

Faith is taking the **FIRST STEP**  
even when you don't  
see the whole staircase.

*~Martin Luther King*

SAVING LIVES AND RESTORING HOPE

**Annual Report:** April 1, 2010 to March 31, 2011

ALTERNATIVES  
for **Battered Women**



# OUR MESSAGE...

## ...from the Executive Director

As the economy continues to struggle, we see more need for our services, even as public support declines. Tough times for families often, tragically, translate into abuse and violence. But ABW is here to help, no matter how tightly we must stretch our budget.



Our community needs us, and we need you, our brave and loyal supporters, to help us keep our doors open, our phone lines staffed, and our shelter available 24 hours a day, 7 days a week. Together, we can take a stand against this terrible social ill, particularly now, when our services are needed most. Thank you for all you do to keep us going, all year long—we truly couldn't do it without you!

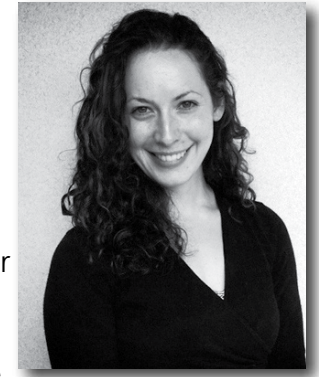
Sincerely,

A handwritten signature in black ink, appearing to read 'Catherine Mazzotta'.

Catherine Mazzotta, LCSW

## ...from the Board President

My term as President of ABW's board of directors has been challenging, educational, rewarding and yes, even a bit frustrating—frustrating, because the more I learn about the issue of domestic violence, the angrier it makes me to think of how many people suffer from this problem, and why it is so widespread. If there is one thing I've learned about domestic violence, it's that it is everywhere. It's an issue that knows no zip code—it occurs in every neighborhood, income level, religion and in both genders.



When I come home after a busy day at work, my family provides a wonderful refuge from the hectic pace of the outside world. I can't imagine what it must be like for someone whose home is a place of fear—where the words that greet them at the end of the day are ones of anger, hostility, and abuse, not love and comfort. ABW is here to help those who live in fear, and to help restore the hope that the rest of us simply take for granted. We are very grateful to our kind, caring community that helps us so generously, year after year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Erica Tickle'.

Erica Tickle  
President, Board of Directors



## OUR MISSION

**Alternatives for Battered Women** exists to enhance the quality of life and empower individuals affected by, or at risk of, domestic violence. The agency provides a full continuum of services, including crisis counseling, support and prevention/education.

# PROGRAM HIGHLIGHTS

## Residential Services

### Shelter

Week after week, our shelter is almost 100% full—testament to how much our community still needs the services we provide. Counseling, support, referrals—or even something as seemingly minor as a warm robe or a comfy pair of slippers—whatever our clients need, we're there for them, 365 days a year.

#### Accomplishments

- We housed 243 women and 167 children, for a total of 410\* residents
- The average length of stay was 18.39 days
- We maintained 100% safety and security for our residents from their batterers
- Once again, we served over 64,000 meals and snacks to our residents, while still managing to keep our budget at the incredibly low cost of just over \$1 per meal, despite rising food and other costs

### Children's Services

The younger the victim, the greater the harm done when witnessing violence. Early intervention often assures that our youngest clients will get the help they need to recover—and will learn early on how not to become victims or abusers when they grow up and enter relationships as adults.

#### Accomplishments

- Total playgroup attendance: 8,087 for children in residence and 350 for children in the community (total: 8,437)\*\*
- Offered 15 playgroups during the week, and four on weekends, for a total of almost 1,000 over the year





**“Everyone—**  
PLEASE learn the signs of abuse. Teach them to every young person you know. Make sure they know that it can happen to them. And don't think it can't occur in your family—because it can. It happened to ours.”

*~mother of an ABW client*

# PROGRAM HIGHLIGHTS

## Non-Residential Services

Our shelter may be our most well-known service—but it's by far not our only one! In fact, we help over three times as many clients in the community, as we do residents in our shelter.

### Hotline

Advice, support, reassurance, referrals—our hotline is there, whenever someone needs us, 24 hours a day, 7 days a week.

#### Accomplishments

- Hotline responded to 1,557 new calls and 3,131 repeat calls, for a total of 4,688 calls
- Provided counseling 2,410 times and information 1,514 times
- Gave crisis counseling 693 times; advocacy 1,748 times; and referrals 3,364 times

### Transitional Support Services

Group or individual counseling and support, help with practical matters like finding a new job or a place to live—our counselors help survivors of domestic violence with all kinds of needs.

