

Focused on an Equitable Future



greater rochester

Health
foundation

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Cover photo courtesy Endless Highway. Kids play at the inclusive playground at Basil Marella Park in the Town of Greece.

Creating Positive Changes in the Health of Our Region

Dear Partners,

We began 2022 with a renewed urgency to **ensure an equitable recovery** following the COVID-19 public health emergency — working to **dismantle racial and other health inequities** across our region. Throughout the year, we heard from community partners and leaders about the need to **support community development**, ensure **access to mental health services** in traditional and nontraditional settings, and **address violence in our communities**.

We funded an array of projects spanning urban and rural communities, supporting diverse populations and addressing a range of health priorities while deepening our efforts to be a thought partner and resource — beyond dollars — to our grantees. We contributed funding to collaborative efforts to help end poverty, bring state and federal dollars into our region, ensure continuity of coverage for individuals and families enrolled in public health insurance programs, and engage residents of redlined neighborhoods in equitable community planning and development. We sought to further **center community voice in our work** as well, co-creating initiatives with parents and community leaders, and convened more partners to exchange insights and ideas.

This report elaborates on what we and our partners have learned and achieved over the past year, **focused on an equitable future**:

- In partnership with our community, we awarded 47 new grants and eight contracts across nine counties, committing more than \$8 million to a variety of projects addressing mental health needs, maternal and child health, racial equity, public health, youth development, and other issues related to social determinants of health.
- We continued to center racial equity across our efforts resulting in approximately 60% of our grants primarily serving or benefiting Black/African American and Latinx people. Around 40% of our grants were awarded to organizations with an executive director who identified their race/ethnicity as Black, Latinx, or Asian.
- Through the combined efforts of our partners, we supported work directly reaching more than 60,000 individuals across our region.

As recovery from the COVID pandemic progresses, the needs of our region remain vast. Looking ahead through 2023 and beyond, we are striving to be open and positioned to resource innovative, equity-centered ideas that will **drive positive changes in health**. We will continue to seek out culturally rooted and responsive approaches to community-defined priorities, such as mental health and violence prevention, as well as solutions that engage the people closest to the inequities and opportunities.

We are excited to share our annual highlights and especially proud to uplift the stories of our grantees who are working diligently to create a healthier region where **all people can thrive**.



Sanford J. Mayer M.D.

Sanford J. Mayer M.D.
Board Chair



Matt Kahlenbeck

Matt Kahlenbeck
President & CEO

2022 By the Numbers

**Grants
Awarded:**

47

**Total Funds
Awarded:**

\$8,279,071

**Number of People*
Directly Served by Our
Grantee Partners:**

60,000+

**Contracts
Awarded:**

8

**Percentage of
Multi-Year Grants:**

20%

**Percentage of
Unrestricted or General
Operating Grants:**

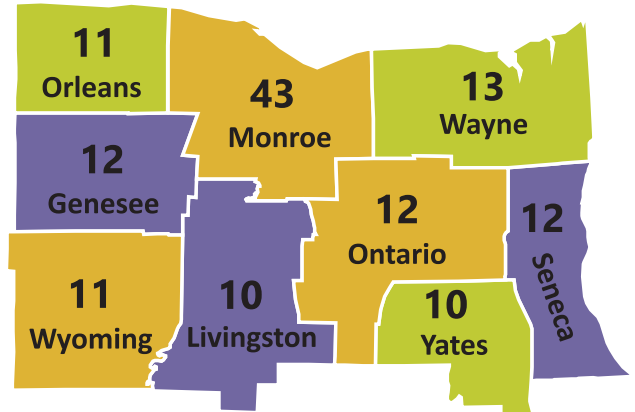
65%

**This is a conservative estimate that does not include indirect reach (e.g., impact on patients through training of healthcare providers, population impacts of grassroots and policy advocacy, etc.).*



Courtesy: SOAR. Community hike at Guy Baldassarre Marsh.

GEOGRAPHIC REACH



Map shows the reach of all grants and contracts awarded in 2022 (many projects serve multiple counties).

AREA OF HEALTH

Percentage of Grant Dollars Awarded

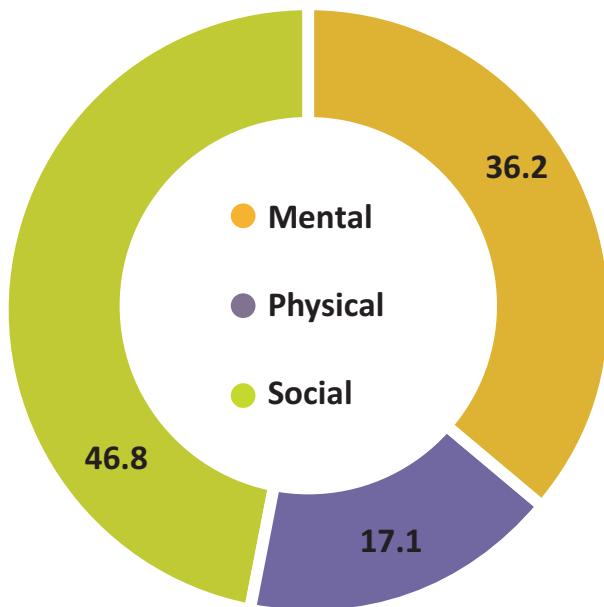


Chart shows the proportion of total grant dollars awarded in 2022 focused in each broad area of health. "Social" encompasses social determinants of health as well as social well-being.



