



# ProAction

of Steuben and Yates, Inc.

*helping people. changing lives.*

# 2018

**Annual Report**

“One doesn’t have to operate with great malice to do great harm. The absence of empathy and understanding are sufficient.”

*- Charles M. Blow*

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](http://www.proactioninc.org)

# ***Message from the CEO***

## ***Change your thinking, change your life!***



*Laura Rossman*  
*Chief Executive Officer*

***“Even though ACEs can have devastating impacts, we know that one caring adult can make a difference.”***

Dear Friends:

In 2018 Pro Action staff spent many hours working on creating a paradigm shift, from asking “what is wrong with you?”, to “what happened to you?”. As an organization we have learned that Adverse Childhood Experiences (ACEs) are a significant predictor of our future physical and mental health, academic and work success, and behaviors. I truly believe that the information surrounding ACEs is the key to unlock CHANGE!

To share this information with the community, Pro Action staff held multiple viewings of the film *RESILIENCE: THE BIOLOGY OF STRESS & THE SCIENCE OF HOPE*. This opened dialogue in multiple school districts, colleges, organizations and communities on the importance of understanding ACEs and what, as individuals, we can do to help build resilience in our schools, organizations and communities. Even though ACEs can have devastating impacts, we know that one caring adult can make a difference. That is why Pro Action staff utilize and teach the Protective Factors Framework to families in our communities. The Protective Factors include parental resilience, social connections, knowledge of parenting and child development, concrete support in times of need, and social emotional competence of children. As an organization we firmly believe that the two-generation approach is essential in building resilient families and individuals. By working with and empowering the entire family we are addressing basic needs and setting and achieving goals based on strengths of the family. This approach recognizes that no two families are the same, and what is needed can often vary.

The knowledge that our organization has gained around ACEs and trauma led us to the decision to create an organizational change to become a trauma informed organization. Being a trauma informed organization is a commitment to create an intentional organizational mindset and service framework that understands, recognizes and responds to the various effects and manifestations of trauma. To begin this work, we developed a vision for the shift, “Pro Action acknowledges, in all aspects of our work, the prevalence and impact of trauma”. The journey to become a trauma informed organization is one that is ongoing and will continue for many years to come.

I am excited to share this message and our 2018 Annual report. Both validate that Pro Action continues to demonstrate strong outcomes that have a positive impact on our communities and families and that we are continually looking to the future to ensure we are doing our work in the most impactful, effective and meaningful ways.

For more information:

[Adverse Childhood Experiences \(ACEs\)](#)

[Protective Factors Framework](#)

Sincerely,

A handwritten signature in black ink that reads "Laura Rossman". The signature is fluid and cursive.

Laura Rossman  
CEO



# 2018 Celebrating Staff



All Staff, All the Time

## 2018 Pro Action All Staff Day

Every year, Pro Action holds an All Staff Day where staff can come together from our various sites and locations. Through this day, we hold multiple trainings and activities and celebrate dedicated staff who have been with us for a number of years through our Years of Service Awards.

Our 2018 All Staff Day was themed around becoming a trauma informed agency, including presentations on trauma, ACEs, resilience, brain architecture and a screening of the film *Resilience: The Biology of Stress and the Science of Hope*.



During our annual All Staff Day training, we recognize staff with Years of Service Awards. In 2018, we had awards for 5, 10, 15, 20, 25, and 40 years of service. Pictured from left to right: 5 year staff were Aimee Sciotti, Lori Perry, Mary Perkins, Cassandra Gunderson, Jessica Douglas, Tracy Austin, Miranda Atwell (not pictured: Cara Dgien); 10 year staff were Nicole Miller, Elizabeth Ryder, Dawn Hammond-Wheeler; 15 year staff were Rosemary Kneale, Laura Morris; 20 year staff were Kryss Watkins, Kellie Lockwood, Bobi Stratton; 25 year staff were Faith Tidd, Chris Allen; 40 year staff was Linda Glacuum.



## Child Abuse Prevention Award

Tawyna Hughes, Family Development Home Visitor, was the recipient of the 2018 Prevent Child Abuse Steuben Award for her dedication to child abuse prevention efforts.



