



**PRIDE**

**2020**

ANNUAL REPORT

Improving the quality of life for all.

# M MISSION

To improve the  
quality of life for all.



PRIDE

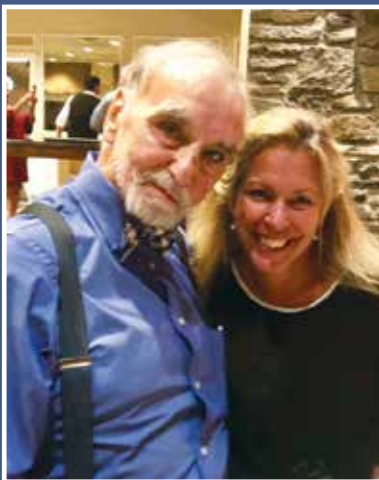
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# VISION

To provide the best possible services with the highest standards, to go above and beyond expectations.



# EXECUTIVE DIRECTOR'S MESSAGE



*Joanne Storrs congratulates Doug Latham for receiving PRIDE's Lifetime Achievement Award and for his citation from the Massachusetts State Legislature.*

Dear Family and Friends,

For more than 50 years, PRIDE has played a vital role in the lives of individuals with developmental disabilities. Our commitment to innovation has served us well in developing a continuum of services that have been critical to supporting our community throughout COVID-19. During these challenging times our Senior Leadership team has been working diligently to provide support to all of the individuals who depend on us. Our staff leadership and service has demonstrated how dedicated and caring our team truly is, and for that I am incredibly thankful.

The second half of 2020 presented us with an unprecedented set of challenges. Supporting 700 individuals and families during a global health crisis requires swift and effective action as the ground continues to shift under our feet. Many of the individuals we support face additional health challenges, requiring a specialized level of care that far surpasses the needs of a typical population. Our frontline staff—direct support professionals, nurses, care givers—have risen to these challenges with unflagging devotion, grace and compassion. PRIDE Inc. was founded *by families for families for life*. This core value has never been more important than it is now, as we experience one of the most difficult periods in our 50-year history.

As we reflect upon these challenging times, I want to express my gratitude to our dedicated staff, our community partners, Stakeholders, Board of Directors and especially the families who have been working with us throughout the pandemic to deliver the best outcomes for everyone. I hope that you will take a moment in this report to learn more about our ongoing response to COVID-19, understand how our staff has been stepping up to manage the frontlines of the global pandemic, and be inspired by the heartwarming stories of humanity that have arisen out of these trials.

As we emerge from the peak of COVID-19, we have a tremendous opportunity to demonstrate what PRIDE does best—support individuals with developmental disabilities so that they may thrive no matter the circumstances. I look forward to leading PRIDE into this next chapter, as we work together to uphold the standards of excellence for which our organization is known.

Best Wishes,

Joanne Storrs, Executive Director



# G OVERNANCE

## Board Officers

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PRESIDENT  
Carol Sullivan

VICE PRESIDENT  
Patricia Babbitt

TREASURER  
Andrew Hewitt

SECRETARY  
Judith Mulrooney

PAST PRESIDENT  
Josephine Almeida

BOARD EMERITORUM  
Sheilah Riordan, PhD

Colleen Karsner, Esq.

## Board

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Joseph Amaral  
Peter Bartel, DMD

Edward Correira  
Gregory DeMelo

Jeffrey Hunt  
Colleen Karsner

Kevin Kennedy  
William Manganiello, Esq.  
Henry Mello

John Mickelson  
Michael Peters

Richard Shafer  
Alex Stylos

Steven Turner

## Senior Leadership

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EXECUTIVE  
DIRECTOR  
Joanne Storrs

