



## Veterans Outreach Center, Inc.

A Community Resource  
Serving all Veterans and their Families

Special Topic Presentation:

***Community Centered Services for  
Veteran Families***

***Modeling the Blueprint of Excellence***

June 22, 2011

# Agenda



- Background
  - Why Now?
  - Our “Market”
- Model Conceptualization
- Design Elements
- Agency Mission, Values, Vision
  - Core Competencies– Programs, Services, Resources
- Current Initiatives
- Funding Model
- Contact Information

# Background



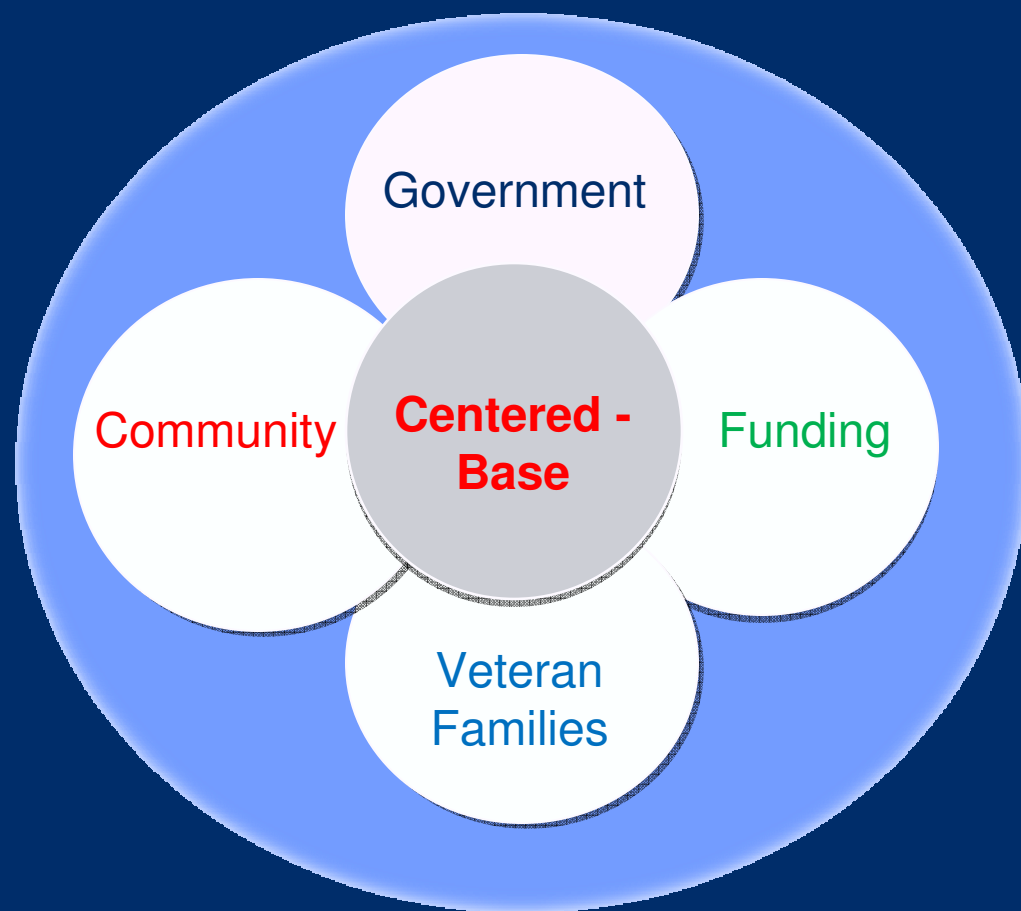
- What got us to this point?
  - Review of History
  - RAND Study
  - Sea of Goodwill – Reintegration Trinity
  - US Department of Veterans Affairs Funding – SSVF
  - “Community Blueprint” Initiative
- Why now?
  - Longest period of protracted war in our country’s history
  - Veteran demographics / trends
- Interests of the NYS Health Foundation
  - Incubator for ‘best practices’ in public health policy
  - Modeling ensures greater success

# Background, cont.



- 1 million veterans (and families) across New York
  - Western New York second only to Metropolitan NYC and Long Island (Data as of 9/30/10)
    - Rochester Metropolitan Statistical Area – 71,300
    - Erie County – 69,323
- Veterans Outreach Center, Inc. has been serving veterans & their families since 1973
  - All veterans, regardless of characterization of service
  - Families
  - No-fee assistance for all
  - Proven track record across all core competencies
  - Community-based w/ strong public & private partnerships
  - Unique and distinguishable public & private design

