

2014 ANNUAL REPORT



The
COMMUNITY
PLACE of GREATER
ROCHESTER, INC.

Building Better Today's
& Brighter Tomorrows



Strengthening Community, One Person, One Family at a Time.



Rita Sherman,
Current Board Chair



Sue Davin,
CEO and President



Teresa Greene,
Past Board Chair

New Community Place initiatives continue our mission of strengthening families and communities by helping people help themselves.

The mission of The Community Place is as relevant today as it was a century ago when our first predecessor agency opened its doors in the same northeast Rochester neighborhoods we serve today. We continue to provide:

- Core critical services to youth, families, individuals with developmental disabilities, and older adults;
- Youth programs that provide a roadmap to success for over 3,000 youth and young adults annually;
- Programs that support the ability of older adults and individuals with developmental disabilities to stay well and live independently, and;
- Food and basic needs assistance to over 1,600 households in crisis each year.

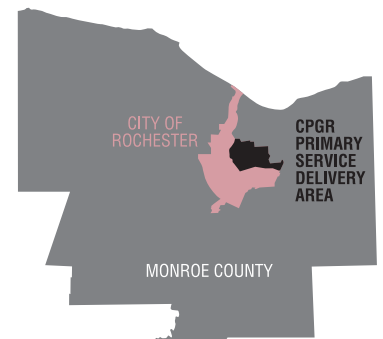
By their very nature, settlement houses cannot stagnate but must evolve to continue to meet changing needs. Over the past two years, The Community Place has continued to expand and enhance programs that assist:

- **Youth in the juvenile justice system** via our partnership with Hillside Children's Center that helps youth make healthy choices and advance educationally while connecting their families to supportive community resources.
- **Pre-school children** with expanded Universal Pre-Kindergarten program from half-day to full-day to better meet the needs of families and prepare children for school.
- **The hungry** with a weekly Mobile Food Pantry to increase accessible food resources as needs continue to grow.
- **Recent refugees to our community** with support to become home child-care providers creating new businesses and expanding quality child-care options for parents.
- **People with developmental disabilities** by exploring new ways of partnering to ensure neighborhood access to required services by best-in-class providers.
- **Caregivers of adults** with memory impairment and dementia thanks, in part, to grant funds to provide respite through our Senior Companion Program.
- **Young people ages 10 – 21** through one of three New York State Comprehensive Adolescent Pregnancy Prevention (CAPP) programs in Rochester for health education, connection to health services, and activities for a successful transition to adulthood.
- **Everyone** in our area of service with:
 - New partnerships with Urban League of Rochester, CDS Monarch, Jordan Health, Foodlink, and others to provide better and more coordinated services.
 - New working relationships with other settlement houses in Rochester to support our mutual success and sustain our common neighborhood based delivery system.

Together we continue to provide Avenues of Opportunity for so many in Rochester and to achieve outcomes that benefit the entire Greater Rochester community. That begins with fostering hope and recognizing the potential of everyone who comes through our door.

We are fortunate to have had many individuals and groups share their talents and treasure to make the difference in people's lives. Now, more than ever, we need people and organizations to partner with us to keep hope alive.

Everyone can play a part. Please consider becoming a part of the community at The Community Place of Greater Rochester.



While Community Place serves all of Monroe County, (and now Livingston), the vast majority of our programs focus on neighborhoods in the City of Rochester's northeast sector.

Strengthening Four Pillars of Our Community

The Community Place focuses on planned, measureable programs and services that revolve around one or more of the following key foundations of healthy, vibrant communities:

1. Neighborhoods
2. Connections
3. Empowerment
4. Community

Here are highlights of how The Community Place is making the northeast quadrant of the City of Rochester a better place to live, work and enjoy.

