

2021 ANNUAL REPORT



**FROM THE
EXECUTIVE
DIRECTOR**



“THERE IS NO EXERCISE BETTER FOR THE HEART THAN REACHING DOWN AND LIFTING PEOPLE UP.” – JOHN HOLMES

At Veterans Outreach Center, we believe in going the extra mile. We believe in giving people more than they expect. And we believe that when action meets compassion, lives change. 2021 put these philosophies to the test, as we - like so many other organizations - were impacted by labor shortages all year long. But despite our lean workforce, 2021 will be remembered as a year of hard work and progress at VOC. Even more importantly, it will be marked as a year of telling our veterans' stories, lifting them up, and taking control of our attitudes and efforts in order to deliver the best programs possible.

One of the ways we accomplished these goals was by putting the health and well-being of our staff first. In 2021, VOC was named a workplace wellness rookie of the year by the Rochester Business Journal for creating a unique, internal health and wellness program for our staff. Some aspects of this program included offering healthy snacks each week via snack cart deliveries to their workspaces, encouraging better sleep hygiene by creating a space within our facility to rest during the day if needed, providing water bottles and pedometers to staff for hydration and fitness challenges, offering classes about proper setup of ergonomic workstations and purchasing new equipment accordingly, sending daily humorous emails for the health benefit of laughter at work, and so much more! In addition to receiving this award from the Rochester Business journal, VOC also earned the Department of Labor's Hire Vets Medallion for our commitment to hiring those who have served (for the third year in a row).

In terms of progress, we completely transformed our brick and mortar flag store into an exclusively online business; as a result, we're now able to focus efforts on revenue generation in the exploding e-commerce industry while freeing up valuable program space for our core mission.

In addition to that, we had over 8,000 visits from nearly 1,700 veterans needing assistance with employment and training, housing, legal issues, and so much more. We helped place 183 veterans in meaningful employment; we provided food, clothing and essential items to over 1,500 veterans - of which we made more than 600 home deliveries; we provided 460 permanent, unlimited bus passes through our partnership with RTS to vets in Monroe County, and traveled to 7 neighboring counties to issue another 80 passes; AND we started a new outdoor Rx program in partnership with Trybe Ecotherapy and Monroe County Veterans Service Agency, helping dozens of veterans to cope with PTSD and the challenges of military service in a unique, effective way.

Each of these programs and services came to fruition through careful planning and execution of our multi-year strategic plan. And as a result of good management practices and strong community support, 2021 ended with a positive budget that positioned us well for much-needed capital improvements in 2022 and long-range sustainability of VOC operations.

“You give life to what you give energy to.” And as we celebrate the growth of this great organization, I can't help but think of all the life that has been breathed into the Veterans Outreach Center since our founding, and the energy that sparked such life.

From all of us at Veterans Outreach Center, thank you for your support. It is because of you that we can continue providing critically needed services for local veterans.

Sincerely,



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

SERVING THOSE WHO SERVED U.S.

