Together

Ensuring a Safe Place for all.
Supporting survivors in our community.

2016-2017 ANNUAL REPORT
Dear Friends,

With you by our side, we have moved mountains. What an honor it is to reflect on the incredible transformation and growth you have made possible. Together, we have achieved so much while reaching more than 7,000 survivors last year.

Over the last few years, we have grown exponentially and launched innovative new initiatives to better meet the needs of survivors in our community. With our agency name change in 2015, the opening of our public location in 2016, and our new program facility in 2017, Willow Center has become a more visible leader in our community’s response to domestic violence.

Here are a few highlights of this past year:

- Completed an $8.4 million Safe Place Campaign to open a new state-of-the-art program facility – The Shill Family Building – increasing safety and improving services for survivors.

- Branched out with mobile advocacy and 3 new service locations, for a total of 6: The Shill Family Building, the HEAL Collaborative at URMC, the Court Advocacy Program at the Hall of Justice, the Mobile Advocacy Program at Child Protective Services, a 10-unit supportive housing complex and our new public training/administration location at Strong Todd Chapel on East Avenue.

- Launched new initiatives including, the Deaf Gain Collaborative, remote orders of protection, mobile advocacy, supportive housing, the HEAL Collaborative at URMC, Project Stronger children and family trauma counseling collaborative with Mt. Hope Family Center, and the soon-to-open onsite Pet Program.

With each of these efforts, we seek to remove barriers for survivors seeking safety and support from Willow Center. This is all possible thanks to the community’s outpouring of support.

Together we have transformed how our community supports domestic violence survivors and their families. Thank you for standing with Willow today and for being with us into the future.

There is still so much to do, together, and we are grateful.

In partnership,

Barbara Purvis  Jaime Saunders  
Board Chair  President & CEO
New Public Location

Willow Center’s East Avenue location is a hub of activity for the community.

With a sign out front and a visible presence for the first time in nearly 40 years, our administrative location serves as a donation drop-off area, meeting space, and training center for staff, agency partners, and volunteers.

From the top: staff accept donations of summer toys at Strong Todd Chapel, Willow’s public location; National Association of Women in Construction members deliver 50+ bags of toiletries for shelter residents; Merrill Lynch employees deliver 30+ backpacks filled with school supplies from the drive they organized for Willow; Junior League of Rochester members gather at Willow’s public location for the Silent Witness Project candlelight vigil.
Safe Place Campaign Complete

The Safe Place Campaign was a comprehensive campaign to reinvent how our community supports domestic violence survivors and their families in Monroe County. With a bold vision that pulled together the best and most innovative ideas from across the country, the Safe Place Campaign was more than a new shelter or the renovation of a new building – it was a vision of a future where survivors are met with dignity, respect, and safety, where they have full access to life-saving services.

$8.4 million raised in three years

We have opened the door to our new home and welcomed each survivor with compassion and hope. You helped us achieve this. Thank you.

Watch a video of Willow Center’s new home at WillowCenterNY.org

Safe Place Committee

Bob & Barbara Duffy
Honorary Chairs

Chris & Michele Williams
Campaign Chairs

Michelle Ashby
Dr. Catherine Cerulli
Bonnie DeVinney
Katie Ferguson
Sheila Gaddis
Norma Holland
Phyllis Korn
Peter Messner
Duffy Palmer
Sandra Parker
Andrew Pluta
Bob Relph
Dee Relph
Ed Shill
Mark Siwiec

The Safe Place Campaign included five key components:
1. Expanded Emergency Shelter
2. Expanded Counseling Center
3. New Supportive Housing for families
4. Publicly accessible office and Training Center
5. New onsite Pet Shelter (opening in early 2018)
A Virtual Ribbon Cutting

How do you hold a ribbon cutting for a building we cannot show?

For the safety of survivors and their families, and under New York State law, our program locations are kept confidential.

To celebrate this historic moment, without disclosing the confidential location, Willow invited community leaders and supporters to our public office to view the ribbon cutting virtually with a live-streaming video. Willow announced the Safe Place Campaign’s finish line gift from longtime supporters Ed Shill and Molly Branch Shill, naming the new facility The Shill Family Building.

During the ceremony, Willow CEO Jaime Saunders remarked, “It is a very unique couple, to say the least, who would name a building we cannot even show, for confidentiality and safety of survivors. But notoriety is not why they did this. Ed and Molly have been on the journey with us for nearly a decade.

“Molly Branch Shill leads Branch Acupuncture Center and has dedicated her life to helping others; working tirelessly to heal people’s pain and improve their ability to live. Ed Shill, the President and CEO of QCI Asset Management, has served on the Willow Board of Directors for nine years and is on the Honorary Advisory Board and Safe Place Campaign Committee.

