

# 2024 REPORT TO THE COMMUNITY

*integrity*



*inclusion*



*excellence*



*compassion*



*joy*



**HERITAGE**  
CHRISTIAN SERVICES

**LIVING OUR VALUES**

celebrate



”

“We thank God that my brother has finally found a place where he has independence while also having staff who can support him.”

Sophie Casler



## 40 YEARS OF LIVING OUR VALUES

Dear friends,

As we celebrated 40 years of Heritage Christian Services, I was struck by one constant: Our mission of compassion and inclusion never wavers.

This report brings you the ways we lived out our values during our 40th year, told through the voices of those who make our mission possible – our employees, board, families, partners, and the people who choose our supports.

In 2024, we refreshed our values – **integrity, inclusion, compassion, excellence, and joy** – and those values continue to guide us. We’ve championed fair wages, professional growth, and workplace culture, all to elevate our workforce. And thanks to Tom Golisano’s extraordinary \$5 million gift, we are inspired to expand our impact for generations to come.

Through every challenge, the heart of our work remains the same: honoring the dignity of every person. Together, we’re building a future where everyone belongs. Thank you for being part of this mission.

With a grateful heart,

*Marisa Geitner*

Marisa Geitner  
President & C.E.O.

*Hebrews 3:4 "For every house is built by someone, but God is the builder of everything."*

**OUR MISSION** Our compassionate and talented team reflects Christ’s inclusive love for all people, by honoring their dignity and worth and helping them to fulfill lives of endless possibility.

**OUR VISION** Elevating love and care by elevating the experience of the caring professional.

**OUR COMMITMENT TO EQUITY AND JUSTICE**  
We believe that people are entitled to dignity, respect, equity and justice. We champion a society that removes barriers. We reject racism and discrimination of any kind. We protest systemic and political inequities that marginalize people, recognizing that there is a history of structural racism in the United States. We will continue to learn and change to achieve justice. We know that strength comes from unity.

### HONORS AND RECOGNITIONS



THIS REPORT IS  
SPONSORED BY







# Residential Services

## LIVING THE PROMISE

They've been in each other's lives for over 20 years – and if you ask Declan Murphy, that's not nearly long enough. Karen Pieters, part of the founding family of Heritage Christian Services, was one of the first nine people to move in when the agency opened its first home in 1984. Declan, whose family ran a business in Webster, lives near Heritage Christian Stables – and he's very thoughtful when it comes to Karen.

*"I bring her flowers," he says. And Karen? She's just as happy to share the affection.*

Their bond is a nod to HCS's past and future. Karen, along with her brother Bob Pieters, Mark Bruinsma, and Laurie Otto, helped shape HCS to serve families like theirs. And Declan, who's lived at Salt Road since 2001, is now benefiting from the Homes with Heart capital campaign – ensuring that his home continues to meet his and his housemates' needs for years to come.

Just in its residential program, Heritage Christian Services offers housing to

**OVER 400 PEOPLE**

in its certified homes – with 24-hour staffing – and supports thousands more through other services across New York.

From day programs and respite support services to community services and inclusive spaces like the Pieters Family Life Center, HCS creates opportunities, builds connections and makes life brighter for everyone.

*"I love my new home. It makes me feel good."*

*Alicia Lenahan,  
Self-Advocate*



”

*"If we create an environment and a culture where people feel valued, seen and heard, then they're going to have the opportunity to pass that on to the people that we support."*

*Chuck Collard  
Regional VP of WNY Operations  
and Advancement*

*connections*

# Homes with Heart

## DREAMS TO REALITY

Big hearts made remarkable possibilities. The Homes with Heart capital campaign – our largest ever – raised more than \$9.7 million by the end of 2024 – with more donations continuing into the new year – thanks to generous donors who believe everyone deserves to age with dignity. Too often, people with disabilities lack options as they get older, leaving unfamiliar and overburdened nursing homes as their only choice, but this effort ensured that they can age with dignity, even through their last phases of life.

