



2021 Year in Review

Prepared By:
E. Stojkovic,
Assistant Director

EXECUTIVE SUMMARY

by Executive Director, Olivia Kassoum Amadou

The tradition of philanthropic support of Cameron Community Ministries dates back more than three decades strong, and remains essential to the health and vitality of our programs and services. It is with sincere gratitude that we thank our supporters, corporate and individual donors, volunteers, and sponsors.

Located in the Lyell-Otis community of Rochester, Cameron offers many programs. We employ eight full-time staff and five part-time staff. We are proud to say that our facilities remained open during COVID-19, and staff worked tirelessly to take care of our community members. The Board of Directors completed our 2021-2025 Strategic Plan to outline our organization's strategy and measurable goals.

We faced many challenges in 2021, from finding experienced staff to fill vacant positions, to the new variant of COVID-19, to the social unrest due to racial injustice. As we mark the end of 2021,



I am honored to share our accomplishments that reflect our commitment to our mission – working with neighborhood residents and partners to create a vibrant and thriving community through empowerment and advocacy, while meeting basic needs. Last year, we served 17,106 meals; 655 families accessed the Food Pantry; 539 individuals shopped for clothes and hygiene products; 5,085 diapers and 210 backpacks were distributed; 1,504 Kids Café meals were served; 264 appointments with the adult Social Worker; 462 individual contacts on street outreach; 267 people attended our 4th Annual Resource Fair; 10 workdays in the community garden; 190 Thanksgiving baskets and 210 Christmas food baskets were distributed. Amidst the accomplishments and future of Cameron, there is still work to be done, but we invite you to read the comments in our report from community members that we served.

Thank you to everyone who made 2021 a successful year for us. Although I have only been with Cameron for six months, I continue to be inspired by what the future holds, and all that Cameron has achieved. I am eager to welcome 2022 and look forward to your continued partnership.

With gratitude,

A handwritten signature in white ink that reads "Olivia Kassoum Amadou". The signature is written in a cursive, flowing style.

Olivia Kassoum Amadou

ABOUT CAMERON COMMUNITY MINISTRIES



Vision

Creating an equitable and empowered community.



Mission

Working with neighborhood residents and partners to create a vibrant and thriving community through empowerment and advocacy while meeting basic needs.

Values

The Cameron community is:
Trustworthy, Caring, Respectful,
Dedicated and Effective.

'21 Program Reach



- 17,106 hot meals were served
- 655 families accessed the Food Pantry
- 539 individuals shopped for clothing and hygiene products
- 5,085 diapers were distributed
- 210 backpacks distributed
- 267 attended our 4th Annual Resource Fair
- 190 Thanksgiving and 210 Christmas Food Baskets were distributed

"BOTH THE CLOTHING CUPBOARD AND FOOD PANTRY WERE VERY HELPFUL TO ME AS I GET BACK ON MY FEET. I LOOK FORWARD TO BEING ABLE TO PAY IT FORWARD TO ANOTHER PERSON IN NEED." -- CCM GUEST

- 1,504 Kids Cafe meals served
- 30 youth and 20 teens registered for Summer and Afterschool Programs
- 5 teens enrolled in our Private School Scholarship Program attending Mercy, McQuaid and Aquinas.
- 264 case management appointments with our Social Worker
- Outreach team met with 462 individuals, referring 18 for Covid vaccines
- The Garden Committee held 10 work days in the Spring/Summer



NEW PROGRAMS

CDF Freedom School® at Cameron

The *CDF Freedom Schools* at Cameron program provided 6 weeks of summer enrichment through a research-based and multicultural curriculum. The program was for K-6th grade youth and incorporated daily book readings from various community members!

Street Outreach

CCM began its Street Outreach program in July to provide street-based education and outreach to individuals in the Lyell–Otis community who are currently facing structural oppression. The program works toward building trusting relationships with families and individuals in unsheltered locations disengaged from the community and social service agencies. CCM provides basic need supplies like food, “goody bags,” clothing, youth programs, connections to counseling services, and referrals to other community programs

Foodlink Curbside Market

Foodlink’s Curbside Market WIC Mobile pilot program began in the Teen Center parking lot on May 15th and ran until December 18th providing groceries to community members on Saturday mornings.