ASSISTANT  
EXECUTIVE  
DIRECTOR  
Marc Mauricio

DIRECTOR OF  
OPERATIONS  
Douglas Latham

BUSINESS MANAGER  
Jessica Andrews

COMMUNITY LIVING  
DIRECTOR  
Beth Conaty

DIRECTOR OF  
COMMUNITY-  
BASED SERVICES  
Jennifer Perry

DIRECTOR OF DAY  
HABILITATION  
Sarah Campbell

DIRECTOR OF  
EMPLOYMENT  
SERVICES  
Tayla Nogueira

HEALTHCARE  
COORDINATOR  
Erica Marcotte, RN

PROGRAM  
COORDINATOR,  
COMMUNITY-BASED  
DAY PROGRAM  
Nicole Lamb

PROGRAM MANAGER  
OF DAY HABILITATION  
Cayte Still



## Advisory Council of Participants

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Donald Baker  
Peter Berquist  
Liz Casali

Jasmine Gillett  
Sarah Green  
Paul Nadeau

Brian Reilly  
Chrissy Roberts  
Judith Shevory

Craig Silva



# Giving Back to the Community

## COVID-19: How Our PRIDE Staff Made a Difference

On March 23rd, Massachusetts Governor Charlie Baker issued an *Executive Stay At Home Order* due to the COVID-19 pandemic. This meant that all of PRIDE's community and center-based programs were required to close. There was much uncertainty and fear in the community about this new disease. PRIDEWRX, however, was working on products deemed essential. Organizing with careful thought and planning for everyone's safety and well-being, PRIDE's Senior Leadership team kicked into overdrive so that we would be able to serve the community.

Our proudest moment came when the Lacerta Group based out of Mansfield asked if we could assemble, package and ship face shields. We were honored to complete 319,200 protective face shields while our PRIDE constituents sheltered in place. Soon another request came in to package and assemble janitorial kits and hand sanitizers. Our leadership team and the PRIDEWRX staff got right to work, completing 2,500 kits and 110,000 hand sanitizers in five months.

Meanwhile, Meals On Wheels needed help to be able to continue their outstanding track record of supplying prepared food to the elderly population. Delivering more than 3,600 meals over three months, PRIDE's senior leadership picked up routes for Meals On Wheels where drivers were no longer available to work, carrying through with our civil duty to get the elderly community the meals they needed and depended on.

**319,200**  
**Face Shields**  
**Assembled, Packaged**  
**& Shipped**

**110,000**  
**Hand Sanitizers**  
**Packaged & Shipped**

**65,000**  
**Bars of Soap**  
**Packaged & Shipped**

**30,000**  
**Syringes Packaged**  
**& Shipped**

**3,600**  
**Meals Delivers**

**2,500**  
**Janitorial Kits**  
**Assembled, Packaged**  
**& Shipped**





*Tayla Nogueira, Director of Employment Transition Services (left) and Jennifer Perry, Director of Community-Based Services (right) deliver Meals On Wheels food to seniors in our community.*



*Idelis Colon, PRIDEWRX Supervisor, assembles janitorial supplies.*



*PRIDEWRX Production Manager Sue Garant packages hand sanitizers.*



50TH  
Anniversary Cookout  
AT FRANCIS FARM

In 2019, to celebrate our 50th PRIDE wanted to take our annual summer cookout to the next level, so we held it at Francis Farm in Rehoboth, MA. On a wonderful August afternoon, participants, family members and employees enjoyed beach volleyball, bocce, basketball, horse shoes and so much more. The icing on the cake was our favorite local musician and former employee, Steve Macomber, who got the group line dancing and singing to all of our favorite tunes. It was a fabulous day and a great time of celebration.



# Equine Therapy Builds Skills

We believe that all success stories begin with the process of forming relationships. This holds no truer than through our relationship with *Contact with Horses*, located in Little Compton, RI.

Thanks to a portion of grant funding from Sensata Industries, PRIDE is pleased to explore the values of Equine-Assisted Psychotherapy (EAP) with our constituents. *Contact with Horses* offers a unique opportunity for participants to experience change in their lives through interaction with horses.

EAP involves activities including grooming, feeding, haltering and leading a horse. The ultimate goal of this service is to help our participants develop needed skills and attributes such as accountability, responsibility, and self-confidence. It also helps build trusting relationships and increases self esteem. We are thrilled with the success of this program. The benefits for our PRIDE participants are undeniable.



