



ProAction

of Steuben and Yates, Inc.

helping people. changing lives.

2017

Annual Report

“Remember to look up at the stars and not down at your feet. Try to make sense of what you see and wonder about what makes the universe exist. Be curious. And however difficult life may seem, there is always something you can do and succeed at. It matters that you don’t just give up.”
— Stephen Hawking

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:

The complexity of generational poverty cannot be overstated. The borderline where poverty's causes end and its effects begin is ever shifting. A long list of conditions — social isolation, disability, mental illness, to name a few — are discussed as both causes and effects of poverty. Due to the intricacy of this problem, Pro Action regularly tests innovative approaches to surround and conquer poverty from its many sides.

One approach inherent in Pro Action's integrated service model is known as a "two-generation" approach. What this means is that Pro Action delivers education, skill-building and support for the whole family. Whole-family services build skills for working, parenting, planning, organizing, decision-making, resilience, self-regulation and family functioning. Adults with these capabilities can provide for the family's basic needs and create safe, stable, nurturing environments that support child development. With these conditions met, we are able to combat poverty more effectively.

The skill of resilience is a particularly strong focus given Pro Action's mission to build a community of resilient individuals and families who can meet their basic needs, overcome adversity and prosper. In 2017, we began a journey to tell the story of adverse childhood experiences (ACEs) and resilience by coordinating screenings of *Resilience: The Biology of Stress and the Science of Hope*. The movie overviews how ACEs and toxic stress affect brain development and biological systems, while asserting that supportive relationships buffer this stress and promote resilience. Importantly, brain research suggests that the effects of early childhood trauma and adversity can be successfully treated.

In addition, Pro Action took steps to excite and motivate the community's response by initiating a process to become an early adopter and champion of trauma-informed service practices within our agency. Our aim is to re-write the story of how our own, and our partners' systems perceive and respond to people affected by poverty and other adverse experiences.

For years, Pro Action has been a leader in dispelling myths about poverty and the people living in its grip. Research on ACEs, Resilience and Trauma-informed service provides further proof that poverty and other difficult life circumstances are not moral deficiencies, but reflect biological adaptations to threatening environments. We can and must instead build nurturing, protective environments.

Sincerely,

A handwritten signature in cursive script that reads "Laura Rossman".

Laura Rossman
CEO

“Our aim is to re-write the story of how our own, and our partners’ systems perceive and respond to people affected by poverty and other adverse experiences.”

2017 HIGHLIGHTS



“Pro Action works to build a community of resilient individuals and families who can meet their basic needs, overcome adversity, and prosper.” More than a mission statement, Pro Action is proud to walk the talk in our area for Community Action. From left to right: Pro Action and other area businesses are recognized as breast-feeding friendly organizations; Pro Action staff gather to support Red Nose Day to help end childhood hunger; Pro action was honored at the NYSCAA/ NYSWDA 2017 award ceremony: NYSWDA Award of Management Excellence was received by Sabrina Elliott, Energy Programs Director, and the NYSCAA Innovation Award was received by Pro Action for the Kids on Track Steuben Program.



The Stephanie Bates Memorial Book Drive

This annual book drive in memory of our colleague collected 2,540 books to be distributed through our Red Bookshelves.



All Staff, All the Time

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



Pro Action partnered with Catholic Charities of Steuben to host a training featuring Dr. Liz Isakson, on the topic of *Building Bridges for Early Childhood Success*.

In 2017, Pro Action held 7 poverty simulations for 534 participants. Participants included teachers, college faculty and staff, and Community Action workers. The simulation enables participants to look at poverty from a variety of angles and then recognize and discuss the potential for change within their local communities. The simulation was designed to sensitize those who frequently deal with low-income families as well as create a broader awareness of poverty among policymakers, community leaders, and others.



