2015-2016 Financial Summary

Expenses
Program: .......................................................... $1,796,324
Management & General ........................................ $313,352
Fundraising .......................................................... $204,346
Total ................................................................. $2,314,022

Revenue
Government Agency Reimbursement ...................... $1,096,242
United Way ...................................................... $127,241
Grants .............................................................. $865,051
Contributions & Gifts .......................................... $477,812
Miscellaneous .................................................. $50,216
Total ................................................................. $2,406,562

Board of Directors
Board Chair - Christopher J. Beato – Marketing Manager, Wegmans Food Markets
Vice Chair - Melissa Travis – President, Keva Hotel Management
Treasurer – Lance Thomas – Director of Finance, Epilepsy-Pralid, Inc.
Secretary – Anna Griswold ROI – Sales Manager, Amerigroup New York
Treasurer – Tracey Bronson – Finance Vice President, Exodus
Michele Ashby – CFO, Tipper Down Communications
Mark Cordell – Real Estate Agent, Nuxhachus Builders
Camille George-Ramos – Principal, Wind and Water Consulting
Monica Guardino – Senior Director of Finance – Humanitarian Services, American Red Cross
Olga Mendez – Director of Member and Community Relations, Gunlocke Company
Sherry Bonner – Human Resources Manager, Lou Kellen LLP
Toni Ramm – Director of Residential Property Management, Badger
Désirée Nunez – Director of Finance, Gift of Community of Hope
James Sheppard – Vice President of Work Development at Workforce Training, retired Police Chief, Rochester Police Department
Drew Beck – Principal, Chief Development Officer, The Foundation
Erica Tickle – Senior Marketing Manager, Wegmans Food Markets
Michele Williams – Sales Consultant, Worth New York

Leadership Team
Jaime Saunders, MPA | President and CEO
Janine Lucas, MPA | Chief Operating Officer
Meaghan De Chateauvieux, MA, CFRE | Director of Development and Marketing
Pamela Graham | Prevention Education Coordinator
Jeff Fox, MPA | Director of Programs and Services
Tanya Rice | Director of Finance
Jennifer Sullivan, LMFT | Community Program Manager
Maria Vezzoli, NWP | Director of Finance

2015-2016 Programs and Services Summary

Each journey is unique. Willow Center offers a range of services to support survivors along the way. All services are free and confidential.

24/7 Hotline: 4,723 calls
Willow Center’s 24/7 Crisis and Support Hotline is a resource for survivors of domestic violence, concerned friends and family, and professionals, 24 hours a day, seven days a week. Compassionate and trained professionals are available all hours of the day and night – even on holidays – to assist calls from survivors. Hotline counselors provide a variety of services including: Crisis intervention, Crisis counseling, Safety planning, Advocacy, Information, and referral services, and Technical support to providers.

Counseling Center: 584 clients
Individual Short-Term Counseling sessions are provided in a safe and confidential location. Support Groups are offered during weekdays, evenings and weekends, for survivors to find strength in community. Empowerment workshops are one-time or ongoing multi-week programs focused on achieving self-sufficiency, including legal clinics, job training, budgeting, and other skills.

Court Advocacy: 1,976 clients
Willow Center advocates support survivors through the process of obtaining an order of protection. Willow Center has a twice, private waiting room at the Hall of Justice.

Emergency Shelter: 458 residents
Willow Center offers safe, emergency housing for survivors of all genders and children of survivors.

Prevention Education and Training: 13,975 individuals
Willow Center provides workshops for schools, colleges, places of worship and the workplace, free of charge. Willow Center provides training for providers, mental health workers and law enforcement, and medical personnel. Willow is also in every school district in Monroe County educating our youth and promoting healthy relationships.

Volunteer Programs
Willow Center depends on volunteers to fulfill our mission. Over the past year, volunteer engagement has grown exponentially, with 20,576 active volunteers supporting survivors seeking services at Willow Center, and another 100+ volunteers supporting our overall mission in the community through events, health fairs, and activities.

Willow Domestic Violence Center
247 Hotline: (585) 222-SAFE (7233)
Phone: (585) 491-7910
Mailing Address: P.O Box 39601, Rochester NY 14604

Annual Report 2015-2016
Dear Friends,

What a milestone year!

As an agency we can no longer hide in the dark…

Willow Center launched our comprehensive $8 million Safe Place Campaign to secure our future, raising nearly $7.5 million to date. The momentum is great and the result will be nothing short of a complete transformation of our community’s response to domestic violence. With enhanced programming and training of all of our society, the new facility will be a sanctuary within a fortress.

The Safe Place Campaign funds our future program sustainability with 5 key components:

- expanded Emergency Shelter (from 40 to 49 beds)
- more on call
- expanded Counseling Center
- mobile housing apartments (10 units)
- a publicly accessible Office and Training Center

Joining Forces

Domestic violence is a community issue that requires a community response. Willow Center has joined forces and strengthened our partnerships throughout the community. Standing shoulder to shoulder with advocates, partner agencies, police officers, teachers, faith groups, civic groups, and community leaders, Willow Center is expanding our reach and broadening the network of support for survivors.

Willow Center launched a partnership with Advocacy Services for Adult Victims of Domestic Violence and RESTORE Support Services through federal funding to address service barriers for Deaf survivors of abuse.

In partnership with YWCA, the Bridge’s Homelessness Prevention and Domestic Violence Services program provides housing and domestic violence services to survivors post-shelter in safe affordable housing.

Willow Center continues to serve in leadership roles for the Rochester/Monroe County Domestic Violence Consortium (DVC) and for a coordinated community response to our community’s toughest cases, working well with District Attorney, victim advocates, domestic violence law enforcement and partners to continue to improve the effectiveness of our response for high-risk cases.

Willow Center and the DVC launched the 4th annual Report to the Community on Domestic Violence, highlighting the need to shine the light on domestic violence in our community.

Leading the Conversation

From local newsmakers to high school classrooms, from social media to community health fairs, from billboards to board rooms, Willow Center is leading the community in critical conversations around relationship abuse.

- The Abuse is Abuse” campaign was launched in partnership with our generous and brilliant friends at Bank of America and WIVT/WEHT Power in Pink.
- Willow Center launched a comprehensive $8 million Safe Place Campaign to secure our future, raising nearly $7.5 million to date. The momentum is great and the result will be nothing short of a complete transformation of our community’s response to domestic violence. With enhanced programming and training of all of our society, the new facility will be a sanctuary within a fortress.
- Willow Center is leading conversations on healthy relationships in classrooms from pre-K through high school. Willow Center advocates are called to every college campus in our region to provide training and support for students, faculty and staff.
- In support of the DVC Mayor Michael Madden, came to Rochester as keynote speaker at our sold-out luncheon this May. Over 500 people attended and learned what was often not known about their intended target of his shooting spree. Sadly, domestic violence remains a deadly issue.
- Willow Center CEO, Jaime Saunders, served as the host of the Safe Neighborhoods committee of the Rochester/Monroe County Anti-Poverty Initiative led by the United Way, which has identified trauma and its impact as a significant barrier to success.

Building Hope

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