

Answers to the burning questions within....

- H. c) 152
- S. d) all of the above
- C. d) 337
- 1. b) 1978
- 2. c) Charitable Giving in Tompkins County
- 3. d) Local Funders Panel
- 4. a) color photo and c) soliciting other non-profits
- 5. b) people with no health insurance
- 6. d) \$250,000
- 7. b) Health Insurance
- 8. c) 25 years
- 9. b) \$37,760
- 10. a, b, d, e, g, h, i

Human Services Coalition of Tompkins County, Inc.  
 100 West Seneca St., Suite 300  
 Ithaca, NY 14850-4138  
 (607) 273-8686

Information & Referral Assistance  
 2-1-1 or  
 (607) 272-9331

[www.hsctc.org](http://www.hsctc.org)

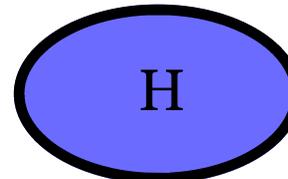
A United Way Agency



*Human Services Coalition of Tompkins County*

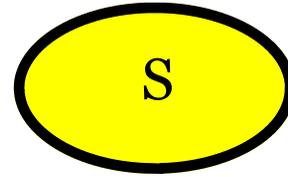
*Annual Report*

*2007*



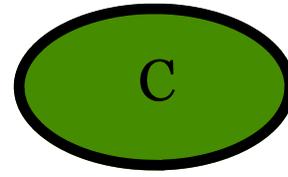
**How many pieces of office furniture, donated by Smith Barney, were distributed by HSC in 2005?**

- a) 48
- b) 99
- c) 152
- d) 188



**Which of the following services were launched through the Health Planning Council?**

- a) Hospicare
- b) Family Medicine Associates of Ithaca
- c) Urgent Rx
- d) All of the above



**How many unique types needs did I&R/2-1-1 assist people with in 2007 ?**

- a) 5
- b) 18
- c) 62
- d) 337

## Board of Directors

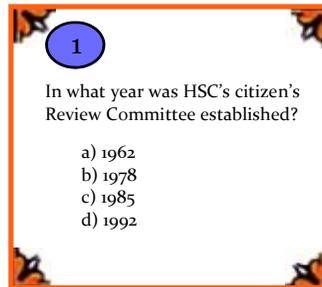
Michelle Berry	John T. Lemley	Ken Schlather
James A. Brown	Deborah Mohlenhoff	Lenore Schwager
Sue Dale-Hall	Shawn Martél Moore, Secretary	Gary Stewart
Robert De Luca	Alicia Plotkin	Sherl Walters
Lee Dillon, Vice-chair	Jonathan Plotkin, Treasurer	Cathy Webb
Richard Driscoll, Chair	Frank Proto	Rev. Nathaniel Wright
Jim Hull	Teresa Robinson	Nancy Zahler
Marnie Kirchgessner		



## Committees

### HSC Review Committee

Danielle Conte  
 Reneé Farkas  
 Marnie Johnson  
 John Lemley  
 Eugene A. Lovelace  
 Cindy Martin  
 Jonathan Plotkin  
 Ron Provus  
 Frank Satterly



### HPC Advisory Board

Suzanne Aigen	Bill Hawley	Liz Norton
Dick Bucklin	Lisa Holmes	Chris Payne
Alice Cole	Marnie Johnson	Diane Traina
Robert De Luca	Christine Klotz	Laurie Roberts
Shawn Galbreath	Theresa Lyczko	Nancy Spero
William Gilligan	Rob MacKenzie	Lenore Schwager
Beth Harrington	Joan Murphy	Jeff Shepardson

### I&R Advisory Committee

James Brown  
 Danielle Conte  
 Reneé Farkas  
 Ann Gifford  
 Beth Jenkins  
 Kay Jenney  
 Mike Raffe  
 Larry Roberts  
 Lynne Whetzel  
 Nancy Zahler

