



VETERANS   
OUTREACH CENTER Inc.  
★ Serving Those Who Serve U.S. ★<sup>®</sup>

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## Annual Report 2018

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# A Letter from Executive Director Laura Stradley



2018 was a record year for growth at Veterans Outreach Center. We implemented dozens of technological improvements, delivered service to an incredible number of female veterans, expanded programs, housed 15% more homeless veterans than the previous year, and implemented a three-year strategic plan that is well underway. But, perhaps the part we are most proud of is the fact that we accomplished all of this *following a multi-million dollar grant loss at the end of 2017.*

**I know the reason for our success.**

*“When action meets compassion, lives change.”*

Anyone who has served in the Armed Forces knows the value of taking action: sacrificing, working hard, and maintaining mission-focus. For 46 years, the Veterans Outreach Center family (our staff and volunteers) have used these tenets as guideposts to drive the organization forward.

But in 2018, we undertook a very intentional and focused approach to develop our organizational culture. Together, Board members and staff created a set of values that form the acronym RISE—and that was not by accident. Respect, Integrity, Selfless Service, and Excellence became our governing principles, shaping all decision making, relational interactions, and program development.

We also adjusted our mission to incorporate these values: We serve veterans with compassion and advocate for all who have worn our nation’s uniform so they can RISE and live life to the fullest.

**By weaving our mission and our values together—action and compassion—we saw HUNDREDS of veterans’ lives change in 2018.** Working together with community partners, we made a difference. In collaboration with friends who invested in our work, we moved the agency forward and upward—despite tremendous funding losses from the year prior. Here are just a few of the ways we changed veterans’ lives:

- **Through technology:** We implemented a textline for clients, improving communication exponentially; incorporated equipment for veterans with physical impairments in our technology center, enabling every veteran to use computers; implemented a new Point of Service system for our flag store, improving e-commerce and thereby driving increased revenue to much-needed programs; purchased new case management software, allowing us to maintain better client records and connectivity across programs throughout the agency.
- **Through programming:** We welcomed hundreds of female veterans into our programs for the first time in agency history, focusing on meeting their unique needs, delivering peer support, and staving off homelessness; provided emergency and transitional housing to 84 male veterans, ensuring that more than 80% left our programs with permanent housing and a job; hired a full-time driver to get veterans to medical appointments, job interviews, etc.; hired a quartermaster to provide food, clothing and essential items to our veterans in need, serving more veteran families in this capacity than ever before; developed an online accessibility form so that we can support veterans in need anywhere in the country.
- **Through strategic planning:** We asked our veterans what they need. We evaluated gaps in services community-wide, and we began laying the groundwork in 2018 so that 2019 will show the fruits of our labor with renovated residential buildings, financial planning for our future, permanent supportive housing, and an all new Morale Center!

So how will we get there from here? We will continue to RISE! With your support and partnership, Veterans Outreach Center will achieve growth in 2019 that is exciting, essential, and unprecedented. Stay with us to see where your community-based provider of veterans’ services will go in 2019... and together we will Serve those who Served U.S. through action and compassion.

Revenue: \$3,134,743

A full financial report is available upon request.  
 VOC financials are audited by Hevron and Hevron.

## BOARD OF DIRECTORS

- Chairman**  
 Don Reeve\* - Retired, Wegmans Food Markets, Inc.
- Vice Chairman**  
 Nicholas Stefanovic\* - Monroe County Veterans Service Agency
- Treasurer**  
 Robert Janson\* - Retired
- Secretary**  
 Joseph Catone - USA Payroll Agency
- Corporate Counsel**  
 Jessie Gregorio - Underberg & Kessler, LLP
- Susan Acker - Merrill Lynch  
 Ellen Adams\* - Red Hot Dish  
 Vito Caraccio\* - Five Star Bank  
 Kent Fellows\* - Retired, M.D. Knowlton Company  
 Arnold Gray\* - Gray Certified Public Accounting, P.C.  
 Priscilla Imburgia - Team FSI General Contractors  
 Lou Katz\* - Retired, Lifetime Assistance Inc.  
 Matthew Legere\* - Harris Communications  
 Hon. Patricia Marks - Retired, Monroe County Court  
 Marvin Patterson Jr.\* - Rochester Police Department  
 Kimberly Romach\* - Monroe County Court System  
 Kevin Saunders\* - Nixon Peabody LLP  
 Albert Urban\* - Global Urban Enterprises  
 Bernard Schroeder - Lake Beverage Corporation

