



HERITAGE
CHRISTIAN SERVICES

Celebrating 35 years

*Empowering people.
Enriching lives.*



Experience
Our Values in



Report to the community 2019

Welcome

Dear Friends,

In 2019, Heritage Christian Services celebrated 35 years of mission-centered work in our community. As we reflect on what we've achieved and the great work that still lies ahead, we're looking at innovative ways to lay the groundwork for our next 35 years and beyond.



This year, we introduced 360° virtual reality videos to give potential direct support staff a better idea of what it's like to be an advocate for the people we serve. With that virtual reality glimpse into our workforce, we invited potential employees to immerse themselves in the experience of our mission.

We're proud of our values-based workforce, recognized for its professionalism and skills. We know that wage and workforce challenges are a burden for many of our employees, and HCS is committed to making work meaningful and lasting for all. From advocating for better pay to enriching employee assistance benefits, like offering success coaches, HCS strives to help employees be their best. Our work is community. We're not merely striving for equality, we're looking toward strategies that even the playing field.

Our direct support professionals help complete the picture of what it takes to provide exceptional support to the people Heritage Christian Services serves. In the pages that follow, you'll meet some of the people you'll see in the virtual reality videos. It is through their work — and community support — that 2019 was a landmark anniversary year filled with success for Heritage Christian Services.

We're grateful for the active role of our community in creating a more secure future for the people who use our services. As we look ahead to the next 35 years, we're excited about finding new ways to fulfill our promise to support even more individuals and families.

Sincerely,

Marisa Geitner
President & C.E.O.

Our Agency

At Heritage Christian Services, people come first.

Heritage Christian Services partners with thousands of people throughout Rochester and Buffalo to ensure that everyone – including children and people with intellectual and developmental disabilities – feels valued and respected. Most of the agency's 3,030 employees work to support people so they can find the best place to live, work and build strong community connections through residential, day, respite, self-direction and employment supports. The agency is also known for community impact programs that promote high-quality childcare, education, health and wellness, and self-empowerment.

Our Mission

To provide:

A living and working environment that reflects the love of Christ in action;

Support and respect for each individual's gifts, strengths and needs;

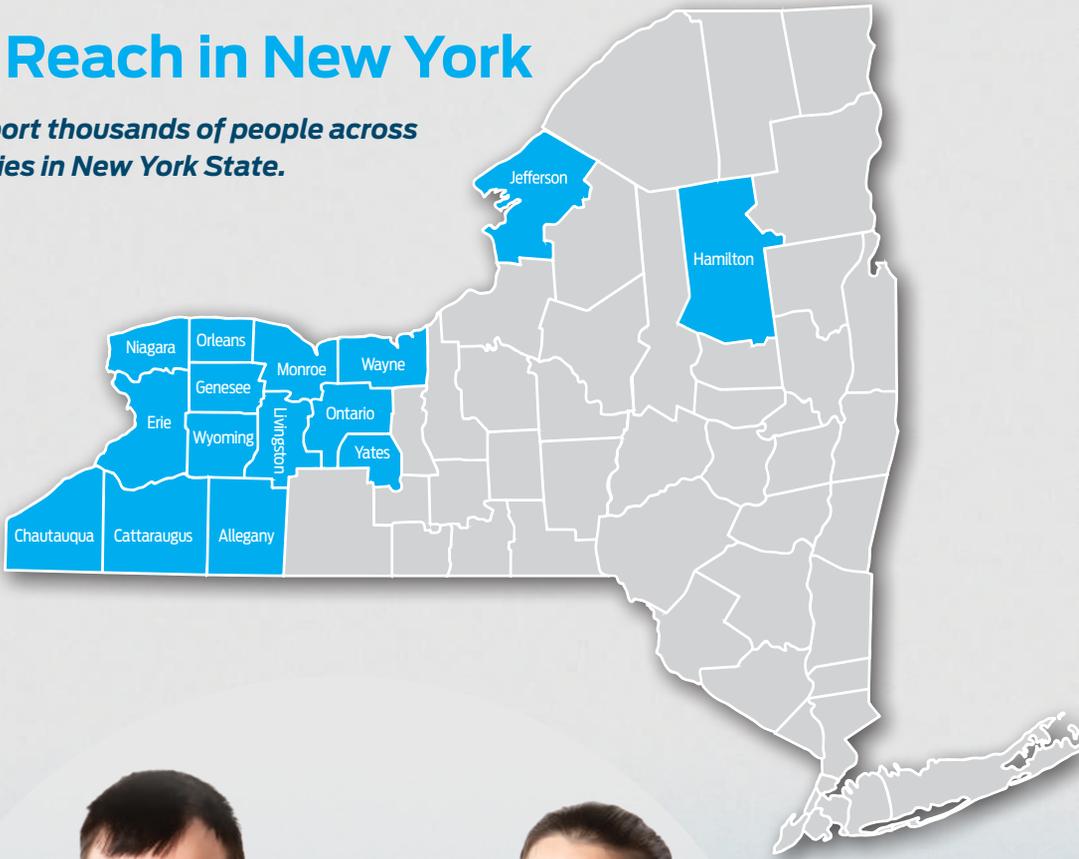
Opportunity to mature, learn and grow;

