

# YMCA of Greater Rochester - Daniele Lyman-Torres

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## Organization Profile

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<b>Organization Name</b>	<b>Mail Address</b>
YMCA of Greater Rochester	444 East Main Street, Rochester, NY 14604

<b>Exec. Name</b>	<b>Contact Name</b>	<b>Phone</b>	<b>Email</b>
George Romell	Daniele Lyman-Torres	585-402-9665	<a href="mailto:daniele.lymantorres@rochesterymca.org">daniele.lymantorres@rochesterymca.org</a>

**Mission/Vision** Mission: The YMCA of Greater Rochester is a charitable association of members that seeks to place Christian principles into practice through its programs for the community to build a healthy spirit, mind, and body for all. Vision: Everyone knows the Y as a place to camp, swim, or exercise, but we're so much more. We're working side-by-side with our neighbors to address critical community needs that help kids develop into smart, resilient adults, for people to improve their health and build a sense of community, and for our most vulnerable young people to get the care and support they need.

**Receive County Funds?** YES - The YMCA receives funds related to childcare services. In fiscal year 2021-22, the YMCA received \$1,603.203 from Monroe County DHS for childcare.

**Div. of Corp. N/A?** no

## Proposal Information

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**Project Name** Neighborhood Resource Centers

**Summary** The YMCA of Greater Rochester commissioned a community task force in 2021 to examine in-depth the significant challenges in our neighborhoods that the COVID-19 pandemic rapidly escalated to critical levels. The YMCA can immediately pivot and bring sustainability by creating Neighborhood Centers at neighborhood locations of Lewis Street, Thurston Road, and inside the Maplewood Family Branch. The Neighborhood Centers will include key partnership such as with Foodlink, Inc. to increase food access, and community meals. In addition to food pantries, a collaboration with Monroe County Department of Human Services could provide evening and weekend access to resources while offering child watch and safe teen activities run by the YMCA youth development team. The centers will serve as program sites for seniors, partnering with the United Way of Greater Rochester and Lifespan. Health and wellness will be accessible with expanding our partnership with the University of Rochester to provide providing health services, health education, and health navigation right on site. There are several additional opportunities to work with Urban League on workforce development and housing connections, and the YWCA on parent engagement and training supports. These neighborhood centers would be open 6-7 days per week and are accessible by walking for many residents. The neighbors themselves have engaged in the design of the services they would like to see from the YMCA in these key locations. This proposal is in full alignment with the recommendations of key coordinated efforts such as Systems Integration project, and the RASE Commission in Monroe County.

<b>Workforce/Economic?</b>	<b>Health/Safety?</b>	<b>Infrastructure/Sustainability?</b>
no	yes	no

**Description** A community task force was commissioned in 2021 including officials from all levels of government, Superintendent of Schools, United Way, and key health systems and community-based organizations. This task force examined in depth the significant challenges in our Rochester neighborhoods resulting in 7 strategies to be recommended to the Board including the complete unification and restructuring of the current urban services effort. This path forward included the formation and sustainability of neighborhood resource centers at the following urban locations: Maplewood (14613), Lewis Street (14605), and Thurston Road (14619) which are in full alignment with the recommendations of key coordinated efforts such as Systems Integration, Rochester-Monroe Anti-Poverty Initiative, and the RASE Commission in Monroe County.

The primary goal of each Neighborhood Resource Center (NRC) is to engage neighbors and community partners in identifying the needs, supports, and resources for their immediate community. The Y in turn will leverage the resources of the greater association and strategic community partnerships to ensure participants have needed access. The centers are located within walking distance for many community members. Activities and services are provided at each location 6 to 7 days a week. Current existing activities and resources include United Way funded senior resource centers in partnership with Lifespan, URMC Pediatric Telemedicine, Out-of-School time program, Workforce Development, Safety Around Water for New Americans, Food Access, Health and Wellness classes, Blood Pressure Self-Monitoring, URMC Health Education classes, and more. The following information outlines existing activities and prospective partnerships based on location of the center in relation to the neighborhood served. These items were identified through community engagement listening sessions: Monroe County DHS Access Point (all centers), Youth & Family Services (all centers), U of R Telemedicine Clinic (Lewis), Senior Services (all centers), Food Pantry (all centers), Drop-In Safe Place (all centers), Workforce Development (all centers), Health & Wellness Programming (all centers), Camps and STEM (all centers), Teen Center (all centers), Women's Center (Lewis), New American Center (Maplewood).

