



2024 IMPACT REPORT





MESSAGE FROM OUR FOUNDER & EXECUTIVE DIRECTOR

Reimagining is more than a concept—it's an urgent call to action. It challenges us to see beyond what exists today and envision what could be if we dare to believe in something better. This past year, we have not only imagined change; we have built it.

This year's theme, Reimagine, emerged from deep conversations about our mission, our impact, and the legacy we seek to build. Through these reflections, we made the intentional transition from The Hub585 to HOPE585, refining our mission to create a relationship-centered community where marginalized youth and their families can hope, heal, and thrive. With a clear vision and unwavering commitment, we are working to move families from systemic trauma to a place of power and belonging.

As we move forward, our commitment remains steadfast: to reimagine what is possible and to build a community where families stay together, children are supported, and hope is not just an ideal but a lived experience.

None of this would be possible without you—our partners, supporters, and advocates. Thank you for believing in this vision, for investing in this work, and for standing with us as we create a future rooted in hope, healing, and belonging.



Giving Hope Together,

A handwritten signature in black ink, appearing to read 'A. Cross'.

Ashley Cross, EdD
Founder & Executive Director, HOPE585



WHY THE SCIENCE OF HOPE



WHY THE SCIENCE OF HOPE

Hope isn't just a feeling—it's a mindset, a way of thinking that can be taught, learned, and restored. Research shows that hope is the single greatest predictor of an individual's well-being. That means when we talk about hope, we're not just talking about optimism—we're talking about a belief system that fuels action, fosters resilience, and creates pathways to a better future.

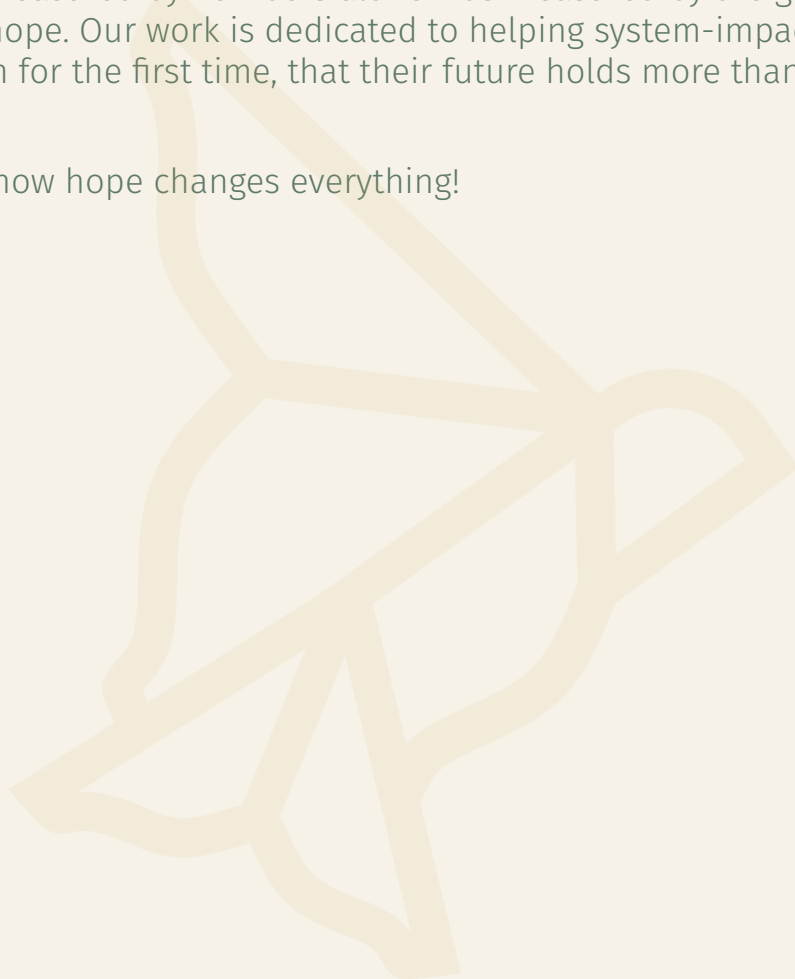
Hope is *"the belief that your future can be brighter and better than your past, and that you have the power to make it so."*

At HOPE585, we don't just believe in hope—we build it. ***It's not just an outcome. It's the outcome.***

This belief drives everything we do. It's why we walk alongside youth aging out of foster care, ensuring they have the support and resources to navigate adulthood. It's why we connect families in crisis to critical needs—rent assistance, food, furniture—so that children can remain safely at home. It's why we invest in mentorship, skill-building, and advocacy, equipping young people with the tools to not just survive, but to thrive.