## Staff

Kathy Schlather, Executive Director  
 Nancy Burston, Associate Director  
 Carol Farkas, Administrative Coordinator  
 Lisa Horn, Support Specialist  
 Kathryn Russell, Financial Manager  
 Betty Falcão, Health Planning Council Program Director  
 Elizabeth Holmes, Health Planning Council Program Assistant  
 Beverly Chin, Access Coordinator  
 Beverly Hammons, Special Projects Coordinator  
 Sue Olmstead, Asthma Project Coordinator  
 Edward Swayze, Information & Referral / 2-1-1 Program Director  
 Fran Spadafora Manzella, Call Center Manager  
 Michael J. Brutvan, I&R Information Technology Manager



## Volunteers and Interns

Caryl S. Arsenault	Rebecca Curren	Melissa Kollonige
Mary Jo (MJ) L. Austin	Megs DiDario	Susan Lesser
Helene Ballantyne	Jason Endriss	Amanda Linnertz
Russell Bourne	DuWayne Fish	Laura Luedke
Veronica Conti	Helen Howland	Leanne Polachek
		Jessica Reynolds
		Amy Rieck
		R.J. Rowland
		Samantha Sattler
		Lena Smith
		Ann Marie Soohoo
		Dennis Vilorio
		Betty Windstein

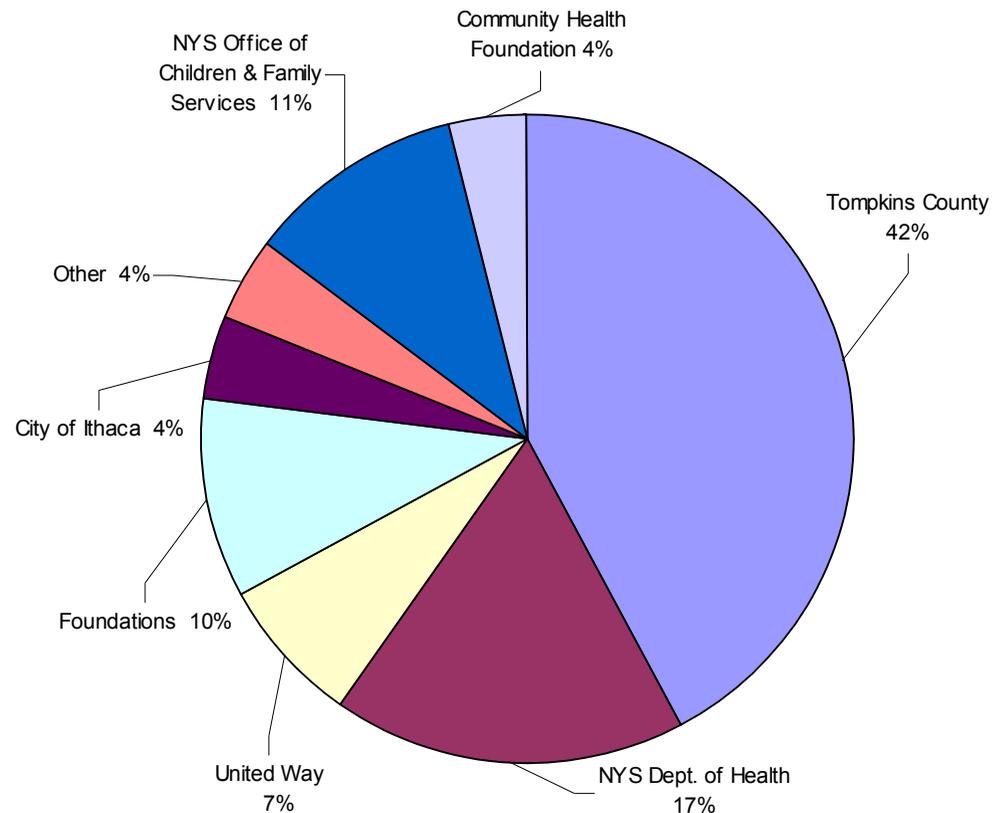


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Which of the following came out of the grant HSC received from the Appalachian Regional Commission (ARC) in 1998?

