Every Fall, the EGC group, a public relations/marketing firm in Melville, shuts the agency down for 24 hours and focuses on a few select non-profits that are in need of marketing, branding, and advertising help. In those 24 hours, they develop, produce, and present campaigns for each of the non-profits to implement. This year Alternatives For Children was one of the non-profits selected for CreateAthon 2013.

Through the generosity of the EGC Group, and the unbelievable talent held within their walls, Alternatives For Children is now properly positioned to launch a much needed social media campaign. Going into the CreateAthon, one of our expressed needs was to develop a social media campaign that would drive parents, donors, and the general population to our website. The creation of an Alternatives For Children Facebook page, and the content created by the EGC social media marketing division has gotten us off to a great start; one which will be easy to maintain.

Another need going in was a complete analysis of the Alternatives For Children website. We know, (and were glad to hear from the EGC staff) that we have developed a content rich website filled with all the information needed to answer parent/consumer questions about all the programs and services we offer. Our problem was the SEO and analytics side. The EGC digital marketing division explained to us SEO best practices and has recommended some needed revisions and optimizations; doing all the work for us, priceless!

Our third need was a redesign of three of Alternatives For Children’s parent/family information guides. The EGC creative division has developed three beautifully eye-catching pamphlets for use in sharing information about our General Programs, Early Intervention Program, and our Preschool Special Education Program.

From all of us at Alternatives For Children, our thanks and appreciation to the entire EGC Group Staff! You have wonderful people doing amazing things – and again we say – Priceless!
To be able to celebrate the 25th Anniversary of any company or organization is a great accomplishment. To be recognized by the educational community, our parents, and parent/alumni as a leader in providing Early Intervention and Preschool Special Education programs and services to children with special needs and disabilities, is indeed heartwarming. In 1988, and even now, the goal of my heart is to make a far reaching impact in the lives of as many children with special needs as possible. Our mission twenty-five years ago, charged us with providing the highest quality special and regular education programs and services to children with disabilities and their typically developing peers. Amidst the ever changing regulatory and fiscal landscape, the administration, educational and therapeutic staff, together with the Board of Trustees of Alternatives For Children are committed now more than ever that these programs and services be available to the future generations of children who need it most, at the most critical time in their development, assuring that they have the tools and experiences necessary to build the foundation that will support them for the rest of their lives.

We were overwhelmed by the outpouring of support for our 25th Anniversary, and so thankful to the many like-minded people, corporations and companies that showed their belief in our mission. I know that Danielle and Tim Shea, our 25th Silver Anniversary chairpersons, speak for all parents of our children when they thank you all for your generosity. The programming and services we provide for the Shea’s son Brady, and all other children, could not be as comprehensive and all-encompassing without the support of our Sponsors and Donors.

Likewise, our 17th Annual Classic & Sports Car Rally saw greater participation from Sponsors and Drivers than we have seen in many years. Kudos and thanks for this great effort go to our Rally Chairperson Jim Buzzetta, Competition Automotive Group, and our Road Rally Committee.

On behalf of all of us at Alternatives For Children, we wish each of you a peace-filled and happy Holiday season and thank you for your constant support. Your choice to Make a Difference in the life of a child with special needs and the impact you have made on all the children’s lives is priceless.

Firefighter visits at
Melville and East Setauket
Now we know what to do and where to go if there is a fire in our house!

And, not to be afraid of the firefighters when they have on their firefighting gear!
Alternatives For Children  Receives Adapted Board Books  From  Girl Scout Natalie Voltz

Alternatives For Children would like to thank Natalie Voltz for her donation of several adapted board books that she made for the children. These books will be a welcome resource for our teachers and therapists to use with the children. Although all the children will enjoy these adapted books, those children diagnosed with sensory deficits disorders and language delays will especially benefit from these books. These adapted books will provide our students and teachers with opportunities for interactive fun and sensory input.

We thank Natalie for the time, thought, and dedication that it took to conceive this project, reach out to us, and deliver the finished product.

Illustrations from author Eric Carle’s Books come to LIFE!

The Rooster in Eric Carle’s The Very Busy Spider flutters his feathers chasing a fly!  How Fun!

The Bumblebee in Eric Carle’s The Very Quiet Cricket now leaps off the page at children!  A sensory wonderland!

