

2022 YEAR IN REVIEW



EXECUTIVE REPORT

Dear Cameron Family,

As Cameron embarks upon its 40-year anniversary, we continue to be driven by the belief that every Rochesterian should be afforded the opportunity to thrive. We have focused on the Lyell-Otis neighborhood, but our reach is expanding across Northwest Rochester. We believe in partnering with our neighbors—to build a community where our neighbors help us deliver on our mission. If we come together at the table to exchange ideas, nourishment, and solutions, change will happen. But not overnight. Our neighbors are still facing an uphill climb.

Last year, we took decisive actions. With the continuation of COVID and other health risks, and a long-overdue reckoning on racism in America, we knew it was more important than ever to involve our neighbors in our planning. We reinforced our mission to meet the pressing needs of the community but challenged ourselves to go further in creating pathways for equity and stability for our most vulnerable neighbors.

We hired a Youth Social Worker in December to fill the critical need in our youth programs. Due to the trauma experienced daily by our youth, it is imperative to address adverse childhood experiences (ACEs) in our after-school enrichment programs. We are fortunate to welcome Ms. Felecia Merriam, who is highly qualified and experienced in trauma-informed therapies; she will be an integral part of our programming. Youth will participate in weekly circles, individual, group, and family counseling, and when necessary, home visits will be scheduled.

We've expanded our collaborations with community partners, providing health and wellness information and services, enrollment opportunities in health insurance plans, COVID vaccinations, job opportunities, nutrition programs, veterans outreach, free cell phones, and more. Our volunteers and interns provided invaluable hours in support of our programs.

Sadly, the year was not without tragedy. Our previous Adult Social Worker of five years, Edgar Santa Cruz, was hit and killed by a car while walking his dog in December. Edgar, employed at FoodLink at the time of his death, was still involved with Cameron. He continued to participate in street outreach (which started with the two of us), sent emails alerting us to programs we should be involved in, dropped by with produce occasionally, and had scheduled a gardening class with our K-6 youth. Edgar was a fierce community advocate, involved in numerous programs, and will be greatly missed by many. In the spring, Cameron will host a dedication ceremony, renaming our Peace Garden "The Edgar Santa Cruz Peace Garden" and place a park bench in his honor. We will publicize this event when more details are available.

Last year was an amazing year for Cameron! 2022's successes brought a tremendous amount of hope for brighter days. Without each of you, our efforts would not have succeeded. You supported us financially, through volunteerism, purchased items on our wish lists, provided prayers, phone calls, emails, and stopped by to check in on us. Our appreciation is beyond what you can imagine! Thank you so much.

Blessings—

Olivia



THE COMMUNITY WE SERVE



CAMERON PROVIDES THE WRAP-AROUND SERVICES TO MEET OUR CLIENTS' BASIC EVERYDAY NEEDS: FOOD, CLOTHING AND A SAFE AFTERSCHOOL ENVIRONMENT.

The Lyell-Otis Neighborhood is a culturally diverse community of low-income families, 97% of whom reside below the poverty line. The community we serve faces chronic food and housing insecurity, and the neighborhood is riddled with drug and sex trafficking, blighted properties, and crime. It has a violent crime rate six times higher than the suburbs and 60% higher than city's average. Through community outreach, CAMERON COMMUNITY partners with the families and the children that live here to overcome these challenges.

CAMERON PROVIDES THE SKILLS THAT HELP EMPOWER OUR CHILDREN TO DETERMINE THEIR OWN FUTURE.

Academic achievement can transform an individual life, a family's circumstances – and, eventually, an entire community. Unfortunately, many of our urban schools are underperforming. The Rochester City School District currently reports a 59% high school graduation rate, a 21% proficiency rate in math, and 22% proficiency in reading. Studies also indicate that the recent COVID quarantine set student progress back an additional two years and has negatively impacted our children's social skills and mental health. **Academic opportunity and enrichment has never been more important!**



ACADEMIC ENRICHMENT AT CAMERON

• Afterschool Guided Homework Help • Volunteer Tutors • The Children's Defense Fund's Freedom School (A nationally accredited summer program) • AT&T Digital Learning Lab • Field Trips • AND our new Saturday Academy for Science Technology Engineering Arts Math (STEAM) and cultural programs.