The campaign came about in 2020, just before the pandemic began. With the economic impact of Covid and inflation, the goal had to be adjusted upward. Generous support took the campaign over \$10 million, which continues to help us expand the campaign's work, such as adding renovations to the Salt Road home. With these funds, Heritage Christian Services can keep finding creative solutions to meet people's new and changing needs. We're deeply grateful for the community support of Homes with Heart, and we're committed to sustaining the work it has launched.



Donors and families cut the ribbon at Crittenden Road in Rochester on Oct. 16, 2024.



Phil and Melinda Andolina helped to lead the Homes with Heart campaign.



The home on Scribner Road in Penfield was revealed as the Golisano Foundation Home on Aug. 22, 2024.



Family members and the staff cut the ribbon on the West Herr Cares Home on Names Road in Chili on July 17, 2024.

## HOMES WITH HEART BY THE END OF 2024



The Homes with Heart campaign **surpassed its \$9.1 million goal**, allowing us to expand the scope of the project from 12 homes to 13.

**931 gifts from 705 donors** fueled the campaign.

**124 first-time donors** joined in to make an impact.

The work of the campaign will **impact 400 people over 60 years**.

**By the end of 2024, nine of 13 home projects** (renovations and new builds) were complete, with **four more in progress**, impacting **45 people**.

In 2024, we completed **one renovation and two new builds, impacting 17 people** who will live in those homes. We also began the **renovation on one home, broke ground on a new build, and secured another home for a full renovation**. These projects will impact **another 17 people**.

## HONORING KEY SUPPORTERS OF HOMES WITH HEART

**Golisano** FOUNDATION  
Imagine the possibilities!  
Home on Scribner Road, Penfield



**Mother Cabrini**  
HEALTH FOUNDATION



**The Walter Hubbell Home**

on Stream View Circle,  
Perinton

**The Larrabee Family Gift**

IN MEMORY OF  
DAVID LARRABEE

Home on Crittenden Road,  
Rochester

*Scott Bieler*  
**Family Foundation**

Home on Townline Road, Pendleton

**WEST HERR**  
NEW YORK  
**cares** ♥

Home on Names Road, Chili





“

“These homes are something you would want for anyone.”

*Pat Larrabee, a matching gift donor with her sons, Adam and Brendan, in memory of David Larrabee*



“

“It’s a great comfort that my brother will be cared for, by people who truly love him, for the rest of his life.”

*Mike Osborn, HCS Foundation Board and Campaign Chairperson*



“

“It’s a special privilege for me to be a voice for the people who are supported by the agency, and I am thrilled that Heritage Christian Services has supported me in pushing this door open.”

*Carl Grayson, HCS Board Member and Self-Advocacy Leader*



“

“We’re so excited to see people thrive in new environments created just for them.”

*Erica Dayton, Executive Director of the Golisano Foundation*



“

“This home is going to be here meeting the needs of many, many people for years to come because of the efforts that you [supporters] have put in.”

*Scott Wolf, Sibling*



“

“This is a beautiful house that is made into a beautiful home by the people who live here and the people who support them.”

*Rhonda Frederick, West Herr Automotive Group*



heart

# Workforce Talent

## ELEVATING CARING ADVOCATES

At Heritage Christian Services, supporting our frontline and direct support employees is at the heart of what we do. In 2024, we boosted wages again, demonstrating our commitment to advancing compensation. We've invested in professional development, to help our staff grow and thrive to meet the increased demands of their work. And our supervisors and leadership team are dedicated to providing ongoing support, ensuring that our employees feel valued and empowered.



"Direct support professionals know the people they support better than anything. That is an honor and a privilege."

*Joe Macbeth, President of National Alliance for Direct Support Professionals*



*Rachel Palmesano and Joe Macbeth*



"The best part about my job is to help someone achieve their goals, or simply just feel seen and valued."

*Kymerli Westbrook, Day Hab Assistant Manager*



"I love being able to support somebody in living their best possible life."