Find us on Facebook, Twitter, and Instagram to stay up-to-date



2017 HIGHLIGHTS

2017 Shining Star Awards

Vision and Values Award:

Angel Conklin
Founder: Lil' Angels

Excellence in Leadership and Innovation Award:

S.A.F.E. (Straight Talk Association for Financial Empowerment)
Represented by: Kansass Smith and Beth Vickio

Promise of Community Action Award:

Catholic Charities of Steuben
Represented by: Laura Opelt, Executive Director

Spirit of Hope Award:

Jerry Clark

In September of 2017, Pro Action of Steuben and Yates, Inc., opened the doors of the new Hope Center Keuka Food Pantry. Before this, the Keuka Food Pantry had operated one day per month, at the Baptist Church in Penn Yan. The expansion of improved food pantry access was the result of years of collaborative work between numerous partners and funders serving Yates County after food insecurity was identified as one of the top household needs. Since opening, the Hope Center Keuka Food Pantry has far exceeded anticipated demand by serving over 300 families, and 1000 individuals every month. The project assists those living in the crisis of poverty by offering support in addressing food insecurity, as well as to provide a full assessment to identify other individual/family needs and make the connections necessary to serve those needs. The food pantry is located in the village of Penn Yan, within walking distance of many low-income housing communities. Keuka Housing Authority purchased the property and has worked closely with Pro Action to provide renovations conducive to successful food pantry operations. Careful thought was put into the design and accessibility of the building to ensure customers and staff have the space and resources that are needed. Wegmans Food Markets provided not only experienced staff to assist with the design, but also provided grocery carts and shelving for the "store" area, and additional shelving for storage and organization of dry goods. The Hope Center Keuka Food Pantry offers a shopping experience very similar to that of a small grocery store with bright lighting, welcoming aesthetics and a friendly environment created by both the volunteers and staff. This project was made possible by several generous funders and dedicated to the work of both Milly Bloomquist and Stephanie Bates, who served as champions for people in poverty in their communities for many years.



Pictured Left to Right: Laura Rossman, CEO at Pro Action of Steuben and Yates, Inc.; Katie Peterson of the Nord Foundation; Susan Boyd, Stephanie Bates' mother; Marianne Brand of the William McGowen Foundation; Renee Bloom, Executive Director at Keuka Housing Council



Award Recipients pictured left to right: Laura Opelt, Executive Director at Catholic Charities of Steuben; Jerry Clark; Beth Vickio and Kansass Smith of S.A.F.E.; Angel Conklin, Founder of Lil' Angels

CHAMP (Caring Hearts and Minds of Pro Action)

In 2017 the CHAMP program helped over **84** people 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 **100** children to still believe in Santa.



