

# Family Counseling Service

of the

## Finger Lakes, Inc.



# 2017

# *Annual Report*

Family Counseling Service of the Finger Lakes, Inc.  
671 South Exchange Street  
Geneva, New York 14456  
[www.fcsfl.org](http://www.fcsfl.org)

*Your Health.*

*Your Health.*

*Your Choices.*

*Your Choices.*

*Your Life.*

*Your Life.*

*Help for Today. . .*

*Help for Today. . .*

*. . . Hope for Tomorrow.*

*. . . Hope for Tomorrow.*

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## Our Locations

### Main Office

671 South Exchange Street  
Geneva, NY 14456

### Phone\*

(315) 789-2613

### Email

familycounseling@fcsfl.org

### Website

www.fcsfl.org

\*For more information or to schedule an appointment at any of our locations, please call the main office.

### Branch Offices

#### Ontario County

514 South Main Street  
Canandaigua, NY 14424

#### Seneca County

115 Fall Street  
Seneca Falls, NY 13148

#### Wayne County

111 Mason Street  
Newark, NY 14513

6692 Middle Road  
Sodus, NY 14551

#### Yates County

263 Lake Street  
Penn Yan, NY 14527



## Family Counseling Service of the Finger Lakes


### *Who We Are*

Family Counseling Service of the Finger Lakes (FCSFL) is a family service agency incorporated in 1962 as a non-profit agency in the state of New York providing services to residents of Ontario, Seneca, Wayne and Yates Counties as well as providing regional trainings and consultation.

FCSFL is a member of the Community & Family Services Association of New York State, NYS Council for Community Behavioral Health, New York State Coalition Against Domestic Violence and a member of the 2015-2016 Trauma Informed Learning Community through the National Council for Behavioral Health. Family Counseling, provides professional counseling, trauma therapy and other specialized services including Domestic Violence Program support and advocacy, Hispanic Bilingual Family Services, Domestic Violence Accountability Program, LGBTQ (lesbian, gay, bisexual, transgender, queer or questioning) Services including education, support and advocacy and Employee Assistance Program.

The agency's first priority is to recognize the dignity of all human beings and strive to provide the highest quality of service to those who come to us in need. Family Counseling Services' mission is to provide counseling and supportive services to individuals, children and families to improve the quality of their life at home and in the community. Each employee contributes directly to the organization's ability to provide a safe supportive and welcoming environment, ultimately impacting the quality of service we provide to the individuals, children and families we serve. FCSFL ensures every employee regardless of title is trained in the importance of and practice of trauma informed care.

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**Our statement of VALUES is as follows:**

- The family is the source of individual strength and healthy communities.
- All individuals are worthy and deserving of respect.
- All individuals possess unique strengths and can be empowered to develop their potential.
- Children deserve the most supportive environment possible in which to grow.
- All individuals have the capacity to change themselves or their situation.
- All individuals and families have the right to quality and confidential services.

FCSFL is committed to recruiting a diverse staff that reflects the communities we serve, and to provide training and support necessary to assure that our staff members have the knowledge, skills, attitudes and values necessary to provide quality services to all persons in a respectful manner. We uphold the principles of inclusion and diversity where staff and stakeholders feel supported, listened to, and respected.

FCSFL recognizes diversity as “the quality of being different or unique at the individual or group level. This includes work style, parental status, sexual orientation, gender orientation or gender, skin color, language, age, mental and physical abilities – and more. Even when people appear the same on the outside, they are different!” We recognize inclusion as a strategy to leverage diversity. Diversity always exists in social systems. Inclusion, on the other hand, must be created. In order to leverage diversity, an environment must be created where people feel supported, listened to, and able to do “their personal best.” Our Agency is committed to these principles at all levels of our organization, regardless of title or role.

We are all faced with challenges in life and some challenges can be devastating. Without people around us to offer support when those challenges arise – it can bring people to some pretty dark places.....we truly need to become invested in ourselves and in one another. We need to take notice of the people around us, pay attention, and be available. FCSFL has fully embraced integrated care and the many benefits that accompany it. We have therapists co-located within pediatricians offices, within the Child Advocacy Center, and within multiple schools.

I am extremely proud of our entire FCSFL team and am happy to present this annual report that highlights their efforts.