*Georgetta Webb, Direct Support Employee*

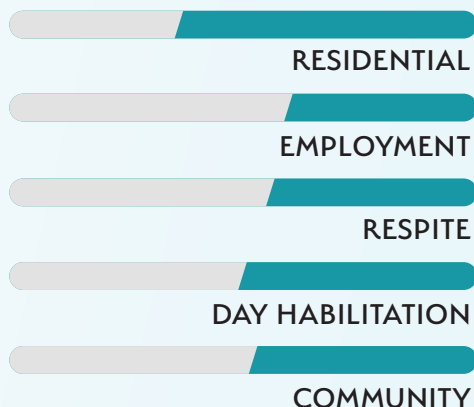
Fair pay is just the beginning. We're supporting a national effort with the National Alliance for Direct Support Professionals to create a Direct Support Standard Occupational Classification. Recognizing this work means stronger services, accurate reimbursement rates, better workforce assessments, and greater respect for direct support roles.

2024

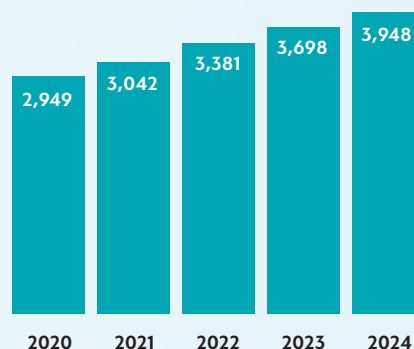
## OUR COMPASSIONATE WORKFORCE 1,237 EMPLOYEES IN DIRECT SUPPORT ROLES

### DIVERSE AND GROWING TEAMS

#### DIRECT SUPPORT JOB TYPES



#### NUMBER OF EMPLOYEES



### QUALIFIED WORKERS

#### JOB RESPONSIBILITIES

- Connect people to loved ones
- Empower choice and independence
- Assist with care and hygiene
- Support medical needs
- Drive people to important places
- Protect individual health and safety

#### SKILLS NEEDED

- Interest in people
- Compassion
- Strong communication
- Ethics and integrity
- Ability to lift people
- Technology savvy
- Licensed to drive







NADSP E-Badge Academy Employee Participants



"The program allowed me to look back on my experiences and how I impacted the lives of people I supported in the past."

Rachel Palmesano, HCS Respite Coordinator and E-Badge Administrator



## EXPERTISE AND EXCELLENCE

The National Alliance for Direct Support Professionals E-Badge Academy is revitalizing our team, encouraging reflection and enhancing care. There's renewed enthusiasm for quality care. In July, we celebrated 81 employees who earned Level I, II and III certifications, making our pilot program the nation's top-ranked for a single agency.

We also launched an Emerging Leaders program, helping 25 staff members develop skills in communication, leadership, and career growth. Additionally, we started the DSP Training Program with Bryant & Stratton College, covering NYS DSP Core Competencies, agency values, CPR/first aid, positive supports, SCIP-R, documentation and dignified personal care tasks, preparing the first 12 recruits for direct support roles.

## SUCCESS AT WORK

Heritage Christian Services success coaches are game-changers. In 2024 alone, they provided 346 support services – helping employees with everything from housing challenges to career coaching and stress management.

## BOOSTING WAGES

In September, HCS gave nearly all of its employees a 3% raise, surpassing New York State's 2.84% increase for direct support workers. By year's end, full-time residential staff earned at least \$17.80 per hour, with some shifts reaching the rate of \$19.55. Raising wages is part of a strategic pay equity plan, designed to promote employee self-sufficiency and pave the way for more significant raises in 2025.

