

REPORT TO OUR COMMUNITY





“We will take care of you.”

This statement of assurance, first spoken by our founders, the Sisters of St. Joseph, represents both our history and our mission. We have changed – the world has changed – but it was our undertaking more than 80 years ago, and it remains our promise today.

Message from Villa Leadership

Dear Friends & Family of Villa of Hope,

We all know and care about someone who struggles with behavioral health needs. They are our family members, our friends, our neighbors, our colleagues, and more. With your support, it’s been our shared Mission to help those we care about since 1942.

The Sanctuary Model teaches us to look at life through the “S.E.L.F.” Model – giving attention to Safety, Emotions, Loss, and Future. You can “hear” these concepts in the feedback provided recently by individuals receiving services from the Villa:

“They are truly focused on my health – both mental and physical. I feel like I can talk about anything I’m going through and instead of judgment or shame, they work to help me.”

“I am learning coping skills, how to better myself and improve myself, and I’m learning that it’s okay to seek help because we all need help.”

“Working with my care manager helped me move from community supported living to an apartment of my own and now I am working on employment.”

In this annual report, we introduce you to Bella and her family. Bella receives services from the Villa of Hope Health Home/Care Management program. Her story is a true life example of the impact of the Villa and the way we partner with individuals and families through the Sanctuary S.E.L.F. Model.

At a broader level, Villa of Hope continues to recognize our past in residential treatment programs for teens on our campus while we grow into our future in programs which contribute most directly toward achieving our 2030 Vision to disrupt the trajectory of poor health outcomes and early death in those who have experienced trauma or have vulnerabilities in basic needs of life. These “core pillar programs” of our present and future include Villa of Hope School, Work Force Development, a full continuum of mental health and substance use disorder treatment programs, and Health Homes/Care Management.

Over 80 years ago, the Sisters of St. Joseph packed up over 100 kids and rode the bus out to their new home on Dewey Avenue. They made the same promise we make today to our adult clients, our youth and families, “We will take care of you.” We may have evolved in what we do and how we do it, but deep down we live the values the Villa was founded upon and continue to bring Hope to life every day. We appreciate your support of the transformative journeys happening at Villa of Hope!



David Krusch
David Krusch, MD
Board Chair



Carrie Carl
Carrie Carl, LCSW-R
President and CEO

It takes a Villa – Bella’s journey

Bella has just turned 18, and has a genuine, friendly nature, an openness and honesty about her, and a radiant smile. She has got it together.

From her vantage point of success now, she is able to look back – analytically – at the path that brought her here. Bella recalls a time when her life would ebb and flow; when she would begin to feel better, more stable ... *but*. “Then I would begin to self-sabotage and blow everything up again,” she says. “It was a cycle. Breaking of trust, then rebuilding. Then breaking again.”

Trouble began when Bella was 12. Her mental health posed challenges, and at 12 she had her first suicide attempt. When she was 16, she had fallen into conversation with a man online, who presented himself as a teenager, but was not. He was “grooming” her.

Often taking place online, sexual grooming is calculated behavior used to establish an emotional connection with a vulnerable person, usually a minor under the age of consent. The perpetrator’s goal is to gain access to the child.

Bella would participate in these conversations, but would then shut down and not communicate with him or her family for days at a time. She would launch into a period of depression, then snap out of it. Then she would have a period of stability; but then would be lured back. (This individual – an adult male – was eventually arrested and imprisoned for his crimes.)



4 loving sisters; Malina, Everly, Bella and Olivia.

At one of her high points when things were going very well – school and grades, putting on a happy face for all those around her, having a part-time job – she felt overwhelming frustration and abruptly attempted to take her own life, for the second time.

She was hospitalized after this for 14 days in an acute setting, and then discharged, against

the better judgment of her parents. She was then hospitalized again out-of-town, and was frustrated when her “treatment” was meeting very infrequently with a psychiatrist.

Her incredibly supportive family, consisting of her Dad and her Mom, and her three sisters, were often the target of her anger.

“I was angry at the world,” she says, and reflects incredulously that she was at the out-of-town facility for two months. As her discharge was drawing nearer, her psychiatrist began recommending to Bella that she not return home; instead, the recommendation was foster care or a group home until she turned 18. The prospect created mounting anxiety for her.

But when a child feels lost, the Villa gets to work. When the family begins to lose its hold and its hope, the Villa steps in. It was during this time that Bella and her family began to work closely with Aileen DeLeon, Care Manager with the Villa’s Children’s Care Management team.

Aileen had a very different view of Bella’s future, advocating energetically for reuniting the family. She worked with the social worker, vouched for the family and the child, and

insisted healing would occur by bringing Bella home! And, in unison, the family, the patient and the Villa made it happen.

