

United Way of Greater Rochester's mission is to magnify and focus the power of community resources to advance the common good.

For more than 90 years, United Way of Greater Rochester has been committed to making our community a better place to live. We're a community problem solver, and we work hard to bring people and resources together to tackle some of our community's most pressing challenges.

Your support makes this possible.  
Thank you.

# LIVE UNITED

COMMUNITY REPORT  
UNITED WAY OF GREATER ROCHESTER



**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED** 



# FROM THE PRESIDENT AND BOARD CHAIR

This was a year of great change—for United Way, for families and individuals in our Greater Rochester area and for many throughout the country. Change—whether positive or negative—always results in a new awareness for people. Change makes people sit up, take notice and take action. In 2008, people who never entered a voting booth stepped into one to make their voice heard. In 2009, people who never needed help before were forced to seek basic necessities, largely because of sudden job loss. In the past year, people saw their friends, family and neighbors in need and decided to join thousands of others in helping one another. On behalf of our board, volunteers, staff and entire community, thank you.

To ensure that dollars go where they are needed most and do the most good, United Way of Greater Rochester is making a dramatic shift in the way we plan our program investments. We call it our Blueprint for Change. It's a new approach, a focused plan that sets clear goals for our community and determines how we will invest the resources that support our work on its behalf. Wherever we can, we will fund evidence-based programs that are, proven to work based on extensive research and effective, long-lasting results.

To accomplish this change, we need look no further than our new call to action—LIVE UNITED. This year we asked the Rochester community to LIVE UNITED—to GIVE, ADVOCATE and VOLUNTEER for the people, causes and programs you care about. Similarly, the investment strategies outlined in each Blueprint for Change may be financial support, advocacy on issues, mobilizing volunteers or a combination of all three.

The last twelve months have been defining points in our history, both in terms of the challenges we faced and the strides we've made. We hope you know the integral role each of you holds in the work we do.

Thank you for helping to build a stronger community and for helping us all LIVE UNITED.

Sincerely,



Peter Carpino  
President



Amy Tait  
Board Chair



## UNITED WAY OF GREATER ROCHESTER BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Amy L. Tait, Broadstone Real Estate, LLC\*  
Daniel J. Burns, M&T Bank\*\*  
David L. Fiedler, ESL Federal Credit Union  
Emerson U. Fullwood, Xerox (retired)  
Lori B. Green, Nixon Peabody, LLP  
Jay A. Gsell, Genesee County Government  
Samuel T. Hubbard, Jr., Former Chairman & CEO, High Falls Brewing Co., LLC (Chair)\*\*  
Fabricio S. Morales, FM Resources  
Dennis M. Mullen, Empire State Development Corporation\*\*  
John P. Pusloskie, Local 1170, CWA AFL-CIO  
Reinhold W. (Ray) Samson, Rochester Labor Council, AFL-CIO\*\*  
Sharon P. Stiller, Boylan Brown Vigdor & Wilson LLP  
Michael S. Vadala, Summit Federal Credit Union

### BOARD MEMBERS

Christopher C. Booth, Excellus BlueCross BlueShield  
Jean-Claude Brizard, Rochester City School District  
Lisa A. Brubaker, Preferred Care  
John W. Bryant, Eastman Kodak Company  
Anthony Cuchiarale, UFCW District Union Local One  
Richard M. Dastin, Xerox Office Group  
Jeanne M. Durrant, US Dept. of Veterans Affairs (retired)\*\*  
Thomas D. Gillett, NYS United Teachers\*\*  
Howard J. Grossman, JPMorgan Chase & Co.  
Susan R. Holliday, Rochester Business Journal  
Seana L. Holtz, Holtz House of Vehicles\*\*  
Dr. Frederick C. Jefferson, jr., Jefferson & Associates, Inc.  
Jonathan J. Judge, Paychex, Inc.  
Anne M. Kress, Monroe Community College  
Joseph M. Lobo II, JML Optical Industries, Inc.\*\*  
Rick P. Mihaljevic, Johnson & Johnson, Ortho Clinical Diagnostics  
Edward J. Pettinella, Home Properties  
Stewart C. Putnam, Unity Hospital  
Terence Rafferty, Time Warner Cable\*\*  
Peter G. Robinson, University of Rochester  
Thomas J. Rogers, AM&M Financial Services, Inc.  
Margaret Mary Sergeant, Rochester Teachers Association  
John W. Sheets, Jr., Bausch & Lomb, Inc.  
Naomi Silver, Rochester Community Baseball  
Marquett B. Smith, Verizon Wireless  
Sue S. Stewart, University of Rochester Office of Counsel\*\*  
Florence Tripi, Civil Service Employees Association\*\*  
John W. Van Heel, Monro Muffler/Brake  
Paul von Ebers, Excellus Health Plan\*\*  
Colleen J. Wegman, Wegmans Food Markets, Inc.  
Frank Wirt, Rochester Carpenters Local 85

