

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 20% increase in calls to 24/7 hotline, and activated webchat and text line
- Instituted “hero pay” for frontline staff to recognize their risk and commitment
- Dispatched mobile advocates for emergency response
- Expanded remote filing for court orders of protection
- Delivered masks and food to survivors
- Expanded safe affordable housing options and supports
- 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, with our network of partners and supporters like you, we found innovative ways to ensure access to services in the most challenging of circumstances.

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 realize our vision of a community free from violence – where healthy relationships thrive.

With gratitude,



Meaghan de Chateaufieux
Meaghan de Chateaufieux
PRESIDENT & CEO



Erica Tickle
Erica Tickle
CHAIR OF THE BOARD

Cultivating Future Growth

In January 2021, Willow launched our new 2021-2024 Strategic Plan. Over the next four years, Willow will continue to leverage relationships and expertise to become a regional hub for domestic violence prevention and services that promotes a broad and diverse community response leading to improved survivor outcomes.

“FOR THERE IS ALWAYS **LIGHT**,
IF ONLY WE’RE BRAVE ENOUGH TO SEE IT.
IF ONLY WE’RE **BRAVE ENOUGH TO BE IT.**”

- Amanda Gorman

OUR MISSION is to prevent domestic violence and ensure every survivor has access to the services and supports needed along the journey to a safe and empowered life.

OUR VISION is a community free from domestic violence, where healthy relationships thrive.



Respect, Inclusion, Survivor-Centered, Trust, Excellence and Collaboration

THESE ARE THE GUIDING VALUES OF WILLOW and we take the diverse needs of everyone we serve into consideration. Willow is committed to maintaining an environment free from all forms of harassment, where individual dignity is respected. Services are available to survivors of domestic violence regardless of race, creed, color, national origin, sexual orientation, gender identity or expression, military status, marital status, or disability.



Domestic Violence Center

WillowCenterNY.org

24/7 Hotline

Call: 585-222-SAFE (7233)

Text: 585-348-SAFE (7233)

All Services are Free and Confidential

Office: 585-232-5200

PO Box 39601, Rochester NY 14604

Find Us on Social Media @willowcenterny



willow 
Domestic Violence Center

2020/2021



**ANNUAL
REPORT**

Fiscal Year April 1, 2020 – March 31, 2021

IMPACT WOVEN THROUGH THE YEARS

24 8,000 CALLS TO 24/7 HOTLINE

373 RESIDENTS, EMERGENCY SHELTER

1,806 CLIENTS, COURT ACCOMPANIMENT

1,828 PARTICIPANTS, PREVENTION EDUCATION AND TRAINING

356 SUPPORT GROUP PARTICIPANTS

1,558 COUNSELING SESSIONS

IN MARCH 2020, as stay at home orders took effect, Willow saw a dramatic increase in calls to the 24/7Hotline, receiving up to as many as 45 calls in one day; more than doubling typical call volume. For some in our community, home is not always a safe place.



EVERY FLAG =
5 of nearly 5,000 survivor calls to Hotline since March 1.

Domestic violence hasn't stopped for COVID-19 and neither will we.



Willow's emergency shelter never closed its doors and remained fully staffed, and responsive around the clock for survivors.

Pictured: Elaine Sepulveda, Director of Residential Services turning over rooms, keeping survivors safe.

THROUGH IT ALL

OUR COUNTRY WAS FACING multiple pandemics simultaneously: coronavirus, unprecedented spikes in domestic violence, institutional and structural racism, and mental health and trauma at high levels. At Willow, we are no strangers to mental health crises, and we are committed to treating everyone with respect, dignity and care.



WILLOW'S PUBLIC ART COLLABORATION WITH A MISSION TO HEAL



Artist Sarah C. Rutherford stands in front of the finished Stories of Strength mural.

To create *Stories of Strength*, standing at six stories tall, artist Sarah C. Rutherford interviewed survivors of domestic violence and interwove their experiences into every detail. The mural was installed in October 2020 and is located on the Times Square Building in the heart of downtown Rochester.

FEATURING **TARANA BURKE**

Founder of the 'me too.' movement and advocate for survivors of sexual violence.

inaugural willowBall

**in loving memory*

LOOKING TO THE FUTURE



Long-time collaborators Willow and RESOLVE of Greater Rochester announced their merger to expand clinical expertise and mental health services within Willow. This acquisition complements the merger with Deaf IGNITE in August 2020. These strategic partnerships continue to drive Willow's growth and expansion to promote a broad and diverse response to domestic violence.

