

YOU GAVE US HOPE.



Dear Friends,

The staff of Catholic Family Center have always risen to the challenges our clients face, the safety and health concerns of our community, and any economic and social upheaval that adds more pressure to the lives of those we serve. During 2020, these pressures were dramatically exacerbated due to the COVID-19 pandemic. We want to share with you one thing that remained constant: we have so many heroes here on CFC's front line!

Our staff came together with a shared purpose: to sort through the myriad of expert opinions and facts, and determine with laser focus how best to respond to the pandemic immediately and quickly. Together, we never missed a beat! At no time did our services stop; but in many cases, they changed. And in some cases, these changes have made us even stronger as we face the future beyond COVID-19:

- Our emergency housing and shelter programs continued, with all required safety protocols and social distancing practices in place. Our leaders joined with others across Monroe County to develop processes to share bed availability, and to ensure all clients were cared for in the event of a quarantine or shelter shut-down due to COVID.
- Our outpatient clinics continued to offer individual and group treatment. Telehealth and related technology have proven to be viable and efficient options, increasing access for the people we serve.
- The children in our shelters benefited from investments in Wi-Fi technology, enabling them to continue with their school studies during the pandemic.
- Our social workers and case managers continued to serve families and elders. We developed new protocols for home visits and transportation services, allowing us to continue to reach out to those who were isolated and perhaps even more in need of a helping hand and open heart.

All of these situations required incredible effort above and beyond what we normally ask of our staff. Not only did they develop and implement these changes, they did all this while continuing to provide uninterrupted service and care. They are exhausted. They are proud. They are grateful for the small victories. And we are all thankful for your continued support and belief in us and our mission.

Please enjoy the stories in this annual report of all the heroes among us – our staff, our clients, our partners, and YOU.

In gratitude,

Marlene Bessette,

President/CEO

Marlene Bessette

Stephanie Schaeffer, Chair, Board of Directors

Catholic Family Center partners with people – especially Our Mission the vulnerable and those facing poverty – to help them achieve their full human potential.

Stephanie Schaeffer



OFFICE OF THE BISHOP

1150 Buffalo Road Rochester, NY 14624-1890 (585) 328-3210

The Year of Saint Joseph 2021

My dear brothers and sisters in Christ:

Indeed, this past year has been quite challenging and difficult as we continue to deal with the pandemic crisis and other serious concerns. How much we all need the joy of rebirth through His Resurrection!

How many during this time have felt alone and lost? Your name is inscribed upon the heart of Jesus. He knows you by name.

Jesus calls to us to reach out to others who feel alone, as an expression of our love. "For I was hungry, and you gave Me something to eat; I was thirsty, and you gave Me something to drink; I was a stranger, and you invited Me in; naked, and you clothed Me; I was sick, and you visited Me; I was in prison, and you came to Me... Truly I say to you, to the extent that you did it for one of the least of these brothers or sisters of Mine, you did it for Me." (Matthew 25:35–40)

Every day, God calls us to the concerns of our brothers and sisters. In human terms, more and more of our cherished children, young adults, families and elderly need our help, humbly asking us to extend to them mercy and love.

In answering this call, Catholic Family Center and its dedicated staff continued their service throughout this pandemic, playing an increasing leadership role in our community as a catalyst for social consciousness in accordance with Holy Scripture and the consistent teachings of the Church.

Catholic Family Center is able to perform this sacred work through your charity and love. Our prayer is rooted in those two great Gospel commands: to love God and to love our neighbor. Now, more than ever, we are called upon to "go and do likewise." (Luke 10:37).

May God continue to bless those who are served through the noble work of Catholic Family Center! As one family, let us keep one another in prayer.

Asking the Lord's blessings upon our many efforts to serve God's people, I remain,

Devotedly yours in Christ,

+ Solvatore of Matano

The Most Reverend Salvatore R. Matano
Bishop of Rochester

Izzy Morale Steps up to a Pandemic Challenge for Monroe County's Most Vulnerable

As told to Sally Dixon*

Place of Hope, CFC's emergency shelter housing single women, women with children and intact families, emptied rapidly as the eviction moratoriums enabled people to stay in their homes, eliminating the need for these beds. But like so many other organizations and businesses, CFC pivoted in a matter of weeks to respond to new needs arising in the county.