## Leadership Award

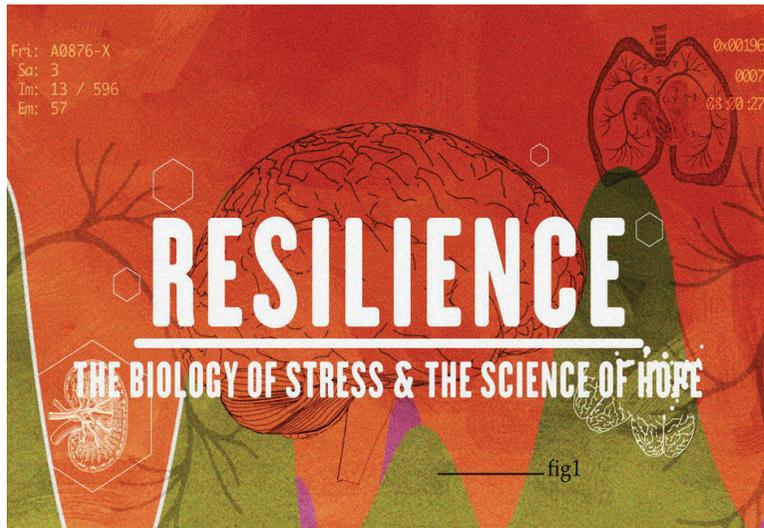
Laura Rossman, CEO (left) congratulates Amey Rusak, Associate Executive Director (right) as the recipient of the New York State Community Action Association Leadership Award.



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



# 2018 HIGHLIGHTS



## Resilience: The Biology of Stress and The Science of Hope

Pro Action's mission is strategically tied to building resilience. To create a better community understanding of Adverse Childhood Experiences (ACEs) and their impacts on an individual's health and opportunities for success in life, Pro Action hosted 8 screenings of *Resilience: The Biology of Stress and the Science of Hope*, reaching 1,472 educators, community partners, elected officials, staff and community members. *Resilience* is a documentary that delves into the science of ACEs and a new movement to treat and prevent toxic stress.



## The Stephanie Bates Memorial Book Drive

This annual book drive in memory of our colleague collected 3,467 books to be distributed through our Bright Red Bookshelves.



## Building Resilience

In May 2018, we proudly held a community training on Building Resilience including sessions on Protective Factors Framework, ACEs, and helping people with ACEs. Presenters for the day were Kayla Malloy, Karen Sweeney, and Dr. Camela Hughes. (pictured)



## Mom Prom

Pro Action hosted our 6th annual Mom Prom event, a fundraiser for the CHAMP Program. Held at the Corning Museum of Glass, 300 women come together for an annual ladies' night out event to help keep families strong, healthy and safe in our communities. Pictured: Pro Action's Mom Prom staff committee.

## CHAMP (Caring Hearts and Minds of Pro Action)

The CHAMP program helped over **70** people with financial assistance. Families were helped in a variety of ways including: rent, driver's license fees, prescriptions, transportation, home repair, clothing, and baby needs. In addition, the CHAMP program allowed **115** children to experience the spirit of the holidays.