# Model Conceptualization

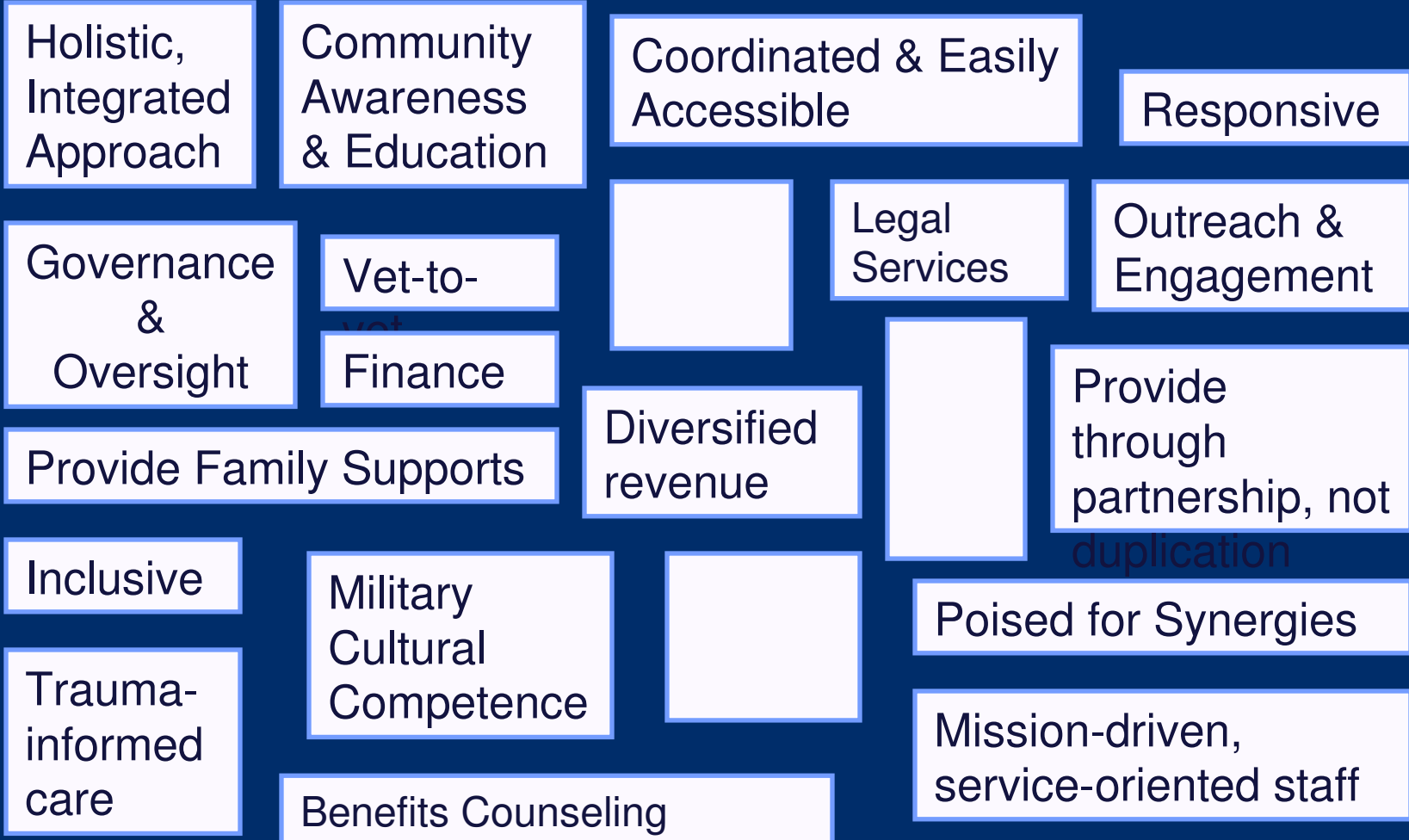


A series of overlapping resource domains that become integrated and unified through the presence of the **centered-base** of operation

Without the centered base there can be no integration and unification of the parts

The sum of the parts is the model's real value in terms of meeting veteran families needs

# Design Elements of Community-Based Care for Veterans



# Organizational Mission



**Veterans Outreach Center is an independent community-centered non-profit providing premier one-stop supportive services to veterans of the U.S. Armed Forces and their families in the greater Rochester area**