\* Immediate Past Board Chair

\*\* Completed service as of 9/11/09

### REGIONAL BOARD CHAIRS

#### Genesee Country

Craig Wilcox, Harris Wilcox, Inc.  
Susan Schuler, HSBC Bank\*

#### Eastern Orleans County

Judy Koehler, Town of Albion\*

#### Livingston County

David Woods, Livingston County Planning Dept. (retired)  
George Traber, (see below)\*

#### Ontario County

Donald J. Culeton, Info Directions  
Barb W. Fuge, Genesee Regional Bank (retired)\*

#### Wayne County

Michael Calarco, Attorney at Law  
Mary Jane Healy, Wayne ARC (retired)\*

#### Wyoming County

Donald O'Geen, Wyoming County District Attorney's Office  
Karen Thompson, Wyoming County Mental Health Dept.\*

### REMEMBERING GEORGE TRABER



George Traber (1924-2008) was one of the "founding fathers" of the United Way of Livingston County. George served as Livingston's Chairman of the Board from its inception in 1978 until the day of his passing. Beyond his dedication to our United Way, George was also involved in many other organizations including Boy Scouts, Livingston County Chamber of Commerce, LC Industrial Development Association, VFW and Lions Club. George was a leader—he was passionate about his work—he was the kind of volunteer that every organization hopes for. He will be missed.

*United Way of Greater Rochester is a regional system that includes Eastern Orleans County United Way, Genesee Country United Way, Livingston County United Way, United Way of Greater Rochester/Monroe, Ontario County United Way, Wayne County United Way and Wyoming County United Way. We recognize and appreciate the important role of volunteer leadership throughout the region.*

# A NEW WAY TO ADDRESS OUR COMMUNITY'S MOST PRESSING CHALLENGES

What if every child in our community had the best possible start in life? How would Rochester look if every older adult and their caregivers remained active and independent for as long as possible? These were just a few of the questions we asked while developing our new **Blueprints for Change**.

The outcome of the Blueprint process is five focused plans for our areas of investment. Equally important to completing the plans were the dialogue and learnings along the way. We conducted a **community needs survey**—asking you and other community members what mattered most and on what United Way should focus. The results were clear: help children succeed, keep our community safe, help older adults and those who care for them stay strong and active in the community for as long as possible.

Once we knew the issues that mattered most to you, we set about developing the plans. The **process** was rigorous, but also inclusive and transparent. Hundreds of professional human service providers and topic experts worked with us to develop the Blueprints. And, we were committed to ensuring that the voices of those we serve were a part of the process as well. We focused on preventive, direct-service programs that are proven-to-work, evidenced-based programs. We also developed an evaluation plan for each Blueprint to ensure the strategies we selected are working to make a difference.

Finally, each Blueprint not only outlines United Way's **funding priorities**, it also highlights the volunteer and advocacy strategies that will best help us make progress in that area.

Please visit our Web site at [liveunitedrochester.org](http://liveunitedrochester.org) for the completed Blueprints for Change.



## < MEET LOIS

Lois chooses to LIVE UNITED as a proud advocate for people living with disabilities. A recipient of the Lifetime Achievement Award from the National Multiple Sclerosis Society, Lois works to build awareness of the *abilities* of those inconvenienced by disabilities. Despite her busy schedule, Lois still finds time to serve her community, encouraging others to treat people equally and be sensitive to their needs.

## THE IMPACT AREAS WHERE WE FOCUSED OUR WORK:

### EARLY CHILDHOOD

Far too many Rochester children have the odds stacked against them right from the very beginning. The likelihood of their growing up healthy and succeeding in school is slim. We must improve the conditions that affect our children in their most critical years—birth to age five.

**Our Goal: Every child in our community will have the best possible start in life.**



### SCHOOL AGE YOUTH

We must ensure that our students have the tools and support they need to improve their school success. Academic success, as defined by high school graduation, can be predicted with reasonable accuracy by knowing a child's reading skill at the end of grade three. Only 44% of Rochester third-graders met state standards on the New York State 2007 Grade 3 English Language Arts test.

**Our Goal: Every student in our community will be ready for college, work and life by age 21.**



### AGING

While early childhood may be the beginning, we know that aging is not the end. Our entire community benefits when older adults maximize their independence and age successfully. In 2000, 13% of Monroe County residents were older adults; in 2030, it is estimated that 20% will be. We have to ensure that programs are in place both for today's older adults and for everyone who will become older adults in this community.