Courtesy: We Are One Movement

AREA OF FOCUS

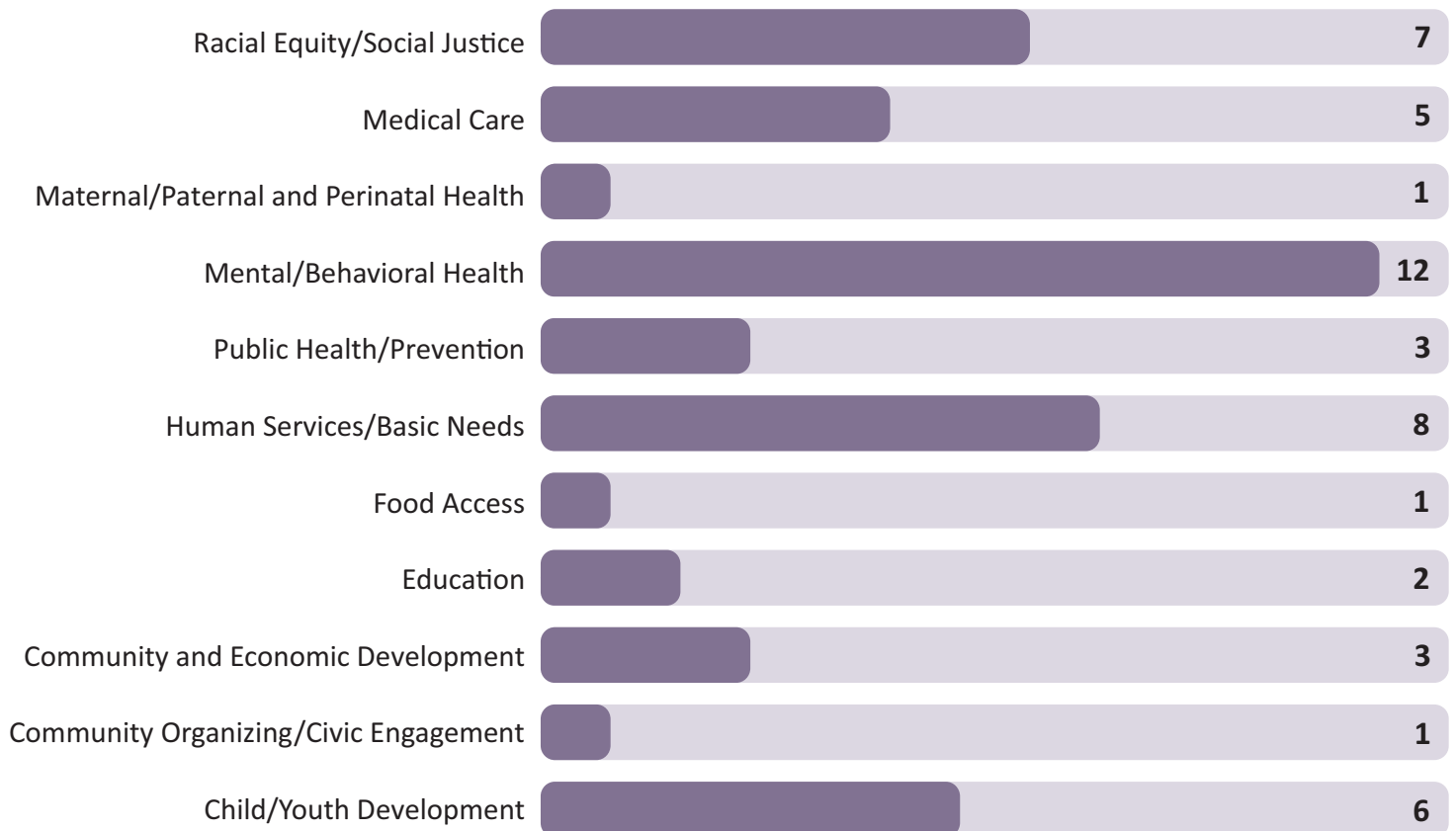


Chart shows the number of awards focused primarily on each field/issue area.

RACE/ETHNICITY OF POPULATIONS SERVED



Chart shows the primary (not exclusive) population served or intended to benefit. The percentages shown above add up to more than 100%, reflecting the multiple populations served in most grants, including those not identified here as primary demographics.