The Inaugural Willow Ball was a virtual celebration that served to illustrate and amplify the strength, resilience and courage of those Willow serves in the Greater Rochester region. Every one of the \$110,000 raised from that special night directly supported The Willow Fund.

Watch this incredible interview with **Tarana Burke** and moderator **Norma Holland** at WillowNY.org/ball

WILLOW BOARD

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Edward Shill
Lance Thomas
Michele Williams

LEADERSHIP TEAM

Meaghan de Chateauvieux, MA, *President and CEO*
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Janine Lucas, *VP of Grants and Administration**
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Kathryn Castle, *Manager of Children and Family Services*
Sholonda Hamilton, *Overnight Supervisor*
Marge Kreiss, MS, NCC, LMHC, *Manager of Counseling Center*
Alison Francis-Lord, LCSW, *Director of Advocacy Services*
Susan Demers-McLetchie, *Deaf IGNITE Program Manager*
Su Metzger, *Director of Operations and Facilities*
Nicole Morelle, *Director of Development Communications and Marketing*
Lisa Nolan, *Director of Prevention Education*
Peter Orlando, *Facility Manager*
Elaine Sepulveda, *Director of Residential Services*
Hannah Sonner, LMSW, *Manager of Advocacy Services*
Ellen Yates, *Impact and Evaluation Specialist*
Toi Walker Smith, *Manager of Housing Services*

2020-21 FINANCIAL STATEMENT

BALANCE SHEET

ASSETS

Unrestricted Cash	\$ 488,407
Cash and Investment Designated for Future Use	2,002,482
Donor Restricted Cash & Investments	1,373,499
Donor Restricted Endowment	1,008,975
Receivables	897,475
Property & Equipment, net	178,154
Other	137,963
TOTAL ASSETS	\$ 6,086,955

LIABILITIES & NET ASSETS

Accounts Payable & Accrued Expenses	\$ 359,554
Other Current Liabilities	58,448
TOTAL LIABILITIES	\$ 418,002

Net Assets Without Donor Restrictions	3,243,146
Net Assets With Donor Restrictions	2,425,807
TOTAL LIABILITIES & NET ASSETS	\$ 6,086,955

STATEMENT OF ACTIVITIES

PUBLIC SUPPORT & REVENUE

Government Agency Reimbursement	\$ 1,427,521
Contributions & Gifts	1,016,321
Grants	1,480,251
Contributions, In-Kind	9,368
Paycheck Protection Program	433,495
TOTAL PUBLIC SUPPORT & REVENUE	\$ 4,366,956

EXPENSES

Program	\$ 3,518,713
Management & General	432,282
Fundraising	247,622
TOTAL EXPENSES	\$ 4,198,617

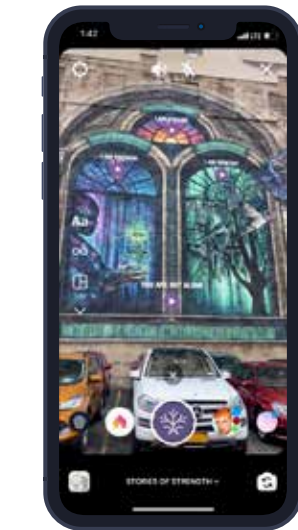
NET INCOME PRIOR TO INVESTMENT ACTIVITIES	168,339
Investment Gain, net	939,568*

CHANGE IN NET ASSETS	\$ 1,107,907
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*primarily market recovery of prior period market volatility

SEE THE MURAL IN REAL LIFE

Head to Downtown ROC to see *Stories of Strength* brought to life with an Instagram filter and hear the stories that inspired the art.



Experience the stories that inspired the art
Download the custom *Stories of Strength* Instagram filter.

1 SCAN QR CODE

Scan the code with your mobile camera, and Instagram will automatically open. Follow the instructions to add the filter.



2 FACE THE MURAL

To use the filter, stand in the parking lot and make sure the mural is visible from left to right and top to bottom on your screen.

3 WATCH & LISTEN

See the mural come to life, turn up your volume and listen to the stories of survivors by tapping the play buttons one at a time.

SHARE & TAG

#storiesofstrengthROC
@msshafway (SARAH C. RUTHERFORD)
@willowcenterny (WILLOW DOMESTIC VIOLENCE CENTER)

To read the survivors' stories, to listen to the stories again, and to learn more about the making of *Stories of Strength*, visit storiesofstrengthROC.org

The financial information included in this Annual Report is a summary of the audited financial condition and results of operations for Willow Domestic Violence Center for the 2020-2021 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.