

# Annual Report 2019



Collaboration | Communication | Capacity Building

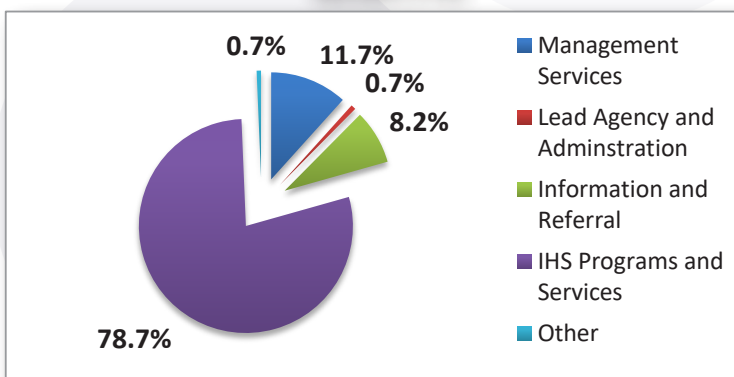


# 2019 FINANCIAL REPORT

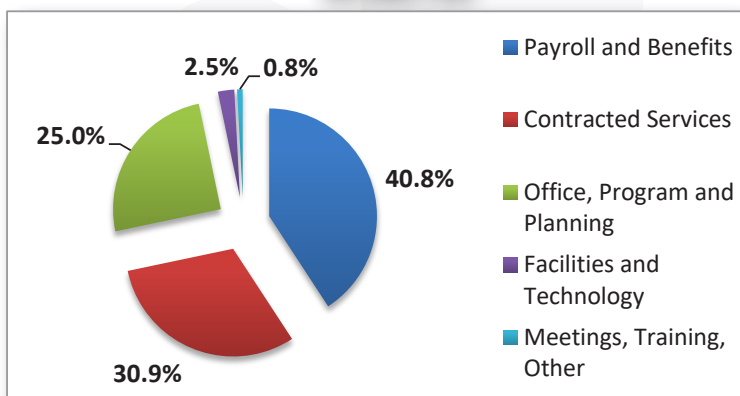
The Institute achieved a 5.08% income over expense in 2019 and has a 10-year average annual operating margin of 2.6%. We have accomplished this by continually making critical resource decisions; allocating time, talent and financial resources to services that best address our mission and that have the greatest impact on our member organizations.

By leveraging staff skills and resources, income is generated from the integrated services and activities through diverse funding streams. We look across the nonprofit and profit-based sectors to identify and implement best practices in organizational management and capacity building.

## 2019 Revenue \$3,427,713



## 2019 Expense \$3,262,153



## BOARD OF DIRECTORS

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Executive Director

# A MESSAGE FROM THE EXECUTIVE DIRECTOR

On behalf of the Institute for Human Services (IHS) Board of Directors and staff, I am pleased to present the 2019 Annual Report. **As you'll see through this report the Institute had a successful year, exceeding most annual goals and milestones.**

**This year the agency focused on three major goals:**

- To be a regional leader in nonprofit information and communication
- To be the first point of contact for nonprofit support and advancement
- To be a catalyst for regional collaboration among nonprofit and community partners

Looking forward through 2020 the Institute will be sending members annual surveys to assess needs and identify themes amongst the nonprofit sector. Then develop services based on reported needs to help nonprofits best meet their mission. The Institute plans to provide professional development opportunities to enhance communication and build capacity amongst the sector. As well as continue to facilitate conversations to maximize funding and leverage relationships.

The successes of IHS would not be possible without the multidisciplinary expertise of the IHS staff and volunteers, their team approach, and dedication to the work they do. As well as the ongoing support of its members, collaborative partners, and funders.

We look forward to a year of continuing quality programming and focusing on offering more to the IHS membership and the nonprofit sector.



**Jaclyn Woollett, PhD**  
Executive Director

# IHS Coordinated Transportation Services: 2019 Volunteer Driver Impact

## BY THE NUMBERS

Our Volunteer Drivers

dedicated **36,486**



 hours of service

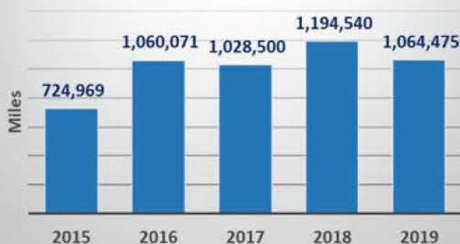
driving **1,064,475** miles



serving **4,331** clients

## ANNUAL MILES

December 2019 YTD Volunteer Miles



In the last 5 years, utilization of the IHS Coordinated Transportation Volunteer Driver Program increased by over

**46%**

The contributed miles of Volunteer Drivers in 2019 is equivalent to



42.7 trips  
around the  
earth!



