branching out

Growth and transformation to meet community need

2017-2018 ANNUAL REPORT
As many of you have heard, after an extensive CEO Search, Willow Center is delighted to announce the promotion of Meaghan de Chateauvieux to President and CEO. Meaghan has over 15 years of non-profit experience, securing resources and guiding strategic growth. During Meaghan’s 5 year tenure as Director of Development and Marketing, Willow completed an $8.4 million campaign for capital and program expansion, implemented the agency name change, and coordinated efforts to address gaps in systems, operations, and communications.

Most recently, Meaghan played a critical role as part of an interim leadership team at Willow, overseeing all agency administrative functions, while continuing to advance the mission publicly with supporters, media, and the community. Meaghan is committed to building on our solid foundation and the momentum of the past five years to strengthen our partnerships, to expand our programs and prevention efforts, and to remove barriers that survivors face on their journey to safety and healing.

Special thanks to Christopher J. Beato, Chair Emeritus and Chair of the Search Committee, for leading the CEO search.
Willow Center met me where I was and helped me on my journey.
Every day, Willow Center is removing barriers and increasing accessibility for all survivors. All genders. All ages. All types of abuse. Survivors of domestic violence in the Greater Rochester community find safety, support, and healing at Willow Center. All services are free and confidential.

**PROGRAM LEADERSHIP**

**Michelle Bozman, MSHA**  
Shelter Manager

**Kathryn Castle, MEd**  
Family Services Coordinator

**Pamela Graham**  
Prevention Education / Training Manager

**Marge Kreiss, MS, NCC, LMHC**  
Counseling Center Coordinator

**Lisa Hartmann**  
Events and Community Engagement Coordinator

**Monica Hanks, MA**  
Supportive Services Housing Coordinator

**Amber Lingenfelter**  
Special Projects Manager

**Peter Orlando**  
Facility Manager

**Elaine Sepulveda**  
Shelter Supervisor

**Hannah Sonner, LMSW**  
Court Advocacy Program Coordinator

**Jennifer Sullivan, LMSW**  
Community Programs Manager

**6,613**  
24/7 Hotline calls

Willow Center’s Crisis & Support Hotline is available 24 hours a day, 365 days a year. If you believe you are in an abusive relationship, or if you feel unsafe with your partner or in your home, Willow Center is here for you – just one call away.

**382**  
Emergency Shelter Residents

Willow Center’s 49-bed emergency shelter provides safety, security, and wrap-around case management services for survivors of all genders, their children, and their pets. The Shill Family Building is a sanctuary within a fortress, providing hope and healing for hundreds of survivors each year.

**13,229**  
Students

Reached through Prevention Education

Education is the most powerful tool against dating abuse. Willow Center is in every school district and college across Monroe County, providing workshops for students on healthy relationships and red flags of abuse.

**2,534**  
Professionals

Reached through Training Workshops

Willow Center is in the workplace, providing trainings for professionals — including law enforcement, attorneys, corporate and medical staff, and service providers — on how to respond to domestic violence.

…**222 Residents were children**
"I met with a Willow advocate during my lunch break at the coffee shop, the only time I felt safe because my partner was stalking me. Together, we created a safety plan for me, my son and even my dog, for when I'm ready to leave. I have hope. Willow is with me when I feel afraid. I know they are only a phone call away."

Mobile Advocates:
- 14 Mobile Advocate Clients
  - Mobile advocates meet survivors where they are – quite literally – whether it’s in a coffee shop, at a place of worship, in their doctor’s office, or at the public library. They provide safety planning, referrals, and support.

Counseling Center:
- 127 HEAL Program Clients
  - Through a partnership with the Healing through Education, Advocacy and Law (HEAL), Willow Center advocates provide support for survivors, including remote filing of Orders of Protection from their hospital room at the University of Rochester Medical Center.

Counseling Center Clients:
- 594 Counseling Center Clients
  - With short-term individual and group counseling, Willow Center provides resources for survivors to break through barriers. Group topics include financial literacy, legal guidance, housing and skill-building.

Court Advocacy:
- 2,135 Court Advocacy Clients
  - Willow Center advocates provide guidance for survivors in a private, secure waiting area as survivors navigate the court process to obtain an order of protection at the Monroe County Hall of Justice.

Supportive Housing:
- 23 Supportive Housing Residents
  - Safe, affordable housing is a key step to self-sufficiency for many survivors. Willow’s 10 apartment units provide stability, security, and a safe next step for survivors leaving the emergency shelter.