- Increased email/Internet access for 11 local agencies
- HSC on-line calendar
- Google
- I&R database
- Shared LCD projector and laptop
- YouTube
- HSC List-serve
- Bunches of staff training on software
- New websites for several agencies
- MySpace

## Human Services Coalition 2007 Operating Revenue: \$892,383



Foundations include:

Park Foundation	Tompkins County Foundation
Triad Foundation	Community Foundation of Tompkins County
Tompkins Charitable Gift Fund	First Presbyterian Church
Home Depot	Friends of the Tompkins County Library
Mothers & Babies Perinatal Network	Ithaca Urban Renewal Agency

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What were the total operating revenues of the newly formed HSC in 1975?

a) \$12,150   b) \$37,760   c) \$45,000   d) \$62,250

## From the Executive Director

Each year, I become even more excited about the great work that is happening in the field of Health and Human Services. Skilled professionals are constantly evaluating and adapting the programs they provide to meet the ever-changing needs of our citizens. We don't avoid tackling big challenges because they are complicated or require too much time and effort. We meet these challenges head-on, and in doing so, we make this a stronger community for everyone.

At the Human Services Coalition we strive to be part of this evolution of ideas and actions. In 2007, all three of our programs adapted to be responsive to current trends. We know that these changes provide better service to the community we are here to support.

- Recognizing that the sooner people are connected to programs and services that help them meet their immediate and long-term needs, the more likely their issue will not be compounded, Information and Referral (I&R) became a 24 hour a day, 7 days a week 2-1-1 call center. Residents now have a short, easily remembered 2-1-1 phone number where they can obtain the information they are seeking. This national initiative, already recognizable to the majority of U.S. residents will help to ensure that even new residents will find the resources they need.
- Recognizing that children experiencing problems controlling their asthma may become less physically active, miss school, and possibly fall behind in their class work, the Health Planning Council (HPC) secured funds to develop an Asthma Control program. The program works through the school nurses to help the families of children with asthma. One of the many outcomes of this program is that when children miss less school, their parents miss less work.
- Recognizing that a strong board is the backbone of a strong organization, Human Services Planning (HSP) initiated a Board Development Series to work with current and potential board members. The series will provide trainings, resource materials, and assistance to individual boards and their staff to establish an understanding of the roles, responsibilities, and rewards that come with board service.

These are just a few of the many health and human services programs that are constantly assessing and responding to community conditions to ensure that the residents of Tompkins County have the opportunities to build the skills needed for success. *M. Kathleen Schlather*

## From the Board Chair

In 2007 the Coalition's Board of Directors launched into a year of active planning for the future. While some members greeted the initiative with trepidation, I promised that I would use the word 'strategic' as little as possible. Rather, I proposed that our exploration should take a fill-in-the-blank approach such as "What if we..." or "What do you think about..." It worked. The anxiety these things can elevate was quite manageable!

The plan is divided into four areas: 1. Community Engagement: Advocacy & Marketing; 2. Services/Programs: Development & Delivery; 3. Governance: Board Roles & Structure; 4. Administration: Operations & Funding. The Board and the Core Planning group were ably assisted by our consultant, Scott Sears, who assisted us with our planning process, which included interviews with funders, constituent health and human service organizations, elected officials, and the private sector.

Most importantly, we have built in an evaluation process that will make planning more dynamic. The goal is to institutionalize an evolutionary planning process, thereby shedding the sometimes "rigid-every-three-years" approach. The plan will roll ahead, adding a new year as the current year is completed. We're feeling good about our work and look forward to sharing the plan after it is adopted at our February meeting. *Richard G. Driscoll*

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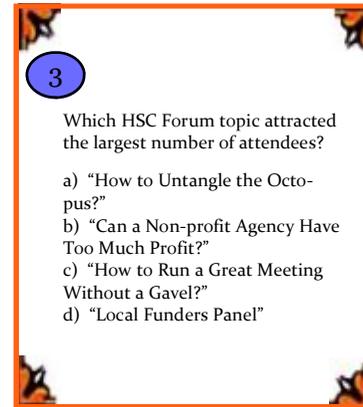
Which of the following titles was not used at a past HSC Annual Meeting?

