

2012 Case for Support

United Way's Community Fund is the Greater Rochester region's largest—nearly \$18 million in 2011—pool of charitable dollars focused on addressing the root causes of social problems through a strategic approach that works to change our community. Every dollar donated to the Community Fund is invested in local health and human service programs that have demonstrated an ability to change people's lives.

Changing communities is no small task. It takes a variety of services and strategies to meet the needs of our most needy and challenged. United Way's Blueprints for Change represent more than simply sharing how we plan to meet those needs; they represent a process that engaged our community, including those who want to help as well as those who need help.

There are five areas of focus for our work: early childhood, school age youth, aging, people with disabilities and people in crisis. We are proud of the work we've accomplished in these five areas over the last year. Here are some examples of what we've been able to do, thanks to the generosity of those that support United Way's Community Fund.

What if you gave \$100 and got back \$570? Have you ever made an extra \$24,000 with just a \$50 investment? Did you know you can give \$1,000 and help a family save more than \$111,000 in one year? These numbers may seem too good to be true, but they represent very real investments that people throughout the Greater Rochester region are making to help our community thrive—and we need your help. Please give to United Way's Community Fund today.

For every dollar given to help parents give their babies a strong start in life, this community sees a return of \$5.70 (or 570%) in our investment. Keeping students engaged in positive, productive activities keeps them in school and away from drugs, alcohol and criminal behaviors—saving taxpayers \$24,000 per year (the average cost of paying for just one young person to stray off track and land in a correctional facility). Helping a family with resources like meal delivery and wellness support for aging parents and grandparents gives older adults more independence and the ability to stay in their own homes, allowing families to avoid \$111,000 per year for nursing home care.

These are only a few examples of the returns on investment that the nearly 80 Community Fund-supported programs are providing while helping local people and our community. Where will you invest your money this year?

**Giving children the best possible start in life:
Investing \$2,446,000 in services for young children**

Community Funds are invested in two key strategies to help young children: teaching parents and early intervention.

At risk families face a myriad of challenges including poverty, lack of education, and isolation that diminish their ability to support their children effectively. Parenting programs help strengthen parents' education and increase their support systems and resources, which help them to better understand their child's developmental needs and leads to positive nurturing and guidance. United Way's Community Fund supports two evidence-based programs to support parents during their children's early years.

Nurse Family Partnership (NFP) is a home visitation program serving 325 low-income first-time parents and their children. Every dollar invested in NFP results in a \$5.70 return. Proven results include:

- 48% reduction in child abuse and neglect
- 67% reduction in behavioral and intellectual problems at child age 6
- 59% reductions in arrests at child age 15

Building Healthy Children is a collaborative program utilizing three evidence-based programs to improve parenting skills, ensure secure parent-child attachment and reduce child abuse and neglect. Of the 337 families served by the program over the past few years, 95% avoided protective service reports and 99% avoided foster care placements. Conservative estimates reflect savings of almost \$3M since the program's inception in 2007.

The second strategy to help young children implements early screening to ensure that kids have the help they need to achieve their fullest potential and reach their optimal ability to learn. Last year alone, more than 1,250 children received services from a variety of service partners committed to helping kids get a strong start in life.

For example, 90% of the 93 kindergarteners served by Children's Institute's Primary Project (an evidence-based program that serves young children with problems that can interfere with learning) made significant improvements in behavior and social skills.

We know that children with behavioral and social problems typically have low academic performance that can result in dropping out of school. This is often associated with lower wages, reduced employment and potential poverty later in life. To help address these issues early, more than 300 children in urban childcare centers received evidence-based services through the Behavioral and Social Interventions for Children (BASIC) program. This evidence-based set of programs includes Pre-K Primary Mental Health Project, PATHS for Preschool and Child Parent Psychotherapy. 80% of the 238 young children (ages 2-5 years) served made significant improvements in behavior and social skills.

Mary Cariola's Preschool Program offers an intensive daily classroom program for 120 young children with developmental delays. An interdisciplinary approach is designed to improve cognitive and social communication and physical development to enhance success in school. Almost 7 out of 10 students improved in all skills areas.

Rochester Hearing and Speech Early Childhood Programs help children who have hearing and language problems overcome communication challenges that can affect their ability to do well in school. 90% of more than 500 children served improved speech and language capabilities.