This was largely due to the efforts of Isadore Morale, aka Izzy, one of many CFC employees and local heroes who helped with the rapid changes the pandemic required. Already in the role as manager for two of CFC's parolee locations, the agency asked Izzy to also take on reopening Place of Hope in just two weeks' time as a warming shelter. While not providing the same types of services Place of Hope offered previously, such as case management for clients, the warming shelter would still be a 24-hour operation offering a place to get out of the cold plus a meal or a snack for a key population—folks who couldn't be placed in another shelter, per the Department of Human Services (DHS). Izzy immediately began interviewing people to staff the warming shelter.

Place of Hope as a warming shelter provided a "last stop" for some of the area's most vulnerable.

"It was tough to hire enough people to staff the warming center in two weeks, but Ashley Evans, our CFC recruiting partner, helped a lot. I went through 20 to 30 applications a day, and more than 200 applications, before we opened. I made sure to hire a mix of people with different personalities and strengths from different work experience—cleaning, communication, experience working with vulnerable and diverse populations," says Izzy. "The most important hiring criteria were that people were willing to learn, adapt and be able to work with folks who had mental health issues—which was almost everyone at the warming shelter."

Izzy says his biggest challenge was learning to manage the women on his staff. "Before Place of Hope, I had really only managed men and supervised parolees. I'm more of a technical guy who manages programs and budgets. But in my new supervisory role, I had to stand back and think about how to approach situations in a different way."

"This was all unfamiliar territory for me and my staff."

Izzy says he wasn't alone in a learning curve. "The entire staff had to adapt to a constantly changing environment, and I adjusted staffing to best fit our population. At Place of Hope, we had more flexibility on how we did things, so we had conversations as we went along. It was a really good learning experience in a short period of time."

The warming shelter opened on November 23, 2020, and Izzy says it had a major impact on those who stayed there. "For these clients, this was the very last stop, because DHS wouldn't place them anywhere else—and they saw that somebody actually cared. The compassion we showed here was much different than other programs, where if a client breaks a rule, they have to leave.

And considering that most of the folks at the warming shelter had substance abuse issues, I asked the staff to weigh client behaviors and actions in terms of 'Is what they did worth being outside and freezing?'—so unless it was a true safety or other concern, what we expected from clients versus what



Isador Morale, Residence Manager

we sometimes put into practice was different here."

"Our clients at the warming center saw that somebody actually cared about them."

Izzy went from managing eight people to 19 staff, and from supervising 14 parolees to 47 clients at Place of Hope during peak use. On average, most clients spent time at the warming shelter for 1.5 months. Fortunately, most clients went on to permanent housing, whether an apartment they saved money for, reconciliation with family or significant others, or because they moved out of state.

"The experiences we've had over the past five months have prepared my staff to work at any emergency shelter."

Izzy hopes another program will soon occupy Place of Hope's building, or even better, it will reopen to serve its in initial purpose, post-pandemic. "Place of Hope as a warming shelter reshaped how we worked here, because our clients had serious mental health and substance abuse issues. So we were working with individuals who would often come back to the shelter high or intoxicated, which meant we had to de-escalate a lot of situations. But the experiences we had over these last five months have prepared my staff to work in any emergency shelter," says Izzy.

MORE ABOUT IZZY MORALE

- Served in the Marine Corp from 2008–2013, where he noticed he liked doing challenging work and constantly learning
- Earned an associate degree in Criminal Justice, a bachelor's in Political Science, and a master's in Public Administration
- Worked at the Rochester Housing Authority before joining Catholic Family Center in August of 2018
- Enjoys advocating for clients in systems and programs that are difficult to use
- Lives with his girlfriend and twin boys

"Our workers make sure we can meet our goals and are always nice."

