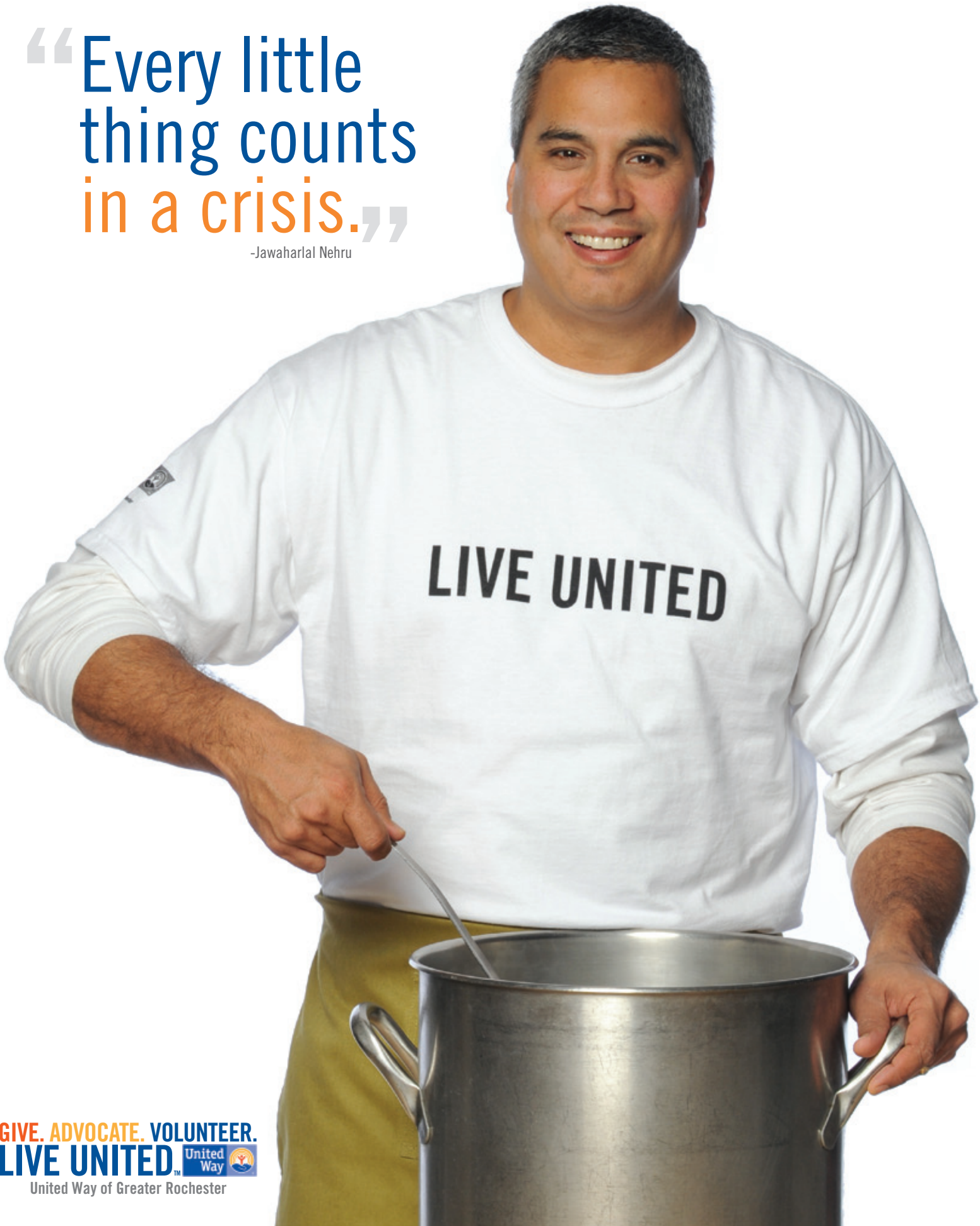


“Every little
thing counts
in a crisis.”

-Jawaharlal Nehru



WHAT WE KNOW ABOUT CRISIS SERVICES . . . AND WHAT RESEARCH TELLS US ABOUT OUR COMMUNITY IN TIMES OF CRISIS:

Families are under increasing stress as the current recession has taken hold.

In 2009, Rochester's average monthly unemployment rate was 10.4%, up from 7.5% in 2008; in Monroe County, the rate was 7.9%, up from 5.5%.

The conventionally used indicator of housing affordability in the United States is spending less than 30% of household income on housing expenses.

In Rochester, 59% of renters spent 30% or more of household income on housing. Rochester has 81,000 occupied housing units, of which 58% are renter occupied.

