



ProAction

of Steuben and Yates, Inc.

helping people. changing lives.

2016

Annual Report

"My sun sets to rise again."

Robert Browning

Pro Action works to build
a community of resilient
individuals and families who
can meet their basic needs,
overcome adversity, and prosper.

www.proactioninc.org

Message from the CEO



Laura Rossman
Chief Executive Officer

Dear Friends:

You may not think about the concept of resilience every day, but it is all around you. People in your daily life may be facing challenges, but you would never know it. They may have experienced a set-back, but they have found a way to bounce back from it. They are up against a problem, but they see a clear path to solve it. They know when to reach out for help. They overcome adversity.

Resilient people believe solutions are possible, know the strengths they can apply to problem-solving, and understand when and how to use available support and assistance. That's how they bounce back from set-backs. Some people are naturally resilient, which is lucky for them, because resilience is a key ingredient for self-reliance and successful living. Thankfully, resilience is something that can also be taught to people who don't have it naturally. In fact, Sheryl Sandberg said, "You are not born with a fixed amount of resilience. Like a muscle, you build it up, draw on it when you need it."

It is part of Pro Action's mission to build a community of resilient individuals and families, and resilience is a skill that Pro Action staff build with their customers as a key component of service. When you hear stories of people who have broken a cycle of hardship or "risen," from poverty, you can be sure that their resiliency played a part in that story.

It's important, though, not to overestimate the role of resilience and underestimate the structural causes of poverty ... those things that are not in the control of an individual to overcome. Lack of opportunity, social isolation, ineffective education and poor health conditions are not within the scope of individual resilience to conquer. We as a society need to do our part. We need to ensure that pathways to prosperity exist and are open to all. We need to establish universal access to high quality health, education and job opportunities. We need to protect the available support system and welcome people to use it with pride and dignity. We need people to know that they don't have to go it alone, to trust that the community has their back.

Pro Action works from both vantage points to build individual resiliency and reinforce positive community structures for success. Join us as we help people and change lives by bringing out the best in individuals and designing communities for success.

Sincerely,

A handwritten signature of Laura Rossman in black ink.

Laura Rossman
CEO

***"We need
people to
know that they
don't have to
go it alone, to
trust that the
community has
their back."***

2016 HIGHLIGHTS



Poverty Institute



Poverty Coaches

A number of school districts attended the 2017 Poverty Institute and Coaching Training by Dr. Donna Beegle of Communication Across Barriers. Some of the attendees became Certified Poverty Coaches.



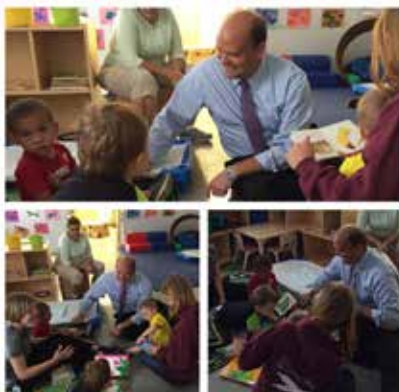
The Stephanie Bates Memorial Book Drive

This annual book drive in memory of our colleague collected 1,573 books to be distributed through our Red Bookshelves.



All Staff, All the Time

The Pro Action team shows pride in its mission and service.



Congressman Tom Reed visited Early Head Start and later posted, "This program is a great example of how community-based solutions can help low-income families to escape the cycle of poverty."



NYS Senator Tom O'Mara hosted a free electronic recycling event with the proceeds going to, "Support Pro Action and their outstanding work and commitment to building stronger communities, individuals and families."



Got PA Pride?

Like or follow us on Facebook & Twitter



2016 HIGHLIGHTS

2016 Shining Star Awards

Vision and Values Award:

Nancy Williamson
CEO of Service Credit Union

Excellence in Leadership and Innovation Award:

Dawn Brucie
Deputy Director of Pro Action

Promise of Community Action Award:

Linda Perry
Director of Instructional Support Services at GST BOCES

Spirit of Hope Award:

Donna O'Connell

Linda was instrumental in helping Pro Action educate our local school districts about the plight of those in poverty through Poverty Simulations. Linda coordinated with Pro Action to provide a poverty simulation at GST BOCES Summer Leadership Summit and provided her own staff to be trained as volunteers. This event provided an excellent opportunity for Pro Action to begin wide-spread poverty efforts in Steuben County school districts.

