/#64 Olmsted
Marguerite Villa – #30 Frank A. Sedita
Kristen Warren – #30 Frank A. Sedita
Linda Gleason – Frontier Middle School
Saundra Smith – #93 Southside Elementary
Ariana Wright – #31 Harriet Ross Tubman
Ramona Reynolds – #39 Martin Luther King Multicultural Institute
Linda Kraft – #192 Buffalo Academy for the Visual & Performing Arts
Lisa Holden – #33 Bilingual Center
Cindy Latimore – Lake Shore Boys & Girls Club
Chris Walsh – Lake Shore High School
John Grande – Cleveland Hill



Directors

Beth Anzalone, CPP, Program Director
Tim Smykowski, CPP, Systems Director



Administrative Staff

Don Burch, Accountant
Kathy Deet, Administrative Assistant



Prevention Specialists

Top Row Jessica Ulmer, Michelle Johns, Wes Borden
Second Row Julie McCarthy, Becky Krebs, Sarah Holsopple, Jennifer Calderon
Third Row Denise Bitar, Tammy Regnet, Lynn Burdzy
Seated Beth Anzalone, Samantha Zappala, Theresa Villano



AMP Program Staff

Diane Beres, Education Project Assistant
Tammy Regnet, AMP Program Coordinator
Doneshia Lewis, Education Project Assistant



Community Awareness Staff

Kate Chudoba, Communications Coordinator
Karen Smith, Community Mobilization Specialist



Students in the Summer LIT program learn the value of volunteering, establish great friendships with one another and our staff, and enjoy the summer months with loads of outdoor programming.



Life is Developing.

Training Student Leaders

Preparing young people to become productive and active members of their community is crucial to successful prevention efforts. Service learning projects that strengthen social competencies while bonding students with their schools and communities are the backbone to our Leaders in Training (LIT) program.

LIT is a highly structured and active leadership and life skill development program for students. Each year, administrators, teachers and counselors from our SCAT partner schools recommend sixth grade students to participate in the program. Approximately 120 of these students are recruited by our Prevention Specialists based on the recommendations. Students spend the five-week intensive summer program on campus at Medaille College. They are led by WNY United's Prevention Specialists, taking part in various activities and service learning projects designed to improve student academic performance as well as learning the social skills necessary to be a committed student leader and grow into a successful member of their community.

Over seventh and eighth grade academic years, these students participate in several school-based activities. They complete community service learning projects and attend educational field trips. In addition

to traditional academic programs, students learn about addressing the needs of the impoverished by working with various organizations on donations of food and clothing, learning skills for disability awareness, team-building activities and much more.

By the end of their eighth grade year, the LIT students have acquired the skills to positively impact their school and community environments, as well as the attitudes and beliefs of their peers and younger children.

This program would not be possible without the support of the Buffalo Public Schools, which donates transportation for the students and Medaille College, which donates the use of their space each summer.

We cannot express enough gratitude for these donations! Thank you!

Supporting Academic Improvement

Students at risk of academic failure are often in need of additional support which may not be available to them. Funded through a three-year grant from the John R. Oishei Foundation, United Way and WNY United Foundation, the Achievement Mentor Program (AMP) is designed to meet the needs of these academically at-risk students. The program runs as an individual and small group support program and is based on the Rutgers Achievement Mentoring intervention, developed and researched by Dr. Brenna Bry. This best practice has been proven to be effective in improving grades and attendance, decreasing substance abuse and criminal behavior.

We are grateful to our funders for the opportunity to pilot test and fully evaluate the program. We are proud to have shown a statistically significant improvement for these students in academic scores on both ELA and Math standardized tests. Without support from funders we would not have experienced all of this success. We are proud to have a program that uses young adult mentors to provide homework assistance, general guidance, incentives and recognition to foster academic and behavioral improvement. This helps young people grow into focused and active adults in the community.

2010 marks the third and final year of the pilot test for AMP through the generosity of the John R. Oishei Foundation. We extend our most grateful appreciation to the Foundation for all of the support!

Supporting Community Action & Awareness

Supporting healthy choices is the primary step in prevention programming. As such, large-scale activities designed to ensure universal coverage of the population stand the best chance of achieving this goal. Environmental approaches target the geographic area as a whole, as well as populations that are isolated or at increased risk of substance abuse. These strategies serve as a supplement to school-based efforts and include the dissemination of prevention information/materials, efforts to change social norms/policies, media advocacy and community-based processes.

Each year, WNY United distributes tri-annual newsletters highlighting our community activities and produces highly visible campaigns combined with participatory events such as Red Ribbon Week, Red Ribbon Baseball Game, First Night Buffalo, Parent Drug Awareness Forums and more.

