

# BUILT TOGETHER. BUILT STRONG.

United Way of Greater Rochester and the Finger Lakes

## 2021 IMPACT REPORT

### OUR MISSION


To unite the goodwill and resources of our community so that everyone can thrive.

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**United Way of Greater Rochester and the Finger Lakes**  
Serving Genesee, Livingston, Monroe, Ontario, Wayne, and Wyoming Counties

**United Way of Greater Rochester and the Finger Lakes**  
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# WE ARE GRATEFUL FOR YOU

## A Strong and Resilient Community United in Purpose

The past two years have many of us reflecting on what we value most and our true purpose. When businesses, nonprofits, and communities needed help, your generosity soared. You showed up, ran campaigns, volunteered in record numbers, and dug deep to help one another through these unprecedented times.

YOU LIVED WITH PURPOSE,  
AND YOU LIVED UNITED.

All our decisions are informed by your shared belief in United Way's mission to unite the goodwill and resources of our community so that everyone can thrive informs all our decisions. This collective action to aid our community proves what is possible when we are united in purpose.

In the pages that follow, we will highlight the impact of your generosity this past year—and there is even more to tell.

By partnering with United Way, you have helped our network of 190 human service agencies to provide essential services, you supported a coordinated response to crises, you invested in innovation, and pathways for an equitable future.

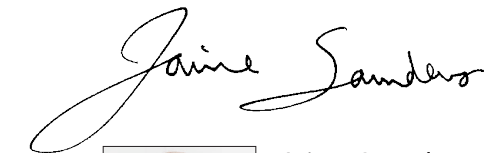
You demonstrated how each of us has a part in creating the community where we want to live, build a future, and raise families. The pandemic continues to present challenges to our neighbors in how we live, learn, work and survive. These impacts will be long-lasting. Yet, we are a community of doers and givers—a community Built Together, Built Strong.

As we look to the year ahead, we recognize challenges persist, and even more, we are filled with gratitude and hope for a brighter future for all.

With our deepest gratitude,



Laurie Zaucha  
Board Chair  
United Way  
of Greater Rochester  
and the Finger Lakes



Jaime Saunders  
President & CEO  
United Way  
of Greater Rochester  
and the Finger Lakes

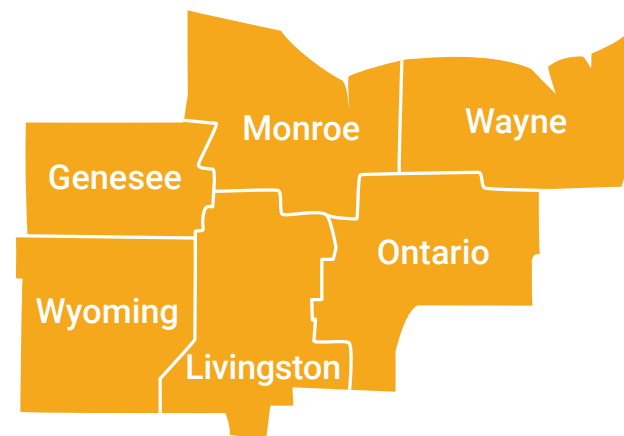
# SIX UNITED WAYS JOIN TOGETHER FOR GREATER IMPACT



## The Power of a Region with Hyper-local Impact

After decades of working together, in July 2021, six independent United Way organizations joined to create United Way of Greater Rochester and the Finger Lakes, one of the largest United Way mergers in the country. Designing and developing this new organization was a two-year process fueled by local volunteers from across the region.

As a regional organization, we provide nonprofit partners access to a full breadth of services and support, thanks to the experience and insight of United Way team members who live and work across the region. We offer our business partners and donors more options to give back where they live, work, and play. We also share learnings from across the region as we address critical challenges and embrace new opportunities together.



