

ESL IN THE COMMUNITY: 2022 REPORT

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# COMMUNITY IMPACT

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**\$26.9 MILLION**

**COMMITTED TO GREATER ROCHESTER  
ORGANIZATIONS IN 2022**

EXPANDING INDIVIDUAL OPPORTUNITY  
(EDUCATION, EMPLOYMENT AND INCOME)

**\$12.3 MILLION**

BUILDING STRONG NEIGHBORHOODS  
(AFFORDABLE HOUSING AND CONNECTED NEIGHBORHOODS)

**\$7.7 MILLION**

STRENGTHENING ORGANIZATIONS AND SYSTEMS  
(CAPACITY BUILDING)

**\$3.1 MILLION**

COMMUNITY BASIC NEEDS  
(ARTS AND CULTURE, FOOD SECURITY, HEALTH)

**\$3.8 MILLION**

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**TOTAL NUMBER  
OF GRANTS IN 2022:**

**476**

## COMMUNITY IMPACT

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One of the most significant ways ESL lives up to its Purpose is by reinvesting in the community through philanthropic grants to nonprofit organizations. The ESL Community Impact framework seeks to build a healthy, resilient and equitable Greater Rochester for all, and to achieve that by reinvesting in the following areas:

### 1. EXPANDING INDIVIDUAL OPPORTUNITY

We support programs and efforts to expand professional and educational opportunity for all residents of Greater Rochester.

- Education prepares students for college and careers
- Employment is attainable and assures self-sufficiency

### 2. BUILDING STRONG NEIGHBORHOODS

We invest in neighborhoods across Greater Rochester to ensure they are prosperous, well-connected and inclusive.

- Housing is affordable
- Connected neighborhoods are prosperous, engaged and linked

### 3. STRENGTHENING ORGANIZATIONS & SYSTEMS

Rochester has multiple organizations and initiatives already working together to create a healthy and resilient community. We support these organizations and initiatives by investing in the necessary yet less visible systems, capacities and policies that ensure they are successful.

- Collaboration between organizations is strong and effective
- Data is accessible and shared
- Human capital in the local nonprofit sector is world-class

### 4. STORIES THAT LIFT US UP

We share and learn from our work to continually improve our practices and celebrate successes in the Rochester region to inspire further action.

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“ESL IS SENSITIVE TO THE BARRIERS FACED BY CERTAIN SECTORS OF OUR COMMUNITY AND IS INTENTIONAL IN IDENTIFYING AND PARTNERING WITH ORGANIZATIONS THAT HAVE A TRACK RECORD OF PROVIDING DIRECT AND IMPACTFUL SUPPORT TO DIVERSE POPULATIONS.”

– ROCHESTER JAMAICAN ORGANIZATION

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## COMMUNITY IMPACT GRANT RECIPIENTS

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As we learn from, collaborate and partner with nonprofits in the community, we have also enhanced our level of giving commitments so we can approve multi-year grants for organizations. Providing these multi-year commitments to support organizations and programs helps solidify budgets and improve efficiencies so organizations do not have to resubmit for funding.

### SELECTION OF GRANTS PROVIDED IN 2022

FOCUS AREA	ORGANIZATION	PROGRAM	GRANT AMOUNT
Employment/Income	Young Adult Manufacturing Training Employment Program Inc.	Support costs to continue program and projected growth	\$800,000 over two years
Employment/Income	Child Care Council Inc.	Child care workforce grants	\$475,060 over two years
Employment/Income	Wayne County Action Program (Wayne CAP)	STEADY Work Program for Wayne County Youth	\$375,000 over two years
Education	Monroe Community College Foundation	Be a Healthy Hero Summer Camp	\$717,000 over three years
Education	The Center for Youth Services	Bridge to Peace	\$200,000 over three years
Education	Young Women's College Prep Foundation	Rochester Regional "Grow Your Own" teacher pipeline initiative	\$180,000 over two years
Education	Rochester City School District	RCSD Fathers Initiating Restorative Engagement (F.I.R.E.)	\$46,475
Housing	Rochester Management Inc.	First Genesis single-family homes project	\$500,000
Housing	Housing Advantage Inc.	Tailor Square	\$400,000
Housing	Rochester Housing Development Fund Corporation	HOME Rochester & Make Monroe Home	\$400,000
Housing	YWCA of Rochester and Monroe County	Collaborative Rapid Re-Housing for Homeless Individuals	\$338,174 over three years
Connected Neighborhoods	REACH Advocacy Inc.	Edgerton Meadows: A REACH Advocacy Community	\$355,000
Connected Neighborhoods	Reconnect Rochester Inc.	Investing in Community Mobility to Build Strong Neighborhoods/ Reconnect Rochester strategic plan implementation	\$201,125 over two years
Connected Neighborhoods	Rochester Community TV Inc.	Repositioning Rochester Community Media (RCTV)	\$167,000 over two years