Catholic Family Center

provided direct services to 22,592 people in 2020, a 22% reduction, a direct result of the pandemic.

Families served with household incomes below \$15,000 per year:

- Mental Health Clinic: 89%
- Restart Outpatient Clinic: 93%

Unwavering Quality Service to Clients

Place of Hope opened as a "warming shelter," averaging 35-47 guests a night. The staff assisted DHS in relocating clients from other shelters needing to quarantine.

Implementing full Wi-Fi enabled children in our homeless shelters to continue their schooling.

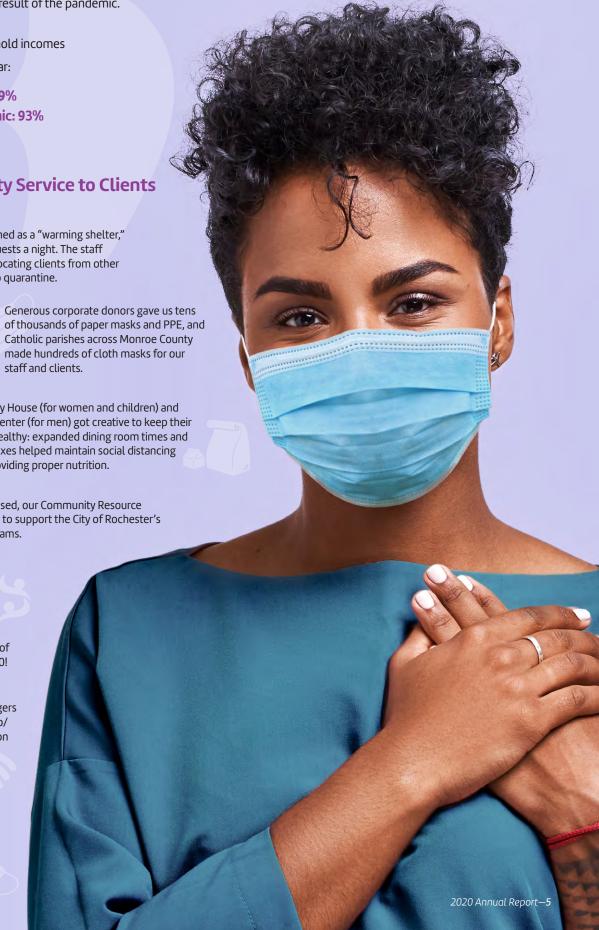
Sanctuary House (for women and children) and Francis Center (for men) got creative to keep their clients healthy: expanded dining room times and to-go boxes helped maintain social distancing while providing proper nutrition.

When our food pantry closed, our Community Resource Services team went all-in to support the City of Rochester's eviction prevention programs.

Our Kinship Navigator program, built to provide virtual support to kinship caregivers, never wavered, and increased the number of families served during 2020!

Our Family Services' case managers and social workers became patio/ park/Zoom/safe-driver/visitation superheroes, ensuring at-risk children, families and elders could stay safe.

> Residential staff donned **HAZMAT** suits and any necessary PPE to protect themselves and our clients.



Overview of Our Eviction Prevention/ Emergency Rent Assistance Program

a story by Jane Sutter*



Alex Turner, CRS Program Director



Kim Londono, CRS Program Manager

When the COVID-19 pandemic hit, the most vulnerable in our community were at risk for homelessness as businesses shuttered, people lost their jobs or had their work hours cut. They may have seen expenses rise if they needed paid care for children sent home for remote learning.

There was a lot of anxiety and uncertainty. "How will I afford my rent? Will my family be homeless?"

Fortunately, Catholic Family Center already had a strong history of helping families with emergency rent payments to prevent eviction from their homes. But the need this time was unprecedented, says Alex Turner, program director of Community Resource Services (CRS) at CFC.

In a typical year, CFC helps about 130 to 160 households with rent assistance. For the month of December 2020 alone, that number jumped to 270. As of the beginning of 2021, 28 percent of renters had some amount of rental debt nationwide, and Monroe County has proven to track pretty closely with the national trend, Turner says.