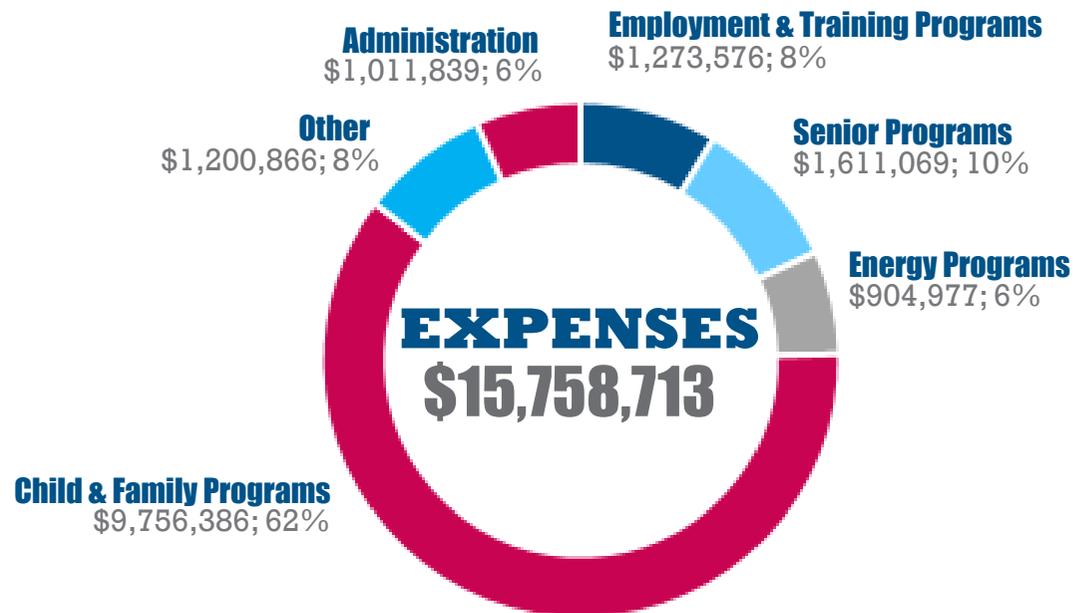
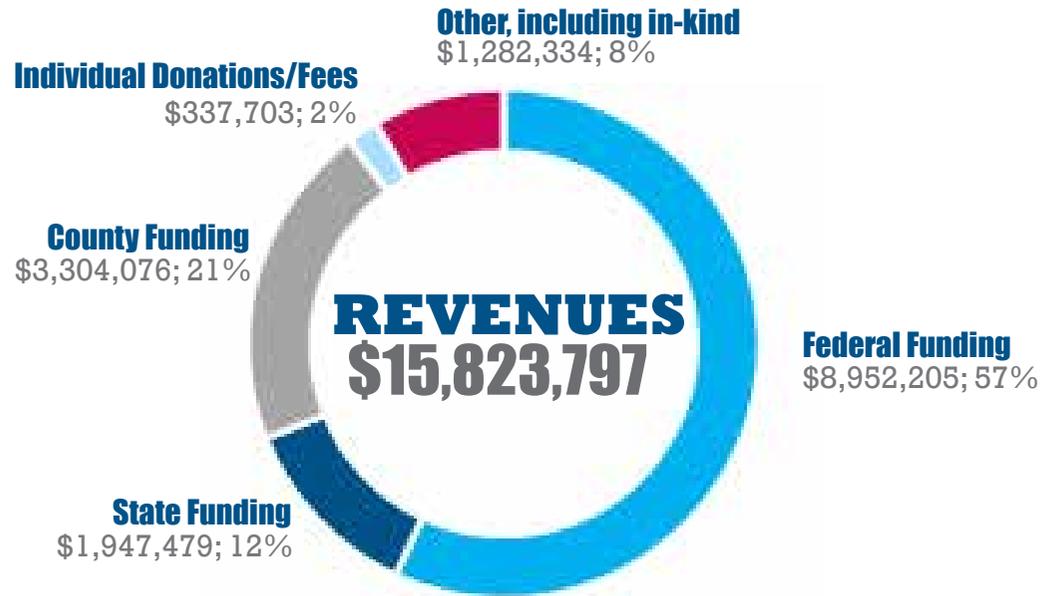
2017 FINANCIALS

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!



\$10,903,406

Economic Impact

Employee Salaries.....	\$7,588,861
Senior Employment Salaries	\$271,967
Youth Employment Salaries.....	\$140,363
WIC Coupons Redeemed.....	\$1,062,678
Subsidy Payments to Child Care Providers.....	\$2,110,266



2017

BASIC NEEDS SUPPORT

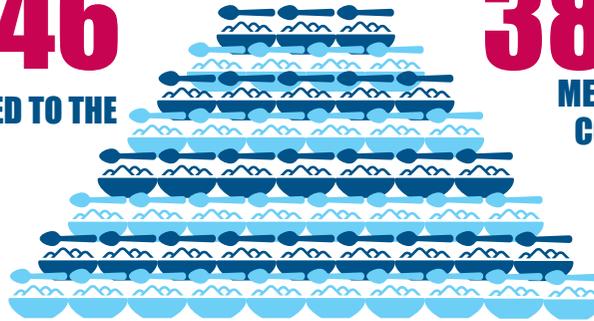
SENIOR NUTRITION

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

76,046

MEALS DELIVERED TO THE HOMES OF

609
INDIVIDUALS



38,002

MEALS PROVIDED AT CONGREGATE MEAL SITES TO

675
INDIVIDUALS

At least one program on this page is supported by:



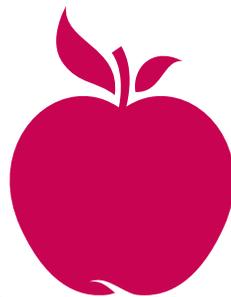
420

families received

\$20

in farmer's market coupons to purchase

FRESH FRUITS AND VEGETABLES



16

Yates County customers received nutrition counseling

AND

1,251

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



a note of thanks from a program participant

"The meals are going well. They help out a lot and allow me to be at home."

Senior Nutrition Participant

"I am on an oxygen machine and it is almost impossible for me to get around in the winter time. These meals are most appreciated and allow me to reside in my home. I don't know what I would do without them."