Neighborhoods

Because of their high return on investment and multiple benefits, many Community Place programs benefit not only the participants but our community as well. Highlights from 2014 included:

- Older-adult volunteers in the Foster Grandparent and Senior Companion Programs contributed over 165,000 hours of their time to support young children succeeding in classrooms and to assist frail elders to stay in their homes.
- Community Place staff and programs support people with developmental disabilities and seniors to remain living as independently in the community for as long as possible, enhancing their quality of life and benefitting the community in terms of avoiding more costly care.
- Community Place works with over 150 home day care providers, providing training and support to ensure quality care, nutritious meals, and healthy activities for more than 3,000 children.
- *The Sky Is The Limit* program for youth with developmental disabilities provides skill building, socialization and recreation for participants as well as respite for their caregivers.



Volunteers from Harris RF beautifying the grounds on the Day of Caring.

Connections

Our trusted neighborhood centers help to connect families and seniors with resources and supports that meet critical basic needs, promote wellness and maximize independence. Last year:

- Over 7,000 children and adults accessed healthy meals and nutritious food.
- Volunteers from many organizations and companies donated school supplies, personal-care items, and winter clothing to meet individual and family needs.
- Youth of all ages were connected with college students from SUNY Brockport, SUNY Geneseo and Nazareth College for academic assistance and literacy support.
- Families, individuals with developmental disabilities, and seniors were linked to education and training programs, health care, housing and more.

—continued—

Four Pillars (cont.)

Empowerment

The Community Place offers programs for people of all ages in order to ensure opportunities, hope, and pathways to success. Programs are designed to support learning, wellness, and personal/leadership development.

- Community Place programs supported the healthy development and success of over 3,500 children and adolescents from 1 – 25 years old in 2013 – 2014. Programs include: Universal Pre-Kindergarten; family child care support; after-school programs; summer camp; pregnancy and substance abuse prevention, and; health education.
- Healthy cooking classes, exercise programs and screenings encourage youth, adults and seniors to increase healthy behaviors and wellness.
- Community Place programs prepare youth for college, work and life. At the Learning Center, youth 17 – 25 years of age who have dropped out of school prepare for their Equivalency exams and get ready to move to employment or further education. Summer Youth employment programs provide work experience and, often, first jobs.



Our youngest entrepreneurs, 4 year olds in our pre-K class operate their own business.

Community

Children do better when families are stronger and families do better when they live in safe, supportive neighborhoods:

- The Community Thanksgiving Dinner was attended by over 350 people of all ages. Hart's Local Grocers, 441 Ministries, the Peace of Christ Parish and many others partnered with Community Place to make the event possible.
- The Annual Neighborhood Health Fair sponsored by MVP Health Care offered education and screenings for people of all ages.
- A partnership with Foodlink and the help of neighborhood volunteers makes the Community Place mobile food pantry possible; hundreds of families benefit weekly.
- Holiday assistance programs bring joy to hundreds of families, youth and seniors.
- Over 100 families were assisted to prevent eviction, homelessness and utility shut-offs to avoid being forced to move and disrupting lives.
- Navigators from Community Place work with youth who live in northeast Rochester being diverted from detention or placement to help them and their families connect with resources in the neighborhood to support their success.

Meeting Needs: Clients Served

Program	2013 Target	2013 Results	2014 Target	2014 Results*
AGING SERVICES				
Senior Companion Program	95 companions/ 200 seniors	108 companions/ 254 seniors	125 companions/ 275 seniors	124 companions/ 190 seniors
Senior Center	300	373	300	287
Foster Grandparent Program	115 seniors/ 598 children	117 seniors/ 486 children	100 seniors/ 450 children	102 seniors/ 510 children

DISABILITY SERVICES				
Family Support Services	144	153	144	202
Medicaid Service Coordination	165	181	180	180

FAMILY SERVICES				
Basic Needs (households)	1,650	2,151	1,600	1,705

YOUTH DEVELOPMENT				
Youth Programs	400	485	750	794

EARLY CHILDHOOD				
Children in Day Care Homes	3,000	3,000+	3,000	3,000+
Home Care Providers	210	168	200	180