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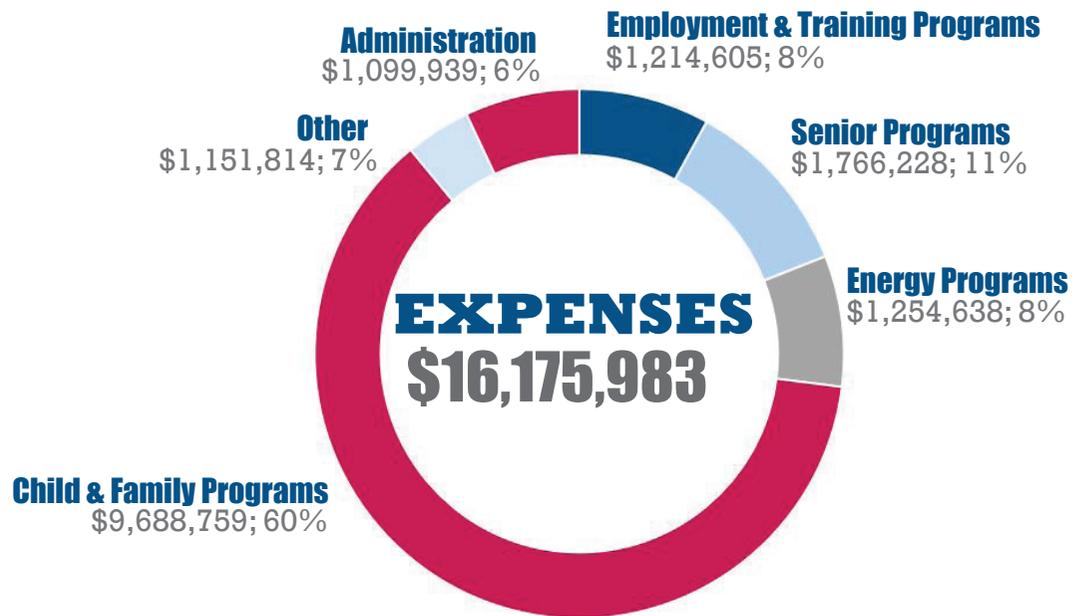
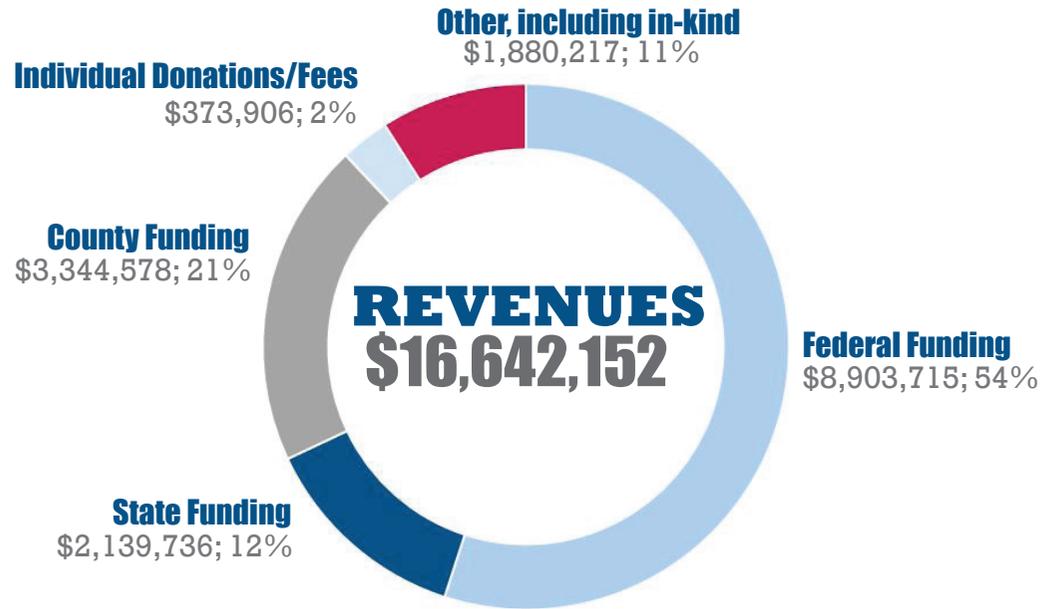
# 2018 FINANCIALS

## 100% and proud!

“During the Triennial Review for Accountability and Compliance with Standards (TRACS) by the Department of State, it was determined that Pro Action met all 58 (100%) National Organizational Standards and all 208 (100%) of the additional NYS indicators of excellence! 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!



## \$11,182,599

## Economic Impact

Employee Salaries.....	\$7,889,927
Senior Employment Salaries .....	\$202,805
Youth Employment Salaries.....	\$195,942
WIC Benefits Redeemed .....	\$1,046,238
Subsidy Payments to Child Care Providers.....	\$1,847,687

# BASIC NEEDS Support



# 2018

At least one program on this page is supported by:



United Way of the Southern Tier

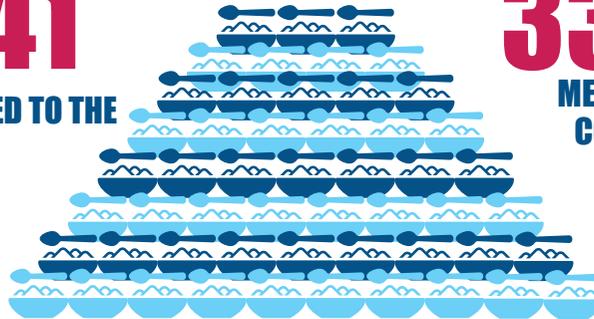
## SENIOR NUTRITION

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

**76,141**

MEALS DELIVERED TO THE HOMES OF

**720**  
INDIVIDUALS



**33,216**

MEALS PROVIDED AT CONGREGATE MEAL SITES TO

**442**  
INDIVIDUALS



### a note of thanks from a program participant

"This has made it possible for me to have a balanced meal without concern of what to eat. It has been very helpful."

*Senior Nutrition Participant*

"Wonderful program. Allows me to remain in my own home. Special, helpful and friendly staff."