## A WORKPLACE WHERE EVERYONE BELONGS

### 250 employees participated

in Inclusion Cafés, our lunchtime diversity dialogues

### 57 SafeZone training sessions

for employees who chose to ensure safe workplaces for all, including people who identify or support LGBTQIA+

**30 #CultureMatters** social media spotlights, celebrating diverse cultures and traditions

### Over 350 Women of Color Summit attendees,

including our employees, at the annual Eleversity event advancing sponsorship and allyship

### 57 women make up 73% of our directors and executives,

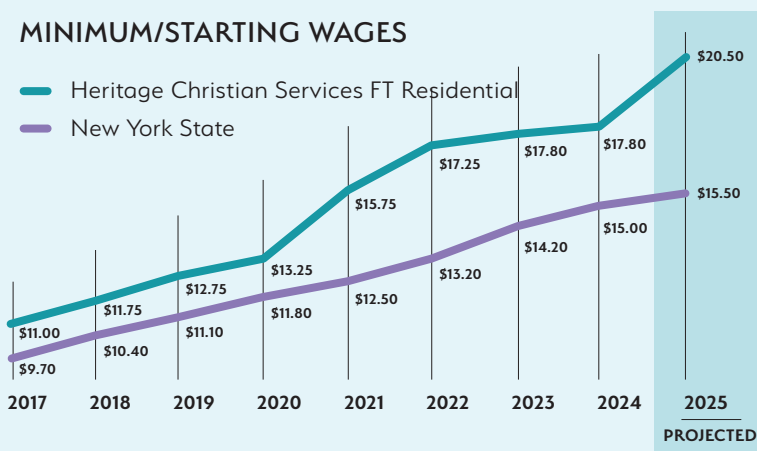
and 84 women earned promotions in 2024

**78% of our over 3,900 employees are women**

**52% of employees self-identify as people of color**

## A STAFF THAT IS VALUED

### MINIMUM/STARTING WAGES



By Dec. 2024, wages boosted to \$17.80/hr. and certain shifts \$19.55/hr.



## PROFESSIONAL DEVELOPMENT

**107** NADSP E-Badge Certifications

**25** Emerging Leaders Training

**12** DSP in Training Graduates



## WELLNESS

**22,470** Recognitions on HeritageHighFive.org

**372** Health Screenings and Fitness Challenges

**346** Success Coach Services



# Self-Directed Services

"I have many choices for activities," says Brittany. "I can go to dance, meet with my personal trainer, play basketball and be with my friends. I go to Sage and meet with Emily to help with my talking. And I meet many friends."



"She loves being able to work on her fitness goals, learn new skills, and, her favorite, volunteer at the food shelf. We can see the joy Brittany has gotten from the independence and successes she has experienced as a result of the community hab program."

*Jody Cooper, mother, pictured with Brittany above*

## MORE CHOICES, BETTER RESULTS

The care industry has shifted toward services with more choices. These types of programs, known as self-directed services, give people the flexibility to choose how they are supported, based on their needs and interests.

Self-directed services empower people to prioritize their mental health, build essential life skills and contribute to their communities through civic engagement. These personalized supports are an investment in people's growth, independence and contributions to society.

Self-directed services continue to be one of Heritage Christian Services' **fastest growing programs, with 118 new enrollments in 2024.**



### SUPPORTING COMMUNITY INVOLVEMENT

In 2024, over 1,600 people chose self-direction and collectively participated in thousands of activities that enriched their lives and promoted independence.

**8.1K** community classes supported people as they learned new skills and connected with others.

**3.3K** memberships in health clubs and organizations encouraged wellness, positive mental health and belonging.

**49.3K** transportation trips ensured people could access essential services, work and social opportunities.



### PROVIDING HOUSING STABILITY

## 28 transition stipends

supported people in establishing new homes, including people facing emergencies. Additionally,

## 268 people

currently receive a housing subsidy, supporting their ability to live independently.

*integrity*





## STRENGTHENING INDEPENDENCE AND CHOICE

# 77 people

choosing self-direction facilitated hiring their own support staff.

Our self-direction Facebook group grew to over

# 260 members

creating a strong network for shared experiences and resources and for connecting people with potential staff members to support them.



