



PeopleInc

Where your world opens up.

ANNUAL REPORT

A YEAR OF RESILIENCE, RESPONSIVENESS AND RESULTS
2020

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This past year was a time of unparalleled challenges across our region and around the world.

People Inc., too, was greatly impacted by this unpredictable time in our history. However, the hurdles of 2020 revealed a great deal about human strength and perseverance. As an agency, People Inc. is made of up of an incredible team - our frontline heroes, clinicians and administrative employees - who each play an important role in ensuring the safety of the people we support. We are so proud of their ongoing dedication and selflessness during these challenging times. Our long-standing Emergency Preparedness Team continued to be an asset, working 24/7 to help safeguard all of the people we support and our employees with guidelines and resources. Our partners and supporters have also played a huge part in our success throughout 2020 - your assistance and belief in our mission helped sustain our work and propel us into a hopeful future.

With these sentiments in mind, we're pleased to present the 2020 edition of the People Inc. Annual Report, which is built around three words that have aptly defined the past year: Resilience, Responsiveness and Results. Although 2020 was a difficult time, we have emerged stronger than ever. Through combined efforts, People Inc. has been able to adapt and expand our services to better support the needs of people with intellectual and developmental disabilities, families, older adults and our communities. Plus, the year marked the 50th anniversary of People Inc. - we're so proud of this milestone and happy to share some of our successes along the way.

Rhonda Frederick
Rhonda Frederick
President and CEO
People Inc.

Lynne R. Frank
Lynne Frank
2020 Chairperson
People Inc. Board of Directors



People Inc. was founded on the basis that diversity, equity and inclusion (DEI) are key principles in everything we do.

We continue to enhance our DEI efforts and strive to be a model in the fields of health and human services. Over the past year, we continued to cultivate our culture of acceptance including:

- Developing two advisory committees that are designed to bring a diverse set of perspectives to our decision-making processes.
- Delivering in-person, virtual and online learning opportunities to further support our employees.
- Expanding Diversity, Equity and Inclusion in our core agency values.
- Creating a People Inc. "Inclusion" video to mark our ongoing commitment to inclusion and encourage people to stand together against what divides us.
- Highlighting different cultures and traditions through monthly communications with employees and across our social media channels so that we can foster a greater appreciation for one another.

View our Inclusion video at youtube.com/user/PeopleIncWNY or click below.





At the start of 2020, no one could have imagined what actually developed around us throughout the year.

As an innovative, resilient organization with passionate and skilled staff, People Inc. was well-positioned to step up to many challenges. By having flexible staff and thoughtful leadership, we still delivered the majority of our programs and services, by adapting them along the way to meet the needs of the thousands of people we support. Let's pause and reflect on what has been accomplished, while we continue to move forward with a vision of excellence for the future.

We continued to support people of all abilities and ages. While providing our services throughout Western New York, many of our services expanded across the Greater Rochester region to respond to the needs of people living with intellectual and developmental disabilities and their families. These included: Behavioral Health; Services for Children and Young Adults, like Care Management for Children and Early Intervention service coordination; Community Habilitation; Employment Services; Family Reimbursement; Respite Services

and Self-Directed Services. Additionally, we opened a new group home in the Rochester area.

The "On Our Way @Wayside" project, a new People Inc. transitional housing project was completed. Located in Hamburg, NY, the program will benefit people with intellectual and developmental disabilities by preparing them for independent living. They will develop skills through hands-on learning in a comfortable, community setting. Employees and business partners helped furnish the home through donations made during a Virtual Housewarming Shower.

As part of our Affordable Apartments, Grant Street Apartments in North Tonawanda, NY, and Jefferson Avenue Apartments in Buffalo, NY, both welcomed their first tenants. Our Affordable Apartments Services continue to expand and we look forward to providing further opportunities for a diverse group of people.

re·sil·ience

The capacity to recover quickly from difficulties; toughness.



“I have gained even more respect for those working in our group homes.”

- Melanie Wilkinson, Advancement coordinator for the People Inc. Foundation, who was temporarily reassigned to our PeopleCart team

At People Inc., the health and safety of the people we support and all of our staff are the highest priority.