**Our Goal: Every older adult and their caregivers will remain active and independent as long as possible.**



### CRISIS AND FINANCIAL STABILITY\*

More than ever, growing numbers of families and individuals in our community are seeking the help of emergency service agencies to meet their basic needs of food, clothing and shelter. Likewise, many local emergency service agencies are reporting an unprecedented increase in the number of people coming to them for assistance. Many agencies have had to turn people away. We can't ignore the immediate needs of people right here in our community.

**Our Goal: Crisis situations won't result in long-term hardships.**



### DISABILITY SERVICES\*

Every member of our community makes Rochester the place we call home. Our neighbors who have disabilities, or care for those with disabilities, have unique needs and are unique contributors to our society. We must ensure that disability services have our support to provide necessary programs in our community.

**Our Goal: People with disabilities will be active members of our community.**



*\*In development for final Blueprint by 12/31/09*

2009 was one of the most difficult years that our community has ever faced. With job loss rates at an all-time high, families and individuals faced increasingly hard times. Likewise, 2009 was one of the toughest campaign years that United Way has ever faced. Still, the need was greater than ever and those who rose to meet it—more than 100,000 members of our community along with a host of generous organizations and businesses—helped us raise an incredible \$28,812,318. This did not happen effortlessly. It took the committed leadership of **Jim Brush, president and CEO of Sentry Group**, our 2009 campaign chair, and his cabinet of campaign volunteers. And, it took the commitment and generosity of people like you to reach this remarkable achievement.

## THANKS TO OUR COMMUNITY PARTNERS

**The Rochester Area Community Foundation** made an unprecedented \$100,000 challenge grant to the community, matching dollar-for-dollar every new or increased individual donation that was earmarked for emergency services. This generous challenge secured more than \$400,000 from more than 2,700 donors to support people in crisis.

**Monro Muffler/Brake's** Challenge to LIVE UNITED matched dollar-for-dollar every new donation of \$500 or more to United Way's 2009 campaign, up to \$100,000, inspiring more than 1,600 people to donate nearly \$1.2 million in new dollars.

**Citizens Bank** donated \$50,000 to the 2009 campaign as a match to new corporate and individual gifts from small and mid-sized businesses, helping us raise \$55,000 new dollars from the small-business community.

**Greater Rochester Health Foundation** filled a great need by providing more than \$300,000 in grant support of United Way agencies, helping to ensure vital health-related services remain available to people in our community.

## HONORING LOYAL DONORS

For the first time ever, United Way formalized a Loyal Donor Society, recognizing the thousands of people in our community who have given consistently to support community needs. We are proud to say that there are just over 7,600 people in the Greater Rochester area who have given to United Way for more than 20 years. At our Loyal Donor luncheon in October 2009, we brought together hundreds of our most committed supporters—many of whom have donated for 50 or more years—to share their stories and celebrate their incredible generosity through the years. Our special thanks to Bank of America for their great support of that event and of our donors.



### < MEET JACK

At 93 years old, Jack embodies the LIVE UNITED call to action through his loyal giving and dedication as a volunteer. Jack was just 19 years old when he began donating \$1 per week—nearly 10 percent of his \$11.22 paycheck from his job as a hotel bellhop. He's still giving, saying that every time he's given, it's always come back to him somehow.

## AGENCIES WITH PROGRAMS RECEIVING UNITED WAY FUNDING

AIDS Rochester, Inc.  
 Alternatives for Battered Women, Inc.  
 Alzheimer's Association  
 The Arc of Monroe County, NYSARC  
 Association For The Blind & Visually Impaired/  
 Goodwill Industries  
 Baden Street Settlement of Rochester, Inc.  
 Big Brothers Big Sisters of Greater Rochester, CPY  
 Boy Scouts of America, Otetiana Council, Inc.  
 Boys & Girls Club of Rochester, Inc.  
 Camp Good Days and Special Times, Inc.  
 Catholic Family Center  
 The Center for Youth Services, Inc.  
 CP Rochester  
 Charles Settlement House, Inc.  
 The Community Place of Greater Rochester  
 Compeer Rochester, Inc.  
 Crisis Nursery of Greater Rochester, Inc.  
 Delphi Drug and Alcohol Council, Inc.  
 East House Corporation  
 Empire Justice Center  
 Epilepsy Association of Greater Rochester, Inc.  
 Family Service of Rochester, Inc.  
 Girl Scouts of Western New York  
 Hillside Children's Center  
 Hillside Work-Scholarship Connection  
 David Hochstein Memorial Music School  
 The Housing Council in the Monroe County Area, Inc.  
 Ibero-American Action League, Inc.  
 Jewish Family Service of Rochester, Inc.  
 The Legal Aid Society of Rochester NY, Inc.  
 Lifespan of Greater Rochester, Inc.  
 Lifetime Assistance, Inc.  
 Medical Motor Service of Rochester and Monroe  
 County, Inc.  
 Mental Health Association of Rochester and  
 Monroe County, Inc.

