



# A Word From Luana Vaetoe Chief Executive Officer

**Dear Friends and Supporters,**  
Fiscal year 2014-2015 has been a great reminder of the many ways Becoming Independent connects people in a meaningful way. From the individuals we serve, who consistently touch our hearts, to our incredible staff and supporters; we are a collection of personalities that unite around a critical need in our community. And while the opportunity for service is immense, often overwhelming, I am encouraged, more than ever before, that we have a unique ability to deliver meaningful change through the work we do.

One of the largest areas of focus this past year was working with our marketing agency, InHouse Creative, to rework our brand and corporate identity. As we push further into our goal of becoming self-sustaining, it has become evident that our brand, and the way we tell others about our work, was in need of refreshing.

We were fortunate to find a partner that took the time to truly understand our narrative, and ultimately help us clarify our purpose as an organization. It was a deeply personal and meaningful process that spanned many hours of meetings and dialogue, but resulted in a statement we feel accurately captures our intention. This simple but powerful sentence has truly united our team, our efforts, and our path forward:

*Elevating human abilities for the mutual benefit of our Community.*

And with our purpose clearly articulated, we used it as a guiding light to build the rest of our brand. You will notice that we have made many efforts to simplify, modernize, and better position Becoming Independent to be relevant and meaningful in the lives of those we touch. We also further refined our core values and belief statements, which you will notice in communications, events, and outreach efforts.

Overall, this process not only infused our work with articulated meaning, but helped give us focus on where we should be applying our resources. And while it can be challenging for

## LOOKING AHEAD, WE PLAN TO DRAW ON ALL OF THIS EFFORT TO BETTER MEET THE NEEDS OF OUR COMMUNITY.

any organization to “look in the mirror” at its brand, we are now ready to press forward in a big way. I am thrilled to start this year with a new look, and I believe our new brand is a significant step forward to reaching our future goals.

I am also very excited about the many possibilities that exist when we partner with

other businesses and organizations that share in our purpose. We have a very unique ability to contribute to our communities, and I am confident that we will identify and showcase this over the coming year. We are appreciative of everyone who shares our story and capabilities, and hope, more than anything, that our network of advocates grows significantly in 2016.

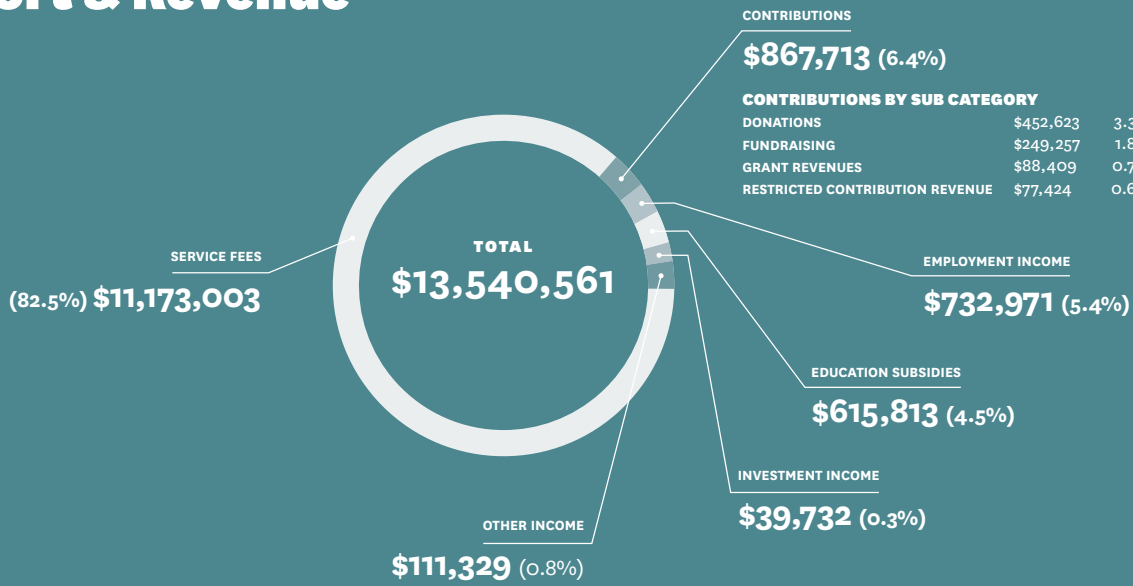
Looking ahead, we plan to draw on all of this effort to better meet the needs of our community. While there will always be challenges with having enough resources to do our work, we are extremely optimistic in our ability to pull our stakeholders together around a powerful purpose to deliver exceptional results.