Parent Drug Awareness Forums

Parent Forums were originally piloted in 2008. WNY United formally offered these forums to schools in Erie County in 2010. Using the latest research and outreach techniques, parents are educated on the risks that underage drinking poses to their children and also the liabilities they will incur when supporting underage drinking. Schools have come on board aggressively; requiring parent participation in order for their children to participate in school-related functions, such as dances and sports teams. In 2010, we teamed with the Erie County Council for the Prevention of Alcohol and Substance Abuse (ECCPASA) and the Erie County Sheriff's Office in providing 14 Parent Forums to more than 1,800 parents at the following schools: Amherst, Cleveland Hill, Depew, Eden, Frontier, Iroquois and Lake Shore.

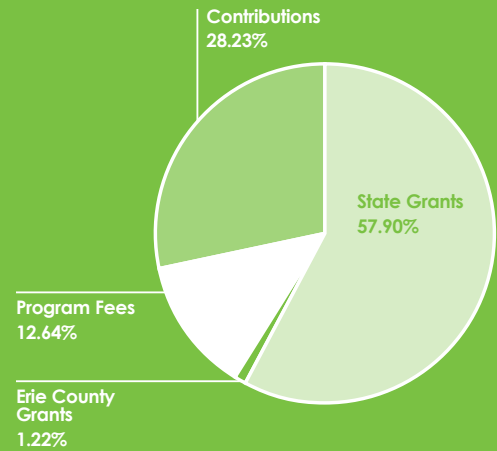


Developing skills that infuse young people with a respect for all, as well as the great advantages of working as a team create bonds that are life long.



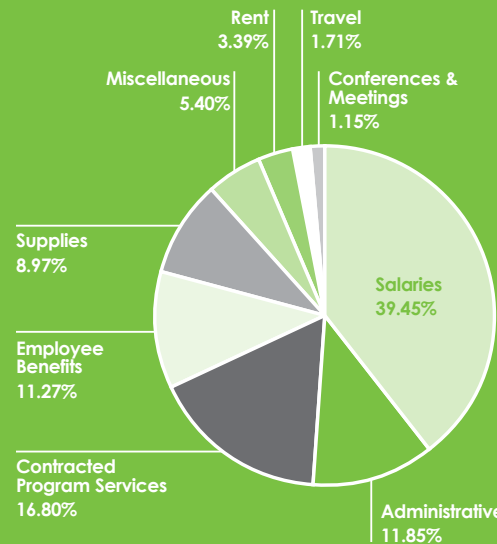
WNY United's community outreach is done through a multitude of sources; whether it is introducing WiNnY, our life-sized buffalo, in her "Hands-Off Drugs Coat" or a student-organized mailing for servicemen and women of the Military, we aim to support all of our community.





2010 Revenue

State Grants	\$737,901
Erie County Grants	\$15,600
Program Fees	\$161,107
Contributions	\$359,772



2010 Expenses

Salaries	\$475,838
Administrative	\$142,936
Contracted Program Services	\$202,644
Employee Benefits	\$135,982
Supplies	\$108,196
Miscellaneous	\$65,115
Rent	\$40,854
Travel	\$20,630
Conferences & Meetings	\$13,863

First Night® Buffalo 2011

Once again, WNY United partnered with the Independent Health Foundation to present the 22nd year of First Night® Buffalo 2011. On December 31, the Buffalo Convention Center was host to more than 5,000 attendees who soaked in the fun family atmosphere. Families were treated to rides and amusements, laser tag, ice skating, comedy, music, juggling and exotic reptiles. All of this, plus the grand finale balloon drop.

The new WNY United Story Book Land feature came complete with a variety of beloved characters. WNY United's Sam Zappala created several beautiful life-size sets for Story Book Land, where children could meet and have photographs taken with characters such as The Grinch, Clifford, Wild Thing, Olivia and more. Book readings were recorded by WYRK, with Erie County Sheriff Timothy Howard lending his voice for "How the Grinch Stole Christmas." Thank you to Sheriff Howard and WYRK for all of your support!

Parents were treated to a resting space in the Arts & Crafts Room. They could rest while WNY United's Sarah Holsopple and Sam Zappala helped children use glitter, crayons and beads to decorate crowns, color pages from the stories in Story Book Land and make jewelry.

A generous sponsorship from Evans Bank allowed for the unveiling of WinNY the Drug-Free Buffalo, a life-sized bison. Introducing WinNY with the "Hands Off Drugs" campaign, hundreds of handprints made by area students were attached to WinNY, giving her a handprint coat. Each of these handprints was a pledge from its creator to be "Hands Off Drugs" for the new year.