Pets:
- Pets: 1 dog, 1 cat and 2 pocket pets in one month
  - Pet safety is one of the barriers that prevents survivors from leaving an abusive relationship. Willow offers an onsite pet program with the emergency shelter so that survivors do not have to leave their pet behind.
celebrating champions
Willow Center’s 2017 Award Recipients

PHYLLIS KORN RESTORE THE HOPE AWARD:
Ed Shill and Molly Branch Shill

SHINE THE LIGHT AWARD:
Christopher and Michele Williams
Robert and Barbara Duffy

ANETTE ITKIN VOLUNTEER OF THE YEAR AWARD:
Julia Green and Iskra Bonanno

STOP THE HURT AWARD:
Monroe County Family Court

raising awareness
Community Engagement
Volunteers gave 9,056 hours of service

Mike Dedee, Ed Shill, Steve Scott Jr., Tim Ryan, Meaghan de Chateauvieux, and Steve Scott Sr. raise awareness at Willow’s Annual Spring Luncheon

Volunteers and staff at the Lilac Festival

Ed Shill and Meaghan de Chateauvieux at the Rochester Business Classic, benefiting Willow

Staff and volunteers participate in the Pride Parade

Police officers deliver toys for children in our shelter over the holidays
leadership

Board of Directors

Barbara Purvis Board Chair | President, Essex Hotel Management
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, Howard Hanna
Dorothy Ferguson | Counsel, Bond, Schoeneck & King
Cassandra George-Ramos | Principal, Wind and Water Consulting
Majuuwa Kowai-Bell | Senior Mortgage Loan Originator,
Genesee Regional Bank
Heidi Macpherson | President, The College at Brockport
Michael Mendoza | Commissioner of Public Health, Monroe County
Mary O’Connell | Partner, Trevett Cristo
Sherry Retew | Human Resources Manager, Lacy Katzen, LLP
Sharon Rivais | Chief Actuary, Relph Benefit Advisors
Steve Scott | President & CEO, North Coast Claims Service
Christopher Williams | Owner/President, Christopher Williams Agency

Honorary Advisory Board

Monica Guardino | Senior Director of Finance,
Humanitarian Services, American Red Cross
Olga Mendez | Director of Member & Community Relations,
Gunlocke Company
Trish Risone | Manager, Building & Support Services,
ESL Federal Credit Union
Debra Salmon | Vice President, Al Sigl Foundation
Ed Shill | President & CEO, QCI Asset Management, Inc.
Erica Tickle | Senior Marketing Manager, Wegmans Food Markets
Michele Williams | Sales Consultant, Worth New York

Senior Staff

Meaghan de Chateauneuf, MA | President & CEO
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 and Services

Special thanks to:
Jaime Saunders, MPA | Former President & CEO, 2013-2018
Bonnie C. DeVinney, MHSA | Interim President & CEO, 2018

Additional Committee Volunteers

FINANCE
Lisa Foss
Lisa Tagliarino
Paula Tinch

HR TASK FORCE
Lisa Critchley
Donna Bell
Denee Stirpe
Tashanda Thomas
Tammy Wilkes

FACILITIES
Sue Eliaszewsky
Kurt Ingerick
Patrick Wahl
Louis Weisner
Chip Yatteau

DEVELOPMENT
Heather Pawlowski
Peter Messner

financials

2017-2018

BALANCE SHEET

Assets
Unrestricted Cash.................................................................$154,032
Temporarily Restricted Cash & Investments.............................$1,486,701
Permanently Restricted Investments..........................................$1,007,975
Receivables .............................................................................$1,071,936
Temporarily Restricted Pledges Receivable................................$504,938
Property & Equipment, net....................................................$104,179
Other.....................................................................................$74,395
Total Assets..............................................................................$4,404,156

Liabilities & Net Assets
Accounts Payable &
Accrued Expenses.................................................................$231,562
Deferred Revenue ...................................................................$26,083
Total Liabilities ........................................................................$257,645
Unrestricted Net Assets..........................................................$1,146,897
Temporarily Restricted Net Assets...........................................$1,991,639
Permanently Restricted Net Assets...........................................$1,007,975
Total Liabilities & Net Assets....................................................$4,404,156

STATEMENT OF ACTIVITIES

Public Support & Revenue
Government Agency Reimbursement.............................................$1,310,664
Contributions & Gifts.................................................................$588,080
Safe Place Campaign................................................................$26,083
United Way ..............................................................................$155,000
Grants .......................................................................................$1,404,762
Contributions, In-Kind...............................................................$34,755
Other........................................................................................$3,407
Total Public Support & Revenue.....................................................$3,526,640

Expenses
Program ....................................................................................$2,549,376
Management & General ............................................................$331,925
Fundraising ..............................................................................$231,504
Total Expenses ........................................................................$3,132,805

Restricted Investment Income/(Loss), net.................................$193,603
Transfer to Affiliates, Safe Place Campaign.................................($39,179)
Change in Net Assets................................................................$548,259

Audited Financial Statements are available upon request.

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, of Greater Rochester Inc.
for the 2017-18 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.
WillowCenterNY.org
24/7 Hotline: (585) 222-SAFE (7233)
Business Phone: (585) 232-5200
Mailing Address: PO Box 39601, Rochester NY 14604
All services are free and confidential.

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.

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