Through the success of the Leadership Summit, Pro Action facilitated 8 additional poverty simulations in local schools, reaching more than 800 teachers, support staff and administrators. Linda helped to organize and provide volunteers at many of these additional simulations and left an open invitation for further assistance. This support has been instrumental in facilitating successful simulations as some schools were unable to provide the volunteers needed. Linda did not limit this effort to her staff and was often seen volunteering herself, always with an offer to do more.

Linda recognized the need to help bring understanding of the conditions of poverty to educators that work with children in our communities. Simulations have inspired some schools to create anti-poverty committees. Many schools desire additional resources and further information and education in an effort to help their most in need students. All combined, a groundwork for positive, lasting change has begun!

Linda Perry receives the Promise of Community Action Award. Pictured from left to right: Amey Rusak, Associate Executive Director; Linda Perry, Director of Instructional Support Services at GST BOCES; Zack Housworth, Operations and Special Projects Director



Empowering Families for Financial Stability

By linking tax preparation, financial education and asset building, EFFS helps participants take steps on the path to prosperity. It counted the following results in 2016:

- **554** tax returns filed
- **\$180,648** in earned income tax credits
- **341 of 354** Wealth Health participants improved financial stability
- **All 16** Assets for Independence participants opened an IDA account and created a savings plan toward asset goals

CHAMP (Caring Hearts and Minds of Pro Action)

In 2016 the CHAMP program helped over 158 referrals with financial assistance. Families were helped in a variety of ways including: rent, driver's license fees, prescriptions, transportation, home repair, and baby needs. In addition, the CHAMP program helped 114 children to still believe in Santa.



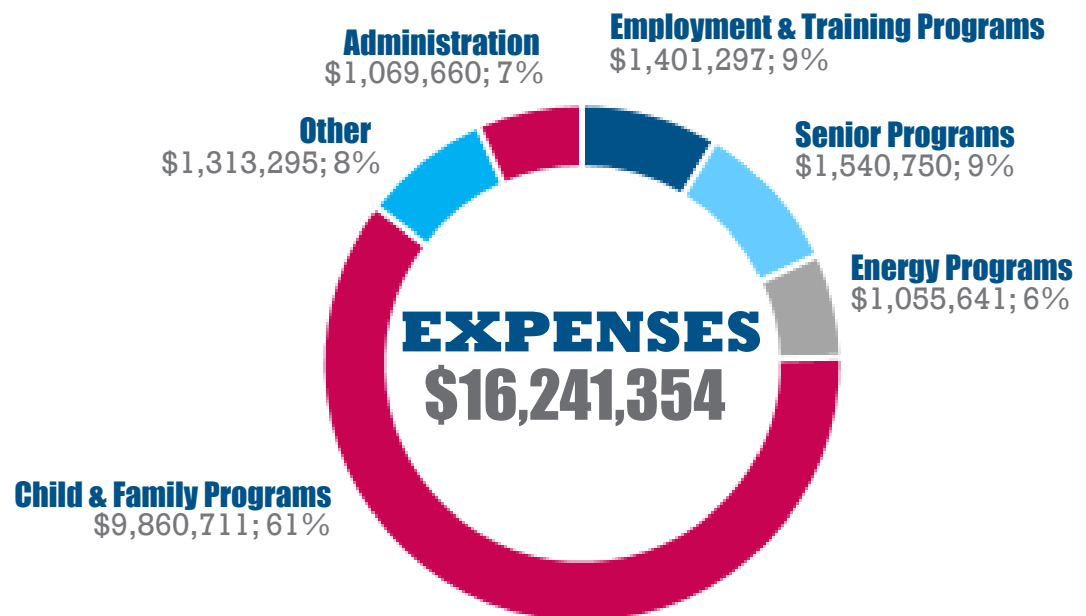
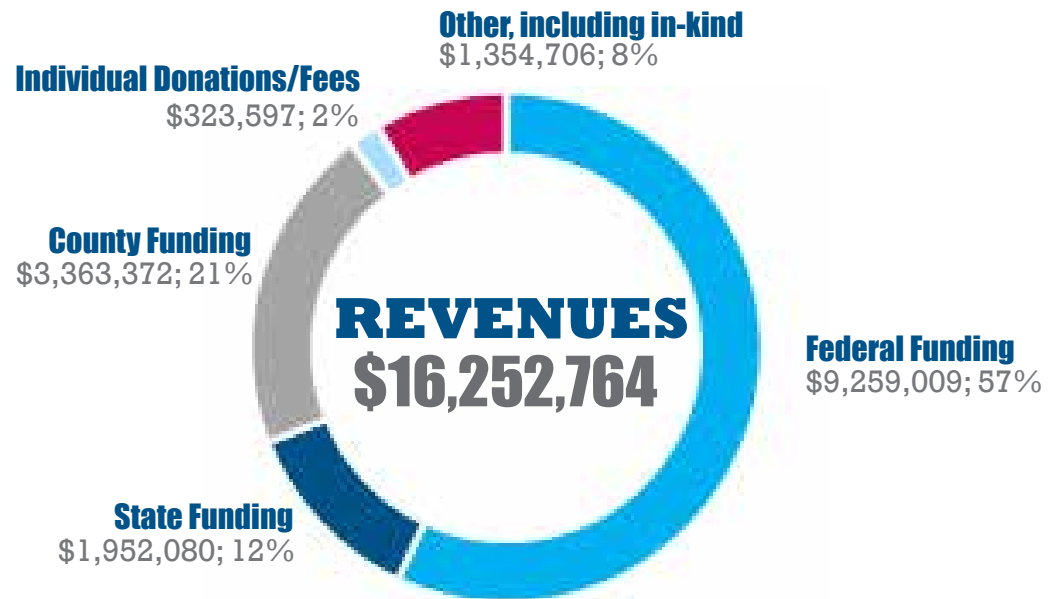
2016 FINANCIALS