There are about 100,000 renting households in Monroe County, so that means about 28,000 households were in arrears, more than one–fourth of all renters. Turner estimates the dollar figure of back rent at \$50 million to \$70 million.

How has CFC handled the influx of applicants?

Through the 24/7 dedication of staff and volunteers. "Literally, people's lives are in our hands," stated Kim Londono, CRS program manager, case management. "We don't do '9 to 5' because tenants and landlords aren't always available during those hours. So staff make calls at nights or on weekends. Volunteers review cases at home to screen for eligibility."

Dropping the silos to work together

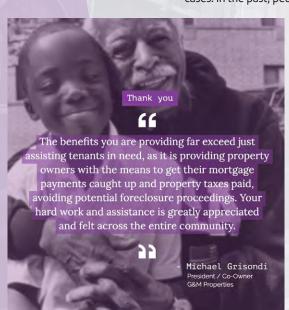
Fortunately, when the pandemic hit, CFC was already part of a collaborative called the Homeless Services Network (HSN), which Turner co-chairs. HSN is made up of representatives from various service providers and local governments with the goal of finding the best strategies to help the homeless. HSN is part of Partners Ending Homelessness, a coordinating body for homeless housing and services in Monroe County.

HSN had just established a new Eviction Prevention Work Group in January 2020, and in March it changed its focus to get providers of rental assistance to use the same workflow in handling cases. In the past, people needing rental assistance would visit multiple agencies, filling out

applications. Meanwhile, providers would be trying to coordinate relief packages to make sure that they weren't duplicating efforts.

Developing a common workflow was an especially important goal as agencies knew they could be receiving an influx of COVID-relief government funding to prevent evictions. "There's been a really wonderful coming together of the community to try to solve this problem," Turner says, including landlord advocates, tenant advocates and even Rochester Police Department representatives, all meeting at once. "We are all in the same storm, and we have to come together to figure out how to create a system that works for everyone."

As the saying goes, necessity is the mother of invention, and the work group, with help from United Way's System Integration Project, spent the summer coming up with a new workflow, basically a "one–stop shopping" process for clients, as Turner describes it. The result is called the Eviction Prevention Pilot Initiative (EPPI). Each applicant for rental assistance first contacts a community–based program called 211/Lifeline, which then makes the referral to one of the participating agencies. One application, one referral. No more duplication.



"Our social worker was very helpful, caring, just a great person. Need more like her!"

"The workers, they respect us. They listen to us."

EPPI provides direct funds to landlords/banks for individual families in need of up to five months of back rent/mortgages. Of the \$4.6 million in CARES Act funding that went to EPPI, CFC received \$1.3 million, the most of any of the seven providers involved, Turner says. Since the pandemic began, CFC has distributed another \$1 million in funding from other sources.

To handle the influx of applicants (1,500 as of August 2020), Turner's staff grew from a total of four to 17. It was a hectic few months as newly hired staff were being trained while at the same time the agency was trying to respond to clients' needs for aid. Turner likens it to "we had to build the plane while it was still flying." There's also been help coming from other CFC staff and volunteers for a total of 25 people involved in the effort, Turner says. "Throughout the program we relied on volunteers at the front end and the back end."

CRS handled nearly 7,000 calls in four months! CFC staff who had other full-time responsibilities reviewed cases at night and on weekends from home to screen for eligibility, as did detail-oriented volunteers.

A bridge between tenants and landlords

Londono said clients often come to CFC staff feeling hopeless. "I feel like this is my last line; I'm really reaching out to see if you can help me," Londono quotes them as saying.

Landlords, too, get frustrated at times and need to be educated about the requirements that come with government aid, Londono said. There are good landlords who want to avoid having to evict families, but at the same time, they need income to pay the mortgages and other costs affiliated with their properties. It's essential that both tenants and landlords understand the processes, Londono notes.

