



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

# 2020 ANNUAL REPORT



*Hello!*

2020 was an extraordinary year by any measure... a global pandemic, a global recession, and social injustice took a tremendous toll on human life, causing upheaval and uncertainty everywhere. As we learned how to navigate these unusually difficult times, we quickly began to realize how deeply important it is to enjoy the company of others... to feel the warmth of an embrace and to see the way a hearty laugh looks on our loved ones' faces. We understood on a much deeper and more personal level how valuable peer support can be in combatting the perils of loneliness.

And at Veterans Outreach Center, we saw an increased demand for support with other basic needs, too. As food insecurity heightened, we sought support from our community to increase our pantry supplies. We quickly went to work serving hundreds of families with home deliveries throughout the year. We felt the weight of our responsibility as mental health issues deepened for many people, so we bolstered our ever-present fight in the war on veteran suicide. We sat with veterans who were impacted by the overburdened unemployment system and helped them file claims. We also delivered job search support by networking with new companies, prepping vets for virtual job interviews, and helping them navigate a largely virtual workspace.

We recognized the need to level the technological playing field for our most vulnerable veterans so that they could connect with loved ones, sober support groups and telemedicine. And we were reminded yet again of the sacrifices our men and women in uniform make when they come home from service with chronic health conditions from exposure to toxins like Agent Orange and the burn pits of Afghanistan. These conditions only intensified the risk of serious complications from the COVID virus.

But perhaps most importantly of all, we learned who we were as an organization. And we learned what we might become.

We focused squarely upon two things:

1. The health, safety, and well-being of our veterans.
2. The health, safety, and well-being of our staff and volunteers.

**I am proud to say we achieved both. And there's more...**

- In all of 2020 and into 2021, we did not have ONE SINGLE instance of COVID in any of our shelter or housing facilities.
- We helped our most isolated veterans by purchasing tablets for them equipped with internet connection, because sadly, too many vets did not have access to such technology.
- We purchased sound-proof booths for our shelter so vets could enjoy private conversations with loved ones during

the most rigid period of social distancing and community lockdown.

- We equipped all of our buildings and staff with safety equipment and personal protective gear, allowing those who were able to work remotely (without compromising service to our vets).
- We worked around the clock to secure new sources of revenue because we could no longer execute our typical fundraising efforts; and the result was ending the year in a positive financial position.
- We implemented a formalized buddy check program which included thousands of phone calls to vets, and we mailed them hundreds of handmade cards so they would not forget how important they were to us.
- We hired a behavioral health team of experts to provide crisis intervention, wellness checks, and immediate (short-term) counseling support.
- We started an internal Diversity and Inclusion task force, giving all staff the opportunity to participate and support leadership efforts in enhancing our workplace culture.
- We opened the region's first-ever permanent affordable housing complex with onsite programming for veterans and their families.
- We enhanced our collaboration with the Rochester Public Market, using their token program to allow veterans to purchase much-needed fresh fruit and vegetables, which would give access to locally grown produce and round out the nutritional value of our food distribution efforts.
- We started a partnership with the Regional Transit Service whereby we began issuing free bus passes to all veterans... and in just six months, we had provided 650 passes resulting in more than 58,000 rides for vets.

This is just a brief snapshot of the ways we've adapted (and helped veterans adapt) to the pandemic. Thank you for your support of Veterans Outreach Center and the men and women who have served our nation! We cannot do this work without you. As we prepare to undertake the largest capital campaign in agency history during 2021 to renovate our homeless shelter, we hope you'll stay with us on this journey and continue to Serve Those Who Served U.S.

Sincerely,

*Laura A Stradley*

Laura Stradley  
Executive Director  
Veterans Outreach Center  
U.S. Army Veteran