Our impact isn't measured by numbers alone—it's measured by the growth and sustainability of hope. Our work is dedicated to helping system-impacted youth and families see, often for the first time, that their future holds more than just survival—it holds possibility.

At HOPE585, we know hope changes everything!





2024 IMPACT



PROGRAMS & SERVICES

HOPE585 MENTORSHIP PROGRAMS

The HOPE585 Mentorship Program connects system-impacted youth with caring, consistent adult mentors who provide guidance, encouragement, and support. Our mentors help youth navigate challenges, build life skills, and develop a sense of hope for their future. Through one-on-one relationships, goal-setting, and community engagement, the program fosters resilience, confidence, and a belief in new possibilities.

In 2024, **28 youth** were served through mentorship, ensuring they have the relationships and resources needed to thrive.

HOPE585's Monthly Pathway Events bring together youth from our mentorship program and the broader HOPE585 community for skills development, enrichment activities, and peer connections. These gatherings provide a supportive space for youth to learn, grow, and build relationships, equipping them with the tools and confidence needed to navigate their futures.

In 2024, **48 youth** participated in Pathway Events, gaining valuable experiences that foster personal and professional growth.



PROGRAMS & SERVICES

YOUTH COUNSELING AND CASE MANAGEMENT

The Youth Counseling and Case Management Program provides short-term, immediate counseling and case management to system-impacted youth in the City of Rochester. With flexibly scheduled mobile services offered in community-based settings, we meet youth where they are—ensuring they receive emotional support, crisis intervention, and resource connections in a way that is accessible and responsive to their needs.



TOTAL REFERRALS FROM PIC:

58



YOUTH REFERRED OUT:

23



TOTAL YOUTH SERVED AT HOPE585:

32



AVERAGE ADVERSE CHILDHOOD EXPERIENCES SCORE:

6.5



AVERAGE HOPE SCORE AT INTAKE:

37.86



AVERAGE HOPE SCORE AT DISCHARGE:

43.82



81% OF YOUTH INCREASED IN
HOPE SCORES

TO DATE, NOT A
SINGLE YOUTH
REFERRED
BY THE PIC
TEAM HAS
HAD A REPEAT
INTERACTION
WITH THE PIC
TEAM OR LAW
ENFORCEMENT.

PROGRAMS & SERVICES

FAMILY SUPPORT & CASH ASSISTANCE

HOPE585 supports system-impacted families through case management and cash assistance, helping to prevent foster care placements and aid in family reunification. This program provides financial support to help families secure and maintain stable housing and employment, ensuring they have the resources needed to thrive. It also assesses each family's needs and connects them to additional programs and services as necessary.

Additionally, HOPE585 provides cash assistance each year to every young adult aging out of foster care.

IN 2024, WE PROVIDED  **\$154,980.13**

IN DIRECT CASH ASSISTANCE TO  **214** SYSTEM-

IMPACTED FAMILIES AND YOUNG ADULTS AGING OUT OF

FOSTER CARE. THE MAJORITY OF THESE FUNDS HELPED

SECURE OR MAINTAIN HOUSING AND EMPLOYMENT, ENSURING

STABILITY FOR THOSE IN NEED.

ADDITIONALLY, WE PROVIDED CASE MANAGEMENT SUPPORT

TO  **117** FAMILIES WHO RECEIVED CASH ASSISTANCE,

CONNECTING THEM TO ESSENTIAL RESOURCES AND SERVICES

FOR LONG-TERM SUCCESS.

PROGRAMS & SERVICES

CAREPORTAL

Each year in Monroe County, nearly 7,000 reports of abuse and neglect are made, with the vast majority stemming from deprivation of basic necessities.

Many families become involved with the child welfare system simply due to a lack of essential resources. In response, HOPE585 has partnered with the Department of Human Services, local churches, and community organizations to build a movement that directly supports and connects with these families.

