

Mark's Remarks

A Message from Mark A. Wickham, President & CEO

Now that I've been at CFC for a few weeks, the most common question I'm asked is, "What are your plans for Catholic Family Center?"

I've known for many years that CFC has a strong, positive reputation in the Rochester community, and I've always respected the work and leadership of Carolyn Portanova. One of my main jobs as the new President & CEO will be to preserve her legacy, and CFC's good reputation in the community. My plans are to help us continue her great work, as well as build upon it in the future.

I also plan to do a lot of listening in the coming months. I've already had the opportunity to meet many of the CFC staff, and some of Rochester's community leaders. I've learned so much already about the great work they do, and I am looking forward to hearing more about how we can improve upon our service delivery, and continue collaboration to help the poor and vulnerable in our community.

Before accepting the position as President & CEO of Catholic Family Center, I spoke with my family about their feelings on what would be a big change for all of us. Our family has lived in the same house in Penn Yan for the past 15 years, and I knew my accepting a position in Rochester would require us to move away

from the home where our children grew up. Our 20 year-old daughter, Brooke, responded by saying, "Dad, family is not about a house...it's wherever we are."



Just like my daughter so eloquently put it, I'll add that: The CFC family is not about who's the new President & CEO, but it's about all of the employees and our commitment, passion and dedication to superior outcomes.

Rochester has always been a community I love, and I'm excited to move my family here. Most of all, I'm eager for the opportunity to work with such a dedicated and talented group of individuals, and to learn more about how we can make the Rochester community a better place, together.

In closing, I'd like to share a favorite quote: Jean Baptiste Lacordaire said, "Neither genius, fame, nor love show greatness of the soul. Only kindness can do that."

ROC THE DAY

Choose. Give. Matter.

Thank You!

A big thanks to everyone who joined together on December 8 to help Catholic Family Center ROC the Day! With your help, CFC received \$5,514.04 from ROC the Day donations. A special thanks to Board Chair, Maryanne Townsend, who donated a \$1,000 matching grant. We are so grateful for your continued support!

Program Spotlight: Community Resource Services

Catholic Family Center has been assisting our community with emergency services for 95 years. More than 20 years ago, the emergency services program was officially named Community Resource Services (CRS) and is currently a program under our Housing Services arm.

CRS has expanded over the years and now has eight full-time staff, and offers emergency services in the following areas:

- Eviction prevention
- First-month housing relocation
- First-month rent assistance
- Intensive case management
- Counseling
- Prescription assistance
- Adopt-A-Family program (during the holidays)
- Information and referral
- Food pantry
- Clothing closet

Unlike other emergency services in our community, CRS serves the entire Monroe County area and clients do not need a referral.

Since the downturn in the economy and the rise in unemployment, CRS has seen a dramatic increase in need; some months the numbers are up 50% compared to 2010 figures. Clients are coming from all over Monroe County, including the suburbs of Greece, Webster and Gates.

Daily, approximately 20 families come on a walk in basis for some type of emergency service need.

In May 2010, CRS also started offering free counseling services to its clients. Many clients who come for counseling are seen for a variety of issues, but the most prevalent are anxiety, depression, life stressors, or other mental health issues. "This service has been crucial to what we do at CRS," said Margy Shavick, CRS Clinical Supervisor. "If you take time to counsel someone and figure out what's really going on, then we can get access to the services they need in order to help them achieve stability."

One of the staff priorities at CRS is to show every client respect and dignity. Because many of the clients are using emergency services for the first time in their life, it's important to help them get past their initial feelings of embarrassment or inadequacy and help instill a sense of confidence and offer encouragement.

Recently, a 21-year-old pregnant female came to CRS seeking housing. The case managers were able to place her in emergency housing and she later entered Housing Services Lafayette 2 subsidized housing program. She now has her own apartment, will deliver her baby and be able to bring her home to a place she feels proud of.