**RESPECT**

**INTEGRITY**

OUR MISSION IS TO SERVE VETERANS WITH

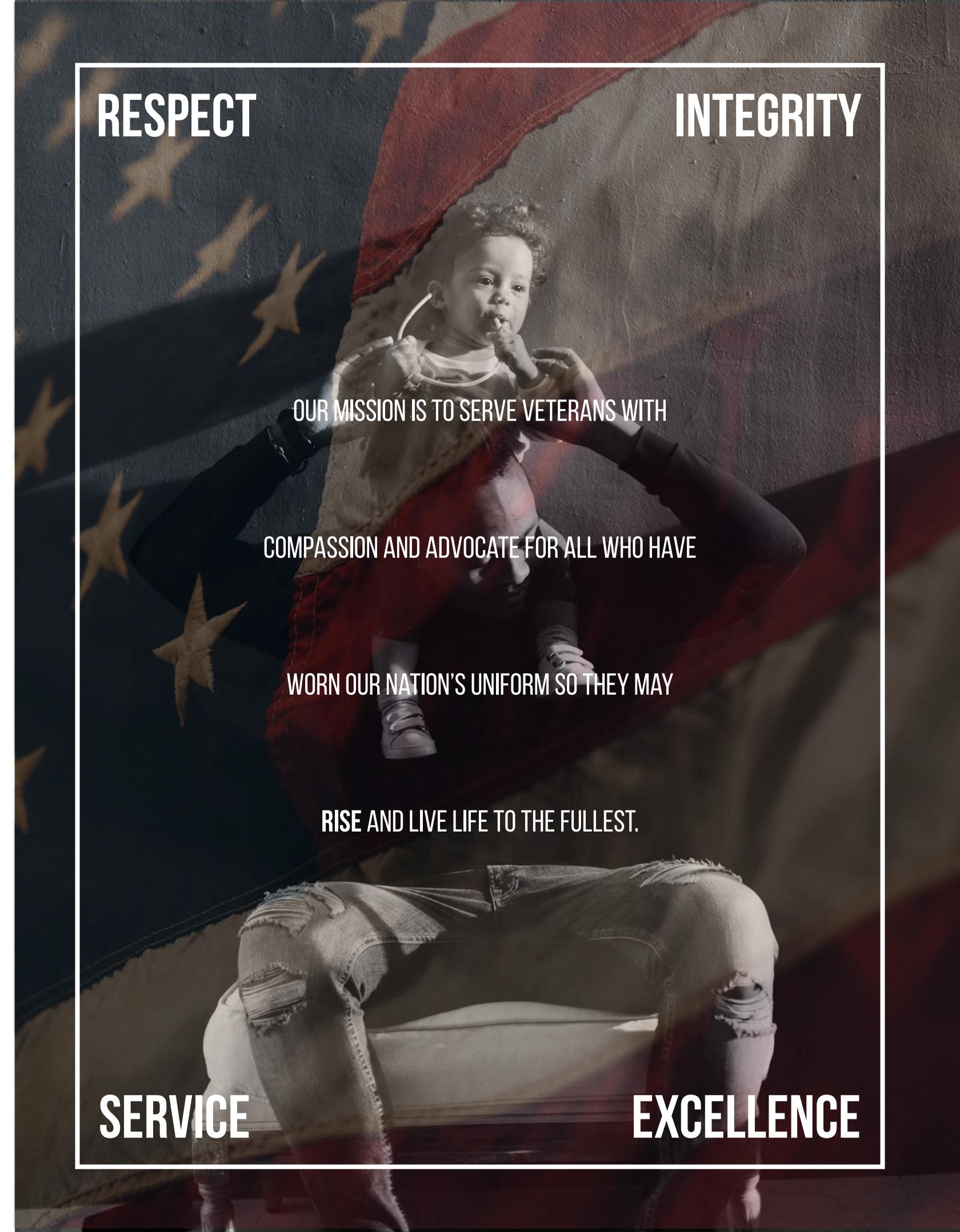
COMPASSION AND ADVOCATE FOR ALL WHO HAVE

WORN OUR NATION'S UNIFORM SO THEY MAY

RISE AND LIVE LIFE TO THE FULLEST.

**SERVICE**

**EXCELLENCE**



# SERVING THOSE WHO SERVED U.S.

VETERANS SERVED

**10,533**  
TIMES

**399** NEW VETS

**1,325** UNIQUE VETS

**180** FEMALE VETS

**446** REMOTE VETS

**1,863** QUARTERMASTER USES

**57** VETERANS SERVED IN VET COURT

**176** VETERAN JOB PLACEMENTS

AVERAGE WAGE: **\$14.80/HR**

**\$4,809,272** ECONOMIC IMPACT IN THE WESTERN NY REGION

**1,023** MORALE CENTER USES

**74** VETERANS SERVED IN TRANSITIONAL  
OR SUPPORTIVE HOUSING

## BOARD OF DIRECTORS

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Ellen Adams\* - Red Hot Dish

