

**Script**  
**Video: “Opportunity Looks Like This”**  
**Krysilis / Capital Campaign**  
**JoyMark ! Communications**  
**June 2007**

<b>Video:</b>	<b>Audio:</b>
<p>Music begins as fade from black to Krysilis logo superimposed over a Midwest (country) sunrise.</p> <p>VO under as logo dissolves into first of three exteriors, each showing Krysilis logograms on building.</p> <p>—Clarion</p> <p>—Nevada</p> <p>—Forest City</p> <p>Music change. (Forest City) Cut to CU alarm time in a darkened room. Pull out to LS while panning to door being opened by staff who enters and awakens individual. Staff turns on lights. CU individual smiling, but tired.</p> <p>Cut to shaving images (Forest City). Est. shot. MS of staff and individual preparing items. ECU of face. CU of happy smile while looking in mirror.</p>	<p>VO/NARRATOR:</p> <p>Opportunity.</p> <p>It can appear like something new...perhaps even unexplored...and with just a hint of good things to come.</p> <p>That’s how each day begins for those who maintain a focus on what’s possible.</p> <p>And that’s how Krysilis goes about accomplishing its mission to empower people to celebrate life.</p> <p>From the first moment of each day’s activities, those most connected to Krysilis’ ongoing story understand that providing services is about promoting possibilities.</p> <p>How <i>does</i> someone with a disability want to spend his or her day?</p>

Cut to est. preparing breakfast (Clarion) choosing cereal or cooking (?). Series of MS of food preparation. Dissolve to table of people eating. CUs of faces (between bites).

Dissolve to table being cleared. (Clarion)  
Dissolve to walking to door.

Cut to putting on coat or gathering purse, etc. to prepare to leave (Forest City). Cut to action of pushing button to door independently.

Cut to MS/LS of exterior with accessible door opening as individuals and staff walk out and to accessible transportation. (Forest City)

*Begin a series of shots that show a type of transportation (NIACOG, vans, self-transport)*

Series of shots (Nevada) of staff knocking on apartment door (?) "Ready for work?"

Series of shots (Clarion) of individual getting on public transportation.

Whether a man or a woman—  
a young boy or a young girl—  
the answer is quite simple really:  
The same way anyone else does—making choices based on what we enjoy and what we do well.

Every day nearly 200 individuals from each county of Iowa receive services through Krysilis, with each one discovering what it feels like to become more independent.

Krysilis staff are dedicated to making certain a multitude of opportunities are available to every person, every day and in every way possible.

When life is viewed as a series of opportunities, a person's strengths become starting points for progress. And, without exception, the goal is the same—supported independence.

Just like their friends and neighbors—those who receive services through Krysilis learn that independence arrives as the result of hard work...

a culmination of days where opportunities turn into accomplished goals.

Series of shots (Forest City) of individuals entering VAC work area. Being greeted as they come to work.

Depending cut to other VAC images—3M assembly in Forest City (series of LS, MS, CUs) with focus on expressions of enjoyment or interactions with staff. *Important to tape images of any special devices that accommodate work activity.*

Cut to ext. of Krys Mart (Forest City) sign changing.

Cut to int. of work in Krys Korner (Clarion). Series of shots of different jobs—e.g., placing items on shelves, at register, sorting.

Cut to a different individual engaged in a pre-vocational activity—(Indian Creek Golf Course or Paragon-Nevada). Series of LS, MS, CUs.

See someone walking a dog enter the frame. Zoom to CU of dog. Cut to LS of Humane Society (Clarion) individuals walking with dogs on leashes. Cut to MS of individual stopping to lean down. Cut to CU of dog/individual petting dog.

Whether it's a door someone can open without assistance or a mode of transit that accommodates the way a person moves from place to place...the services Krysilis provides are life-enhancing ... and they are not easily duplicated anywhere else within a community.

Most days include an opportunity to engage in meaningful activities or purposeful employment.

Jobs are matched to an individual's interests and abilities. And everyone benefits from a workweek that includes a variety of tasks and skill building initiatives.

Whether working in one of the organization's value added centers or working in a local business, a person who receives services through Krysilis regards employment as a way to become part of his or her community.

For a person with disabilities, employment isn't just a job that pays. It's a way to receive income that furthers independence while providing valuable services to the community.

And it's a way to give life meaning while enjoying each day's purpose.