\*Veteran

## TOP BRASS

- Laura Stradley, **Executive Director**  
 Brandon Kasperkoski, **Director of Programs**  
 Alec Andrest, **Director of Residential Services**  
 Allison Tursi, **Director of Human Resources**  
 Joan Brandenburg, **Director of Advancement**

### Mission:

Our mission is to serve veterans with compassion and advocate for all who have worn our nation's uniform so they can RISE and live life to the fullest.

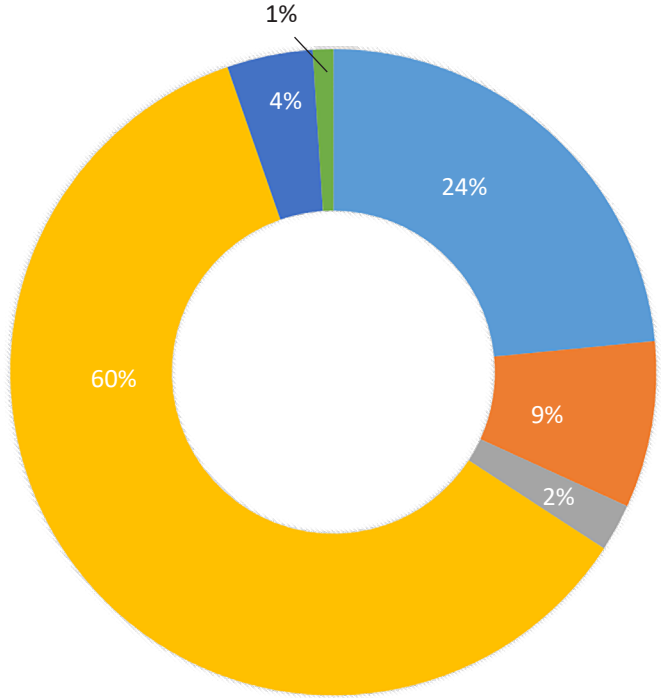
### Organizational Values:

**Respect:** We treat everyone with dignity and compassion, and we show appreciation for strengths as well as vulnerabilities.

**Integrity:** We are trust-worthy, honorable and professional. Taking ownership of our actions and communication is a top priority; we do this by conveying honesty and respect through tone, verbal and non-verbal interactions. We demonstrate fiscal responsibility with all resources.

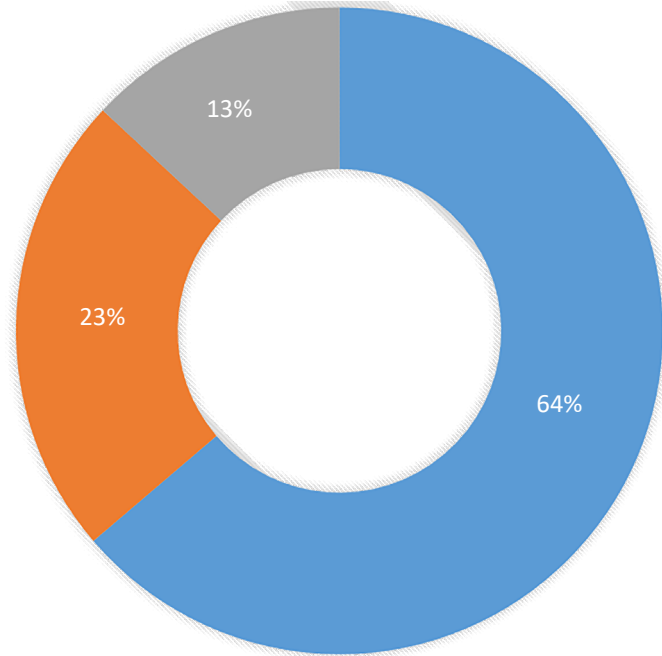
**Service:** We believe that service is part of the American fabric, and recognize the great sacrifices that are made by all who have worn our nation's uniform. We are committed to serving our veterans and their families with passion and deep appreciation for their service.

