



The Rainbow Village Voice

Providing Neighborhood Homes for People with Developmental Disabilities

August 2008

To better communicate with the families of our residents, we are proud to present you with our inaugural Rainbow Village family newsletter. We are looking forward to sharing news, updates and helpful information with our residents' families, who understand better than anyone the importance of what we do. We would like to begin our first of many newsletters by telling you a little about ourselves.

Rainbow Village is the only non-profit in the St. Louis metropolitan area that focuses solely on providing long-term, affordable, quality homes for people with developmental disabilities. The concept for Rainbow Village began in the mid 1960s with several families who wanted to provide suitable residential settings for people with developmental disabilities—to help improve the quality of their lives. Today, we house 225 residents in 47 homes throughout the St. Louis metropolitan area. By maintaining our homes to the highest standards and constantly monitoring them to assess residents' needs, we are able to provide safety, comfort and independence for your loved-ones.

Rainbow Village is proud to work in partnership with the following agencies that supply caring assistance and support: Cooperative Home Care, Creative Concepts for Living, Emmaus Homes, Life Skills, St. Louis Arc and UCP of Greater St. Louis.

The Results Are In . . .

We learned a lot from our 2007 Annual Satisfaction Survey. Survey results said 94% of respondents rated our homes' exteriors as good, very good or excellent and an astounding 97% rated our homes' interiors as good, very good or excellent. We received positive comments about home and yard maintenance and the open and spacious floor plans. We learned about areas needing improvement such as bathroom and kitchen updates, new flooring, new window treatments, new wallpaper or paint and landscaping updates. Some of the projects that have been done as a result of survey suggestions are: updating landscaping at a home on our main campus, installing new kitchen cabinets in a home, updating three bathrooms with roll-in showers and adding ramps to two homes.

As part of our marketing and public relations initiative, we also engaged Linda Tyler and Associates LLC to develop and conduct attitudinal research studies with resident families, donors, agency partners, potential partners, the Rainbow Village board of directors and staff members and to develop and conduct a community awareness survey targeted to potential donors. Here are some of the survey findings:

- Awareness of Rainbow Village is less than 10 percent in the communities where our homes are located.
- Residents' families need a clearer understanding of the current responsibilities of Rainbow Village as compared to their support service agency.
- Rainbow Village needs to focus on corporate outreach and grant programs.

We really appreciate everyone taking the time to fill out our Annual Satisfaction Survey. We would also like to say a special thank you to those who participated in the Linda Tyler study. Your input is priceless.

Expanding in 2008

We are excited to welcome residents to two new homes. Rainbow Village purchased the first in Hazelwood last December and updated it with new windows, new vinyl flooring and hard-wired smoke and carbon monoxide detectors. Three men, who are receiving support services from our partner Cooperative Home Care, moved into the house in January 2008.

Rainbow Village recently purchased the second house in Florissant. We renovated the home by painting, installing a new electrical service panel, hard-wired smoke and carbon monoxide detectors and remodeling the bathroom. Three women moved in at the end of July 2008. Their support services are provided by Creative Concepts for Living. We are proud to be partnering with this agency for the first time.

Rainbow Village Is Making Headlines



The St. Louis American, Missouri's largest, most widely read weekly newspaper targeted to African Americans, ran an incredible feature article on Rainbow Village in their June 12th issue.

The article highlights resident Cornelius Nall who lives with five roommates in a home on Rainbow Village's main campus in the Creve Coeur area. Cornelius has lived in this home for the past 11 years.

You can read the full article at our website: www.rainbowvillagestl.org.

Grilling Up Gratitude

The rain could not stop Rainbow Village's barbeque Friday, June 13 at our main campus in the Creve Coeur area. Our residents, staff, board members and supporters, as well as the staff and supporters of one of our partner agencies, St. Louis Arc, enjoyed delicious barbeque and all the trimmings.

St. Louis County Executive Charlie Dooley attended the event to show his support for the great work that both Rainbow Village and St. Louis Arc do for local people with developmental disabilities.



Board Member Jeff Mishkin, St. Louis County Executive Charlie Dooley and Director of Development and Community Relations Mike Rea

If you have any suggestions or comments, please contact Mike Rea, Director of Development and Community Relations for Rainbow Village, at mrea@rbvstl.org or 314-567-1522 ext. 207.