



The Business of Sustainability

Image: Trail Steps at Letchworth State Park by Debora Truax

Message from the Executive Director...

Growing up in Wyoming County one of the best examples that comes to mind when I think of “The Business of Sustainability” is Letchworth State Park. 86 years ago, during one of the lowest periods in American History a community of unemployed Civilian Conservation Camp workers came together to build roads, bridges, shelters, solid stone walls, steps and concrete structures that are still holding strong today. This hard work fueled a lasting economic engine for Wyoming County creating jobs and attracting a reported 834,000 visitors to the park last year alone.

Community Action for Wyoming County plays an incredibly vital role in this ecosystem of our rural community. So for me as the new Executive Director, 2018 has been a year of discovery and actively working to integrate the “Business of Sustainability” in to our management practices. With this, we must ensure we are fulfilling our mission of doing the best we can to improve people’s circumstances through the programs and services we provide. One of the first things I learned early on is that I joined an agency of smart and dedicated individuals who give of

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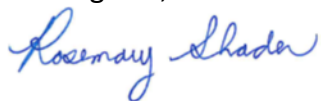
themselves and are committed to doing the right thing for the people we serve. During my first week on the job NY State Analysts came in to conduct a Triannual Review of accountability as defined by Standards set forth for Community-Based Organizations that receive funding. The board and division leaders are to be commended for achieving a score of 97%. This reflects a commitment to accountability and oversight to these standards for the past three years starting well before I came to the organization.

An important component of sustainability is understanding and creating value in what we do. Highlighted in this report is a Value-Based Payment Readiness program funded through the Finger Lakes Performing Provider System. This is a key initiative for the agency and is helping us think differently and work toward building long-term value and stability. Also this year, we worked on succession and transition for the Community Action Angels division. Pat Standish, Angel Action founder and Division Director, will continue in a part-time and advisory capacity, working under the State Community Action Angels contract. We have recruited Kari Sears to take on the role of local Angel Action volunteer program manager. We live in a community where people want to help and take care of their neighbors. Angel Action plays an essential role in mobilizing volunteers and resources to help struggling families and at-risk children in this community.

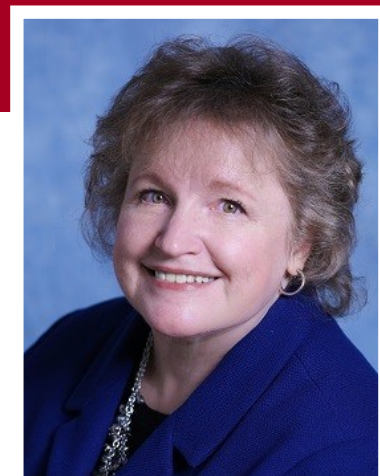
We introduced a Partners for Action Campaign this year to build awareness and support for what we do and the impact we have in Wyoming County. We are grateful for the community support we receive and are working on strengthening our partnerships and collaboration.

Community Action has a solid reputation for personal service and genuine care and concern for all people in this community. I am very proud and rewarded to be part of the future of this agency and to witness the lasting impact we can have on people’s lives.

Best Regards,



Rosemary Shader
Executive Director



2018 HIGHLIGHTS



This summer the agency's youth counselor partnered with the Wyoming County Business Education Council, Genesee Valley Educational Partnership and Letchworth State Park as part of a career exploration and workforce skills preparation program. This program was designed to provide applied experience linking education with work experience in the construction trades as a demand occupation for the county. The building and trades instructors at Genesee BOCES worked with sponsored youth to construct a 40 x 40-foot pavilion at Silver Lake State Park in Castile, NY. Youth gained skills reading and interpreting design plans, math to measure and cut materials, and team work. These participants also gained self-esteem and a sense of accomplishment for a very visible project they can look back on for years to come. This program approach offered strong community collaboration and provided a solid framework that can be used in the future and for different demand occupation categories.

Community Action for Wyoming County was awarded a Value-Based Payment Readiness Pilot grant from the Finger Lakes Performing Provider System. This grant is targeted at CBOs who address the Social Determinants of Health with their programs and services, such as affordable housing, food stability, employment & training, emergency needs and health and wellness support services. Working with a consultant WCCA's board and management team conducted an in-depth organizational assessment which then guided a comprehensive infrastructure plan. This has helped the agency prioritize targeted strategies and actions. Several outcomes of this pilot include a comprehensive financial dashboard for closely tracking contribution margin of programs and services, needs analysis of intake process & database reporting, and various leadership education offerings related to understanding and positioning agency value to potential payors. Through this process WCCA management has also been able to collaborate with other CBOs in Western NY and learn about programs and best practices of similar or diverse agencies.