Our Emergency Response Model, which has been in place since 2014, helped to lead the way for our ability to be proactive for critical needs. Our established People Inc. Emergency Preparedness Team met twice daily to ensure that we addressed access to resources. As a result, hundreds of messages were communicated to our staff, people we support and families. New practices and protocols were put into place with amazing efficiency and speed. Our Telemedicine Program was instrumental in providing a structure that allowed our agency to take action quickly, respond to changes and help manage the crisis – all while being sensitive to various needs.

To minimize community contact, People Inc. created “PeopleCart” to support residential staff with grocery

shopping. A group of designated grocery shoppers safely purchased items, based on lists provided by the sites. With no entry, they delivered to doors of People Inc. residences.

This also helped direct support professionals to maintain their focus on the well-being of people living in our agency group homes.

The Information Technology Department quickly responded to the onset of the pandemic by preparing over 500 employees in our support departments to perform their responsibilities remotely. New solutions, such as enhanced security features and remote communication software, were put in place and kept all essential facets of the agency functioning.

re·spon·sive·ness

The quality of reacting quickly and positively.



The COVID-19 pandemic brought numerous challenges to the human services industry.

Despite these hurdles, People Inc. found ways to rise to the occasion. Early in the pandemic, the difficult decision was made to temporarily close People Inc. Day Habilitation Programs. In the wake of this change, the agency needed to find ways to keep the people we serve thriving. The "Art at Home" initiative was born. Created by People Inc. Arts Experience, a fine arts day habilitation program, "Art at Home" was a way to engage people enrolled in our day programs and encourage them to continue expressing their creativity.

The initiative was a success with staff and participants alike. Virtual programming allowed program enrollees to use technology along with safe, limited, in-person support. The schedule was adjusted weekly to keep activities fun and engaging. Through applications like Zoom and other internet resources, free-flowing drawing sessions, book clubs, art gallery tours, dance, yoga, meditation, theater, art classes and

more, people learned and expanded their creativity in the safety of their own homes.

Norman, who lives at one of our group homes in West Seneca, NY, had a lot to say about his experiences: "I love doing art stuff. It's fun and I like trying different things, like sign language classes. It relaxes me and keeps me calm, too. When people see my artwork, it makes me feel happy." Norman also expressed that sign language classes through "Art at Home" have allowed him to help communicate with a housemate who has difficulty communicating. Patrick, who also lives at the house, added, "I like writing and art. I like the Zoom classes and meeting new friends."

Although the changes the pandemic has brought have been an adjustment for all of us, opportunities like "Art at Home" have allowed people to try new things, expand their creativity and – above all – persevere.





“Chris takes initiative and continues to be a respected, reliable employee.”

- Bob Drodz, manager of Len-Co Lumber, referring to Christopher Chase, who is a member of the People Inc. Supported Employment Program

Our focus continued on the safety and well-being of the people we support, while navigating new paths forward.

People Inc. Self-Directed Services continued to grow throughout 2020. This person-centered program allows people with intellectual and developmental disabilities to direct what services are most meaningful to them, providing opportunities to lead richer lives, based on person-centered outcomes. The program saw 34 percent growth and surpassed 1,000 enrollees. The team transitioned to being fully remote, while providing exceptional customer service and embracing the virtual telehealth option.

We continued to support people with disabilities in their employment goals and worked with local businesses through our Supported Employment and Vocational Services Programs. The relationships between our staff and the businesses contributed to our ability to creatively address how to keep people working safely and comfortably. Additionally, our Business Solutions – Contract Manufacturing, Janitorial and Carpet Cleaning Services continued, although on a limited basis in some instances. For our Janitorial Services, we started with one crew consisting of five employees and have since expanded

to seven crews and over 60 employees, cleaning almost 750,000 square feet a week. This operation continued through all of 2020 and almost everyone is now back to work.

It was a difficult year for organizations providing services to the elderly, an at-risk population. Our supports continued for People Inc. Senior Living, ensuring apartment building cleanliness and safety for tenants. Additionally, People Inc. Senior Living service coordinators had to think outside the box to ensure essential needs were met, while maintaining focus on the safety and health of our tenants. Service coordinators created a list of food pantries, grocery delivery services, “senior friendly” grocery stores and safe transportation options for tenants. Not being able to provide in-person educational and wellness programs was hard. As a result, our Senior Living Team provided monthly newsletter articles to help keep tenants updated with information to help them protect themselves against the many scams related to COVID-19 testing and medical insurance fraud.

re·sults

Consequences, effects or outcomes of something.



