

ANNUAL REPORT

IN THIS ISSUE

executive summary

social work report
program report

financial report

what's next



Our Mission is to assist, empower, and elevate the impoverished rural populations in Southern Erie County and the surrounding areas. We serve with compassion, empathy, and respect for all people. Our goal is to break the cycle of multi-generational poverty by providing counseling, play therapy, educational opportunities and work force development programs, among others.

RURAL OUTREACH CENTER
730 OLEAN ROAD
EAST AURORA, NY 14052
716.240.2220
THEROC.CO

2018

EXECUTIVE SUMMARY

2018 was an amazing year full of growth and support from our dedicated volunteers, our supportive partners, and our incredible funders. We hired more staff, funding from all sources increased, and we grew programming support for our Participants. **You made it all possible!**



SOCIAL WORK REPORT

The ROC has seen a significant increase in the number of people coming for services. In 2018

- Number of Participants: 163
- Number of Affiliates: 79
- Program "Touch Points"*: 4239
- Participant "Touch Points"*: 4100

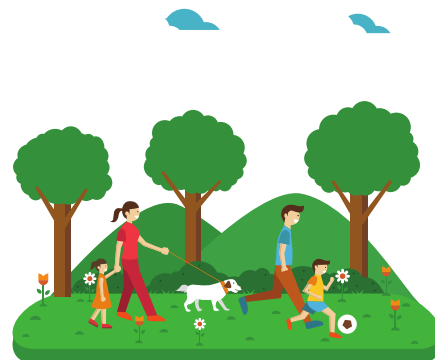
*Number of times the ROC delivered a service

*Affiliate is a person associated with the Participant who also benefits from ROC programming



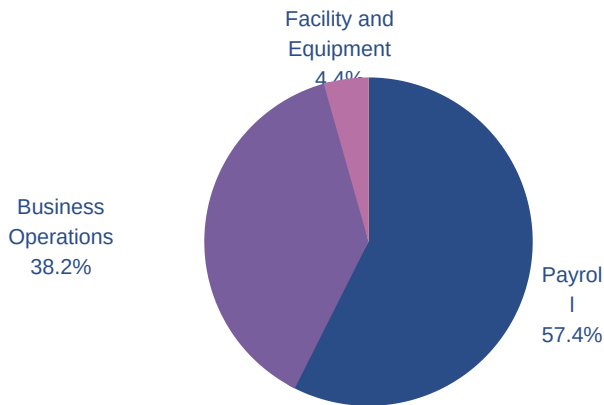
PROGRAM REPORT

- We launched our Kids ROC program for children 6 - 16 and received funding for our Babies ROC program for children 0 - 5
- We increased children in play therapy over 60%
- Held first cottage industry class and workforce development info sessions
- Increased volunteer hours by 45%

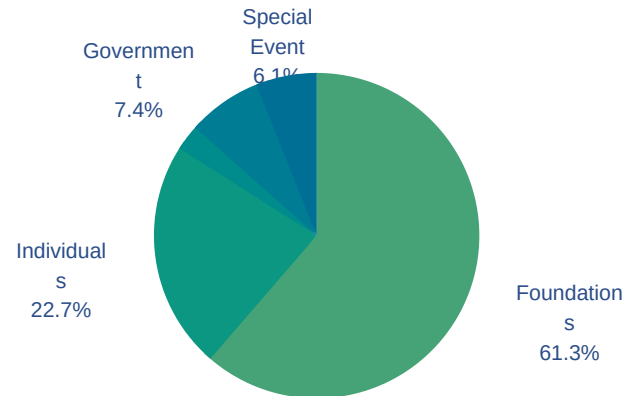


FINANCIAL REPORT

EXPENSES



INCOME



WHAT'S NEXT

- Develop a workforce training program
- Continue to develop sustainable revenue streams
- Increase volunteer opportunities and partnerships
- Solidify programs and resources

THE RURAL OUTREACH CENTER

730 Olean Road
East Aurora, NY 14052
716.240.2220

Executive Director, Frank Cerny, PhD, Mdv



Rural Outreach Center Board
Vicki Feine, Chair
Cliff DeFlyer, Vice Chair
Jane Vosseller, Treasurer
Andrew Lipp, Secretary
Darci Cramer, PhD
Lauren M. Kimlel
Tim Lafferty
Brian Maze
Norman Merriman
Christye Peterson
Michael Sawicki
Recording Secretary, Marsha Keller