# COORDINATED TRANSPORTATION SERVICES



For the fourth year in a row, our volunteer drivers traveled more than 1,000,000 miles. We had a very successful year ending with 54 volunteer drivers donating 36,486 hours, transporting 4,331 unduplicated clients on 9,202 trips totaling 29,385 units of service.

Through collaboration with Steuben County Department of Social Services, our volunteers successfully completed 201 transports traveling 52,337 miles and scheduled 10,874 one-way trips with the five county transporters.

## MOBILITY MANAGEMENT

Mobility Management is a strategic approach for managing and delivering coordinated transportation services. It emphasizes leveraging the services of multiple transportation providers, making visible improvements to the effectiveness, efficiency, and quality of all delivered transportation services.

Rural mobility management includes:

- Coordinating service promotion and marketing to improve public awareness of available transportation services.
- Providing a single point of contact for transportation services through 2-1-1 HELPLINE.
- Collaborating with public and private sectors in planning by facilitating the Steuben Coordinated Transportation Advisory Committee.
- Accessing additional transportation resources to address identified service gaps.

In partnership with Catholic Charities of Steuben, Steuben County residents in need of transportation service received 19,435 bus tokens, which served 1,011 individuals, and facilitated trips for medical and work-related purposes by distributing 193 gas cards to 124 people.

The Supports for Health program was utilized to meet the needs of Medicaid enrollees to access food, pharmacy, and critical appointments not covered under the Medicaid program. The program was successful in providing 150 vouchers and 99 trips to 57 clients.

In August 2019, Mobility Management was involved in creating the New York State Association of Mobility Management (NYSAMM). NYSAMM seeks a collaborative response in the expansion of rural mobility infrastructure and services.

# 2-1-1 HELPLINE



In 2019, 2-1-1 HELPLINE continued its stellar track-record of helping people in our region connect to the human services answers they need based on individualized needs.

2-1-1 HELPLINE provides the public with a comprehensive information and referral service that is designed to facilitate ease of access to a locally managed database of more than 600 community resources consisting of health and human service providers, nonprofits, educational programs, support & civic groups, and local, city, and county services in Steuben, Schuyler, Chemung, Yates, and Allegany Counties.

The Institute's 2-1-1 HELPLINE is a member of the Alliance of Information & Referral Systems (AIRS) and

of the state affiliate New York State AIRS. We provide a service that operates within the recommended policy and procedural guidelines established by AIRS and 211NY.

Through specialized software, information is updated on a regular basis and indexed according to the Nationally recognized AIRS standards. The comprehensive database is essential to provide telephone service, texting, online chat, a searchable web site, and accurate information and referral services.

2-1-1 HELPLINE is funded in large part by the New York State Office of Children and Family Services and the United Way of the Southern Tier.



## 2-1-1 HELPLINE 2019 IMPACT



**30,238**  
phone requests  
for help



**15,439**  
website searches  
for help



**907**  
text message  
requests for help



**107** web chat requests for help



**5** email requests for help

Call, Chat, Search, or text your zip code to 898211

### MAKING CONNECTIONS FOR HEALTHIER COMMUNITIES

Our communities are stronger when more people are thriving.



**15,652**

Connections to  
income support,  
housing, and utilities  
assistance.



**6,537**

Connections to  
physical or mental  
health services.



**2,907**

Connections to  
transportation  
services.



**887**

Connections to  
legal and  
informational  
services.



**7**

Connections to  
disaster  
services.

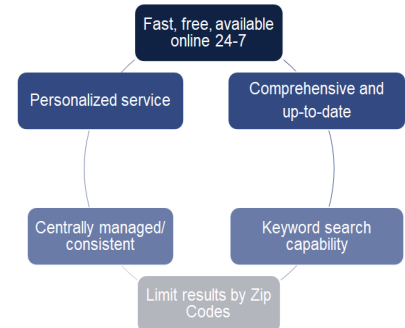


2-1-1 Call Specialists are experts and reduce the frustrations associated with Healthcare Navigation.

- 2-1-1 HELPLINE caller who received medical assistance



### Benefits



### Unmet Needs Data

**4%**

The unmet needs total about 4% of all calls and provide insights into the outstanding needs of the communities served. Common reasons for unmet needs are caller refused the referral, ineligible for service, caller hung up before the referral could be made, resource does not exist, and caller has exhausted available assistance.



