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*Empowering Communities.  
Changing Lives.*

### Home Store Mission:

Since its establishment in 1994, the Urban League of Rochester Home Store has helped **make homeownership accessible for low to moderate income families.** Homeownership builds stable communities and strong families – and is an investment in the Homeowners future.

The Home Store addresses the needs of our community by offering:

- Financial Literacy Education
- One on One Counseling
- Pre/Post Homebuyer Education Workshops
- Grant Funding & Mortgage Assistance
- Foreclosure Prevention Education & Intervention
- Advocate for Fair Housing Rights & Tenant Rights
- Credit Building Education & Restoration

All residents of Monroe County and the City of Rochester are welcomed.

For more information, please visit: [www.urbanleagueroch.org/home-store](http://www.urbanleagueroch.org/home-store)

I hope to speak with you soon,

*Ronald Washington*

### Ronald L. Washington

Director of Housing/Manager of Home Store  
Urban League of Rochester, NY, Inc.  
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Urban League of  
Rochester, N.Y., Inc.

Credo

We are here to empower communities and change lives.

We are unapologetic advocates for one another and for those we serve.  
Because we recognize ourselves in each other.  
Because everyone deserves support and compassion.  
Because no one should feel alone.

We draw strength from our differences and break down barriers that divide us.  
Because inclusion leads to innovation.  
Because everyone should feel they belong.  
Because we know we can do far more together than we can apart.

We lead through service.  
Because what we do says who we are.  
Because we must be the change we wish to see.  
Because we do *heart* work, not just hard work.

We hold each other accountable for excellence and integrity.  
Because we are committed to our mission.  
Because "good enough" *isn't* enough.  
Because our community relies on us.

We strive to learn and grow every day.  
Because we see opportunities, not failures.  
Because we are resourceful and creative.  
Because we have the courage and resilience  
to empower communities and change lives.

**Our Values:**

- EMPATHY
- INCLUSION & TEAMWORK
- SERVANT LEADERSHIP
- ACCOUNTABILITY & INTEGRITY
- GROWTH MINDSET



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## PROGRAMS AND SERVICES LISTING

*Unless otherwise specified programs are located at  
265 N. Clinton Avenue, Rochester, New York 14605 (585) 325-6530*

### **EDUCATION AND YOUTH DEVELOPMENT SERVICES**

#### **AFTERSCHOOL ACADEMY**

The Afterschool Academy is an academic achievement program with two core components:

- **Project Achieve and Project Excel** are designed to prepare **students in grades 6 to 8** for the transition into a successful high school career. Staff provides academic support through homework help, tutoring, and literacy activities. Students engage in enrichment activities that strengthen their academic, social and leadership skills and expose them to the community's cultural resources. Project Achieve and Excel are funded by United Way.
- **Project Ready:** provides students in **grades 8 to 12** the support, guidance, and encouragement needed to prepare them for a bright and promising future. Students engage in an evidence-based curriculum that prepares them academically, socially, and culturally for college and careers. Project Ready is funded by the National Urban League.

#### **PROJECT READY: MENTOR**

Project Ready Mentor is a mentoring program that enhances students' in **grades 6 to 12** academic, social and leadership skills through exposure to new experiences, opportunities, and places. Students engage in a curriculum focused on academics, social development, and college culture and awareness, while being paired with an adult mentor. Adult mentors provide group and one-to-one mentoring to help with students' growth. Students become prepared for college, work, and life. The program is funded by the National Urban League.