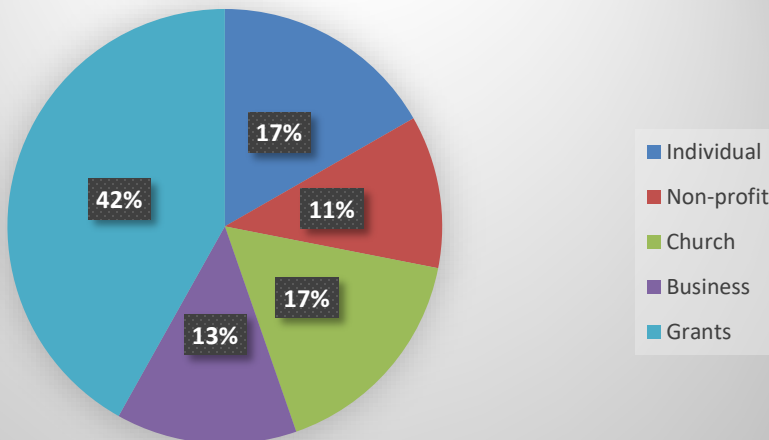
FINANCIAL DATA



In 2022, Cameron:

- served over **20,000** hot lunches
- distributed **710** Emergency Food Boxes
- provided **1,398** Clothing House appointments
- enrolled **30** K-6 and **8-20** Teens in Afterschool/Summer programming
- enrolled **30** K-6 students in our CDF Freedom School
- distributed **330** Thanksgiving Baskets to families
- distributed **180** Christmas Baskets to families
- “adopted” **40** Families for Christmas gifts distribution
- coordinated **12,120** hours of volunteer service
- attended **6** speaking engagements with our youth Cameron Ambassadors

2022 Donor Sources



Individual	\$95,616.72
Non-profit	\$65,000.00
Church	\$94,868.00
Business	\$76,943.00
Grants	\$239,500.00
TOTAL	\$571,927.72

2022 HIGHLIGHTS



Cameron Opened Computer Lab

AT&T and The Urban League of Rochester teamed up to open the new AT&T Digital Learning Lab at Cameron Community Ministries in June 2022. The AT&T Digital Learning Lab helps bridge the Digital Divide experienced by many marginalized residents of Monroe County who may not have access to technology. The lab is open to youth and adult community members.



Cameron Got a Truck!

Thanks to our generous partners at Wegmans, Cameron took possession of a delivery truck in the summer of 2022! This has been a great asset to our Emergency Food Pantry Program, allowing Cameron to deliver grocery boxes to our neighbors who are home-bound or lack transportation. (It also came in handy for picking up donations and transporting materials to outreach events!)

National Broadcast on Morning Edition featured Cameron Community

It was a great year for media attention! National Public Radio showcased Cameron's afterschool youth programs and its effort to heal the trauma of living in an under-resourced, sometimes violent urban community.



Collaborations Expanded Our Outreach

Every Tuesday afternoon, Cameron staff and members of the Neighborhood Collaborative took essential items out into the community to serve the homeless. The team, which included social workers and medical personnel, provided food, clothing, wound care, harm reduction items and connection to available services.

MOVING FORWARD IN 2023

County Announces ARPA Funding



Monroe County Executive Adam Bello joined Congressman Joe Morelle, and City of Rochester Mayor Malik Evans to announce a 2023 investment of \$7,160,849 to support the Neighborhood Collaborative Project (NCP). The NCP is an unprecedented collaboration among almost two dozen organizations to strengthen and empower neighborhoods within the City of Rochester. NCP will be facilitated by anchor agencies S.W.A.N. at Montgomery Center (Southwest Rochester), the Father Tracy Advocacy Center (Northeast Rochester) and **Cameron Community** (Northwest Rochester)

The Saturday Academy Launched in January...



...with 53 kids signing up the first week! **The CAMERON STEAM SATURDAY ACADEMY & CULTURAL ARTS PROGRAM** is a free, community-based program that provides exciting opportunities for students in grades K to 12 to explore, discover, and learn outside the traditional classroom; to uncover their passion, gain motivation, and become lifelong learners. Ms. Merriam, our Youth Social Worker is part of the Saturday Academy team.

It's Our 40th Anniversary!

Cameron Community Ministries officially incorporated in 1985. We've come a long, long way! Stay tuned for details of the celebratory events in the planning, including an anniversary gala dinner at the Historic German House, Friday, April 28, 2023.