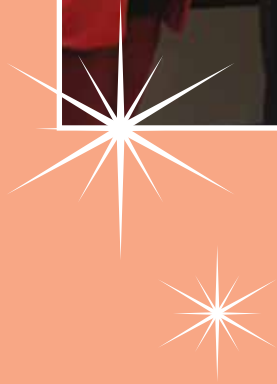
# PRIDE Welcomes the Taunton Rotary

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**R**otary Day at PRIDE is when Taunton Rotarians bring their passions here and share them with our participants. Whenever they visit it's a fabulous day of giving. These community leaders teach classes on wreath making, cooking, and building bird houses. They also conduct popular sing-a-longs.

Huge smiles are everywhere, not only on the faces of our PRIDE participants but also on the Rotarians who lead the events. Thank you, Rotary, for all that you do for our great City of Taunton. You are always welcome at PRIDE!



**O**n September 14th of 2019, PRIDE held its *50th Anniversary Gala* with a sold out house at *The Chateau* in Norton. The event was a huge success, with great food, music and dancing. This occasion brought together the community, participants, family members, elected officials, PRIDE employees and friends. Senator Mark Pacheco, then Rep. Shaunna O'Connell and the former Mayor Thomas Hoye celebrated with us and shared a few words to mark this auspicious occasion. Citations from the Commonwealth of Massachusetts were also awarded to PRIDE.



PRIDE'S  
50th Anniversary  
GALA



# P reparing for the New Normal

# COVID-19 MARCH 2020 HIT WITH A BANG!

With the arrival of COVID-19 and Governor Baker's mandate to stay home, our residents were suddenly sheltering in place and our Day Services were suspended. We had to rethink all of our processes and programs in a fast-changing environment. As we dealt with what was in front of us, we also needed to plan for the future to be prepared for re-opening in stages as soon as Commonwealth regulations permitted. With careful evaluation of our systems and processes, we created "PRIDE's Pandemic Plan."

This strategy outlines the steps required to modify physical locations, enhance technology to stay connected, and to protect the individuals we support as well as our workforce. Notably, these phases of the plan were designed to be gradual movements toward a new normal while remaining prepared to reverse course in the event of a second wave of the virus. As always, we planned for the worst, even as we hoped for the best.





## Preparedness & Prevention

When COVID-19 hit, we immediately began putting procedures into place, taking large-scale precautionary measures to ensure the health and well-being of our individuals and staff. Even under typical circumstances, our individuals require highly skilled care—and the situation unfolding before us was anything but typical.

Given the extensive needs of the population we serve, being equipped in a crisis situation is imperative. We are an interdependent community and experience dictates that a safe and successful response to an emergency is dependent on thorough preparedness, organization, education, communication, training and the rehearsal of emergency procedures. Each person has an important role to play in maintaining our organization's emergency preparedness and safety. We used guidance from the Massachusetts State Department of Health, the CDC and the Executive Office of Health and Human Services as a baseline, consistently looking for opportunities to enhance protocols. Our team led strategically, and they continue to execute with precision and compassion.