**Helping to ensure that every local student is ready for college, work and life:
Investing \$5,287,535 for school age youth**

United Way's Community Fund is invested in three primary strategies for school age youth: mentoring, after school and summer enrichment and early intervention. Each of these solutions is important in decreasing dropout rates. Researchers examining the costs of high school dropouts report that:

- Dropouts are eight times more likely to be in jail or prison than high school graduates. The average cost of imprisoning someone is approximately \$24,000 per year.
- If the male graduation rate were increased by only five percent, the nation would see an annual savings of \$4.9 billion in crime-related costs (Alliance for Excellent Education, 2006b).
- A high school dropout contributes about \$60,000 less in taxes over a lifetime (Rouse, 2005).
- The United States could save between \$7.9 and \$10.8 billion annually by improving educational attainment among all recipients of Temporary Assistance to Needy Families, food stamps, and housing assistance (Garfinkel et al., 2005).

Studies of mentoring programs found that mentors can help students improve school attendance, reduce substance abuse and decrease violence and criminal behaviors. Having a mentor also helps to improve relationships with parents and peers. United Way's Community Fund invests in mentoring programs that serve 3,280 local kids.

The mentoring program developed by Big Brothers Big Sisters of America is an evidence-based program effective in reducing children's negative behaviors while improving their academic achievement, self-confidence and relationships with peers and parents. 230 Rochester kids benefit from the program, with a return of at least \$3.28 per dollar invested. Participants achieve statistically significant results, including:

- 46% less likely to start using illegal drugs
- Skipped 52% fewer days of school
- Had higher quality relationships with their parents
- Lied to their parents 37% fewer times
- 95% were promoted to the next grade.

Hillside Work Scholarship Connection is a promising practice combining mentoring, academic support, job readiness and life skills to improve graduation rates, entry-level work skills and post-secondary attendance rates of at-risk kids. On average, 62% of HWSC students graduate high school on time (within 4 years) compared to their peers at 51%. Between 70 and 80 percent of these graduates attend college. Support from United Way's Community Fund helps serve about 2,500 students locally.

More than 2,000 kids participating in Community Fund after-school programs were introduced to evidence-based and promising literacy programs, including new Accelerated Reader programs at Urban League and Baden Street Settlement; these organizations recently joined Boys and Girls Club as Accelerated Reader users. Research indicates that literacy activities in after school programs can improve students' achievement in reading and language arts, and foster their appreciation for reading as a lifelong hobby.

As a result of our emphasis on literacy, the School of the Holy Childhood is changing not only its United Way Community Fund summer program, but its school year programming to focus more on literacy achievement. They measured student progress this summer with the goal of maintaining reading levels. Collectively the reading levels increased at the end of the program.

The 21st century's information economy is creating more jobs that require not only a college education but also at least some expertise in the fields of science, technology, engineering and math, collectively known as STEM. More than 2,000 local after school students were engaged in programming designed to spark their interest in STEM in 2011. The potential for after school programs to help young people become scientifically engaged clearly exists. A growing number of studies and evaluations of science-focused after school programs show promising results in terms of students' science knowledge, identity, interest and career goals.

A new partnership with the Ivan Green Primary School Kindergarten teachers (Irondequoit) is sparking literacy among 120 incoming kindergarteners through Ready to Read. Ready to Read provides books and literacy tools, like magnetic numbers and letters, for each child. The teachers will encourage the children to use these take-home tools to build on classroom lessons and host parent-partner days during the year to reinforce lessons with parents.

The Community Fund supports nine summer camps serving almost 900 youth in grades K-12. Summer enrichment programs like camps are critical because two-thirds of the achievement gap between lower- and higher-income youth can be explained by unequal access to summer learning opportunities. As a result, low-income youth are less likely to graduate from high school or enter college (Alexander et al, 2007). Most students lose about two months of grade-level equivalency in mathematical computation skills over the summer months; low-income students also lose more than two months in reading achievement, while their middle-class peers make slight gains (Cooper, 1996). All supported camps provide fun and interactive enrichment activities focusing on literacy, science and math that are designed to engage the imagination and stem summer learning loss. There was a 25% increase in camp enrollment for the Community Fund urban scouting program, offered by the Boy Scouts; this means that 480 more local boys engaged in positive summer programming than last year.