On the national, state and local levels, single female-headed households with related children have higher poverty rates than other types of families.

In Monroe County, 38% of single female-headed households live in poverty, more than 4 times higher than the 9% poverty rate for all families.

Battered women are often forced to choose between the abusive relationship and living in crisis situations, which may lead to them leaving without adequate supports.

14% of Monroe County's working-age adults have been physically assaulted by a spouse or dating partner.

Emergency meals provided by food pantries, soup kitchens and other organizations are a critical resource for families in need.

More than 2.7 million emergency meals are provided annually to people in Monroe County.

Poverty and the lack of affordable housing are the major causes of homelessness for adults. The typical sheltered homeless family consists of a mother and two or three children.

There are an estimated 8,000 homeless people in Monroe County: approximately 3,527 single adults, 915 youth on their own, and 1,525 families.

Homeless youth are at risk of many negative outcomes, including physical trauma, sexual abuse, untreated health problems and substance use.

In 2008, there were 1,255 emergency housing placements for 800 Monroe County youth living on their own.

Persons with low incomes and those living in poverty often have little knowledge of or direct access to basic services for their stability.

The benefits of creating a national 2-1-1 network, an easy-to-remember number to link persons in need with local health and human services, would exceed costs by \$530 million over a ten-year period.

There is a gap between the legal needs of low-income people and their ability to get those needs met.

Low-income households in New York State experience an average of 2.37 civil legal problems annually for which they received no professional legal help to resolve, including legal needs relating to housing and receipt of benefits.

BLUEPRINT FOR CHANGE: **CRISIS SERVICES**

Every day, vulnerable individuals and families in our community struggle to meet their basic needs of food, shelter and clothing. A single crisis or emergency situation can send anyone into turmoil. When people are unable to meet their basic needs, it is impossible to focus on anything else.

The Blueprint for Change: Crisis Services focuses on meeting the basic needs of people in our community, helping them be resilient and develop skills to reduce their dependence on services. Very simply, this means all individuals and families must have food, clothing and safe, affordable shelter.

But crisis services should go beyond resolving the immediate emergency; these services should serve as a “point of entry” to additional services and supports that help people avoid future emergencies. This includes access to prevention and supportive services, health and financial benefits, emergency care for children and legal services. All crisis services should be available and tailored to the specialized needs of different populations, such as domestic violence victims, runaway/homeless youth, families and the chronically homeless.

Our community has many “safety nets” to ensure that people in crisis are taken care of — this Blueprint for Change outlines how United Way will mobilize funding, volunteers and advocates to support those programs.

ABOUT THE BLUEPRINT PROCESS

United Way of Greater Rochester is working to advance the common good by making measurable change in our community. Our mission is to magnify and focus the power of community resources to address our most pressing social needs. The blueprint process represents a new approach for how we will invest the resources that support our work on behalf of the community. Any combination of these resources may be invested with the intent of making long-term, sustainable change:

GIVE

United Way makes a financial commitment to a particular program focused on community needs.

ADVOCATE

United Way serves as a convener, advocate and champion for issues identified by the blueprint process. This may result in a public policy initiative or simply convening community leaders for dialogue.

VOLUNTEER

United Way acts as a catalyst for identifying volunteer needs to advance a strategy and mobilizing volunteers to carry out the work.

