



2014

Report to the Community

HSC Staff

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Health Access Navigator

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Creating Healthy Places Coordinator

Caryl S. Arsenault
Community Services Specialist

Helene Ballantyne
Community Services Specialist

Tamara S. Beardsley
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Health Planning Council Program Director

Scott Heyman
Director of Education and Training

Liz Hoyt
Health Access Assistant

Sue Olmstead
Chronic Disease Project Coordinator

Nicole Roulstin
Senior Community Services Specialist/
UrgentRx Coordinator

Jill Sage
Finance Manager

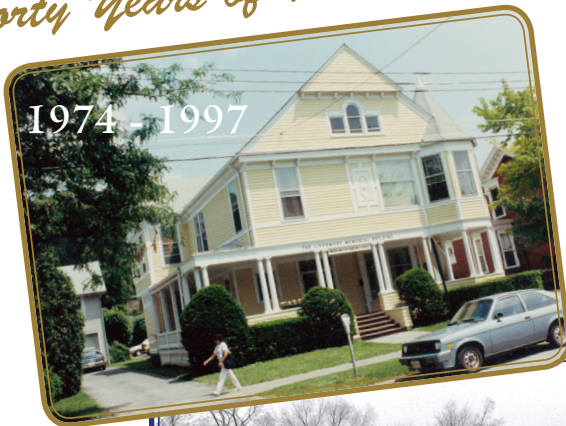
Kathleen Schlather
Executive Director

Liz Warner
Continuum of Care Coordinator

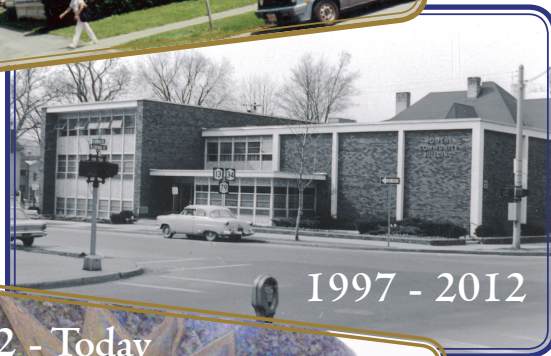
Linda Yannone
Health Access Assistant

Forty Years of HSC...

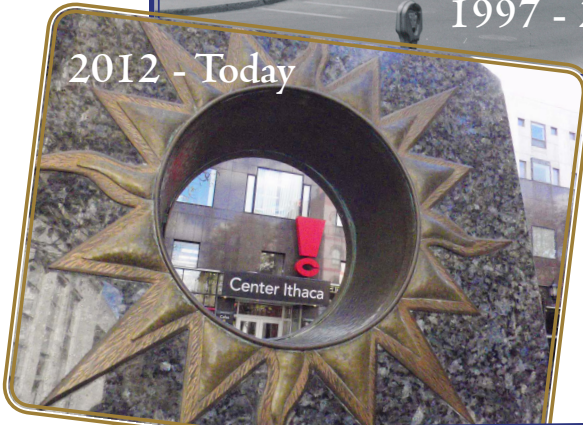
1974 - 1997



1997 - 2012



2012 - Today



Originally established in the **Livermore Memorial Building** (currently housing the United Way; photograph by HSC Staff), our agency moved to the **Women's Community Building** in 1997. When that building was slated to be demolished in 2012 (making way for Breckenridge Apts.; archival photograph provided by HSC Staff), we moved to our new space in Suite 275 of the **Center Ithaca Building** (photograph by Tamara S. Beardsley).

Our Executive Director

We just finished our 40th year of doing business. *HSC* was established in response to the growth in human service programs that resulted from the funding of the *War on Poverty*. *HSC*'s founders knew even then that a coordinated community approach was the smartest way to achieve long term results. Many smart, committed people have dedicated their energy and expertise to alleviating these conditions over the past 40 years. But, poverty remains, and as the world becomes increasingly complex, new demands add to the work of our nonprofit partners.