#### **BLACK SCHOLARS PROGRAM**

The Black Scholars Program provides high school students with assistance applying to college, academic recognition, and scholarships. The program supports students in the Greater Rochester metropolitan area (the City of Rochester and the 6 surrounding counties) who achieve a cumulative GPA of "B" or better in high school. Workshops are held every spring and fall to prepare college bound students and their parents for the college selection process, admissions testing, completion of college applications, financial aid paperwork, and other "college survival" tools and tips. An annual **Early Recognition Ceremony** is held annually to recognize and encourage students in the 9<sup>th</sup> to 12<sup>th</sup> grades who are on track to become Urban League Black Scholars by the end of their senior year. Each June, hundreds of graduating seniors are honored at the annual **Salute to Black Scholars Dinner**. Approximately \$2.5 million in college scholarships are awarded at this event. The program also features the **Black Scholars Endowment Fund**, which provides assistance to help college students who have exhausted all other sources of financial aid to remain in school. The program is funded through corporate sponsorships, committee fundraising activities and general funds. The program reaches approximately 1,800 students each year.



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### **YOUTH ACHIEVEMENT PROGRAM**

The Youth Achievement Program (YAP) is modeled off of the Urban League's signature Project Ready Post-Secondary Success Program. YAP utilizes and provides provide community, academic, social, and cultural resources and activities to prepare youth in **grades 8 to 12** for success in college, work, and life.

### **YOUTH ADVOCACY**

*New York State Every Student Succeeds Act (ESSA) Coalition:* The Urban League of Rochester is a member of the New York Equity Coalition that works with local parents, districts, and policymakers to create accountability standards that work for all students and their families. The Coalition is organized by The Education Trust-NY through the support of the Walton Family Foundation.

*Equity & Excellence Project:* The Urban League of Rochester is a part of the National Urban League's Equity & Excellence Project. The goal of the Project is to strengthen the ability of the civil rights community to advocate for educational reform and accountability through engagement in local, state and national education reform efforts.

## **WORKFORCE DEVELOPMENT SERVICES**

### **YOUTHBUILD ROCHESTER**

YouthBuild Rochester serves young adults **ages 18 to 24** attain **workforce skills, education, and gainful employment**. The goals of the program are for participants to obtain a high school equivalency diploma and/or industry recognized certificate; increase literacy and numeracy; and obtain employment or enrollment in post-secondary education. Key components of the program include hands-on training in construction and advanced manufacturing, educational instruction to develop literacy and numeracy skills in preparation for the high school equivalency exam (GED), case management services, leadership development, assistance with job placement, and follow-up services. Participants are also able to take part in the YouthBuild Green Initiative which provides students with training around environmental awareness and the concepts and techniques of green construction. Key partners of the program include RochesterWorks, and the Urban League of Rochester Economic Development Corporation (ULREDC). The program is primarily funded through the NYS Office of Children and Family Services (OCFS), the U.S. Department of Labor and the New York State Department of Labor (DOL).

### **NAVIGATOR**

The Navigator Program provides guidance and assistance to out-of-school youth **ages 17 to 24** to achieve academic and employment success. The program assists in removing barriers to achievement and provides opportunities for training, career exploration, work experience, and employment, as well as activities related to leadership development and community service. The program goals include attainment of a degree or certificate, improvement in literacy and numeracy skills, and placement in employment or education. The program is funded by the New York State Department of Labor and RochesterWorks.

### **GUN VIOLENCE PREVENTION NAVIGATOR**

The Gun Violence Prevention Navigator program provides services to under-employed and out-of-school youth **ages 18 and 24** who primarily live areas of the City of Rochester experiencing high rates of gun violence including the 14605, 14606, 14608, 14609, 14611, 14613, 14615, 14619, 14621 zip codes. The program assists in removing



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barriers to achievement and provides opportunities for occupational training, GED preparation, career exploration, work experience, and employment, as well as activities related to leadership development and community service. The program goals include attainment of a degree or certificate, improvement in literacy and numeracy skills, and placement in employment or education. The program is funded by the New York State Department of Labor and RochesterWorks.

### **GROWTH OPPORTUNITIES (GO)**

The Growth Opportunities program prepares **justice-involved young adults ages 18 to 24** for entry into the workforce through job placement and paid work experiences. Services include case management, occupational training in construction, advanced manufacturing and food service, high school equivalency preparation, work experience placements, mentoring, supportive services, and leadership development. The City of Rochester's Pathways to Peace will provide conflict resolution and violence prevention programming for the program. This program aims to combat gun violence prevalence within the City of Rochester and support public safety and community well-being. In doing so, the ULR will help reduce gun violence and other violent crimes, introduce and prepare youth and young adults for the workforce, help identify career interests for youth, and assist youth attain the relevant skills and work experience to obtain high quality jobs and careers. The program is funded by the U.S. Department of Labor.