CRS Staff, L to R: Elizabeth Schreiber, Nate Blood, Samantha Colson, Monica Post, Bobbi McGarrity, Margy Shavick, Jeanne Hines, Vetania Rodriguez, John Paul Perez

One Year Later



Last January, our Healthy Sisters' Soup & Bean Works program packed up and moved from their location on Troup Street to a new location at Complerar, Inc. (500 Lee Rd.). This move was brought about by innovation that sparked between former CFC President & CEO, Carolyn Portanova, and Complerar CEO, Christine Whitman. We are pleased to honor Christine's contributions this year with our CFC Award to be presented at the 2012 St. Patrick's Day Charity Gala.

Christine first heard of Healthy Sisters when one of her friends mentioned that the program was looking to do a redesign of their packaging. A team from Complerar was chosen for the redesign, and created a new, shelf-friendly package for the Healthy Sisters' Soup & Bean Works products.

"As we were getting to know Healthy Sisters, a group from Complerar went over to their location on Troup Street for a meeting. They came back and discussed the idea that it wasn't the best environment for working and we started talking about how we had some extra space here," said Christine.

After getting the funding to get the space up to code for food grade processing, Healthy Sisters were finally able to move into their new space in January 2011.

"Complerar is right at a bus station, and the ladies come to work every day in a business environment... we also thought the move would be good because the skills they teach in the Healthy Sisters' program are transferrable to our business," said Christine.

The new home at Complerar has not only provided Healthy Sisters' more space, but it has also allowed the program to be run more efficiently. Prior to the move, Healthy Sisters' would haul their soup up to the main entrance on Troup Street and load their 15-passenger van with product. A driver would then take the soups to local Wegmans stores or UPS the product out for them. Now, since the move to Complerar, Healthy Sisters' has access to a loading dock and they've since signed a contract with distributor Cavallaro Specialty Foods, LLC out of Syracuse. Cavallaro picks the merchandise up from Complerar and distributes it to Healthy Sisters' vendors, cutting down on the time it takes away from training the ladies.

"Complerar helped us get to the next level," said Rafael Larramendi, CFC's Social Business Manager. "Now that we've settled into the new space, we see 2012 as being the year of focusing on our marketing, awareness and bringing in new business; ultimately training more ladies and helping them achieve independence with dignity."



Christine also has a vision for the partnership between Complerar and Healthy Sisters: "I'm hopeful that if the economy improves, we will be able to hire more graduates. My vision is that at some point these graduates will be so valuable that companies will be competing for them."

"We think this program is wonderful, even better is the soup! Everyone should be purchasing the soup – it's good for you, it tastes good, and it's supporting a great cause," said Christine.



January is National Soup Month!

Celebrate with us by supporting our Healthy Sisters' Soup & Bean Works program. Healthy Sisters' products are sold in Wegmans Nature's Marketplaces, Lori's Natural Foods, One World Goods, Parkleigh, and many other specialty markets. You can also order online at www.healthysisters.org.

Volunteer Spotlight: Pat Cassidy

Most retirees who have left the workforce have big plans of traveling, fishing, spending time with grandchildren, or taking up a new hobby. But Pat Cassidy of Gates had bigger dreams to follow.

In October 2009, after leaving her job as a Human Resources Director in a local manufacturing company, Pat came to Catholic Family Center looking to volunteer. She first heard of CFC through Scott Harper, an Employment Specialist who works in our Workforce Development program. Scott approached Pat at the manufacturing company looking for jobs for our refugee clients. Pat was so impressed with Scott and the program that she employed several refugee clients. When she began researching which nonprofits she wanted to volunteer with after she left her job, she remembered CFC.

"Catholic Family Center is such a great place to volunteer because there are so many opportunities and so many different programs" said Pat.

Pat started volunteering at CFC in the Mental Health Clinic, and has since volunteered for our Workforce Development program, Healthy Sisters' Soup & Bean Works, and in our Fundraising and Marketing Department. On average, Pat generously donates 15 hours per week to CFC.

