

# A UNITED COMMUNITY 2020 IMPACT REPORT



United Way  
of Greater Rochester

As we look back on everything our region accomplished together in 2020, we are overwhelmed with gratitude for each and every member of our United Way community.

Together, we have faced unimaginable circumstances: a global pandemic, extended isolation, racial injustice, and political upheaval. So many in our community have been left feeling alone and deeply divided.

Yet we can see clear signs that we are united in purpose, working together for a strong and healthy community in which everyone has the opportunity to thrive.

Local human service agencies kept their doors open throughout the pandemic. Hundreds of volunteers sewed thousands of masks to help keep people safe. Neighbors checked in on neighbors. Businesses donated money, supplies, and personal protective equipment. Organizations dug deep and ran United Way campaigns, giving their employees the opportunity to be an active part of big-picture solutions.

Together, we mobilized. Together, we repurposed our resources—from buses to sewing machines to distilleries to computers—in response to a once-in-a-hundred-years crisis. A crisis built upon existing community challenges.

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## TOGETHER, WE MOBILIZED.

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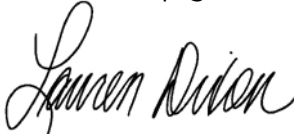
Before the pandemic, our region had some of the highest rates of childhood poverty in the nation, with Black children nearly four times more likely to experience child poverty than white children. Our school districts were the most segregated in the nation. COVID-19 has made disparities like these even worse.

Through it all, our community's human service agencies remain the bedrock on which so many people and families rely. As our neighbors are threatened with evictions at an unprecedented scale, and as many jobs have yet to return, our nonprofits are working overtime to meet the crushing demand for their services.

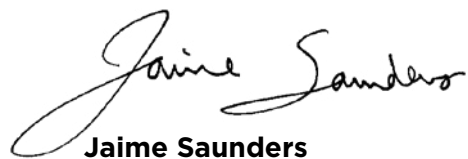
In 2020, this community showed the depths of our grit and our heart. The years ahead will be difficult, but we know that together, we are stronger.

Thank you for being part of the longstanding tradition of serving this community the *united way*. Here's to a stronger, greater Rochester in 2021.

With deep gratitude,



**Lauren Dixon**  
Board Chair  
United Way of Greater Rochester

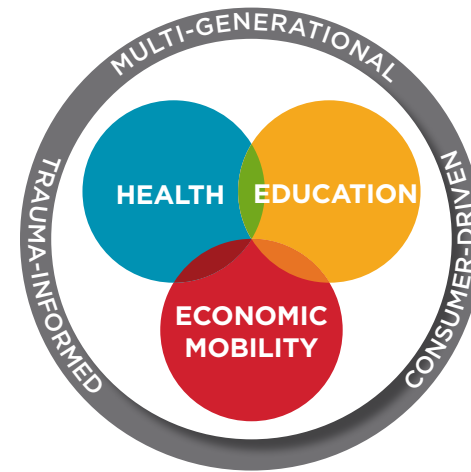


**Jaime Saunders**  
President & CEO  
United Way of Greater Rochester



# SETTING A PURPOSEFUL PLAN

We believe that everyone should have the opportunity to achieve their full potential—even in the face of complex and difficult challenges that can oftentimes be overwhelming. To address these complexities, United Way began 2020 with a defined, multi-year plan for our Community Impact Fund that focuses on the core building blocks of a strong community: **Health, Education and Economic Mobility**, with a commitment to multi-generational, trauma-informed, and consumer-driven services. Our United for Impact Plan recognizes the rapidly changing world (little did we know how much that would be tested in 2020!) and sets the trajectory for the next several years, working with nonprofit partners and in crucial public/private partnerships that build upon the collaborative work we do in the community every day.



## UNITED WAY'S COMMUNITY IMPACT FUND FOCUS AREAS

### HEALTH

- Availability of basic needs, including increased access to nutritious food, clothing, transportation, and shelter for youth and victims of interpersonal violence
- The health and well-being of pregnant women, and families with young children
- Healing from trauma
- Aging safely in place

### EDUCATION

- Caregiver engagement and support
- Social, emotional and physical health during out-of-school time
- Long-term positive mentoring relationships
- Career exploration and preparation for young people
- High school graduation

### ECONOMIC MOBILITY

- The ability to pursue employment, education and training (including flexible childcare and transportation)
- Development of soft skills to increase job retention
- Financial health of low-income individuals and families

# COMPLEX CHALLENGES REQUIRE COMMUNITY-WIDE SOLUTIONS



## WORKING TOGETHER TO MAKE CHANGE: EXPANDING HOME VISITATION

When we support parents and children, we support a brighter future for our community. With that in mind, United Way is helping to establish a **universal model for home visitation for new and expecting parents**. As a primary funder of home visitation for more than a decade, we have worked with partners including Excellus BlueCross BlueShield, University of Rochester Medical Center, Rochester Regional Health, and Anthony Jordan Health Center to make meaningful change. Together, we have convened sector-wide planning meetings, facilitated new standards for public and private reimbursements, improved health outcomes for mothers and children, and confirmed links between home visits and improved school readiness as well as reductions in child abuse and neglect.