Senior Nutrition Participant

WIC (WOMEN, INFANTS, CHILDREN)

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

1,827

Participants per month received food vouchers

LEADING TO



\$1.2 Million

In WIC dollars spent locally

73.6%

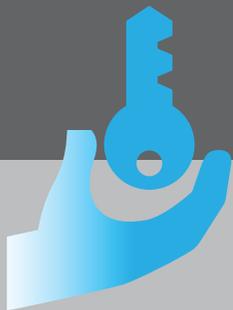
of babies in the WIC program were breastfed by their moms, with advice and support from peer counselors and staff lactation counselors



925

families each received \$24 worth of coupons for the farmer's market





2017

BASIC NEEDS SUPPORT

ENERGY PROGRAMS

When households improve energy efficiency, they save money.



91 Families that received weatherization work



16 Families that received furnace clean and tune services through HEAP



69 Families that received furnace repair through HEAP



66 Families that received energy saving measures through NYSERDA



18 Families that received energy audits through a partnership with Bishop Sheen, Keuka Housing Council, Community Progress, Inc., and Arbor Housing and Development

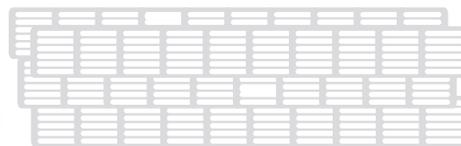


56 Families that received an air conditioner to help with medical conditions



and **884**

HEAP applications were accepted at Pro Action sites



a note of thanks from a program participant

“I want to thank everyone again for the work done at our house. We cannot believe the difference this year. We are actually warm in our home and the amount of fuel we are using has greatly decreased. What a great program and awesome staff!”

“I wanted to express my thanks to you and the weatherization crew for all they did to make my house more energy efficient. I feel warmer and safer than years past.”



2017

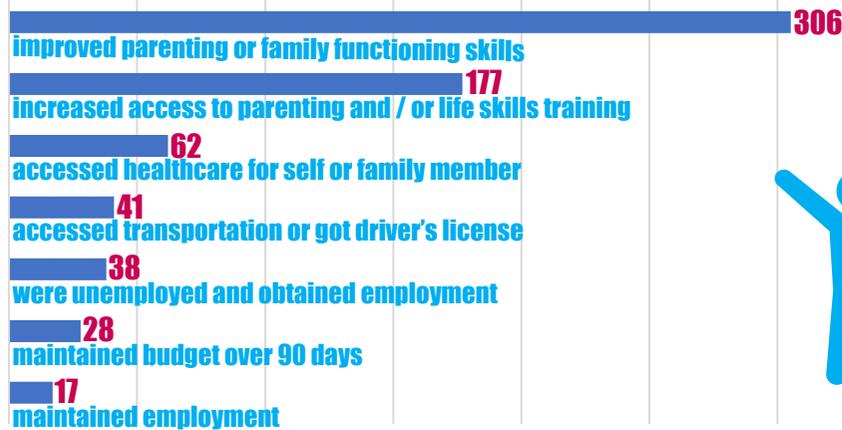
RESILIENT CHILDREN & FAMILIES

At least one program on this page is supported by:



FAMILY DEVELOPMENT

HOME VISITING



and 427 families received referrals about community resources for adult services



notes of thanks from program participants

"Myself and my family have learned positive discipline ideas. We have made great friends and I feel have developed a great support system. My son, who has anxiety and sensory issues, always feels comfortable at the center."

Family Resource Center Participant

"Home Visiting is a great program because I am able to talk to someone about any issues I am having and they help me come up with ways to handle situations when I do not know what to do."

Home Visiting Participant

"My son loved getting new books. Whenever he got a new book, he wanted to read it 50 times."

