

THE RURAL OUTREACH CENTER ANNUAL REPORT

2022



ROC

Making a Difference

"The ROC accepts me for who I am and doesn't pass judgement."

"I got to meet my best friend at the ROC."

"The ROC was there when I really needed help with my mental health."

"I really like Dream Big!"

"The ROC is helpful, loving, and giving."

"I get to learn to cope through counseling."

"I don't think I'd have gotten this far if it wasn't for the ROC."

"The ROC gave me someone to talk to about what I'm going through."

"Thank you for giving me the chance to have such a good life."

"When I talk to my counselor, I end up leaving in a better frame of mind."

"I am thankful for the ROC because they provide necessities for my family."

"The ROC helped me during the toughest time of my life."

"I love my ROC counselor."

"I am heard and understood here."

"I'm thankful that I get to have fun learning at the ROC."

"I'm thankful for all the help I received and for my counselor."

A Letter of Thanks

Dear friends,

Someone recently told me, “Frank, you are so busy looking at the horizon that you don’t take the time to look back.” This report is an opportunity to remedy that.

The numbers, photos and stories that follow are the culmination of just over a decade of work by hundreds of people.

We need to start with the members of Pathways Christian Fellowship who caught God’s vision for serving in their community. As the vision began to emerge, other volunteers joined in the vision – board members, drivers, mentors, lawnmowers, movers, fundraisers and so many more – and became involved. Finally, a dedicated staff, with a variety of skills caught the vision and, together with Pathways and all of those volunteers, helped create a place of care and hope today we call the ROC.

As I look back (yes, I am capable of that), I am filled with images. Images of children who came to the ROC virtually mute with trauma. Those same children who, as young adults have completed college or are successfully employed in our communities. I see images of families who have moved beyond scarcity to stability and are thriving. I see staff putting in extra hours to make sure that our important work brings fruit.

Keep these images in mind as you read this report. Yes, there are numbers that will be important to some, photos to others, and stories to most. But don’t let these things overpower the images that I see.

The ROC is, of course, about more than the building, volunteers and staff. It is about those we are empowering. But, it also is about those others who work together to help make the life transformations possible. You.

You are part of the numbers, photos and stories herein and for that I am immeasurably grateful. For that ... our Participants are eternally grateful.

BE A BLESSING,



Frank Cerny, PhD,
MDiv
Executive Director

With Gratitude

Dear Friends,

I am proud to present the Annual Report for the year 2022, showcasing the impactful work of The Rural Outreach Center (ROC). As the Chief Operating Officer, I am proud to support a dedicated team that continues to make a difference in the lives of those we are fortunate to serve.

This year has been marked by significant achievements and milestones. Our commitment to rural communities has never been stronger, and our unwavering dedication to our mission to eradicate rural poverty has propelled us forward. Here are some highlights from the past year:

- **The Scott Bieler Family Foundation Rural Outreach Center:** We moved in officially on Martin Luther King, Jr. Day holiday, January 16, 2023. We opened the next day, never missing an appointment. We are so proud of this center and hope that if you haven't visited, please do. To be able to hold communities gatherings and see the reaction of our rural families has really been the reward for years of work by our ROC team and our community.
- **Mental Health Initiatives:** We are proud to announce our licensing with the Office of Mental Health. ROC is committed to being a part of the transformation of our rural communities. This starts with supporting the individual and families. We have made significant strides in achieving this goal.
- **Empowering Communities:** Through our various initiatives, we have empowered communities to take charge of their futures. From UROC programs to health and wellness outreach, we've witnessed remarkable transformations.
- **Partnerships:** We have strengthened our partnerships with local businesses, government agencies, and other community organizations and NFPs, enabling us to create a more comprehensive support network for rural communities.
- **Innovation:** ROC has embraced innovation, leveraging opportunities to enhance our programs and improve impact. Our efforts have bridged gaps and connected us with more individuals in rural communities willing to change.

With Gratitude

- **Financial Stability:** Despite the challenges posed by the global economic landscape, ROC has maintained financial stability. You, as our community, have continued to be generous and supportive. We look to several areas of revenue generation to ensure investment along with transactional support. Prudent financial management of our resources ensures that we can continue our vital work for years to come.