A life of dignity, worth and expression to which all are entitled as God's created children.

This is their rightful HERITAGE.

Our Reach in New York

We support thousands of people across 15 counties in New York State.



**Adam Whiteman
and
Jaadin Anderson**

Community Impact Programs



A Second Thought Resale Shop

Collects and sells donations of clothing, furniture and other household items; proceeds benefit International Ministries



Center for Human Services Education

Provides education and professional development opportunities to thousands of workers throughout New York and beyond



Employment Alliance

Matches employers with talented workers who have disabilities



Expressive Beginnings Child Care

Provides creative learning opportunities for children and top-notch care for working families



Heritage Christian Stables

Provides therapeutic riding and horsemanship opportunities for children and adults



Heritage Hollow

Provides a place for people to relax and rejuvenate at an accessible lakeside retreat in the Adirondacks



International Ministries

Brings care and friendship to people in Guatemala



Pieters Family Life Center

Offers health and wellness services for the community



Springdale Farm and Balcony Point

Welcomes thousands of families to learn about agriculture, plus hosts parties and conferences at its hospitality center

2019 by the Numbers



25,000
lives touched



3.3M
miles traveled to get
people to the places
important to them



3,030
employees



112,000
volunteer hours giving back
to our community



15
counties
in NY



\$1.5M
dollars raised



10K
hours spent with people
in hospitals, so they never
have to be alone

HeritageChristianServices.org/Impact

Milestones of Our 35th Year

Heritage Christian Services began in 1984 by offering residential services to people with intellectual and developmental disabilities, and we've applied an entrepreneurial spirit to expanding our offerings since then.

Our 35th year was highlighted by an increased awareness of efficient decision-making techniques for business success, including:

- ✔ **Strategic growth** to meet the challenges and needs of those we serve.
- ✔ An internal culture that **encourages care and recognition**.
- ✔ A continued **spirit of collaboration**.



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Growth

- ✔ **Heritage Christian Services has always worked toward treating people with dignity and encouraged as much independence as possible.** In 2019, our largest area of growth came in the area of emerging services. Using fiscal intermediaries and brokers, we help put people who have disabilities, along with their circles of support or planning teams, in the driver's seat, actively making decisions for their lives and directing their services.
- ✔ In our partnership with Home Leasing at Heritage Gardens, the income-eligible housing complex at the Pieters Family Life Center campus, **all units were leased and everyone moved in during February.**
- ✔ With the purchase of property at 1280 Fairport Nine Mile Point Road in Webster, **we relocated our day habilitation program** from Twelve Corners in Brighton. The new location is easier to navigate and has more green space.
- ✔ **Relocation of our regional office to Amherst** occurred in January 2020, giving us a more centralized location on a bus line, with room to expand.
- ✔ **We've welcomed more people to Balcony Point at Springdale Farm** and hosted more than 100 events within its first six months.