# STEUBEN RURAL HEALTH NETWORK

SRHN performs activities and fosters collaboration on issues identified in its annual Work Plan, approved by the N.Y. State Office of Rural Health. This plan is devised around health service trends defined by local member organizations, and are accomplished through subcommittees, or “Work Groups” specific to each activity. In 2019, programs included Living Healthy Southern Tier, Girls on the Run of the Southern Tier, Worksite Wellness and a contribution to Steuben County’s Community Health Improvement Plan.

The network’s newest strategic plan was completed in 2019 and will see additional stakeholders and partners come into the Rural Health Network fold in 2020.

## Girls on the Run of the Southern Tier (3rd-8th grade)

This evidence based program inspires girls to recognize their inner strength through activities and running games. The program culminates with a community service project and a celebratory 5K event.

Pre and Post surveys showed that 75% of participants increased their confidence in physical activity, self-worth, managing emotions, resolving conflicts and began making healthier choices.

### Testimonial about the Program:

“Awesome program.  
Coaches enthusiasm was contagious.  
My daughter not always engaged  
but at the end she was so proud  
of herself for running 5k!”

## GOTR Southern Tier



**Where We Started:**  
The Southern Tier Council was started in 2012 with 20 girls

**Where We Are Today**

**165**

Girls Served in 2019

**11**

Sites

**3**

Counties



**39**

Girls receive some form of scholarship.

GOTR Southern Tier provided thousands of dollars in financial assistance!



In 2019, 31 volunteer coaches dedicated their time to help inspire girls to be joyful, healthy, and confident!



## Living Healthy Southern Tier

SRHN continued to offer the Stanford University evidence-based Chronic Disease Self-Management program at sites around Steuben and Chemung Counties, and succeeded in giving three courses and training two new peer leaders in 2019.

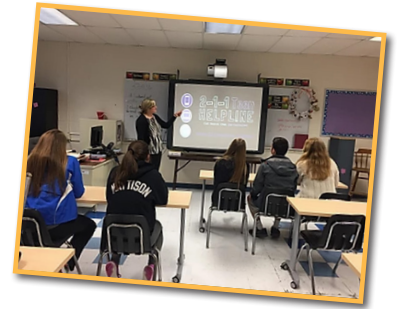
## Worksite Wellness

The worksite wellness collaborative assisting in bringing the Rochester Regional Mobile Mammography Center to Steuben County which hosted 20 screenings/exams.

In collaboration with the Southern Tier Tobacco Awareness Coalition the following employers updated their tobacco free policies: Cornell Cooperative Extension (events policy), and Gaffer District Business Association.

## Steuben County Public Health on the Community Health Improvement Plan

Steuben Rural Health Network contributed to Steuben County Public Health's Community Health Improvement Plan (CHIP), which prioritized promoting well-being and preventing mental and substance use disorders, the plan includes the goal of reducing suicide mortality rates by 10 percent through increased access to counseling referral services with help from the 2-1-1 HELPLINE; and a 7-14 percent reduction in opioid overdose deaths through chronic pain self-management programs that reduce reliance on opioids. Additionally, the plan aims to better promote the health of women, infants and children through adolescent access to mental health treatment or counseling, self-improvement activities and increased awareness efforts for communities serving women, infants and children.



# PLANNING AND RESOURCE DEVELOPMENT

In 2019, IHS sought to reorganize Planning and Resource Development services to focus on building coalitions that bring human services organizations together over grant-funding priorities, continuing to lead the Steuben Development Group and Chemung Resource Development Group (C-RED).

In 2019, IHS assisted partners in 10 grant projects, resulting in eight being funded in the amount of \$2,919,318 -- An astounding 80 percent success rate, continuing the department's now 20-year history of outstanding service to nonprofits.

In addition to offering grant writing and research services, the department also assisted several agencies in long-term planning initiatives informed by local data collection, analysis and providing technical support for plan submission and implementation.

## Planning & Resource Development 2019



Eight funded projects  
brought in over

**\$2.9M**



CAPACITY BUILDING

In funding to Southern  
Tier programs!





# COMMUNICATIONS AND MEMBER SERVICES

The Institute for Human Services fulfills the communications needs of member agencies through The Provider Network, a multi-platform approach to connecting and educating nonprofit professionals. The Provider delivers the most up to date information on nonprofit news, jobs, events, and professional development opportunities to nearly 1,500 nonprofit professionals and industry supporters.

## The Provider Network at Work



In 2019, IHS connected nonprofit professionals and the community at-large with vital information through five websites, where more than 26,000 individuals viewed 79,917 pages, which include [ihonet.org](http://ihonet.org), [211helpline.org](http://211helpline.org), [needaride.info](http://needaride.info), [gotrst.org](http://gotrst.org) and [inspireteenhealth.org](http://inspireteenhealth.org).