**Helping ensure that older adults have the resources they need to remain vital and independent:
Investing \$2,257,125 in older adults and their caregivers**

Through a new Multipurpose Aging Resource Center led by Lifespan at the Maplewood YMCA and a variety of case management and support programs, United Way is working to maximize the independence of older adults to help them stay in their homes for as long as practical.

When you consider the financial cost of assisted living facility at \$45,450 annually or skilled nursing home care at \$111,000 annually, there is a great return on investment in helping elders stay in their homes for as long as possible. Not to mention the enormous value to the quality of life for older adults who are able to remain independent and integrated in our community. Last year, Community Fund programs served over 30,000 older adults to achieve just that. Here are a few of the programs supported by the Community Fund:

We introduced the Multipurpose Aging Resource Center to Rochester with the help of our partners at Lifespan and the Maplewood YMCA, opening the Caroline “Lily” Loboizzo Aging Resource Center in January 2011. Now with nearly 200 participants, we are helping members of the Maplewood neighborhood stay active with nutrition, exercise, education and socialization. Here are just a few noteworthy highlights:

- In September, CLLARC members helped fellow member, Miss Emma, celebrate her 90th birthday. This year, when Miss Emma was recovering from cancer treatments, members took a field trip to her house to visit and bring well wishes.
- Nick, who recently lost his wife, was grieving and depressed. After his doctor suggested he get out of the house to start exercising, he went to the Maplewood YMCA and was welcomed by the folks at the CLLARC. He has been there every day since, making new friends and regaining his strength with daily workouts.
- A gifted local businessman is teaching computer education classes specially tailored for older adults, including classes like Intro to Internet, and Hip & Helpful gadgets.
- In July, members celebrated the summer with a trip to Charlotte Beach for kite-flying, hosting their first annual Billiards Tournament, and attending a Rochester Red Wings game.

With our partners at Lifespan, United Way is bringing the Chronic Disease Self-Management Program to Rochester. CDSMP is an evidence-based program that helps older adults with chronic diseases like arthritis, lung disease, stroke and heart disease. Program topics include coping strategies to deal with problems associated with chronic disease, appropriate exercise, appropriate use of medications, nutrition, how to evaluate new treatments and communicating effectively with family, friends, and health professionals.

Matter of Balance is an evidence-based falls management program for older adults; it is currently incorporated into our new Multipurpose Aging Resource Center program. Matter of Balance is successful in reducing fear of falling, increasing self-efficacy and a sense of control in relation to fall risk. The program also helps older adults increase their physical and social activity. Matter of Balance participants that attended at least five classes reported improved overall functioning, social functioning and mobility range twelve months later. Without a program like this, older adults in our community could be facing some startling statistics:

- Among those age 65 and older, falls are the leading cause of injury death and the most common cause of hospital admissions for trauma.

- Falls can lead to moderate to severe injuries, such as hip fractures and head traumas, and can even increase the risk of early death.
- One out of three adults age 65 and older falls each year.
- The death rates from falls among older men and women have risen sharply over the past decade.
- Nationally, in 2009, 2.2 million nonfatal fall injuries among older adults were treated in emergency departments and more than 581,000 of these patients were hospitalized.
- In 2000, direct medical costs of falls totaled a little over \$19 billion.

Meals on Wheels delivered 360,000 meals last year, with the vast majority going to older adults; 9 out of 10 of the 1,931 people served credit Meals on Wheels with helping them remain in their homes.

PEARLS (Program Encouraging Active and Rewarding Lives for Seniors) is an evidence-based program providing in-home mental health care for older adults with minor depression. Depression is a prevalent mental health issue for older adults; it can erode independence in multiple ways, compromising the ability to function outside the home and to participate in programs that promote wellness. Given the importance of this issue, and because older adults are often reluctant to seek treatment in a clinical setting, United Way is piloting the program with 50 older adults. PEARLS participants, compared to those receiving usual care, were almost three times more likely to significantly reduce depressive symptoms. They were also three times more likely to achieve complete remission from depression and have greater health-related improvements in quality of life.