Staff

We are committed to the strength of our workforce: We increased our workforce by 26%, elevated our staff retention and appreciation, added an enhanced employee assistance program and established additional resources for employee support and training.

- ✔ **We saw increases in employee engagement** through survey results. Particularly, more people said they felt recognized as more people engaged in our High Five acknowledgements. We saw a 16% increase in managers giving recognition and a 26% increase in the number of people who recognized great work with High Five nominations.
- ✔ **Staff retention increased by 4%.**
- ✔ **We added an online learning system**, Relias, for HCS employees.

Collaboration

- ✔ **We launched the Rochester Employer Resource Network**, with eight organizations joining in the first six months, and we introduced success coaches, hiring a second coach to meet the demand.
- ✔ **The first nine people graduated from Project SEARCH®**, an internship opportunity for young adults supported in the Rochester area by a partnership between Jewish Senior Life and Heritage Christian Services. The two agencies offer a one-year work preparation program for people age 18 to 35 who have intellectual or developmental disabilities.
- ✔ Through our International Ministries efforts, **two homes were built for women-led families in Purulhá, Guatemala**, and our team of volunteers served at a three-week camp in Guatemala for people with disabilities.
- ✔ Center for Human Services Education led the **successful Right Talent, Right Now symposium, emphasizing equity and inclusion in the workplace.**

Our Values

At Heritage Christian Services, we ask each staff member to daily **exemplify the Heritage Christian Difference through actions and words**. In our workplace, we value:

Christian Compassion: Serving others and ourselves with dignity, respect, humility and open hearts