**\$30+**

MILLION DISTRIBUTED

**5,000+**

SQUARE MILES

**190+**

PARTNER PROGRAMS



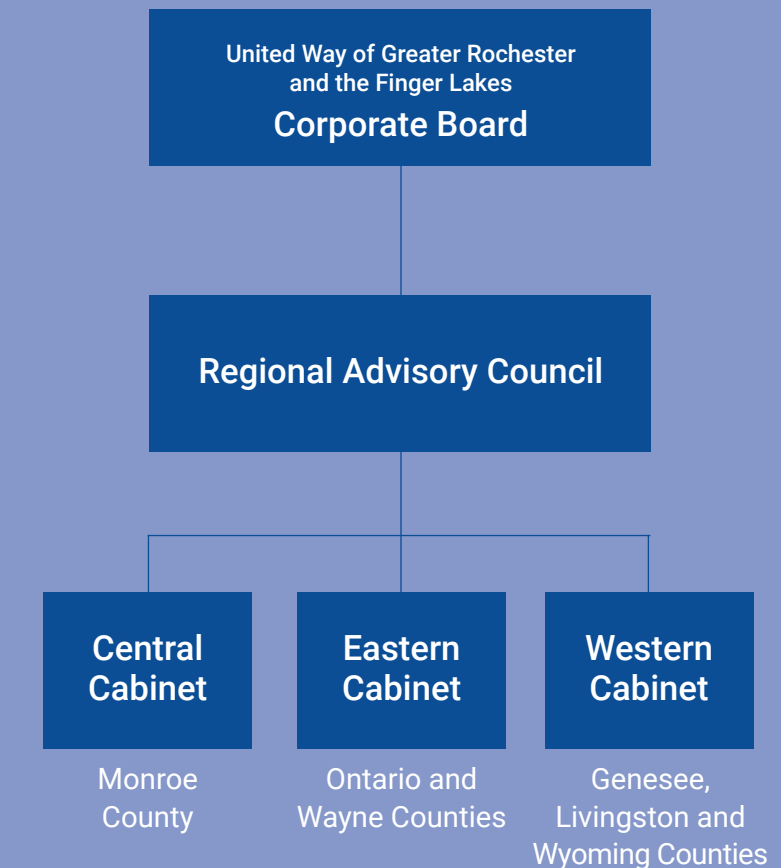
“The real power of United Way stems from the community. As neighbors join together in support of neighbors, United

Way becomes a conduit for connecting vital resources to the most pressing needs of each community. United Way combines the power of the entire region with an intensely localized focus.”

-**Lauren Dixon**, former United Way Board Chair, an Ontario County resident, and Monroe County business owner.

## REGIONAL GOVERNANCE

Volunteers throughout the region serve on the newly established Central, Eastern and Western Cabinets to ensure our regional nonprofit partners are funded at pre-pandemic levels while providing new grant funding opportunities across all six counties.



# 2021 CAMPAIGN IMPACT

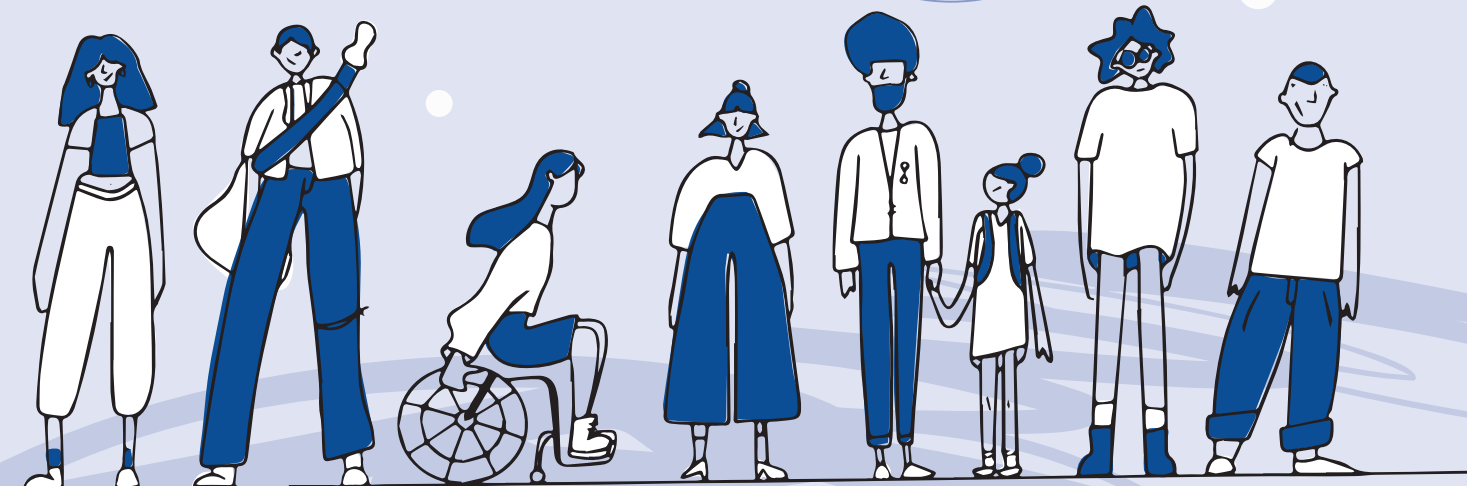


## First-Ever Fully Virtual Annual Campaign

During a year when COVID-19 made it difficult for many organizations to run their yearly campaigns, workplaces, individuals, local foundations, and local government came together to make extraordinary things happen. An astounding **\$32.1 million** was raised to serve our community. What an incredible year of impact!