Our Community Fund is supporting Transportation Access, known as TRAC, a newly developed mobility management program that helped 739 older adults over the last 12 months maintain their independence by helping them schedule transportation. There are hundreds of stories like these:

- An 82 year-old woman called in a panic several months ago because she was sick, weak and unstable on her feet. She needed to get to her primary care physician but the only ride she can count on is from her niece who has a difficult work schedule. TRAC connected her to transportation and got her to her doctor the very next day. She was eventually diagnosed with breast cancer and TRAC has been scheduling her transportation to daily radiation therapy.
- Another local woman, age 77, had two car accidents with the last few months after a 55-year clean driving record. After the accidents she could no longer drive, but was terrified about losing her independence. She is so grateful for TRAC's assistance in helping to arrange her transportation to medical appointments, the grocery store and other outings.

ABVI Goodwill served nearly 900 older adults last year with a different type of literacy program. Thanks to Community Fund support, this group of older adults is receiving critical services that help them to continue enjoying life despite their visual impairment. Nearly all (99%) of individuals served improved daily living skills, helping them manage better in their homes and communities. Recently ABVI helped a 92 year-old woman by providing technology that turned her television into a book reader. She hadn't read in 20 years! "Her eyes lit up!"

Rochester Hearing and Speech's Audiology program helps older adults with hearing loss improve communication, increase independence and improve quality of life. More than 3,000 older adults receive help annually. About half of the 2,000 screened for hearing concerns are recommended for hearing aids and approximately 60% follow through to get them. 94% of those 636 individuals fitted with hearing aids significantly reduced hearing problems.

In 2010, UW provided case management services to nearly 4,000 older adults and their caregivers with our community partners at Catholic Family Center, Jewish Family Services, Lifespan and Family Service

Communities. As older adults in Monroe County navigate the complex network of aging services, this support is critical in helping them access essential services that enable them to maintain their independence.

The EISEP Community Collaboration, led by Catholic Family Center, provides an array of case management, home care and other support services to frail older adults to keep them safe and independent in their own homes. Of the 699 older adults served, 94% were able to stay in their homes, avoiding costly institutional care.

Catholic Family Center's STAR Program provides transportation, shopping/errand assistance, friendly visiting and other services to Monroe County's frail older adults, helping them stay in their own homes and increasing their quality of life. 86% of 845 STAR service recipients maintained or increased their levels of independence. In addition, 9 out of 10 were able to get outside the home more frequently to medical appointments, run errands and shop.

The Alzheimer's Association Caregiver Support Services program provides comprehensive support services to community members caring for loved ones suffering from dementia. The program provided care consultation to 809 caregivers and support group services to 1,043 people last year. Nine out of 10 surveyed indicated that the services helped them plan for the future.

The Senior Companion program, operated by the Community Place of Greater Rochester, provides transportation, meal preparation and other services to frail older adults. The program served 99 older adults, almost all of whom indicated the program helped them improve their nutrition, mobility outside the home and overall quality of life.

Eldersource provides aging adults the information and services they need to remain independent. More than 13,800 aging services recipients and their families obtained information on eldercare, housing, transportation, financial assistance and other services. 98% of those surveyed one month later stated Eldersource's help improved their access to much needed resources.

**Helping to ensure that everyone in our community has their basic needs met:
Investing \$3,874,690 in Crisis Services**

United Way's Community Fund crisis strategy focuses on helping people meet their basic needs, providing homelessness prevention and housing stability. Supported Crisis Services programs help families meet their basic food and shelter needs, while also helping them plan for the future to avoid future crises and becoming more self-sufficient.

Providing a range of services throughout the community, The Salvation Army, AIDS Care, Community Place of Greater Rochester, Baden Street Settlement House, Ibero-American Action League, Charles Settlement House, SouthWest Area Neighborhood Association, Foodlink, Monroe County Legal Assistance Corporation and Catholic Family Center are providing assistance to more than 44,000 individuals to help them build a strong foundation to move out of poverty toward independence.

Foreclosure Prevention programs help struggling homeowners stay in their homes, helping to stabilize neighborhoods and property values. Homes that fall into foreclosure, according to the Joint Economic Committee of Congress, cost an average of \$77,935, while preventing foreclosure costs about \$3,300. Almost 1,000 households served by the program last year avoided foreclosure. Program staff worked on behalf of homeowners in negotiations with lenders on repayment plans. Almost 9 out of 10 homeowners served maintained home ownership a year after receiving the program's services. Nationally, low- and moderate-income borrowers who enter into repayment plans are 68% less likely to lose their homes. Community Fund-supported programs including education, lender negotiations and interventions help more than 2,800 families avert foreclosures and evictions.