Courage: Fearless and steadfast strength, even in difficult situations

Entrepreneurship: Gumption and initiative to serve people in new ways

Excellence: Determination to always meet and surpass quality standards

Honesty: Commitment to truth in intentions, actions and words

Humor: Lightheartedness, joy and sharing laughter

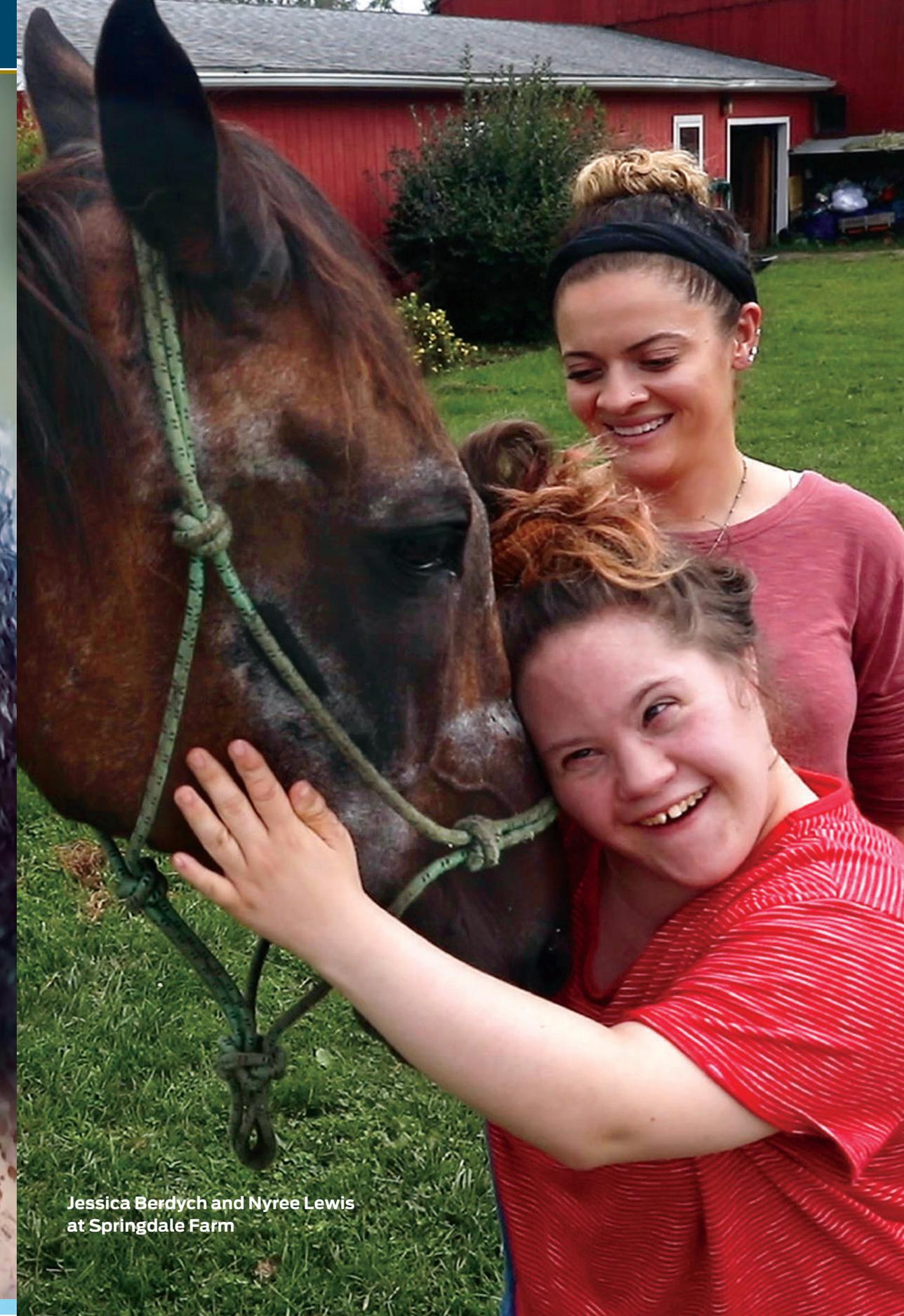
Values in 360°

To get a complete picture of a person, an agency, a community, it helps to look at all the angles.

To help job candidates more fully comprehend the work that awaits them as direct support professionals, HCS introduced 360° videos in 2019.

Our existing direct support professionals help complete the whole picture of what it takes to support a person. On the following pages, we feature some of the people you'll meet in the videos — and the values they exemplify.

To experience our 360° videos using a virtual reality headset or a smartphone, *visit DirectSupport.org/360*.



Jessica Berdych and Nyree Lewis
at Springdale Farm

Our Values in 360°



Raychelle

A little bit of a teacher, a little bit of an advocate

Raychelle Greene works as a shift coordinator at Respitewood. She started as a relief worker, but soon came to realize the work carried extra meaning for her.

“It’s not just a job. It’s a way of life. It’s the way you live, and you live day by day with extra people in your life that you just love. Heritage Christian Services gave me that opportunity to spread love that I didn’t know I had to give.”

When it comes to the people she supports, Raychelle says, “I want them to have the confidence in themselves to know that they are capable of doing everything, regardless of how little the task is, regardless of how big it is. You have to be patient, and in giving the people we support chances, I’ve noticed a great deal of changes in their lives.

“I know I’ve changed somebody’s life when I walk into their home and they’re like, ‘I miss you. Where have you been?’ And I’d been off for two days.

“I’ve learned that there’s more people other than me that come first. There are other people who go through a lot of things. I’ve learned that compassion goes a long way.”

honesty & excellence

To learn more about what Raychelle does for HCS,
please watch a video at
HeritageChristianServices.org/Raychelle

Our Values in 360°



Angelica

A passion for helping people

Angelica Lopez is a shift coordinator at Schlegel Road and started working as a direct support professional at HCS in 2017.

“For the people I support, I am definitely more than just staff. I help them with playing baseball. I am a chef. I am a technician. I fix iPads. I do everything. I have a lot of hats.