Through CarePortal, meaningful connections are driving real, systemic change, helping to reverse our nation's foster care crisis by addressing needs before they escalate into family separation.



387

CHILDREN SERVED



194

ADULTS SERVED



187

MET REQUEST FROM CPS WORKERS



19

CHURCHES ACTIVE



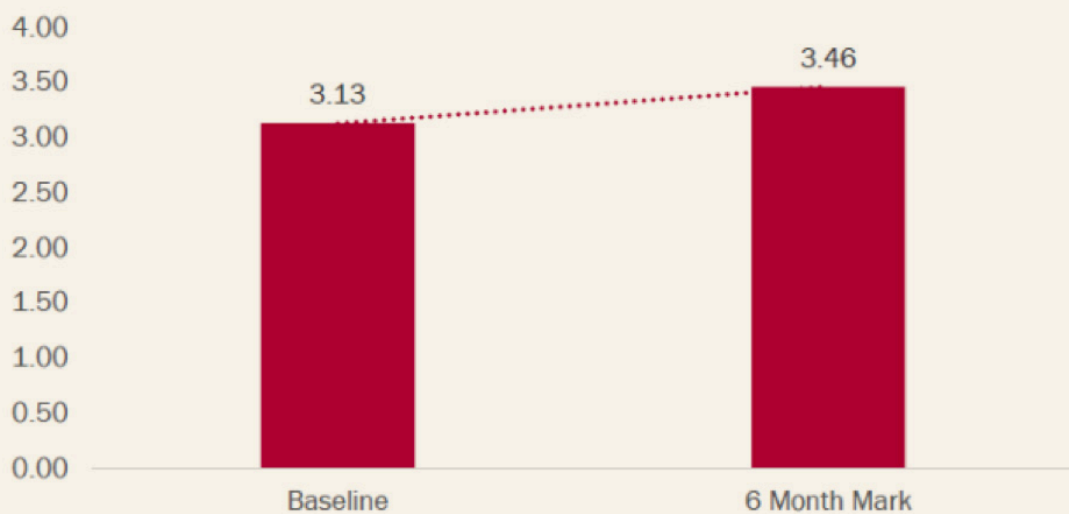
\$185,108

ECONOMIC IMPACT

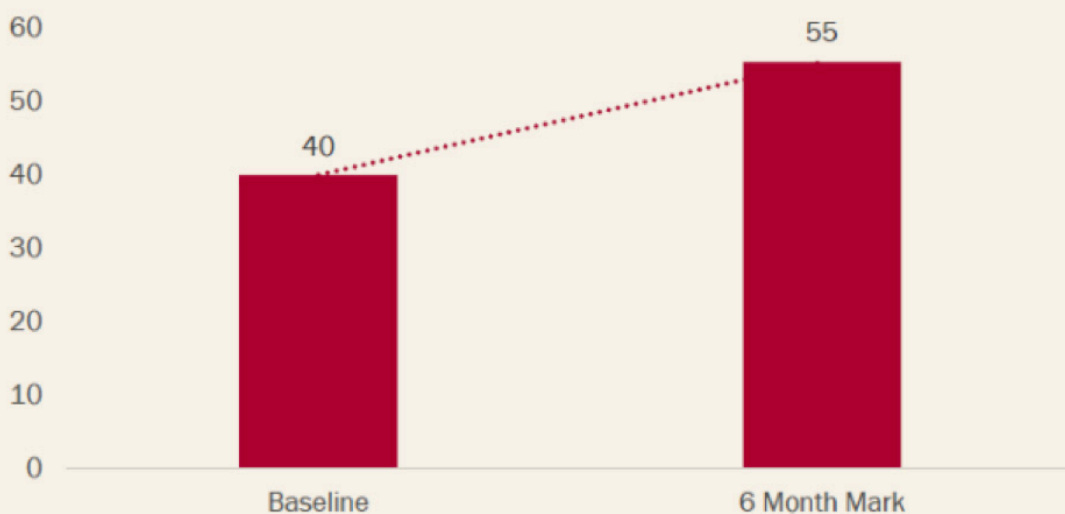
PROGRAMS & SERVICES

COMMUNITY SUPPORTED FOSTER HOME

A groundbreaking initiative in Monroe County, where a specially trained foster mother supports teenagers on the verge of aging out of foster care. Using the **Hope Rising Model**, rooted in the **Science of Hope**, she equips them with essential life skills, empowering them to navigate adulthood with confidence, build strong support networks, and pursue stable, independent futures.