A page from Eric Carle’s Little Cloud comes to life with the addition of cotton, making the cloud spring to life.
Alternatives For Children
Fall Happenings

East Setauket Fall Festival
Thank you to the
Occupational Therapy
Physical Therapy
Speech Therapy
Psych/SW
Departments
For this wonderful day of
educationally therapeutic Fun!

Scholastic Book Fair & Clifford the Big Red Dog Visits
Alternatives For Children East Setauket

Melville Pumpkin Patch FUN!

East Setauket Thanksgiving Feast FAMILY TIME in Miss Tracey’s Room
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Many Thanks from the children of Alternatives For Children
go to our 25th Silver Anniversary Chairpersons

25th Silver Anniversary Committee
Therese Blanton Patricia Coderre
Susan Ennis Kelly Fronckewicz
Dr. Marie E. Ficano George Tasso
Wendy Jorgensen Ingrid Trouvé
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WALK Radio
Jim Cesiro

**STARTING LINE SIGN**
Coastline Promotions
Laurence & Barb Rocker
Elite Concept Hair Designs
Margaret Dill
Robert Lang
Village Green Irrigation, Inc.
Here’s how you can Make A Difference!
Choose from our Special Projects Wish List and
underwrite the cost of one of our Special Projects so
that more of our dollars can go directly to the children!

School House Shape Up
Our four locations, housing 400 students per year, require
ongoing and annual mainte-
nance to operate both safely
and efficiently.
All those busy little fingers of
the children as they walk through the halls leave our
corridor walls looking somewhat less than pristine by
the end of the school year. By donating to School
House Shape Up your dollars could be used to ensure
that we begin each school year with our classrooms and
therapeutic areas looking brand spanking new!

Or, your gift could help us with the routine mainte-
nance that our very busy outdoor playground areas
require. Your gift to School House Shape Up would
help underwrite some of the costs associated with
typical building and grounds maintenance operating
expenses.

iTech - Teaching Through Technology
In the ever changing field of Technology an amazing world has
opened up for our children. All Educational Technology devices,
along with software peripherals are
used to reinforce concepts and themes
that are geared towards attaining each
child’s IEP goals.

You could help fund the acquisition of much needed
Technology - opening wide the doors for our children
to be as current and conversant with these important
technologies as their typically developing peers.

Resource Therapy Fund
Our therapists focus on integrating therapeutic
approaches not only individually, but within the
classroom. The Physical, Occupational and Speech
Therapists assist in setting up the classroom and
academic presentations which take into consideration
the visual, auditory, and sensory processing needs of
our students.

Your gift would provide the
funding for specialized
sensory materials, and/or
replenish and enrich therapy
program materials.

We must not, in trying to think about how we can make a big dif-
ference, ignore the small daily differences we can make which, over
time, add up to big differences that we often cannot foresee.

Marian Wright Edelman,
founder of the Children's Defense Fund

Special Projects Wish List
Make A Difference Today!

Give online at
http://www.alternatives4children.org/special-projects.html

Alternatives For Children is a not-for-profit, 501 (c)(3) organization registered with the NYS Charities Bureau. All donations are tax-deductible in accordance with current IRS charitable giving guidelines.
Happy Holidays
from the
Alternatives For Children Family
to your Family!

Providing the highest quality special and regular education programs and services to children with disabilities and their typically developing peers.

Alternatives For Children
Parent Testimonial

Thank you

I wanted to express my appreciation to your Melville staff, in particular, Ms. Jennifer Silverman and Ms. Susan Zezima, for the wonderful progress my son has made at Alternatives. My son, Jimmy, arrived at Alternatives last February and has made amazing progress thus far. This afternoon I met with his teacher, therapists, and Ms. Gronell to review his IEP for the coming school year and received a comprehensive and detailed summary of his progress and educational goals.

I come to every meeting at the school thoroughly prepared with research and questions and always leave with satisfaction that my inquiries were fully addressed and that we made the right choice in placing our son at Alternatives For Children. We have witnessed such remarkable growth and progress with his learning and day to day activities and watch his true enjoyment in attending school and interacting with the entire staff and fellow students every day. Thanks very much.

Lynn, Jimmy’s mom