2016 is the year we plan to truly leave our mark on each community we serve. Thank you for your continued support and partnership!

Sincerely,

Luana Vaetoe  
Chief Executive Officer  
Becoming Independent

## Support & Revenue



## Expenses



## Our Purpose

# Elevating human abilities for the mutual benefit of our Community.

## Our Values

Human Dignity

Empowerment

Integrity

Community

Innovation

## Our Beliefs

We believe our pioneering model has and always will break barriers for people with disabilities.

We believe in the power of authentic human connection.

We believe that beauty and potential exist in each of us.

We believe in standing for the rights of all people, the right to a life of dignity and fulfillment.

We believe we inspire others through our actions.

We believe we are all connected and our community is enriched when we invest in one another.

We believe that every social investment has the potential to be broadly transformative.



## 2014-2015 Outcomes of Becoming Independent Services

Success and progress experienced by individuals served by Becoming Independent are measured in real terms. BI tracks the number of people served, how many hours of service they received from staff, the number of hours of work they performed and wages they earned, and their level of inclusion in mainstream community activities. BI also gauges overall satisfaction with the Becoming Independent experience.

### People Served

1,050\*

### Wages

\$845,793

### Hours of Work

123,655

### Hours of Service

616,373\*\*

### Hours on Inclusion

273,904

### Rate of Satisfaction

93%

## Our History



1967

A group of parents create the Manual Skills Training Center, Sonoma County's first community-based day program for people with disabilities.



1969

State of California passes the Lanterman Act, the most progressive legislation in the country guaranteeing supportive services and rights for people with developmental disabilities.



1980

Six Sonoma County agencies merge and BI incorporates, providing services through: Cleveland Avenue Center, Manual Skills Training Center, TRACE, Sonoma Valley Center, Sonoma Valley Community Activity Program, and door to door transportation services.



1986

BI is among the first in the state to launch Supported Employment, creating community-based competitive employment opportunities.



1992

BI is one of four agencies in the North Bay to pilot a new service: Community Supported Living Arrangements, to assist those who wish to live independently.



1995

BI purchases Santa Rosa campus & expands services in Solano County.



2009

BI is awarded its first of six, and counting, North Bay Business Journal 'Best Places to Work' Awards!



2010

BI is awarded a Federal \$310 grant to purchase eight new buses for our fleet.



2013

BI is first in the North Bay to offer Tailored Day Services, an alternative to facility based Day Services.



2014

BI is recognized for swift and efficient response to individuals living independently affected by the 6.0 magnitude earthquake.



2015

Campaign to launch pioneering program to serve adults with autism is completed, with eight local funders contributing a total of \$550,000 for start-up funding.



2016

BI introduces a new brand rooted in purpose, values, and vision.



## Many Thanks

Becoming Independent thanks the following for their support and generous donations throughout the 2014-2015 fiscal year.

Accessible Mobility Center  
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Management Services  
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## Very Special Thanks to The June Waite Legacy Circle...

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### Our Purpose

Elevating human abilities  
for the mutual benefit of  
our Community.

### Who We Are

Leading innovators in the  
field of human services.

## Becoming Independent™

1425 Corporate Center Parkway, Santa Rosa, CA 95407 | Phone: (707) 524-6600 | Fax: (707) 527-1206 | BecomingIndependent.org



## Annual Report 2014-2015

**B** Becoming Independent™

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