“I love my job. I love helping. I love changing lives. I love increasing independence. It just makes me feel like I’m making the world a better place, and I’m helping them live the best life they can possibly live.

“All of the Heritage Christian Services values stand out to me. Just because you need all of them just to make one day great. Humor is definitely number one. Making people laugh is amazing. Seeing people smile, it just warms your heart.

“Heritage Christian Services is definitely a place where you can expand your growth as well as help somebody else expand their growth. Let’s set goals so that we can reach higher. Definitely empowering people is a part of the job. Love is definitely a part of the job as well.

“Heritage Christian Services is a great place to work because it’s completely out of the ordinary.”

entrepreneurship & humor

To learn more about what Angelica does for HCS,
please watch a video at
HeritageChristianServices.org/Angelica

Our Values in 360°



Timeisha Manley and Anna Adams

Anna

Of faith and “person-centered everything”

Anna Adams is the assistant manager at 1280 Nine Mile (previously known as Twelve Corners day habilitation) and has been there since she started with HCS as an educational assistant in 2016.

“I had worked at a grocery store and it was really cool to see the difference between working at a grocery store and then working at Heritage Christian Services, where everybody becomes like your family.

“I just love to see how people can learn how they can relate to anyone who has a disability. Different people have different reactions when they see someone who looks different than they do. I like to help people not feel awkward when they’re meeting new people. If someone I’m with is saying, ‘Hi,’ then I want to help them and the person they’re trying to engage with actually make a connection. It’s really cool to be able to bridge that and help them out.

“I think Heritage Christian Services is all about being person-centered. I love how that’s the whole focus, to make sure everybody is going for person-centered everything.

“I’m a Christian, so I thought it was really cool to be able to work at a place that has Christian compassion right in part of the whole mission statement and values.

“I know that not everyone who works at Heritage Christian Services is a believer, and I kind of knew going in that not everybody was going to be a Christian, same as me. It’s been cool to see how different people all can work together on the same team.”

courage & Christian compassion

To learn more about what Anna does for HCS,
please watch a video at
HeritageChristianServices.org/Anna

Our Values in 360°



Linda

“An answer to prayers”

Let's complete the circle with the perspective of a family that chooses our services.

Linda Gerlach's daughters have a long history with Heritage Christian Services in the Buffalo area: Lisa has lived at Stony Point in Grand Island since it opened in 2002; Julie has lived at Wynnwood since 2018.

Linda is particularly impressed with the way the staff members at Wynnwood interact with Julie.

“They've listened to her and they've gotten her to open up and talk about things. Which for her doesn't come quickly. She can text them if something's going on. She knows they value what she says.”

And Wynnwood has truly become Julie's home, Linda says.

“When she comes to my house, she says, ‘It's Mom's home.’ It's her home, too, but she refers to it as my place, and where she lives now, Wynnwood, is her home. And that, to me, is a really good sign.”

Then there's the peace of mind that comes from not having to worry about her daughters' care.

“For me as a parent, I feel like both of my girls are well cared for and valued. I know their future – no matter what – when I'm not there, somebody will be there for them and watching out for them and helping them along the way.

“It's an answer to prayers for our whole family.”

excellence & courage

Support for HCS

Heritage Christian Services Foundation

Funds from the Heritage Christian Services Foundation help pay for things that government funding can't quite cover.

Thanks to the generosity of our partners and donors, people touched by HCS have the opportunity to learn and grow and to be respected for their individual gifts and strengths.

The Heritage Christian Services Foundation distributed significant grants this year in support of:

- ✔ **our workforce and talent retention efforts.**
- ✔ **site renovations** to support people as they change and age.
- ✔ efforts to **enhance the viability of Springdale Farm** by establishing the Balcony Point event space.

