

# Opening Doors to Our Future



Annual Report 2015-2016

willow   
Domestic Violence Center

Dear Friends,

What a milestone year!

For nearly 40 years, our administrative offices have been confidentially co-located with our shelter and inaccessible to the general community. This September, we opened our doors for **Willow Center's first ever public location – our new Willow Center Offices and Training Center.**

Following national best practice, Willow Center's public location serves as a **visible and centralized hub for our community's domestic violence response and services.** With volunteer and advocate trainings, in-kind donation drop-offs, and hosting community meetings, we are joining forces and gathering as a community to shine the light on domestic violence.

**Construction is well underway** on our new state-of-the-art Emergency Shelter and expanded Counseling Center as part of our comprehensive \$8 million Safe Place Campaign – with \$7.3 million raised to date. We are busy preparing to move in the coming months.

Together we have listened to find out what survivors need and developed innovative solutions to remove barriers to services. We are **leading conversations** throughout our community about how we all can help survivors on their journey to safety and healing.

This year, with our incredible media partners, we launched the community-wide ***Abuse is Abuse: Let's Talk About It*** public awareness campaign to draw attention to how often we inadvertently use diminishing words when talking about dating and domestic violence.

In 2016, **we reached more than 7,000 survivors through our full continuum of services** – right here in Monroe County.

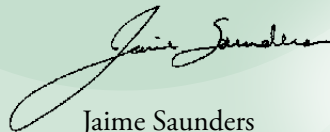
What we have accomplished, together, is stunning.

So much is possible, because of you. Thank you.

In partnership,



Christopher J. Beato  
Board Chair



Jaime Saunders  
President & CEO

**“As an agency  
we can no  
longer hide  
in the dark...”**



## Opening Doors

For the first time in our nearly 40 years of serving this community – we are stepping into the light. As an agency, as a resource, we can no longer hide in the dark, as if ashamed of domestic violence, the hidden issue. Following national and statewide best practice, Willow Center’s public location will serve as a beacon of hope.

### Our doors are open...

- For the hundreds of volunteers who come for trainings each year
- For community groups that collect school supplies and backpacks so our children in shelter start the school year off right
- For the hotline volunteers who will be here to answer the call
- For agency partners, providers, and advocates to learn, to help and to stand with Willow in support of survivors
- For our community to have a visible and centralized hub for our domestic violence response and services
- For you!

Come visit us! 693 East Avenue in the Strong Todd Building.



County Executive Dinolfo and community leaders at opening of first ever public location.



Crowd gathers to mark the historic moment.

## Building Hope



Safe Place Campaign Committee meets in the construction trailer to review plans.



Jaime Saunders gives a hard-hat tour of construction progress.

Willow Center launched our comprehensive \$8 million Safe Place Campaign to secure our future, raising nearly \$7.3 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 state-of-the-art security, 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)
- onsite pet shelter
- expanded Counseling Center
- affordable housing apartments (10 units)
- a publicly accessible Office and Training Center

Learn more on our website ([www.WillowCenterNY.org](http://www.WillowCenterNY.org)) and stay tuned for our ribbon cutting ceremony in 2017.

## Leading the Conversation

From local newsrooms 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 about relationship abuse.

- The “Abuse is Abuse” campaign was launched in partnership with our generous and brilliant friends at Truth Collective and Tipping Point Communications – at no cost to Willow! With incredible in-kind support from 12 local media outlets – Lamar billboards, RTS, TV, radio, and print – Willow Center is able to shine the spotlight on domestic violence and break the silence.
- 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.
- Ex-wife of the D.C. sniper, Mildred Muhammad, came to Rochester as keynote speaker at our sold-out luncheon this May. Over 500 people attended and learned what most did not know: she was the intended target of his shooting spree. Sadly, domestic violence is behind so many headlines.
- Willow Center CEO, Jaime Saunders, served at the helm 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.



Jaime Saunders, Mildred Muhammad and Norma Holland on 13WHAM *Good Day Rochester*.



Roychelle Lockett and Bridgette Jones-Waters raise awareness and promote healthy relationships at the Casa Larga NY Ice Wine and Culinary Festival.



## Joining Forces

Domestic violence is a community issue that requires a community response. Willow Center has gathered momentum 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.



Launch of Domestic Violence Awareness Month and Annual Report to the Community. Jaime Saunders speaks to the media, with partners L to R: Greece Police Chief Phelan, Irondequoit Police Chief Tantalò, County Executive Cheryl Dinolfo, Assemblymember Harry Bronson, RPD Victim Advocate Pat Huntington-Sigel, Senator Joe Robach, Gates Police Officer Lance Duffy, and RPD Deputy Chief Harris.

- Willow Center launched a partnership with Advocacy Services for Abused Deaf Victims and RESTORE Sexual Assault Services through federal funding to address service barriers for Deaf survivors of abuse.
- In partnership with YWCA, the Bridge's Home 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) in a coordinated community response to our community's toughest cases, working with the District Attorney, victim's advocates, law enforcement and providers to ensure victim safety and the most effective 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.

# 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.....	\$129,241
Grants.....	\$653,051
Contributions & Gifts.....	\$477,812
Miscellaneous.....	\$50,216
Total.....	\$2,406,562

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## Board of Directors

### Board Chair

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

### Vice Chair

Barbara Purvis – *President, Essex Hotel Management*

### Treasurer

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

### Secretary

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

Teresa Anderson – *Finance Vice President, Excellus*

Michelle Ashby – *CEO, Tipping Point Communications*

Mark Crandall – *Real Estate Agent, Nothnagle Realtors*

Cassandra 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 Rettew – *Human Resources Manager, Lacy Katzen, LLP*

Trish Rissone – *Director of Residential Property Management, Broadstone*

Debra Salmon – *Director of Major Gifts, Al Sigl Community of Agencies*

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

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

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

Michele Williams – *Sales Consultant, Worth New York*

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## Leadership Team

Jaime Saunders, MPA | *President and CEO*

Janine Lucas, MPA | *Chief Operating Officer*

Meaghan de Chateaufvieux, MA, CFRE | *Director of Development and Marketing*

Pamela Graham | *Prevention Education Coordinator*

Jeff Pier, MPA | *Director of Programs and Services*

Tanya Rice | *Director of Finance*

Jennifer Sullivan, LMSW | *Community Program Manager*

Marie Viavattine, MSW | *Shelter Manager*



# 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 answer 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 secure, 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: 13,875 individuals**

Willow Center provides workshops for schools, colleges, places of worship and the workplace, free of charge. Willow Center provides training for providers, social 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 Program**

Willow Center depends on volunteers to fulfill our mission. Over the past year, volunteer engagement has grown exponentially, with 120 active volunteers supporting survivors seeking services at Willow Center, and another 100+ volunteers supporting our outreach in the community through events, health fairs and activities.



WillowCenterNY.org  
24/7 Hotline: (585) 222-SAFE (7233)  
Phone: (585) 491-7910  
Mailing Address: P.O. Box 39601, Rochester NY 14604