- "The Future of Revenue Sharing and Its Impact on Human Services"
- "Ithaca College and the Community: Partners in Service"
- "Charitable Giving in Tompkins County"
- "The Full Martyr"

# Human Service Planning

## Training

Several training seminars on a variety of topics highlighted 2007 for Human Service Planning (HSP). In January, Jack Little, CPA & Lecturer in Accounting, Cornell University, presented *Financial Reporting, Internal Control and Risk Management in Not-for-Profit Organizations: Looking at the Big Picture*. The Coalition also partnered with the Cornell Public Service Center for the training *Partnership for Success: Practice, Policy, and Public Good*. In March, HSP collaborated with *The Ithaca Journal*, and the Community Foundation of Tompkins County, to offer *How to Get Published in Cyber & Fiber*, presented by Michelle Courtney Berry of Courtney Consulting.



In response to results of an agency needs assessment, HSC developed a series of trainings on Board Development. *Board Basics*, the first of the series, was presented by the Council of Community Services of New York State, and targeted new and prospective board members. Two sessions of *Leadership Planning and Recruitment* were facilitated by

Ann Martin of the Praxis Consulting Group. Both workshops were highly successful and well-attended.

## Agency to agency

HSP continued its long tradition of providing opportunities for community problem-solving for local non-profits at the monthly Forum and at the Homeless & Housing Task Force meetings. Some of the Forum topics brought forward in 2007 were *Working Together to Achieve the Common Goals of the County Legislature*; *Earning a Living Wage in Tompkins County*; *Needs of Immigrant Families*; *HSC's Grants Database*; and *Energy Assistance Programs Available to County Residents*, as well as the highly anticipated *Local Funders Panel*. Homeless & Housing Task Force meetings focused on an array of topics to help deliver needed housing and supportive services to low-income people, homeless individuals and families, and those at risk of becoming homeless: a few salient topics include the *2007 Point-in-Time Homeless Street Count*; *the Independent Living Survey Project*; and the *Food Stamp Pilot Project*.

## Outreach

With support from the Park and Triad Foundations, and the generosity of the Palisade Corporation, 2-1-1 Tompkins was seen on television, heard on radio stations, and pasted on buses and billboards. Staff, family members, interns, volunteers, and board members produced a professional looking promotional video for 2-1-1 Tompkins. We thank Hark Productions for their help in making it all happen.



October 1<sup>st</sup> was the official launch day for 2-1-1 in Tompkins County. At the end of a successful day one, we were able to hand the calls over to our partners at ABVI Goodwill Lifeline Services in Monroe County. Lifeline's professional staff have full access to the 2-1-1 Tompkins database and now handle all overnight and weekend calls from Tompkins County.

Our official gala Launch Event happened on November 3<sup>rd</sup>. The event, held at the *Shops at Ithaca Mall*, was a great success. We would like to thank everyone who helped put a welcoming face on 2-1-1, especially Assemblywoman Barbara Lifton and United Way's President James Brown for their kind, uplifting words about the great work that brought 2-1-1 service to our community.

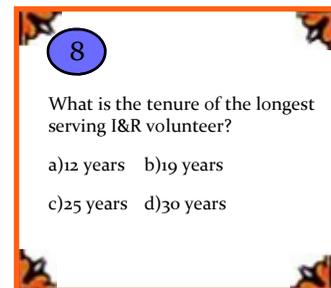
Dialing 2-1-1 offers the public easy access to our services. In response to the outreach we conducted about this enhanced access, the 4<sup>th</sup> quarter of 2007 saw a 16% increase in calls over the same quarter in 2006, and a 12% increase in calls in 2007 over 2006.

## Collaboration

I&R/2-1-1 is working with County staff, including the Emergency Management team, to integrate 2-1-1 capabilities into the County Emergency Response system. In that vein, Ed attended a state-wide Voluntary Organizations Active in Disaster (VOAD) conference in Johnson City in June and participated in several *2-1-1 Disaster Preparedness* web seminars throughout the year.

Going forward, I&R staff continues to work at regional and state levels, meeting bi-monthly with 2-1-1 Finger Lakes Regional partners and quarterly on the Boards of Directors of 2-1-1 New York and the New York State Alliance of Information and Referral Systems. Through these networks, 2-1-1 Tompkins has a voice in decision making for state wide system development, quality assurance, strategic planning, and legislative advocacy.