### **IMPROVING REENTRY EDUCATION AND EMPLOYMENT OUTCOMES**

The Improving Reentry Education and Employment Outcomes program supports justice-involved adults (18+) move from incarceration to successful and stable reintegration into the community. The program provides pre-release, transitional, and post-release services centered on the unique needs of each person. Services include attaining industry recognized credentialing in Asbestos Project Monitoring, Lead Abatement and Mold Abatement, CISCO Networking, COMPTIA Networking, and ServeSafe/Food Service Management. Wrap around services include GED/high school equivalency procurement, job readiness training, financial and digital literacy classes, and individualized supports to allow each participant to set and achieve their own personal and professional goals. Subsidized work experiences and committed partners help ensure low recidivism and give participants the stability needed to successfully reenter the community. This program is funded by the U.S. Department of Justice.

## **FAMILY AND CHILDREN SERVICES**

### **EXPANDED IN-HOME SERVICES FOR THE ELDERLY PROGRAM (EISEP)**

Expanded In-Home Services for the Elderly (EISEP) links functionally impaired elderly individuals to non-medical supportive services so they can remain living independently in their community for as long as possible. Case managers link individuals to a range of services including in home personal care, housekeeping, transportation, social adult day services, meals, home repairs, and non-institutional respite care. Participants must be over the age of 60 with a functional need for assistance with activities of daily living (bathing, meal preparation, laundry, housing keeping, dressing, mobility).

### **FAMILY CONSULTANT PROGRAM**

The Family Consultant Program provides intensive family counseling, strengths-based case management, crisis intervention, and assistance improving communication skills and parenting skills. We also provide advocacy and community referrals to utilize resources for families at risk of losing their children to foster care.



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### **PREVENTIVE SERVICES FOR SPANISH SPEAKING FAMILIES**

Preventive Services for Spanish Speaking Families provides culturally and linguistically appropriate strengths-based case management, intensive family counseling, crisis intervention, and help in improving communication skills, parenting skills training, and assistance in accessing and utilizing community resources to Spanish speaking families at risk of losing their children to foster care.

Se les proveen consejo familiar, intervención de crisis, entrenamiento de habilidades de padres y apoyo en acceder a y utilizar los recursos comunitarios a las familias que estén en riesgo de perder a sus hijos al sistema de acogida temporal.

### **PARENTING EDUCATION**

Parenting education classes are held to assist those referred by the county obtain caretaking and communication skills for their family. Program participants attend a series of eight, weekly, 90-minute classes. The participants gain knowledge of positive parenting practices, child development, and age-appropriate expectations for their children. The classes consist of an educational segment including informational handouts and videos, followed by role-playing and group activities designed to assist participants in reviewing and discussing the information provided.

### **INCREDIBLE YEARS PARENTING PROGRAM**

The Incredible Years parenting program provides parenting and conflict resolution training to families in distress and/or with children at risk of removal from the home. Through 14, 2-hour long sessions, participants will gain parenting, communication, and home skills. Program facilitators will help guide the family to develop personal and interpersonal skills in addition to leading group exercises for mutual growth and support. Instructors also facilitate cross collaboration with other ULR services and provide community referrals as needed. The program is held during the day and nighttime to provide flexible hours for families. The program is funded by Monroe County.

### **PROJECT FAMILIES IN TRANSITION (FIT)**

The Project FIT program provides job readiness training, education, and other essential skills to support and mentor women who are enrolled in our Family Services programs that are (re)entering the workforce. The Project Families in Transition initiative is funded by the generous support from the Rochester's Women's Giving Circle.