“By supporting United Way, you make a powerful difference, inspire others, and affirm that we are a community that is Built Together, Built Strong.”

- **Bill Goodrich**,  
CEO and Managing Partner of LeChase Construction Services,  
2021 Campaign Chair.



LeChase Team kicks off Built United at Center for Youth Bridge to Peace facility.

## BUILT UNITED Coordinating Essential Repairs

United Way's 2021 Campaign Chair Bill Goodrich and his team recognized an opportunity to help and launched Built United in partnership with Wegmans. The intent was to invest in capital improvements for our region's nonprofits by providing construction and building services. From light construction and landscaping to painting and general beautification, Built United helped strengthen the very foundation from which our nonprofit partners operate.



## Giving the Community Impact Fund a Big Boost

Anticipating the challenges 2021 would bring, longtime United Way partners came together in a big way to inspire others. Leaders from ESL Federal Credit Union, Five Star Bank, LeChase Construction, M&T Bank, and O'Connell Electric joined to offer a **\$450,000 Community Challenge Grant**, matching all new or increased donations to the Community Impact Fund. The results were astounding, with 9,241 new or increased gifts and \$2.2 million in new donations demonstrating we are **BUILT STRONG**.



## WORKPLACE SPOTLIGHT:

### Wegmans

Wegmans is a longstanding United Way partner and hosts the largest employee campaign in our region. Wegmans' team members serve on United Way Board of Directors, Cabinets, and Committees, donate to their campaign (92% employee participation!), and volunteer in our communities.

A critical partner through COVID-19, Wegmans increased donations for emergency food support and crisis response, provided in-store vaccinations, and hosted an onsite clinic for essential workers. On top of all this, Wegmans partnered with LeChase Construction to help our region's nonprofit partners with the Built United initiative.

Wegmans continues to lead by example, reinforcing the philosophy posted in all their stores: "Never think about yourself; always help others." - Robert Wegman.

# POWERFUL IMPACT

## Community Impact Fund

Everyone should have an opportunity to achieve their full potential. That's why United Way's Community Impact Fund focuses on the core building blocks of a strong community:



### HEALTH

Ensuring basic needs are met



### EDUCATION

Providing our children with safe places to learn, grow, and thrive



### ECONOMIC MOBILITY

Helping people find meaningful employment through job training, childcare, and transportation resources

The world is rapidly changing, and United Way is uniquely positioned to bring together nonprofit, public, and private partners to build upon the collaborative work we do in the community each day. This effort requires a full spectrum of support and embraces direct services, aligns programs and systems, and influences policies to ensure key impact areas are addressed.



## 2021 IMPACT HIGHLIGHTS

1,600

HOMELESS YOUTH FURNISHED WITH SAFE HOUSING AND MEDICAL CARE

20,000

OLDER ADULTS REMAINED SAFELY AT HOME WITH ACCESS TO HEALTHY FOOD AND MEDICAL CARE

275

PEOPLE DEVELOPED THE SKILLS NECESSARY TO FIND AND SECURE MEANINGFUL EMPLOYMENT

1,400

YOUTH GREW MEANINGFUL, SUSTAINING CONNECTIONS TO DEDICATED MENTORS

700

NEW MOMS AND DADS RECEIVED IN-HOME PARENTING SUPPORT

1,500

KIDS SPENT THEIR SUMMERS LEARNING AND PLAYING IN SAFE AND SUPPORTIVE ENRICHMENT PROGRAMS

420

FAMILIES MAINTAINED SAFE AND STABLE HOUSING

300

ADULTS AND CHILDREN SAFELY SHELTERED FROM DOMESTIC ABUSE

# NEW FUNDING AND INVESTMENTS



## EQUITY FUND

### Supporting Social and Cultural Change

Significant funding disparities exist between Black and Brown led nonprofits and their white counterparts across the nation and throughout our community. In 2021 United Way collaborated with the Greater Rochester Health Foundation to introduce a new, focused Equity Fund. Although we have historically invested in large-scale Black and Brown led nonprofits, United Way made an initial investment of \$350,000 to support smaller under-resourced Black and Brown led organizations.