## COMMUNITY IMPACT FUND IN ACTION

United Way commits to three years of funding for Community Impact Fund partner agencies, enabling them to focus fully on delivering impact and results. In 2020, 81 programs led by 53 human service agencies were scheduled for their first year of grant funding—and then the pandemic hit.

In our continued efforts to address **our community's most pressing needs**, United Way worked with these trusted agencies to determine the best ways to use the funding they received—for approved programs, for general operations, or for other urgent needs. In the end, 80% of the nonprofits still used the grants to support their originally planned programs, but the flexibility was crucial to enable them to reinvent how they provided services during the crisis.



PROGRAMS



HUMAN SERVICE AGENCIES



## PARTNERS IN COMMUNITY IMPACT

United Way of Greater Rochester is grateful to have many strong and prominent partners committed to helping our community prosper. In 2020, one of our most powerful, longstanding partnerships took on an even more vital role in helping United Way address unprecedented challenges in big and innovative ways: ESL.



“This community that we love has given us so much, and ESL has a duty to step up and help Greater Rochester. We say our Purpose is ‘To help our community thrive and prosper,’ and that cannot be possible if we are not doing our part to contribute to uplifting the health and resiliency of critical agencies that provide essential services to thousands of individuals and families.”

- **Faheem Masood**, President and CEO, ESL Federal Credit Union

### BASIC NEEDS

In response to the growing demand for help meeting the most basic human needs, ESL leveraged United Way's infrastructure and committed \$4 million to our partner agencies that focused on providing food, clothing, and shelter to our neighbors.

### PROJECT UPLIFT

ESL and United Way joined forces to coordinate immediate, direct, consumer-driven support to people facing barriers related to poverty. This project, launched in 2019, engaged 42 community-based organizations and embraced the philosophy that individuals are the experts in defining their own needs. When a relatively small setback like a flat tire can plunge a household into poverty, offering support for car repairs, school and childcare expenses, medical bills, and other needed expenses was an empowering approach to remove those barriers.

### HOUSING STABILITY

A continuation and expansion of 2019 housing stability efforts, ESL's commitment to Project Uplift included continued support of community members with housing needs such as lease down payments, rent assistance, foreclosure prevention, and other critical housing challenges throughout Genesee, Monroe, Livingston, Ontario, Orleans, and Wayne counties.



# MAKING A DIFFERENCE BY GIVING TOGETHER



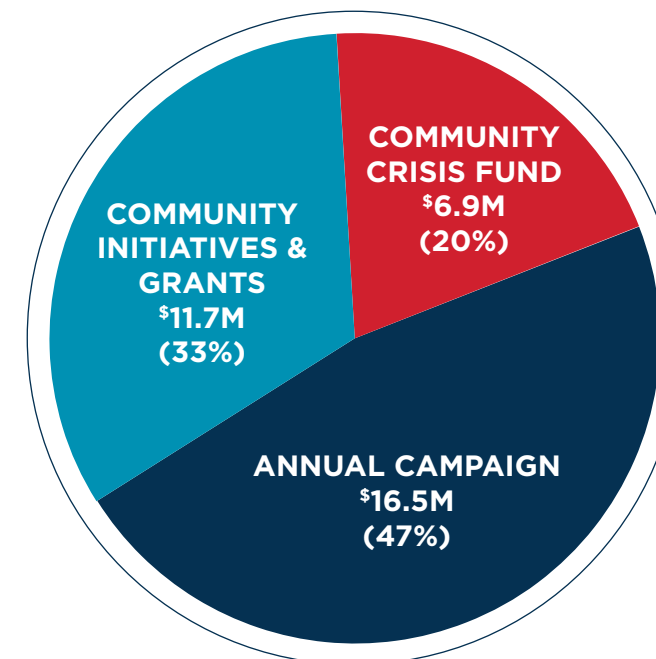
We started our year looking to the stars, with the Annual Campaign Theme “Mission 2020.” Weeks after kickoff we shifted our mission metaphor from Apollo 11 and a successful landing on the moon to Apollo 13’s, “Houston, we have a problem.” We remained focused on success, but the definition of success changed significantly.

The COVID-19 pandemic created unexpected and harrowing business challenges for every organization. But despite the stress and deep uncertainty, an amazing 60% of our partner workplaces moved ahead with their spring United Way campaigns. Employees wanted a way to contribute and be a part of the solution to our community’s growing needs.

Of course, it wasn’t fundraising as usual—these organizations embraced virtual presentations, innovative special event

ideas, continuous giving strategies, and other out-of-the-box ways to support our community during a most trying time. And as is true every year, workplace partners discovered they can run a campaign any time that works for them.

In addition, individual donors stepped up to collectively commit millions of dollars. Just as every rivet in a rocket ship is crucial to a successful mission, every dollar donated played its part in lifting our community in 2020.



“I am in awe of how many people came together this year to answer the many calls put out to support our community. When we needed masks—you started your sewing machines. When we needed volunteers—you asked when and where. And when we needed donations—you generously gave to support our neighbors and friends.”