**Excellence:** We are hard-working, innovative and creative; we strive for continuous improvement. Our goal is to consistently grow the quality and scope of our services, in order to better meet the needs of our veterans and their families.



● Contributions & Private Grants	\$735,392
● Special Events	\$261,799
● United Way	\$74,561
● Government Grants	\$1,896,382
● Flag Store	\$134,577
● Other	\$32,052

Expenses: \$3,002,329



● Program Expenses	\$1,914,152
● Administration	\$696,233
● Fundraising	\$391,944

Balance \$132,414

# 2018 Outcomes



SERVICES PROVIDED  
**7,500** TIMES



**7,500** VOLUNTEER HOURS



**300** VETERANS PLACED  
IN EMPLOYMENT

**VETNET**

**50** VETNET SESSIONS<sup>1</sup>



**295** VETERANS RECEIVED  
EDUCATION &  
COUNSELING ASSISTANCE



**74** VETERANS SERVED  
IN VET COURT



**97** VETERANS HOUSED IN  
TRANSITIONAL OR  
SUPPORTIVE LIVING



**118** VCTC CLASSES HELD<sup>2</sup>



**500** REFERRALS FROM NYSERVES



**350** QUARTERMASTER USES<sup>3</sup>

1) VETNETs are networking sessions where veterans meet with employers to discuss career opportunities and review resumes.

2) The VCTC is the Veterans Community Technology Center. Veterans can access computers to assist them with job searches, job applications, resume writing, and email. Veterans can also enroll in computer training classes.

3) The Quartermaster provides free food and clothing to veterans and their families.

## Invest in Our Vets

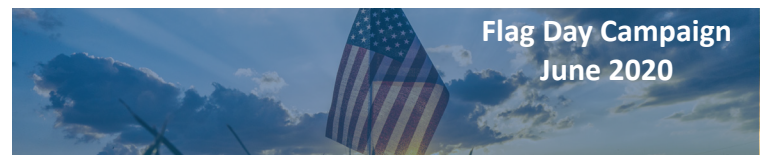
There are many ways you can make an investment in the future of veterans at VOC. Visit [vocroc.org/ways-to-donate](http://vocroc.org/ways-to-donate) to learn more! From there you can:

- » Make a donation
- » View our Amazon wish list
- » Become a member of our Support Force
- » Include VOC in your estate plans
- » And more!

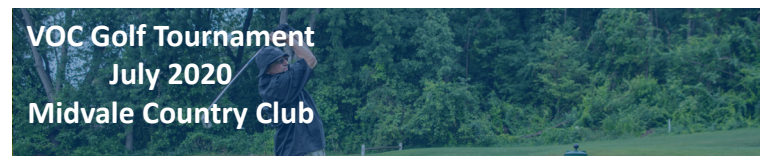
Contact Joan Brandenburg, Director of Advancement, at 585.295.7821 or [joan.brandenburg@vocroc.org](mailto:joan.brandenburg@vocroc.org) to discuss your investment!

*It is with our deepest gratitude that we recognize all of our corporate, individual, and community supporters. For a complete list, please visit [vocroc.org/donor-list](http://vocroc.org/donor-list)*

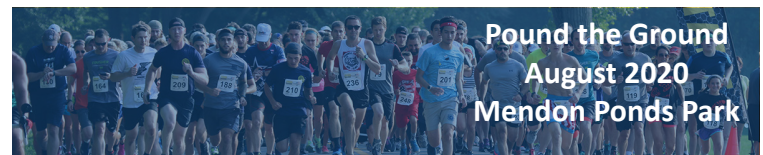
## Save the Date! 2020



Flag Day Campaign  
June 2020



VOC Golf Tournament  
July 2020  
Midvale Country Club



Pound the Ground  
August 2020  
Mendon Ponds Park



A Stars and Stripes Celebration  
November 2020  
Rochester Riverside  
Convention Center

For more information, contact Kim Osur at 585.295.7824, [kim.osur@vocroc.org](mailto:kim.osur@vocroc.org), or visit [vocroc.org](http://vocroc.org).