Community Action partnered with the Warsaw Food Pantry, Warsaw Central School and Foodlink on a food education / Family Development grant this year. The goal of this grant was to build a sustainable community food collaboration addressing emotional and physical challenges of children in poverty. Pat Standish provided community food pantry workers and volunteers training and materials on Communicating with Kids in Poverty, Family Development Basics, providing More Holistic Services and tools to help parents who access local pantries to work with their children on emotional development.

In concert with this program, Pat worked with the school to distribute her book "Circles" and children were asked to perform "Acts of Kindness" through the month and report back to the group. The Warsaw School Community Garden produced over 400 pounds of fresh food for healthy lunches and for the Food Pantry.

Early in the program year the agency introduced a new Medicaid Transportation Service. Transportation continues to be one of the biggest barriers in this rural area. The agency recruits volunteer drivers who are paid mileage to transport customers to medical appointments. This service helps to meet the need for out-of-county travel and also provides added social interaction for the volunteer drivers and customers we serve. The agency has generated \$63,500 in new unrestricted gross revenue for the first year and we are researching the viability of expanding transportation service capacity as a vital need in the community.



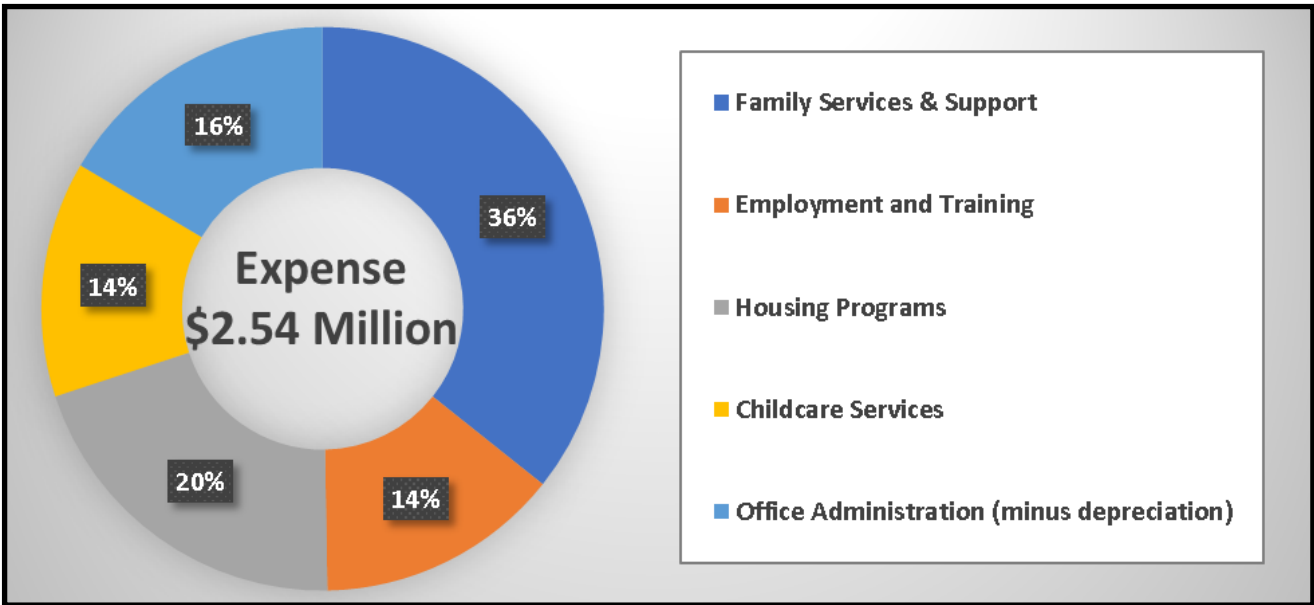
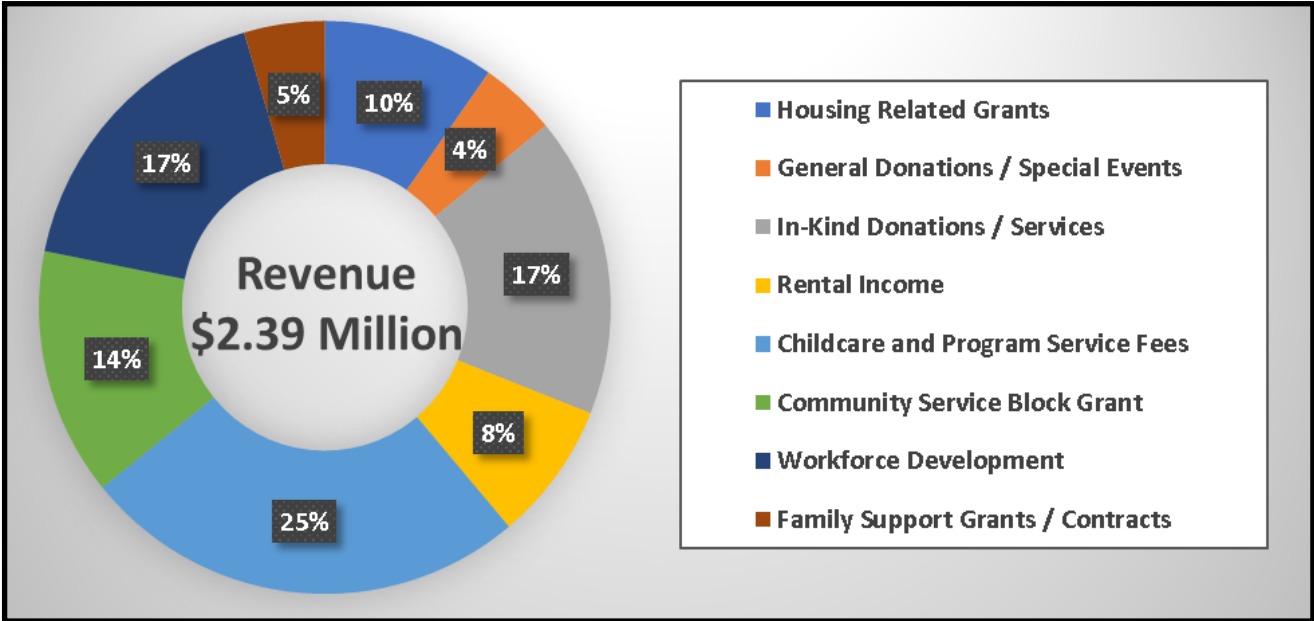
Transportation