Karen Drumm, teacher, with students at the Threshold Learning Center

Making a Difference: Key Outcomes

Program	2013 Target	2013 Actual	2014 Target	2014 Actual
AGING SERVICES				
Senior Companion Program				
Frail elders maintain independence in home	195/216 seniors (90%)	205/218 seniors (94%)	180/200 seniors (90%)	285/286 seniors (99%)
Caregivers report decreased stress	99%	90%	99%	100%
Senior Center				
Seniors at high nutritional risk referred to additional services	99%	100%	99%	100%
Foster Grandparents: Volunteer hours	90,000	88,549	90,000	103,577

DISABILITY SERVICES				
Respite Units provided	66,000	63,577	66,000	58,617
Provision of Coordination Services to Meet Valued Outcomes	168	181	170	180

FAMILY SERVICES				
Reduce Hunger: Households with basic-needs crisis resolved and steps identified to reduce crisis	99%	99%	99%	99%
Increased knowledge and linkages to community resources	80%	99%	81%	71%
Prevent Homelessness: Housing Stability/Rental Assistance	93%	98%	86%	99%

YOUTH DEVELOPMENT				
Maintain/improve social-emotional competencies	315	350	315	347
Percentage of Learning Center students with educational gains	53% benchmark	79%	53% benchmark	88%

EARLY CHILDHOOD				
Dollars reimbursed to home care providers for serving healthy meals and snacks	\$1 million	\$1.4 million	\$1 million	\$1.3 million
Universal Pre-K 100% prepared for Kindergarten	100%	100%	100%	100%



CPGR Board and staff at the George Eastman Photofinish 5k in September 2014

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We have made every attempt to assure the accuracy of this list; if we have made an error, please accept our apology & call the Development Office at 585.327.7200 to adjust our records. Some donor contributions were made in support of the Threshold Learning Center, now a program of The Community Place.

Special thanks to our major funders and partners...

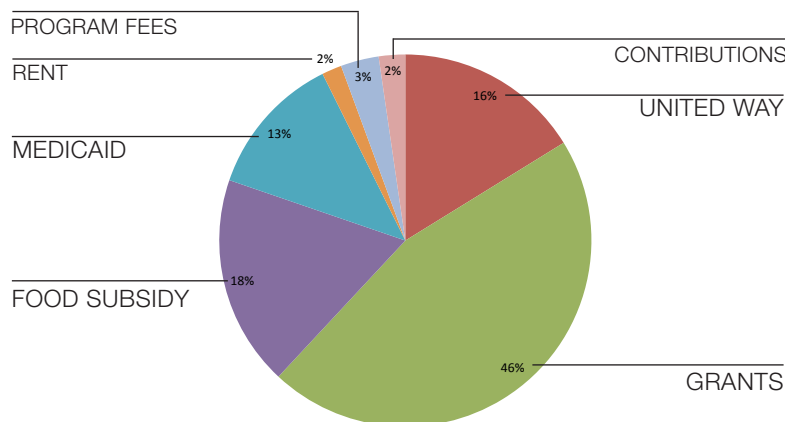


Financials (for years ending March 31, 2013 and 2014)

