

2011 Campaign

Genesee County United Way's 2011 Campaign is currently at \$336,987.68 and we are on target to exceed this year's goal by a few thousand dollars. As you know, the purpose of United Way is to help non-profit agencies in our county with their financial needs so they can continue the amazing work they do every day. The only reason your local United Way is strong and sustaining in these

tough economic times is because of people like you that believe in our cause and the work we do. Genesee County United Way currently supports 14 local agencies. These agencies are on the frontlines when your neighbors, family, and friends need assistance. Anytime a family is hungry, a boy scout earns his first merit badge, a mother needs diapers for her crying infant, a neighbor is abused, or a

grandmother needs help in her last days, United Way supported agencies are there. They are the silent heartbeat that holds our county together and this campaign season United Way is proud to have played a role in the work they do. For updates on your local campaign and the agencies we support, visit us on Facebook, our page name is Genesee County United Way.

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Backpack Program

The first week of October, 2010, United Way and the Salvation Army partnered to begin the Backpack Program for Batavia schools. The purpose of the Backpack Program is to feed children that may be going hungry on the weekends. Many schools in our area serve breakfast and lunch Monday through Friday. Saturday and Sunday it is assumed that they are fed at home. Unfortunately, hun-

dreds of children in our area do not have enough to eat on the weekends and struggle to learn and thrive due to hunger. Since the program began, school faculty have stated that the students seem more at ease and ready to learn Monday morning and not as anxious on Friday afternoon. The backpacks get packed by United Way staff and volunteers every Thursday at the Salvation Army.

Currently, we have received \$3,700 in monetary donations, and many food donations from local businesses. Fortunately the amazing support from generous community donors has allowed this program to succeed and continue to help our local children in need.





"You may think that it's just a bag of food...to us it is a conversation starter. You may think your gift to the United Way is only a few dollars a week...to us it is a lifesaver."

Captain Patricia Kurtz

Salvation Army

When many of us think of the Salvation Army we think of food pantries and red kettles, however much more goes on beyond those mighty doors. The Salvation Army in Batavia offers families and individuals emergency assistance through the case work office. Emergency assistance includes food, utilities, rent/mortgage, household supplies, and personal care products. Services are also offered for shut-ins, running errands, fixing meals, and grocery shopping. On top of all their services, the Salvation Army also offers scholarships for senior citizens and children to attend summer camp, and disaster assistance for first responders *(we haven't even touched the work they do around the holidays yet).*

In October they begin their Winter Warm Up by providing coats, mittens, and hats to individuals in need. During the holidays they feed approximately 150 Genesee County families at Thanksgiving and hand out toys and food to 1,400 at Christmas!

TESTIMONIAL
Molly came to our office expressing a need for food. This was her third time within two months. In conversation with the case worker she stated that her husband left her a month ago and had stopped his paychecks from going into their joint account. This left Molly and her four children with no resources. During the conversation it was discovered that Molly's

husband had also been physically and verbally abusive to her. Molly told the case worker that if it wasn't for her children she would end her life. The case worker got Molly into the Domestic Violence program at the YWCA, and into counseling. A few days ago Molly again came in to the case worker's office. This time she had a smile on her face and reported that she and her children had their own apartment and she was in school working on a degree. While there were still some issues with her husband she now had a good outlook on life and was making plans for the future.



2011 Day of Caring Committee

2011 Day of Caring

The fourth annual Day of Caring was an overwhelming success. There were 260 volunteers that participated at 48 project sites around Genesee County. The day began with a kick-off at Dwyer Stadium and a presentation by former Buffalo Bill, Mark Kelso.

Mr. Kelso spoke about the admiration he has for volunteers and the importance of giving back to your community. His speech was motivating and helped prepare everyone for the day ahead. After the kick-off volunteers dispersed around the county to rake,

paint, and lend a helping hand. At the end of the day, when all the work was done, we gathered once more to share the joys and successes of our day. Everyone was tired, but it didn't stop us from laughing and sharing satisfaction we felt.

RAP

Regional Action Phone, better known as RAP, has been providing hotline/helpline for crisis and suicide intervention and information and referral services for 40 years. It is, and has been, the “place to call when you don’t know where to call” and is available free and confidential 24-hours a day, 365 days a year. In addition, RAP has access to over 150 languages & dialects to help eliminate any language barriers. A TTY Machine and New York State Relay Service help meet the needs of the hearing impaired community. RAP’s tremendous accomplishments have been achieved in part, as a result of on-going financial support from the United Way, RAP’s second largest funder.