Milestones like this offer an excellent opportunity to step back and take a long look at both the successes we have achieved and the areas where we still struggle to find the right approach. The *HSC* staff and board of directors are just finishing up a two year strategic planning process that looks to the future and identifies *HSC*'s continued role in providing leadership and support to our nonprofits. The plan emphasizes: 1) the need for data analysis that clearly identifies areas requiring a community response and that is available in a variety of concise, easily accessible formats; 2) the importance of leadership training and support to assure that our nonprofits continue to have strong management as well as a new generation of engaged board members; and 3) the necessity of continued outreach and coordination among agencies and key players so our community is prepared to respond to systems changes similar to what we are currently seeing in health care.

We are lucky that we do business in Tompkins County, where working together to achieve a common goal is the norm instead of the exception. In the coming years, there will be many changes to the systems we now know. *HSC* will be ready to provide the supportive resources upon which our community has depended for 40 years.



Executive Director, Kathy Schlather attends the HSC Luncheon in 2007.

2014 HSC Board Members

Christine Barksdale

Dan Brown

Patricia Carey

Diane Cohen

Susan Dale-Hall *Board Chair*

Geoff Dunn

David G. Evelyn, MD, MPH

Daniel E. Klein

John T. Lemley

Saoirse McClory *Board Secretary*

Schelley Michell-Nunn

Deborah Mohlenhoff

Alicia Plotkin

Ron Provus *Board Vice-Chair*

Lenore Schwager *Board Treasurer*

Peter C. Stein

Nancy Zahler



2014 Ruth Pettengill Award recipient Marcia Fort shares her plaque with a young family member. Photograph by Tamara S. Beardsley



HSC Intern
Tyler Angulo (left)
performs with Yamatai,
Cornell University's
incredible Taiko Drumming
group, at Streets Alive!
Photograph by Dave Davies

Forty Years of HSC...

The Health Planning Council met formally for the first time on June 20, 1968. The Council was formed in compliance with the federal Hill-Staggers Act requiring states, through each county, to formalize comprehensive health planning committees. In 1986 the federal health planning legislation expired and the Council negotiated an administrative relationship to continue their work as part of the Human Services Coalition.

2014 Health Planning Council Advisory Board

(Board members also serve as the Tompkins Health Network Board)

Edward Bergman
Diane Dawson
William Gilligan
Beth Harrington
Lisa Holmes
Shari Hutchison
Jacqueline Iacovelli
Dale Johnson
Frank Kruppa

Theresa Lyczko
Rhoda Meador
Chris Payne
Frank Proto
Gail Rhodes
Susan Romanczuk
Bill Rusen
Lenore Schwager
Nancy Spero

Angela Sullivan
John Turner
Peter Stein



Staff member, Nicole Roulstin, and
volunteer, Audia Denton, accept an Award
for Excellence given to the 2-1-1
Community Services Call Specialist
Volunteers by Tompkins Trust.
Photograph by HSC Staff.

2014 Volunteers & Interns

Thank you! to the many volunteers and interns that helped us throughout the year. Our special thanks to the 100+ volunteers and activity organizers that made Streets Alive! 2014 possible.

Kelsey Alford
Tyler Angulo
Hannah Brockhaus
Adriana Clark-Sevilla
Alice Damp
Audia Denton
Andrew Dunn
Felicia Edwards

Nicole Felty
Diana Glatly
Hazel Guardado
Sarah Johnson
Mary Jordan
Natasha Khodykina
Alizah Lalani
Susan Lesser

Bo Long
Jonathan Meigs
Isabella Mu
Jessica Obioha
Rhoda Possen
Alexander Powell
Andrew Reed
Anthony Stanish

Ellie Stewart
Gabrielle Sullivan
Michael Turner
Kelly Yu

Highlights of 2014

Connecting People to Community Services

2014 saw some big changes in the *2-1-1 Tompkins/Cortland Call Center*. The main focus was working on transitioning to an all new *iCarol* database platform. Our resource specialists and technicians worked hard formatting the over 2,200 programs in our database to transfer to *iCarol*, ensuring continued quality service to people in need of help.