*Barbara Pierce-Morrow, MSM, CASAC, FDC  
Executive Director*

**Corporate**

- |                                  |                            |
|----------------------------------|----------------------------|
| Aaron’s, Inc.                    | Fox Run Vineyards          |
| Amazon Smile                     | Geneva Community Projects  |
| Beef & Brew, Inc.                | Hosmer, Inc.               |
| Belhurst Castle                  | International Taco         |
| Billsboro Winery                 | Lyons National Bank        |
| Casella Waste Services           | Pedulla’s Inc.             |
| Castle Street Redevelopment, LLC | Ports C & G Inc.           |
| CCN International                | Seneca Foods Foundation    |
| Discount Appliance World         | Seneca7                    |
| Elderlee, Inc.                   | Square, Inc.               |
| Fairfield Inn and Suites         | University of Rochester NY |

**Contributions made by Our Volunteer Board Members**



# 2017 Donors & Sponsors

## Individuals

Brien Ashdown	Diana Johnson
Joy Benson	Shawn Jones
Sara Brazis	Natalie Kanellis
David Brind	Joel & Midge Kerlan
Emily R. Brinkman	C Michele Lear
Clair J. & Mary C. Britt	Jennifer Morris
Fred Brockway	Barbara Pierce-Morrow
Karen Clark	Elizabeth Newell
John P. Colella	Robert & Judy Oaks
Jennifer Covert	Richard & Susan Onze
Elliott Deline	Casey Peterson
Rafael E. Diaz	David Pierce
Kevin Dunn	Patricia Reece
Caitlin Foley	Larnard Scott
Amy Forbes	Lisa Snyder
Sarah Gall	Chad Strauch
Tracy Genovese	Angelique Szymanek
Sage & Christopher Gerling	Jamie Tharp
William & Jane Gerling	Cathy L. Thurston
Dr. Harry & Susan Givelber	Carol & Schuyler VanHorn
Lisa Hallgren	Edward & Gay Wright
Regina Husted	Anna Zugibe

# Trauma-Informed Care

A program, organization, or system that is trauma-informed realizes the widespread impact of trauma and understands potential paths for recovery; recognizes the signs and symptoms of trauma in clients, families and staff, and others involved with the system; and responds by fully integrating knowledge about trauma into policies, procedures, and practices, and seeks to actively resist re-traumatization.

## *It's Important to Recognize & Celebrate the Wins*

If we remember that we are guiding our practices by looking through a trauma informed lens, most everything we do is guided by principles that have been woven into our agency over the last 3+ years. This ongoing work that we need to continually assess and respond to as agency, program, staff and client needs change.

The Finger Lakes Resiliency Network's Trauma-Informed Care Learning Community is built on five core values of:

- Safety* ♦ *Trustworthiness* ♦ *Choice*
- Collaboration* ♦ *Empowerment*

If a program can say that its culture reflects each of these values in each contact, physical setting, relationship, and activity and that this culture is evident in the experiences of staff as well as consumers, then the program's culture is trauma-informed.



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**This is just a few of the accomplishments in 2017 -**

**Governance and Leadership**

- TIC overview to Board of Directors
- Board requesting participation in the upcoming OSA
- New development and use of Board orientation
- Open “Town Hall” style meetings with Barb in the spring and fall for ongoing engagement re: Agency updates and opportunity to receive feedback and suggestions, and discuss areas of interest
- Board participation at agency All Staff Meeting in August and December to encourage networking and support of FCSFL work

**Policy**

- Updated agency P&P with more TI language
- Begin foothold P&P
- Update and distribution of policies as were completed with a breakdown of how to and it’s purpose
- Purchase of server for secured access to employee forms and resources including easy access to agency policies

**Physical Space**

- Additional painting in Geneva
- Meeting with architect and construction company regarding renovations
- Installment of solid doors and additional sealing in cracks and ceiling filler for increased confidentiality in Canandaigua
- Signed lease for renovations to increase space in Canandaigua
- Fish tank was added to LGBTQ suite
- Roof repairs completed in Newark
- Air conditioning, doors fixed and fire extinguishers added to improve staff and client comfort and address safety
- New fire system installed in Geneva

**Engaged and Involved Staff**

- Full day off site staff trainings for Summer and Winter
- Annual board meeting continued to be open for staff
- Improve internal job postings process

**Screening, Assessment and Treatment**

- First round of NMT completed
- Engaging and identifying training dates for Filial therapy training (all clinical staff encouraged to attend) to be held in March 2018
- Engaging and identifying training dates for Child Center Play therapy (all clinical staff encouraged to attend) to be held in March 2018

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*Safe Zone Training*

Objectives:

- To identify and mobilize a network of community members, teachers, organizations, agencies, businesses, etc. who are empathetic and knowledgeable about LGBTQ people and topics.
- Emphasize knowledge about community resources.
- To provide evidence of LGBTQ support by displaying a sign as a visible symbol of personal commitment.
- To reduce the fear of reprisal and discrimination of LGBTQ persons within the Finger Lakes community.