-Julie Camardo  
CEO, Zweigle’s Inc.  
2020 Campaign Chair



## REACHING THE STARS DESPITE THE SETBACKS

Even though the world was upended in the middle of our Annual Campaign, United Way of Greater Rochester was able to **raise and distribute more than \$35.1 million** during one of the most trying times in our history. The Annual Campaign might have been down year-over-year, but we exceeded 2019’s total dollars raised thanks to the success of special fundraising initiatives, including our partnership with Rochester Area Community Foundation on the Community Crisis Fund and additional support from foundations and corporations responding to the urgency of the pandemic.

EVERYONE CAN MAKE AN IMPACT



## NATIONAL RECOGNITION, DECADES IN THE MAKING

In mid-December, in her blog post “[384 Ways To Help](#),” global philanthropist MacKenzie Scott announced more than \$4.1 billion in donations to nonprofits across the country, with \$20 million committed to United Way of Greater Rochester.

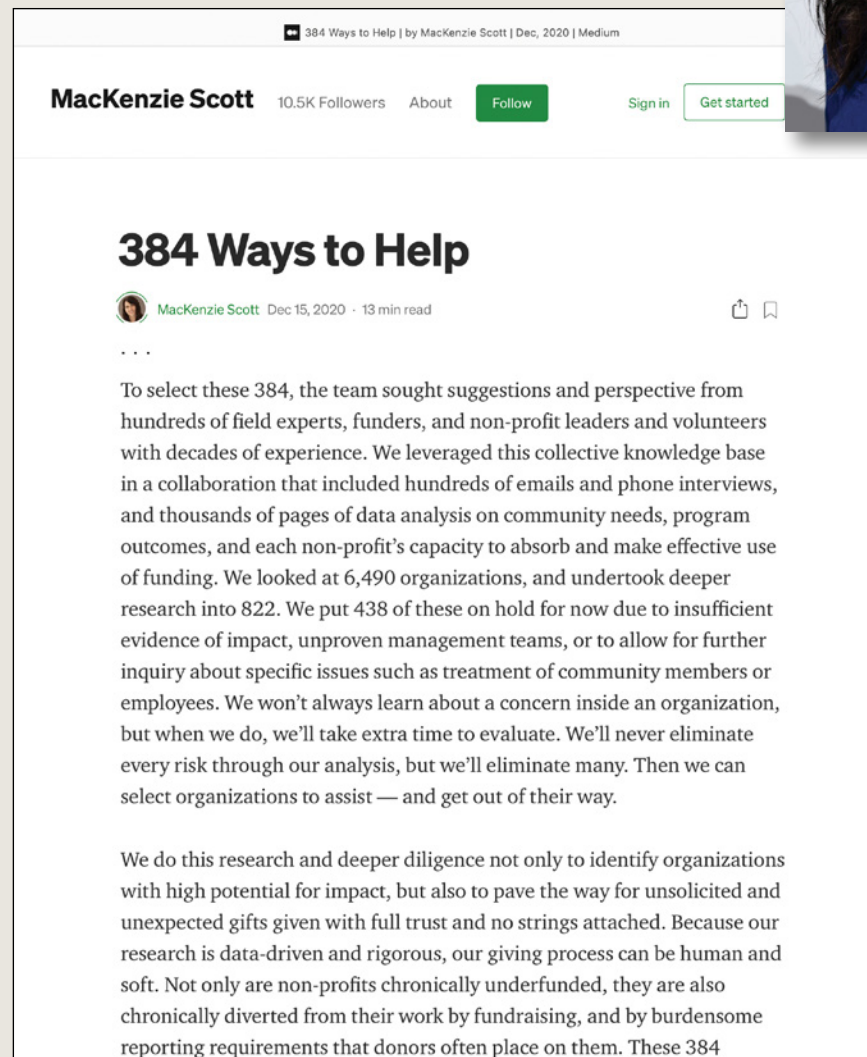
The unexpected donation—a one-time grant to support major transformation over several years—marked the largest single philanthropic gift in our history. Because it is not a part of our Annual Campaign, United Way’s Board of Directors is already planning the first meetings of its special task force to define a plan for leveraging the donation for maximum impact over the coming years.

Scott noted how she and her team of advisors vetted nearly 6,500 nonprofits before carefully selecting the final 384 recipients based on the strength of their leadership teams, results, and capacity to make effective use of the funding. In other words, this grant was decades in the making. It reflects the hard work, tenacity and results of our donors, local nonprofits and entire staff.

The moment was a welcome way to close a very difficult year.



**MacKenzie Scott**  
Global Philanthropist



MILLION RAISED



NONPROFITS

## RECORD-BREAKING GENEROSITY

2020 marked the 10<sup>th</sup> annual ROC The Day event powered by United Way, a 24-hour virtual fundraising initiative on the Tuesday after Thanksgiving. The Greater Rochester community once again responded, raising a **record-breaking \$1 million** for more than 500 local nonprofits in just one day, nearly a quarter of a million dollars over the previous year’s results.

“2020 brought tremendous challenge to our non-profit sector, at a time when our community needed us most. Through all that uncertainty, our United Way was a stabilizing force, nimble and collaborative, lifting us up so we could keep helping people we collectively serve. From emergency PPE funding and donations to keep us safe, to emergency funding flexibility, rallying critical volunteers, and advocating relevant and timely policy with lawmakers, it continues to be a truly impactful community effort in an unprecedented time.”

- **Donna M. Dedee**  
2020 President, Council of Agency Executives  
President and CEO, Holy Childhood and Special Touch Bakery, Inc.