“Ed and Molly are deeply committed to our mission, to healing, and to justice. Their generosity impacts thousands of families who will seek safety at The Shill Family Building.”
A Safe Place, from Start to Finish

Thank you to our project partners
Thank You!

Safe Place Campaign Supporters

$500,000+
Edward Shill and Molly Branch Shill

$250,000-$499,999
The Sunshine Lady Foundation, Inc. Wegman Family Foundation

$100,000-$249,999
Daisy Marquis Jones Foundation Davenport-Hatch Foundation ESL Charitable Foundation Glover-Crask Charitable Trust Robert and Dee Relph Schwartz Family Foundation

$75,000-$99,999
Brighter Days Foundation Joan L. Feinbloom Jeannie W. Morley

$50,000-$74,999
Anonymous Cornell/Weinstein Family Foundation Greater Rochester Health Foundation M&T Bank

$25,000-$49,999
Charles J. & Burton S. August Family Foundation Erika and Ray Hutch Rochester Area Community Foundation William G. McGowan Charitable Fund

$10,000-$24,999

$5,000-$9,999

$1,000-$4,999
Carriissa and Samantha Adams Anonymous Jan August Paul and Mary Battaglia Christopher J. Beato Vincent F. Butler Janis and Phil Castrogiovanni Catherine Cerulli Christopher Williams Agency Clarix Technologies Marion Clement Connection Technology Center Pamela H. and David K. Cooper Lisa and Walter Critchley Meaghan and Phil de Chateaufieux Bonnie DeVinney and Bob Thompson Valerie Edwards-Brown and Randy Brown Steven H. and Susan Z. Eisinger Essex Hotel Management, LLC Foodlink Lauren Frank and Annette Miller

Expanding Core Services

This past year Willow Center expanded our core life-saving and life-changing services for survivors of abuse and their families. All services are free and confidential.

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Hotline Calls</td>
<td>5,110</td>
</tr>
<tr>
<td>Emergency Shelter</td>
<td>384</td>
</tr>
<tr>
<td>Court Advocacy Clients</td>
<td>2,301</td>
</tr>
<tr>
<td>Counseling Center Clients</td>
<td>446</td>
</tr>
<tr>
<td>Individuals Participated in Prevention Ed.</td>
<td>13,228</td>
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Individuals Received Emergency Shelter
Willow becomes the largest domestic violence shelter in Upstate New York with a total of 49 beds.

Court Advocacy Clients
Willow Advocates provide support to survivors obtaining an Order of Protection in a private, secure waiting area at the Monroe County Hall of Justice.

Counseling Center Clients
Willow’s Counseling Center doubled in size to meet the demand for services. Support groups include financial literacy, legal clinics, housing clinics and yoga.

To access Willow Center services, call our 24/7 Hotline at (585) 222-SAFE (7233) or visit our website at WillowCenterNY.org.

Willow is 1 of 6 in the nation to receive a grant through the Federal Office of Violence Against Women, in partnership with IGNITE and RESTORE, to increase access for Deaf survivors.

Deaf Gain Collaborative

Trauma Informed Care
In partnership with the Marie C. and Joseph C. Wilson Foundation and the Rochester Area Community Foundation, Willow Center is implementing a comprehensive trauma informed care model to support survivors and staff.
Willow Center added new services to better meet the needs of survivors in our community.

**New! Safe Affordable Housing**
For families leaving Willow Center’s Emergency Shelter, finding safe affordable housing can be a challenge. Willow Center now provides a clear path to housing stability with 10 apartment units offering onsite support services to domestic violence survivors and their families.

**New! HEAL Collaborative**
Willow Center is a proud partner of the new Health Education Advocacy and Law (HEAL) Collaborative onsite at the University of Rochester Medical Center (URMC). HEAL provides a “one-stop shop” for survivors at URMC and members from the community. Social workers, mental health professionals, legal and public safety support are all located at HEAL.

**New! Remote Filing of Orders of Protection**
For survivors facing safety concerns, medical issues, fear, or severe injury, going to Court is simply not possible. Recent New York State Legislation allows Willow Advocates to assist with filing Remote Orders of Protection using modern technology such as Skype. In partnership with the 7th Judicial District, Willow Center was able to implement this groundbreaking new initiative at the HEAL Collaborative and will expand to other Willow services in the coming year.

**New! Mobile Advocacy**
Willow Advocates can now meet survivors where they are – literally. Willow Advocates travel to places that are safe and convenient for survivors, where they can speak freely and without fear – at hair salons, in coffee shops, in private offices, at doctor’s offices, and with other service providers.