Family Literacy Participant

FAMILY RESOURCE CENTERS

758 326 parents/caretakers and 432 children participated in services during **6,602** total adult and children visits to centers in Addison, Bath & Hornell

PARENTING EDUCATION

158 parents/caretakers attended parenting workshops

- 32 Parenting/Grandparenting with Heart
- 71 FLIP IT
- 13 24/7 Dads
- 13 Conscious Discipline Book Study
- 29 Other

distributed **80,449** FREE BOOKS through Pro Action's Literacy Programs and **75** RED BOOKSHELVES



FAMILY LITERACY

1,894

children and their families received literacy services to promote school readiness and success

FAMILY DEVELOPMENT YOUTH SERVICES YATES YOUTH and TASA HOME VISITING

Among pregnant or parenting teens enrolled:



Among 36 enrolled youth:

- 35** have improved social / emotional development
- 36** have increased access to training & education
- 30** have increased skills for school success
- 26** avoided risk-taking behavior for a defined period
- 13** obtained employment skills
- 15** unemployed participants obtained employment



2017

RESILIENT CHILDREN & FAMILIES

At least one program on this page is supported by:



CHILD CARE RESOURCE & REFERRAL



AND 189 FOUND CHILD CARE ARRANGEMENTS

CHILD CARE SUBSIDY ADMINISTRATION



CHILD CARE RESOURCE DEVELOPMENT



OPENED



CHILD CARE QUALITY ENHANCEMENT



conscious discipline methodology

In 2017, Child Care Aware® of Steuben and Schuyler supported and aligned their professional services with Conscious Discipline's methodology. "Discipline empowers us to be conscious of brain-body states in ourselves and children. It then provides us with the practical skills we need to manage our thoughts, feelings and actions. With this ability to self-regulate, we are then able to teach children to do the same. By doing this, we help children who are physically aggressive (survival state) or verbally aggressive (emotional state) become more integrated so they can learn and use problem-solving skills (executive state). When we understand the brain state model, we can clearly see the importance of building our homes, schools and businesses on the core principles of safety, connection and problem-solving." After receiving services, 94.5% of the participants reported a change in practices to improve the quality of care being provided.

To learn more about Child Care Aware® of Steuben and Schuyler services, visit: <http://proactioninc.org/cc/a/>



2017

RESILIENT CHILDREN & FAMILIES

At least one program on this page is supported by:



additional program accomplishments

All Head Start and Early Head Start Family Engagement staff completed Parents as Teachers® training.

A second UPK classroom was opened in 2017, serving 14 three-year-olds at the Dormann Library in Bath.

The Kids on Track Steuben Home Visitor came on board to serve families on the waiting list for Early Head Start.

EARLY HEAD START & HEAD START

Enrollee Facts

174 Infants and toddlers served in Early Head Start
& **12** pregnant women served

312 Preschoolers served in Head Start
91 served under UPK FUNDING

Family Engagement

100% of the Head Start and Early Head Start families who set goals in family well-being achieved their goals



154 Early Head Start & **504** Head Start parents provided volunteer services to the program

Education Services



Greater than **90%** of children across all ages demonstrate growth and strengths in

- use of expressive vocabulary
- an ability to form positive relationships
- use and appreciation of books; print concepts
- solving problems and showing curiosity and motivation

Kids on Track Steuben

27 individuals
FROM 13 programs

actively participate on the Kids On Track Steuben early childhood initiative to work smarter together for collective impact.



68 young children and their families

participated in home visiting, engaging in parent-child activities that promote healthy child development and family strength. Children receive ongoing developmental monitoring.



2017

PROSPEROUS FUTURES

At least one program on this page is supported by:



a note of thanks from a program participant

"I am a 54 year-old Veteran seeking employment and guidance in applying. I find the staff patient, professional, honest, and dedicated to each person they encounter during my visits. If I do not have an appointment, they go out of their way to help me or fit me in the same day. They truly go above and beyond the call of duty!"

Career Center Customer

"I have been given opportunities within this office that I never knew existed and I am so grateful that I have them by my side. My experience here has been incredibly life changing and I am super-grateful for the staff here and their time."

Career Center Customer

"SCSEP is a wonderful opportunity for us senior workers. It gives us back our self-esteem. It is a great retraining program. They have wonderful tools to retrain us in the Career Center. They have the work search books, and computers. A great support group. It also gives us a chance to learn different job skills. It really is a life preserver!"