# MOBILIZATION IN CRISIS

When the Greater Rochester region ceased “business as usual” in March 2020, United Way leaned in. Our role in supporting the nonprofit sector and mobilizing resources to address our community’s most challenging issues positioned our team as a lead partner in crisis response.

Most nonprofits on the front lines didn’t close their doors; in fact, they immediately experienced an increase in demand for some of the most basic needs. **Our immediate question to service providers was, “What do you need?”** We engaged our elected leadership, proudly working closely with city, county, state, and federal officials to connect and coordinate the thousands of individuals and organizations who wanted to help.

Within hours of the shutdown, needs were assessed and priorities were defined. United Way began working remotely while simultaneously redeploying staff to help create a Human Services Support Hub,

building an online volunteer portal, partnering to launch the Community Crisis Fund, and establishing a community-wide supply chain for distribution of supplies and personal protective equipment (PPE). Our fundraising and events teams became Hub support specialists and our administrative staff became full-time volunteer coordinators for nonprofits.

We are so proud of how Greater Rochester and the Finger Lakes Region pulled together during the early days of the pandemic, and how we collectively continue to dig deep to address the lingering and painful repercussions we expect to experience into the years ahead.



## COMMUNITY CRISIS FUND RAISES AND DISTRIBUTES MORE THAN \$6.8 MILLION

Just days after our regions schools and workplaces closed in response to COVID-19 cases in the Greater Rochester region, **United Way and Rochester Area Community Foundation partnered to activate a centralized Community Crisis Fund.** The fund immediately began accepting donations from foundations, businesses and community members, and rapidly deployed financial resources to nonprofits across the nine-county Finger Lakes Region that provide emergency services in health, human services, food, and support for frontline responders.

United Way administered grants per the funding decisions made by the fund’s governance committee, which included representation from United Way and Rochester Area Community Foundation as well as ESL Charitable Foundation, Max and Marian Farash Charitable Foundation, and Greater Rochester Health Foundation, alongside the Jewish Federation of Greater Rochester and public sector representatives from the offices of U.S. Senator Kirsten Gillibrand, New York State Assemblymember Harry Bronson, Monroe County Executive Adam Bello, and Rochester Mayor Lovely Warren.

Between March and December 2020, the Community Crisis Fund raised more than \$6.8 million from over 2,000 individuals and 46 corporations and foundations, and distributed these funds through 282 grants to 184 nonprofits.

# RUN TOWARDS COMMUNITY PROBLEMS

**\$6.8  
MILLION**

**RAISED FOR THE COMMUNITY CRISIS FUND**

- 2,000+ individuals
- 40+ businesses and foundations

**282  
GRANTS**

**TO 184 ORGANIZATIONS**

**5,000  
VOLUNTEERS**

**HELPED WITH**

food, shelter, clothing, childcare, hygiene products, cleaning supplies and more

**500,000  
PERSONAL  
PROTECTIVE  
EQUIPMENT  
(PPE)**

**DISTRIBUTED**

including hand sanitizer and masks to organizations to keep their staff and clients safe

“We are in the middle of an unprecedented time in the history of public health. We are in the middle of a global pandemic, a pandemic that has reached every corner of our community ...We have identified needs that we could not have anticipated, and United Way staff and volunteers and organizations have stepped up to the plate and have helped us in ways that we could not have possibly imagined.”

- Michael Mendoza, M.D., M.P.H.  
Monroe County Commissioner  
of Public Health



## A COORDINATED COMMUNITY RESPONSE TO COVID-19

When COVID-19 hit home, a Crisis Response Team formed including U.S. Representative Joseph Morelle, leadership from Monroe County, the City of Rochester, University of Rochester Medical Center, Rochester Regional Health, the Monroe County Systems Integration Project, United Way, and other crucial voices from the health, education, and social services sectors. This team, representing more than 40 organizations, met regularly through the early weeks of the pandemic, identifying and planning coordinated responses to meet critical needs.

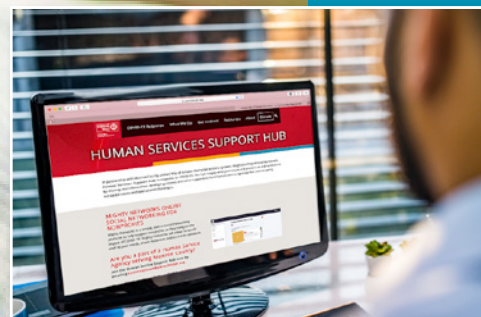
During these daily and then weekly meetings, the Crisis Response Team identified community-wide challenges that required focused attention. In the end, 12 distinct working groups were established to dig deeper and identify solutions for key issues. These groups were facilitated by some of the most qualified subject-matter experts in the region, and pulled together the right voices to define the best paths forward.

Most working groups addressed their goals and disbanded as 2020 progressed. Some groups, like the Childcare Working Group, continue today after bringing together urban, suburban and rural voices to create a broad network of support to address continued pandemic-related challenges—many of which existed before COVID but were exacerbated by the impact of the pandemic.