Girls residing in the home show considerable increases in their belonging scores over time.



The average hope score increased by 15 percentage points. This reflects a positive trend, suggesting that Hope585 is fostering hope and a sense of optimism.

STORIES OF HOPE

“Names of minor youth changed to protect privacy”

VICTORIA'S STORY

When Victoria entered HOPE585's program at just 16 years old, she was carrying the heavy weight of five years spent in foster care. Her anxiety and depression were overwhelming, and she struggled to find motivation or a sense of purpose in her day-to-day life. Her academic challenges were steep—by her junior year of high school, she was reading and writing at a third-grade level. The odds were stacked against her.

But Victoria's story is not one of defeat. It is a story of hope realized.

Through HOPE585's consistent, relationship-centered support, Victoria began to take back control of her life. She learned how to regulate her emotions, confront her past, and channel her energy into her future. Her healing did not happen overnight, but our team walked alongside her every step of the way, providing the mentorship, educational resources, and emotional guidance she needed to begin believing in herself again.

Today, at 17, Victoria is a thriving student on the High Honor Roll. She has not only caught up academically—she is now excelling. Her social circle has expanded, her confidence has grown, and her aspirations have taken shape. She dreams of becoming an art therapist, using her own story of healing to help others find theirs.

Victoria's transformation is a powerful testament to HOPE585's mission: to create a relationship-centered community where marginalized youth and their families can hope, heal, and thrive. Her story reflects our vision of a world where young people are not defined by their trauma, but empowered through hope.



STORIES OF HOPE

“Names of minor youth changed to protect privacy”

SHARELL'S STORY

Sharell's childhood was marked by constant upheaval. Since the age of two, she moved more than 100 times between foster homes and group homes—never staying long enough to feel secure, never forming the consistent connections that every child deserves. By the time she arrived at HOPE585 at 20 years old, she was remarkably well-adjusted given her circumstances, but still carried the deep scars of instability. Most of all, she lacked something foundational: a dependable support system.

What Sharell found at HOPE585 was not just a place to live—it was a place to belong.

Our team provided more than transitional care. We offered authentic, enduring relationships rooted in love, trust, and consistency. For the first time, Sharell wasn't preparing to move again. She was preparing to build a life. When she aged out of the foster care system at 21, she did so with real tools for adulthood: full-time employment, stable housing, and—most importantly—people who stood beside her.

Today, Sharell lives independently in her own apartment and is thriving. But perhaps the most impactful part of her story is the way she gives back. Having known what it's like to feel alone, she now chooses to be a constant in the lives of others. Sharell mentors youth in our program, offering advice, encouragement, and presence—something she rarely had growing up. She is not just a former resident of HOPE585; she is now a vital part of our extended family.

Sharell's story is HOPE585's mission in action: creating a relationship-centered community where marginalized youth can hope, heal, and thrive. Her life illustrates our vision for every young person who walks through our doors—to be seen, supported, and given the chance to become a stable force in the lives of others.



EMPOWERING FATHERS THROUGH COLLABORATION

Through our impactful partnership with CCSI's Engaging Fathers, HOPE585 has been able to directly support 20 system-impacted fathers who are either in the process of reunification or have recently been reunified with their children. Engaging Fathers, an initiative led by CCSI (Coordinated Care Services, Inc.), is dedicated to empowering fathers by providing them with the tools, resources, and support necessary to strengthen their relationships with their children and navigate the challenges of fatherhood.

Through this collaboration, each father received tailored case management services to address critical needs, including securing safe and stable housing, preventing eviction, accessing childcare and employment resources, and obtaining essential items such as clothing and food. By taking a comprehensive and holistic approach, HOPE585 and Engaging Fathers have worked together to remove barriers that often hinder fathers from maintaining active and supportive roles in their children's lives.