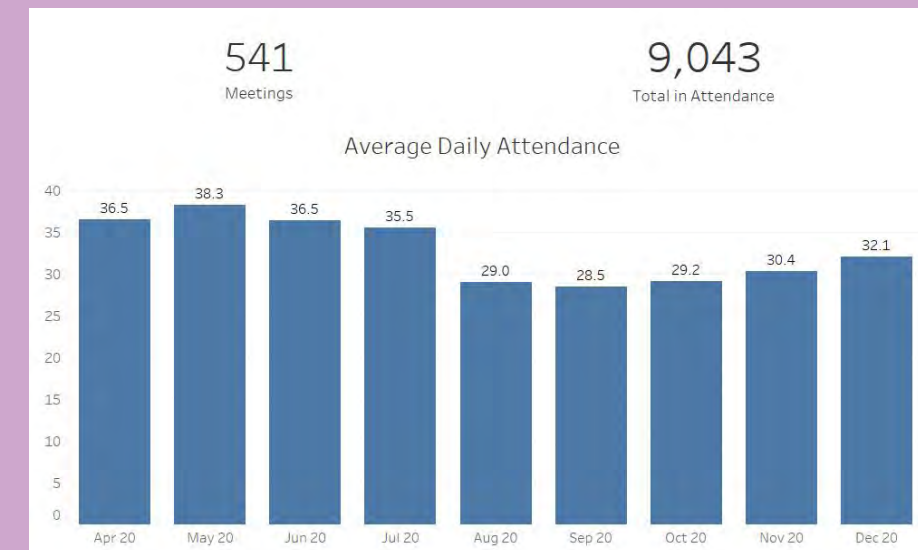
Many people sheltered in place, including older adults. Our Senior Companion Program that assists older adults in Erie County who have difficulty with daily living tasks, thankfully remained active. People Inc. Senior Companion volunteers continued to reach out through virtual visits. As an extra way to stay in touch, our agency implemented "Phone Connection," an initiative through which our Senior Companion Program volunteers reached out to recipients with telephone calls.

Our People Inc. family continued to grow and thrive: A new collaboration, Virtual Medical Care, was initiated. People Inc. also welcomed Lothlorien Therapeutic Riding Center, Inc., into our family of agencies. Lothlorien, a

therapeutic horseback riding facility, provides horsemanship and horseback riding opportunities for children, older adults and veterans with cognitive, physical, emotional and learning disabilities.

Our affiliate, Deaf Access Services, encouraged state leaders to include vital sign language interpretation in their communications, which was implemented locally and throughout New York State.

We launched PeopleConnect, our new Employee Intranet, to help staff stay informed with what's happening at People Inc., including many safety guidelines and updates in the face of the pandemic.



Support for Self-Advocacy Grows through the Pandemic

Our Advocacy Department was preparing to move meetings to an online format before the pandemic hit and was pushed into starting these virtual meetings out of necessity. What started as an effort to keep local people with disabilities connected turned into a state-wide undertaking. Providing virtual meetings allowed us to not only communicate about COVID-19 and staying safe, but also promoted relationship-building among the people that participated in the regularly-scheduled meetings.