Care Coordination at the Villa is an umbrella program under which services are provided for Adult Care Management and Children’s Care Management. It has a commitment to individualized services; these community programs utilize a strength-based, individualized care model to promote wellness, shown to lead to success for the child, the adult, and the family.

Aileen was crucial in Bella’s transition. Bella had lost time and had lost friends and contacts during her darker period, and was ready to jump back into life. She was *ready* to be well. Because she had become isolated, Aileen stepped in, sometimes as her “friend for the day,” taking her out in the community, to Tai Chi and other activities. She connected Bella with services and activities that were of interest to her, and others that were necessary for her continued stability. And she became a true friend.

continued on page 6



Bella on the Villa of Hope campus

“Without Aileen, I wouldn’t have made it,” says Bella. “This is the first time since I can remember, being so *consistently stable*.”

Her mother expresses the same sentiment: “Without Aileen there’s just no way she’d be where she is today. We originally met Aileen through a mutual friend who worked at the Villa, when Bella was having her initial difficulty. We said, ‘Do you think the Villa has someone who could work with Bella and kind of set her straight?’ And she mentioned there were lots of outstanding people in the department, but they had just the person. Aileen.”

It was a great fit.

“Aileen put things into perspective for me so many times,” Bella recalls. “I have a five-year-old sister, and I love all my sisters, but ... she’s the baby. I knew my actions had been hurting her, and I felt so bad. I used to say, ‘I love her so much I would die for her.’ And one day, Aileen just said to me, ‘Why don’t you try and *live* for her?’ And she was right. She made me stop, and think, and change my mindset.”

Once Bella was stabilized with medication, therapy, and activities, her life snapped

into focus for her. The life she wanted to live. Her family has been heavily involved in community cheerleading, with the girls participating, and their mother coaching. Bella took on a volunteer coaching role, and eventually was given a head coaching position (unheard of for a 17-year-old) with the 4 & 5 year old team. Her group of girls took first place in 2024 in a local cheer competition!

Bella balanced her ambitious cheerleading schedule with a work schedule as a server at Don’s Original, as well as successful graduation from high school in 2024.

Bella is also learning to drive. Driving is complex and stressful, so she is taking her time. With a goal of being more independent in the near future, she is determined.

Aileen has this to say about Bella’s journey: “I had the great pleasure of working with Bella and her family. Bella has always had a bright light about her, it was just a matter of her finding that within herself. She was once in need of much support and guidance, which she was able to use to build herself up to who she was meant to be.

“She is able to attend MCC as a full-time student and work part-time to full-time

hours. Bella is a strong support herself within her family, is a wonderful role model to her younger sisters and the young girls she coaches in cheerleading. I am beyond proud of Bella for overcoming so much and flourishing into the beautiful young woman that she is!”

Long term? Bella would like to get her degree in business, as well as licenses in nutrition, wellness and massage therapy, with a goal of having her own small shop.

It takes a Villa. We are also proud of you beyond measure, Bella. True to our historical calling, and alongside your amazing family, we are honored to have helped to take care of you. 🌟

Left to right: Aileen DeLeon, Villa of Hope Care Manager, with Bella, Armanda holding Everly’s hand, Santos, Malina and Olivia.



Thank you to our donors

\$10,000+

Erick B. Bond, Assured Partners
Peggy S. Boucher
Trish & Andrew Crossed
Dawn & Steve DePerrior
Excellus BlueCross BlueShield
Katherine Gionta
Mark Gionta, Rochester Colonial
Glover-Crask Charitable Trust
Mr. & Mrs. Harry Messina
Monroe County
Paul & Claudia Moriarty
The Polissen Foundation, Inc.
Doren Stubbs, Jr.
Jerry & Julie Warner
Wegmans Food Markets Inc.

\$5,000 - \$9,999

Max A. Adler Charitable Foundation
Michael & Nela Amico
Andrew Bodewes, Park Grove Realty
Bob & Lynn Brien
Helen E. Clark
Constellation Brands, Inc.
Donald F. & Maxine B. Davidson
Foundation
Genesee Valley Council on the Arts

Rotary Club of Greece
James B. Isaac
Miranda Leo
Catherine & Vinnie Orlandini
Mary Anne Palermo
Karen & Frank Rakoski
Red Wings Community Foundation
United Way of Greater Rochester
and the Finger Lakes
Michael Laiacona, Whirlwind Music
Woods Oviatt Gilman, LLP