Courtesy: Cultures Learning TOGETHER

POPULATIONS SERVED

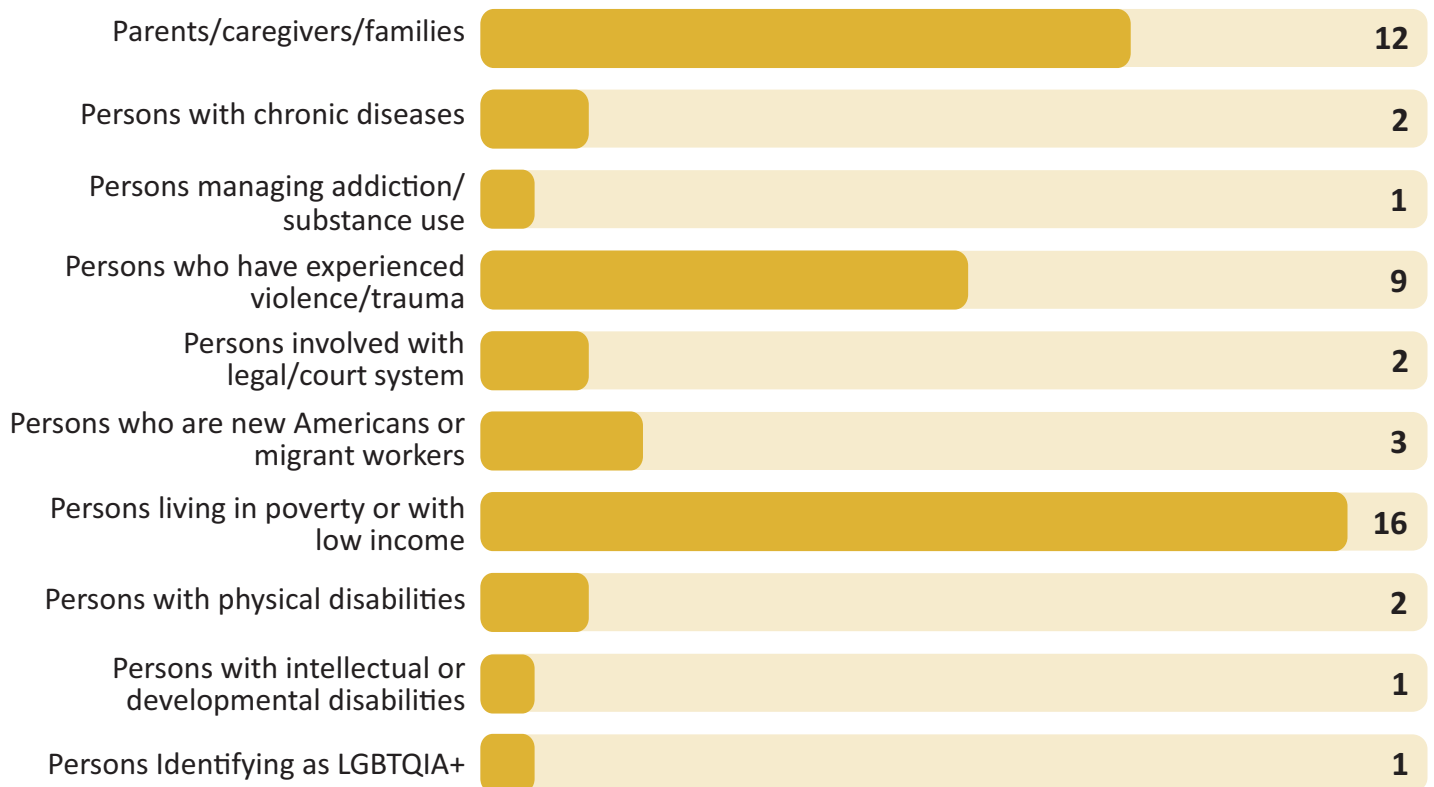


Chart shows the number of awards serving specific populations.

Who We Are

Centered in EQUITY, our mission is to pursue and invest in solutions that build a healthier region where all people can thrive.

Greater Rochester Health Foundation was created in 2006 when the not-for-profits MVP Health Plan and HMO Preferred Care merged, creating a foundation established to encourage the improvement of the quality of care and health status of the Greater Rochester community.

We view health as a state of complete physical, mental, and social well-being — powerfully shaped by social, economic, and environmental factors that are distributed unevenly and unjustly — creating pervasive health inequities by race, income, geography, disability, and other identities. We understand that **structural racism has resulted in a public health crisis** combining and intersecting with other forms of discrimination, generational poverty, neighborhood disinvestment, rural access barriers, and other social inequities that prevent far too

many residents of our region from reaching their full health potential.

Yet, we believe that **potential is vast**. The people, neighborhoods, and organizations closest to the issues have the expertise to create solutions that harness strengths and assets that are often underappreciated. **Guided by the voice and participation of the community**, we invest resources to help implement these solutions. Operating with a sense of urgency while engaging in the relationship building and co-creation needed for enduring change — we recognize that we will go farther together.

We understand that **health equity is a matter of both justice and impact**. As the largest driver of adverse health outcomes, eliminating inequities is essential to improving the overall health of our region and requires directing resources

to communities most impacted. We are committed to doing our part in changing systems, policies, and practices to be more just and equitable, contributing to a healthier region where all people can thrive.



Courtesy: Healthi Kids Coalition

OUR VALUES

EQUITY To achieve justice and fairness in health resources and outcomes, we seek to disrupt the conditions that result in racial and other health inequities in our nine-county region.

STEWARDSHIP To support our work we must have responsible oversight and management of the Foundation’s resources.

PARTNERSHIP We are committed to listening to and collaborating with people across communities, across sectors, and across differences, in recognition that we accomplish more together to assure relevant strategies and solutions.

INNOVATION We strive to catalyze innovative solutions to complex community health challenges.

INTEGRITY We act in an honest, accountable, ethical, and transparent manner and foster a culture of trust and respect in our interactions with people, organizations, and communities.

OUR PRIORITIES

Rooted in our mission and values, we seek to be responsive to critical issues and emerging solutions across our region to develop partnerships that leverage collective resources and expertise, and to invest for deeper impact on racial and health equity issues prioritized by communities.

A Note on Language: We are learning and working to be antiracist and equitable in our actions and language, which continues to evolve. We strive to use language that is as inclusive as possible — believing that language is a form of “seeing” and valuing the richly diverse and intersecting communities we serve. We are committed to inviting and listening to different perspectives and preferences.

How We Invest in Our Community

Through our three portfolios of work — **TARGETED, RESPONSIVE, AND PARTNERSHIP** — we look to balance openness to new ideas, community priorities, and emerging health issues with sustained investment in specific areas of focus as well as in our contribution to collective impact and other collaborative community efforts.



Courtesy: We Are One Movement

TARGETED GRANTMAKING

2022 INVESTMENT: \$4,256,968

Healthy and Equitable Futures \$2,961,968
Racial Health Equity \$540,000
Neighborhood Health Status Improvement \$755,000

The goal of our Targeted work is to make focused, long-term investments addressing specific areas of racial and health inequities identified in collaboration with community. Current initiatives include Healthy and Equitable Futures; Racial Health Equity; and Neighborhood Health Status Improvement.

Core Elements

- Center families and community members as experts and leaders in decision making
- Deepen relationships, coordination, and collective advocacy needed for systemic change
- Contribute to more equitable policies and practices within organizations, systems, and fields

HEALTHY & EQUITABLE FUTURES

Launched in 2021, our Healthy and Equitable Futures work is dedicated to achieving racial equity and whole child health so that Black and Latinx children ages 0-8 in Monroe County are safe, supported and thriving. This work is grounded in the understanding that structural racism must be addressed as the root cause of inequity, and that parents should be at the center of decision-making impacting children and families.

For the Health Foundation, this means sharing power and co-creating with parent leaders across all areas of the initiative. Parents play a leading role in designing strategy, making grant award decisions, shaping evaluation, and sharing learning. Parent leaders also serve as facilitators within an organizational learning collaborative developed with National Parent Leadership Institute (NPLI), aimed at building capacity across 3 levers of change — family leadership, racial equity, and social-emotional supports. We are immensely grateful to our

parent partners for their persistence, advocacy, guidance, and skills, and for the authentic and transformative work they make possible.

We are also deeply appreciative of our grantee partners, who are working to make change in support of Black and Latinx children, families, and communities in different ways — from programs and services, to advocacy, to training and consultation, to collective impact work, while devoting time and energy to participating in the learning collaborative. Executive leaders and

staff collaborate with parents in their organizations, working as a team to carry out projects and practice changes with facilitation support from the parent leader facilitators, NPLI, and a racial equity consultant, [Dr. Tokeya Graham](#).