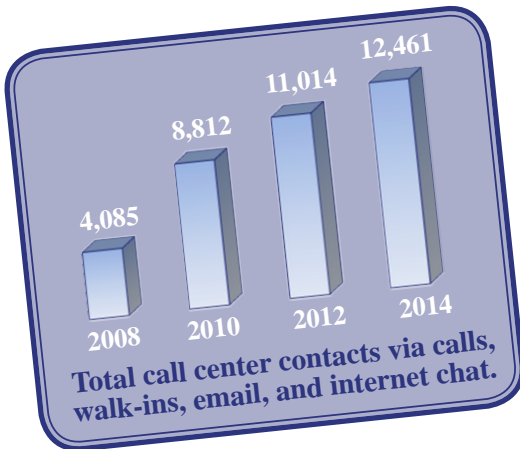
The *2-1-1 Helpline* continues to help people with needs such as housing assistance, free tax preparation appointments, ride requests for medical transportation, appointments for health insurance through the *New York State of Health Marketplace*, and much more. No requests are too big or too small. If you need help, you can reach a community services specialist by calling 2-1-1 or 1-877-211-8667.

"We appreciate your services and encourage our mediators to hand out [2-1-1] cards to parties who come for mediation."

Gina Tinker-Williams,
CDRC

Top Requests in 2014

1. Income Tax Assistance
2. Medical Transportation
3. Health Insurance
4. Affordable Housing
5. Financial Assistance



- In 2014, the call center assisted 2,841 callers with income tax assistance, scheduling appointments for the *Alternatives Federal Credit Union's Volunteer Income Tax Assistance Program*.
- Call Specialists took 1,121 ride requests via 946 calls for the *FISH* volunteer medical transportation program.
- Callers in 2014 identified over 3,400 health related needs to the 2-1-1 call center. Most were health insurance appointments, medical transportation, doctor/clinic information and medication disposal.



Members of the *2-1-1 Tompkins/Cortland Call Center Team*; Summer 2014.
Photograph by Tamara S. Beardsley



Chronic Disease Project Coordinator, Sue Olmstead, weighs a DPP participant. Photograph by Tamara S. Beardsley

Diabetes and Other Chronic Diseases

- The *Health Planning Council (HPC)* entered its third and final year of the *Community and Member Health Initiatives* grant from *Excellus BlueCross BlueShield*. The *Cayuga Center for Healthy Living* is the newest *Diabetes Prevention Program (DPP)* provider site joining the *YMCA*, *Tompkins County Health Department*, and *HSC*.

“It is the most important thing you can do for your health and well-being.”

-Diabetes Prevention Program (DPP) Participant

Healthcare Access

- HSC* entered its second year as a navigator agency under the statewide network of the *Community Service Society* and expanded its capacity by adding 2 new staff. *HSC Health Access Navigators* assisted 659 individuals in *Tompkins County* in 2014.
- HSC* applied for and secured funding from the *Community Service Society* to offer the *Community Health Advocates* program in *Tompkins County*.
- Urgent Rx* issued 1,124 vouchers covering 1,926 prescriptions for medicine to people without health insurance at the *Cayuga Medical Center* and *Ithaca Free Clinic*.

Community Projects & Outreach

- 2014 was the fourth year of the five-year *NYS Department of Health* grant for *Creating Healthy Places to Live, Work and Play (CHP)*. The *CHP* grant brings in \$239,704 annually to support projects in *Tompkins County* that increase physical activity opportunities and healthier eating. The grant also assists worksites in establishing wellness strategies.
- Accomplishments in 2014:
 - Transition of *Streets Alive!* to *Way2Go* and *Bike Walk Tompkins*
 - Through our partnership with *Cornell Cooperative Extension*, established the *Floral Avenue Community Garden* and launched the *Healthy Corner Store Project* at *Pete’s Grocery*.