These trusted partners play a critical role in mobilizing neighbors to build strong communities and encourage healing from trauma. Funded in part by a generous grant from Constellation Brands, MacKenzie Scott, and United Way's Community Impact Fund, this initial investment provides financial support for both general operations and capacity building. These funds help trusted nonprofits grow, adapt, and thrive in an ever-changing landscape. United Way remains steadfast in our commitment to equity, actively building a long-term, sustainable funding strategy.

“These funds support the change-makers who are traditionally under-resourced but crucial to our community’s strength and resilience.”

- **Wanda Cooper**,  
United Way Director  
of Community Impact

## BANK ON INITIATIVE

### Access to Affordable Banking

In Rochester, over 13% of households don't have a bank account, and 23%—or more than 20,000 households—don't have banking services that meet their financial needs.

In July 2021, United Way, in partnership with the City of Rochester, was one of only six coalitions across the country awarded a fellowship to expand banking access in Monroe County through Bank On. Bank On is a national effort to connect more consumers to safe and affordable bank accounts.



“The Bank On platform aligns with United Way’s mission to help individuals and families in Greater Rochester thrive with the financial, social, and personal assets to improve their economic mobility.”

- **Robert Arnold III**, United Way Bank On Fellow

### Bank On Financial Partners:

- Canandaigua National Bank & Trust
- CHASE Bank
- ESL Federal Credit Union
- Five Star Bank
- Genesee Co-Op Federal Credit Union
- Lexington Avenue Federal Credit Union
- M&T Bank
- Reliant Credit Union
- Rochester & Monroe County Employees Federal Credit Union
- Vision Federal Credit Union

## SYNERGY FUND

### Stronger Together

United Way's Synergy Fund offers resources for nonprofits to explore affiliations and collaborations, identifying opportunities to strengthen the organization. These initiatives improve operational efficiency, helping nonprofits focus on their mission and better serve their consumers.

#### SPOTLIGHT:

In May 2021, the ARC of Genesee Orleans merged with the ARC of Livingston-Wyoming to create ARC Glow. The merger provides expanded resources and operational efficiencies throughout the region.

“The funding from United Way Synergy Fund made this possible. We are so grateful for their support.”

- **MarcAnthony Bucci**, Assistant Director of  
Development and Public Relations for ARC Glow



# FINGER LAKES COVID-19 VACCINATION PROGRAM

## Responding to a Health Crisis

Throughout 2021, United Way partnered with the Finger Lakes COVID-19 Vaccine Hub, Monroe County, ServNY, Systems Integration Project, University of Rochester Medical Center, and countless nonprofit organizations to respond to the most significant public health crisis in our lifetime: getting the public vaccinated for COVID-19.

United Way managed a centralized platform, Volunteer United, to support volunteer logistics and recruit 5,000+ clinical and non-clinical volunteers. These volunteers were deployed to over 94 distribution locations, ranging from mass volume sites to pop-up and neighborhood clinics.

Through our community's generosity, United Way raised \$1 million to support the Finger Lakes COVID-19 vaccination program, designed to reach underserved community members. Funding supported direct neighborhood outreach, multi-lingual communications, gift cards, as well as other incentives that were leveraged at nearly 200 vaccine clinics in rural, urban and suburban communities, **resulting in more than 5,000 additional first doses.**

Thank you to Vaccine Program supporters ESL Federal Credit Union, Greater Rochester Health Foundation, the Konar Foundation, Paychex, and Wegmans Food Markets for making this happen!

Monroe County partnered with United Way to distribute over 140,000 rapid test kits and KN95 masks to hundreds of agencies securing supplies to keep frontline human service agency staff and clients safe.



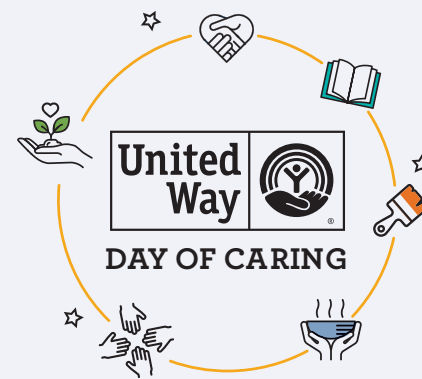
Jaime Saunders, President and CEO of United Way and County Executive Adam Bello distribute COVID test kits.