*FLX Pride Festival*

The FLX Pride Festival is a weekend filled with entertainment and activities; focusing on the diversity of the Finger Lakes area and celebrating our LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning) community! Funds raised during the festival will go to support The Center's mission of providing a safe space for individuals and families, regardless of sexual orientation, gender identity or expression; and to promote a more inclusive community.



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## LGBTQ Program

Family Counseling Service added the LGBTQ (lesbian, gay, bi-sexual, transgender, queer or questioning) Program to the list of services we offer. Providing a safe place for individuals and families, regardless of sexual orientation, gender identity or expression, and promote a more inclusive community.

The LGBTQ Program offers support and advocacy services to the LGBTQ community as well as community education, training and awareness to businesses, services providers, and schools throughout the Finger Lakes area. We educate the public about the LGBTQ community through our outreach programs and making ourselves more visible to the community.

We provide referrals to other information resources, helping professionals, accepting businesses and others as well. We educate the public about the LGBTQ community through our outreach programs and making ourselves more visible to the community.

### *LGBTQ Programs & Groups*

#### *The Trans\*/Gender Expansive Coalition of the Finger Lakes*

The Trans\*/Gender Expansive Coalition was formed by the Ladies of the Lake (a group for female identifying individuals) and Lords of the Lake (a group for male identifying individuals). The group formed to provide support for people who are Trans\*/Gender Expansive and those who care about them. We strive to promote a more positive image of Trans\*/Gender Expansive persons through outreach and education. We hold a meeting each month to provide mutual support, share information, and socialize with each other.


Times of Meeting: 2nd Tuesday of each month 5:30-6:30pm (Geneva Office)


#### *YANA (You Are Not Alone)*

YANA serves as a safe space and educational resource to Gay, Lesbian, Bisexual, Trans\*, Gender Nonconforming and Ally adolescents (ages 13-18). We provide support to those who are in the process of coming out or just need to talk or meet other LGBTQA youth. Activities include discussion, arts & crafts, movies/documentaries, public speaking outreach & education, games, and more!

Times of Meetings: Mondays 4:30-5:30pm (Geneva Office)  
Tuesdays 4:30-5:30pm (Newark Office)

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- Continuing to manage waitlist for individuals seeking out trauma services

#### Cross Sector Collaboration

- Development of the Finger Lakes Resiliency Network
- Kickoff of first cohort to assist other organizations and schools to become more trauma informed
- Continued ACE's/TIC training across NYS
- Continued involvement at four counties suicide taskforce
- Participation on multiple committees and taskforces across the region (including Monroe county) that continue to build relationships and open doors for future opportunities

#### Training and Workforce Development

- Our staff in total have spent over 350 hours of trainings in 2017
- Continued support of staff development and supporting a work life home balance
- Promoting and assisting staff to get involved in agency webinars for FLRN
- Promoting and assisting staff in development of trainings for outside agencies, including trainings for EAP contracts
- Identifying individuals for 2018 filial therapy training, child center play therapy training, and NMT
- Development of new employee orientation that stresses TIC and TIC training requirements for all employees
- Three ALL STAFF trainings - Stress Management, Time Management and Managing Change


#### Progress Monitoring

- Completed OSA mid-2017 and again end of year
- Completion of OVS evaluation to begin progress monitoring of individual contracts

#### Financing

- Pay raises in early 2017
- Additional funding set aside for renovations and other physical space improvements
- Funding set aside for training and licensure renewals
- Purchase of server for secured access to employee forms and resources

#### Evaluation

- OVS evaluation completed to begin reviewing individual contracts and reporting measures
  - OSA completed mid-2017 and again end of year
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## **Board of Directors 2016-2017**

**Diana Johnson, *President***

**Jay Roscup, *Vice President***

### **Ontario County**

Fred Brockway

Jane Lynch

Ella Smallwood-St. Denis

### **Seneca County**

Steven Lauer

Carol VanHorn

### **Wayne County**

Joy Benson

Michael Colacino

Diana Johnson

Jay Roscup

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## **Ashley's Story**

Ashley, 16, has been a client at Family Counseling Service of the Finger Lakes, Inc. since she was 11 years old. Ashley was referred for trauma counseling at FCSFL after years of abuse and neglect by her family. She was reluctant to trust anyone and did not feel safe in the world. When Ashley began treatment she did not smile, or show any other emotions, and had no hope or dreams for her future.