Monroe County Legal Assistance Corporation  
 National Multiple Sclerosis Society, Upstate NY  
 Chapter, Inc.  
 Pathway Houses of Rochester New York  
 Rochester Hearing and Speech Center  
 Rochester Mental Health Center  
 Rochester Rehabilitation Center, Inc.  
 The Rochester School of the Holy Childhood, Inc.  
 Salvation Army-Rochester Area Services  
 South Wedge Planning Committee, Inc.  
 SouthWest Area Neighborhood Association, Inc.  
 Urban League of Rochester New York, Inc.  
 and Subsidiaries  
 Visiting Nurse Service of Rochester and Monroe County  
 Volunteer Legal Services Project of Monroe County, Inc.  
 Wilson Commencement Park  
 YMCA of Greater Rochester  
 YWCA of Rochester and Monroe County

*For a complete list of programs supported by United Way of Greater Rochester, please visit our Web site at [liveunitedrochester.org](http://liveunitedrochester.org).*

### MEET ADAM >

Since 2004, Adam has worked to LIVE UNITED by offering a helping hand, donating to United Way and lending a listening ear whenever he can. In his spare time, Adam enjoys home remodeling, fishing and reading, but says he's never too busy to help his community. "Nothing is more satisfying or rewarding than knowing that you helped make a difference in someone's life."



# ADVOCATE

One voice can help keep critical resources available. Put those voices together with a common message and you have remarkable power. One of the ways we're helping to lift voices on behalf of those in need is through a new online advocacy tool at [uwrochester.org/advocate](http://uwrochester.org/advocate). This tool allows you to learn about legislation that directly affects Rochesterians and take action by asking legislative representatives for their support. You can also register to vote, submit an advocacy cause and sign up to learn more about emerging community issues.

## ACT ROCHESTER

ACT Rochester is a collaboration of Rochester Area Community Foundation and United Way of Greater Rochester that works to stimulate community solutions to our most critical challenges by changing the culture of public discussion and debate. We developed the ACT Rochester Web site—[www.ACTRochester.org](http://www.ACTRochester.org)—with assistance from the Center for Governmental Research.

We hope that the comprehensive data on this site and other information will serve as a focal point for formal and informal community forums and inspire you and others in the community to share comments and participate in polls, which will be added in the coming months. In addition, we will be scheduling a variety of community discussions and activities beginning in the fall of 2009.

ACT Rochester covers a seven-county region: Genesee, Livingston, Monroe, Ontario, Orleans, Wayne and Wyoming. The Web site contains indicators, analyses of trends, summaries of community efforts to address issues and numerous listings of community resources in a variety of areas including arts and culture, children and youth, the economy, education, the environment, health; housing, public safety and transportation. And that's just a sampling of the topics and information you'll find.

We hope you'll visit [ACTRochester.org](http://ACTRochester.org) to learn, connect and act, and become part of the solution.

## FACILITATING EFFECTIVENESS AND EFFICIENCY

In 2008, United Way of Greater Rochester launched the Synergy Program—a program that focuses on supporting increased operational efficiencies among non-profit organizations and supports merging agencies with technology, facility relocation and enhanced infrastructure. Since the program launch, more than eight local organizations in our community have successfully merged or affiliated, including Ibero American Action League with Puerto Rican Youth Development, and AIDS Rochester with Community Health Network.



### < MEET SEEMA

As an attorney, Seema understands the power of the spoken word and works to LIVE UNITED through her work as a community service advocate. Seema speaks out on behalf of the mentally ill and local Indo-Americans and says we can all make a difference by “making some noise” for those who can't.

# VOLUNTEER

Time—whether it was an hour, a day or more—made a real difference in our community. United Way set a goal of reaching 280,000 volunteer hours in our community. That's the equivalent of over \$2 million in paid work hours.

To date, Rochesterians have contributed more than 202,000 volunteer hours, including 62,000 hours through the annual Day of Caring, when more than 9,200 volunteers committed their time and talent to help.

You can track our progress by visiting [uwrochester.org](http://uwrochester.org) to see our live counter of community volunteer hours.

