



hope

healing

Deep Roots, Bright Future

ALTERNATIVES
for Battered Women

1978-2015

strength

transformation

It has been a year of transformation and growth for our agency.

After 37 years, we officially changed our agency name from Alternatives for Battered Women (ABW) to Willow Domestic Violence Center.

Changing our name was not taken lightly. We are proud of our history at the forefront of the domestic violence movement beginning in the 1970s. Our name has served an important role by drawing attention to what was hidden in the shadows as “a private family matter.”

Yet, the community and culture we live in and serve have evolved.

Today, while over 90% of those we serve are women and children, our name change is meant to be more inclusive of the services we provide, by mission and law, to men and the lesbian, gay, bisexual, and transgender community.

We also know that domestic violence is not only physical.

Our new name reflects our mission that everyone has the right to be safe. Willows are sheltering and a beacon of hope. Willows have an inner strength, as they can bend, but do not break.

**We will always be
ABW at our roots
as we turn to the
future and grow
as Willow**

At this critical moment in our history, we recommit ourselves to ending dating and domestic violence. It is especially poignant this year as our community witnessed a series of tragic and high profile cases, including four domestic violence related homicides just after the New Year.

There is still so much to be done.

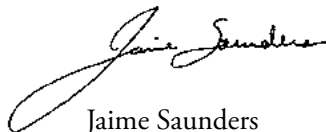
This year's Annual Report provides a snapshot of the more than 6,800 survivors Willow Center reached in the past year and brief highlights of several initiatives underway as we set the course for the future.

This is only possible because of the incredible support and partnerships from people like you. Thank you for standing with Willow.

Here's to the bright future ahead – together.



Christopher J. Beato
Board Chair



Jaime Saunders
President & CEO



willow
Domestic Violence Center

2014-2015 Highlights

- Agency name changed to **Willow Domestic Violence Center.**
- Launched comprehensive effort at SUNY Brockport, through the generous support of Verizon Wireless, to partner with College Athletics training **75 coaches and more than 600 athletes** on healthy relationships.
- Served 30 women and their families** during the first year of a new partnership with the YWCA, the Bridges Home program, to better link our shelter residents with housing and onsite supportive services.
- Willow Center received the **Rochester Business Journal and United Way – 2015 Greater Rochester Bank of America Impact Award**, given to a program that has delivered measurable, positive results.
- Launched “Cooking Matters” in partnership with Foodlink and support of the Greater Rochester Health Foundation **to teach healthy cooking skills** to Willow residents.
- Served **6,800 survivors** and reached **10,000 students and professionals** through prevention and training.
- Record support at our annual events: May luncheon had the **largest crowd in our history** with nearly 500, and despite the cold, our October Walk-a-Mile event had another 500 with many of **our community leaders** walking in support of survivors.
- Renamed “Transitional Support Services” program to the **Willow Counseling Center** to reach more clients and to better communicate the services we provide.
- Won a highly competitive \$425,000 federal grant** in partnership with Advocacy Services for Abused Deaf Victims (ASADV) and RESTORE Sexual Assault Services to increase access for Deaf and hard of hearing survivors.
- Launched \$8 Million Safe Place Campaign** for our much needed new home and expanded service locations.
- Awarded \$4.98 Million NYS grant** covering 62% of the total funding needed for Willow Center’s new home.

Willow Center is a vital resource in

WILLOW CENTER PROGRAMS & SERVICES



24/7 CRISIS AND SUPPORT HOTLINE: (585) 222-SAFE

The 24/7 Crisis and Support Hotline is the triage for services. Compassionate and trauma-informed hotline Counselors provide a variety of survivor-centered services including: crisis intervention; crisis counseling; advocacy, information, and referral services; and technical support to providers.

Hotline responded to **5,095 calls**, with an average of 20 each day

“I had no idea what to expect from the hotline, but I knew I had to call. I knew this was my lifeline because my husband had threatened to kill me — again — and this time he meant it.”



EMERGENCY SHELTER

Our confidentially located 40-bed emergency shelter provides a safe haven to survivors of domestic violence. The average length of stay is 35 days. For shelter residents, staff provide supportive services such as: safety planning, counseling, support groups, and referrals to partnering agencies.

461 residents stayed at Willow Center’s 40-bed emergency shelter last year

“Thank you for giving me and my son warm beds and plenty of food to eat. Thank you for giving me the courage to file an order of protection and empowering me to start my journey to freedom. You will always have a special place in my heart.”

the Greater Rochester Community

All Services are Free and Confidential



CHILDREN'S PROGRAM

When children are exposed to the trauma of family violence in the home, it impacts their schoolwork, social interactions, behavior and self-esteem. While parents are in shelter or our Counseling Center, Willow offers a safe space for all age groups to express and explore their feelings and needs for healing. Advocacy for the child is provided through coordination of community resources and support according to the child's individual needs.