Supported by the learning collaborative, our partners are working to build authentic relationships with families, engaging in deeper listening around their experiences and ideas, and then implementing policy and program changes in response. Reflecting further movement along the continuum of family leadership, some have brought parents into organizational decision-making, with compensation for their time and expertise. Organizations have also made a host of changes to advance racial equity, including changing hiring practices to increase staff diversity, expanding staff training, and revising strategic plans along with program/curriculum content.

Grantee Spotlight: HEALTHY & EQUITABLE FUTURES COLLECTIVE

Below are a few highlights from our grantee partners:

- [Parent Leadership Training Institute](#) recruited parent leaders to make up more than half of their executive director selection committee, and recently trained their largest and most diverse cohort of parent leaders.
- [Healthy Baby Network](#) has expanded their staff and programs, using feedback from families to further innovate and develop their fatherhood and motherhood community health services.



Kids play at Cobbs Hill Park in Rochester during a summer fun event organized by parent leader facilitators.

- [Center for Youth](#) has implemented agency-wide restorative practices while providing emergency childcare and case management support to hundreds of families.
- [Fatherhood Connection](#) added a program graduate (who is a father) to their board, while expanding community fatherhood groups and advocating for the needs of fathers in public systems.
- [Ibero-American Action League](#) has increased the diversity of its childcare center staff and expanded staff equity training, while providing other organizations with technical assistance around language accessibility for Spanish-speaking families.
- [YMCA of Greater Rochester](#) is investing in organizational equity leadership and training while expanding program offerings at its Center for Equity at Lewis Street.
- [Whole Child Connection](#) created a family leadership work group and has been gathering parent perspective to inform training around racial equity and culturally responsive social-emotional learning.
- [Healthi Kids](#) completed a racial equity impact analysis with assistance from parents whose leadership has been central to advocacy achievements such as changes to the Rochester City School District’s wellness policy and the recent [“PlayRocs the Rochester City School District”](#) report.
- [The Society for the Protection & Care of Children](#) created a parent-led advisory group to shape agency programs and policies, while working to reimagine infant mental health training and practice from an anti-racism lens.
- [ROC the Future](#) created an equity-focused onboarding/reboarding experience for coalition members while centering parent leadership across the collective and the emerging Whole Child Initiative, focused on changing systems so that they work better for children.

“The Learning Collaborative is a nurturing space for cultivating bold and brilliant ideas from our parent leaders.”

Partners in Healthy & Equitable Futures in 2022

Center for Youth • Healthy Baby Network • Parent Leadership Training Institute • Ibero-American Action League • Roc the Future Society for the Protection and Care of Children • Fatherhood Connection • Common Ground Health • Children’s Institute Villa of Hope • National Parent Leadership Institute • Soulustainable Living • NEO Philanthropy (Fundors for Family Leadership) University of Rochester Medical Center Pediatric Behavioral Health & Wellness • YMCA Center for Equity at Lewis Street

How We Invest in Our Community

RACIAL HEALTH EQUITY

The twin pandemics of racism and COVID have had disproportionate and catastrophic impacts on Black and Latinx people in our region. In July of 2020, our Racial Health Equity work launched with a goal of strengthening and expanding an ecosystem of culturally relevant health services, resources and supports that center the voice, assets and needs of Black and Latinx people and communities, contributing to racial equity in health outcomes.



Ribbon cutting to celebrate grand opening of Sweet Ida Mae Pantry on Dewey Avenue in Rochester.

We made a commitment to counter the intentional exclusion and disinvestment that has maintained inequities by making a purposeful, multi-year investment in the talent, skills, capacity, ideas and relationships of Black and Latinx people and the organizations they lead. This commitment has led to strategies and solutions that have been co-created with community. Efforts include focused work responding to the crises of gun violence as well as mental health conditions made worse by the pandemic.

Specifically, the work aims to resource and build capacity for Black and Latinx-led grassroots organizations and their leaders; promote and elevate advocacy; and support leadership

pipelines and pathways designated for Black and Latinx individuals to be equipped and positioned for leadership roles across sectors and systems.

Grantee Spotlight: RACIAL HEALTH EQUITY COLLECTIVE

Together with our grantee partners we have experienced progress points, promising practices, and gains in each focus area:

- Deeper investments in the [African American Health Coalition](#), the [Latino Health Coalition](#), and the [Indigenous Health Coalition](#). These groups bring together community members, organizational leaders, and healthcare workers to coordinate efforts to improve health.

- Expansion of supports and services in Monroe and other counties within our region, leveraging Racial Health Equity investments to help grantee partners access local, state, and federal funding.



Barakah Muslim Charity hosting weekly Iftar with community partners during Ramadan.

- Implementation of regular check-ins with grantees has provided opportunities for convening, connection, and collaboration that builds community and comradery among grantee partners — reducing the spirit of competition.
- Led and driven by community, an innovative digital platform is being created to help empower Black and Brown communities and service providers to promote and connect to services that advance racial equity in health, access culturally appropriate health information and resources, and further engage the community in advocacy and organizing efforts. The platform is expected to launch in late 2023.

We are grateful to all of our grantees who are working with us to advance this work. These partners, first vetted by the community, provide culturally responsive services and supports and possess lived and learned experience. They reflect and are trusted by the communities that they serve. The work is catching on, and we look forward to continuing to share updates, best practices, and lessons learned with community and the field of philanthropy.

“ Partners possess lived and learned experience and provide culturally responsive services and supports.



Flower City Noire Collective celebrates the completion of serving 15 families by providing toys, clothes, and cash over the holiday season.