Veterans Served

358 new vets

1,365 unique vets

147 female vets

357 remote vets

8,673 times

2,538 Quartermaster uses¹

69 vets served in Veterans Treatment Court²

188 veteran job placements

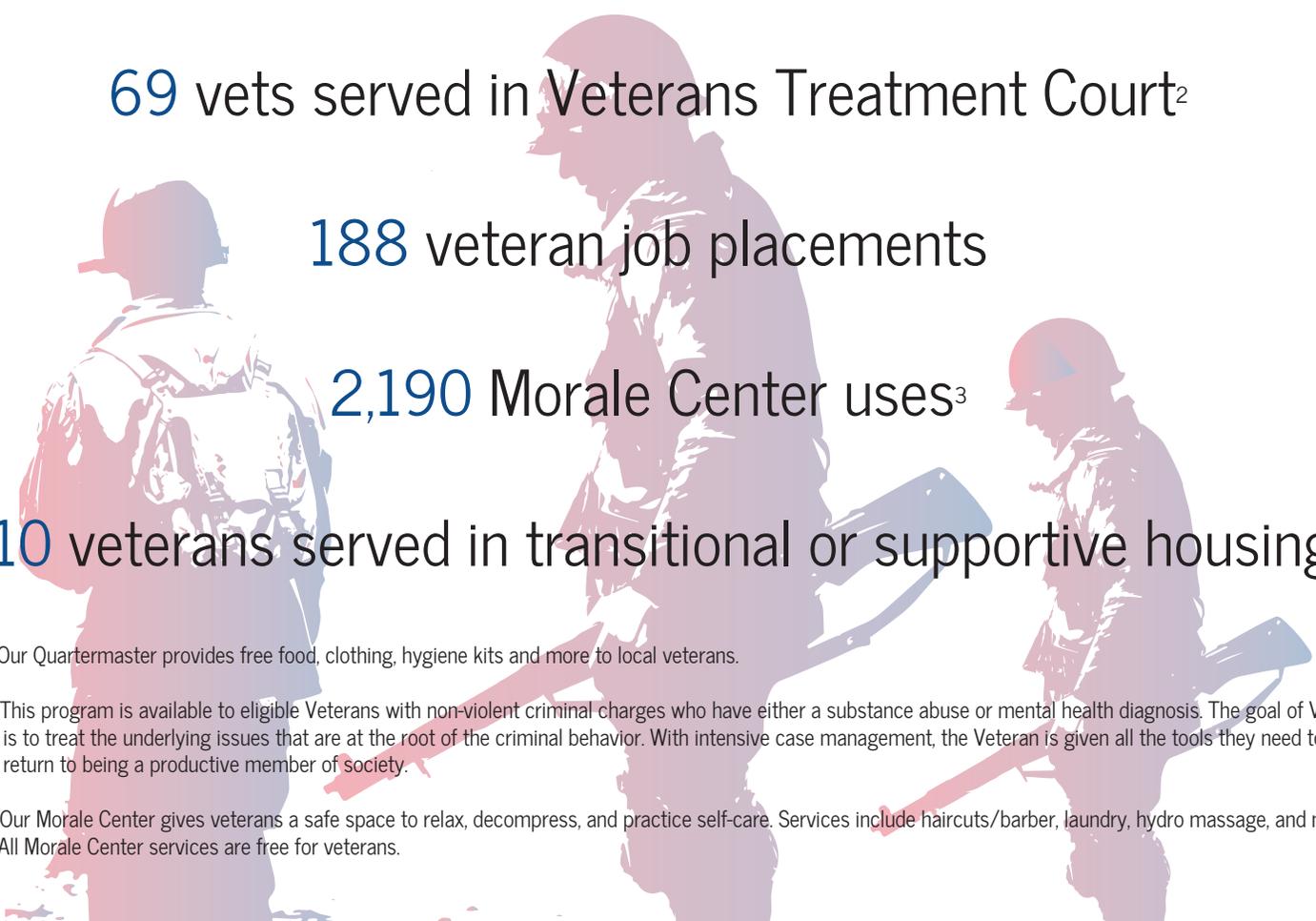
2,190 Morale Center uses³

110 veterans served in transitional or supportive housing

1) Our Quartermaster provides free food, clothing, hygiene kits and more to local veterans.

2) This program is available to eligible Veterans with non-violent criminal charges who have either a substance abuse or mental health diagnosis. The goal of VTC is to treat the underlying issues that are at the root of the criminal behavior. With intensive case management, the Veteran is given all the tools they need to return to being a productive member of society.

3) Our Morale Center gives veterans a safe space to relax, decompress, and practice self-care. Services include haircuts/barber, laundry, hydro massage, and more. All Morale Center services are free for veterans.



REVENUE: \$6,064,380

2021 BOARD OF DIRECTORS

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TOP BRASS

Laura Stradley* - Executive Director

Alec Andrest* - Director of Residential Services

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.

