



The Center for Great Expectations

Embracing change. Empowering futures.

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Center News

Late Winter : Volume 22, March 2012

A New Look for the Center

You can't help but notice our fabulous new look! The Center for Great Expectations has been rebranded. The new logo, tagline, newsletter layout, and website are a generous gift from Health4Brands Catapult, a division of Havas Worldwide Health. H4B Catapult is located in Hamilton, NJ.

Peg Wright, CGE's President, said, "The rebranding allows us to effectively communicate all we do with the CGE community. This is important as we move forward and grow as an organization."

After a few minutes of meeting with the very talented and warm hearted team, it was clear the experience and the rebranding would be more than just a putting on a new face for CGE. They helped us express who the Center is in a distinct way and gave us the communication tools to share our message and connect with CGE supporters.

Jeff Hoffman, President of H4B Catapult, noted that the mission of CGE and this project aligned with the moral compass of their global advertising agency. Doug Burcin, a CGE Board Member and Partner, Global CEO, at Havas Worldwide Health said, "It's been a pleasure to have had a working relationship with CGE over the past 5 years. Corporate Social responsibility is critical to us."

Our special thanks to Pat Chenot, EVP and Director of Client Services, who led the project and mentored the team along the way, and for the extraordinary work of Katherine Hayes, Brendan Higgins, James Cornette, Inessa Skorodinsky, Sophie Hwang, Nick Toth, Nicole Benedetto and Gail Johnson.

Inessa Skorodinsky, Artistic Director, said, "If we make a difference in a single family's life, we can re-shape a community". It was inspiring to work with people who truly understand the work we do here every day at CGE.

Watch for our new website in the next few weeks at www.cge-nj.org. Please tell us what you think of our rebranding – email us info@cge-nj.org.



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2012 NEWS – we are **EXPECTING** 6 NEW BABIES by April 2012!

2011 MILESTONES -
17 babies & toddlers **REUNITED**
with their mothers
8 healthy **BIRTHS**
11 resident program
GRADUATIONS

**CONGRATULATIONS &
BLESSINGS TO ALL!**



2011 Gift of Hope Gala

The new venue of Fiddler's Elbow Country Club added an intimate elegance to the Annual Gift of Hope Gala on Friday, November 11, 2011. The evening's Master of Ceremonies, Russ Mitchell of CBS News, led the evening's program and joined over 200 supporters in congratulating Gary Mahan of The Mahan Group, who received the Humanitarian of the Year Award. The Catholic Community of St. Charles Borromeo and Msgr. Greg Malovetz accepted the Outstanding Service Award, and Natalie Moynihan was celebrated as Volunteer of the Year.

The Center's new logo and rebranding was unveiled by the team from Catapult/HAVAS Worldwide Health.

The program culminated with a graduate of the Center's programs sharing her poignant life story, from the trauma that began her addiction, to the life-changing opportunities she embraced at the Center, through the healthy life she now shares with her son.

A delicious dinner, dancing to the Greaseband, and exciting Silent Auction all contributed to the evening's successes.

A special thank you to John Case of Case Photography for his services and photographs.



Coming this Summer – *Permanent Supportive Housing!*

Where is "Home" after the Center?

Our residents spend months learning important life skills, overcoming past traumas, and rebuilding their lives – all with the goals of becoming nurturing mothers and self-sufficient women.

Our dedicated team assists each mother in navigating the resources of NJ supportive housing, but often the waiting list is long and the choices are slim.

This summer, we are delighted to announce that 16 new units will be made available to our graduates through a partnership with AvalonBay Communités. Located on property adjacent to the Center, these apartments will be the ideal location for access to both our Outpatient Services, as well as supportive services here.

Email info@cge-nj.org if you'd like to help us as we make each apartment a home for a new family!

How Your Dollar Helps

\$25 supplies a newborn with diapers for one week

\$50 provides a child with one day of loving, instructional care at Katy's Place

\$100 feeds a mother and child for one week

\$300 provides one week of counseling for a pregnant or parenting woman suffering from previous trauma/PTSD

Did you know that Katy's Place, our Child Development Center, operates through generosity of donors like you?



The Center's Angel – in memory of Ellen Schoberl

The wishes of the Center's children came through, thanks to the generosity of our many supporters, and the family and friends of Ellen and Tony Schoberl.

The sun shone on Wednesday, August 10th, as a small group gathered for the dedication of CGE's new playground. Tony Schoberl, a long time Trustee, reflected on the love his wife, Ellen, had for the mission of helping our mothers and children. A small plaque and garden just outside the playground's gates reminds all who enter of Tony and Ellen Schoberl's commitment to the Center, and that a special someone is smiling down as the children play and their laughter fills the air.



Sarah's Story

Sarah's young face, bouncing ponytail and petite frame belie the struggles she faced at such a very young age.