\$2,500 - \$4,999

Advantage Federal Credit Union
The Blackbaud Giving Fund
Bond, Schoeneck & King, PLLC
Timothy Boucher
Rebecca & Timothy Burkey
CAUSE+EFFECT Strategy
The Child Advocacy Center of
Greater Rochester
Doug & Stephanie Dickman
First American Equipment Finance
Garber Automotive
Harter Secrest & Emery LLP
Huther Doyle
Hon. Joan S. Kohout

Dominick & Molly LaPenna
Christopher & Lisa Leverett
Quentin & Liz Marsh
MBCSNY
Dr. Thomas & Mrs. Beverly McInerney
Peter & Marcia Palermo
Paychex
RBC Wealth Management, LLC
RDG + Partners
Rochester Americans and
Knighthawks
The Summit Federal Credit Union
Trillium Health
UBS
USI Insurance Services LLC
YourCause

\$1,000 - \$2,499

Advizex
ALSTOM Signaling, Inc.
Donald & Holly Barone
Erick & Nancy Bond
Brown & Brown of NY, Inc.
Betsy & Betsy Brugg
Tom & Tina Buckley
Michael & Elizabeth Burns
Carrie & Brian Carl
Cleaning Maid Affordable Inc.

Jeremiah & Mary Lou Clifford
Mary Clifford
Commonwealth Charitable Fund
Eric & Caterina Cook
Corning Foundation
Amy Crossed
Sue & Paul D'Aiutolo
EFPR Group CPAS PLLC
Enterprise Holdings Foundation
Entre Computer Services, Inc.
Alana Fittz
Frontier Glass Inc.
Marc Gaudette, Psy D
John & Bonnie Geraghty
Patricia Grassi
C. Jean Grover
William & Kimberly Hamer
Home Power Systems
JK Executive Strategies
Curtis A. Johnson, Esq &
Laura A. Myers, Esq
Frederick Kass
KeyBank Foundation
LaBella Associates
LeChase Construction Service, LLC
Janice Leonardi
Lewis Tree Service, Inc.
Mark Lucas

Marguerite Traphagen Foundation
Marsherrall Partners, LLC
Elizabeth Mason
Emily & Greg Nelson
Bernard & Bernice O'Sullivan
Bliss E. Owen
Parkview Health Services
Passero Associates
Sangita Patel
Phil Pettinella
Power Management Co., LLC
Pamela & Patrick Rector
Steven & Teresa Richards
Roc The Plate Inc.
Rochester Area Community
Foundation
Nicole & Mark Schreiner
Mark Shannon
Velma Smith
Carrie Fuller Spencer &
Michael Spencer
Starbucks Foundation
Bob Tait
Trident Wealth Management Group of
Wells Fargo Advisors

Twelve Corners Presbyterian
Church
UKG
Vision Automotive Group
Erik Von Bucher
Jen & Matthew Wallace
Wells Fargo
Nancy Wilkes

\$500 - \$999

David J. & Patricia Adams
Alesco Advisors, LLC
Matt Alexander
America Online Gives
Robert Attardo
Barclay Damon LLP
Christopher Bell
Erick & Kate Bond
Walter & Doris Bubie
Liz & David Burnard
Paul & Margaret Churnetski
Mary Lu Clark
Digby Clements
Kelly & Patrick Conlan
Lynn Constable
Day Automation Systems
Joseph & Melissa Delforte

Kelly Wilmot
Lori Dennis
East House
Elmer W. Davis, Inc. Roofing
Nick Fabiano
Nicholas Flemister
Jeff & Sabina Gage
Trevor Holly
Michael & Kathleen Kirwan
Christine Klos
Knights of Columbus Bishop
McQuaid Council 7085
Rich & Lori Kohl
Louise & Michael Laiacona
Mr. John & Dr. Cait Loury
Sandeep Manvana
Brenna Mason
Daniel & Linda Merrick
Ryan & Shannon Miller
Gail Morelle
Peace of Christ Parish
Robert Persichitti
Craig & Carol Ramsdell
Laura Sapienza
Alexandra Scialdone
Sheet Metal Workers International
Assoc. (SMART Local 46)

Chris Smith
Dawn Sullivan
Lynn Sullivan
Michael & Beverly Tomanio
TWE, Inc.
Irene Viola
Elizabeth Ciaccio & David Vogt
Daniel Wallenhorst
Robert Wendler
Kelly DeMay

\$250 - \$499

The Aquinas Institute of Rochester
Christopher Asbury
Justin Bailey
Jennison Bielmeier
Barbara Branzovich
Barbara Burke
Canfield Vet, Dog & Cat Hospital
Kathia Casion
CAT Automotive
Chetna Chandrakla
Charities Aid Foundation of America
Brian & Nanette Corry
Jessie Cronister
Paul & Annette DeCarolis
Lauren & Ben Dlugosh
James Doherty
Olivia Eason