### WORK GROUPS

- PERSONAL PROTECTIVE EQUIPMENT (PPE)
- SHELTER CARE
- YOUTH IN THE EMERGENCY DEPARTMENT
- SUBSTANCE USE AND BEHAVIORAL HEALTH NEEDS
- CHILD CARE ECOSYSTEM
- TRANSPORTATION
- COORDINATION OF PUBLIC FUNDING
- FOOD DELIVERY
- DIGITAL DIVIDE
- HOUSING/RENTAL ASSISTANCE
- SKILLED NURSING FACILITIES
- COMMUNITY ENGAGEMENT

## INSPIRING COLLABORATION BETWEEN PROVIDERS



More than 700 individuals from the nonprofit sector actively utilized the Human Services Support Hub, the **virtual online community created in days by the Monroe County Systems Integration Project and United Way**. The support hub connects service providers, helps identify and triage emergent issues, and provides a virtual resource for participants to share information and problem-solve directly with one another, in real time. Requests for necessary technology, supplies and PPE were met via the region-wide supply chain fueled by United Way’s corporate partners and volunteers.





### FOOD DISTRIBUTION

Rochester's Regional Transit Service recommissioned buses and drivers to transport Foodlink-provided meals to Rochester City School District students who were unable to access meal pick-up sites at other City of Rochester locations. The four organizations shared data and resources to reach hungry children.

Innovative acquisition and distribution methods like this one—**literally entirely new supply chains**—were established quickly and effectively because so many local organizations and individuals were willing to come together in service to our community.



## CONNECTING RESOURCES: ADDRESSING PANDEMIC-RELATED CHALLENGES ACROSS THE REGION

### DIGITAL DIVIDE

The pandemic shined an ugly spotlight on the extent of the digital divide in our community. United Way supported the efforts of the **City of Rochester, which allocated CARES Act funding to United Way**, to acquire and distribute Chromebooks to students in the Rochester City School District so students could continue their education remotely.



### WORKPLACE PARTNERS RALLIED

United Way **workplace partners stepped up** in response to requests for donations, transportation and volunteers. A few of the hundreds of examples include:

**A Black Button Distilling** quickly shifted production lines to manufacture in-demand hand sanitizer. The company donated 190,000 bottles to human service agencies through United Way.

**B IDI Billing Solutions** provided refurbished computers to enable telehealth visits and donated thousands of disposable facemasks to nonprofits.

**C Intivity** donated hundreds of thousands of dollars' worth of personal protective equipment to front-line agencies through United Way.

**D** With only 24 hours' notice, **Teamsters Local 118** committed trucks and drivers to transport emergency food supplies to donated space where Foodlink established socially distanced volunteer meal-packing operations.

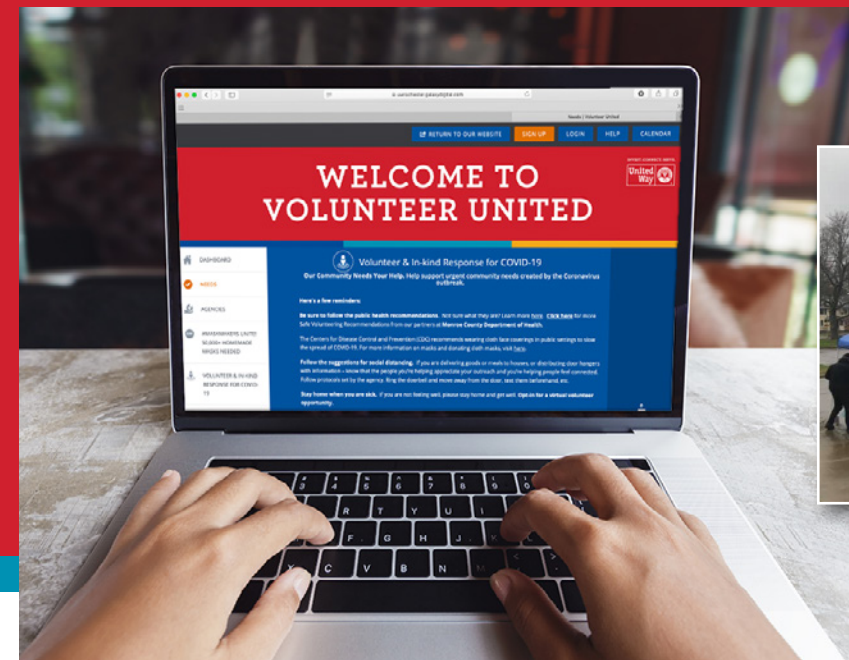


### MASK MAKERS

Thanks to in-kind promotion from local media partners that increased awareness of the need, hundreds of talented volunteers threaded up their sewing machines and provided more than 15,000 cloth face coverings to frontline nonprofit organizations that needed help keeping their staff and clients healthy. As part of **United Way's region-wide MaskMakers initiative**, Goodwill stores served as collection points and Medical Motors and Rochester Transit Authority supported distribution of the crucial PPE.