#### Accomplishments

- Delivered individual counseling sessions to 229\* non-residential victims/survivors of domestic violence
- 375\* non-residential victim/survivors attended community support groups or domestic violence education closed groups
- 63\* people participated in outreach groups off-site
- Mentored and provided support to six victim/survivors of domestic violence through the Women's Independence Scholarship Program. These women are pursuing associates degrees in nursing and criminal justice; and bachelors and masters degrees in social work.

## Court Advocacy

The legal system can be daunting even for those with experience navigating its many winding paths. We're there to help guide our clients through the process of obtaining an Order of Protection, with support, counseling, and referrals to our partners at Legal Aid.

### Accomplishments

- Assisted 1,790 clients, impacting 2,492 children
- Made 721 referrals to Legal Aid Society of Rochester for representation on Orders of Protection

## Domestic Violence Education and Community Awareness

If all we did was treat the results of domestic violence, without trying to prevent its occurrence, we wouldn't be doing enough to help today's younger generation build a healthier future. That's why we feel it is so important to meet with students in middle school, high school, and college, to talk about healthy relationships, before the patterns of violence and abuse are set.

### Accomplishments

- Gave 525 presentations to 12,846 students, representing 40 high schools, 12 middle and elementary schools, seven alternative high schools (11 school districts total), 15 colleges and adult education programs
- Met with 43 youth groups/a total of 741 young people
- Speaker's Bureau gave 120 presentations to 2,944 people (legal community, health care professionals, etc.)
- A total of 16,531 people attended 688 presentations

*\*unduplicated numbers*

*\*\*duplicated numbers/repeat visits*



**“THANKS FOR YOUR  
SECURE ROOM**  
at the court building. It was a life saver when we were first starting down this path and finding out how to negotiate the court system. It was wonderful to have a safe place to be while we waited for our court times. It helped immensely!”

*~Court Advocacy Program client*

# PROGRAM HIGHLIGHTS

## Volunteer Services

With budgets getting tighter every year, and funding sources dwindling, we rely more than ever on our volunteer helpers. Whether it's behind-the-scenes things like data entry, or "front-lines" work like reading to the children in our playroom, we truly couldn't offer as much to so many in need, without our wonderful volunteers!

### Accomplishments

- 81 volunteers provided 7,798 hours of service. Valued at \$21.36 an hour, this represents a total value of \$166,565! (source: [www.independentsector.org](http://www.independentsector.org))
- The sixth annual Annette Itkin Volunteer of the Year Award was given to Judith Acierno (indirect service) and Carol Mead (direct service).



*Always remember, **YOU HAVE WITHIN YOU** the strength, the patience, and the passion to reach for the stars, to change the world.*

*~ Harriet Tubman*

# VOLUNTEER RECOGNITION

*Every year, ABW IS PROUD TO RECOGNIZE members of our community who speak out against domestic violence, and work toward its eradication. We are thrilled to give the following individuals and groups the thanks they so richly deserve.*

## Restore the Hope Award

This award is presented to an individual, business or organization in our community for their commitment to restoring hope to victims of domestic violence. This year, ABW is pleased to present the award to **SAATHI of Rochester**, a local organization committed to helping women from the South Asian community fight domestic violence, emotional abuse or sexual assault. Their dedicated volunteers, who have undergone intensive 50-hour training to be certified as domestic violence counselors, come from India, Pakistan, Nepal, Bangladesh, Sri Lanka and the U.S., and speak many languages of the South Asian region. Victims are provided with informal peer counseling, referrals to other organizations, and assistance in making a full recovery from abuse.

## Stop the Hurt Award

This award recognizes individuals or organizations that work to educate and make our community aware of the issue of domestic violence. We are thrilled to honor our good friend, **Susan Still**, whose courage and fortitude in the face of adversity are truly inspirational. Susan's story first appeared on national TV, on both "20/20" and "Oprah," and she continues to spread the word about domestic violence by giving talks to community groups, law enforcement training classes, and at other public events. She was the keynote speaker at ABW's first annual "Celebration of Hope" in 2010, and helped make the event the most successful fundraiser in ABW history. Anyone who hears Susan's story will never forget it—she not only raises awareness, she makes her listeners feel what she felt, and understand the terror and demoralization that victims face. Susan's bravery in bringing her story, and a deeper understanding of the difficult issue of domestic violence, to thousands in our community every year, is genuinely awe-inspiring.