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“Josh just feels like a best friend.”

*Logan Everhart,  
community support employee*



## STRENGTHENING THE CONSUMER DIRECTED PERSONAL ASSISTANCE PROGRAM

Heritage Christian Services was chosen as

# 1 of more than 40 agencies to partner with PPL,

New York state's new CDPAP fiscal intermediary (FI), as a designated facilitator for the program

In that role, HCS provides personalized support to children, older adults and people with disabilities, offering dedicated guidance and resources to ensure each person continues to receive the care they need.

## A FRIENDSHIP BUILT ON SUPPORT AND SHARED ADVENTURES

At Heritage Christian Services, meaningful connections are at the heart of what we do. Just ask Joshua Potter and Logan Everhart, whose friendship began in November 2018 when they met as Joshua was raking leaves with his dad. What began as routine visits quickly turned into a strong bond built on mutual respect, laughter and shared interests. From music and TV shows to their love of the Marvel Universe and Star Wars movies, they've spent countless hours enjoying life together – always choosing the best reclining theater seats, of course!

Beyond the fun, the little things added up, turning everyday moments into something special. Logan appreciated Joshua's concern for his own well-being, making their time together feel less like work and more like spending time with a best friend. Logan's dedication and Joshua's enthusiasm really show the power of companionship and support.

HCS relationships go beyond the ordinary – they're about authentic connections that can make all the difference in achieving what matters most to a person.

## PROJECT SEARCH®: BUILDING SKILLS, BUILDING FUTURES

Project SEARCH is a one-year internship program that helps young adults who have intellectual and developmental disabilities gain real-world job experience. In Rochester, it's made possible through a partnership between Jewish Home and Heritage Christian Services, empowering participants with skills that apply across industries.

Take Adam, for instance. Through Project SEARCH®, he explored different roles, from security to IT, learning to remove hard drives, deploy computers, and handle electronics. More importantly, he gained confidence – learning to speak up, take initiative, and embrace new challenges.

Today, Adam is thriving as an IT assistant, growing in his role every day. His journey is proof that with the right support and experience, success is within reach.



## EXECUTIVE LEADERSHIP TEAM

Drew Bielemeier, Senior Vice President of Operations

Anne Brett, Director of Administrative and Governance Operations

Jillian Carter, Associate Vice President of Advancement

Kim Clark, Associate Vice President of Marketing and Communications

Chuck Collard, Regional Vice President of WNY Operations and Advancement

Jen Gaffey, Controller

Michelle Labossiere-Hall, Vice President of Clinical and Finger Lakes Residential

Marisa Geitner, President & C.E.O.

Donna Mostiller, Senior Vice President of People and Culture

Leonard Munthali, Vice President of IT

Julie Owen, Vice President of Finger Lakes Customized Supports

Joanie Parker, Vice President of Employment, Education and Finger Lakes Day Services

Daniel Ross, Vice President of Corporate Compliance and Risk Management

Vicki Reina, Vice President of Quality Advancement

Laura Ryan, Business Analytics and Strategy, Advisor to the President

Shadi Sifain, Senior Vice President of Finance

Mark Zawacki, Executive Director of Foundation, Senior Vice President of Advancement

# More Reasons To Celebrate

## INCLUSIVE COMMUNITY IMPACT PROGRAMS



*Afterschool respite at the Pieters Family Life Center with Kristina Churchill and Josh Tunningley*

Heritage Christian Services has expanded over 40 years, beyond its hallmark residential program, to include more services through NYS OPWDD and the Department of Health, plus inclusive community initiatives like the Pieters Family Life Center, Springdale Farm, Balcony Point, Heritage Christian Stables, A Second Thought Resale Shop and Eleversity, reaching thousands collectively.

These programs add dimension to our mission, allowing us to connect with and serve more people in our community. They are places where we can demonstrate and share what inclusion and belonging look like for people every day. Through these initiatives, Heritage Christian Services continues to foster a sense of community and support, ensuring everyone has the opportunity to thrive and feel valued.