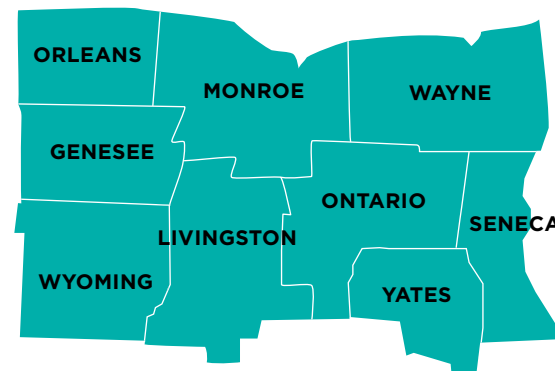


## ADVOCATING FOR NONPROFITS

Weeks into the pandemic, New York State quickly rallied regional representation to define its statewide reopening and recovery plan. **United Way was proud to work with the Finger Lakes Regional Economic Development Council (FLREDC)** to elevate and communicate the needs of the nonprofit sector and challenges related to childcare and the digital divide.

In the nine-county Finger Lakes Region alone, more than 17,000 jobs are provided by 740 social service nonprofits. Region-wide, at least one of every eight jobs is at a nonprofit. The not-for-profit sector represents a crucial economic force that is vital to a healthy region.

In early September, United Way hosted a region-wide virtual Town Hall with New York Assemblymember Harry Bronson, welcoming 254 representatives of 190 nonprofit organizations across nine counties to explore the impact of the pandemic and inform New York State's recovery strategy. Within days, the event was planned, coordinated, and inputs were shared with the state.



**9 COUNTIES SERVED**



**Harry Bronson**  
New York Assemblymember

## MOBILIZING VOLUNTEERS

On March 13, when our community was facing immediate shutdown, we asked local human service agencies, "What do you need?" They responded clearly: They needed all hands on deck.

Within that weekend, we launched [Volunteer United](#). Within the month, more than 1,800 volunteers had signed on to be matched with hundreds of urgent community needs, including helping pack meals for hungry families, transporting donated masks and gloves to service agency workers, interpreting and translating for multiple languages, as well as providing in-kind donation needs. Volunteer opportunities ranged from safely distanced in-person activities to virtual phone and online needs.

As 2020 ended, the most urgent volunteer opportunities helped address our community's future: supporting COVID-19 testing and

vaccination sites. Various locations across the region required on-site volunteers to help coordinate vehicle and human traffic flow, as well as volunteers with healthcare experience to help administer tests and support vaccinations. Volunteers have been a crucial component of the success of these efforts.

Volunteer United is updated regularly, both with COVID-19-driven needs as well as ongoing requests from local agencies. The system will be front and center in the implementation of our next Day of Caring, and will be expanded to connect workplaces and larger groups of volunteers year-round.

**COMMUNITY SUCCESS IS NOT A SPECTATOR SPORT**



# DIVERSITY, EQUITY & INCLUSION

21  
DAY



United Way's mission centers around uniting our resources so everyone can thrive. **Everyone.**

The pandemic was already amplifying long-standing racial disparities in health. Then, we were all witnesses to the death of George Floyd. And then Daniel Prude, another national tragedy that occurred right in our own backyard. United Way added our voice to the declarations of the [Black Agenda Group](#) and [Rochester-Monroe Anti-Poverty Initiative](#).

The continued and unrelenting marginalization of communities of color spurred multiple initiatives and alignments—most notably Rochester's 21-Day Racial Equity Challenge, which grabbed hearts, minds and headlines, engaging more than 110,000 people and [460 organizational partners](#), including businesses, faith communities, school districts, athletic teams, book clubs and more. The challenge, which ran from October 23 through November 20, provided participants with 21 days of self-directed learning.

The [Challenge remains available online](#), and will continue as we seek out ways to encourage the ongoing habit of learning and expanding perspectives related to racial equity.

“Before I went into the challenge, I felt I was pretty dialed in to racial equity and certainly free of all biases. However, I've since discovered that I have a lot to learn and look forward to continuing the journey.”  
- Challenge Participant

110,000  
PARTICIPANTS

460  
ORGANIZATIONS

50  
CHALLENGE PARTNERS

## ADDRESSING UNDERLYING ISSUES



**Together with local racial equity champions at Urban League, Racial Equity Justice Initiative, Rochester-Monroe Anti-Poverty Initiative and the YWCA, United Way convened a large planning team** of 50 organizational partners to create Rochester's 21-Day Racial Equity Challenge. It was because of the commitment of these planning partners—including the reach and influence of partners like the Chamber of Commerce, Causewave Community Partners, Rochester Business Journal, Rochester Democrat & Chronicle, and WXXI—that this initiative became such an overwhelming success.

**PARTNERSHIPS DRIVE CHANGE**  
In multiple conversations with local Diversity, Equity & Inclusion leaders, United Way was encouraged to coordinate a community-wide Racial Equity Challenge, following a model created by racial justice educators Dr. Eddie Moore Jr., Dr. Marguerite Penick-Parks, and Debby Irving.

### EXPANDED REACH OF LEADERSHIP DEVELOPMENT PROGRAMS

For more than 30 years, United Way has worked to increase the presence of diverse leaders in local organizations and on local boards of directors. As 2020 progressed, we were unable to follow the standard approach for our seven multi-day, in-person leadership development programs. We innovated, combined our team's efforts, and created United Way's [Virtual](#)

[Leadership Lecture Series](#), featuring eight compelling presentations from diverse community leaders. The series culminated in a powerful alignment with the closing event for the 21-Day Racial Equity Challenge, attracting more than 600 attendees to a [finale featuring United Way friend and partner Wade Norwood](#), CEO of Common Ground Health.