## COMMUNITY IMPACT GRANT RECIPIENTS

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FOCUS AREA	ORGANIZATION	PROGRAM	GRANT AMOUNT
Collaboration	United Way of Greater Rochester and the Finger Lakes	TogetherNow (formerly known as the Systems Integration Project): Early Adoption	\$429,000
Collaboration	Ibero-American Action League	Strengthening organizations and systems	\$50,000
Collaboration	19th Ward Community Association of Rochester, New York Inc.	Strategic planning	\$15,000
Human Capital	Empire Justice Center	Capacity building	\$50,000
Human Capital	Breakthrough Leadership Consulting (Fiduciary: Community Resource Collaborative)	Capacity building for leaders of color in the public sector	\$43,200
Human Capital	540WMain	Antiracism Facilitator Fellowship residency	\$37,424
Data	Heritage Christian Services	Employee Resource Network (ERN): Rochester	\$60,000
Data	RochesterWorks Inc.	Workforce development system resources map	\$30,000

“WE REACHED OUT TO ESL FOR HELP TO FIND RESOURCES TO SUPPORT YOUNG PEOPLE WHO WERE NAVIGATING CHRONIC POVERTY AND ACUTE TRAUMA DURING THE MIDDLE OF THE GLOBAL PANDEMIC. PROGRAM STAFF SET ASIDE TIME WITH US TO ENCOURAGE OUR VISION AND HELP US DEVELOP OUR PLAN. WE ARE HELPING DOZENS MORE YOUNG PEOPLE NOW FIND EMPLOYMENT AND SELF-EFFICACY BECAUSE ESL ENCOURAGED US TO IMAGINE WHAT COULD BE DONE. IT IS OUR JOB TO BELIEVE IN YOUNG PEOPLE AND SUPPORT THEM THROUGH THEIR CHALLENGES; ESL BELIEVED IN US. ESL TOOK TIME TO VISIT OUR SITES AND RECOGNIZE HOW PARTNERS LIKE FINGER LAKES COMMUNITY ACTION AND SODUS CENTRAL SCHOOL DISTRICT AND GOVERNMENT OFFICES OF WAYNE COUNTY ARE COMING TOGETHER TO GIVE HOPE. ESL TOOK TIME TO LISTEN TO OUR VISION, HELP US ARTICULATE THAT VISION AND PROVIDE RESOURCES FOR OUR PLANS SO WE CAN HELP MORE YOUNG PEOPLE THAN EVER BEFORE.”

— JAY ROSCUP, COMMUNITY SCHOOLS DIRECTOR, WAYNE COUNTY COMMUNITY SCHOOLS, STEADY WORK PROGRAM

## COMMUNITY IMPACT

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### **ADDITIONAL GIVING COMMITMENTS IN 2022 INCLUDED:**

#### **SECOND ROUND OF ESL EQUITY GRANTS**

The nonprofit sector has been hit particularly hard throughout the pandemic, with Black and Latino-led organizations facing funding challenges at a higher rate. The ESL Equity Grants ensure that these community organizations can provide effective, quality programs to the people they serve. 2022 marked the second round of Equity Grants distributed by ESL to Black and Latino-led nonprofits throughout Greater Rochester. These grants of up to \$50,000 help build equity in the nonprofit community by providing organizations with funding support for operations, capital, supplies and equipment, and enhancing or launching programming that supports those they serve. Applications for the second round were accepted through September 30, 2022. While we are still in the process of reviewing and approving grant requests, applications in 2022 surpassed the first round in 2021. In 2022, we received 220 requests totaling just under \$10 million, while in 2021 we received 134 requests totaling \$5.1 million.

#### **INFLATIONARY SUPPORT**

Inflation in 2022 added financial stress to nonprofits already experiencing economic hardships throughout the pandemic, mainly in terms of funding and hiring. To help alleviate some of the cost increases tied to inflation, ESL offered nonprofits who received a grant from us in 2022 the opportunity to apply for “Inflationary Support for Strategically Aligned Grantees.” This additional grant would be 10% of the amount of the original grant provided by ESL, up to \$29,500. In total, ESL provided 58 of these hardship grants to nonprofits, totaling approximately \$715,000 to help offset inflation costs.

### **COMMITMENT FROM ESL TO PROVIDE GRANT SUPPORT FOR OUR PUBLIC PARTNERS:**

#### **MONROE COUNTY**

Monroe County was a recipient of \$144 million in ARPA funds and solicited feedback from county residents on how the funds should be spent. With numerous projects in the pipeline that will receive funding from the county, ESL is collaborating with other local funders to offset costs for projects that align with our Community Impact framework. These grant dollars for ARPA-funded projects will help offset costs and allow the county to invest in more projects. It is this kind of collaboration between public and private sectors that can help make our community stronger by positively impacting people and neighborhoods throughout Monroe County.

#### **CITY OF ROCHESTER**

ESL has agreed to join other foundations in support of the New York State Regional Revitalization Partnership. Rochester is one of three cities, along with Buffalo and Niagara Falls, that will receive funding from Empire State Development to support key community initiatives. \$80 million in funding will be available in Rochester, with philanthropic and corporate partners, including ESL, collectively donating \$25 million over the multi-year endeavor. The investments in Rochester will focus on commercial corridors, small business development, waterfront/placemaking and workforce development.