<p>Music change.</p> <p>Cut to a MS of a cart inside a retail store (Pamida-Forest City). Two individuals shopping for pop with support staff.</p> <p>Cut to them carrying items to car in front of store (<i>important not to see store's sign</i>). Looks of satisfaction as headed to car.</p> <p>Dissolve to ext. of grocery store (Bill's Family Foods-Forest City). Cut to MS of individual and staff in aisle looking over grocery list. Cut to MS of choosing something from shelf and placing into the cart. Then ECU of money being handed over to checker. Next see faces—checker's and individual's—as exchange of money happens at checkout.</p> <p>Cut to ECU of face of individual looking very excited (Bowling-Nevada). Pull out to see lane. Cut to CU of ball hitting pins (strike). Cut to MS of group cheering or excited POV up lane from where pins are.</p> <p>Dissolve to est. of Owl demonstration or other community event (Clarion).</p> <p>Dissolve to series of shots related to ballgame (Clarion)</p>	<p>Most likely, no one's accomplishments can ever be fully realized without assistance. From time to time, we all need to be pointed in the right direction... encouraged to try again... or—perhaps even reassured that we truly did attain our goal.</p> <p>At Krysilis that's how success is measured. What can someone do today that he couldn't do yesterday? And how is she feeling about what just happened?</p> <p>If a person is able to do more ... and if what happens results in happy satisfaction... then—most assuredly—everyone is headed in the right direction.</p> <p>That's what success feels like. That's what opportunity looks like.</p> <p>And that's what Krysilis makes possible for the individuals it supports.</p> <p>Krysilis understands that persons with disabilities are able to thrive in a supportive environment. Fortunately a supportive environment can be realized wherever Krysilis staff go.</p>
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Dissolve to ext. LS of a home belonging to a family of a person receiving services from Krysilis (Jenna-Nevada) getting ready to go to church from her home.) Cut to MS of individual entering church with respite worker nearby. Cut to LS of interactive discussion between someone at church, respite worker, and individual.

Cut to series of shots related to therapy with Semotron Mat (Forest City).

Cut to series of shots related to therapy in MAJOPA swimming pool.

Cut to series of shots walking by MAJOPA pond.

Because the organization operates with a focus on individualized services—that means Krysilis staff go wherever an individual’s needs or wants takes them. Everyone benefits through this enhanced approach to daily living.

But opportunity comes at a price.

And those most in need of the services Krysilis provides aren’t able to withstand that cost alone.

Krysilis uses the funds it receives annually through Medicaid and Medicaid waiver programs to pay for nearly 90 percent of the residential, vocational and social services it offers.

These monies provide for things that are considered life essentials such as food, clothing, shelter, basic therapies and medical treatments.

However, Krysilis maintains a goal for securing additional monies each year—10 percent of its annual budget—to spend on services that are considered life enhancing.

These services help ensure quality of life by enriching a person’s daily living experiences.

Begin slo-montage of shots related to colored parachute activity. Many smiling faces.

LS of bedroom (Forest City) with an individual sitting on edge of bed with staff nearby. See interaction of encouragement to go to bed. Cut to MS of person in bed pulling up covers. Cut to staff at door, smiling and saying “good night.” See hand to move to light switch. Cut to CU of hand turning off switch. Cut to MS of door shutting from inside the room as light behind door disappears.

Cut to est. LS of that same staff sitting at table opening documentation notebook. Cut to MS as she/he begins to write. Cut to same shot different angle (from over shoulder but still can't see what's being written). Cut to MS of hand setting down pen and beginning to close notebook. Cut to CU of outside of notebook as it closes fully.

Begin slo-montage of still shots showing faces seen throughout the piece.

Then soft focus with superimposed info screen that includes:

Krysilis logogram  
641-585-5450  
www.krysilis.org

Hold info for 30+ sec. with music under. Fade to black. Fade music.

These living enhancements—paid for with monies raised through private contributions or from outside agencies—come in the form of:  
—devices that facilitate work accommodations,  
—specialized therapies,  
—items that enrich someone's living space and  
—community or social outings.

These opportunities are only possible because of the financial support Krysilis receives from individuals—people who understand that providing for another person's quality of life is one of the ways you enrich your own.

A gift to the Krys Foundation ensures that persons with disabilities are regarded as people with possibilities ...

because at the end of the day, your gift will have made it possible for a man or a woman—a young boy or a young girl—to engage in daily experiences that many take for granted.

And these experiences simply *aren't* possible without your help.

You are someone else's opportunity to live life more fully—more independently.

Because all of us—even on our very best days—appreciate someone taking us just a little bit farther than we ever thought we could go.