**Users:**  
26,191

**Pageviews:**  
79,917

**Sessions:**  
35,127

## Next Generation Communication & Outreach

IHS extended its reach by growing the organization's presence on social media platforms. Many programs can be found on Facebook, Twitter, LinkedIn and now YouTube, dispensing information about both IHS, member and partner happenings. Through a recent consolidation of social media accounts, the department has made it easier to find IHS online at its Facebook page @IHSnetwork, on Twitter @IHS\_inc and on LinkedIn and YouTube.



## Professional Development

IHS has renewed its commitment to offering the nonprofit community effective professional development opportunities throughout the year, to meet the ever-changing demands of the industry. Workshops, seminars and lectures aim to share industry knowledge, build leadership skills and provide the tools necessary to tackle organizations' goals and overcome obstacles. In 2019, our annual conference focused this commitment, and was followed throughout the year with offerings on coalition building, managing workplace relationships, among other topics.

## Member Services

Enhancing member benefits and expanding services is an ongoing goal of the

Communications & Member Services Department. In 2020, we announced the continuation of our association with the New York Council on Nonprofits (NYCON), giving IHS members automatic dual enrollment. NYCON membership includes:



- Informative webinars and trainings from nonprofit experts on a range of pertinent topics, most FREE to members
- Exclusive pricing on members-only insurance policies, including Directors & Officers liability
- Group employee benefits such as life, health, vision and dental insurance, and FSA/HRA accounts for your employees
- Access to technical assistance from nonprofit experts in the areas of law, finance, marketing, business strategy, and more
- Group purchasing discounts and special offers from our Corporate Partners

The department looks forward to better serving the diverse needs of our members in the coming year.

# IHS MEMBER AGENCIES

A Reflection of You Counseling & Support Services, LLC  
AIM Independent Living Center  
Arbor Housing and Development  
Arc of Steuben  
Arc of Chemung  
Bridges for Brain Injury  
CareFirst  
Catholic Charities of Steuben County  
Chemung County Child Care Council  
Chemung County Habitat for Humanity  
Community Dispute Resolution Center  
Community Foundation of Elmira-Corning  
Comprehensive Interdisciplinary Developmental Services, Inc.  
Cornell Cooperative Extension of Steuben County  
Corning Area Chamber of Commerce  
Corning Meals on Wheels  
Corning Paratransit Services, Inc.  
CSS Workforce NY  
Dormann Library  
Faith in Action Steuben  
Family Services of Chemung County, Inc.  
Family Service Society, Inc.  
Finger Lakes Boating Museum  
Glenn H. Curtiss Museum of Local History, Inc.  
Hornell Area YMCA  
Hornell Area Concern for Youth  
Horseheads Family Resource Center  
Jack Lisi Youth Award  
Legal Assistance of Western NY, Inc.  
Pathways, Inc.  
Person Centered Services CCO, LLC  
Pro Action of Steuben and Yates, Inc.  
Ready, Set, Grow Child Care Center  
Schuyler Head Start  
Southeastern Steuben County Habitat for Humanity  
Southern Tier Library System  
Southern Tier Tobacco Awareness Coalition  
Tanglewood Nature Center & Museum  
The Friends of the Addison Youth Center  
The Salvation Army  
Wellness G.I.F.T.S. Inc.  
YWCA of Elmira and the Twin Tiers

# Thank You!

To Our Partners, Membership Agencies, and Funders!

The work of IHS would not be possible  
without your support.



## OUR TEAM

**Jackie Woollett, PhD**  
Executive Director

**Belinda Hoad, MBA**  
Associate Director

**Kelsie Baker, MS**  
Executive Assistant

**Krystle Blencowe, MS**  
Director, Steuben Rural Health Network

**Allison Pierce, CIRS**  
Director, Coordinated Transportation Services

**Christina Walden**  
Mobility Manager

**Jason Jordan**  
Director  
Communications and Member Services

**Kali Beilman-Martin**  
Health Program Specialist  
Steuben Rural Health Network

**Charlotte Erskine, CIRS**  
Contact Center Manager  
Resource Department

**Joy Lass**  
Transportation Specialist  
Coordinated Transportation

**Terri Von Hagn**  
Transportation Specialist

**Karen Henry**  
Community Information & Resource Specialist  
2-1-1 HELPLINE

**Lisa Mosher**  
Transportation Specialist  
Coordinated Transportation Services

**Sherry Pierce**  
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Coordinated Transportation Services

**Amanda Wiley**  
Community Information & Resource Specialist  
2-1-1 HELPLINE

**Sharon Willis**  
Community Information & Resource Specialist  
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**Kristina Robbins**  
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