**New! Project Stronger**
Willow has partnered with the Mt. Hope Family Center’s Supporting Trauma Recovery Opportunities & Nurturing Growing Emotional Resilience (Stronger) Project. Willow’s Project Stronger Advocate connects families with Mt. Hope to receive evidence-based trauma treatments for children and their caregivers.
Our Annual Spring Luncheon is our largest fundraising and networking event of the year. As our supporters know, this annual signature event is not to be missed. In 2017, the event sold out with nearly 600 guests.

Deb Rosen, Executive Director of Bivona Child Advocacy Center, and Bill Gargan and Mary Randall of the Monroe County District Attorney’s Office take a 'selfie' at the suggestion of Emcee Norma Holland who said, “Let’s show our young people that we care, that we’re talking about this and taking steps to support them, in a forum they’ll see and understand.”
Preventing Abuse Before it Begins

Willow Center is in schools and colleges across Monroe County, educating over 13,000 students on healthy and unhealthy relationships.

Unhealthy relationships can start early and last a lifetime. Teens often think some behaviors, like teasing and name calling, are a “normal” part of a relationship. However, these behaviors can become abusive and develop into more serious forms of violence. Abusive relationships in adolescence can have serious and long-term effects, even putting teens at higher risk for substance abuse, eating disorders, suicide, and risky sexual behavior.

Youth today are facing new kinds of abuse. ‘Electronic leash ing’ takes the form of excessive text messages and threats, posting embarrassing pictures and using surveillance apps. Technology has opened up new tools of harassment and intimidation often well hidden from others, especially parents.

The most effective tool to stop dating violence is the active presence of a loving, caring adult. Knowing the signs and checking in with teens is essential.

How to Help Your Child/Teen
1. Listen and give support to your teen.
2. Talk about behaviors, not the person.
3. Avoid ultimatums.
4. Decide on next steps together.
5. Learn more at LoveisRespect.org

Willow Center is proud to partner with:
- Bryant and Stratton College
- Medaille College
- Monroe Community College
- Nazareth College
- Roberts Wesleyan College
- Rochester Institute of Technology
- St. John Fisher College
- SUNY Brockport
- University of Rochester

Willow Center provides workshops in school districts throughout Monroe County:
- Monroe #1 BOCES
- Monroe 2-Orleans BOCES
- Brighton Central School District
- Brockport Central School District
- Churchville-Chili Central School District
- East Irondequoit Central School District
- East Rochester Union Free School District
- Fairport Central School District
- Gates Chili Central School District
- Greece Central School District
- Hilton Central School District
- Honeoye Falls-Lima Central School District
- Kendall Central School District
- Penfield Central School District
- Pittsford Central School District
- Rochester City School District
- Rush-Henrietta Central School District
- Spencerport Central School District
- Webster Central School District
- West Irondequoit Central School District
- Wheatland-Chili Central School District

Education is the most powerful tool against dating abuse.

Through sustaining funding from the Verizon Hopeline Foundation, Willow Center launched an innovative program on campus at SUNY Brockport, engaging hundreds of student athletes on their turf – at practices, training sessions and team meetings – as role models for the student body to send the message that everyone deserves a healthy relationship.
**Raising Awareness**

Willow Center events and activities engage community leaders, advocates, families and supporters in raising awareness and funds to support survivors throughout the Greater Rochester region. The annual Walk a Mile in My Shoes event brings together hundreds of people each year to walk in honor and support of survivors. October is Domestic Violence Awareness month, launched each year with the Annual Report to the Community on domestic violence data in Monroe County. Community events such as the Lilac Festival Dunkin’ Donuts Dash engage the broader community in a fun way to support our mission.

Our community is stronger when we all stand, and walk, together.

Clockwise, from the top left: Ready for the walk are Rochester Police Deputy Chief Wayne Harris, Irondequoit Police Chief Richard Tantalo, Undersheriff Andrew Forsythe, Brighton Fire Chief Stephen MacAdam, Brighton Town Supervisor Bill Moehle, Miss New York Hannah Lopa, Brighton Police Chief Mark Henderson, NYS Senator Joseph Robach, NYS Assemblymember Harry Bronson.

Board Member Steve Scott and Willow staff Meaghan de Chateaubriand at the Lilac Festival Dunkin’ Donuts Dash to benefit Willow Center.

Jemilah Reaves and her family participate in Walk a Mile in memory of her mother Ella.

Willow President & CEO Jaime Saunders is joined by Monroe County Executive Cheryl Dinolfo and Rochester Mayor Lovely Warren to release the Monroe County Domestic Violence Report to the Community (shown to the left).
Community Support

Each year, Willow Center relies on the incredible generosity of our community to raise awareness and funds to keep our doors open for all survivors. Last year, events held by community members to benefit Willow Center raised over $25,000 and collected much needed goods and supplies. From baby showers to guest bartending nights, concerts, bowling, house parties, and school supply drives, our community events sustain us.