This partnership underscores our shared commitment to family stability and reunification, ensuring that fathers have the necessary resources, advocacy, and guidance to provide for their families and build stronger, lasting relationships with their children. Through case management, community engagement, and direct support, we continue to uplift and empower fathers, helping them rebuild their families and create a foundation of hope for the future.



ADVOCACY EFFORTS IN 2024: TRANSFORMING SYSTEMS AND AMPLIFYING VOICES



In 2024, HOPE585 continued its mission to build a relationship-centered community by leading and supporting advocacy initiatives that addressed systemic challenges impacting youth and families.

The year began with the launch of the Reimagine Initiative, a groundbreaking collaboration uniting over 20 agencies and more than 60 stakeholders to reduce unnecessary involvement with Child Protective Services (CPS). This initiative aims to create a sustainable, community-driven response to child safety and family stability, centering the voices of those most affected by systemic inequities.

As part of these efforts, HOPE585 hosted the first-ever Town Hall on youth and family experiences with CPS. This event provided a vital platform for youth and families to share their experiences and highlight the need for systemic reform. By amplifying their voices, HOPE585 reaffirmed its commitment to advocating for solutions rooted in lived experience and collaboration.

HOPE585's advocacy extended to its active role in the Safe Landings Coalition, which achieved a significant milestone with the passage of S.8724 (Hoylman-Sigal)/A.9321 (Hevesi), signed into law by Governor Hochul. This law amends the Family Court Act and Social Services Law to allow Family Courts to enforce orders for youth aged 18-21 discharged from foster care or aged out after 21, ensuring they receive stable housing and supportive services. These reforms address critical gaps in the transition to adulthood, aligning closely with HOPE585's mission to provide resources and opportunities for system-impacted youth to thrive.

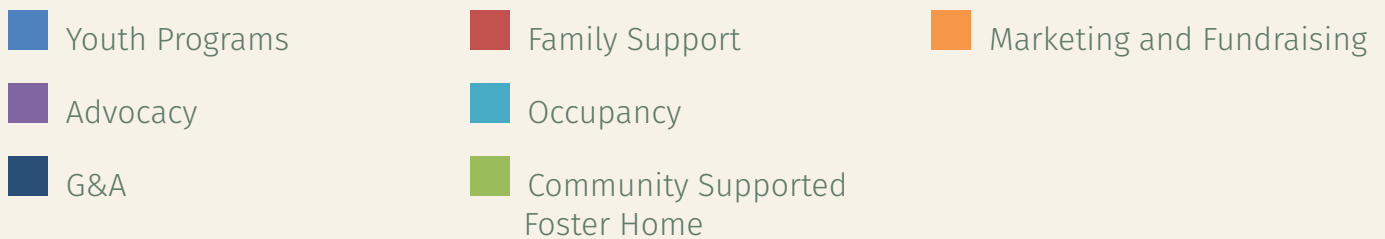
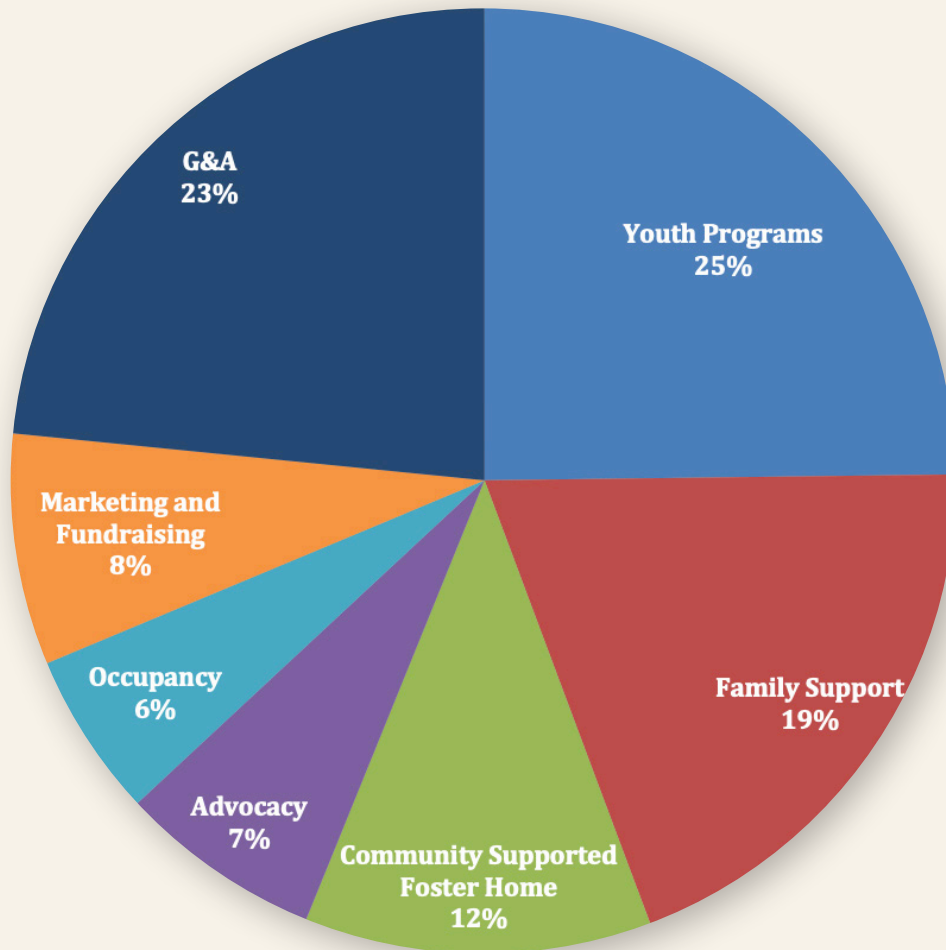
Together, these efforts represent HOPE585's unwavering dedication to addressing systemic injustices and creating a brighter future for youth and families. By advocating for transformative policies and fostering collaboration, HOPE585 is helping to build a community where hope, healing, and stability are within reach for all.