# GENEROSITY IMPACT

## Our Community's Largest Day of Volunteering

On one day in May, 2,800+ volunteers from 100 workplaces helped more than 160 local nonprofits plant, paint, rake, and create beautiful spaces for the clients they serve.



# ROC THE DAY

The Second Year of Record-Breaking Giving

\$1.2

MILLION RAISED IN 24 HOURS

9,000

DONATIONS

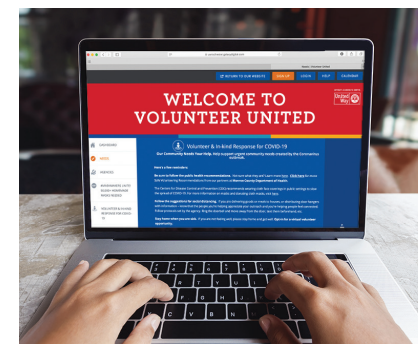
570

NONPROFITS BENEFITED

## Volunteers: Making an Impact Year-Round

Volunteer United helps individuals identify virtual and in-person opportunities to support local nonprofits. Volunteer needs include sorting food boxes, delivering hot meals to the homebound, reading to children in after-school programs, assisting with holiday events, soliciting in-kind donations and more.

In 2021, we mobilized 11,000 volunteers fulfilling the needs of over 300 local nonprofits! More information can be found at [UnitedWayROCFLX.org](https://UnitedWayROCFLX.org).



11,000+ VOLUNTEERS

OVER 300 LOCAL NONPROFITS

## 2021 Loyal Donor Award: An Inspiring Community Change Partner



For 37 years, Nydia Padilla-Rodriguez has been a Women United and Círculo Latino Leadership Giving Network member. She served on United Way's Campaign Cabinet for several years and is currently a member of our Retiree Council. Nydia was honored at the Loyal Donor event in November.

# LEADERSHIP GIVING NETWORKS

## Coming Together to Make an Impact

Thousands of people become Leaders United members each year by making an annual investment of \$1,000 or more (\$500 for those 40 years and under) to United Way. In 2021 these members came together in a big way.



## Emerging Leaders Society

### Challenge Grant

A group of 10 Emerging Leaders members gave above and beyond their annual gift to fund the first-ever Emerging Leaders Challenge Grant (\$10,000 total). Their increased investment helped grow this dedicated 40-and-under group membership and leveraged an additional \$58,000 to support our community!

### Think + a Drink Series

The Emerging Leaders Society hosted four events in 2021 as part of the Think + a Drink Series to network both in-person and virtually, enjoy a drink, and hear from community leaders, including Jen Cathy, United Way Chief Impact Officer; Andrea Holland; Bill Goodrich; and NY State Senator Samra Brouk.

## Tocqueville Society

The Tocqueville Society is United Way's premier giving network, which comprises donors who annually give \$10,000 or more. Our Tocqueville Society members set an extraordinary example of leadership and generosity for the entire community.

Under Tocqueville Campaign Chair Terry Taber, we celebrated and thanked the members who collectively raised over **\$4.5 million dollars** for our neighbors in 2021.

OVER  
**\$4.5**

MILLION  
DOLLARS  
RAISED



**Terry Taber,**  
2021 Tocqueville  
Society Campaign Chair

## 2021 Tocqueville Society Award

Congratulations to Wayne and Beverly LeChase, honored with our 2021 Tocqueville Society Award in October.

“Together, we’ve accomplished so much already. We look forward to continuing LeChase’s commitment to United Way and furthering its mission. It’s been a great honor and privilege to be longtime members of the Tocqueville Society.”

- **Beverly LeChase,** Tocqueville Society Member



**Tocqueville Society**  
United Way of Greater Rochester  
and the Finger Lakes



**Wayne and Beverly LeChase,**  
2021 Tocqueville Society Award recipients



## Challenge Grants

Last year, Kodak Leaders created a \$55,000 challenge grant that matched all new and increased Tocqueville donations to the Community Impact Fund. When fellow Tocqueville members Wayne and Beverly LeChase heard how quickly the Kodak challenge was met, they added another \$50,000 to boost donations. The purpose of these grants is to inspire others to give, and both grant goals were surpassed!