Alternatives to Battered Women's Safe Families program provides an essential safety net for victims of domestic violence and their children. The program provides a full continuum of shelter and support services for families affected by domestic violence. Of the 233 families sheltered, 9 out of 10 moved into safe, affordable housing upon leaving the shelter. 90% shelter recipients contacted a month later remained free from domestic violence.

Volunteer Legal Services Project Family Law project provides free legal services, donated by local lawyers, to low-income families. The project helped more than 600 parents resolve legal issues threatening family stability, including obtaining and maintaining child support, child custody, guardianship and visitation.

Our commitment to the youth of our community continues through our crisis programs at The Center for Youth, Hillside AIY and Genesis House, a program of the Salvation Army. These programs provide a continuum of services to more than 750 youth ages 12-21 including crisis counseling, emergency shelter and case management. The shelters provide transitional living to teens to help stabilize their lives so they are able to reunite with their families or live independently, and decrease any barriers that would lead to a life of poverty.

**Helping people with disabilities maximize their independence:
Investing \$1,031,480 for people with disabilities**

United Way of Greater Rochester brought a new and vitally important concept—Transition Coaching Services—to the community. This service provides a place for people with disabilities who are not served by a major system of care to get help finding and navigating community resources in times of difficult transition. In just 12 months we've staffed seven programs and have already helped over 465 people who would have otherwise gone unserved by connecting them with access to local health, education, employment, support, advocacy services and more. Nearly 80% of these individuals or caregivers report having annual incomes of less than \$15,000.

Another key element of the Community Fund Disability Services strategy is providing transportation services to help increase community engagement and independence. Rochester Rehabilitation Center's "DriveOn" program provides specialized driver instruction and adaptive technology to older adults and persons with disabilities. 92% of 676 persons who completed driver training were able to obtain or retain a driver's license last year.

Community Partnerships – Investing \$2,939,480

The Community Fund also supports a number of unique opportunities to advance our community. Among them are:

C.A.S.H. (Creating Assets, Savings and Hope) is a community coalition of more than 30 organizations working together to improve the financial well-being of low income working families in Monroe County by increasing use of the Earned Income Credit; offering alternatives to predatory financial services; and providing financial education, credit repair, savings, and home ownership. During the 2011 tax season, more than 13,000 working families claimed more than \$26 million in tax refunds and credits, of which more than \$10 million was EITC. Hundreds of savings bonds were purchased to save for families' futures, and several hundred unbanked households are now connected to mainstream financial services.

2-1-1 is a free, confidential three digit phone number, available 24 hours a day, every day, available to connect people in need to a local call center with specialists trained to provide information and referrals to human services that best address their needs. The call center handled 98,413 calls last year: 23% of calls were people looking for basic needs held (food, clothing, shelter); 31% of calls were mental health related and another 11% related to health.

Synergy supports organizations exploring affiliations (including mergers) through a partnership with NYCON. Successful affiliations include: ArtPeace and Young Audiences of Rochester, Gay Alliance of Genesee and Rainbow Sage, Ibero American Action League and PRYD, AIDS Rochester and AIDS Community Health Center, Eastern and Western Orleans County United Ways, Pathstone and Sojourner. Friends of the Library Rochester Public Library and the Library Foundation, WXXI and The Little Theater, NEAD and Group 14621.

ACT Rochester builds on community strengths and helps solve critical problems through community debate, discussion and engagement. ACT Rochester's web site offers detailed information about our region, profiles of all seven counties, 125 community indicators organized into 12 program categories, trend summaries and community resources for each category, hundreds of charts and graphs and much more. It also provides links to more than 300 local community resources.

The American Red Cross Greater Rochester Chapter is United Way of Greater Rochester's fundraising partner. The organization assists families who have been victims of disaster, connects service members and their families during major life events, works to help ensure affordable meals are available for the elderly and homebound, and recruits and trains volunteers for blood collecting efforts. The Red Cross also helps prepare the local community for emergencies and disasters and teaches lifesaving skills such as CPR and First Aid.

Partners Against Violence Everywhere Initiative (PAVE) brings together human service agencies, law enforcement and community members in a series of anti-violence programs that remove illegal handguns from the streets, rebuild trust amongst residents and law enforcement, and provide support to children who have lost a family member to violence. United Way serves as a member of the PAVE initiative that is led by Camp Good Days and Special Times.