Advocates from New York City join HOPE585 in hosting the first Monroe County Town Hall discussing Child Welfare.



2024 FINANCIALS

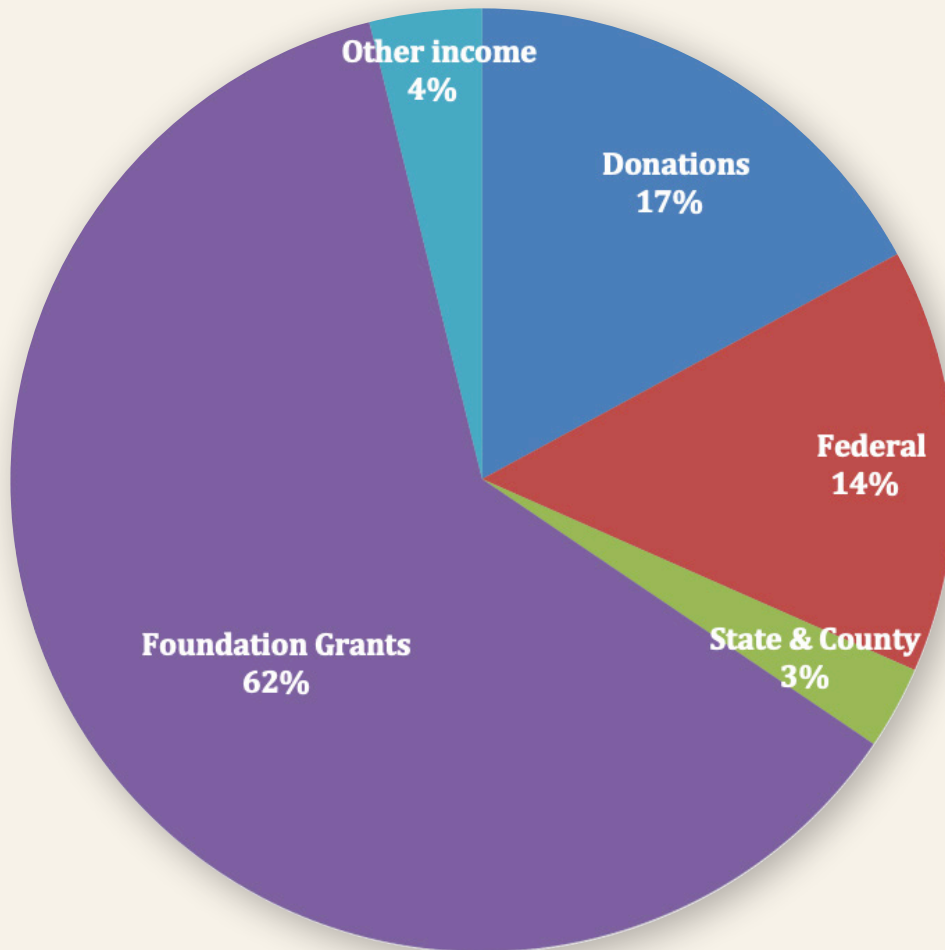
EXPENSES



TOTAL EXPENSES: \$1,512,143

2024 FINANCIALS

REVENUE



■ Donations
■ Foundation Grants

■ Federal
■ Other Income

■ State & County

TOTAL REVENUE: \$1,512,013



OUR FUTURE



OUR FUTURE

At HOPE585, we are steadfast in our commitment to excellence—not just in how we operate, but in the outcomes we pursue for youth and families impacted by foster care, poverty, and systemic inequities. As we look toward the future, our focus is clear: to deepen our impact through relationship-driven support and to create systemic change that narrows the front door to child welfare involvement.

We believe that real, lasting transformation begins with connection. That’s why we are building a community where every young person and family has access to meaningful, enduring relationships with safe, stable, and trusted adults. These connections are more than support—they are lifelines, guiding youth toward hope, healing, and purpose. As we expand our programs and partnerships, we are doubling down on our promise to ensure no one ages out of care without a family, no parent is left to navigate crisis alone, and no child falls through the cracks because of systemic neglect.

Our commitment to systems change is grounded in a vision for an entirely different experience of child welfare—starting at the front door. We are working to reduce the number of families who come to the attention of CPS through early intervention, resource mobilization, and strengthening natural support networks. Once inside the “house” of the system, we’re committed to transforming how children and families experience care—replacing bureaucracy with belonging, and surveillance with support. And at the back door, we are radically reimagining what it means to “age out” of foster care. Our goal is clear: no young person should exit care disconnected, unsupported, or unprepared for adulthood. We are building pathways to permanence, healing, and leadership at every stage.

