



2017-2018 ANNUAL REPORT

branching out

Growth and transformation
to meet community need

dear friends,

As we reflect on our many successes together, one thing is clear: we couldn't do this without you. We are deeply appreciative of your commitment to our mission and inspired by what we have achieved together.

With your support, Willow Center is branching out into the community to meet the need. We know that domestic violence impacts every zip code. It is in every neighborhood, organization, place of worship, office, and school. Domestic violence is everywhere in our community. So is Willow.

Demand is increasing as we raise awareness of the many types of abuse and the broad range of support services Willow offers. Our reach into underserved populations is growing as we focus our attention on LGBTQ and Deaf communities through targeted grant initiatives. Every day, Willow Center is removing barriers and increasing accessibility for all survivors.

Together, we are changing lives.

Thank you for your commitment to our mission and to the survivors we serve.

With gratitude,



Barbara Purvis
Board Chair



Meaghan de Chateaufieux
President & CEO



welcome to our new president

As many of you have heard, after an extensive CEO Search, Willow Center is delighted to announce the promotion of Meaghan de Chateaufieux 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





programs & services in your backyard

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

Trauma-Informed Care

Willow Center promotes healing and reduces re-traumatization by incorporating principles and practices of Trauma-Informed Care in all aspects of our services. We create a safe environment, establish trust and boundaries, support autonomy and choice, create collaborative relationships and participation opportunities, and use a strengths and empowerment perspective to promote resilience.

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**



a new perspective

"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."

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.

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.

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.

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.

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:

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 Chateaufieux, and Steve Scott Sr. raise
awareness at Willow's Annual Spring Luncheon*



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



Volunteers and staff at the Lilac Festival



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



Staff and volunteers participate in the Pride Parade

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

Majuwa 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 Rettew | 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 Rissone | 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 Chateauvieux, 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 Eliaszewskj

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.....\$29,972

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.....\$351,925

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

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.



En Español