RAP has over 2,000 resources on its database to help meet the needs of callers. In 2009, 22,558 referrals were

given to callers in need of assistance, with the things people often take for granted such as food, clothing, housing, gas, utilities and prescriptions.

RAP serves as back-up for the many agencies in our community that operate under traditional business hours Monday through Friday. This includes our confidential, 24-hour MICA Support Line, which is devoted to individuals with a combination of mental health and substance abuse issues.

RAP also provides an anonymous and confidential Tipline for concerned adults, teachers, students and friends to report underage drinking parties or other activities that are harmful to the health, safety and welfare of young people.

RAP offers various services to community agencies as well. The Emergency Assistance Clearinghouse helps to elimi-

nate duplication of services or abuse of the system, which saves time and money for participating agencies and the County. In addition, On-Call Linkage helps to ease the after-hours burden on already over-extended staff. Therapists and other help agencies use RAP as a back-up when they are unavailable to meet caller needs.

RAP knows that when life hurts, it helps to have someone who listens. In 2009, RAP took 171 suicide, 1,040 drug/alcohol related and 3,759 mental health/crisis calls. In 2010, RAP has found the seriousness of call situations and needs to have intensified. With so many people in our community struggling to make ends meet and to face the challenges of everyday life, it is more important than ever to have RAP available as a safety net 24-hours a day. RAP makes a difference in the lives of callers.

Caller Testimonial

A 15 year-old girl called stating that she was feeling suicidal. She suffers from major depression and PTSD. She also had been a cutter and burner in the past. The caller’s parents had encouraged her to call RAP. The listener provided support, validation of feelings, and encouragement to the caller. They discussed options and established a plan for the caller to incorporate into her life. The caller stated that she would call RAP again should she feel suicidal or have the desire to start cutting and burning again. She then thanked Listener for being there.



United Way of Genesee County

29 Liberty Street

Suite 201

Batavia, NY 14020

Phone: 585-343-8141

Fax: 585-343-9120

E-mail:

jamie.rada@uwrochester.org

Our Vision

Community Impact

We will use our leadership and resources, not just to meet our community's human care needs, but to make a demonstrable difference in solving and preventing our most critical social problems.

Resource Development

We will be #1 in resource development. We will obtain the resources necessary to accomplish this goal by being the best United Way in the country, ranking first in all categories that measure outstanding performance by United Ways.

Leadership for Change

We must do more than simply be the best at what we always have done. United Way faces new social and economic realities, new paradigms of fundraising, fund distribution, and accountability. We will lead through innovation in these areas and in evaluation, administration, and financial management.

Volunteer/Staff Partnership

The key to achieving our vision will be United Way's people-dedicated, skilled staff fostering and supporting the work of committed volunteers from every segment of the community.

Our Mission

To motivate and organize people through a unified, community-wide effort to mobilize resources and apply them to best serve the needs of the Greater Rochester Region.

Business of Interest: Willow Group Ltd.

Willow Group Ltd. was chosen as United Way's business of interest because of their dedication to United Way and their community. The employees of Willow, led by Customer Service Representative, Bonnie Parker, have run an amazing campaign for many years, but that isn't where they stop. They annually send a team of ten passionate employees to the United Way Day of Caring, and have recently taken on a dedication to the Backpack Program. This dedication has lent itself to many baskets of food for the children and they aren't done yet! Ms. Parker and the employees at Willow have decided to collect food year-

round and at every employee meeting employees are asked to bring a food item for the basket.

Willow Group Ltd. is a great place to work. Their loyalty harvests



the kindness and good nature of their employees. The dedication to people and quality started back in 1928 with Mr. Ludwig Skalny. Mr. Skalny moved to Rochester with his wife and used his craftsmanship to start a bas-

ket weaving business in his garage. His business flourished through WWII, the 60's and the 70's. In 1983, third generation basketeer Bernard Skalny, incorporated his family business into Willow Specialties (now Willow Group Ltd.). These finely hand-crafted baskets were sold to the same businesses that purchase them still today; florists, produce markets, food stores, and retail outlets. A great business starts from the top and Willow shows their amazing business ethics through their community support. To learn more about Willow Group Ltd. please visit www.willowgroupLtd.com