2018 FINANCIALS

During the Triennial Review for Accountability and Compliance with Standards (TRACS) by the Department of State, the Department of State found that **Wyoming County Community Action, Inc.** met **56 of 58 (97%)** of the applicable National Organizational Standards, and met **191 of 203 (94%)** applicable indicators of excellence established by the State to evaluate overall compliance with the organizational standards and the additional state requirements applicable to the Community Services Block Grant program in the State of New York.

These standards measure the agency in 9 focus areas:

- Customer Input and Involvement
Community Engagement
Community Assessment
- Organizational Leadership
Board Governance
Strategic Planning
- Human Resource Management
Financial Operations and Oversight
Data and Analysis



Economic Impact \$1.78 Million	Employee Salaries	\$1,200,000
	Participant Employment Salaries	\$91,000
	Financial Assistance	\$89,000
	In-Kind Help: Food, Clothing, Personal Care Goods	\$405,000

2018

ANNUAL IMPACT

8704 adults & children



helped representing 25% of family households in Wyoming County.



HOUSING

341 families & individuals

helped with rental assistance, affordable housing, housing rehab and utility bill expenses.

EMPLOYMENT & TRAINING



265 adults & youth

received career counseling, training and / or jobs and job experience placement.

12849
VOLUNTEER
HOURS

TRANSPORTATION

222 people helped

with gas, car repairs or for medical appointments.

FOOD & SUPPLIES



2354 adults & children

receive food and household goods at the Cornerstone Center.

HEALTH-RELATED ASSISTANCE

568 people helped



with medical equipment needs, co-pays and healthcare navigation.

CHILDHOOD DEVELOPMENT

1815 children received

books on topics such as self-esteem, diversity, kindness, and sharing.



Life Skills Training **328 people learned**

skills related to budgeting, homeownership, goal setting, nutrition, and parenting.



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Community Action for Wyoming County | 6470 Route 20a Suite 1, Perry NY | 585-237-2600

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