*Senior Nutrition Participant*

### additional program accomplishments

Our WIC program successfully rolled out eWIC benefits in 2018. Participants now receive benefits on an electronic benefits card instead of receiving paper checks, improving the efficiency of the program.

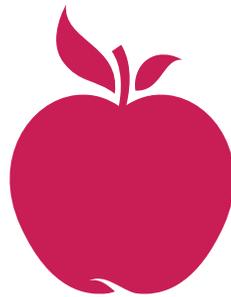
**500**

families received

**\$20**

in farmer's market coupons to purchase

**FRESH FRUITS AND VEGETABLES**



### HOPE Center Keuka Food Pantry

**18,400** average pounds of food distributed each month

**2,091** total volunteer hours from **45** local volunteers

**742** households received food assistance

## WIC (WOMEN, INFANTS, CHILDREN)

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

**1,678**

Participants per month received food vouchers

LEADING TO



**\$1.02 Million**

In WIC dollars spent locally

**74%**

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



**1,200**

individual participants received \$20 worth of coupons for the farmer's market



## ENERGY PROGRAMS

**When households improve energy efficiency, they save money.**



**93**   
Families received weatherization work

**24**   
Families received furnace clean and tune services through HEAP

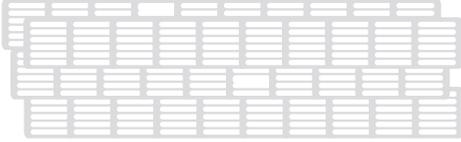
**69**   
Families received furnace repair/replacement through HEAP



**44**   
Families received energy saving measures through NYSERDA

**6**   
Families received energy audits through a partnership with Bishop Sheen, Keuka Housing Council, Community Progress, Inc., and Arbor Housing and Development

**88**   
Families received an air conditioner to help with medical conditions

**and 681**   
HEAP applications were accepted at Pro Action sites



### a note of thanks from a program participant

“Thank you for helping to get my furnace cleaned and the weatherization to my home, and also for giving me the names of other area agencies to help with my roof and other repairs. Having the furnace cleaned and the house sealed up has helped a lot. The house is much warmer and I feel no drafts. The crew was great to work with and very knowledgeable. Thank you again!”

“Thank you - the phrase is simple and the words are few, but behind them is a whole lot of appreciation. We are grateful for you providing and installing the new furnace in our mom’s home. She is now toasty warm and there are no more worries about an unsafe furnace. Thank you for your hard work!”

At least one program on this page is supported by:



## notes of thanks from program participants

“My son refused to allow me to read to him before starting preschool. With the help of *Read to Me Steuben*, sending books home, he has gotten excited about reading and wants me to read to and with him all the time.”

*Parent, regarding Read to Me Steuben*

“I have learned different ways to help my children learn. I have also enjoyed helping my children learn to socialize in groups with children in the center, as well as other adults.”

*Parent, regarding Family Resource Centers*

## additional program accomplishments

8 staff successfully completed SQFSS (*Standards of Quality For Family Strengthening*)

12 Community Cafes were held across our 3 Family Resource Centers.

73 parents engaged in leadership development including volunteering at program activities, leading the activities or groups, mentoring other parents, and attending additional trainings and conferences.

## FAMILY DEVELOPMENT

OF **397**

families engaged in Family Development programs:

**397** 100% of families received information or referrals about community resources

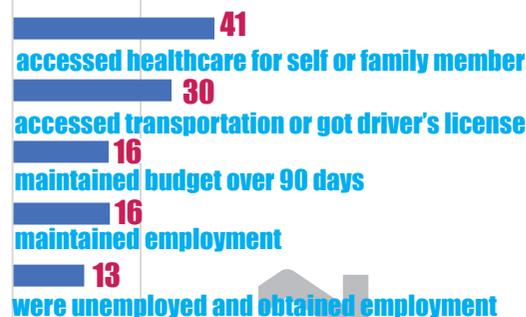
**182** increased access to parenting and/or life skills training

**231** improved parenting or family functioning skills

## HOME-BASED SERVICES

### ADULT HOME VISITING

Among 41 enrolled:



### TASA HOME VISITING

Among 23 pregnant or parenting teens enrolled:



**100%** Actively engaged in activities to build knowledge, skills, supports, parent-child bonding and family stability

## COMMUNITY-BASED SERVICES

### FAMILY RESOURCE CENTERS

**712** 306 parents/caretakers and 406 children participated in services during **7,446** total adult and children visits to FRC's in Addison, Bath & Hornell