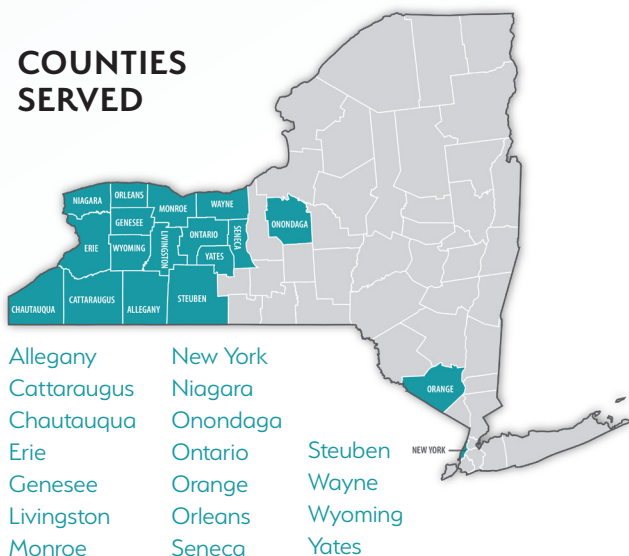
## HIGHLIGHTING EXPRESSIVE BEGINNINGS

Three Expressive Beginnings Child Care locations support over 500 children. Our flagship is in Henrietta, while the Webster location – our largest – serves more than half of the families. Our third site opened in Greece. Part of the Heritage Christian Services model, which emphasizes care, support and continuous learning, inspires the Expressive Beginnings approach. We've been blessed to serve children and their families for 14 years.

[ExpressiveBeginningsChildCare.org](http://ExpressiveBeginningsChildCare.org)



## COUNTIES SERVED



Pieters Family Life Center  
**8 Wellness Events**

Employment Alliance  
**415 People Served**  
**130 Business Partners**

Heritage Christian Stables  
**1,505 Therapeutic Riding Lessons**

Expressive Beginnings Child Care  
**500 Children Served**

Eleversity  
**7,000 People Trained**

Springdale Farm & Balcony Point  
**2,850 Visitors**  
for school tours and events

A Second Thought Resale Shop  
**FUNDED INTERNATIONAL MINISTRIES**  
**Wheelchair Distribution**  
**and 3 Weeks of Habilitative Camp**





## GENEROSITY ABOVE AND BEYOND

Thanks to the generosity of our community through volunteerism, special event participation and donations, we achieved steady support outside of the Homes with Heart capital campaign in 2024.

Special recognition goes to Tom Golisano, business entrepreneur and mega philanthropist, who has encouraged us since our earliest years. In addition to his recent \$5 million gift, Tom made the lead \$1 million gift two decades ago to construct the Pieters Family Life Center. His backing through the years has inspired our entrepreneurial spirit to serve people in innovative ways.

We also appreciate over 200 dedicated volunteers who contributed more than 1,000 hours, demonstrating their commitment to our cause. We raised over \$1 million outside of the capital campaign, launched a stronger planned giving program and secured eight agency grants to support our community programs.

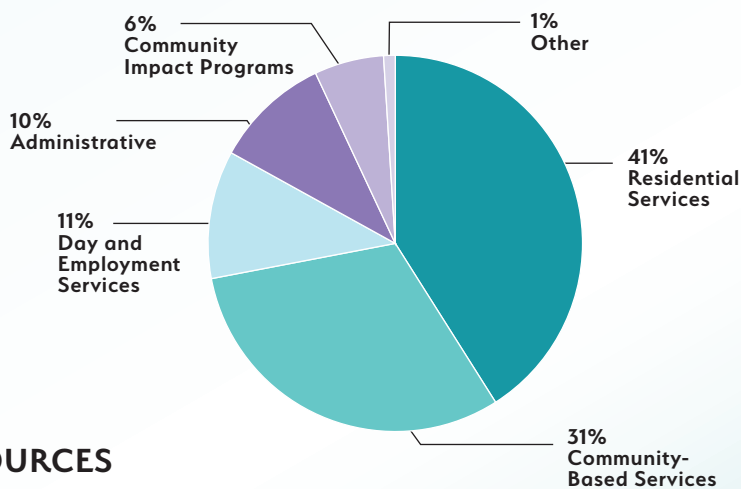
A heartfelt thanks to all our supporters who show their support because of our shared beliefs. This powerful connection builds our future and helps people to thrive.