The Children's Program assisted **156 children** in shelter and **139** visits to the Counseling Center

"When we came into shelter, my son was so angry he wouldn't speak to anyone. I cannot tell you how happy I am to see him opening up to others, going on field trips and being a kid again."



COURT ADVOCACY

Our Court Advocacy Program provides information, referrals, and advocacy to survivors at Monroe County Family Court, in a separate and secure waiting room. Willow advocates support survivors seeking orders of protection by explaining the process, discussing responsibilities and expectations, safety planning and accompanying petitioners in court.

Court Advocates assisted **2,113 survivors** through the order of protection process

"Thank you for being my advocate when I had no voice and giving me support during a crisis. I keep the purple blanket you gave me nearby because it is a beautiful reminder of your service."

WILLOW CENTER PROGRAMS & SERVICES



COUNSELING CENTER

Our Counselors offer a safe environment for individual and support group counseling. In the eight weekly support groups, and 1:1 individual counseling, Counselors provide information, resources and supportive advocacy to help survivors on their journey to a safe and empowered life.

Willow's
Counseling
Center served
319 clients with
1,800 counseling
sessions

“These workshops make my whole week. It is a safe way to express myself.”



PREVENTION EDUCATION

Dating and domestic violence is 100% preventable. To help fulfill our vision for a community free from domestic violence, where healthy relationships thrive, Willow Center educates students in Monroe County schools. Each curriculum is tailored to different age levels, ranging from preschool through graduate school.

10,084
individuals were
reached through
our prevention
education
programs

“If she hadn't come to our classroom that day, I would probably still be with him—and in more danger than ever.”

2014 – 2015 FINANCIAL HIGHLIGHTS

Expenses

Program	\$1,873,062
Management & General.....	\$228,226
Fundraising	\$152,871
Total.....	\$2,254,159

Revenue

Government Agency	
Reimbursement	\$1,071,955
United Way	\$138,830
Grants	\$610,222
Contributions & Gifts.....	\$443,334
Miscellaneous.....	\$77,687
Total.....	\$2,342,028

BOARD OF DIRECTORS

Board Chair

Christopher J. Beato – *Marketing Coordinator, Wegmans Food Markets*

Vice Chair

Barbara Purvis – *President, Essex Hotel Management*

Treasurer

Teresa Anderson
Finance Vice President, Excellus

Secretary

Sherry Jackson – *Human Resources Manager, Lacy Katzen, LLP*

Michelle Ashby – *CEO, Tipping Point Communications*

Sarah Derrenbacher – *Founder and Owner, Evolve at Work*

Anne Dyring Riley – *Sole Member / Attorney Anne Dyring Riley, LLC*

Cassandra George-Ramos – *Principal, Wind and Water Consulting*

Monica A. Guardino – *Senior Director of Finance - Humanitarian Services, American Red Cross*

Olga Mendez – *Human Resources Manager, Verizon Wireless*

Trish Rissone – *Director, Commercial Property Management, DiMarco Group*

Debra Salmon – *Fundraising Professional*

James Sheppard – *Vice President of Youth Development at Dale Carnegie Training; retired Rochester Police Chief*

Edward Shill – *Principal / Chief Investment Officer – QCI Asset Management, Inc.*

Erica Tickle – *Senior Marketing Manager, Wegmans Food Markets*

Lance Thomas – *Director of Finance, Epilepsy-Pralid, Inc.*

Michele Williams – *Sales Consultant, Worth New York*

Willow Center Leadership Team

Jaime Saunders, MPA | President & Chief Executive Officer

Janine Lucas, MPA | Chief Operating Officer

Sharon Bartell | Director of Human Resources

Janet Chaize, MS, LMHC | Counseling Center Program Coordinator

Meaghan de Chateaufieux, MA, CFRE | Director of Development and Marketing

Pamela Graham | Prevention Education / Training Coordinator

Jeffrey Pier, MPA | Director of Programs and Services

Jennifer Sullivan, MSW | Court Advocacy Program Coordinator

Marie Viavattine, MSW | Shelter Manager



Formerly Alternatives for Battered Women

P.O. Box 39601
Rochester, NY 14604

Office: (585) 232-5200



Hotline: (585) 222-SAFE | TTY: (585) 232-1741 | info@WillowCenterNY.org
twitter.com/WillowCenterROC | facebook.com/WillowCenterNY
www.WillowCenterNY.org