

2024 ESL IN THE COMMUNITY REPORT

Community Impact



Community Impact

In 2024, ESL reinvested in the Greater Rochester region with more than 435 grants for a total of \$25 million. These grants support nonprofit organizations whose mission aligns with our strategic framework. Our Community Impact team, the philanthropic arm of ESL, focuses on Expanding Individual Opportunity (education and employment/income), Building Strong Neighborhoods (affordable housing and connected neighborhoods), Strengthening Organizations and Systems (collaboration, data, and human capital), and sharing Lifting Up Stories (addressing the successful outcomes of underlying narratives in Greater Rochester that inspire the population to become part of the solution).



**TOTAL NUMBER OF GRANTS
COMMITTED IN 2024**

435

**DOLLARS COMMITTED TO BUILDING
STRONG NEIGHBORHOODS**

(Affordable Housing &
Connected Neighborhoods)

\$8.5 Million

**DOLLARS COMMITTED TO EXPANDING
INDIVIDUAL OPPORTUNITY**

(Education & Employment/Income)

\$14 Million

**TOTAL DOLLARS COMMITTED TO GREATER
ROCHESTER ORGANIZATIONS IN 2024**

\$25 Million

**DOLLARS COMMITTED TO
STRENGTHENING ORGANIZATIONS
& SYSTEMS**

(Capacity Building)

\$1.1 Million

**DOLLARS COMMITTED TO
COMMUNITY BASIC NEEDS**

(Arts & Culture, Food Security, Health)

\$1.5 Million

Sample of Grants Provided in 2024

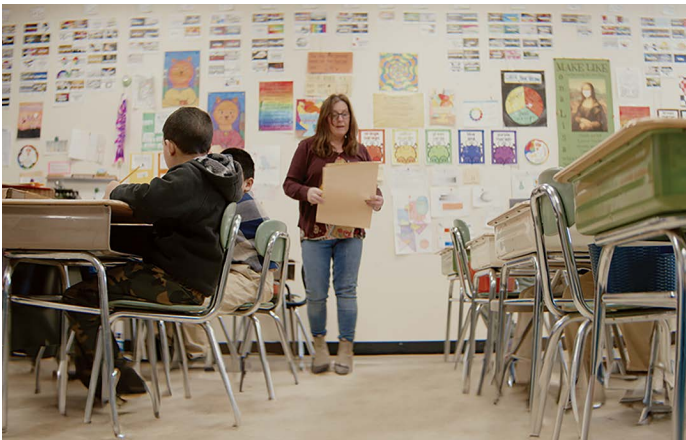
ORGANIZATION	PROGRAM	GRANT AMOUNT	FOCUS AREA
Reconnect Rochester Inc.	Complete Streets Makeover	\$40,000	Building Strong Neighborhoods
Plymouth/Exchange Neighborhood Association, Inc.	Plex Garden Second Phase	\$10,000	Building Strong Neighborhoods
Wayne County Action Program Inc.	Housing Rehabilitation Assistance Program (HRAP)	\$1,600,000	Building Strong Neighborhoods
Flower City Habitat for Humanity	2024 Critical Home Repair Program	\$458,800	Building Strong Neighborhoods
ROC the Future (Fiduciary: The Children's Institute)	Strengthening RTFA Data, Strategy and Collaborative Action to Improve Education Outcomes	\$450,000	Expanding Individual Opportunity
GLOW Young Men's Christian Association Inc.	GLOW YMCA – Summer Funding	\$136,000	Expanding Individual Opportunity
Lyons Community Center Inc.	LCC Summer Programming	\$25,000	Expanding Individual Opportunity
Rochester General Hospital (Fiduciary: Rochester Regional Health Foundation)	College of Health Careers	\$1,500,000	Expanding Individual Opportunity
Young Adult Manufacturing Training Employment Program, Inc.	Job Retention	\$900,000	Expanding Individual Opportunity
Finger Lakes Workforce Investment Board Inc.	FL Regional Career Connections Coordinator	\$200,000	Expanding Individual Opportunity
Kool Nerd Foundation Inc.	Healthcare Industry Awareness Courses	\$45,000	Expanding Individual Opportunity
Grantmakers Forum of New York Inc.	Nonprofit Support Group	\$243,049	Strengthening Organizations and Systems
Hobart and William Smith Colleges	Creating Cradle to Career Systems Change in Geneva	\$152,000	Strengthening Organizations and Systems

Sample of Grants Provided in 2024 (Continued)

ORGANIZATION	PROGRAM	GRANT AMOUNT	FOCUS AREA
Rochester Beacon, Inc.	Community Chronicles – A Solutions-Based Storytelling Project	\$30,000	Strengthening Organizations and Systems
Climate Solutions Accelerator of the Genesee Finger Lakes Region	Equity-Focused Climate Work	\$20,000	Strengthening Organizations and Systems
Baden Street Settlement Rochester Inc.	Building Baden’s Capacity 2024	\$53,000	Strengthening Organizations and Systems

Lifting Up Stories

ESL works to share the impactful message of those who are making progress to improve our community. Lifting Up Stories helps shift the narrative of significant topics in the Greater Rochester region. Through our partnerships, we strive to showcase the extraordinary results taking place in our community in the areas of affordable housing, education, employment among youth, and in neighborhood stability and growth.



Affordable Housing

Through a community partnership between ESL and Rochester Refugee Resettlement Services, foreclosed homes in poor condition throughout the City of Rochester are renovated into quality affordable housing. The program is delivering positive results for new homeowners and the community at large. With affordable housing continuing to be a vital challenge in our community, this program fills a critical need in our region that provides stability, greater opportunities for education and employment advancement, and building strong neighborhoods.



Community Schools

Community schools are public schools that partner with local organizations to provide students and their families with support services to address out-of-school barriers, poverty, physical and mental health, food insecurity, and/or clothing. School districts throughout the Greater Rochester region are partnering with local organizations to establish these community schools that are more than a place—they bring parents, community partners, and schools together, organizing schools around students and their success. The districts we fund for this are the Rochester City School District, Greece Central School District, and Wayne County. Community schools are seeing measurable results in attendance, reading scores, and graduation rates that highlight the power of these community partnerships.

Center for Teen Empowerment

The Center for Teen Empowerment employs and trains youth organizers to work with others and implement neighborhood-based solutions to community issues. Through this work, youth organizers help redirect neighborhood youth to engage in more positive outlets for growth and change. In this initiative, neighborhood youth are included as part of the solution and actively involved in the process.

Resilia

In 2024, ESL launched a new pilot program to help support local nonprofits. Resilia is an online capacity-building platform that offers one-on-one coaching, peer-to-peer learning, classes, monthly meetings, and other tools that nonprofits can access to help support them in their day-to-day work and planning.

More than two dozen grantees signed up for the pilot program as part of our commitment to strengthen organizations and systems throughout the Greater Rochester region. Among the many offerings of the platform, Resilia allows nonprofits to set organizational goals, develop fundraising systems, and create newsletters for their audiences. Nonprofits are given unlimited access to the capacity support they need, at a time of their choice and through their preferred entry point.



To learn more about the ESL Community Impact initiative and how to apply for a grant, visit:

esl.org/community/community-impact

KEVIN,
ESL CUSTOMER
Spencerport