DEAR FRIENDS,

In a year of uncertainty and isolation, our message to survivors is loud and clear. You are not alone. You will find these four words anchored in the very heart of downtown Rochester defining our six-story mural Stories of Strength by artist Sarah C. Rutherford, as featured on the cover of this report.

This unprecedented time in our lives has shown us how deeply interconnected we are and how much we must rely on each other to stay safe. Our nation has faced multiple pandemics simultaneously: COVID-19, unprecedented spikes in domestic violence, structural racism, mental health crises, and sustained trauma at high levels.

And yet, together, we persevere.

It is with sheer grit, determination, and the support of our community that we kept our doors open, fully staffed and responsive 24/7 to the needs of survivors. As an essential service provider, Willow not only remained open throughout the state of emergency—we expanded and adapted to meet the intensifying needs:

• Responded to a 23% increase in calls to 24/7 hotline, and activated webchat and text line
• Initiated “hero pay” for frontline staff to recognize their risk and commitment
• Dispatched online advocates for emergency response
• Expanded remote filing for court orders of protection
• Delivered masks and food to survivors
• Expanded safe affordable housing options and support
• Launched a virtual prevention toolkit and hosted virtual trainings
• Advanced equity in access, service delivery, staffing and governance
• Strengthened our partnership with RESOLVE of Greater Rochester to merge our two agencies, streamlining services and enhancing capacity

We cannot thank you, our community, enough. Your generosity and kindness proved that we are not alone in this work. We support survivors because you support Willow. Thank you for your courage and advocacy for survivors. Together, we can make a difference.

If you or someone you know is experiencing abuse, our team at Willow is here to support you. Whether you need a safety plan to protect yourself and your children, court accompaniment, shelter while you navigate your next steps, lock changes to secure your home, or support groups to connect with others who “get it” — we are here for you.

We listen, we believe you, and we believe in you. YOU ARE NOT ALONE.

Here at Willow, we honor the strength and resilience of survivors—and of our community—to live through the darkest times, yet still nurture that hope for a brighter tomorrow. Together, we will make our visions of a community free from violence—where healthy relationships thrive.

With gratitude,

Erica Tickle
CHAIR OF THE BOARD

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IN MARCH 2020, as stay-at-home orders took effect, Willow saw a dramatic increase in calls to our 24/7 free and confidential hotline. With a call volume up to as many as 45 calls in one day, more than tripling typical call volume. For some in our community, home is now a unsafe place.

Willa’s emergency shelter never closed its doors and remained fully staffed and responsive around the clock for survivors. Richmond Street Services, Inc. of Buffalo, also saw a significant increase in calls to their hotline, which are coordinated with Willow. We are thankful for the local partners who serve our community and are committed to working together to meet the need.

LOOKING TO THE FUTURE

The Willow Ball, held on October 10, 2021, was a virtual celebration of the past year. The annual Willow Ball, which raises funds to drive Willow’s growth and expansion, went virtual this year. Guests had the opportunity to attend a virtual event that featured engaging speakers, a silent auction, and a live auction.

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2020-21 FINANCIAL STATEMENT

BALANCE SHEET

ASSETS

LIABILITIES & NET ASSETS

TOTAL ASSETS $ 5,900,955

TOTAL REVENUE $ 6,384,995

PUBLIC SUPPORT & REVENUE

STAFF SUPPORT

TOTAL EXPENSES $ 4,198,617

STAFF SUPPORT

EXPENSES

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Grants</td>
<td>$ 1,016,321</td>
<td>$ 1,016,321</td>
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<tr>
<td>Contributions &amp; Gifts</td>
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<td>$ 1,278,423</td>
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<td>Program Services</td>
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<td>Contributions, In-Kind</td>
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<td>Public Support &amp; Revenue</td>
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<tr>
<td>*primarily market recovery of prior period market volatility</td>
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Looking forward to 2022 and beyond, Willow is committed to expanding its services and resources to meet the needs of survivors. Willow is excited to resume the annual Willow Ball in person to raise funds to drive Willow’s growth and expansion.

2021 will be an important year for Willow as we continue to build on the progress made in 2020. We are grateful for our partners, donors, and community members who support our mission to end domestic violence.

LEADERSHIP TEAM

Michael F. Mazzuca, MA

Chief Executive Officer

Dr. John A. Vallerius, MD

Chief Medical Officer

Catherine Mazzuca

Chief Development Officer

Michael Neubauer

Chief Financial Officer

2020-21 BUSINESS PLAN

To create Stories of Strength, standing at six sites around the Greater Rochester area, the Willow Domestic Violence Center mounted a series of domestic violence stories and survivors safe.

Grounded in the real stories of domestic violence survivors, this is a public art piece with a mission to heal and to provide a space of hope to those currently experiencing domestic violence.

A collaboration between Willow Domestic Violence Center and Sarah C. Rutherford Art Studio, Stories of Strength was created to raise awareness about domestic violence and to promote healing for survivors.

The mural was unveiled in October 2020 and is located on the Times Square Building in the heart of downtown Rochester.

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