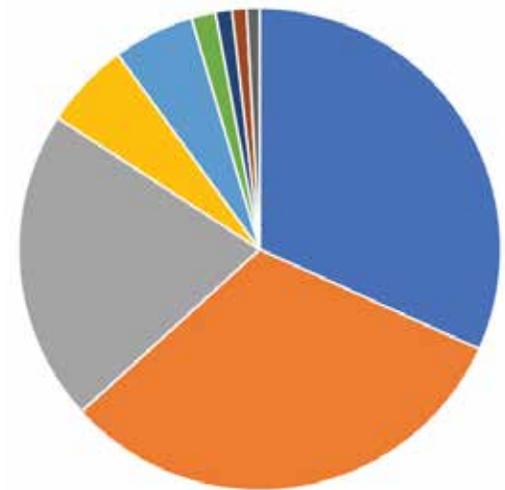
ORGANIZATIONAL VALUES

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.

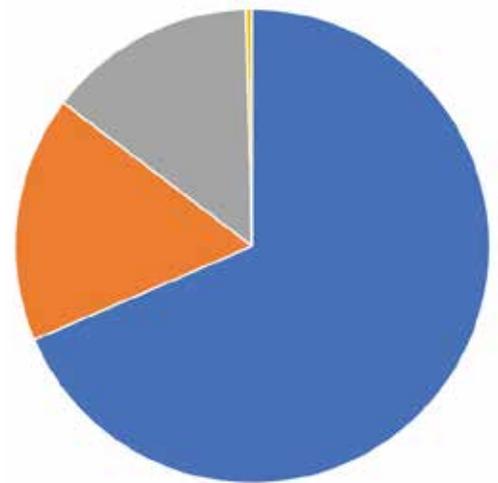
Service: We recognize the great sacrifices that are made by all who have worn our nation's uniform. We are committed to serving our veterans and their families with passion and deep appreciation.

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.



- Government Grants - \$1,927,588
- Capital Project Fundraising - \$1,907,992
- Contributions & Private Grants - \$1,269,874
- Paycheck Protection Program (PPP) - \$351,072
- Fundraising Events (Net) - \$330,531
- Flag Store Revenue (Net) - \$98,760
- Other - \$66,811
- United Way - \$59,049
- Investment Return (Net) - \$52,703

EXPENSES: \$3,337,471



- Program - \$2,287,777
- Administrative - \$560,504
- Fundraising - \$474,125
- Other - \$15,065

Excess revenue from 2021 will be earmarked for capital improvement projects and long-term sustainability of VOC operations.

Audit completed by Heveron & Company CPAs

CONTINUUM OF CARE FOR ALL



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

Marshall is an Army Veteran with an honorable discharge. He came to Veterans Outreach Center seeking help after getting a DWI. Marshall

entered our Veterans Treatment Court program, which provides intensive case management to veterans with a mental health or substance abuse diagnosis to assist them in addressing issues they may be facing. In addition to that, Marshall was welcomed to Richards House, our emergency shelter for homeless veterans, to help him get back on his feet.

Once his life stabilized, VOC assisted Marshall with updating his resume and he was referred directly to local employers. He also utilized transportation assistance, participated in job readiness training from our Employment & Training team, and received new work clothes from our Quartermaster program.

Today, Marshall has graduated from Veterans Treatment Court, is working full-time, and has found a home of his own. He continues to use the services at our Morale Center to stay connected with other veterans and get some well-deserved self-care.

OUR SERVICES:

Employment Placement & Training

- Vocational assessments
- Interview skills training
- Career counseling
- Resume preparation
- OSHA certifications

Health & Wellness Services

- Hydromassage
- Laundry
- Crisis intervention
- Reiki
- Art therapy
- Suicide prevention
- Peer-to-peer veteran groups
- Fitness center

Residential Program

- 33 units of permanent affordable housing
- 30-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