### PARENTING EDUCATION

**142** parents/caretakers participated in formal parenting education 609 times



### FAMILY LITERACY

distributed **79,775** **FREE BOOKS** through Pro Action's Literacy Programs and **75** **RED BOOKSHELVES**



**1,840** children and their families participated in pre-school activities to develop school readiness skills

**7,187** children and their families received literacy services to promote school readiness and success

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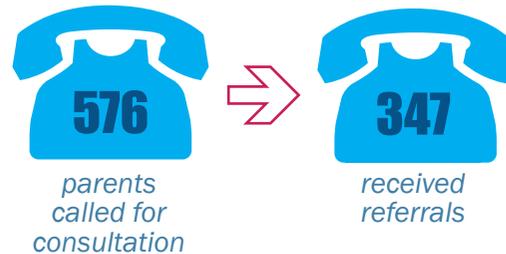


## child care deserts

In New York State, 64% of all residents live in a child care desert. In addition, child care supply is especially low in NY's rural areas where 74% of residents live in areas without enough regulated child care. So, what does this mean? Quite simply put, it means that the demand for child care far exceeds the supply. The Center for American Progress defines a child care desert as any census tract with more than 50 children under age 5 that contains either no child care provers or so few options that there are more than three times as many children as regulated child care slots. Child Care Aware® of America likens it to a food desert; an absence of an essential commodity that results in limited access and is not being fully addressed. (article sources include: Center for American Progress, and Child Care Aware® of America)

For more on child care deserts and the impact on our communities, view our **Child Care Aware® of Steuben and Schuyler 2018 Child Care Report** at: <http://proactioninc.org/cca/>

## CHILD CARE RESOURCE & REFERRAL



# AND 152 FOUND CHILD CARE ARRANGEMENTS

## CHILD CARE SUBSIDY ADMINISTRATION



## CHILD CARE RESOURCE DEVELOPMENT



# OPENED



## CHILD CARE QUALITY ENHANCEMENT



At least one program on this page is supported by:



**additional program accomplishments**

In 2018, Head Start implemented the Creative Curriculum, Sixth Edition to fidelity in all their preschool classrooms.

Head Start and Early Head Start utilized the Devereaux Early Childhood Assessment (E-DECA) tool strategies to support children both in their classroom and home environments.

A new partnership with Family Service Society was established to provide mental health consultation to children, their families, and staff.

Head Start served three classrooms of three year olds in the Hornell School District.

**EARLY HEAD START & HEAD START**

**Enrollee Facts**

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

**284** Preschoolers served in Head Start  
**103** served under UPK FUNDING

**Family Engagement**

**168** Early Head Start  
 & **456** Head Start  
 parents provided volunteer services to the program



For a Total of **5,966** Volunteer Hours

**Education Services**

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

- Taking care of own needs
- Interacting with peers
- Comprehending language
- Following directions
- Using social rules of language
- Attending and engaging
- Showing curiosity and motivation
- Engaging in sociodramatic play
- Using and appreciating books and other texts
- Demonstrating traveling skills, balancing skills, and using fingers and hands



**Kids on Track Steuben**

**29** individuals  
 FROM **23** programs  
 actively participate on the Kids On Track Steuben early childhood initiative to work smarter together for collective impact.



**58** 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.

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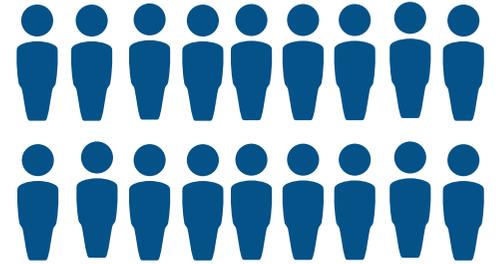


## EMPLOYMENT CASE MANAGEMENT

**492** & **161** got **JOB**S



people helped



Job seekers found new opportunity and skills while visiting



**5** ONE STOP CAREER CENTERS



## THE SENIOR COMMUNITY SERVICE AND EMPLOYMENT PROGRAM

**94** seniors evaluated  
**42** income eligible seniors receiving job skills training  
**5** OBTAINED UNSUBSIDIZED EMPLOYMENT



**WHEELS FOR WORK**

- 6** no interest loans
- 3** vehicle repair grants
- 6** insurance grants
- 6** registration grants



### a note of thanks from a program participant

"I was so grateful that they were able to help me get my permit so now I will be able to get my license!"

(Getting their license and obtaining employment were the next steps in helping this customer become more self-sufficient.)