To qualify for aid, tenants must show identification, proof of residency and proof of income. Because some funders lowered their requirements to reach people adversely affected by the pandemic, some clients who may not have been eligible previously for relief became eligible, Turner said. CFC staff re–evaluated 120 cases that were denied last year, and in some instances, clients were able to get help this time around.

CFC goes beyond helping with just the immediate crisis of possible eviction, too. Staff will counsel clients about other services such as those for victims of crime or domestic violence or parents who need respite from caregiving, Londono says. Clients also get the opportunity to use a budget tool that can potentially find ways they can reallocate their spending.

Succeeding in helping clients get the rental assistance they need makes the long hours and hard work worthwhile, Londono says. "We are able to touch the community one heart at a time. When you pick up that phone and you tell that client 'You've been approved,' you hear the response of tears, crying, 'Thank you so much, we're going to have a place to stay, we don't have to go into a shelter!' That by far, is the reason we do our job. Even though we can't help everybody, at least we touch with our heart, one family at a time."

* Jane Sutter is a freelance writer based in Rochester



We appreciate the many volunteers and CFC staff who have been working to help #preventeviction in #ROC:

"Having not collected rent from a tenant in Rochester for over six months, I was determined to put pressure on whoever was going to cover my losses.

Mrs. Groves delivered everything she promised and gave me confidence in the process. Her level of confidence and humor put me at ease and made me a believer. It was an honor to work with Mrs. Groves and please make sure she's appreciated and well taken care of."

Jermaine Oliver, @SmartMoneyRealtor



"Hi Kim, I am writing this to say thank you! You have truly been a blessing in so many ways: negotiating payment arrangement with Spectrum; applying for HEAP; pushing out our payments with our car; referring me to Fidelis for health insurance; and helping us through this process of a rent grant. Being out of work has been a struggle, but you helped make our load a lot lighter. My family and I are extremely grateful."



"After my accident, I had difficulty finding help. I tried different places, but none made a special effort to help me or treat me with respect. CFC, they treated me as if I were a real person—with respect and kindness—and helped me find the support I needed. I appreciate you guys so much—I love you!"

Hero Spotlight — Erin Kehaley-Corr

Erin is a Project Manager, dedicated to CFC's Behavioral Health programs for the past few years. One of the grants she has been managing is a Telehealth grant that was awarded to us in 2018. This project became critical when the pandemic shut down many face–to–face services.

Late one Friday afternoon, at the beginning of the pandemic, our funders (OMH and OASAS) provided guidance as to how telehealth capabilities would be allowed when providing behavioral health services to clients. Within just three business days, Erin worked with IT, Billing, Compliance and Training to develop a plan to allow staff to work remotely, provide clinical services and submit proper paperwork so that CFC could be reimbursed. This unprecedented and complex change allowed our clinicians to continue to meet with clients with minimal interruption.

Throughout 2020, Erin continued troubleshooting technical issues and updating training documents as changes were communicated.

As we slowly return to "normal," we are learning that many of these new Telehealth technologies will become long-term solutions for providing effective behavioral health services to those who need them. Erin continues to help CFC identify other available grants for new technology that will further help our clinics operate efficiently and effectively for our clients. Thanks to Erin, Telehealth has become a permanent, useful component of our licensed services.



Erin Kehaley–Corr, Project Manager



Catholic Family Center helps women during their recovery from addiction at Hannick Hall in Newark, N.Y. When COVID–19 appeared there, staff members and residents cooperated to drive it out. Then, the celebration dance broke out. Watch the fun: https://youtu.be/Ee3pOQjKLuU

CRS distributed \$1.3M in rental assistance, serving 4X more families and individuals than in 2019.

"My client was greatly impacted by this Project Uplift grant. She has 2 babies under the age of 2. She recently had a falling out with her baby's father and he stole many of her daughter's things—car seat, clothing, and bottles. With this grant we were able to provide her with a brand—new car seat. She can now safely get her babies to their doctor's appointments. My client feels she can now move on from her abusive relationship and be a better mother to her kids. Thank you so much for blessing my client. It is appreciated more than you know!"