OTHER SPECIAL ENDEAVORS



- Arianna Filiaci of Nazareth College completed her 60-block long mural dedicated to childhood, community, play, and the city of Rochester on the sidewalk outside of Cameron (featured on the left).
- The 4th Annual Resource Fair expanded its reach thanks to the generous sponsorship of the Finger Lakes Covid-19 Taskforce.
- Two Covid-19 vaccine clinics, a flu shot clinic and monthly STI testing clinics were held at Cameron.
- The addition of a Food Pantry Coordinator enabled Cameron to expand its Food Pantry hours to include availability for emergency appointments 5 days a week.
- Cameron's Golf Tournament fundraiser was a success raising over \$17,000 for programming.
- Two RochesterWorks Interns joined the Kitchen team in November gaining valuable work experience.
- We welcomed our new Executive Director, Olivia Kassoum-Amadou.
- Zucchini, tomatoes, basil, bell pepper, squash, kale, spinach, garlic, carrots, scallions, aji pepper, cilantro, strawberries, oregano, lavender, and rosemary were planted in the Garden. Produce was placed in our Food Box or taken home by community members.
- Staff, Board Members and volunteers attended 4 separate DEI trainings with Kesha Carter of CCSI.

YOUTH & TEENS TAKE ACTION

The teens in our Respect & Responsibility group identified winter travel and accessibility as a challenge for our community. They held a Hot Chocolate fundraiser to raise money to purchase bus passes for those we serve in the Lyell-Otis community. The fundraiser took place at the Teen Center (32 Cameron Street) on Friday, February 5 from 4:00-5:00PM. Over \$1,200 was raised.

Over the Summer, the CDF Freedom Schools and Summer Program participants at Cameron held a march for the “National Day of Social Action” (NDSA). Cameron’s staff, board members, parents and community members joined the youth and teens in the march--walking in solidarity. The youth and teens marched to advocate for justice and equity.

Teens in our Summer Program held a fundraiser for Verona Street Animal Society, selling hot dogs, chips and lemonade.

Teens and 4-6th Grade Youth participated in Etiquette classes planned by our Teen Program Director, Mildrena Vega. A formal etiquette dinner with awards at the German House served as the culmination of the program.



VOLUNTEER & INTERN HIGHLIGHTS



- 124 individuals volunteered in the Kitchen, Clothing House, Garden and Youth/Teen Programs
- 25 large groups volunteered
- 2,961 volunteer hours were logged
- 19 Interns completed a semester or two in the Social Work, Food Pantry, Youth and Teen programs.
- Our first Marketing & Communications Intern completed a semester in Cameron's Office over the summer.
- 2 service scholars from St. John Fisher completed a semester in the Youth Program and Office.
- We held a drive-by Volunteer Appreciation Event in April to say thank you!

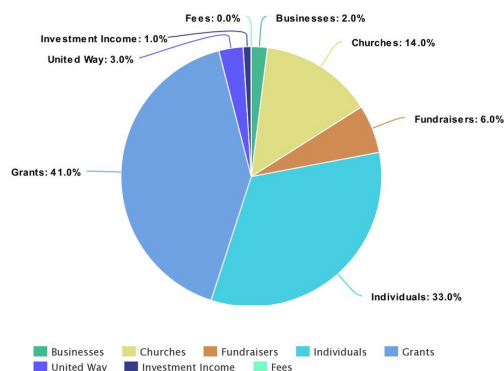
"I ABSOLUTELY LOVED WORKING WITH THE STAFF AND THE COMMUNITY TO COME UP WITH WAYS TO IMPROVE THINGS AT CAMERON, AND TO HELP BETTER SERVE THE COMMUNITY IN ROCHESTER. THE STAFF AT CAMERON WAS INCREDIBLY WELCOMING AND KIND. I FELT AS IF I WAS A PART OF THE STAFF AND THEY MADE ME FEEL APPRECIATED AND COMFORTABLE. THIS INTERNSHIP HAS TAUGHT ME PATIENCE, AND EMPATHY." -- CCM INTERN



FINANCIALS

Revenue Support Sources
see graphic to the right

2021 Budget: \$552,000



CAMERON IN THE NEWS

The CDF Freedom School at Cameron featured in the D&C :

<https://www.democratandchronicle.com/story/news/2021/04/13/cameron-community-ministries-tapped-as-childrens-defense-fund-freedom-school/7200689002/>

Playful Sidewalks by Arianna Filiaci featured on "What's Good Roc" by Dan Gross of News 8:

<https://www.rochesterfirst.com/whats-good/whats-good-september-8-2021/>

Cameron's Youth & Teen Programs featured on 13WHAM's "Many Voices, Many Visions"

<https://13wham.com/features/many-voices-many-visions/boys-girls-club-of-rochester-looks-to-boost-digital-literacy-cameron-helps-youth-thrive>