**We serve by helping them to achieve their goals and realize their full potential**

# Organizational Vision



**Strive to become the nation's best provider  
of community-centered supportive services  
for veteran families**



# Organizational Values



**Veterans & Families First** – Serve selflessly, with gratitude and respect

**Integrity** – Demonstrate truthfulness in all we do

**Trust** – Honor our commitments

**Excellence** – Perform at the highest levels

**Compassion** – Care, be compassionate with those we serve

**Collaboration** – Work as a team in all we do with each other and those we serve

**Professionalism** – Motivate each other by being accountable and responsible

**Sustainability** – Serve as a good steward of resources

**Communication** – Practice open, truthful and timely communication

**Volunteerism** – Serve alongside one another in unison

# Core Competencies



1. Conduct Outreach & Ensure Access to Resources
  - Connect with all area veterans and their families
  - Connect with the community to develop support programs for veterans and their families
  
2. Provide Wellness & Supportive Services
  - Readjustment & Wellness Counseling
  - Legal, Financial Literacy, Peer Mentoring, Benefits Counseling
  - Access to Broader Community Referral Network Services
  - ... Tied Together thru Case Management
  
3. Provide Employment Resources & Services
  - Comprehensive Employment & Training Programs
  - Job development, individual placement, retention
  - Education

# Current Initiatives



- Pepsi Refresh Project – Overhaul creative arts therapy studio and gallery space
- Expand Volunteer Opportunities – Retail Store, Residential Programs, Events, Welcome Center
- Expand underwriting & sponsorship opportunities
- Create tenant arrangements with Veteran Service Organizations and like-minded organizations
- Community Discussion Series to expand intellectual following and friends
- Serve veteran students
- Planning initiative to ‘blueprint’ VOC model
- Habitat for Humanity Veteran Home Build
- Expanded web presence & new media operations

# Coming Home from War – Preview of 2012 Discussion Topics



**Wednesday, September 21, 2011**

Guests:

U.S. Department of Veterans Affairs National Center for PTSD

*“Combat Realities & the Impact on Those who Serve”*

<http://www.ptsd.va.gov/about/index.asp>

**Wednesday, January 11, 2012**

Guest:

Ms. Jennifer Karady, Photographer & Artist

*“In Country: Soldiers’ Stories from Iraq & Afghanistan”*

<http://www.jenniferkarady.com/home.html>

**Wednesday, March 28, 2012 [Brain Injury Awareness Month]**

Guests:

Brain Injury Association of New York State (BIANYS) & Nazareth College

*“Understanding Traumatic Brain Injury (TBI) Among Veterans”*

<http://bianys.org/bianys-veterans.htm>

**Wednesday, June 6, 2012 [68<sup>th</sup> Anniversary of D-Day]**

Guest:

Dr. Jerome Denno, Ph.D.

*“The Veteran Experience on Film – Select Vignettes & Discussion”*

<http://www-pub.naz.edu:9000/~jdenno9/>

Sponsored by:



# Funding Model

- \$3.5 million annual operating budget - 2012
  - 80% derived from Competitive Grants
    - US DOL VETS – Employment & Training
      - HVRP & VWIP (only one in New York State)
      - 14 years of veteran employment experience
    - VA Grant & Per Diem Program
      - Residential Services – Richards & Otto Houses (28 units)
        - » OASAS certified facility
    - Monroe County ESG & DSS Grants
  - 20% derived from Foundations, sponsored events and individual donors
    - 7 “Friend-raisers” annually
      - Flag Day, Golf Outing, 10km Race, Stars & Stripes Gala, Coming Home from War Discussion Series, National Veterans Job Expo

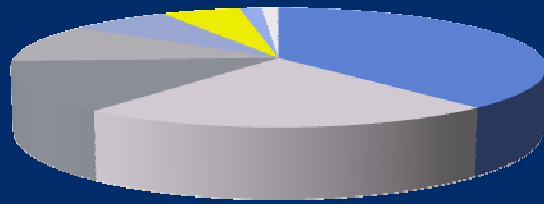
# Funding Model, cont.

Income 2010

**\$2,571,420**

Income Goals  
2012

**\$3,557,000**



■ Government Grants - 38.53%	55.0%
■ Program Service Fees -21.86%	25.0%
■ Inkind Revenue - 13.81%	1.0%
■ Flag Store - 10.32%	10.0%
■ Contributions -7.19%	5.0%
■ Fundraising - 5.54%	3.0%
■ United Way - 1.55%	0.5%
■ Miscellaneous - 1.19%	0.5%

# Contact Information



Colonel James D. McDonough, Jr.  
U.S. Army (Retired)  
President & CEO

[James.mcdonough@veteransoutreachcenter.org](mailto:James.mcdonough@veteransoutreachcenter.org)

585.295.7800 / 518.538.0486

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