WNY United invited area students in grades K-12 to participate in art and poetry contests. The goal was to reconnect the arts with First Night as well as spread the message of drug and alcohol-free fun in the community.

WNY United appreciates the efforts of Nate Zappala, an art educator from Burgard High School, who served as judge for the Art Contest and set up the Gallery Room, where all submissions were displayed at First Night for everyone to read, view and appreciate.

We would like to extend our deep gratitude to the following schools that participated in the Art & Poetry Contests: BPS #33, Big Tree Elementary, Brierwood Child Care & Preschool, Burgard High School, Clarence Middle School, Cleveland Hill High School, Cloverbank Elementary, East Aurora High School, Grand Island High School, Immaculata Academy, Immaculate Conception, Iroquois Middle School, John Kennedy Elementary, Lorraine Elementary BPS #72, Lovejoy Discovery School BPS #43, Orleans/Niagara BOCES Career & Technical Center, Sherman Central, St. Gregory the Great, St. Joseph University School, St. Matthew Lutheran School, St. Peter's Roman Catholic School, St. Stephen's School, Stanley G. Falk School, Warren P. Towne Elementary, West Middle School and William T. Hoag Elementary.



First Night® Buffalo is a great start to the New Year! Families enjoy so many activities, all in a safe & drug-free environment.



Life is Influencing.

WNY United Foundation

Since 1993, the WNY United Foundation has worked tirelessly to support our agency mission while raising much-needed dollars and continuing to increase the visibility of WNY United year-round. The funds raised allow agency programs to continue on a consistent level when outside sources fluctuate while also allowing the agency to experiment with new, cutting-edge programs and prevention strategies.

The Foundation hosts its own special events as a primary source of fundraising efforts. Our events include:

Family Fun Day at Coca-Cola Field

More than 1,500 people took part in the 15th annual Family Fun Day event on May 30th. Activities included inflatable rides, carnival games, rock walls, and face paint and temporary tattoos, which were applied by the staff of EduKids. This year marked a new adventure for the Foundation's largest fundraiser – Family Fun Day was presented concurrently with a Buffalo Bisons game. Families were invited to come for the carnival and stay to enjoy the game!

WNY United staff and volunteers from the community hosted this drug-free day for families. Highlights included performances by magician Louis Cirulli, Funso the Clown and the chance to meet Buffalo Bills players Fred Jackson and Steve Johnson. The Buffalo Bisons staff played a key role in making this even possible. We owe a debt of gratitude to Mike Buczkowski, Tom Sciarino, Matt LaSota, Rob Free, Kurtis Brightman, Mike Poreda, Mike Simoncelli, Kevin Parkinson, Roger Buczek, Jim Morrissey, Megan Marmion, Kelsey Landers and Matt Schwert.

WNY United is also largely indebted to the 2010 planning committee. Jean Toth was the Event Chair, and other members included Chris Callen, Linda Zaborowski, Ann Godfrey, Julie Gicewicz, Kim Rich-Lupkin, Urmaz Lupkin, Mary Gurbacki, Marcy Peterson and Elizabeth Carey. Thank you all very much!

After expenses, this year's Family Fun Day raised approximately \$20,000 to support the WNY United Foundation.

Bisons Mystery Ball

For the third year, Bisons fans participated in the popular "Mystery Ball" promotion. Fans purchased gift-wrapped baseballs for \$25 each, ultimately raising \$10,000! 500 baseballs were autographed by a range of professional athletes and celebrities. This would not have been possible without the amazing support of the Buffalo Bisons. Thank you so much for all of your support throughout the year!

2010 Foundation Sponsors & Donors

Acaquad Family; Mr. & Mrs. Alvino Battistoni; Ms. Elizabeth Carey; Mr. Drew Cerza; Ms. Suzanne Chamberlain-Bergman; Mr. Joe Ciffa; Ms. Gayle M. Curry; Mr. Paul K. Daruszka; Ms. Katherine A. Deneke; Mr. John DiSciullo; Dr. Margarita L. Dubocovich; Ms. Brunetta Dudley; Ms. Andrea N. Edwards; Mr. Keith Ellison; Dr. Janice C. Feigenbaum; Mr. Ed Grudzinski; Mr. & Mrs. Brad Hall; Ms. Lori A. Hatch; Sheriff Tim Howard; Mr. Fred Jackson; Mr. Steve Johnson; Ms. Linda M. Kaczmarek; Deborah A. Kmiec; Ms. Nisrah Koessler; Mr. & Mrs. Gary Kotaska; Mr. Stan Kwietniewski; Ms. Lee Ann Levesque; Mr. Urmaz Lupkin; Family of Elaine Mack; Ms. Nancy Martin; Mr. John Mazza; Bill McMullen; Ms. Michele Miller; Mr. Kenneth P. Nusstein; Mr. Richard & Mrs. Karen Penfold; Mr. & Mrs. Gerald Pullano; Mr. Mike Randall; Mr. Dean Sarago; Ms. Lynn Smith; Dr. William F. Wiecezorek; Ph.D.; Dr. Alison S. Zuccala, DDS.