## **DEVELOPMENTAL DISABILITIES SERVICES**

The following programs assist individuals over age 4 that have a developmental disability to gain access to services geared to meet their needs and the needs of their families.

### **AFTERSCHOOL RESPITE**

The Afterschool Respite Program provides a safe and caring environment for individuals after school; reduces stress and help maintain family relations; provides supervision for children and relief for their parents; and facilitates activities for kids in a group and individual format. Eligibility includes those with intellectual



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disabilities, Learning Disabilities, Autism/Asperger's, Cerebral Palsy, Epilepsy/Seizure Disorder and other Neurological Impairments.

### **COMMUNITY HABILITATION**

The Community Habilitation program provides individualized intensive at-home training in the areas of budgeting, shopping, and other household management skills to help individuals maintain their independence.

### **DAY HABILITATION**

The Day Habilitation program teaches independent living skills to individuals with developmental disabilities. The program is a safe and fun environment, and workshops/lessons include computer literacy, money management, and housekeeping skills, while fostering community integration. Participants have the opportunity to socialize with peers and attend community field trips. Skills are practiced in small groups or on an individual basis as required, and daily transportation and hot meals are provided.

### **FAMILY CARE**

Provides NY State certified private, community home-style living. Family Care integrates support and training for individuals to work towards community independence and/or to develop independence from family.

### **INDIVIDUAL SUPPORT SERVICES (ISS)**

The Individual Support Services Program (ISS) assists adults who have development disability to establish and/or maintain their own household.

### **PARENTING SUPPORT/TRAINING GROUP –**

**The Parenting Support/Training Group** supports families of individuals with developmental disabilities through increased knowledge of parenting and advocacy skills, and greater access to resources. This program also offers one-on-one training at homes or on site at ULR. The group meets weekly to share knowledge and support each other.

### **RESPITE CARE**

The Respite Care program provides respite services for families caring for family members with developmental disabilities. The services will be individualized based on the needs of the family and will help to offer financial support and relieve some of the time committed to care.

### **THE FAMILY REIMBURSEMENT PROGRAM**

The Family Reimbursement Program offers financial reimbursement for goods and services such as adaptive equipment and medication that enhance the quality of life for individuals with development disabilities who reside with family.

### **FISCAL INTERMEDIARY (FI) PROGRAM**

The Fiscal Intermediary (FI) Program allows individuals living with disability to regain their independence through self-directed services. This service allows the person living with disability to select, hire, and onboard staff for services necessary for their care. The Urban League of Rochester will serve as the fiscal intermediary agent for all program participants and assist with budgeting and onboarding of new staff. This program aims to financially support participants by giving them full autonomy over their care, staff, and services.



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## **BUSINESS DEVELOPMENT SERVICES**

### **ENTREPRENEURSHIP ASSISTANCE CENTER (EAC)**

The Urban League is one of more than twenty Entrepreneurship Assistance Centers (EAC) throughout New York State, and operates through the Urban League's Business Development Center. EAC encourages the start-up of new businesses and supports the continuous development and expansion of existing businesses. The Business Development Center provides comprehensive assistance to owners and prospective owners of microenterprises, with a particular focus on serving minority group members, women, dislocated workers, and individuals with a disability. The Center's concentration on microenterprise start-ups and existing businesses owned by these targeted groups is what distinguishes it from other providers of business development services.

### **COMMUNITY BUSINESS ACADEMY**

The ULR Community Business Academy is a 12-week Cohort-based program that provides participants with all of the information and resources needed to run a successful business. The topics covered include market research, planning, marketing, laws, taxes, intellectual property, insurance, products & pricing, e-commerce, social media, cash flow management, and book & recordkeeping. Worksheets, exams, and business simulations are used to cultivate entrepreneurs' management talent and skills. The program utilizes Rising Tide curriculum and guest speakers, and is able to be provided virtually.