## A NEW WAY TO VOLUNTEER

To promote volunteerism at every level this year, United Way launched its first-ever Hour of Caring program. The Hour of Caring projects allowed volunteers to take just one hour out of their day to read to children. Reading regularly to children helps improve their reading skills. More than 200 Hour of Caring readings took place during the week of May 5th at daycares, community centers and schools in Monroe County. A second Hour of Caring event is scheduled this fall.

## FOCUS ON THE CITY

United Way of Greater Rochester, in partnership with the City of Rochester and the Advertising Council of Rochester, unveiled a new public service initiative at [onecityconnection.org](http://onecityconnection.org) to further community volunteerism by highlighting volunteer activities within the City of Rochester and throughout the region. To date, more than 3,000 people have used the OneCity Web site to find volunteer opportunities.

## PREPARING LEADERS FOR TOMORROW

The leaders we build today help create a brighter future tomorrow. In 2009, more than 50 people graduated from United Way's leadership programs: African American Leadership Development Program (AALDP) and the Latino Leadership Development Program (LLDP). We're extremely proud of the long history we have in supporting these programs to ensure increased diversity and inclusion in our community.

In addition, we're proud to partner with the new Indo-American Leaders (DIAL) to provide leadership training opportunities for Indo-Americans in our community.

### MEET CHARLES >

Charles is a student at Monroe Community College who chooses to LIVE UNITED by teaching others to lend a helping hand whenever the opportunity arises. “Sometimes all you need to do is set an example.” Charles encourages others to stay close with their families—and believes that unity encourages unity.



# 2008/09 FINANCIALS\*

## CONSOLIDATED BALANCE SHEET AS OF MARCH 31, 2009

### ASSETS

Cash and Equivalents	\$	4,815,914
Pledges Receivable, net		10,433,315
Interest and Dividends Receivable		104,655
Bequests Receivable		242,032
Investments		84,260,551
Notes Receivable		680,958
Property and Equipment, net		2,290,220
Beneficial Interest in Shared Interest Arrangements		2,156,966
Pooled Life Income Fund Assets		374,233
Other Assets		185,163
		<hr/>
	\$	105,544,007

### LIABILITIES AND NET ASSETS

#### LIABILITIES

Accounts payable and accrued expenses	\$	748,219
Due to agencies		8,988,855
Note payable		14,676
Charitable gift annuity reserve		293,281
Funds held for others		245,310
Pension and postretirement liability		3,093,378
Deferred revenue		10,000
		<hr/>
Total Liabilities	\$	13,393,719

#### NET ASSETS

Unrestricted	\$	51,804,626
Temporarily restricted		11,093,990
Permanently restricted		29,251,672
		<hr/>
Total Net Assets	\$	92,150,288

\$ 105,544,007

\*2009 United Way of Greater Rochester Fiscal Year: April 1, 2008-March 31, 2009

## < MEET CHRISTINE

Christine works for ABVI-Goodwill as a customer service representative and says anyone can LIVE UNITED by leading through example. In her spare time, she enjoys shopping, spending time with friends and caring for her guide dog, Lexi. Christine starts each day working to be a team player and credits her parents for instilling her with the belief that everyone deserves to be treated equally.

## CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE YEAR ENDED MARCH 31, 2009

### REVENUE, GAINS AND OTHER SUPPORT

Annual Campaign, net of allowance	\$	30,173,947
Endowment Legacies and Gifts Received		550,907
Charitable Gift Fund Gifts Received		2,432,834
Investment Income per Total Return Policy		5,672,856
Donated Goods and Services		163,379
Other revenue		2,802,312
		<hr/>
Total revenue, gains and other support	\$	41,796,235

### EXPENSES

Program services	\$	34,313,584
Supporting services		
Fund raising expenses		3,068,681
General management expenses		1,846,747
		<hr/>
Total Expenses	\$	39,229,012

Excess of Revenue, Gains and Other Support Over Expenses	\$	2,567,223
Investment Loss in Excess of Total Return Policy		-46,674,561
Change In Funded Status of Pension and Postretirement Liability		-2,676,427
Change in Net Assets		-46,783,765
		<hr/>
Net Assets, <i>beginning of year, as restated</i>		138,934,053
Total Net Assets, <i>end of year</i>	\$	92,150,288

For detailed United Way of Greater Rochester financial information, including our IRS 990 Submission, please visit our Web site at [liveunitedrochester.org](http://liveunitedrochester.org).

## MEET BRANDE >

Brande answers the call to LIVE UNITED as a United Way donor, social worker at Catholic Family Center and a member of the United States Air Force Reserves. In her line of work, Brande meets many people who need care and is always glad to help out. She believes it's important to "live the life you want others to live."