Partners in Racial Health Equity in 2022

*Baden Street Settlement of Rochester • Barakah Center • Black Women’s Leadership Forum • BluSky • Church of Life Ministries
Common Ground Health • Community Lutheran Ministries • Fatherhood Connection • Flower City Noire Collective
Free the People ROC • Healers Village • Interdenominational Health Ministry Coalition • James Cooper
Latino Migrant Ministries • Mentors Inspiring Boys and Girls • MLW Consulting • Player 1 Academy • Rochester A.B.O.V.E
Rochester Black Nurses Association • Rochester Institute of Technology • Sweet Ida Mae Pantry
The Public Policy and Education Fund of New York • The Reentry and Community Development Center
United Way of Greater Rochester and the Finger Lakes • Wayne County Youth Advocacy Program*

How We Invest in Our Community

NEIGHBORHOOD HEALTH STATUS IMPROVEMENT

The neighborhoods we live in affect our health in countless ways. We are far more likely to live healthy lives if we can feel safe walking or playing outside, rely on our neighbors, feel connected to our community, access green space for recreation and physical activity, find places to purchase affordable healthy food, obtain living wage jobs, and take part in high-quality educational opportunities. Launched in 2008, the Neighborhood Health Status Improvement (NHSI) initiative is grounded in an approach called Asset-Based Community Development, which emphasizes grassroots action to build on community strengths and opportunities.

NHSI grantees in both urban and rural areas have worked to improve physical, social, and economic environments and promote new opportunities for healthy living. Rural residents are a population group that experiences significant health-related disparities such as geographic isolation, lower socioeconomic status, technology and transportation barriers, higher rates of health-related risk behaviors and limited access to healthcare.

Our two grantee partners in this work serve as community catalysts — connecting residents, schools, local businesses, and municipalities, sharing resources, and empowering their communities. Both partners are in the final phases of the initiative, focused on uplifting and improving rural communities.



Courtesy: STEPS. Interlaken Vegetable Patch and mural.



Courtesy: STEPS. Community members enjoy the harvest at the Ovid Community Garden.

Partners in Neighborhood Health Status Improvement in 2022

Cornell Cooperative Extension of Wayne County (Project SOAR) • Pivotal Public Health Partnership (Project STEPS)
Deborah Puntenny Consulting • Alys Manns Consulting

Grantee Spotlight: PROJECT SOAR & STEPS

Project SOAR — [Strengthening Our Area Residents](#), is administered by Cornell Cooperative Extension of Wayne County (CCE Wayne) and focuses on the Towns of Galen and Savannah, and the Village of Clyde. In 2022, they continued to expand community engagement (with targeted inclusion for seniors in their area), build resident leadership and capacity, and partner with community to develop ideas for long-term sustainability. SOAR taps into the robust energy of residents around community traditions and celebrations, and the pride in working to strengthen their neighborhoods. The year brought smashing success for their inaugural fishing derby, and in 2022, they raised 3.5 times the amount of anticipated funds during their annual music festival.

Economic vitality remains an integral part of the SOAR community. Working with SOAR and the Village of Clyde, funds transitioned from CCE Wayne to the Village as a permanent home to sustain their microenterprise loan/grant offering. This offering is open to local business owners or entrepreneurs to support starting, maintaining, or expanding businesses through funds that are part low-interest rate loan and part grant. With this transition, the Village has committed to maintaining and supporting this funding for the community. To date, more than \$86,000 has gone back into the community via more than 29 loans/grants.

Project STEPS — [Seneca Towns Engaging People for Solutions](#), is a resident-driven community health initiative focusing on the Towns of Covert, Ovid, Lodi, and Romulus in South Seneca County. A project of Pivotal Public Health partnership, STEPS began implementation of the final phase of the NHSI initiative in 2022. In this phase they will continue to carry out their community health plans while looking toward sustainability and working with residents to determine the focus of STEPS after Health Foundation funding ends.

Along with their shift to the future, STEPS supported many community



Courtesy: STEPS. Community members gather for regular, resident-led “Kitchen Table” talk in Ovid.

achievements. They helped to establish the South Seneca Community Service Center, a new 501(c)3 with a mission to reduce food insecurity through its sponsorship of the Lodi Food Pantry and Lodi community garden which supplies fresh produce for the food pantry. Building on their three successful community gardens and supported by STEPS, the South Seneca Community Composting Task Force was awarded a Florence Mueller Foundation grant to conduct a pilot composting project, driven by community interest and commitment.

The STEPS team reports that one of the most exciting things to happen in 2022 was the decision to relocate the STEPS office to Main Street in Ovid. The move helped increase their visibility and is increasing opportunities to engage hundreds of newly involved residents.



Community members gather at Clyde Village Park for the annual Cycle the Erie bike ride.

Both SOAR and STEPS continue to cultivate a culture of community engagement, strategizing with residents on developing solutions to target rural inequities.

In their 2022 participant survey, when asked what accomplishments of STEPS they are most proud of, one resident responded:

“Bringing community together for education, fun, and working together to improve our community and ourselves.”

From that same survey, another resident shares that:

“STEPS has been a blessing to our communities. I see that our communities are much more connected and resilient due to the many STEPS initiatives and projects.”

How We Invest in Our Community



Courtesy: BreatheDeep. Participants of Wellness Wednesday workout event pose for a photo.

RESPONSIVE GRANTMAKING

2022 INVESTMENT: \$2,653,476

The goal of our Responsive work is to invite ideas from a broad array of organizations and communities to address their priority needs and respond to pressing health equity issues in our region.

Core Elements

- Support ideas shaped by community voice and partnership in design and decision-making
- Fund work that addresses multiple and intersecting oppressions and inequities related to health
- Pursue innovative approaches that reimagine services and systems to be more equitable

CALL FOR IDEAS

In our Responsive grantmaking we invite proposals and ideas from nonprofits and communities across our region to address their self-identified health and equity priorities, rather than directing the health equity issue or population of focus. We seek to deepen connections with organizations working to make change within their communities, better understand their needs and solutions, and share the learning that results. By issuing a “Call for Ideas” each year, we engage new partners and projects that help us to collectively re-imagine systems, programs, and services to disrupt inequities and rebuild stronger, healthier communities.



Courtesy: Endless Highway. Students at Adlai E. Stevenson School #29 in Rochester participate in Push-In Wheelchair Sports PE Unit.

Grantee Spotlight: ENDLESS HIGHWAY

The Aspen Institute's 2017 State of Play Report found that 7% of youth in the Rochester region have a disability that requires assistance to participate in sports. This report also highlights the impact of intersecting oppressions: low-income families are almost 2 times as likely to have a child with a disability.

In Rochester, nearly 70% of the city's population is comprised of people of color; in 2020, 30% of residents fell below the poverty line. Physical disabilities are costly with adaptive equipment often not covered by insurance. Families, especially those living below the poverty line, are forced to choose essential medical care over access to extracurricular enrichment.