100% and proud!

"During the Annual Compliance Review of Organizational Standards (ACROS) by the Department of State, it was determined that Pro Action met all 58 (100%) National Organizational Standards! These standards measure the agency in 9 focus areas."

1. Customer input and involvement
2. Community Engagement
3. Community Assessment
4. Organizational Leadership
5. Board Governance
6. Strategic Planning
7. Human Resource Management
8. Financial Operations and Oversight
9. Data and Analysis

We are extremely proud of what these results say about the quality of our approach to advancing our mission!



Economic Impact

\$11,691,776

Employee Salaries.....	\$7,737,932
Senior Employment Salaries	\$254,671
Youth Employment Salaries.....	\$145,814
WIC Coupons Redeemed.....	\$1,242,310
Subsidy Payments to Child Care Providers.....	\$2,311,049



2016

BASIC NEEDS SUPPORT

SENIOR NUTRITION

Seniors in Steuben and Yates improve nutrition with help from Pro Action:

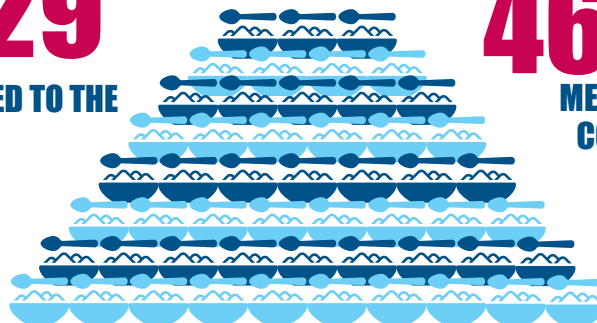
77,529

MEALS DELIVERED TO THE HOMES OF

46,526

MEALS PROVIDED AT CONGREGATE MEAL SITES TO

417
INDIVIDUALS



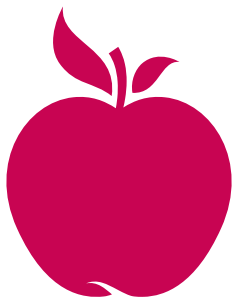
495
INDIVIDUALS

1,039
families received

\$24

in farmers market coupons to purchase

FRESH FRUITS AND VEGETABLES



25

Yates County customers received nutrition counseling

AND

1,247

units of food were received by Yates residents served by the Dundee Mobile Food Pantry



WIC (WOMEN, INFANTS, CHILDREN)

Babies and young children improve nutrition with help from Pro Action:

2,050

Participants per month received food vouchers

LEADING TO



\$1.24 Million

In WIC dollars spent locally



73.3%

of WIC babies were breastfed, with the help from peer counselors and staff lactation counselors

At least one program on this page is supported by:



United Way
of the Southern Tier



a note of thanks from a program participant

: "The meal site offers entertainment and good fellowship. Keep up the good work!"