Terry Eason & Erika Hahn
Nicholas & Jennifer Engels
First Choice Produce, Inc.
Mark Fisher
Flaherty Salmin CPAs
Patrick & Erika Foley
The Garden Factory Inc.
Genesee Glass & Mirror, Inc.
Sue & Scott Gibbs
Sam & Pauline Giordano
Joseph Grymin
Heiderman Mechanical Resources
Danielle Hetrick
Cristina Iglar
Terria Jenkins
Christine Johnson
Mr. Al N. Kinel
Brian & Meagan Kinsella
Matt Korosi
Dr. & Mrs. David Krusch
Joseph Livecchi
Emily MacWilliams
Matthew & Molly Maguire
Dan & Sheila Mason
Julie Matthews
McQuaid Jesuit

Ian Miller
Thomas & Rose Mary Myers
Victoria Nordin
Michael & Ann Osborne
Angie Perez-Delgado & Jose Perez
Adam & MacKenzie Pettinella
Proforma Foley Team
Idalia Santiago
Frank & Joanne Sapienza
Jack & Jane Schuler
Nick Shotwell
Strategic Interests, LLC
Streamline Healthcare Solutions
David Streiff
Zoe & Richard Swain
Patrick Tomovic
Debra Whitt
Gerald L. Zeltmann

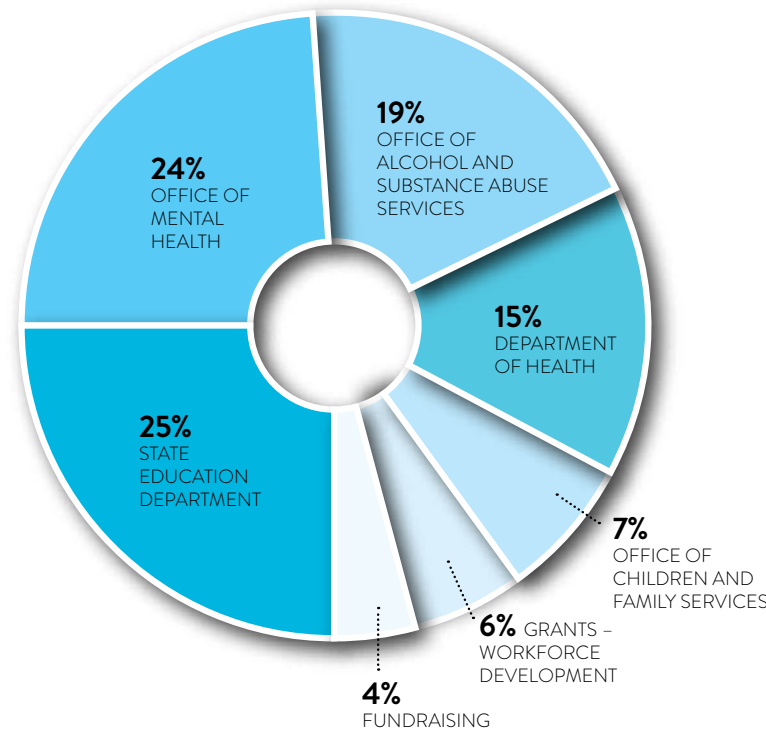


SCAN TO GIVE A GIFT

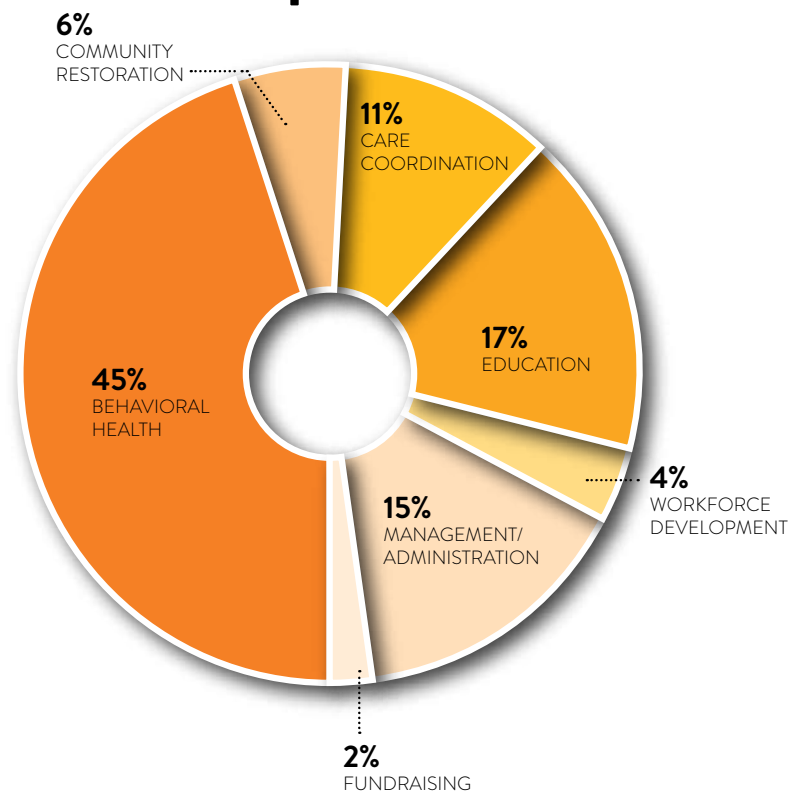
or contact Isha Torres at
events@villaofhope.org or
585-752-7735