AccuMED Innovative Technologies; Ace Flag Company; Actuarial Consulting Services, Inc.; Albright-Knox Art Gallery; Alethea's Chocolatier; Alton's Restaurant; Americlean Janitorial; AMF Thruway Lanes; Anderson's; Athletic Club Suburban; Bath & Body Works; Battistoni Specialty Meats; Beautiful Windows; Best Western Lackawanna; BJ's Wholesale Club; Bob-O-Link Golf Club, Inc.; Bonadio Group CPAs; Buffalo Athletic Club; Buffalo Bills; Buffalo Bisons; Buffalo Games, Inc.; Buffalo Museum of Science; Buffalo Naval & Military Park; Buffalo Philharmonic Orchestra; Buffalo Rheumatology; Buffalo Sabres; Buffalo Wing Festival; Cargill; Casullo's Automotive; Chef's Restaurant; Chiampon; Travis, Besaw & Kershner; Chick-N-Pizza Works; Coca-Cola Bottling Company of Buffalo; Colorado Foods; Copier Fax Business Technologies; Creditors Interchange; Creekside Restaurant; Crowley Webb & Associates; Culinary Arts Specialties, Inc.; Curly's Grill & Banquet Center; Darien Lake Theme Park Resort; DAKCPA; Delta Sonic; Deni; Dessert Deli; Dream Catcher Foundation Inc.; Eastco Multi-Media Solutions, Inc.; E. B. Green's Steakhouse; EBS-RMSCO, Inc.; EduKids, Inc.; Eileen's Centerview Bakery; Elaine's Flowers Shoppe; Empire Erectors, Inc.; Ernst & Young LLP; Ettore-Winter Photographer; Evans Bank; Fantastic Sam's; Fisher-Price; Flix Superplex Movie Theater; Frank's Bocce Club Pizzeria; Frito-Lay; General Mills; George's Hot Dogs; Grand Jude, Inc.; Guardian Life Insurance Company; Gullo's Garden Center; Hamburg Palace Theatre; The Hartford Life Insurance Company; Harvest Hill Public Golf and Recreation; Hatfield Quality Meats; Holiday Valley; HSBC Bank; Ilio DiPaolo's; James Desiderio, Inc.; JMS & Associates; John Lunn & Associates; JP Fitzgeralds; JP Morgan Chase; Jim Kelly Enterprises; Kid-N-Greens; KidzPlay; Knab Graphics; Koehler-Gibson; Lancaster Opera House Theatre; Lasertron; Lincoln Financial Group; LoTempio & Brown, PC; M&T Bank; Macy's; Made in Buffalo; Maple Leaf Foods; The Melting Pot; The Mentholatum Company; Midstate Bakery; Mischler's Florist; National Fuel Resources; New Creation Fellowship; New Era Cap Co.; Newly Weds Foods; Niagara Candy; Niagara Hobby & Craft Mart; Niagara Label & R.G. Graphics; Nichols Class of 1984; Nino's Pizzeria; Norampac; The Original Pancake House; Perry's Ice Cream Co.; Phillips Lytle LLP; Pine Ridge Farms; Pirates Plank; Pizza Del Aureo's; Quebecor World Buffalo; Ray Gay Sales; Read's Dry Cleaning; Red Osier; Reed's Jewelers; Rich Products Corporation; ROAR Logistics; Rodney's Restaurant; RT Dee & Associates; Rupp, Baase, Pfalzgraf, Cunningham & Coppola, LLC; St. Mary of the Lake School; Stone Plastics; Subway (Eden); Sun Life Insurance Company; Superior Auto Sales; Sysco Foods; Tandoori's; Target; TDH Refrigeration; Ted's Hot Dogs; Tipper Tie Corporation; TJ Maxx; The Travel Team Inc.; Travers Collins; Tronconi, Segarra & Associates, LLP; UNUM Insurance Company; U.S. Food Service; Uncle Joe's Diner; United World Martial Arts; University at Buffalo Athletics; Vara's Dry Cleaning; Voelkers Bowling Center; W.H. Greene & Associates, Inc.; Wal-Mart; Wegmans; Wendy's; West Herr Auto Group; WKBW-TV; WNY Family Magazine; WorldColor Buffalo; WYRK-FM.



Family Fun Day offers families an inexpensive way to celebrate the summer at Coca-Cola Field. It's clear that everyone enjoys the event!