# INNOVATING TO A BRIGHTER FUTURE

Complex challenges require multifaceted solutions. With research, input and insights from public and private experts across multiple sectors—together with crucial insight and direction from individuals with actual, lived experiences—we achieve better outcomes. These efforts take time, commitment, collaboration and innovation.

# WORKING TOGETHER IN BIG, BOLD AND NEW WAYS

## SYSTEMS INTEGRATION

A community project at United Way



**Joseph Morelle**  
U.S. Representative



**Wade Norwood**  
CEO, Common Ground Health

### CREATING NEW PATHWAYS

The Monroe County Systems Integration Project aims to establish connections between 300 local health, education and human services organizations by building technology and establishing relationships across sectors. This project is a priority identified by the Finger Lakes Regional Economic Development Council, the Rochester-Monroe Anti-Poverty Initiative (RMAPI), and others as a critical need

for our community, as well as a key need and priority identified by people living in poverty.

The Systems Integration Project is literally establishing a whole new way of operating, creating and leveraging a unified information platform and engaging across multiple sectors. The project is co-chaired by U.S. Representative Joseph Morelle and Common Ground Health CEO Wade

Norwood, and is supported by 37 member institutions and more than 1,000 volunteers.

Systems Integration staff and partners took on a lead role in our community's coordinated COVID-19 response work and continues to innovate how we work as a community. United Way is honored to serve as host and active participant for the Systems Integration Project on behalf of the community that we collectively support.



### MAKING SYNERGY

United Way Synergy Grants pave the way for innovative and effective ways of restructuring how services are provided across our region. The focus remains on how best to meet the needs of the community which may include mergers, affiliations and strategic partnerships. Last year's Synergy Grant investments included 17 organizational partnerships, including between [The Center For Youth and YMCA](#), between [Willow Domestic Violence Center and Deaf IGNITE](#), and between [YWCA and Sojourner House](#).



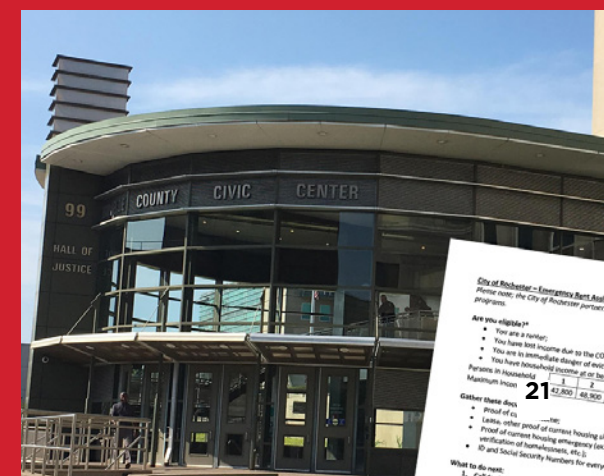
STRATEGIC AFFILIATIONS & ALLIANCES

### INNOVATIVE RESPONSE: EVICTION PREVENTION

Experts estimate that, due to the pandemic, 20,000 people across our region will face eviction as the moratoriums on rent and mortgage payments come to an end. The Eviction Prevention Pilot Initiative was established in September 2020 in response to this startling threat.

In this innovative, cross-sector effort, the Systems Integration Project leads a collaboration between Monroe County, the City of Rochester, 2-1-1 Lifeline, and several United Way partner agencies to provide legal and financial assistance for individuals and families facing eviction. This effort redesigned entire workflows, simplified application processes, and expanded the number of places people could turn to for help.

During the last few months of the year, the Pilot distributed more than \$4 million to enable families to remain in their homes. In addition to the approximately \$800,000 annually that United Way provides for eviction prevention services, in 2020 we contributed an additional \$500,000 to support the increased demand during this unprecedented time.





# THE POWER OF WORKING TOGETHER

Sustainable, community-wide change requires vision balanced with perspective, patience balanced with urgency, and breadth balanced with focus. **We believe collaboration is at the heart of all successful community change.**

Throughout 2020, United Way continued to participate, facilitate and host a range of multi-sector collaborations and support innovative and new approaches to deeply entrenched community challenges:



The **Rochester-Monroe Anti-Poverty Initiative (RMAPI)** has set out to address the pervasive, long-standing and deep-rooted poverty in Rochester. Through the dedicated work of RMAPI's partners across the community, it has created a new approach that focuses on establishing system-wide changes to create long-term improvements. [www.EndingPovertyNow.org](http://www.EndingPovertyNow.org)



In partnership with Rochester Area Community Foundation, the **Monroe County Aging Alliance** brings together leaders in the field of aging to support a community-wide effort to enhance the livability of Rochester and Monroe County. The Alliance is currently focused on working across sectors to improve our community's scores in the seven domains of livability as established by AARP and the World Health Organization: housing, neighborhood, transportation, environment, health, engagement, and opportunity.