Photo by Kareem Hayes

# PREPARING LEADERS FOR 40 YEARS

## Leadership Development Programs Return in 2021

After a one-year pandemic-related hiatus, we were thrilled to host our Leadership Development Programs (LDPs) again. From August through October, program participants discussed six pillars of leadership development: Leadership Awareness; Board Knowledge; Diversity, Equity, and Inclusion; Connecting with our Community; Cultural Perspective; and Alumni Engagement.

On October 28, we celebrated our 2021 African American Leadership (AALDP), Emerging Leaders (ELDP), Latino Leadership (LLDP), and PRIDE Leadership (PLDP) and program graduates at our first combined graduation, which included 60 participants from all four programs. They joined our 2,000 alumni throughout the region. We look forward to celebrating the 40<sup>th</sup> anniversary of LLDP and the 30<sup>th</sup> anniversary of AALDP in 2022!

We are grateful for our sponsors Excellus BlueCross BlueShield and Greater Rochester Health Foundation.



In January 2021, Dr. Sheila Strong was named United Way's first Director of Leadership Development, Equity and Inclusion.



**Dr. Sheila Strong,**  
United Way Director  
of Leadership  
Development, Equity,  
and Inclusion

## Leadership Development Programs Class of 2021

Sixty members in our first combined graduation ceremony

Class photos by Kareem Hayes



African American Leaders (AALDP)



Emerging Leaders (ELDP)



Latino Leaders (LLDP)



PRIDE Leaders (PLDP)



“AALDP helped me explore the unique values and experiences I bring, and who I am as a Leader of Color.”

- **Dr. Celia McIntosh,**  
AALDP 2021 Graduate

## United Way Leadership Development Programs



## United Way Leadership Development Partnerships



The Greater Rochester Health Foundation sponsored the Leaders Engaged in Accelerated Development (LEAD) program, the first-ever mentoring and coaching program exclusively for alumni of United Way's AALDP and LLDP programs. This program offers year-round exclusive learning, development, and networking opportunities for high-performing individuals.

# 2020-2021 UNITED WAY VOLUNTEER LEADERSHIP

## Board of Directors

### Executive Committee

Daniel Burns, *Interim Past Chair*  
Donald Culeton, *Vice-chair, Regional Group*  
Lauren Dixon, *Chair*  
David Fiedler, *Secretary*  
Emerson Fullwood, *Vice-chair*  
Fabricio Morales, *Vice-chair*  
Mary O'Connell, *Vice-chair, Audit*  
Matthew Parrilli, *Treasurer*  
John Pusloskie, *Vice-chair, Labor*  
Peter Robinson, *Vice-chair*  
Jaime Saunders, *Ex-officio*  
Naomi Silver, *Vice-chair, Governance*  
Laurie Zaucha, *Chair-elect*

### Directors

Carrie Andrews  
Melisza Campos  
Mona Chitre  
Matt Cole  
Jean Ellefson  
George Grobe, Ph.D.  
Rufus Judson  
Delores Kruchten  
Dr. Heidi Macpherson  
Faheem Masood  
Dr. Robert Mayo  
Donna Schultz  
Mark Siwec  
Deborah Stendardi  
Timothy Thaney  
Joe Wesley  
Edward White  
Dr. Kevin Williams  
Vincent Yacuzzo



## Campaign, Cabinet, and Council Leadership

Bill Goodrich, *Chair, 2021 Campaign*  
Terry Taber, *Chair, 2021 Tocqueville Society Campaign*  
Lori B. Green, *Chair, United Way Services Corporation Board of Directors*  
Kate Kenny, *Chair, Community Impact Cabinet*  
Amit Thakkar, *Chair, Investment Committee*  
Nancy Wahl, *Chair, Retiree Council*

## Leadership Giving Society Leadership

Kesha Carter, *Co-chair, African American Leadership Society*  
April Purdie, *Co-chair, African American Leadership Society*  
Herb Escher, *Chair, Circulo Latino*  
Christine Borrelli-Smith, *Co-chair, Emerging Leaders Society*  
Jim Melia, *Co-chair, Emerging Leaders Society*  
Shelley Clements, *Co-chair, Labor Leaders Club*  
John Pusloskie, *Co-chair, Labor Leaders Club*  
Lauren Dixon, *Co-chair, Women United*  
Lauren Gallina Payne, *Co-chair, Women United*

For additional information on cabinets and committees, please visit [UnitedWayROCFLX.org/board-cabinets](https://UnitedWayROCFLX.org/board-cabinets)