Yet, sports, recreation, and arts provide a myriad of quality-of-life benefits for disabled youth and adults.

Endless Highway is dedicated to ensuring all people who use mobility devices have equitable opportunities to participate in these activities. Through collaboration with community partners, families, and donors, Endless Highway has been able to expand programming to help people living with disabilities realize their creative and recreational goals.

In 2022, Endless Highway was able to:

- Purchase 17 all-sport wheelchairs to support program expansion
- Facilitate inclusive play for students at School #29 with a donation of 10 wheelchairs
- Continue reaching underserved groups through free community events
- Provide accessible transportation and reimbursement for busing to and from community events
- Offer free training and design consultation to help organizations meet ADA accessibility guidelines and offer inclusive opportunities



Xavier Major, player and coach for the Rochester Wheels in his custom RGK wheelchair basketball chair sponsored by Endless Highway.

Endless Highway recognizes that equity only occurs when culture and perception around disability shifts. At School #29, inclusive wheelchair games are provided not only during gym classes, but also during field days, festivals, and other events. During these events, the entire school has a chance to try out the chairs — regardless of ability. Endless Highway says that through this access, wheelchairs, something synonymous with tragedy and misfortune, become something that all kids want a chance to use. For

understand the emotional burden of making call after call, receiving denial after denial — and make it their mission to never say no, remaining connected and engaged until support has been arranged. One of their areas of impact is simply categorized as “funding,” giving Endless Highway the flexibility to step in and help with quality-of-life necessities when community members or families have struck out everywhere else. They firmly believe that no matter what the obstacle is, there is a way to remove it.

“Where there's an obstacle, there's a way to remove it, and that's the best description I think I have for our 'day-to-day' action.”

children who depend on wheelchairs for mobility, these moments do more than “level the playing field,” they instill a sense of pride. Instead of being stared at, they are seen.

Although there are still many challenges people with disabilities face every single day, Endless Highway is determined to find a way. They

The Health Foundation's investment in the Expansion in Sports, Recreation, and the Arts provides operational support to Endless Highway, funding staffing and outreach. Through this ongoing support, more than 150 people have been directly served. The Foundation is proud to be a partner in these efforts.

How We Invest in Our Community



Guest speaker visits Cultures Learning TOGETHER to show community members a method of using stress balls to help hands and feet feel better.

Grantee Spotlight: CULTURES LEARNING TOGETHER

The Greater Rochester-Finger Lakes region is home to many New American/immigrant and migrant community members, many of whom are employed in labor-intensive agricultural and other essential service industries. Despite their vital contributions to the fabric of the communities in which they live and work, these individuals are often not seen or recognized, and as such, forgotten. Enabled in part by this lack of visibility, they are sometimes placed in extremely risky and isolated conditions that create further disparities and opportunities for systematic civil rights abuses.

Founded on the belief that everyone's needs within a community must be addressed, what began in 2015 as a grassroots partnership of committed community members and Geneseo



Youth group works on an art project in between social skills and language lessons.

College students was formally developed into the nonprofit, [Cultures Learning TOGETHER](#) (TOGETHER) in 2021. TOGETHER focuses on immigrant and migrant community members in Livingston County who contend with

health inequities, discrimination, and access challenges. They seek to address these issues and create the conditions that promote beneficial bi-directional cultural exchange.



Toddlers play outside at the church playground.

The organization strives to identify and meet the social, emotional, linguistic, and physical needs of migrant workers in Livingston County. By building confidence and trust, families can voice their needs, learn the English language skills needed for integration in the community, and increase their access to health, labor, and educational opportunities. Understanding that language is core to connectedness, TOGETHER is focused on dismantling the isolation experienced by migrant workers and their families, fostering their inclusion within the community and helping them to use their voice and advocate for themselves.

While there is more to the share about the work of TOGETHER, the importance and impact of this work is perhaps best expressed through the stories of participating families: One of the teen members of the program, who struggled with math, progressed in her studies, graduated, became a tutor for TOGETHER and is now in college pursuing her degree for teaching. Her mother, seeing her daughter's progress in the program, encouraged her teen-aged son to participate in sessions and meet with the



Community members and SUNY Geneseo students work together at the Geneseo Central Presbyterian Church where families gather to share language, culture, and friendship.

“ TOGETHER is designed to be a bridge for immigrant and migrant workers and the community.

TOGETHER team to discuss college planning as what was done with the family for the eldest daughter.

Through tutoring, referral to clinical and supportive services, and social engagement events, TOGETHER is a bridge connecting immigrant and migrant workers with the wider community. Their holistic approach to health equity and dismantling oppressions makes us proud supporters of this community-driven work.



Children enjoy the playground at Geneseo Central Presbyterian Church.

New Partners in Responsive Work in 2022

- Abundant Life Faith Center • BreatheDeep • Center for Community Alternatives
- City Roots Community Land Trust • Climate Solutions Accelerator • Dundee Fresh Food Co-op • Empire Justice Center
- Family Counseling Service of the Finger Lakes • Horizons at Warner • Mary's Place Outreach • Mercy Flight
- NYS Federation of Growers' & Processors' Association • Partnership for Ontario County • Reach Out and Read
- Rochester Refugee Resettlement • Rochester Spinal Association • Solutions Journalism Network • The Hub585
- Trillium Health • University of Rochester Medical Center • Vertus Charter School

How We Invest in Our Community



Courtesy: Willow Domestic Violence Center. Team Willow following an all-staff meeting held at the Strong Museum of Play.

PARTNERSHIP

2022 INVESTMENT: Collaborative Projects \$1,368,627

The goal of our Partnership work is to further support our values in recognition that we accomplish more together through collaboration with area partners. Efforts supported within this work involve Health Foundation staff in their development and planning and/or leverage other funding supports. Sponsorship of fundraising and other events through our Community Event Fund is included in this work.