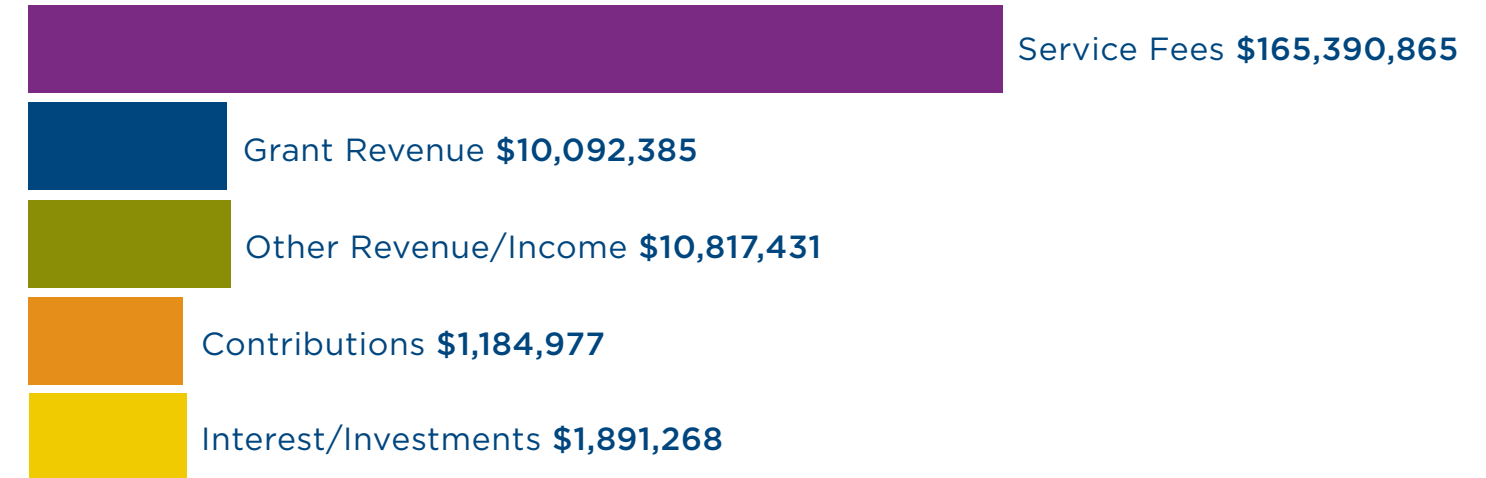
Agency Overhead

92 cents of every dollar is allocated to direct program costs at People Inc.

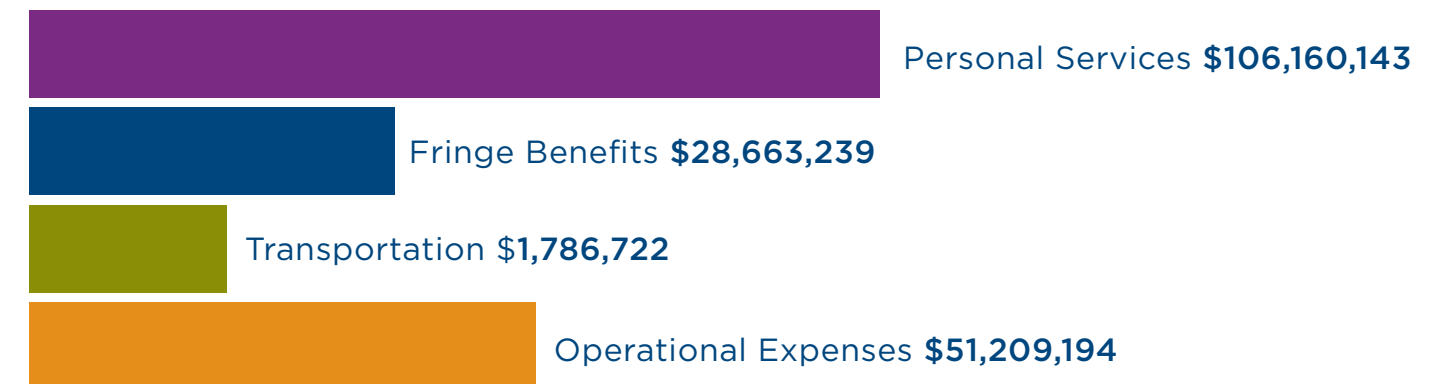
Source: 2020 Audited Financial Statements by Bryans & Gramuglia CPAS LLC.



Total Revenue \$189,376,926



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In 2020, People Inc. marked its 50th anniversary! From illuminating local landmarks blue and receiving proclamations from local elected officials to highlighting historical photos in agency communications, our golden milestone will be celebrated through the end of 2021.

Over the years, People Inc. has enhanced and expanded its programs, services and initiatives to support even more people to live, work and thrive in their communities – promoting independence, access to supports and health services, as well as affordable, safe housing. Here is a snapshot of how things were then and now.

People Inc. 50th Anniversary...

THEN

In 1970, a small group of parents and professionals joined together to address the needs of people with developmental disabilities and created an agency formerly known as Services to the Mentally Retarded in Erie County (SMREC), which would later become People Inc.

NOW

As a multispecialty non-profit health and human services agency, People Inc. provides programs and services to more than 10,000 people of all ages and abilities in Western New York and the Greater Rochester region. Services include: Residential, Children and Young Adult Services, Community Habilitation, Day Services, Vocational Services and Supported Employment, Family Advocacy Services and Supports, Respite, Self-Directed Services, Health Services, Services for Older Adults, Affordable Apartments and various Business Solutions. As other organizations affiliated with our agency, services were preserved in the community and expanded to meet the needs of even more people.