## Special Friend Award

We first met **Blynn Nelson** when the firm where she works as an interior designer was hired to do some work for ABW. She is just what you'd expect someone in that field to be—stylish, vibrant, and fun. What we didn't expect at first, was how completely Blynn would embrace ABW, and the cause of domestic violence awareness! She and some friends decided to help by organizing a community fundraiser, "Women 4 Women," and over the past three years, they have raised more than \$8,000 for our agency, and the women and children we help. She also served on the marketing and promotions committee for our 2011 Walk a Mile in Her Shoes fundraiser, adding her own special brand of style and flair. She lights up a room with her sparkling personality, and we're so grateful that we get to be the beneficiary of her enthusiasm and energy!

# 2010/2011 Financials

## Operating Revenue (Unrestricted)

Reimbursement from government agencies (fee for services) _____	1,039,249
Government and agency grants _____	625,821
United Way funding _____	162,592
Gift income _____	364,368
Value of donated goods and services _____	5,278
Miscellaneous income _____	8,699
<b>Total operating revenue _____</b>	<b>2,206,007</b>

## Operating Expenses

Services _____	1,739,701
Management and general _____	305,551
Fundraising expenses _____	125,371
<b>Total operating expenses _____</b>	<b>2,170,623</b>

## Summarized Balance Sheet

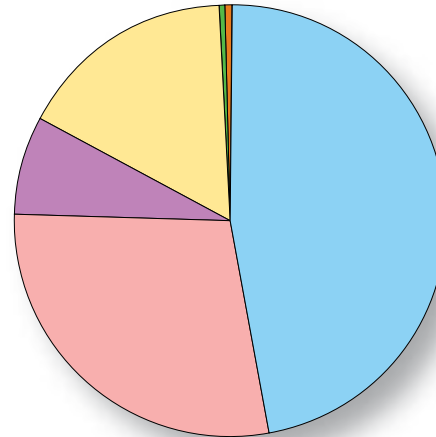
(as of March 31, 2011)

Cash and cash equivalents _____	146,489
Accounts receivable _____	260,781
Pledges receivable _____	5,715
Property and equipment (net) _____	1,129,973
Other _____	57,223
<b>Total assets _____</b>	<b>1,600,181</b>

Liabilities _____	318,673
<b>Net assets _____</b>	<b>1,281,508</b>
<b>Total liabilities and net assets _____</b>	<b>1,600,181</b>

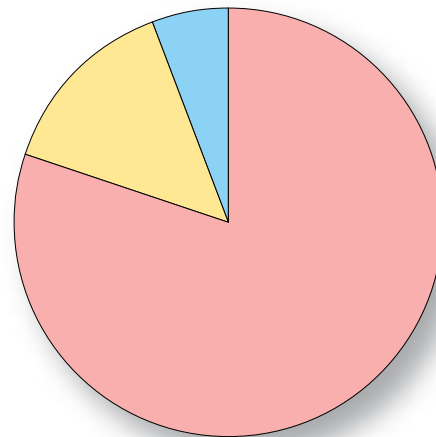
<b>Total agency budget _____</b>	<b>2,142,433</b>
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## REVENUE



- 47.1% Reimbursement from government agencies
- 28.4% Government and agency grants
- 7.4% United Way funding
- 16.5% Gift income
- 0.2% Value of donated goods and services
- 0.4% Miscellaneous income

## EXPENSES



- 80% Services
- 14% Management and general
- 6% Fundraising expenses

## 2010-2011 Board of Directors

### **Erica Tickle, President**

Teresa Anderson  
Michelle Ashby  
Andrew Cappotelli, Treasurer  
Louis Gattozzi  
Monica Guardino, Secretary  
Sandra Harte, Vice President  
Olga Mendez  
Jeannie Morley  
Patricia Rissone  
Debra Salmon  
H. Edward Shill  
Michele Williams

## Administrative and Program Staff

### **Catherine Mazzotta Executive Director**

### **Janine Lucas Assistant Executive Director**

Karen Ackerman	Facilities Manager
Deb Howe Allen	Director of Development
Jennifer Benway	Court Advocacy Program Coordinator
Janet Chaize	Transitional Support Services Coordinator
Valerie Edwards-Brown	Finance Director
Pamela Graham	Domestic Violence Prevention/ Education Coordinator
P. J. Leccese	Food Service Manager
Shannon Scholand	Volunteer Services Coordinator
Carolyn Washington	Residential Services Director



**BEGIN TO BE**  
now what you will  
be hereafter.

*~William James*

# Confidential Help 24 HOURS A DAY

**Call Alternatives for Battered Women's Hotline**

(585) 232-7353

TTY (585) 232-1741



P.O. Box 39601 • Rochester, New York 14604  
Hotline (585) 232-7353 • TTY (585) 232-1741  
Visit our website at [www.abwrochester.org](http://www.abwrochester.org)