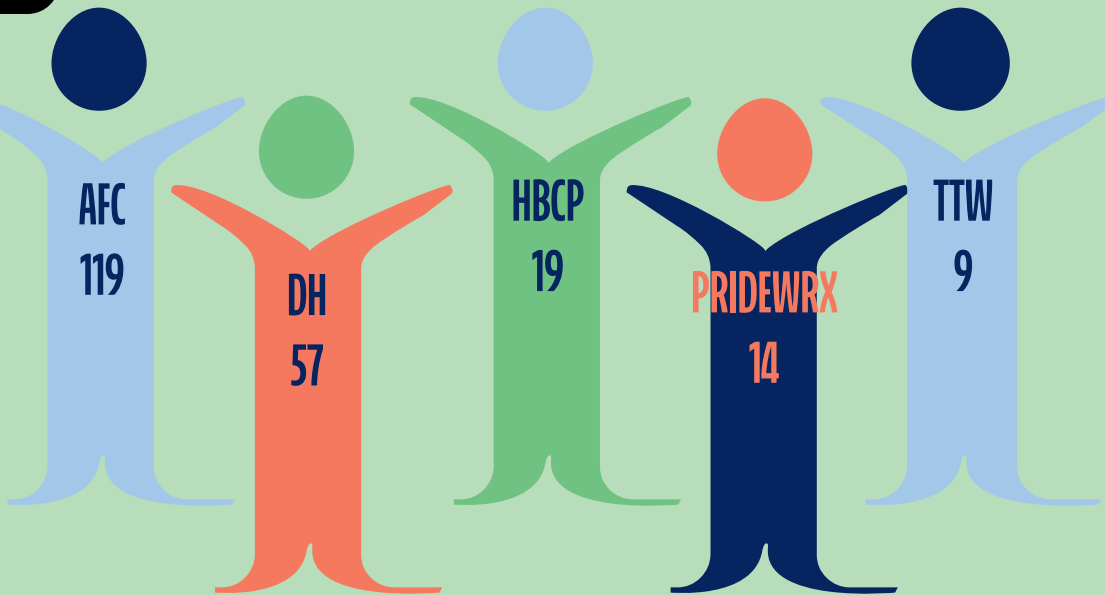


## Participants Thrive with Online & Remote Therapies

The immediate closure of Day Services challenged us to find effective ways to engage our individuals of all ages remotely—overnight. PRIDE is known for its comprehensive and cutting-edge programming, so a pandemic was not going to stop us. We discovered that our participants were able to thrive with online and remote therapies like their peers all across the country. Both families and caregivers faced the challenge of learning from home and receiving therapies via telehealth during the crisis. While remote learning was not designed for individuals with special needs, the staff and administration have gone above and beyond to help parents support their loved one's progress at home. Zoom sessions came to be the highlight of many participants throughout the pandemic and continues to be a way to keep us connected.



645 people were served in PRIDE Programs with 59 Employees.



- (ABI) Acquired Brain Injury
  - (AFC) Adult Foster Care
  - (CBDS) Community-Based Day Services
  - (CEPS) Community Employment & Placement Services
  - (DH) Day Habilitation
  - (HBCP) Home-Based Children's Program
  - (MCB) Mass. Commission for the Blind
  - (PCAM) Personal Care Attendant Management
  - (PRE-ETS) Pre-Employment Transition Services
  - PRIDEWRX PRIDEWRX
  - TTW Transition to Work Program
  - (VE)\* Vocational Evaluation
- \* INCLUDES INDIVIDUALS FROM MULTIPLE PROGRAMS; NOT INCLUDED IN TOTAL.



## Acquired Brain Injury (ABI) Services

provide assistance with chore services, individual support and community habilitation, supported employment, pre-vocational services, day services, adult companionship and respite. Individuals receive the supports they need to thrive in the midst of cognitive, emotional, and/or physical long-term disabilities.

## Adult Foster Care (AFC)

coordinates the care of individuals living in the community with a loving family.

## Community-Based Day Services (CBDS)

enable individuals to select from a broad range of activities that take place in a variety of settings in the community. CBDS also provides training and education to develop work skills and job readiness.

## Community Employment &

## Placement Services (CEPS) or

provide job placement in the business community based on individual needs, interests and abilities. Ongoing supports are available for both employee and employer as needed. PRIDE collaborates with the Massachusetts Commission for the Deaf and Hard of Hearing, the Massachusetts Commission for the Blind, and the Department of Developmental Services.

## Day Habilitation (DH)

provides supportive therapies and activities for individuals in need of developmental skill acquisition and nursing supports.

# Programs & Services

## Home-Based Children's Program (HBCP)

 or 

provides services to children diagnosed with Autism Spectrum Disorder (ASD) and/or other developmental delays. The main goal is to enable children to remain at home. Home services address the unique concerns of each child in order to maintain, stabilize, and/or improve current levels of functioning.