SYSTEMS CHANGE

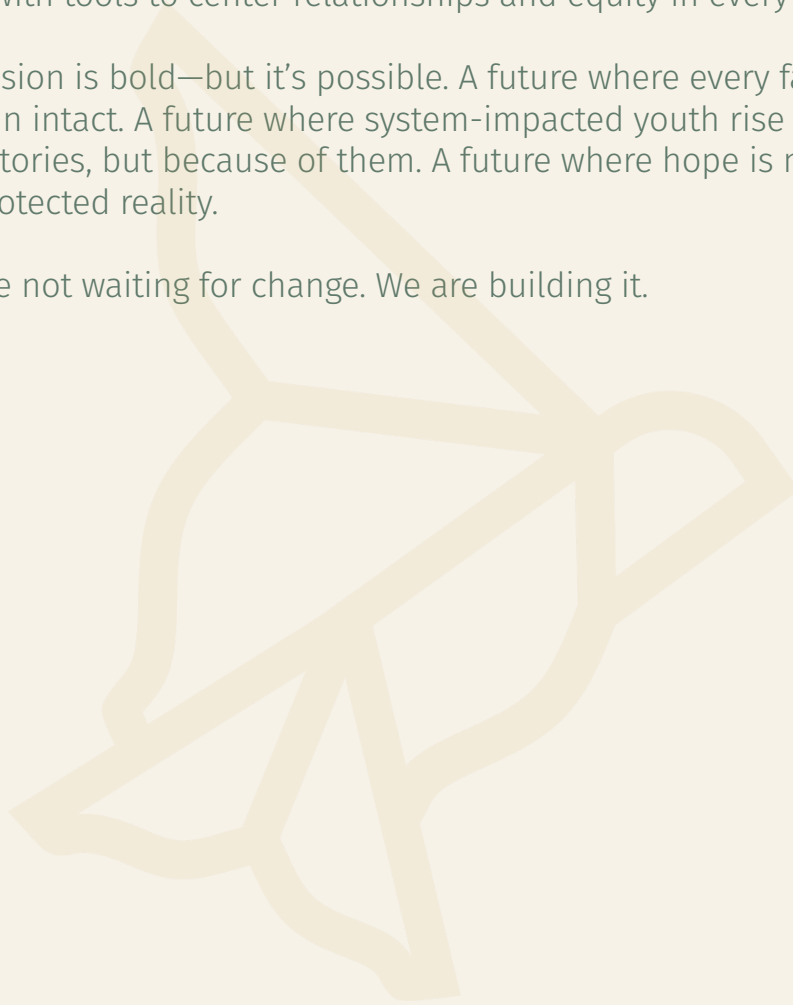


OUR FUTURE

But connection alone is not enough. We are working to shift the culture of how systems engage with families. Through our Reimagine Initiative and our leadership of the Monroe County CarePortal, we are mobilizing community response to meet urgent needs before they escalate into removals. We are advocating for policies and practices that prioritize prevention, dignity, and family preservation. We are equipping partners, policymakers, and practitioners with tools to center relationships and equity in every decision.

The future we envision is bold—but it's possible. A future where every family has the resources to remain intact. A future where system-impacted youth rise into leadership, not despite their stories, but because of them. A future where hope is not a concept, but a practiced and protected reality.

At HOPE585, we are not waiting for change. We are building it.



2024 HOPE585 TEAM

STAFF

Ashley Cross, EdD- Founder & Executive Director
Faith Phelps- Director of Operations
Oni Colon, MPH- Director of Family Services
Michele Rankin- Controller
Peggy Woodward- Finance Coordinator
Brandy Cooper- Reimagine Fellow
Tiffany Quick- Foster Home Coordinator
Hannah Wright, BSW- Youth Counselor & Case Manager
Zachary Williford-Webb- Youth Counselor & Case Manager
Shalese Cotton- Mentoring & Camp Coordinator
Alexander Leonty- Youth Engagement Coordinator
Keyondra Myricks- Communications & Volunteer Coordinator
Imani Hunter- CarePortal Coordinator
Heidi Schmitt- Administrative Office Coordinator
William Luciano- Lead Youth Champion
Melissa Medina- Youth Champion
Diedre Walker- Foster Home Respite

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Maya Crane- Vice Chair
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Trudy Quartley- Treasurer
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Josh Gewolb- Director
Dr. Myra Henry- Director