### **ROC WOMEN'S BUSINESS CENTER (RWBC)**

The ROC Women's Business Center is funded by the U.S. Small Business Administration (SBA) as a part of their 140 interconnected centers across the country. The RWBC provides a unique array of services specifically for female entrepreneurs, including one-on-one counseling, training, networking, workshops, technical assistance, and mentoring on numerous business development topics, including business startup, financial management, marketing, and procurement.

### **RESOURCE PARTNER ENHANCEMENT PROGRAM**

The Resource Partner Enhancement Program is designed to build capacity within the Business Development Division to provide holistic services to start-up and early stage minority and women owned businesses. Capacity building activities will focus on refreshing and updating existing current curriculum and educational resources, identifying areas to strengthen our internal technical assistance capacity, and serving more small businesses.

## **HOUSING & HOMEBUYER SERVICES**

### **THE HOME STORE**

The Home Store was established in 1994, and since then has assisted more than 3,100 families into home ownership. The Home Store works with low and moderate income families to provide comprehensive housing services including one-on-one credit counseling, financial literacy counseling, pre- and post- purchase home buyer education classes and foreclosure prevention counseling and advocacy. The Home Store also serves individuals who are in foreclosure, working with the banks to obtain a modification or another resolution to the clients' situation.





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## FINANCIAL EDUCATION

The Urban League's Housing Counselor works with other Urban League staff and outside community agency staff to provide financial education services to a variety of individuals and families. The goal is to help individuals improve their financial literacy and learn how to develop healthy financial habits. Services include group financial education classes and one-on-one financial counseling/coaching sessions. Both classes and sessions are held either at the Urban League's central office or at public locations within the community, including the public library and local neighborhood associations.

## ULREDC – ECONOMIC DEVELOPMENT CORPORATION

312 State Street, Rochester, 14608 (585) 454-5710

The **ULREDC**, formed in 1986, is a wholly owned subsidiary corporation of the Urban League of Rochester, NY, Inc. Its mission is to improve the living and working conditions of poor, disadvantaged and underserved populations in the Rochester region through economic development and community revitalization initiatives, and to build an asset base for the Urban League of Rochester.

### Rental Housing

ULREDC currently owns 250 apartments in the following developments:

- *Blossom Village Apartments*, a 24-unit development in Brighton, providing rental housing for individuals with developmental and/or physical disabilities and their families;
- *Kenwood Homes*, a 6-unit project in southwest Rochester, targeting individuals with developmental and/or physical disabilities and their families;
- *Thurston Road Apartments*, a 6-unit project located in southwest Rochester, targeting individuals with developmental and/or physical disabilities and their families;
- *Carlson Place*, an 8-unit building in Rochester's Corn Hill neighborhood where the ARC of Monroe operates a supervised apartment program for persons with developmental disabilities;
- *Brooks Village*, a 16-unit apartment building located on Genesee Street in the City of Rochester providing rental housing for low income families;
- *Akeley Manor*, a 20-unit town home development located in the Town of Clarendon (Orleans County), providing rental housing for low income families;
- *Butterfly Fields Apartments*, a 10-unit building located in Brighton, providing rental housing for low income seniors aged 62 and older;
- *Akeley Landing*, a 10-unit building in the Town of Clarendon (Orleans County), providing rental housing for low income seniors aged 62 or older;



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- *Goose Landing and Goose Landing Phase II*, Two 20-unit building located in W. Henrietta, providing rental housing for low income seniors aged 62 or older;
- *The Mills at High Falls*, a newly constructed mixed-use, mixed-income complex with 67 one and two-bedroom apartments, located in downtown Rochester;
- *Annex the Mills at High Falls*, 21 apartments located in 5 newly renovated historically significant buildings, located in downtown Rochester.
- *Michelson Apartments*, an adaptive reuse of a former warehouse building into 40 one and two bedroom apartments that are workforce housing targeted to those with incomes at or below 60% of AMI.
- *Jefferson Wollensak has two sites*. The first is the adaptive reuse of a historic building located at 672 Hudson Avenue with 22 apartments. The second is a new three-story building at 663 Jefferson Avenue with 19 apartments.