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## TOP BRASS

Laura Stradley\* - **Executive Director**

Brandon Kasperkoski\* - **Director of Operations**

Alec Andrest\* - **Director of Residential Services**

Roderick Castle, LCAT, ATR-BC\* - **Director of Behavioral Health**

Joan Brandenburg, CFRE - **Director of Advancement**

Allison Tursi - **Director of Human Resources**

\*Veteran

## MISSION

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

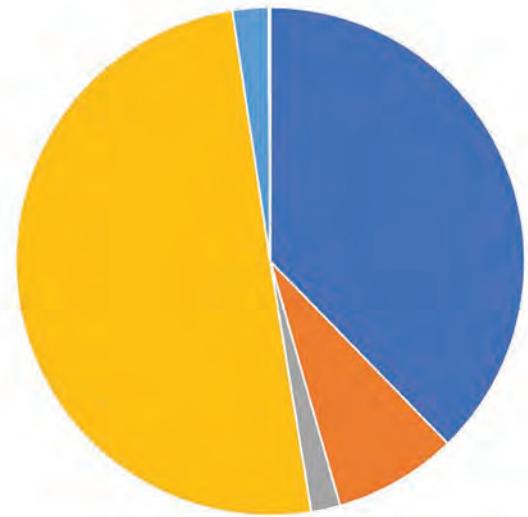
**Respect:** We treat everyone with dignity and compassion, and we show appreciation for strengths as well as vulnerabilities.

**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.

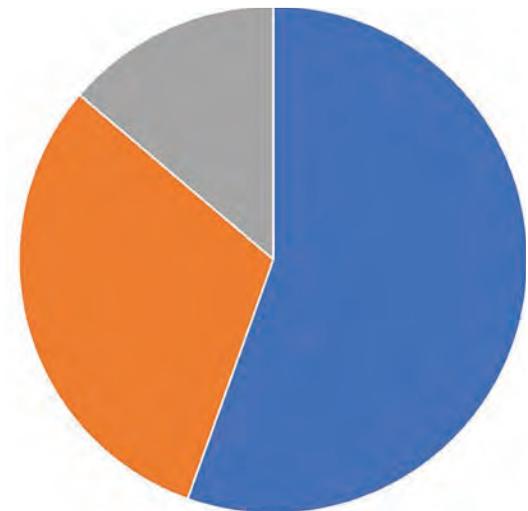
**Excellence:** We are hard-working, innovative and creative; we strive for continuous improvement. Our goal is to consistently grow the quality and scope of our services, in order to better meet the needs of our veterans and their families.

## TOTAL REVENUE: \$3,354,490



- Contributions & Private Grants: \$1,265,217
- Special Events: \$263,551
- United Way: \$61,875
- Government Grants: \$1,683,838
- Flag Store: \$77,178
- Other: \$2,831

## TOTAL EXPENSES: \$3,111,929



- Program Expenses: \$1,726,077
- Administration: \$957,475
- Fundraising: \$428,377

*Audit completed by Hevron & Company*

The generosity of our supporters ensures we are able to continue our important work. To see a complete list of donors, please visit [vocroc.org/donor-list](http://vocroc.org/donor-list).

# REINFORCEMENTS REQUESTED & DELIVERED



For confidentiality purposes, the veteran's name was changed and a stock photo used

After years of incarceration, Tom was free. The morning of his release, he came straight to Veterans Outreach Center with just the clothes on his back and a packet full of paperwork. He met with our Supportive Services team, but he was fearful. Tom appeared withdrawn and apprehensive as our Case Management team worked to identify what he needed and how we could help. As he began to open up, it was clear that he was struggling with how to re-enter society. Thoughts of taking his life and the urges to use drugs fueled his feelings of defeat and wanting to give up on himself. Our team went into action.

Tom saw emergency medical professionals to get him stabilized and he returned to VOC the next day to get a plan together for his future. Through our partnerships, we were able to secure housing for Tom and connect him with our Employment & Training team to help him look for work. Our Quartermaster gave him food and clothing, we connected him with the VA and conducted weekly buddy checks to offer Tom support and see how he was doing.