Kathyrn Kapatos- Director
Rich Pulvino- Director
Corinda Reaves- Director
Dan Rudd- Director
Alana Sansone- Director

2024 HOPE585 TEAM

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Alan Cohen- IT and Project Management
Joanna King- CarePortal Ambassador
Sarah Wesgate- Newsletter
Mary Whittier- Advisor

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Alia Henton
Josh Jinks
Diane Larter
Anna Potter
Gabrielle Steinwachs

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Annette Campbell
Gary Domenico
Tara Liddell
Dan Rudd
Alana Sansone
Jack Whittier

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Monica Brown
Gary Domenico
Donna Harris
Dr. Myra Henry
Diane Larter
Larry Marx
Mical Raz

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Jennifer Arbore
Josh Gewolb

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Jennifer Arbore
Alan Cohen
Dr. Myra Henry
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Reginald Nowland
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Jennifer Arbore
Annette Campbell
Alan Cohen
Charles "Chuck" Guarino
David Kelly
Shannon Munier
Sarah Studwell
Sarah Wesgate
Mary Whittier

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Chair- Mary Whittier
Elizabeth Berl
Maya Crane
Rich Pulvino
Sarah Viggiani
Cynthia Woolbright

OUR FUNDERS

2024 GRANT MAKERS



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- ESL Charitable Foundation
- Greater Rochester Health Foundation
- Joseph C. Wilson Foundation
- Max and Marian Farash Charitable Foundation
- Mother Cabrini Health Foundation
- New York State Health Department
- Redlich Horwitz Foundation
- Rochester Area Community Foundation
- William and Sheila Konar Foundation

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- Tony Murray
- Tyrone and Corinda Reaves
- Wayne and Judy Holly
- Women’s Foundation of Genesee Valley



111 N. Chestnut Street
Rochester, NY 14604

www.hope585.org
info@hope585.org

585-261-0583