Core Elements

- Expand collaboration with new and existing partners
- Participate in the development of community efforts and initiatives
- Leverage collective funding and expertise to increase impact on critical issues impacting health

Partner Spotlight: WILLOW FAMILY JUSTICE CENTER

COVID-19 severely impacted survivors of domestic violence in Monroe County. [Willow Domestic Violence Center](#) of Greater Rochester experienced an 18% increase to 8,000 callers to its 24-hour domestic violence hotline in the summer of 2020, doubling their previous call volume. This increase remained steady through 2021 and 2022.

Willow is the only New York State certified domestic violence service provider in Monroe County, offering a full continuum of free and confidential services, without judgement, to more than 7,000 people each year.

These past few years have focused on crisis support and meeting basic needs for safety, housing, food, and health — and Willow anticipates that our community will be unpacking and healing from the trauma for



Holiday programs at Willow support more than 100 families and 300 individuals with presents and necessities.

many years to come. To better support victims, Willow, in partnership with a multitude of community leaders, officials and service providers worked to establish a Family Justice Center in Rochester as an innovative, long-term, trauma-informed solution to improve Monroe County's public health and public safety.

In the Finger Lakes Region, no one agency can provide the full range of legal, medical, behavioral, and social services needed to address the complex needs of domestic violence survivors. Referrals and collaboration with community partners are essential. However, Willow has observed a lack of follow-through on referrals to community resources due to barriers such as a lack of trust, access, and affordability which has only been exacerbated by COVID-19. Approximately 20% of the families in Willow's emergency shelter experience significant challenges and barriers in accessing and utilizing community services.

In response, Family Justice Centers are multi-agency, multi-disciplinary co-located service centers that provide services to victims of inter-personal violence including, intimate partner violence, sexual assault, child abuse, elder or dependent adult abuse, and human trafficking. These centers remove major barriers in providing wraparound services and increase community referral utilization. Both public and private partner agencies assign staff on a full-time or part-time basis to provide services from one location. Centers focus on reducing the number of times victims tell their story, the number of places victims must go for help, and look to increase access to services and support for victims and their children.



Photo from Willow Way Summit which featured speaker Rachel Louise Snyder, author of No Visible Bruises: What We Don't Know About Domestic Violence Can Kill Us. Left to right: Kim Dadou Brown, Rachel Louise Snyder, Meaghan de Chateauvieux, and Willow's founder, Phyllis Korn.

To further actualize their mission of supporting victims of domestic violence to regain control of their lives and get on the path to a healthy, successful future, the Health Foundation granted Willow \$100,000 to advance the development of the first Family Justice Center in Rochester.

The funding enabled Willow to begin the planning and coordination

process in collaboration with Alliance for Hope International to work with Willow and community partners to begin the development of this new comprehensive community resource. We are proud to partner with Willow in its mission to prevent domestic violence and ensure every survivor has access to the services and support needed along the journey to a safe and empowered life.

“Health Foundation support through COVID ensured that our doors remained open throughout the pandemic. They were also there to provide resources to lift and support the merger with Resolve to continue critical trauma counseling services for survivors in our community.”

Collaborative Partners in 2022

*Causewave Community Partners • Common Ground Health • Community Service Society of New York • Compeer Rochester
Coordinated Care Services Incorporated • HCR – Home Care of Rochester • Hinge Neighbors
Ibero-American Action League • Interdenominational Health Ministry Coalition • Lifespan of Greater Rochester
Project URGE • Rochester Regional Health Foundations • Sarah Mattison Consulting • The Hub585 • Trillium Health United
Way of Greater Rochester and the Finger Lakes • Willow Domestic Violence Center of Greater Rochester*

Our People

Staff



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Senior Program Officer



Danette Campbell-Bell
Senior Program Officer



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Ari Elliot
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Kristine Feeney
*Executive & Program Administrative
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Tiana Flynn
Communications Officer



Maurice Haskins
Program Officer



Matt Kuhlenbeck
President & CEO



Justin Rand
VP & Chief Financial Officer



Chiara Smith
Program Officer



Kristin Verbanic
Finance & Grants Manager

Our People

Board of Directors



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*Clinical Professor of Pediatrics,
University of Rochester School of
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Vice Chair

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*CIMA Senior Vice President, Merrill
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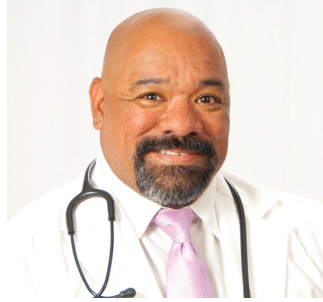
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Thomas Bartlett

CFA Cobblestone Capital Advisors, LLC



Jose Canario, M.D.

*Chief Medical officer, Finger Lakes
Community Health*



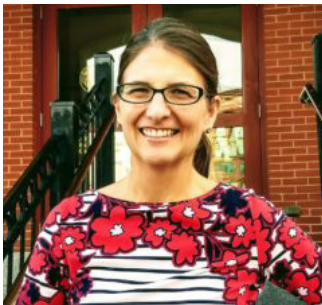
Linda Clark, M.D., M.S.

*Chief Medical Officer, Anthony L. Jordan
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Sady Alvarado-Fischer

*Vice President of Diversity, Equity &
Inclusion, Excellus BCBS*



Sage Gerling, MA

Associate Director, Cornell AgriTech



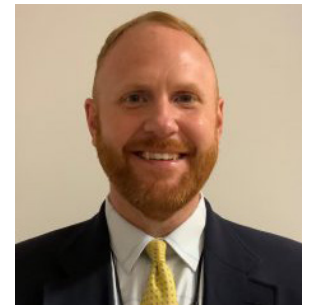
Thomas Mucha

*Managing Director, Chief Investment
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Eastman Kodak Company*



Robert Oppenheimer

Ex-Officio



Paul Pettit

*Director of Public Health, Genesee and
Orleans County*



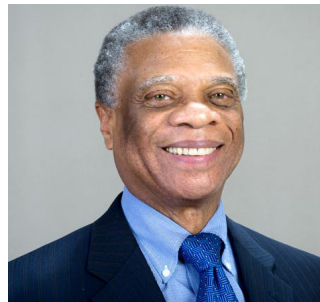
Yissette Rivas, MHA

*Chief Service Officer, Finger Lakes
Community Health*



Michael A. Scharf, M.D.