Employment Customer

"My SCSEP assignment allowed me to meet new people and the opportunity to learn new and different things. Being part of SCSEP has helped me grow my skills and confidence. I enjoy working with the staff at the site, and with the public."

Senior Community Service and Employment Program Participant



## 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 2018:

- **826** tax returns filed
- **\$303,629** in earned income tax credits
- **12** Assets for Independence participants maintained their savings agreements with their IDA account
- **2** participants purchased their first home, and
- **1** participant pursued post-secondary education.

At least one program on this page is supported by:



**ADULT LITERACY PROGRAMS**



**24**

**Literacy Services learners achieved self-defined goals**



**YOUTH EMPLOYMENT PROGRAMS**

**of 44** Youth Employment Skills participants

**6** entered unsubsidized employment

**24** enrolled in work experience, vocational training, or higher education



**100** Youth gained work experience through **The Summer Youth Employment Program**

**697** Youth explored career paths and interests in **Youth Job Club**



**additional program accomplishments**

Accelerated Machinist Partnership Program (AMP) is a multi-employer, regional initiative offering enhanced Hybrid CNC Machining training to adult students in the Southern Tier.

“The greatest creations come from within us and if we’re lucky, we have the tools to share them with others. I thank you for sharing your tools and inspiring me to see something greater within myself.”

*AMP Program Participant*

**ACCELERATED MACHINIST PARTNERSHIP PROGRAM**



**8**

**participants enrolled in the 7 month program**

**5**

**participants successfully completed the program and found jobs**

**4**

**obtained full-time employment**

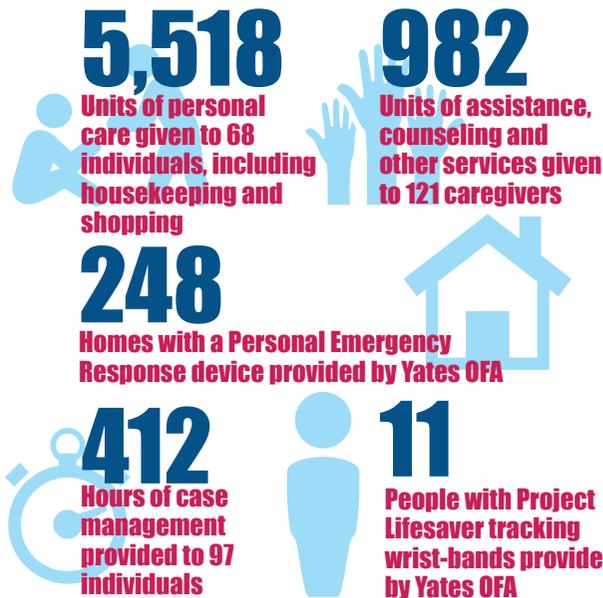


At least one program on this page is supported by:



## 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.
- Users rate overall quality as good or excellent.



### notes of thanks from a program participant

**Transportation:**  
"Another fun 'travel' day. Thanks again!! Looking forward to another 'excursion'. We always have so many laughs. Educational too."

**Health Promotion:**  
"I enjoyed the Tai Chi class very much and it helps my arthritis. Thank you"

**HIICAP:**  
"Staff was a tremendous help to me as I learned more about Medicare and other options available to update and improve my mom's Medicare that she had had for over 30 years! My mom is very pleased with the changes."

## INFORMATION AND REFERRAL

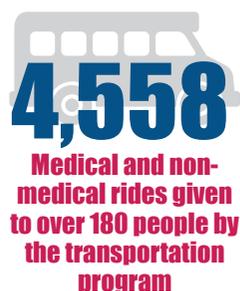
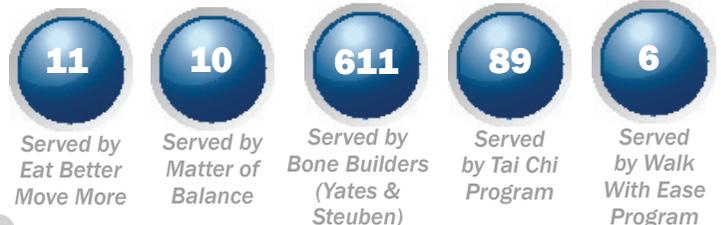


- Callers agree they would recommend the service to others
- Callers agree that NY Connects is a good program to have in the community
- Callers agree that they would use NY Connects again



## HEALTH PROMOTION

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





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*helping people. changing lives.*

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117 E. Steuben Street  
Bath, NY 14810  
607-776-2125  
[www.proactioninc.org](http://www.proactioninc.org)



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