Senior Nutrition Participant

"Meals are going well. I am very thankful for the meals."

Senior Nutrition Participant



2016

BASIC NEEDS SUPPORT

ENERGY PROGRAMS

When households improve energy efficiency, they save money.



88



Families that received weatherization work

39



Families that received furnace clean and tune services through HEAP

29



Families that received furnace repair through HEAP



63



Families that received energy saving measures through NYSERDA

8



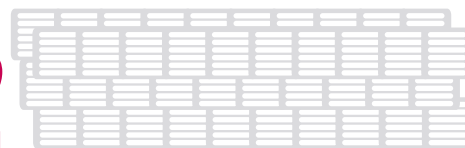
Families that received energy audits through a partnership with Bishop Sheen and Keuka Housing Council

53



Families that received an air conditioner to help with medical conditions

and 902



HEAP applications were accepted at Pro Action sites



a note of thanks from a program participant

"I'm very pleased with the materials you gave me, the way the workers showed me what they were doing, and how they explained all details of what they would do. Your crews are great workers - you are lucky to have them in your company. Thank you!"



HAPPY 40th BIRTHDAY TO WAP!





2016

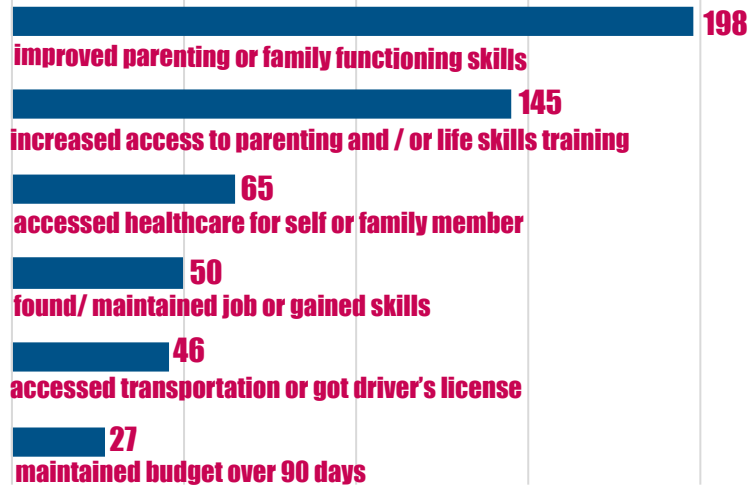
RESILIENT CHILDREN & FAMILIES

At least one program on this page is supported by:



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of the Southern Tier

FAMILY DEVELOPMENT ADULT SERVICES



and
1558
Referrals
were given
about
community
resources
for adult
services

FAMILY DEVELOPMENT YOUTH SERVICES

Among pregnant or
parenting teens enrolled:

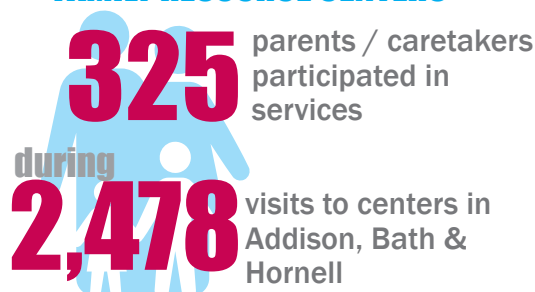


Among 43 enrolled youth:

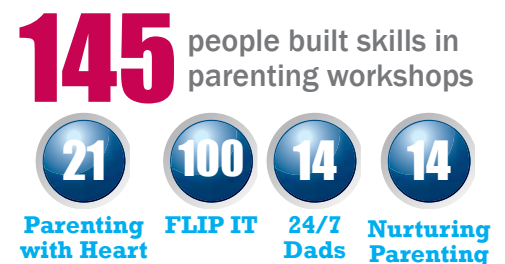


FAMILY ENRICHMENT COLLABORATIVE

FAMILY RESOURCE CENTERS

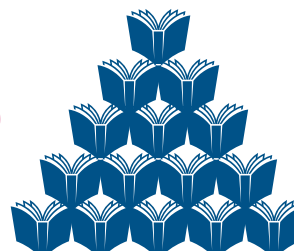


PARENTING EDUCATION



FAMILY LITERACY

distributed
75,000 FREE BOOKS
through
75 RED BOOKSHELVES



6,530
families received
free books and
education

notes of thanks from program participants

"I love looking forward
to a new book. My boys
love it when we read
and to have a new book
to throw in the mix is
always an enjoyable
time."