Thank you!

148 volunteers contributed 15,569 hours
2016-2017 Financials

BOARD OF DIRECTORS

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Anne Dyring Riley Vice Chair | Sole Member/Attorney Anne Dyring Riley, LLC
Lance Thomas Treasurer | Chief Financial Officer, WXXI
Michelle Ashby Secretary | CEO, Tipping Point Communications
Christopher J. Beato Chair Emeritus | Marketing Manager, Wegmans Food Markets
Teresa Anderson | Finance Vice President, Excellus
Mark Crandall | Real Estate Agent, Nothnagle Realtors
Dorothy Ferguson | Counsel, Bond, Schoeneck & King
Cassandra George-Ramos | Principal, Wind and Water Consulting
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Heidi Macpherson | President, The College at Brockport
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Debra Salmon | Vice President, Al Sigl Foundation
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Facilities Task Force | Finance Committee
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Blynn Nelson
Patrick Wahl
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Mike Dedee, MSW | Director of Operations
Janine Lucas, MPA | Director of Grants Administration & Evaluation
Tanya Rice | Director of Finance
Marie Viavattine, MSW | Director of Programs & Services

The financial information included in this Annual Report is an audited summary of the financial condition and results of operations for Willow Domestic Violence Center for the 2016-17 fiscal year. For more information, a copy of Willow Center’s IRS Form 990 is available at www.guidestar.org and Audited Financial Statements are available upon request.
Gratitude and Champion Awards

2016 Award Recipients

Each year, Willow Center gathers just before Thanksgiving to celebrate the significant contributions of our partners and friends.

Phyllis Korn Restore the Hope Award:
Peter Messner

Each time PeterMessner sees a clear need, he rolls up his sleeves and jumps right in. Even though we were moving soon, Peter refreshed our fatigued shelter two years ago. He installed flooring for our new public space and conducted supply drives at the Messner Flooring stores in Greece and Pittsford. When Peter joined our Campaign Committee, his guidance helped us raise funds for the Empowerment Series Group Room. His support has made all the difference to restore hope for our families.

Stop the Hurt Award:
Brighton Police Chief Mark Henderson

As a first responder, Chief Henderson sees firsthand the impact of domestic violence on our communities. With over 50,000 911 calls last year for domestic disputes in Monroe County, our first responders are critical partners. As Chair of the Monroe County Law Enforcement Council, Chief Henderson has led the Chief’s Challenge for our annual Walk a Mile in My Shoes, where officers walk in heels for Willow. Through our Purple Box Campaign, he has recruited police stations to collect holiday gifts for children in our emergency shelter to make it more comfortable for a survivor to come forward and to trust law enforcement.

Shine the Light Award:
Tipping Point Communications

The Tipping Point Team, led by long-time Board Member Michelle Ashby, has launched Willow over many hurdles in the past few years. They have drafted press releases, hauled a podium to Seneca Park for our name change announcement, and crafted spot-on messaging to communicate the impact of our work. Tipping Point Communications and Truth Collective partnered with Willow to launch the “Abuse is Abuse: Let’s Talk About It” campaign – at no cost! Tipping Point garnered incredible in-kind support from 12 local media outlets – more than $80,000 in donated Lamar billboards, RTS, TV, radio, and print.

Annette Itkin Volunteer of the Year Award:
Kelly Hillen

With her energy, compassion and patience, Kelly Hillen is a steady presence – volunteering in our Children’s Program for three years. Kelly helped to set up the video game system, and is not shy about turning it off to help the kids finish their homework. She comes bearing gifts for the children: toys, snacks, formula, and Wegmans gift cards for the families. Kelly builds towers and makes playdough animals, sings lullabies, soothes colicky babies, and brings comfort to each child, in our playroom while they are away from home.

2016 Farash Prize for Social Entrepreneurship

With a 40 year legacy of innovation, Willow Center was honored to celebrate our strong roots as Alternatives for Bartered Women with the 2016 Farash Prize for Social Entrepreneurship awarded to ABW founding leader, Phyllis Korn, who led our agency for 20 years. Phyllis is deeply committed to social justice, guided by the Hebrew phrase Tikkan Ulam, meaning ‘to repair the world.’ Today, Willow Center continues this legacy of innovative solutions to complex issues.
MISSION
To prevent dating and domestic violence and ensure every survivor has access to the services and supports needed along the journey to a safe and empowered life.

VISION
A community free from domestic violence, where healthy relationships thrive.