Aging & Adults

>8x It is more than 8x more expensive to provide services in an institution than it is to maintain an **elder at home.**





70% of YouthBuild students received their NCCER* and OSHA* certifications.

60% have secured **employment.**



Our **Telehealth** infrastructure allowed our **clinics to stay open**, and meet current and new clients in a safe, secure, meaningful way.

Our anti-poverty initiatives are demonstrating a significant positive impact and trajectory to self-sufficiency and independence for participants

Bridges to Success Cohort #1 complete

- 118% increase earned household income
- 110% increase employment level

100 participants enrolled into our new **Cohort #2**, starting their two-year journey towards achieving their goals.



NYS Kinship Navigator

Serving the needs of grandparents and other relatives who are caring for children not in foster care.

4,077 calls from all **62 counties** — a 40% increase over 2019!

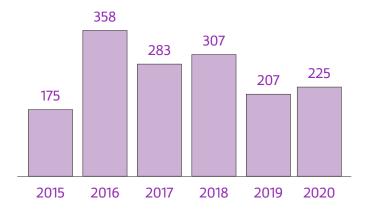
Our Kinship Integrative Network (KIN) supported 216 families and 389 children.



- 98% of children served by our Kinship (KIN) program were safely maintained in their kinship relative caregiver's home
- 82% of these caregivers reported significant stress reduction through KIN.
- * NCCER = National Center for Construction Education and Research
- *OSHA = Occupational Safety and Health Administration

Naturalization applications filed by the immigration team:







Our adoption program welcomed six children into their new forever-homes.

> Our Restart Outpatient pivoted from 100% in-person services to almost exclusively virtual services in just three days!



Our Mental Health Clinic

provided 17.384 Telehealth visits to 1,897 clients, of whom 227 were children.

Children, Youth and Family

provide intervention services to help keep families together, avoiding foster care placement.

of Child Protective Service (CPS) referred families kept their children in their homes.

Annual Cost

15x It is more than 15x more expensive to place a child in foster care than it is to maintain a child at home.

\$1,500 - Maintaining a child at home

\$22,600 - Foster Care

Refugees resettled in Rochester:

The majority of the small number of refugees resettled in Rochester in 2020 were Afghan, Burmese, Congolese, Iraqi and Ukrainian.



Our Immigration Services Department helped more than 60 individuals become citizens in 2020, and another 170 are awaiting naturalization.

We placed 90+ refugees in jobs. Our top workforce training areas are Medical, Hospitality, Construction, Cosmetology and Advanced Manufacturing.

55 youth were served in our Unaccompanied Refugee Minor (URM) and Unaccompanied Children (UC) programs. Together, our loving foster families provided 15,738 days of care.



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2020 - 2021

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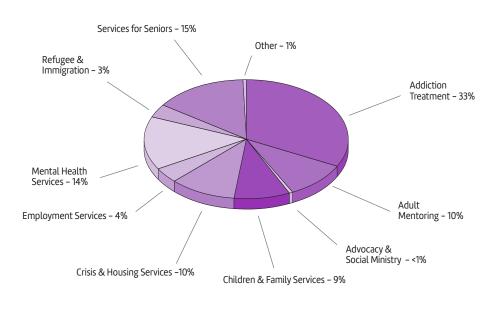
"Continue to be there for families in need. We appreciated the help!"

Financials

T III GITCIGES	
Support:	2020
Grants from Government & Other Agencies	19,939,598
United Way	727,234
Contributions & Bequests	1,614,663
Special Events	292,349
Diocese of Rochester	112,308
Total Support	\$ 22,686,152
Revenue:	
Program Fees	8,284,953
Other*	668,993
Investment Income/(Loss)	81,701
Total Program Revenue & Support	31,721,799
Expenses	
Program Services	\$ 27,801,223
Management & General	3,311,341
Fundraising	269,683
Total Expenses Before Other Items	31,382,247
Total Surplus/(Deficit) from Operations	339,552
Unrestricted Net Assets Beginning of Year	(1,094,231)
Unrestricted Net Assets End of Year	(754,697)
Restricted Net Assets End of Year	2,579,938
Total Net Assets	1,825,259