*Read to Me Steuben
Participant*

"Learning to deal
with my own emotions
will help me to deal
with my child's more
appropriately."

FLIP IT Participant





2016

RESILIENT CHILDREN & FAMILIES

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United Way
of the Southern Tier

quality investments for children

"United to Promote Quality" Campaign

Quality Investments for Children (QIC) is a statewide initiative which seeks to not only educate communities about the importance of Quality, but to generate new resources that support Quality, such as volunteers, grants, in-kind donations, and the influence of community leaders. The first phase of the program, the United to Promote Quality campaign, seeks to educate the community and raise awareness.

The campaign is a partnership between the Early Care & Learning Council (ECLC) and the network of Child Care Resource & Referral (CCR&R) agencies serving as quality resource centers statewide.

What is quality? Quality is defined as high quality early learning experiences, which help a child to thrive. It can also be described as those events, activities, environments, relationships and factors that have a positive impact on a young child's cognitive, physical, social, and emotional development.

The photo below shows Betty Kay Bakery, who has pledged to promote quality care for children by posting a window cling at the business.

CHILD CARE RESOURCE & REFERRAL



of parents
who called for
consultation



received
referrals



AND 211 FOUND CHILD CARE ARRANGEMENTS

CHILD CARE SUBSIDY ADMINISTRATION



446

Number of families who
received assistance



1084

Number of children who
received assistance



165

Average number of child care
providers per month receiving
subsidy reimbursement

CHILD CARE RESOURCE DEVELOPMENT

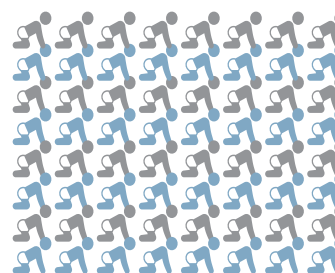
10

NEWLY
REGISTERED
AND LICENSED
FAMILY
CHILD CARE
PROVIDERS



OPENED

104 NEW CHILD CARE SLOTS



CHILD CARE QUALITY ENHANCEMENT

978

Total attendance
at 2016 trainings

197

Programs receiving
training

1,979

Units of technical
assistance received

113

Providers participating
in the Child Adult Care
Food Program

33

Providers trained
in Early Literacy
Connections
curriculum

24

Providers achieved
a 5 or higher on
an Environmental
Rating Scale

45

Providers trained
to administer
DIAL and ASQ
child development
assessments

2%

Percentage of assessed
children exhibiting a
potential delay after
service delivery

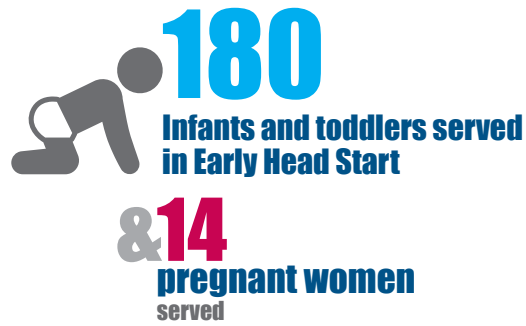


2016

RESILIENT CHILDREN & FAMILIES

EARLY HEAD START & HEAD START

Enrollee Facts



additional program accomplishments

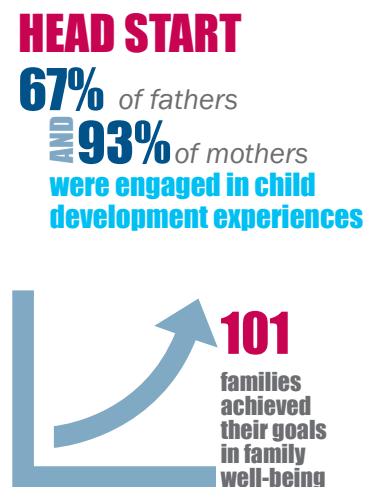
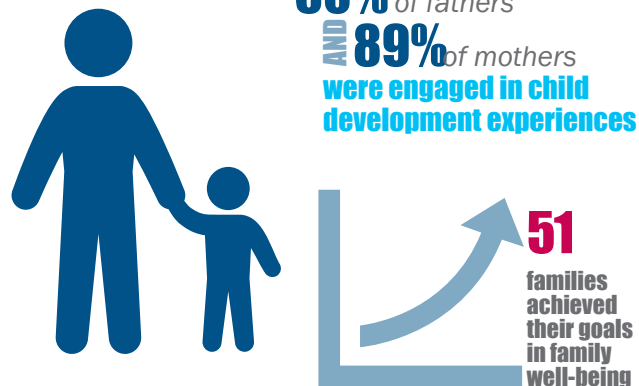
During the 15-16 school year, Office of Head Start conducted monitoring reviews in the following areas:

- Comprehensive Services / School Readiness
- Leadership / Governance / Management Systems

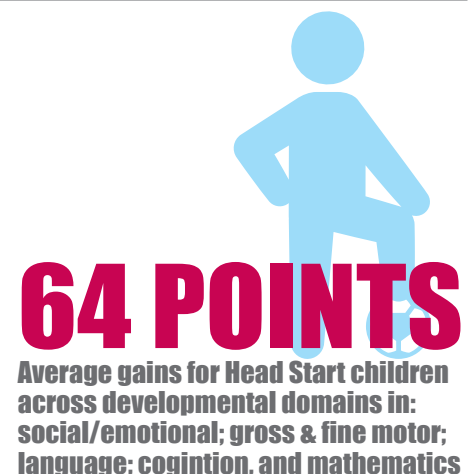
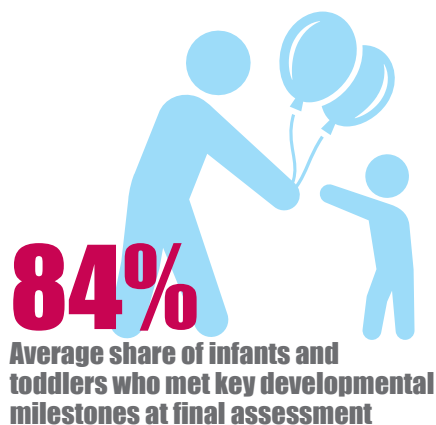
The program was found to be in full compliance in all three areas.

In addition, Early Head Start received endorsement as a Blue Ribbon Affiliate from Parents As Teachers®

Family Engagement



Child Development



For the full Head Start / Early Head Start Annual Report visit the Early Care and Education section of www.proactioninc.org.



2016

PROSPEROUS FUTURES

EMPLOYMENT CASE MANAGEMENT

347



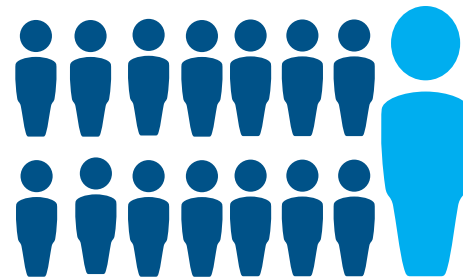
people helped

&

97

got

JOBS



Job seekers found new opportunity and skills while visiting

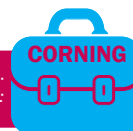
8524

visits



4903

visits



5

ONE
STOP
CAREER
CENTERS



6026

visits



4375

visits



2412

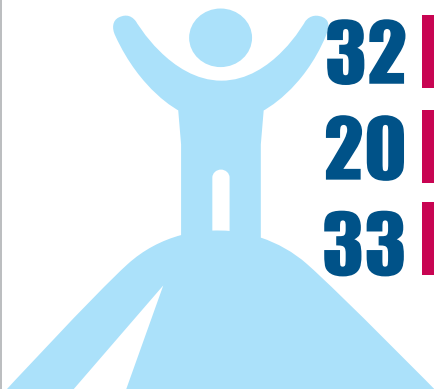
visits



a note of thanks from a program participant

"I am extremely thankful for all the kindness and help that I have been shown and given, and would recommend this program to anyone who is serious about finding a solid foothold in the local workforce."