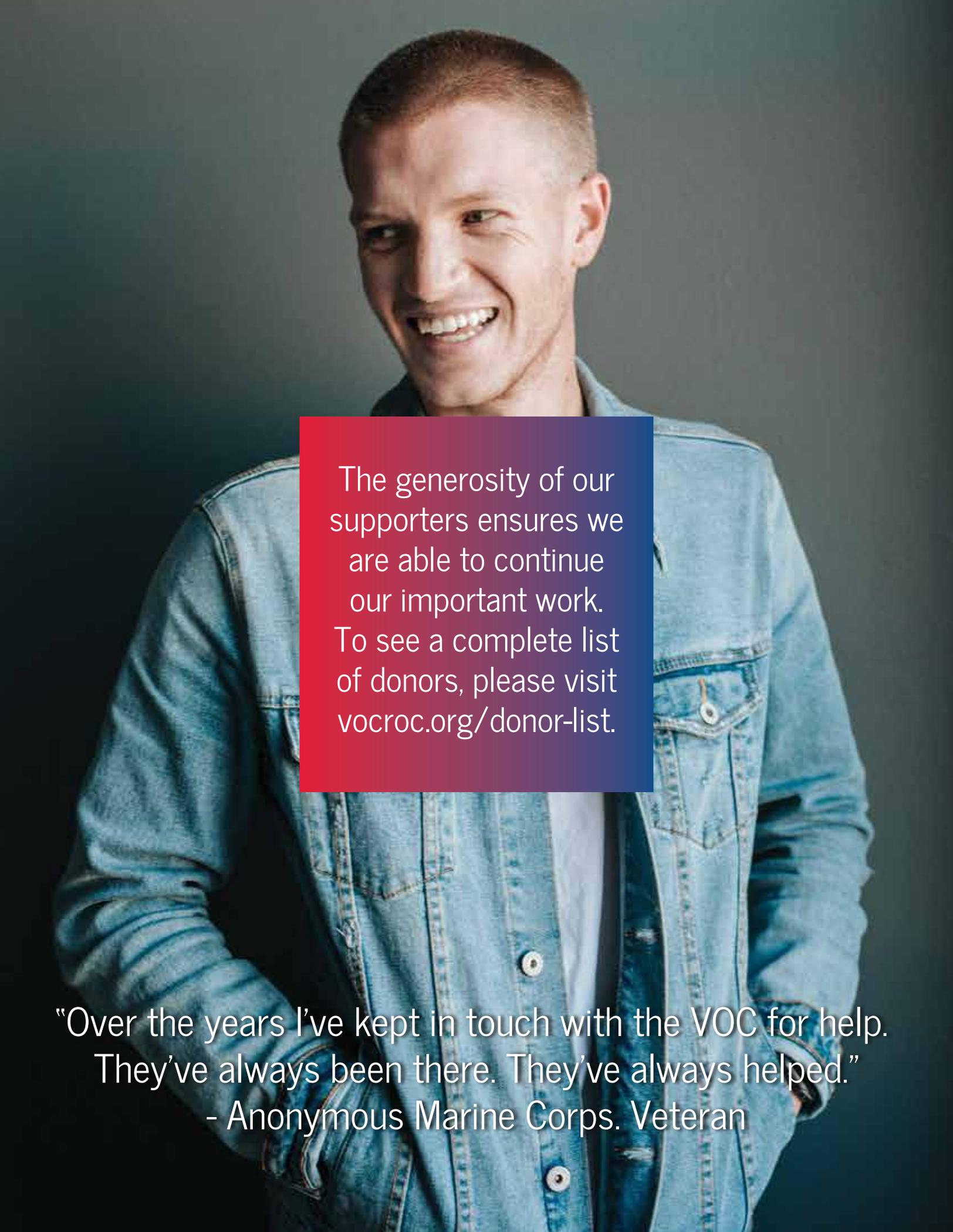
Quartermaster

- Food pantry with fresh meat and dairy products
- 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
- RIT's Veterans Upward Bound Staff

To learn more about our programs, visit vocroc.org.

A young man with a short haircut, wearing a light blue denim jacket over a white t-shirt, is smiling broadly and looking slightly to his left. The background is a dark, solid color.

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.

“Over the years I’ve kept in touch with the VOC for help. They’ve always been there. They’ve always helped.”
- Anonymous Marine Corps. Veteran



VETERANS
OUTREACH CENTER Inc.

★ Serving Those Who Serve U.S. ★[®]

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