SCSEP Participant

EMPLOYMENT CASE MANAGEMENT

476



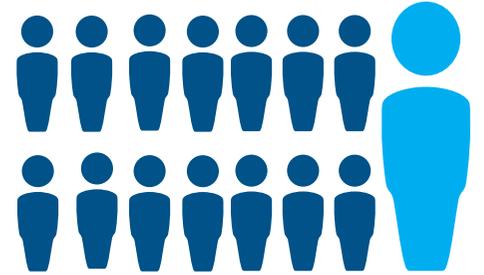
people helped



166

got

JOBS



Job seekers found new opportunity and skills while visiting



THE SENIOR COMMUNITY SERVICE AND EMPLOYMENT PROGRAM

66

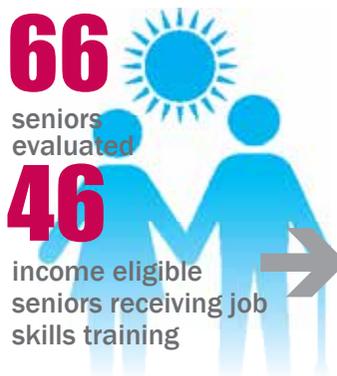
seniors evaluated

46

income eligible seniors receiving job skills training

12

OBTAINED UNSUBSIDIZED EMPLOYMENT



WHEELS FOR WORK

- 1 no interest loan
- 9 vehicle repair grants
- 1 insurance grant
- 1 registration grant

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 2017:

- 982 tax returns filed
- \$202,009 in earned income tax credits
- 258 Wealth Health participants improved financial stability
- 12 Assets for Independence participants maintained their savings agreements with their IDA account
- 1 participant purchased their first home.





2017 PROSPEROUS FUTURES

ADULT LITERACY PROGRAMS



20 Literacy Services learners achieved self-defined goals



At least one program on this page is supported by:



YOUTH EMPLOYMENT PROGRAMS

of 112 Youth Employment Skills participants

43 entered unsubsidized employment

50 enrolled in work experience, vocational training, or higher education



a note of thanks from a program participant

“Thank you for coming into our class to teach us on the proper way to apply for a job. You taught us really well although I was really nervous. But, it’s okay because now I know that a lot of people get nervous about a lot of things. You are kind to everyone and I enjoyed learning from you.”

Youth Job Club Participant

“Thank you for helping me learn how to complete applications and participate in interview skills. I had a lot of fun. I learned a lot that I didn’t know about the interview process. I look forward to attending the mock interview with Wegmans in the Spring.”

Youth Job Club Participant

95 Youth gained work experience through The Summer Youth Employment Program



691 Youth explored career paths and interests in Youth Job Club

21ST CENTURY AFTER-SCHOOL PROGRAMMING



452

1st-8th Graders Participated in After-School Academic and Enrichment activities



2017 THRIVING SENIORS

PERSONAL CARE AND CASE MANAGEMENT

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

2,438

Units of personal care given to 51 individuals

146

Units of assistance, counseling and other services given to 35 caregivers

263

Homes with a Personal Emergency Response device provided by Yates OFA

403

Hours of case management provided to 84 individuals

10

People with Project Lifesaver tracking wrist-hands provided by Yates OFA



- Users believe it helps them remain in their own home longer.
- Users rate overall quality as good or excellent.

At least one program on this page is supported by:



notes of thanks from a program participant

"Thank you for providing so many offerings to strengthen and enhance the quality of life for so many."

"I would like to thank you for all the kindness and assistance you have given me throughout the year."

"I was relieved to be sitting with a skilled, helpful professional...where help is given calmly and with kindness and courtesy."

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



59.54

Hours of legal assistance provided to 18 people referred by Yates OFA



421

Assistance contacts given to 183 NY Connects consumers



374

Consumers received information that improves health coverage and reduces cost

HEALTH PROMOTION

Exercise programs promote the overall health and well-being of seniors



Served by Eat Better Move More



Served by Matter of Balance



Served by Bone Builders (Yates & Steuben)



Served by Tai Chi Program

4,830

Medical and non-medical rides given to over 200 people by the transportation program

7

People served by Healthy Living Chronic Disease Management

5,855

Calls made to 124 Phone Friends

95%

Believe the service has made a positive difference



Pro Action of Steuben & Yates, Inc.
117 E. Steuben Street
Bath, NY 14810
607-776-2125
www.proactioninc.org

*Pro Action is a proud
partner of:*