## Mass. Commission for the Blind

provides services to individuals within our programs who are blind.

## Personal Care Attendant Management

(PCAM) 

provides staff to help individuals manage their personal care attendants and enable them to live independently.

## Pre-Employment Transition Services

(Pre-ETS) 

provide individualized services for students ages 14-22 who have disabilities and are enrolled in high school and/or post-secondary educational programs. The goal is to help students ready themselves for transition from

school to competitive employment. Taking place in or outside of school, students receive job exploration counseling, work readiness training, self-advocacy, mentoring, a paid community-based internship, and counseling on post-secondary education when applicable.

PRIDEWRX  and/or 

provides professional services to the business community, such as bulk and direct mailings, commercial cleaning services, assembly, and packaging.

## Transition to Work Program (TTW)

provides employment, education and skill development, in collaboration with local school systems, to assist with the transition from high school to work for optimal success. Each opportunity is tailored to the interests and abilities of the individual.

Vocational Evaluation (VE)  and/or 

provides systematic assessment of an individual's potential for employment and the best job match.

## FUNDING SOURCES

-  Dept. of Developmental Services
-  Mass Behavioral Health Program
-  MassHealth
-  MA Rehab Commission
-  Other Sources
-  Public School Systems

# Statement of Activities



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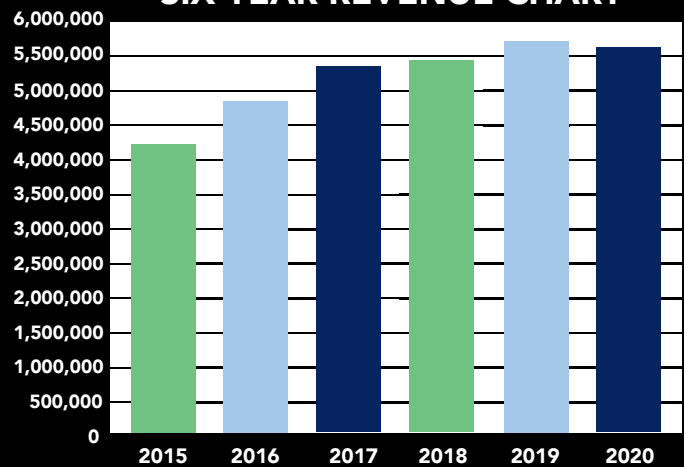
17


## FYE 2020

Total Revenue = \$5,525,246

Total Expenses = \$5,229,479

### SIX-YEAR REVENUE CHART





# Funding Sources / Donors

## Fundraising Events

**\$44,202**

(GROSS INCOME)

\$34,146.....	Golf Tournament
7,732.....	Clam Boil
2,324.....	Running of the Elves

## Contributions / Grants / Gifts In Kind

**\$27,897**

\$15,000.....	Sensata Technologies
10,000.....	United Way
1,000.....	RFG Bristol Wealth Advisors
750.....	T. A. Fillipovich Landscaping
647.....	Bridgewater Savings Bank
500.....	Colleen Karsner

## FUNDRAISING EVENTS

Prior to COVID-19, PRIDE fundraisers this fiscal year included a Clam Boil, the Annual Elf Run, and the Golf Tournament. Our thanks to all who joined us for these events. Your participation and support goes directly to PRIDE programs and services, and continues to improve the quality of life for all.



PRIDE

19

Working to make a difference



# PRIDEWRX

We're a production partner offering high quality, reliable, and competitively-priced services that make a real difference in the lives of countless individuals. Thank you for teaming up with us as responsible, corporate citizens.

**PRIDEWRX served 55 different customers in 2020 with a total income of \$243,672.**

### The top 10 companies were as follows:

Fresh Inc. ....	\$ 120,526
Mangiacotti Florals LLC .....	25,812
General Dynamics .....	25,323
Ocean Spray Cranberries .....	23,673
National Marker Inc .....	12,834
Parker & Bailey .....	9,713
Charles River .....	7,927
Cape Cod Sweets LLC.....	6,297
Mac Sales Group.....	5,825
Ace International .....	5,742

# OUR THANKS

to these companies for providing job opportunities to our individuals through PRIDEWRX and PRIDE Employment Services.