The Neighborhood Resource Center project advances the Bring Monroe Back goal of Public Health and Safety and the equitable metrics for reducing food insecurity and increasing access to virtual resources. At the NRCs, residents will have access to on-site meals as well as to food pantries. This will meet targeted needs in 14605, 14613, and 14619 in addition to all residents in the Northwest, Southwest and Northeast quadrants of the City of Rochester.

In addition to food access, residents will have access to tele-medicine equipment, computer labs, free Wi-Fi, printing and technology support.

The project requires APRA funding to serve as a catalyst and provide the scale of services required for COVID-19 recovery over projected to take at least 4 years as systems and structures re-adjust and residents rebuild the vitality of their neighborhoods. After 2026, the program will shift to existing structures such as United Way funding (YMCA has been a UW funded agency for many decades), foundation grants, and the network of philanthropy. It is anticipated that the outcomes of the NRCs will garner support from funders and donors to continue efforts past the initial catalyst and capacity funding requested from ARPA dollars.

The primary purpose of the NRCs is to increase accessibility to needed services. The project will bring together a number of different service providers, funders and support system agencies to the Center for walkable access to all area residents. While on-site, residents will have access to child watch services while they navigate service providers, attend programs, or work to access jobs. Each location is outfitted with technology to provide access to healthcare, education and trainings, and job searches (including virtual interviews). The NRCs will continue to serve and impact Monroe County residents well beyond 2026 as they get reinstated as fixtures in the neighborhoods. Recreating and reestablishing the hubs of neighborhoods create culturally relevant and focused support systems which will regenerate themselves through community and neighbor participation.

**Company Strengths** Since 1854, The YMCA of Greater Rochester has been a charitable association working side by side with our neighbors to address critical community needs that help kids develop into smart, resilient adults, for people to improve their health and build a sense of community, and for our most vulnerable young people to get the care and support they need. The Y generates revenue from a variety of sources including philanthropic efforts and donations, grant funded opportunities, investments, program fees, interest, and other income generating sources such as membership dues.

Given these different sources, the Y can remain a sustainable organization that is not dependent on a sole source of income that threatens its existence should that sole source cease to exist. Therefore, the sustainable business plan of the Y places its fiscal soundness across multiple revenue generating sources that support the entire association in order to ensure the longevity of the YMCA as a part of the larger community for years to come.

The YMCA's principal activities meet the needs of individuals and families across Monroe County through the following tenets:

**Healthy Living:** health and wellness activities across generations that include but not limited to fitness classes, personal training, evidence-based programs, nutrition, aquatics, socialization, mental health and on-site medical resources

**Youth Development:** programs that focus on the needs of the whole child in collaboration with their family system through childcare, youth sports, evidence-based youth programs, summer enrichment, overnight and day camp, teen leaders, arts enrichment, youth employment

**Social Responsibility:** equitable opportunities that support participants with food access, specialized programming, senior socialization, neighborhood beautification, community outreach, connection to resources, financial assistance, linkage to strategic partnerships

**Community Resources Partnerships:**

Over the past 168 years, the YMCA of Greater Rochester has been in partnership with a significant number of organizations which make up the support eco-system in the community. The United Way and the YMCA have a long-standing partnership dating back to the inception of Rochester’s Community Chest. Today, the YMCA receives funding from the United Way to provide out of school time services to youth at RCSD School Number 8, and to provide senior programming at Lewis Street, Maplewood and Thurston Road locations. The continued support of the UW is critical to the success of the Neighborhood Resource model and is anticipated.