In 2019, **events including the HCS Golf Classic, Heritage Hero Run + Stroll + Roll, Boots & Barrels, Finger Lakes Extravaganza, Spaghetti Dinner and Basket Raffle and the HCS Basketball Classic gave donors exciting opportunities** to connect with and support Heritage Christian Services.

Many corporations have philanthropic programs in which they match charitable donations of their employees. Consider asking your employer how your gift to the Heritage Christian Services Foundation can have twice its impact. **Thank you for making a difference.**

Make a plan that will support people's futures.

Do you know about the creative ways to support the people served by Heritage Christian Services? **There are many ways you can support a cause that matters to you – and benefit you and your loved ones at the same time.**

Whether you name HCS as a beneficiary in your will, your 401(k) or IRA retirement plan, such giving techniques are called planned gifts, because with thoughtful planning, you create win-win solutions for you and the people Heritage Christian Services serves. Gifts might also include appreciated securities, gifts of life insurance or charitable income gifts, such as charitable gift annuities, charitable remainder unitrusts or charitable remainder annuity trusts. You'll automatically be included in our Legacy Society, made up of people who have expressed their commitment to Heritage Christian Services through a very special and important form of financial support.

When you give to Heritage Christian Services, **you'll be able to measure your life by the difference you've made for others.** Experience the joy of giving back with a planned gift to Heritage Christian Services. Thank you for supporting the future of our outstanding staff, programs and facilities.

Contact Mark Zawacki, Executive Director
(585) 340-2010
mzawacki@HeritageChristianServices.org
HeritageChristianServices.PlannedGiving.org

**Cheri Garritano
and Dina Palmer**





Thank you for all your support in 2019 and beyond!

Please use the envelope to the right to mail a donation today
or visit HeritageChristianServices.org/Donate.



**Kathleen Kaveny
and Karen Zampatori**

Experience
Our Values in 

Pictured on front cover:
Kaleen Heigl and Yeva Volftsun

Pictured on facing page:
Mary Allen and Marisa Geitner

Executive Team

Marisa Geitner, President & C.E.O.

Drew Bielemeier, Senior VP of Operations

Anna Mulcahy, Senior VP of Finance

Mark Zawacki, VP of Advancement and Executive Director of HCS Foundation

Chuck Collard, VP of Western New York Operations

Michelle Labossiere-Hall, Associate VP of Customized Supports

Joanie Parker, Associate VP of Education and Employment



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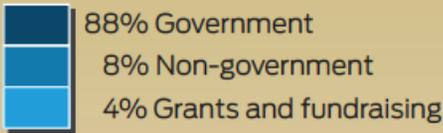
Celebrating 35 years

*“Open my eyes so that
I may behold
wondrous things”*

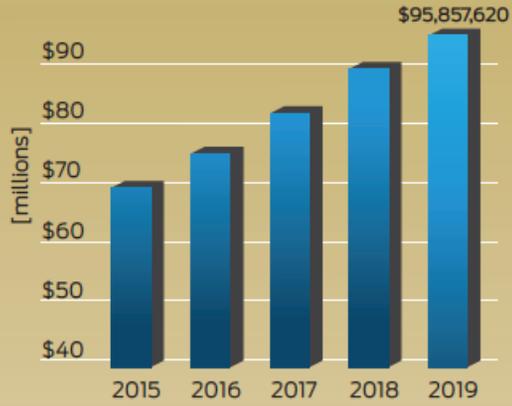
— Psalm 119:18

Financial Report 2019

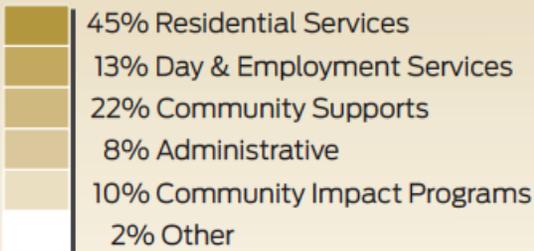
Revenue sources



Revenue (compared with previous years)



Expenses (by program)



Preliminary reports, based on unaudited data.

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