THEN

People Inc. began with less than 10 employees, helping just a small group of people with developmental disabilities.

NOW

Our agency is currently one of the largest non-profit employers in the region with nearly 4,000 staff, who make an impact on the more than 10,000 people we support. We're considered Western New York's largest not-for-profit agency when ranked by revenue and the number of people employed. According to Buffalo Business First, People Inc. is one of the top 25 employers in the area.

THEN

People Inc. did not offer services to children.

NOW

About 30 percent of our disability services are for children and young adults. We work with care coordinators and families to support the needs of people from birth to age 26, offering Children's Health Home Care Management, Early Intervention, Educational and Family Advocacy Services, Respite Services, Transition Services and Young Adult Life Transitions.

THEN

People Inc. started its services in one building.

NOW

We're most likely supporting people in your neighborhood, as People Inc. operates nearly 200 sites and provides numerous supports across Western New York and the Greater Rochester region, plus assist people in their private homes.

THEN

Limited training was provided to staff members.

NOW

The People Inc. Learning and Development Department is committed to the modernization of learning opportunities for our employees by creating engaging topics, activities and instruction that are both in-person and virtual to reinforce the information needed to provide quality services. There are now more than 600 modules in the Learning Management System, including supervisory training segments and departmental orientation options, which have also expanded remote learning. The department has continued to work with the University at Buffalo on the provision of Trauma Informed Care training, as well as LEAN and Black Belt Certifications.

THEN

Typewriters, landline phones and carbon paper was our “technology.”

NOW

One of our group homes in Williamsville, NY, was the first residential location to use a computer. With improved technology, computers, email and cell phones, communication is now instantaneous. The agency’s Information Technology Department manages a vast array of computer software and networks. The Marketing Communications Department produces content for social media channels reaching thousands of people across Facebook, Instagram, LinkedIn, Twitter and YouTube.

THEN

The People Inc. Supported Employment Program started with 15 people in a garage. We did not offer other unique employment opportunities for people with disabilities.

NOW

Today, we work with businesses to employ hundreds of people with disabilities and create jobs around their talents and interests. The Supported Employment and Vocational Service Programs have grown to support more than 600 people through partnerships with more than 300 local businesses. Over the years, we’ve established additional opportunities that offer high-quality work, through our Business Solutions initiative, which includes Carpet Cleaning, Contract Manufacturing and Janitorial Services.

THEN

People Inc. did not offer health services.

NOW

We’re pleased to have added health services to our list of options, specializing in health care for people with developmental disabilities, as well as for the general public. This includes Home Health Care; Telemedicine and Rehabilitation Services, like physical, occupational and speech therapies. The use of Electronic Health Records continues to improve efficiency.

THEN

People Inc. did not offer services to seniors.

NOW

In 1993, the agency opened its first low-income senior living apartment complex and currently operates 20 locations throughout Western New York for people age 62 and over who are income-eligible, with 878 tenants at the close of 2020. Other services for older adults include our Senior Companion Program, where 71 volunteers assist 163 recipients, and our Senior Outreach Program that assists 1,018 people age 60 and over. Additionally, our agency operates a day program that helps people with memory loss. Our agency also manages the New York State Long-Term Care Ombudsman Program for certain counties.

THEN

People Inc. did not provide affordable housing.

NOW

In an effort to bring various audiences together for a unique housing model, People Inc. established Affordable Apartments in 2017, including tax-credit and mixed-income housing, for people who meet age and income requirements. At the end of 2020, there were 369 tenants living in our nine apartment buildings with additional locations in development.

THEN

There were very few regulations or specific guidelines to follow.

NOW

The agency complies with multiple external regulators across all of the services we operate. The People Inc. Quality Improvement Department is committed to self-evaluation and improvement of our services, helping the agency provide exceptional environments and experiences. People Inc. has earned the national Council on Quality and Leadership (CQL) Accreditation in Person-centered Excellence for proficiency in helping people with developmental disabilities make choices and has maintained the accreditation since 2014. Organizations that are awarded honor by CQL meet a stringent set of criteria and demonstrate an ongoing commitment to person-centered excellence.



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