None of these accomplishments would have been possible without the unwavering support of our community members, partners, and volunteers. Your dedication to our cause is the driving force behind our success.

Looking ahead, we are committed to continuing our journey of empowerment and positive change in rural areas. We have ambitious plans to further expand our reach, launch new initiatives, and deepen our impact on the communities we serve. Supported by the completion of the Rural Care and Development Hub that is currently under construction on our site in East Aurora.

I would like to express my sincere gratitude to our incredible team at ROC. Your hard work, dedication, and passion are the foundation of our success. Together, we will continue to make a meaningful difference by providing support to help transform rural individuals and families lives.

In conclusion, I invite you to read the pages of this Annual Report and witness the transformative work that ROC has undertaken in the past year. We remain steadfast in our commitment to rural families and communities, and we are excited about the future that lies ahead.

Thank you for your unwavering support, and I look forward to another year of progress and positive change with you all.

GRATEFULLY,



Monique Albee
Brannon
Chief Operations
Officer



About the ROC

OUR MISSION

The ROC's mission is to break the cycle of rural poverty by accompanying people towards self-sufficiency. We assist, empower, and elevate.



OUR VISION

The Rural Outreach Center improves the lives of the rural poor in southwestern New York by breaking the cycle of generational poverty.

OUR APPROACH

The ROC uses a two-generational approach to addressing rural poverty and believes in a holistic model that meets the many unique needs of our rural community.



By the Numbers

1,644

CLINICAL MENTAL
HEALTH SESSIONS
PROVIDED TO
CHILDREN

517

CARE COORDINATION
SESSIONS PROVIDED
TO ADULTS

910

CLINICAL MENTAL
HEALTH SESSIONS
PROVIDED TO ADULTS



One of our kids shares her
love for play "farabe"
(therapy)!

33

WORKFORCE
DEVELOPMENT AND
ADULT LITERACY
PROGRAM
ATTENDANCES

619

GIFT CARDS PROVIDED
TO ENGAGED
FAMILIES TO HELP
COVER GAS AND
GROCERY EXPENSES

210

INSTANCES OF
TRANSPORTATION
PROVIDED

By the Numbers



247

CHILDREN RECEIVING
NEW WINTER BOOTS
AND COATS

Our Winter Prep
Program provides
coats and boots!



440

ATTENDANCES AT THE
DREAM BIG! SUMMER
EXPERIENCE

Kids create tie-dye
shirts at the Dream Big!
Summer Experience!



135

CHILD MENTORING
SESSIONS PROVIDED

One of our ROC kids
learns sewing skills with
her mentor!

A Place of Hope & Healing

THE SCOTT BIELER FAMILY FOUNDATION
RURAL OUTREACH CENTER.

How 2022 started...



...and how 2022 ended!



Financials

Assets

Cash and Cash Equivalents	\$2,375,977
Accounts Receivable	313,914
Property and Equipment, Net	3,479,323
Prepaid Expenses	14,546
Total Assets*	\$6,183,760

Liabilities

Accounts Payable	\$655,004
Accrued Expenses	\$9,747
Deferred Revenue	\$148,984
Total Liabilities	\$813,735

Net Assets

Without Donor Restrictions	\$3,662,101
With Donor Restrictions	1,707,924
Total Net Assets	\$5,370,025

Total Liabilities and Net Assets	\$6,183,760
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Statement of Activities

Public Support & Revenue

Grants	\$295,443
Contributions	1,997,281
Services	113,112
Special Events	34,793
Investment Income	(19,910)
Total Public Support & Revenue	\$2,420,719

Expenses

Program Services	\$731,277
Management & General	254,243
Fundraising	100,907
Capital Project	86,803
Total Expenses	\$1,173,230

Change in Net Assets	\$1,247,489
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"I LOVE
THE ROC.
IT'S LIKE
MY
HOME."

-ROC CHILD,
AGE 7

Thank You!



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www.theroc.co

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Center



We thank you for your
continued support of The
Rural Outreach Center.

ASSIST • EMPOWER • ELEVATE



THE RURAL OUTREACH CENTER