Forty Years of HSC...



A view of Stewart Park Lagoon. Stewart Park was a great place for healthy physical activity in the 1970s. Archival photograph provided by Jack Howley

- Co-wrote the *Tompkins Priority Trails Strategy Paper* with the *Tompkins County Tourism Program*, which has been included in the *TC Comprehensive Plan*, *2020 Strategic Tourism Plan*, and *ITCTC's 2035 Long Range Transportation Plan*
- Collaborated with active transportation professionals and advocates to form *Bike Walk Tompkins*
- Continued working with 13 local worksites.



New Trailhead at Stewart Park with bike racks supported by CHP - Fall 2014. Photo by HSC Staff

Education and Training for Non-profit Boards and Staff

- This past year we had 700 people attend 42 workshops. About half of all the trainings offered this year were new topics in response to requests from staff, boards and community members.

"I really enjoy attending your events; they're well-organized and also meet needs in our organization."

*-Laura Peters,
Kendal at Ithaca*

HSC Workshop Series Attendees Through Time

2008: 349 attended 11 workshops

2010: 561 attended 36 workshops

2012: 695 attended 46 workshops

2014: 700 attended 42 workshops

- We added some free one hour lunchtime trainings, including *Energize Your Non-Profit Board*, and *Helping Clients Find Health Insurance*.
- This year for the first time we offered free on-site consultations to 21 area non-profit boards of directors to help them to carry out their work more effectively.
- In September we collaborated for the first time with *The Diversity Consortium of Tompkins County* (DCTC) to present *Understanding Emotional Intelligence* with Roxana Bahar Hewertson.
- We have three affinity groups that are up and running. *The Finance Officers Association of TC*, the *Chief Executives Association* and the 52 "Alumni" of the *Leading With Impact Senior Leadership Training Series*.
- We are about to launch our *Middle Managers Training Series* which will be new for 2015.

Funding to Local Agencies

- 17 agencies applied for support through the County/City review process. The County Legislature approved over \$1,000,000 in funding.
- The *Social Services League* made awards to 15 organizations. The awards ranged from \$500 to \$1,550 for a variety of projects including outreach, childcare, sign language, transportation, and equipment.



David Scovronick, Executive Director of the Downtown Ithaca Children's Center, receives a funding check from Social Service League member Talyse La Dora Hampton.

Continuum of Care

- The *Homeless and Housing Task Force*, the education arm of the *Continuum of Care Committee (CoC)*, averaged 44 attendees at each meeting in 2014 with topics like *So You Want to be a Fair Housing Advocate* with *Human Rights Commissioner, Karen Baer*.
- Liz Warner started working part-time as the *Continuum of Care Coordinator*. This past year the CoC was awarded \$236,000 in funding to serve the homeless and those in danger of becoming homeless.
- The 2014 *Point-in-Time Homeless Count* of homeless in TC took in 97 surveys from the Tompkins County area. 56 of those surveyed fell into the categories of *Literally Homeless*, *Imminently Homeless*, or *Unstably Housed* (as categorized by HUD).

Other Resources for Non-profits

- *HSC Forums* averaged 36 attendees for its programs with topics which included *Workforce Readiness and Employment Resources* and information on the *Nonprofit Revitalization Act*.
- *HSC* updated its website making it easier to find resources such as the *Meeting Space Directory*, information on workshops, sign-up for the *HSC Listserv*, resources for nonprofit boards and staff, and access to the *2-1-1* database of services.
- The *HSC Listserv* currently has 3,005 members and continues to serve as a valuable communication tool for the community.

"I appreciate your stewardship of one of the most valuable and effective outreach opportunities we enjoy in our community, [the HSC Listserv]."

-Patricia Thayer

Bronfenbrenner Center for Translational Research

Forty Years of HSC...