Abandoned by her heroin-addicted mother at the age of 4, Sarah, her sisters and brother could not understand how their futures would unravel from the destructive cycle of addiction and abuse. Growing up in a household rife with abuse and alcoholism, the siblings did their best to watch out for each other, each trying to navigate the minefield that was 'home'.

Sarah had a special bond with her brother Mike. He did his best to watch out for her, especially when she spent time on the streets, hanging with the wrong crowd, using drugs. One late night, as he rode his motorcycle looking for her, a car came out of nowhere. Mike died at the scene of the accident, and as Sarah's world turned upside down, she quickly escalated into IV heroin use to dull her pain. Sarah became pregnant at 17, and enrolled in a program to stay healthy during her pregnancy. She succeeded in staying clean for 9 months and named her healthy baby boy Mikey, after her dear brother. But being a good mother did not come instinctively to this young girl who had never experienced being nurtured by her own mother. She started to use again.

And that's when Sarah arrived at the Center for Great Expectations. Mikey had just turned 1 year old, and she was at



risk of losing her parental rights. During her first few months, her clinical team noted a lack of interest in bonding with her young son. Although she had stopped using drugs, Sarah was still not engaging in her program despite intensive counseling. At month 5 the decision was made – the clinical team would recommend that Mikey be removed from her care. That week, Hurricane Irene hit, the court house closed, all court cases were postponed. And a miracle happened.

For the first time, with a 180 degree change, Sarah emerged as an engaged, loving mother. The seed took root, and a flower bloomed. Mikey's behavior at daycare improved dramatically, and his young mom proudly achieved success after success in her programs, learning and displaying healthy nurturing skills. Over the next few months, Sarah became a role model in our women's program, leading other young mothers by example and sharing her personal story as a woman in recovery.

Sarah just graduated from the Center - one year from the very day she arrived here. She is moving to live near her father and sisters, who are dedicated to sharing a balanced, loving family environment. A high school graduate, Sarah is excited about her plans to enroll in a vocational school. With Mikey in her arms, her face and actions show a grace and spiritual growth that confirms their lives have changed, and the cycle has been broken.

Names are changed to protect our families' privacy.

Did you know...

We need your donation today to help the mother and child who have taken Sarah and Mikey's place.

Your Human Resources department often directs contributions and community outreach – please make an inquiry on behalf of the Center.

You can remember your loved one through a memorial or honorarium.

For every \$1 invested in substance use and mental health, taxpayers save at least \$7.46 in costs to society.

Thank You!

We thank all of you who have helped the Center, including –

*MetLife – and Rick Fortune's Diaper Drive Team
• Turner Construction*

St. Matthias Catholic School • Rutgers Against Hunger • Warren Watchung Rotary • First Solar Angel Tree • Derek Cotton, his friends and family • Roger Copt, Raritan Self Storage • Chris Pollaco, Picture Perfect • Rutgers Preparatory School • Gennaro's Restaurant and Cooks Academy, featuring the generosity of teams from NovoNordisk and Convatec



How You Can Help

- Conduct a Wish List drive – diapers, wipes and crib sheets are at the top of our list, but just the beginning
- Organize a fundraiser – donations & gift cards, host a party at home, run a car wash, collect change for the Center
- Be an Ambassador – introduce the Center and distribute our newsletters to your friends, house of worship, workplace
- Make an online donation now: www.cge-nj.org
- Matching gifts from your employer can double your donations all year long
- Volunteer - we have a need for your skills
- Engage your children in stewardship – looking for a school, scout, religious ed or mitzvah project? Give us a call!
- Join us at our upcoming events – enjoy a great time while knowing you are helping our mission

Email info@cge-nj.org or call (732) 247-7003 x32.

2012 Calendar of Events

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|-----------|--|
| Apr 20 | Fundraiser at Seabra's Restaurant at the Perth Amboy Armory, NJ
<i>Hosted by Carlos and Esabel Monteiro
Dinner with a Portuguese flavor in a fabulous setting – dancing, auction, business casual</i> |
| May 13 | Mother's Day
<i>Honor your mother in a special way with a donation to help our mothers & babies</i> |
| Jul 12 | Annual Ken Daneyko Golf Classic, Suburban Golf Course, Union, NJ |
| Early Oct | Moms & Babies Brunch
Our Lady of Lourdes Parish
Whitehouse Station, NJ |
| Oct 26 | Gift of Hope Gala
Fiddler's Elbow Country Club
Bedminster, NJ |

Join us!

find us on  facebook



substance use and/or co-occurring disorders.

Pregnant and/or parenting women with

OUTPATIENT PROGRAM

substance use disorders, and their children.

And homeless pregnant women with
pregnant adolescents, and their children;

Residential treatment for homeless,

RESIDENTIAL PROGRAMS

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