Foodlink, Inc. has served as a partner with the YMCA for more than 20 years providing meals for youth programming. The YMCA enhanced the partnership at the onset of COVID-19 and became a meal distribution location at the Maplewood site. Today, Foodlink continues to provide all youth meals, the YMCA is helping to distribute using a van throughout the Northwest quadrant and will be the YMCA partner for food pantries and group meals targeting adults in need at the NRCs.

The University of Rochester and the YMCA have had a formal partnership for 15 years to provide access to health services to residents via the YMCA locations. This partnership has grown substantially to now include dedicated U of R staff resources to provide tele-medicine access at the Lewis Street location and to have a full-time dedicated Health Educator and Navigator placed at the YMCA’s three main urban locations.

Lifespan has been the YMCA partner for senior services at the Maplewood location for 10 years. This partnership has resulted in serving thousands of seniors throughout the community. This partnership will help the NRCs better reach and serve more seniors in the targeted neighborhoods.

The RCSD has been in a formal partnership with the YMCA for more than 20 years. The YMCA provides out of school time services to youth from 12 RCSD schools and provides summer programming to 250 additional students each year.

The YMCA and YWCA are organizations which have historically been connected. The NRCs offer an opportunity to leverage the partnership to connect residents with critical services offered by the YWCA in regard to housing and parent training.

The Urban League of Rochester and YMCA have partnered for 30 years on youth development and workforce development initiatives. This strong partnership will continue at the NRCs to connect residents to jobs and to strengthen the network of options for youth programming.

The Monroe County Department of Human Services has been a critical partner with the YMCA for many decades for serving both youth and seniors. Currently, the YMCA’s childcare services provide \$1.6 million in early childhood and school age programming for families supported by Monroe County DHS funding.

In-Kind: The YMCA will provide child watch services utilizing part time employees at each of the 3 Neighborhood Resource Centers.

**Audience** Every day the YMCA of Greater Rochester works side-by-side with neighbors to make sure that everyone, regardless of age, income or background, has access to Y programs that make people healthy, confident and connected. The YMCA accomplishes its mission by providing health and wellness, childcare, food resources, camp experiences, education, and adult services throughout the community in strategically located facilities to serve those in most need.

The YMCA of Greater Rochester is an organization that provides opportunities for all. Each location makes its footprint in zip codes where the population is at or below the poverty line or has limited income and is predominantly non-white. This is reflective of the participants who will access the resource centers. These zip codes include 14605, 14613 and 14619 as primary locations. The entire populations of the Northwest, Southwest and Northeast quadrants will find the Neighborhood Resource Centers accessible. Participants of the Neighborhood Resource Centers will not be required to pay any fees to access the resources and services offered. The NRCs will be 100% free to residents.

<i>Cost 1st Year</i>	<i>Cost All Years</i>	<i>Residents 1st Year</i>	<i>Residents All Years</i>	<i>FT Employees</i>	<i>PT Employees</i>
\$507,885.00	\$2,031,544.00	15,000	60,000	6	0

**Volunteers**

**Staffing** Brian Eastman, Director of Maplewood Neighborhood Center. Brian has served the YMCA and residents in the Maplewood neighborhood for 10 years. Brian holds a number of certifications in community health and wellness.

Brian Wilmot, Director of Thurston Road Neighborhood Center holds a degree from Monroe Community College and has worked with the YMCA for over 15 years.

Jakob Elder, Director of Lewis Street Neighborhood Center holds a Bachelor's degree from SUNY Brockport and has served the residents of 14605 for the past 4 years leading the transition of the Lewis Street site from a childcare location to a center focused on senior services and out of school time programming.

Darnell Garland, Director of Urban Health and Wellness. A Rochester native, Darnell holds certifications in personal training and nutrition. Darnell has led Blood Pressure management programs for the community and served on the YMCA staff for 6 years.

Loren Montrallo, Director of Urban Youth Services. Loren holds a Master's degree in Education and Teaching from SUNY Brockport and has served as lead for urban youth services at the YMCA for 7 years. Loren oversees all out of school time programming for youth and the leadership development programs for adolescents.

Jennifer Schlumpf, Coordinator of Community Services is a certified teacher who has worked at the YMCA supporting youth and families with accessing community services for 5 years.