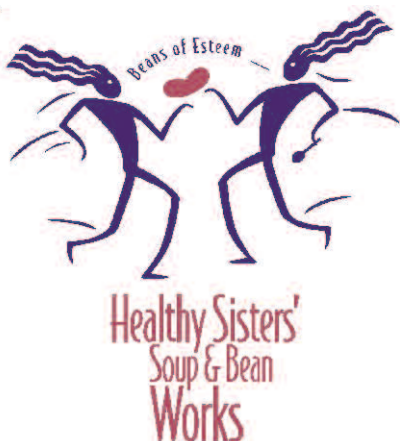
Out of all of the different programs Pat has volunteered with, she most enjoyed her time with our Healthy Sisters. Pat used her HR experience to teach three different workshops to the ladies focused on resume writing, interview preparation and job searching techniques. "Many of the ladies felt like they didn't have anything to put on their

resume, and it was so rewarding to help them realize their skills," said Pat.

She recalls a special moment she shared with one of our Healthy Sisters who came up to her at our Empty Bowls event. "She ran up to me and told me that she had recently been promoted to Team Leader, and was so excited that she would have another skill to add to her resume," said Pat.

As for why she volunteers, Pat says it's simple, "I've been volunteering since I was in high school...it just comes natural for me. It makes me feel better about myself, and it has changed the way I look at things."

Does she have plans of slowing down anytime soon? Probably not. Pat laughs as she says, "I'll volunteer at Catholic Family Center until they kick me out!"



Kudos to CNBT

Canandaigua National Bank and Trust will be hosting **Soup'In for a Cause** for their employees on Friday, January 27 at their Bushnell's Basin location (1150 Pittsford Victor Road). A donation of \$5 will include a bowl of our delicious Healthy Sisters' soup along with crackers. All proceeds from the lunch will support our Healthy Sisters' Soup & Bean Works program.



Canandaigua
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Sad Farewell to a Beloved CFC Family Member

On December 8, 2011, Catholic Family Center (CFC) lost a steadfast supporter and dear friend when Mary Lou Stotz passed away. For more than 12 years, Mary Lou served as a member of CFC's Board of Directors, also providing leadership to Board subcommittees including Refugee Committee, Planning & Evaluation Committee, and most recently, the Nominating Committee. Together with her husband Frank, Mary Lou could be counted on to not only attend our special events like the St. Patrick's Day Charity Gala and the Gaffney Memorial Golf Tournament, but to promote attendance and sponsorships as well. "Mary Lou cared deeply about our clients," says Maryanne Townsend, CFC Board Chair. "She was dedicated to CFC's Mission and, without fanfare or seeking the spotlight, she worked hard to ensure that clients' needs were always first and foremost in all that the Agency does. She will be sorely missed."



Please Join us



as we Honor
Christine Whitman
with the CFC Award
and



**James & Mary Ann
Philippone**
with the President's Award

*Friday March 16, 2012 at the Rochester Riverside Convention Center
go to: cfcrochester.org for more information*

Thank you to our 2011 Holiday Donors!

This holiday season, we were overwhelmed by the generosity of those in our community who came together to provide coats, blankets, toys and more to our client families in need.

This year, approximately 124 families were “adopted” through our Adopt-A-Family program through various companies, churches, organizations and individuals. These families were able to unwrap presents on Christmas - many of whom otherwise would not have experienced this joy. In addition to the families that were adopted, there were also 93 families that received food vouchers or food baskets.

A big thank you to those who donated their resources to help us assist a total of 218 client families this holiday season!

Another special thanks to those businesses, community groups, and churches that helped make our clients' Christmases a little brighter.



*The University of Rochester
Facilities & Services Team collected
donations for CFC's clients.*

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Editor: Rachel Atwood 585.546-7220 Ext. 7022*

*Editor's Note:
Welcome to the Winter edition of Centerline!
We hope you'll enjoy keeping up with the
latest news from Catholic Family Center.
Please visit us now on facebook.*

*87 N. Clinton Avenue • Rochester, NY 14604-1458
(585) 546-7220 • www.cfcrochester.org*

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