Financial highlights

Revenue



Expenses



Villa Leadership

Board Officers (2024-25)

David Krusch, M.D., Board Chair
Robert Wendler, Board Vice Chair
Sangita Patel, MBA, RN, Board Secretary

Board Members (2024-25)

Chris Bell
Berlin Bermudez
Erick Bond, Sr.
Korey Brown
Jonathan Ghent
Curtis Johnson
Tim Jones
Frederick "Fritz" Kass, M.D.
John Loury
Thomas K. McInerney, M.D.
Theresa Marsenburg
Timothy Perrotta
Corinda Reaves
Carrie Carl
Ex Officio
Melanie Phillips - (YPB)
Ex Officio
Laura Sapienza - (YPB)
Ex Officio

Senior Leadership Team

Carrie Carl, LCSW-R
President/CEO
Laura Jowly, LCSW, CASAC
Chief Operating Officer/Chief Compliance Officer
Lynn Sullivan
Chief Financial Officer
Serina Tetenov, Ph.D., LCSW-R
Chief Program Officer

Young Professionals Board Officers

Melanie Phillips
YPB Co-Chair
Laura Sapienza
YPB Co-Chair
Terry Eason
Secretary

Young Professionals Board Members

Ben Bedosky
Stacy Castro
Molly LaPenna
Dominick LaPenna
Miranda Leo
Quentin Marsh
Kayla Mayville
Brenna Mason
Ryan Miller
Emily Nelson

Accreditations

Council on Accreditation

Licenses

New York State Department of Health
 New York State Education Department
 New York State Office of Alcohol and Substance Abuse Services
 New York State Office of Children and Family Services
 New York State Office of Mental Health
 Sanctuary® Certification

Memberships and Partnerships

American Marketing Association
 Association of Fundraising Professionals
 Bivona Child Advocacy Center
 Building Bridges Initiative Child Workforce
 Wellness Initiative
 Children's Health Home of Upstate New York (CHHUNY)
 Consortium of Alcohol and Substance Abuse Services - Region II
 Council of Agency Executives
 Council of Family and Child Caring Agencies
 Darkness to Light Collaborative
 Finger Lakes Regional Planning Consortium

Finger Lakes Regional Youth Justice Team
 Greater Rochester Chamber of Commerce
 Greater Rochester Health Foundation
 Greece Central School District
 Greece Regional Chamber of Commerce
 Health Homes of Upstate New York (HHUNY)
 Helio Health (Omnes IPA)
 Lead Peak Performance
 Monroe County Juvenile Justice Council
 Monroe County Office of Mental Health
 Monroe County Systems Integration Project
 New York Association of Alcoholism

New York State Coalition of 853 Schools
 NYS Coalition for Children's Behavioral Health Services
 New York State Council for Community Behavioral Healthcare
 Opioid Task Force
 Penfield Central School District
 Project RISE Steering Committee
 Recovery Net Collaborative
 Rochester City School District
 Rochester-Monroe Anti-Poverty Initiative

Rochester RHIO Health Information Exchange
 ROCovery Fitness
 Roc-Tac
 Rotary Club of Greece
 Safer Monroe Area Reentry Team
 SUNY Empire State College
 Trillium Health
 United Way of Greater Rochester and the Finger Lakes

Villa of Hope
 3300 Dewey Avenue
 Rochester, NY 14616
 Phone: 585.865.1550
 CommunityRelations@VillaofHope.org
 villaofhope.org





3300 Dewey Avenue
Rochester, NY 14616

Non-Profit Org.
U.S. Postage

PAID

Rochester, NY
Permit No. 7