Ashley's trauma therapist at FCSFL is a Licensed Mental Health Therapist who specializes in helping kids and families with trauma-related issues such as Child Sexual Abuse, neglect and maltreatment. Ashley and her trauma therapist began meeting weekly. Her therapist worked to create a safe space for Ashley to learn to trust. Slowly, Ashley began to feel safe and started the difficult work of confronting her complex trauma history and building a new, healthier view of herself and the world.

Ashley's caregivers also participated in treatment to help educate themselves on the impact of trauma on healthy functioning and the unique needs of traumatized children. They learned ways to parent their traumatized child and create a "new normal" life for their family after a lifetime of trauma. They report that after years of hard work they are now a healthier and happier family!

Today, Ashley reports that she wants to attend college and has dreams and hope for her future! Ashley says that she wants to help other traumatized people on their journey of healing. This family reports that they have benefitted from the caring, supportive services offered in the trauma counseling program at FCSFL.

Respectfully Submitted,  
Carrie Robinson-Elhassen, LMHC  
Clinical Trauma Therapist

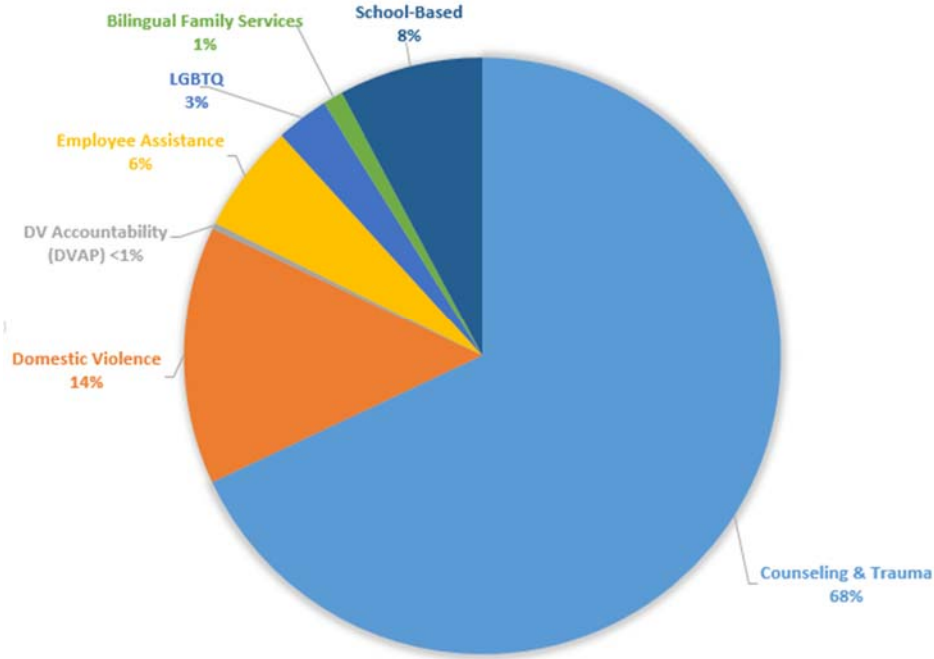
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# SERVICES REPORT 2017

HOURS OF SERVICE



Counties Served	Hours of Service	Families	Individuals
Ontario	5,141	548	646
Seneca	700	123	140
Wayne	2,474	286	355
Yates	394	47	49
Other or Unknown County	617	513	516
<b>Totals</b>	<b>9,326</b>	<b>1,517</b>	<b>1,706</b>

## Agency Staff

### Executive Director

Barbara Pierce-Morrow, MSM, CASAC, FDC

### Professional Staff

Sherry Borglum, LMSW  
 Michele Bowersox, LMHC  
 Carrie Gardner, LMHC  
 Bruce Green, MHC-LP  
 Alma Laguer-Diaz, Psy. D.  
 Erin Larramendi, MS, LCAT  
 Ashley Madigan, LMSW  
 Kaitlyn McWilliams, LMSW  
 René Mitchell, LMHC, CTRS