	2013			2014		
	Program Revenue & Expenses	Management & General	Total at 3/31/2013	Program Revenue & Expenses	Management & General	Total at 3/31/2014
REVENUE						
Government agencies	\$2,088,538	—	\$2,088,538	\$2,003,655	—	\$2,003,655
Food subsidy	1,263,730	—	1,263,730	1,057,083	—	1,057,083
Service fees	975,544	—	975,544	1,016,020	8,000	1,024,020
Contributions	228,874	34,185	263,059	214,453	32,063	246,516
Management services	131,075	—	131,075	108,845	—	108,845
Rent	14,070	91,841	105,911	—	91,484	91,484
Fundraising	—	—	—	—	32,355	32,355
Other	91,346	7,518	98,864	25,901	9,398	35,299
Gain(Loss) on sale of property and equipment	64,861	850	65,711	—	(20,181)	—
United Way of Greater Rochester, Inc.	1,273,844	—	1,273,844	1,084,980	80,000	1,164,980
Other	47,862	—	47,862	25,942	-	25,942
TOTAL REVENUE	\$6,179,744	\$134,394	\$6,314,138	\$5,536,879	\$233,119	\$5,769,998
OPERATING EXPENSES						
Salaries	\$1,948,272	\$375,422	2,323,694	\$1,919,203	\$340,484	\$2,259,687
Providers' fees	1,761,632	—	1,761,632	1,556,762	—	1,556,762
Employee benefits and payroll taxes	392,809	58,423	451,232	369,679	58,843	428,522
Depreciation	296,040	121,767	417,807	312,098	85,980	398,078
Occupancy	287,420	48,824	336,244	182,407	23,414	205,821
Program Travel	172,854	—	172,854	226,072	—	226,072
Travel and conferences	53,656	22,463	76,119	21,181	14,523	35,704
Specific assistance	134,766	5,751	140,517	103,143	1,199	104,342
Fundraising expenses	—	29,093	29,093	—	25,192	25,192
Professional fees and services	136,066	21,973	158,039	289,926	1,937	291,863
Telephone	69,333	27,435	96,768	73,014	23,541	96,555
Supplies	52,383	8,795	61,178	82,001	8,902	90,903
Food and beverage	44,539	1,045	45,584	63,295	—	63,295
Postage and printing	21,884	10,466	32,350	16,219	5,362	21,581
Minor equipment purchases	18,494	270	18,764	14,838	1,960	16,798
Interest	15,131	17,562	32,693	—	8,946	8,946
Dues and subscriptions	275	1,484	1,759	665	3,068	3,733
Other	68,268	35,413	103,681	13,278	16,092	29,370
TOTAL OPERATING EXPENSES	\$5,473,822	\$786,186	\$6,260,008	5,243,781	619,443	5,863,224
EXCESS (DEFICIENCY) OF PUBLIC SUPPORT AND REVENUE OVER OPERATING EXPENSES	\$705,922	(\$651,792)	\$54,130	\$293,098	(\$386,324)	(\$93,226)

Operating deficit due to depreciation expenses of \$417,807 (2013) and \$398,078 (2014) primarily related to one-time capital improvements in prior years.

**Budgeted Revenue:
2014 – 2015 Financial Year**





The Community Place brings together people of all ages from all walks of life united in one common goal—to improve the quality of life of all Monroe County residents—by providing programs and services that teach, encourage and maintain self responsibility and civic pride.

Ways to Help

From donations or gifts-in-kind to volunteer opportunities, there are many ways you or your organization can partner with The Community Place of Greater Rochester (CPGR) to make a difference:

- Call our Development Department at (585) 327-7200, ext. 103, to learn more.
- Visit one of our three city-based sites, all of which offer Spanish interpretation services:
 - 57 Central Park, 14605 585-327-7200
 - 145 Parsells Avenue, 14609 585-288-0021
 - 500 Carter Street, 14621 585-336-4697
- Visit CommunityPlace.org on the web
 - Like us on Facebook! www.facebook.com/communityplace
 - Follow us on twitter! @CommPlaceGR
- Volunteer in a program or on a committee.
- Help with or chair an event. Be a table captain. Solicit auction items and corporate sponsorships.
- Community awareness is one of the biggest issues we face. We do great work but not enough people know about it! Be an ambassador and connector for Community Place! Tell people about us, our programs, and the positive impact we bring to the neighborhoods we serve.
- Encourage your network of family, friends, co-workers and colleagues to support The Community Place of Greater Rochester.



Strengthening Community, One Person, One Family at a Time

Administrative Offices: 57 Central Park, Rochester, NY 14605 • 585-327-7200 • CommunityPlace.org