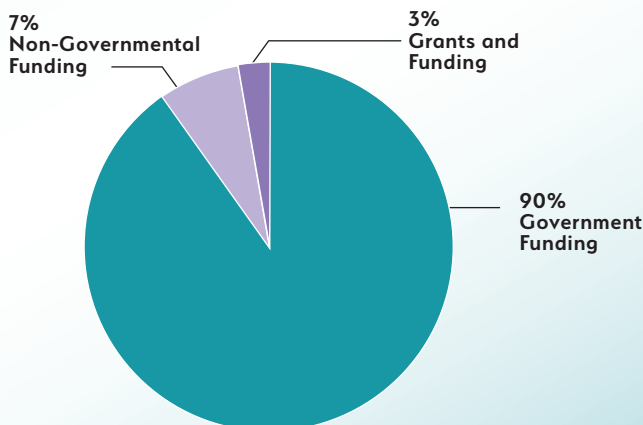
"The only wealth you get to keep is that which you give away."

*Tom Golisano*

## EXPENSE BY PROGRAM



## REVENUE SOURCES



**2024 REVENUE**  
**\$167,231,722**

## 2024 AGENCY BOARD OF DIRECTORS

Melinda Andolina, Chair  
Nancy Bojanowski  
Neil Cieminis  
Dr. Lisa Durant-Jones  
Dr. Sasha Eloi-Evans  
Patricia Feola  
Lori Florack  
Carl Grayson  
Dr. Manasi Ladrigian  
Sanjay Mathur, Vice-Chair  
Chris Muller, Vice-Chair  
Dr. Ryne Raffaele  
Hon. Maria Cubillos Reed, Secretary  
Jim Reitz  
Rev. Angela D. Sims, Ph.D.  
Susan Stockton, Board Advisor  
David Vaden, Treasurer  
Richard Vander Horst  
Cynthia Voelker

## FOUNDATION BOARD OF DIRECTORS

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Kevin Best, Vice Chair  
Rachel Bonsignore  
Betsy Brugg  
Geoff Cook, Secretary  
Paul D'Aiutolo  
James Goetz  
Aaron Horning  
Drew Hoselton  
Patricia Larrabee, Treasurer  
John Loury  
Richard A. Marchese  
Pam Marcucci  
Suzanne Nye  
Paul O'Leary  
Mike Osborn, Chair  
Mary Richardson  
Stephanie Seiffert  
John Ward  
Joseph R. Wilson

# We're hiring!



Heritage Christian Services is a thriving human services agency that works to make sure everyone—including children, older adults and people with disabilities—feels valued and respected.

**Share direct support job openings at Heritage Christian Services with the most caring person you know. Tell them to apply online.**



SCAN THE  
CODE TO VISIT US  
AT [JOINHCS.ORG](https://joinhcs.org)

## REFRESHING OUR WORKPLACE VALUES

We constantly work to move forward with a culture that reflects our values of integrity, inclusion, compassion, excellence and joy. These values guide our actions and decisions, creating a positive impact that extends beyond Heritage Christian Services.

### INTEGRITY

More in your pinky than most have in their whole body.

### INCLUSION

Like a ring, everyone belongs in the circle.

### COMPASSION

At the center of all we do.

### EXCELLENCE

We're #1 at striving for the best.

### JOY

A thumbs up means good things are happening. Joy!

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**HERITAGE**  
CHRISTIAN SERVICES