And it's just the beginning.



# Information & Referral



## 2-1-1

The availability of State funds to develop the 2-1-1 Call Center system throughout New York State made 2007 a year of transformation for the Information and Referral program. All of the hard work developing the system paid off with the official launch of 2-1-1 in Tompkins County.

A combination of State, County, City, CDBG (Community Development Block Grant), and United Way funding allowed us to hit the ground running in January. Information Technology Manager Mike Brutvan took on the task of evaluating our current system, researching available upgrades, and purchasing the software and equipment to begin making the necessary improvements to our current database.

February saw us shift our office space down the hall into two rooms that allow us to better accommodate our staff and growing number of volunteers.

## New Staff

In March, Fran Spadafora Manzella joined HSC/ I&R as Call Center Manager. Her credentials, years of experience, and natural exuberance make her a natural and a great addition to the HSC staff. Her passion and commitment for her work have been instrumental in bringing I&R for Tompkins County to its present proud status as a *Partner Site* in the 2-1-1 Finger Lakes Region, which now serves a twelve county swath bisecting the state from Lake Ontario to the Pennsylvania border. Summer saw the recruitment and training of additional volunteers for the Call Center. A new *Policies and Procedures Manual* for I&R/ 2-1-1 Call Specialists was developed to supplement the six hours of formal training and numerous hours of call shadowing in which each volunteer is required to participate before being given the designation of Information and Referral Specialist.

## Training & Certification

After several months of on the job experience, as well as training at the Alliance of Information and Referral Systems (AIRS) conference in Jacksonville, Florida, both Fran and Michael passed their certification exams at the New York State AIRS Training Conference in October. Fran is now a *Certified Information and Referral Specialist (CIRS)*, while Mike's designation is *Certified Resource Specialist (CRS)*.

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What area of need did 2-1-1 callers most frequently request information about in 2007?

- a) Food/Nutrition
- b) Health Insurance
- c) Housing
- d) Employment

## Awards

Successful community building played a strong role in the HSC's Nominating Committee's choice of award recipients for the 2007 Community Service Awards. Sally Schwartzbach, the Associate Director of The Learning Web, received the *Twenty-Third Annual Ruth Pettengill Award for Community Service* as a Human Service Professional, and Karl Graham was the recipient of the *Thirteenth Annual Anne T. Jones Award for Community Service* as an Exceptional Volunteer.



## HSP in the community

Kathy Schlather was the keynote speaker for the 2<sup>nd</sup> annual Ithaca Forward [IF] board recruitment event and also gave an address at the Ithaca Hunger Banquet held at Cornell. The Human Services Coalition's 33<sup>rd</sup> Annual Meeting was attended by 165 people and featured Cornell President David J. Skorton, who, in his short tenure at Cornell, had taken the time to acquaint himself with our local health and human services community and the issues it faces. President Skorton and his wife, Professor Robin Davisson, hope that Cornell and local not-for-profits will build and learn from partnerships with each other.

## Grants

At the end of April, the Social Service League Foundation Board, with technical support from HSC, met and awarded a total \$16,759 to 12 agencies. The requests totaled \$109,000 from 39 different programs. The Coalition continues to facilitate the Emergency Food and Shelter Program's annual funding process. Typically, about \$35,000 is distributed locally. Thanks, once again, to the Coalition's Review Committee for the many hours the members contribute to the annual review process for County and City funding. Funding requests from 16 agencies were reviewed. Numerous site visits and budget conferences were attended. HSC staff carried the Committee recommendations through the County budget process, providing technical assistance to agencies along the way. HSC continues to manage the STOP Violence Against Women Grant, a collaboration between the Sexual Assault Nurse Examiner Program of Cayuga Medical Center, The Advocacy Center, Cornell University Public Safety, and Tompkins County. The grant helps support services for victims of

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Of the following List Serve items, which one(s) will get you in "hot water" with Carol, aka the HSC List Enforcer?