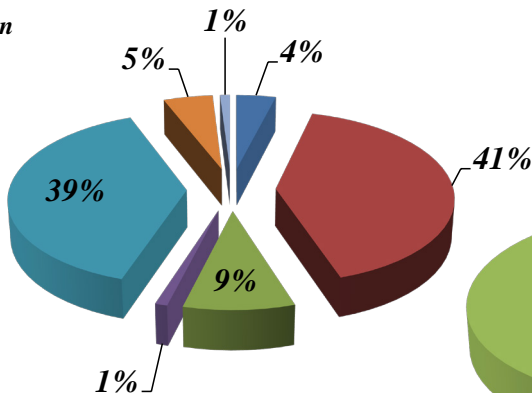
In the early '90s HSC started facilitating the Homeless and Housing Task Force; presenting on topics including the lack of affordable housing, new crises services for children, and Medicaid transportation.

HSC Staff and Board members circa 1995.
Photograph by Frank DiMeo - Cornell University Photography.

2014 Budgeted Financials

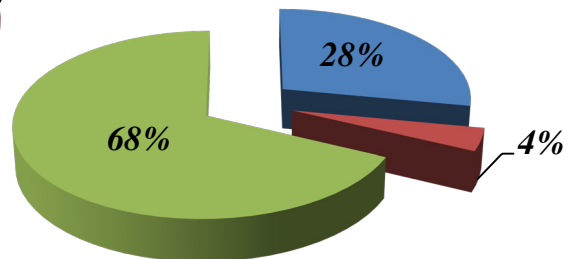
Revenues

- 4% - City & Town
- 41% - County
- 9% - Grants
- 1% - IURA
- 39% - State
- 5% - Training
- 1% - United Way



Expenses

- 28% - Program & Operating
- 4% - Partner Grants
- 68% - Personnel



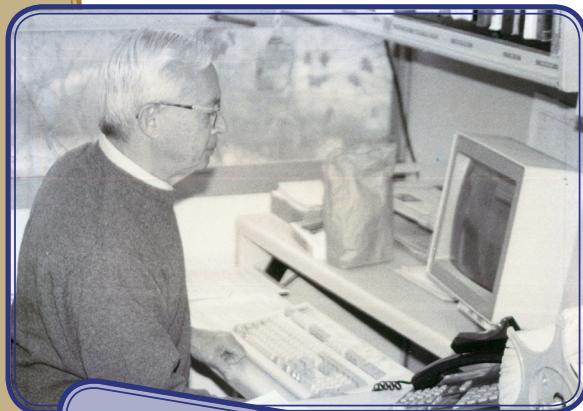
Our Sponsors

Our many thanks to the agencies and entities that provide funding to help us do what we do!

2-I-I Finger Lakes
Alternatives Federal Credit Union
City of Ithaca
Community Foundation of Tompkins County
Community Services Society of NY
Excellus BlueCross BlueShield
Health Foundation of Western and Central NY
Legacy Foundation
NYS Department of Health
NYS Health Foundation
Office of Children & Family Services
Park Foundation
Rotary Club of Ithaca
Seven Valleys Health Coalition
Social Service League of Ithaca
Tompkins Charitable Gift Fund
Tompkins County
Tompkins County Department of Social Services
Tompkins County Strategic Tourism Planning Board
Town of Ithaca
Town of Groton
United Way of Tompkins County



Forty Years of HSC...



Russell Bourne (shown using one of the agency's first computers) volunteered with our call center throughout the '80s and '90s.



Human Services Coalition of Tompkins County

171 E. Martin Luther King Jr./State Street #133, Ithaca, NY 14850
Center Ithaca Building Suite 275
Main Office Phone: 607-273-8686 • Fax: 607-273-3002 • www.hsctc.org
2-1-1 Tompkins/Cortland: dial 2-1-1 or toll free 1-877-211-8667

Graphic design by Tamara S. Beardsley