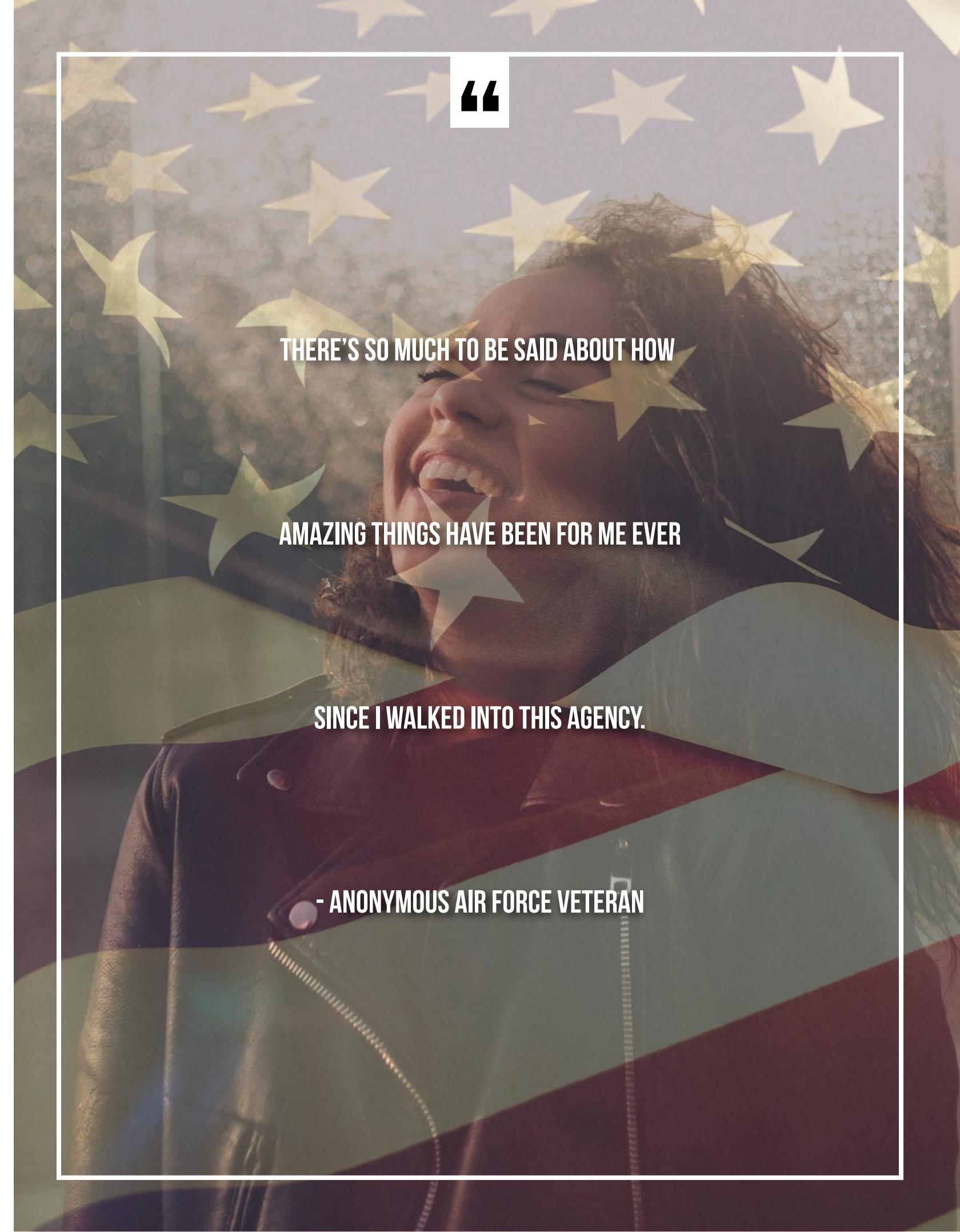
As Tom's life began to get back into place, he began to recognize his own strength, resilience, and perseverance. We were able to give Tom a tablet so he could stay connected with friends and family, in addition to being able to access recovery groups and check in with us.

Everyone is fighting battles we don't know about. We are here to serve as reinforcements so that battle ends in victory.

*Veterans Outreach Center programs are client-centric. VOC recognizes that while certain standardized program elements need to be in place, VOC incorporates flexibility so that each veteran is assessed and served with close attention to the unique needs of the individual. All services are delivered at no cost to the veteran.*

## OUR SERVICES:

- **Employment Assistance**
- **Job Training**
- **Behavioral Health Services**
  - Hydromassage
  - Laundry
  - Crisis intervention
  - Reiki
  - Art therapy
  - Suicide prevention
  - Peer-to-peer veteran groups
- **Residential Program**
  - 33 units of permanent affordable housing
  - 28-bed emergency housing
  - 8-bed transitional housing
- **Veteran & Family Supportive Services**
  - Case management
  - Peer support groups
  - Female veteran programming
  - Senior veteran services
- **Veterans Treatment Court**
- **Quartermaster**
  - Food pantry with fresh meat and produce
  - Clothing (including professional attire)
  - Essential Items
  - Pet food
  - Baby Formula
- **On-Site Community Partners**
  - Legal counseling
  - Financial Coaching
  - Accredited VA benefits counseling
  - Free bus passes

A woman with dark hair, wearing a dark leather jacket, is smiling broadly and looking upwards. She is positioned in front of a large American flag, which is slightly out of focus. The stars and stripes of the flag are visible, creating a patriotic and celebratory atmosphere. The lighting is warm, suggesting an outdoor setting during the day.

“

**THERE'S SO MUCH TO BE SAID ABOUT HOW**

**AMAZING THINGS HAVE BEEN FOR ME EVER**

**SINCE I WALKED INTO THIS AGENCY.**

**- ANONYMOUS AIR FORCE VETERAN**



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