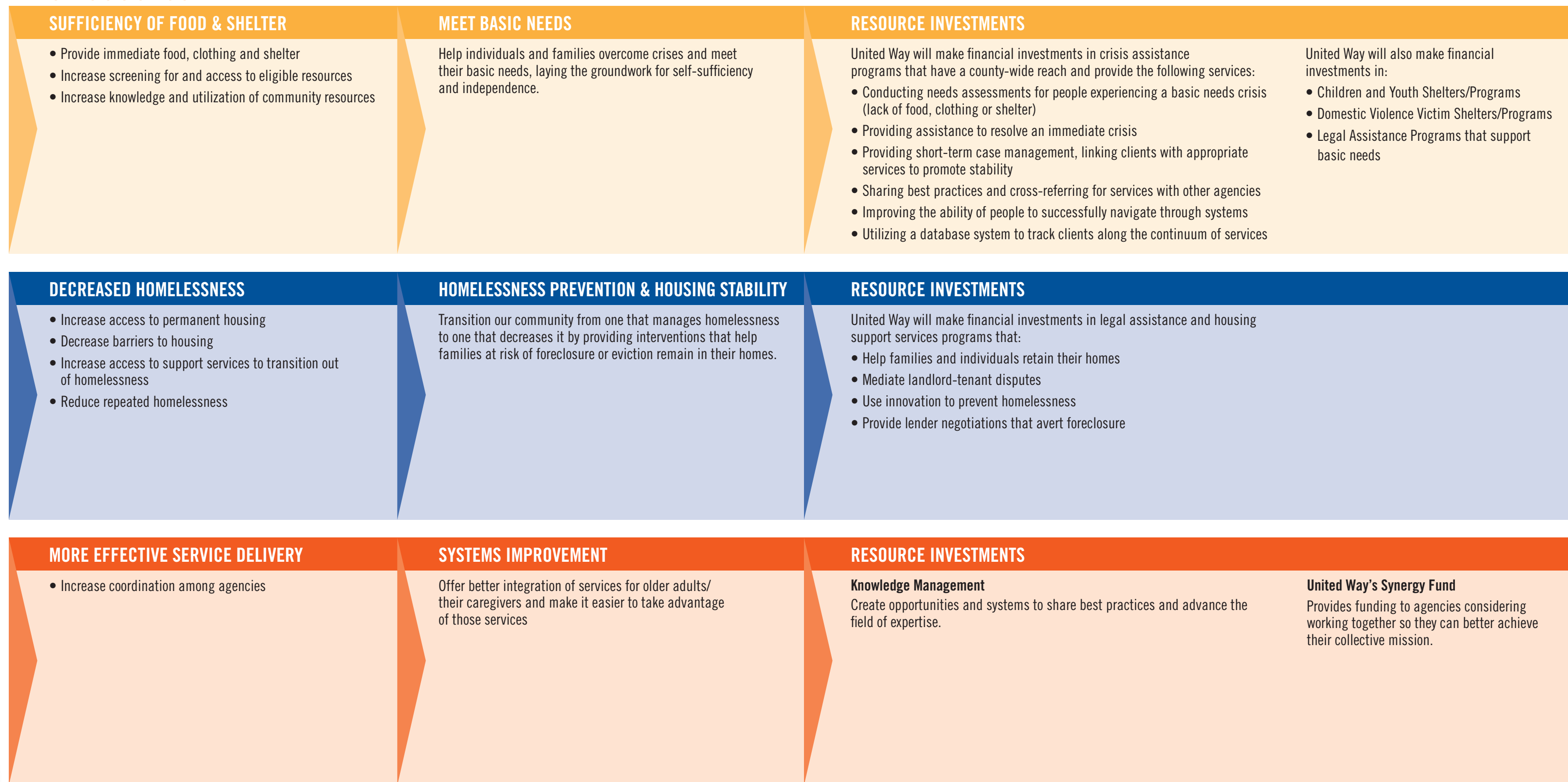
GOAL: ALL INDIVIDUALS AND FAMILIES IN OUR COMMUNITY HAVE THEIR BASIC NEEDS MET

OBJECTIVES & INDICATORS OF SUCCESS

STRATEGIES

IMPLEMENTATION

United Way investments may be financial support, advocacy on issues, mobilizing volunteers or a combination of all three. We will fund both “evidence-based” programs (proved to work based on extensive research and having effective, long-lasting results) and “promising” programs (practices that have some evidence supporting effectiveness, but which have yet to be evaluated at the same level of rigor as evidence-based practices.)



YOU CAN HELP ENSURE THAT ALL INDIVIDUALS AND FAMILIES IN OUR COMMUNITY HAVE THEIR BASIC NEEDS MET . . .

GIVE.

The work outlined in the Blueprint for Change: Crisis Services will be entirely supported by contributions to the Community Fund.

Your gift to United Way's Community Fund joins with the generosity of your friends, family and co-workers to ensure the necessary resources are there to make a real difference to members of our community in need.

Please consider making a gift to United Way this year and designating either all or part of your donation to the Community Fund. We all benefit when people are healthy, when families are financially stable and when children succeed.

ADVOCATE.

Real and sustained change in community conditions requires more than money. It demands advocacy efforts. Some crisis advocacy opportunities include:

- Advocate for continued funding of 2-1-1 centers to ensure increased access to information and referral
- Follow and support Monroe County's Continuum of Care's Ten-Year Plan to End Homelessness

VOLUNTEER.

Giving of your time is perhaps one of the most powerful ways to "give." Some volunteer opportunities include:

- Volunteer as a tax preparer for the C.A.S.H. program at Empire Justice
- Volunteer to adopt families during the holiday season
- Volunteer at a food cupboard or emergency food provider
- Donate blood

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. 
United Way of Greater Rochester