- a) Attaching a color photo of your kitten that is in need of a new home.
- b) Announcing a human service conference at Niagara Falls.
- c) Soliciting other not-for-profit organizations for your operating funds.
- d) Inviting participants to attend Brain Aerobics at Life Long.

sexual assault. In addition, the Ithaca / Tompkins County Continuum of Care (CoC) - which is coordinated by HSC - secured **\$259,133** by the US Department of Housing & Urban Development (HUD) to provide permanent and transitional housing to homeless persons.

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At Cayuga Medical Center's Emergency Department, Convenient Care Center and Inpatient Units, as well as the Ithaca Free Clinic, the Urgent Rx prescription voucher is available to:

- a) people under 150% of FPL
- b) people with no health insurance
- c) people with no prescription insurance
- d) people who say that they cannot afford their prescriptions

# Health Planning Council

## Acute/Primary Care

HPC launched yet another timely project to meet local needs. *Get Serious About Asthma Control* has been developed to mitigate the effects of asthma in elementary school children. Through this program, HPC will be developing a local clearinghouse of resources, working with four schools to provide additional tools, including equipment, education, and ways to track the impact. *Thanks to the Park Foundation and the Community Foundation for asthma program support.*

Urgent Rx's continued success at Cayuga Medical Center's Emergency Department and Convenient Care Center led to an expansion of the program to the Ithaca Free Clinic and people discharged from Cayuga Medical Center's inpatient units. Urgent Rx provides vouchers for certain urgently-needed generic medications to people with no health insurance. In addition to the free medications, participants also receive follow-up outreach about other health care assistance programs. Over the past year, Urgent Rx has provided 1,658 prescriptions valued at about \$39,000 to more than 760 people. Kudos to Urgent Rx partners *Cayuga Medical Center, Kinney Drugs, Tompkins Health Network, and United Way of Tompkins County.*

## Advocacy

HPC advocated for the community's need to maintain Lakeside Nursing and Rehabilitation Center services by protesting the Berger Commission's recommendation to close Lakeside, which would displace over 160 current residents. HPC also supported the proposed conversion of 80 beds to assisted living program beds. NYS decisions are still pending.

## Sharing Your Wishes

The *Sharing Your Wishes* Coalition continued to encourage and support advance health care planning in 2007. HPC enhanced the skills of more than 45 health care professionals and volunteers, distributed over 9,000 booklets, and gave presentations to senior groups and employees, including "Talking with your family about your wishes."

## Long-Term Care

Phase one of our Long-Term Care Needs Assessment began in 2007 through the identification of existing providers and services, and a survey of consumers and residential providers.



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Last year about how much did people save by using the Tompkins Rx prescription discount card, the county's free prescription discount card?

- a) \$50,000    b) \$100,000
- c) \$ 125,000    d) \$250,000

## Advisory Board

HPC's Advisory Board was very active in 2007. The Board:

- Organized presentations on services for older adults with mental illness, pain management initiatives, and other current topics.
- Participated in the *Statewide Rural Aging Summit* sponsored by NYS legislators, Ithaca College Gerontology Institute, and others.
- Helped the County Legislature administer TompkinsRx, a free card for prescription discounts. Each month more than 750 users saved an average of 21% off their prescription costs. Distributed cards to medical offices, pharmacies, agencies, and individuals.
- Helped develop a pamphlet on *Support for Smokers Who Want to Quit* as part of the T-Free Zone Coalition of Tompkins County, a program of the Health Department.

## Tompkins Health Network implementation projects:

- PMAP (Prescription Meds Access Program):** Counseled over 200 clients about **prescription medicines**; helped people obtain drugs valued at over \$50,000, free from pharmaceutical companies or at low-cost.
- Get Covered Info Line:** Started a health insurance info phone line in May; provided help to more than 165 people to date.
- Health Careers Awareness:** Partnering with others to institute *My Health Careers*, a web-based tool with required training, salaries, and regional job opportunities. To be operational in 2008.
- Get Healthy Tompkins:** Celebrated the launch of this on-line tool for healthy living; provided input for this Cayuga Medical Center project.

*Supported by funds from the New York State Office of Rural Health.*