Scott Ostrowski, LMSW  
 Adelaida Paliotti, LMSW  
 Erin Pomerantz-Castillo, LMHC  
 Carrie Robinson-Elhassen, LMHC  
 Narina Schulz, LMHC  
 Lauren Then, LMHC, NCC  
 Cari VanStrien, LMSW  
 Sarah Woodworth, LMSW

### Advocacy Staff

Thomas Chappell, BS  
 Danyale Clawson  
 Jessica DeFazio, BA  
 Cathy Landschoot, BA  
 Victoria Lezette, BS  
 Jennifer Obzud, BA

Shauna O'Toole  
 Maria Peralta  
 Chelsea Snyder, BA  
 Morgan Tennes, BSW  
 Shelby Willoughby, BA

### Administrative/Support Staff

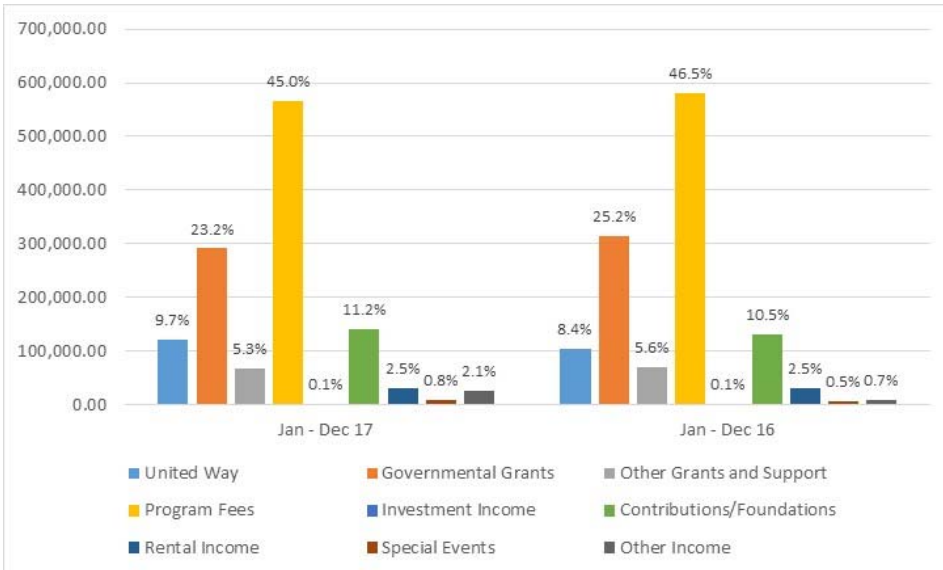
Eleanor Beattie, AAS  
 Patricia Costello, BS  
 Rebecca Emerson, BA  
 Pat Hurley-Trojan, MBA  
 Terri Knight-Miller

Robert Martin, MSM  
 Brian Rice, AAS, AS  
 Cathy Thurston, BSBA  
 Denise Vandy, BS

# FINANCIAL REPORT 2017

## REVENUE

REVENUE	Jan - Dec 17	Jan - Dec 16
United Way	122,027.00	104,437.00
Governmental Grants	291,446.00	314,778.00
Other Grants and Support	66,835.00	70,007.00
Program Fees	566,478.00	580,636.00
Investment Income	1,835.00	1,563.00
Contributions/Foundations	140,658.00	130,570.00
Rental Income	31,866.00	31,525.00
Special Events	9,824.00	6,199.00
Other Income	20,057.00	8,385.00



## EXPENDITURES

EXPENDITURES	Jan - Dec 17	Jan - Dec 16
Salaries and Wages	930,401.00	882,304.00
Fringe Benefits	110,529.00	104,437.00
Rent & Occupancy	62,494.00	65,539.00
Travel & Conferences	30,030.00	35,057.00
Supplies/Printing	10,794.00	10,053.00
Program Expense	77,017.00	71,587.00
Insurance Expense	12,469.00	11,675.00
Other	50,587.00	50,080.00
<b>Total Revenue</b>	<b>1,251,026.00</b>	<b>1,248,100.00</b>
<b>Total Expenditures</b>	<b>1,284,321.00</b>	<b>1,230,732.00</b>
<b>Net Income: Surplus (Deficit)</b>	<b>(33,295.00)</b>	<b>17,368.00</b>