^{*} Includes Adjustment to Prior Year Revenue of \$546K in 2019

2020 Program Service Expenses



Adopt-a-Family

This special group of loyal donors adopts families each year so that they might experience the warmth and cheer of gift giving and celebrating the Christmas season as part of a larger community. Some families will be in our shelters, some are refugee or immigrant families celebrating their first Christmas in the USA, and some are families struggling with the challenges of poverty, who otherwise would not be able to make Christmas special for their children.

2020 Adopt-a-Family Donors:

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Steve Russell and Becky Fox

Lori Salamone

Bonnie Sale

2020 Adopt-a-Family Donors, continued from page 11

Mary Schlitzer Patty Schmidt Kelly Schmitt Lucy Schremp Tammy Schuhart Jona Scott Juliane Shafer Vanessa Siebert Kenneth and Dorothy Siegel Holly Sienkiewicz Sheryl Silberman Robin Siriphanthong George and Paula Siviy, SS Mr. Ronald Skuse and Ms. Barb Rehberg Connor Slattery Paul Smith Cassidy Smith Valerie Snelgrove Cortney Sortino Amanda Sparacino

Angela Spaulding

Hilary and Paul Spencer Kayla Speranza Leo and Cindi Spezio James and Jan Staffieri Catherine Steadman Emmarae Stein Mark Steves Stephanie Summa Dawn Sweeney Sharon Switzer Melissa Taberski Jatin Thakkar Susan Tones Chris VanBuren Conor VanDemark Mary Ellen Vassallo Edna and Michael Venturo Allison Versluis David Vogt and Tish Ciaccio, B Brian Von Hone Katrina Wahl Lisa Walker

Paul and Karen Walker Michael and Emily Waller James and Kathleen Walsh Tiffany Ward Andrew Warfle and Suzanne Wolf Megan Wasik Brenda Waughtel Stephen Webster Megan Wildenhaus Ann Willems Janet Williams Ann Winter Kim Winters Kristin Wood Kayla Wright Anita Zabielski Michael Zaccaria Paula Zanatta Charles and Nancy Zinn

Michelle Zwirecki

Empty Bowl Artists

Since 2005, the Empty Bowls movement has provided shelter, nutritious meals and emergency services to tens of thousands of children, men and women in the greater Rochester area. We recognize and thank the artists who donated bowls during 2020, which serve as a reminder of all the bowls that are empty in our community. They are the inspiration and heart behind this grassroots movement.

Cat Clay, LLC Catherine Barry Created by Us Pottery Clayscapes Claudia Gill Midlakes High School Our Lady of Mercy School for Young Women Cory Lynn Riemer Emanuel Rosario-Diaz Turk Hill Crafts School

"I used to walk a long distance of about an hour from my home every two days to do laundry-I have to wash a lot of sheets, as my child has special needs, and also my family clothes. We are very happy now that we have a washer and dryer in our house. Thank you very much."

2020 in review

Stay connected with us by following our stories/blog on Medium.com, viewing our videos on our YouTube channel, and following us on social media: Facebook, LinkedIn, Instagram and Twitter!













January - The Nativity Preparatory Academy assembles hygiene kits for our shelters.



February – Adult Mentoring program pilot results are released.



March - CFC adopts new safety and health protocols.



April - Outpouring of gifts and support from the community!



May - Wi-Fi technology means kids in our shelters can stay in school!



June - CFC conducts first-ever drive-through recruiting event in Rochester.



July – Feed the Children brings Rochester together to support clients of CFC.



August – Participation in our COVID-19 Impact Fund exceeded all goals - thank you!



September - Donations of masks and other PPE help our staff continue to be heroes.



October - Francis Center renovations are well underway.



November - Small Business Association (SBA) volunteers provide healthy Thanksgiving meals.



December - a record-setting year for Adopt-a-Family - thank you to all!