PATHWAYS TO WORKFORCE STABILITY PROGRAM



32

completed Certified Nurse Aide training

20

obtained employment

33

assisted with transportation needs

THE SENIOR COMMUNITY SERVICE AND EMPLOYMENT PROGRAM

68

seniors
evaluated

51

income eligible
seniors receiving job
skills training



12

OBTAINED
UNSUBSIDIZED
EMPLOYMENT

WHEELS FOR WORK

1

no interest
loan

14

vehicle
repair grants





2016

PROSPEROUS FUTURES

At least one program on this page is supported by:



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ADULT LITERACY PROGRAMS



26

Literacy Services learners achieved self-defined goals



YOUTH EMPLOYMENT PROGRAMS

of 90 Youth Employment Skills participants

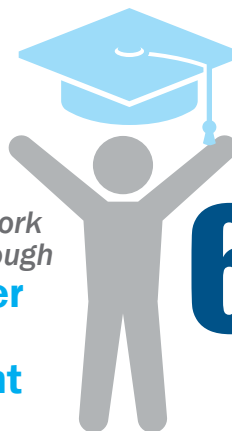
33 entered unsubsidized employment

21 enrolled in work experience or vocational training

3 chose to attend college

5 earned a high school diploma or GED

99 Youth gained work experience through The Summer Youth Employment Program



693 Youth explored career paths and interests in Youth Job Club

21ST CENTURY AFTER-SCHOOL PROGRAMMING



373

3rd-8th Graders Participated in After-School Academic and Enrichment activities

a note of thanks from a program participant

"Without your assistance I might not have created the right resumé and interview skills to achieve my goals."





2016

THRIVING SENIORS

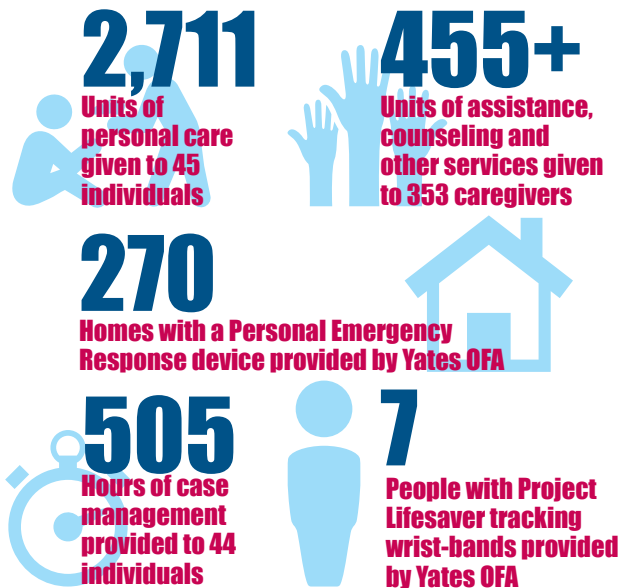
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PERSONAL CARE AND CASE MANAGEMENT

With good information and support, those over age 60 can live safely and independently.



- Users believe it helps them remain in their own home longer

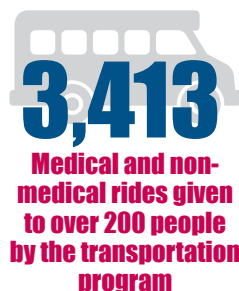
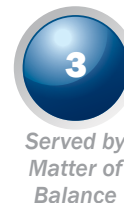
INFORMATION AND REFERRAL



- Callers agree they would recommend the service to others
- Callers agree that NY Connects is a good program to have in the community
- Callers agree that they would use NY Connects again



YATES OFA HEALTH PROMOTION

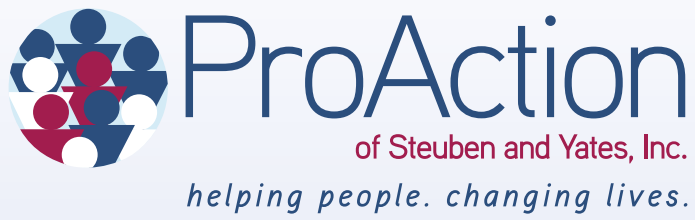


notes of thanks from a program participant

"Even though I called her every day, she always told me about the people that called and talked to her from Yates OFA." (From participant's niece.)

"The services give my family relief that I am being taken care of when they cannot."

"Pleasant experience, thankful there are people around and willing to assist when health conditions keep me homebound."



Pro Action of Steuben & Yates, Inc.
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www.proactioninc.org

*Pro Action is a proud
partner of:*



**United Way
of the Southern Tier**