**ROC the Future** is a community, cradle-to-career collaboration with a goal of improving academic achievement for children in Rochester. Efforts are focused on School Readiness, Early Grade Literacy and High School Graduation. A longstanding partner for over a decade, United Way is an original funder and a proud ROC the Future convener. [www.RocTheFuture.org](http://www.RocTheFuture.org)

# COLLECTIVE IMPACT

# OUR VOLUNTEER LEADERSHIP

The more than 300 volunteers who serve on United Way's boards, cabinets and committees are the fuel behind our work.

## Board of Directors

- Lauren Dixon, Chair\*
- Carrie Andrews
- Mubarak Bashir\*\*
- Daniel J. Burns\*
- Melizza Campos
- Mona Chitre, Pharm.D.
- Donald Culeton\*
- Jean Ellefson
- Dave Fiedler\*
- Maria Thomas Fisher
- Emerson U. Fullwood\*
- George Grobe, Ph.D.
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- Dolores Kruchten
- Heidi Macpherson, Ph.D.
- Faheem Masood
- Robert Mayo, M.D.
- Fabricio S. Morales\*
- Mary O'Connell, Esq.\*
- Peter G. Robinson\*
- Matt Parrilli\*
- John P. Pusloskie\*
- Lydia Sanchez\*\*
- Donna M. Shultz
- Mark Siwec
- Naomi Silver\*
- Deborah Standardi
- Timothy Thaney
- Joe Wesley
- Edward White
- Kevin Williams, Ph.D.
- Laurie L. Zaucha\*

\*Board Officer  
\*\*One-Year Board Observer

## Cabinet, Committee & Council Leadership

- Julie Camardo, Chair, 2020 Campaign
- Bill Goodrich, Chair, 2020 Tocqueville Cabinet
- Kate Kenney, Chair, Community Impact Cabinet
- Matt Parrilli, Chair, Finance Committee
- Mary O'Connell, Chair, Audit Committee
- Amit Thakkar, Chair, Investment Subcommittee
- Nancy Wahl, Chair, Retiree Council
- Lori B. Green, Chair, United Way Services Corporation Board of Directors

## Leadership Giving Society Leadership

- Keisha Carter, Co-chair, African American Leadership Society
- April Purdie, Co-chair, African American Leadership Society
- Herb Escher, Co-chair, Circulo Latino
- Mauricio Riveros, Co-chair, Circulo Latino
- Christine Borrelli-Smith, Co-chair, Emerging Leaders Society
- Stephen DeVay, Co-chair, Emerging Leaders Society
- Lauren Dixon, Co-chair, Women United
- Lauren Gallina, Co-chair, Women United



300+

**VOLUNTEERS ON OUR CABINETS AND COMMITTEES**



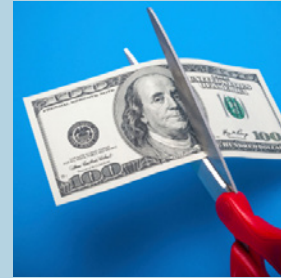
# THE CHALLENGES AHEAD

Every single member of our community has the ability to shape our collective future. Our individual efforts combine into a strong, powerful, *united* way of serving our community. Thank you for your role in helping make the future brighter.



## INCREASING NEEDS

Record numbers of people are seeking help, many for the first time ever, for food, safe and affordable housing, mental health support and access to technology among other basic needs.



## DECREASING PUBLIC SUPPORT

Federal and state funding for crucial human service agencies is declining.



## NONPROFITS STRUGGLING

Nonprofits are at-risk of closing their doors at an alarming rate — estimated up to 40% over the next two years— leaving fewer service options available to meet the growing need.



## COMPLEX CHALLENGES

The three basic building blocks necessary for an individual, a family, and a community to thrive— Health, Education and Economic Mobility—have been compromised due to the pandemic, and the most vulnerable are being impacted the hardest by significant learning loss, growing education inequalities, social isolation, and economic insecurity.



### JOIN YOUR NEIGHBORS AND COLLEAGUES AND BE A PART OF THE IMPORTANT WORK AHEAD:

#### DONATE

Give through your workplace campaign, at [uwrochester.org/give](http://uwrochester.org/give) or by texting **giveROC** to **41444**.

#### RALLY YOUR TEAM

Join hundreds of organizations that work together to run easy and engaging campaigns with employees. Email [campaign@uwrochester.org](mailto:campaign@uwrochester.org).

#### VOLUNTEER YOUR TIME

Find many ways to serve our community at [uwrochester.org/volunteerunited](http://uwrochester.org/volunteerunited).

# COLLABORATE CONVENE CONNECT





## OUR MISSION

To unite the good will and resources of the Greater Rochester community so that everyone can thrive.






## OUR VISION

A community where diverse organizations and individuals share their strengths to drive sustainable change that advances the common good.

## OUR VALUES

Caring	Respectful
Collaborative	Results-Oriented
Equity-Driven	Trustworthy
Innovative	

VISIT [UWROCHESTER.ORG](http://UWROCHESTER.ORG) TO GET INVOLVED.

-  [UnitedWayofGreaterRochester](https://www.facebook.com/UnitedWayofGreaterRochester)
-  [@UnitedWayROC](https://twitter.com/UnitedWayROC)
-  [@ROCUnitedWay](https://www.instagram.com/ROCUnitedWay)
-  [United Way of Greater Rochester](https://www.linkedin.com/company/United-Way-of-Greater-Rochester)
-  giveROC to 41444



United Way  
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