Ace International	Lacerta Group Inc.
Adams Graphic	Lopes Construction Company
Advanced Marketing Solutions	LVMH Perfumes
Agilux Laboratories	Mac Wholesalers
Autopart International	Mangiacotti
Back Bay Outfitters, Inc.	National Marker
BETA Inc.	Ocean Spray Cranberries
Blue Tiger	Parker & Bailey
Bristol Elder Services	Purple Turtle
C&W Services	Romanow Container
CBM Industries	Rotary Club of Taunton
Charles River Laboratories	The Salvation Army
Craft Inc.	Stop & Shop Supermarket Co.
Davol – Taunton Printing	Sharing the Harvest
Dighton Lions	Southeastern Regional Planning & Economic Development District (SRPEDD)
Diversified Biotech	Taunton Art Association
Eurest Dining at General Dynamics C-4	Taunton Development Corporation
Fresh, Inc.	Workforce Services / Equipment Shop
Garden Tutor	
Hub Folding Box Co. Inc.	
Kat Burki Inc.	
Kiwanis Club	



# Annual Awards

**E**ACH YEAR PRIDE HONORS CONSTITUENTS WHO HAVE GROWN LEAPS AND BOUNDS IN independence across a spectrum of areas. We also honor the achievements of employees and caregivers who have given 100% of themselves to make major impacts on those we serve. Congratulations to these fantastic recipients.

## Caregiver of the Year

### LISA ANDRADE

Lisa has delivered the highest quality of care in a warm “home like” setting while meeting both the physical and emotional needs of her person served.



## Community Living Award

### KATHLEEN HARRINGTON

Kathleen has grown in independence considerably, accessing her community and being a contributing member. Being an Adult Foster Care (AFC) member has been life changing for her.



## President's Community Employment Award

### JACEY STAGMAN

Jacey was able to secure a job with the Fall River School system as a crossing guard. This was an enormous accomplishment for Jacey where he gained meaningful and rewarding employment.



## Personal Accomplishment Award

### ROBERT BERGERON

Robert was willing and able to learn a new skill set that was not easy. He is now successfully wrapping an intricate level of soap for the FRESH Co.





## PRIDE Lifetime Achievement Award DOUG LATHAM

In appreciation of more than 40 years of dedicated and loyal service to PRIDE and our mission, Doug Latham was presented with the Lifetime Achievement Award at PRIDE's 50th Anniversary Gala in 2019. His personal example of leadership, competence and concern for others and his highest standards of excellence serve as an inspiration to us all. Doug also received a special citation from the Massachusetts State Legislature, presented by then Rep. Shaunna O'Connell (photo above).



# Employee of the Year Nicole Lamb

**N**ICOLE IS A "ONE OF A KIND" EMPLOYEE WHO IS LOVED BY ALL. Her commitment to our participants and her willingness to go above and beyond expectations is both inspirational and commendable. As the Program Coordinator of our Community-Based Day Program, Nicole gives our participants what they want and need. Her leadership and organizational skills provide PRIDE's participants with the experience they are looking for day in and day out. Nicole's superb listening skills allow those in her program to not only have a voice, but to be heard.





**PRIDE**

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**PRIDEWRX**

Working to make a difference.

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[facebook.com/pridetaunton](https://facebook.com/pridetaunton)

PRIDE's 2020 Annual Report is a publication of our agency, a 501(c)(3) not for profit organization incorporated in 1969. This report provides a representative snapshot of the accomplishments and activities taking place from July 1st 2019 through June 30 2020 and gratefully acknowledges the contributions of our friends and supporters.



**PROVIDERS' COUNCIL**



**BRAIN INJURY ASSOCIATION OF MASSACHUSETTS**



**ADDP**  
Association of Developmental Disabilities Professionals  
Community for Living. Community for Life.