### **Lease to Purchase Program (L2P)**

The Lease to Purchase Program is based on a successful model pioneered by CHN Housing Partners who are serving as our consulting developer. L2P is newly constructed affordable housing, consisting of 41 single-family houses for rent. The homes will transition to homeownership for the renter after the initial 15-year rental compliance period. In year 16, the homes are sold at substantially discounted prices, granting significant equity to the homebuyer. During the rental time, tenants will complete homeowner and financial literacy programs to qualify for buyout.

Qualified tenants must have incomes at or below 60% of area median based on family size. Residents are required to provide basic, loving-care maintenance of their homes and yards, and participation in home maintenance training and financial counseling/consumer association participation is required.

## **EQUITY AND ADVOCACY SERVICES**

The Equity and Advocacy Division is integral in leading Interrupt Racism, an initiative that was born in 2020 following renewed focus and awareness on unjust and deadly police practices as well as the systemic racism laid bare by the COVID-19 pandemic. The initiative strives to be the leading regional racism interrupter, agitator, awakener, community leader and voice, educator, and curator of information. Ultimately, Interrupt Racism's one goal is to Put Racism Out of Business.

In November 2020, we welcomed the Racial Equity and Justice Initiative (REJI) as part of Interrupt Racism. Formerly housed at St. Joseph's Neighborhood Center, REJI addresses racism by focusing on organizational change at the individual, interpersonal, institutional and structural levels and building community capacity for racial equity. With the transfer of this initiative, ULR intends to enhance the model based on lessons learned and best practices. The comprehensive training helps institutions, organizations, businesses, and agencies engage in anti-racism work by providing workshops for staff, senior executive leadership and board development with: Managing the workplace through an Equitable Lens Training; Racial Equity and Implicit Bias Trainings and Advocacy.



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### **Interrupt Racism Cohort**

The Interrupter is a one-year commitment to learning equitable and unlearning racist practices targeted for the self and the workplace. We use a cohort model to build bridges and share knowledge between our community's leaders. Each participating organization or business has a "Change Team," a working committee of up to 10 members, ideally from all levels of the organization. The Change Team receives training and support to help their organization more deeply engage with race and racial equity in their specific context. The Cohort model provides workshops, conferences, regular group sessions and private one-on-one coaching for organizations, who are guided by each Change Team. Participants take a deep dive into their internal work culture, policies, procedures, brand, and hiring practices in reflection to modern standards and antiracist practices. We have sliding scale costs for not for profit organizations.

### **Custom Training**

ULR also provides custom trainings at the request of collaborative or single organizations. These can include a variety of topics, sessions, and participants. Trainings can be multiple sessions or short term/luncheon engagements. These can include areas in the instruction of: Structural/Historical Racism, Explicit/Implicit Bias, Organizational Data, The Addressing Model, Five Levels of Racism, Understanding Organizational Culture, Recruiting a Diverse Workforce, and Board DEI training. Please contact [dbutler@ulr.org](mailto:dbutler@ulr.org) for further inquiries.

### **Partnering for Vaccine Equity (PAVE)**

The Partnering for Vaccine Equity program aims to support efforts to increase COVID-19 and influenza vaccination coverage for groups who have disparities in vaccine uptake, especially among racial and ethnic populations. Outreach strategies include increasing the trusted community voices supporting vaccine education and delivery; increased availability of community or population-specific messages; and increasing the vaccination opportunities in communities experiencing disparities. The program is funded by the National Urban League via a grant from the Centers for Disease Control and Prevention (CDC).

## **PROGRAM PLANNING, RESEARCH, AND EVALUATION**

The Program Planning, Research and Evaluation (PPR&E) Department provides technical assistance and secures funding for agency programs and services. The work of PPR&E contributes to the pursuit of all agency programmatic goals and through them, to the overall League mission. The department conducts program planning, grant writing, research, and evaluation activities essential to the implementation of both the League's advocacy strategies and its human service delivery strategies.