*Mark and Maureen Davitt Professor and Director of
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Psychiatrist-in-Chief, Golisano Children's Hospital
Associate Chair of Psychiatry for Children and Youth
Director, Psychiatry Graduate Medical Education
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Hezekiah Simmons

Consultant



Connie O. Walker, Esq.
Immediate Past Chair

*Former Career Law Clerk for Hon. Frank
P. Geraci, Jr., Chief Judge, US District
Court, Western District of New York*

All 2022 Investments

ORGANIZATION NAME	PROJECT TITLE	PROGRAM AREA
Causewave Community Partners	North Star Project	Collaborative
Common Ground Health	My Health Story 2.0	Collaborative
Community Service Society of New York	Keep New York Covered: Ensuring Continuity of Coverage After The Public Health Emergency Ends	Collaborative
Compeer Rochester, Inc.	CompeerCORPS Vets-Driving-Vets	Collaborative
Coordinated Care Services, Inc.	Trauma Responsive, Equity Focused Crisis Response for Community Based Organizations	Collaborative
HCR - Home Care of Rochester	Overcoming Health Care Delivery Disparities Among African American Senior Citizens in the Greater Rochester Area	Collaborative
Hinge Neighbors, Inc.	Reconnecting Communities Pilot	Collaborative
Ibero-American Action League, Inc.	IBERO Early Childhood Center Expansion	Collaborative
Ibero-American Action League, Inc.	IBERO Emergency Operating Support	Collaborative
Interdenominational Health Ministry Coalition	Operating Support for Interdenominational Health Ministry Coalition	Collaborative
Lifespan of Greater Rochester, Inc.	Improving Older Adult Health	Collaborative
Project URGE, Inc.	Mothers in Need of Others	Collaborative
Rochester Regional Health Foundations	Mental Health Disorders and Workforce Shortages in the Healthcare Services Industry	Collaborative
Sarah Mattison Consulting, LLC	Telehealth Learning Brief	Collaborative
The Hub585, Inc.	Children's Mental Health Services for the City of Rochester	Collaborative
Trillium Health, Inc.	COVID: Test Vaccinate Treat	Collaborative
United Way of Greater Rochester and the Finger Lakes	RMAPI 2022-2023	Collaborative
Willow Domestic Violence Center of Greater Rochester	Family Justice Center Model	Collaborative
Children's Institute, Inc.	Racial Equity in Social Emotional Learning	Healthy & Equitable Futures
Common Ground Health	Healthi Kids Advocacy for Racial Equity	Healthy & Equitable Futures
Jocelyn Basley	Parent Leader Capacity Project	Healthy & Equitable Futures
National Parent Leadership Institute	Family Leadership and Partnership in Healthy and Equitable Futures Year 2	Healthy & Equitable Futures
Soulstainable Living, LLC	Racial Equity Consultant for Healthy and Equitable Futures Year 2	Healthy & Equitable Futures
Alys Mann Consulting, LLC	2022 NHSI Evaluation	Neighborhood Health Status Improvement
Deborah Puntenney Consulting	2023 Technical Support for NHSI	Neighborhood Health Status Improvement
S2AY Rural Health Network	STEPS Phase V	Neighborhood Health Status Improvement

All 2022 Investments

ORGANIZATION NAME	PROJECT TITLE	PROGRAM AREA
Adaptt Rochester, Inc.	General Operating Support for Adaptt Rochester	Racial Health Equity
BERR Build Educate Rise and Restore	Infinite Mindz	Racial Health Equity
Black Physicians Network of Greater Rochester, Inc.	Eye on the Future	Racial Health Equity
BluSky Consulting, LLC	RHE App Project Phase 3	Racial Health Equity
BluSky Consulting, LLC	RHE App Project Phase 4	Racial Health Equity
Recovery House of Rochester, Inc.	Community Integrated Recovery and Transitional Housing	Racial Health Equity
Saving AJ	Emergency Drop-in/Crisis Nursery	Racial Health Equity
Sickle Cell Advocates of Rochester	Sickle Cell Advocates of Rochester	Racial Health Equity
YWCA of Rochester and Monroe County	F/YARC	Racial Health Equity
Abundant Life Faith Center, Inc.	Walking the Walk	Responsive Grants
BreatheDeep, Inc.	Changing Our Narrative & Peer Ambassadors Programs	Responsive Grants
Center for Community Alternatives, Inc.	Youth Justice Peers Project	Responsive Grants
City Roots Community Land Trust	Strengthening City Roots Resident Community	Responsive Grants
Climate Solutions Accelerator	Addressing Climate Crisis to Improve Public Health Outcomes	Responsive Grants
Dundee Fresh Food Co-op	Dundee Fresh Food Co-op	Responsive Grants
Empire Justice Center	Language Justice Program	Responsive Grants
Family Counseling Service of the Finger Lakes, Inc.	Maintaining Therapy Services	Responsive Grants
Horizons at Warner	Horizons at Warner T-SEL	Responsive Grants
Mary's Place Outreach	Case Management Program	Responsive Grants
Mercy Flight, Inc.	Emergency Medical Transport Charity Care Program	Responsive Grants
NYS Federation of Growers' & Processors' Association, Inc.	Mental Health Analysis & Planning	Responsive Grants
Partnership for Ontario County, Inc.	Community Development Throughout Ontario County	Responsive Grants
Rochester Refugee Resettlement Services, Inc.	Improving Refugee Behavioral Health	Responsive Grants
Rochester Spinal Association	Gun Violence Survivor Spinal Cord Injury Support Group	Responsive Grants
Solutions Journalism Network	Sustainability Plan for Solutions Journalism Collaborative Covering Caregiving	Responsive Grants
The Hub585, Inc.	Manna House Project	Responsive Grants
Trillium Health, Inc.	Reducing Overdoses and Increasing Linkage to Care for People Who Use Drugs	Responsive Grants
Vertus Charter School	Reducing Health Disparities for Young Men at Vertus	Responsive Grants
YWCA of Rochester and Monroe County	Family/Young Adult Resource Center	Responsive Grants



Courtesy: Wellventions



Courtesy: Healthi Kids Coalition



Courtesy: We Are One Movement

greater rochester
Health
foundation



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