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ANNUAL REPORT

2012



**A**s we leave 2012, about to embark on our 40th year as the Gay Alliance of the Genesee Valley, we do so in celebration of your contributions and the wonderful accomplishments achieved to sustain our fine organization.

2012 brought us a few changes at the Gay Alliance, starting with a fond farewell to Sue Cowell who left her ED post to help re-elect Louise Slaughter. We can't thank Sue enough for her many years of devotion to the Gay Alliance. We soon welcomed Anne Wakeman as Interim ED. During her tenure the Gay Alliance program leaders created a nationally recognized intergenerational program, as well as transferring the records of the Helping People with AIDS organization to the Smithsonian Museum. The transfer was made possible through three years of diligent work from the Records and Archives Grant interns. In October, we hired a former interim ED, Joanne Giuffrida, as our Business Manager in a part-time capacity to help us manage operations and maintain efficiencies as we focus on our leadership strategy for the future.

Even though we raised over \$50,000 at the end of 2011 during our first donor sponsored \$25,000 Challenge Grant, we still entered 2012 with a deficit of \$15,638. We were also facing another year of shrinking grant support and sadly had to reduce staff to three full-time and two part-time positions, even though demand continues to grow for our community education, youth and senior programs.

On a happier note, we have much to be proud of as we continue to achieve success as an organization and experience unparalleled civil rights changes as a community.

- What an amazing victory and historical event we all experienced last summer with our right to marry!
- The complete collection of *The Empty Closet* – that's 40 years of New York's oldest LGBT newspaper – was transferred for archival storage to the Smithsonian on November 30, 2012.
- In 2012, the President stated that he no longer supported DOMA and sometime early in 2013 the United States Supreme Court will hear a case that may recognize LGBT people as a protected class.

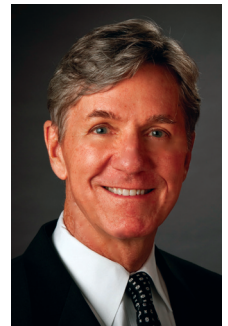
We continue to thank the Gay Alliance leaders, dedicated board trustees, members and volunteers along with our community leaders who have participated in every step of these courageous transformational changes.

During the last two months, we as Co-Presidents of the Board have met with over twenty community leaders to discuss the future of the Gay Alliance and how we can most effectively serve the needs of the LGBT community. We expect to announce our vision in early February, a time when we will be fiscally stable, enabling us to continue to attract the visionary leadership necessary to meet the needs and aspirations for the current generation and generations to come.

On a final note, as we look back on 2012 and the struggles and triumphs of years past, we hope you'll join us in 2013 as we turn forty and become even more fabulous! Please participate in our year long fundraising celebration and stay tuned for the Fall premiere of *Shoulders to Stand On*, a documentary showcasing our pioneers and our community, made possible with your generous contributions and support.



**Emily Jones**



**W. Bruce Gorman**

# Gay Alliance Programs

**In the 2011 Annual Report we provided you with what we proposed to do in 2012 to stay relevant with all of our programs. Below are the results that were generated in 2012 to sustain and grow our impact on the community.**

## Education and Outreach

**To Stay Relevant:** It is critical that we expand our capacity to provide community education, professional development and training in response to increased calls from schools, medical systems, senior care providers and other local organizations.

### 2012 Results:

- Worked with the Jewish Community Center to co-sponsor the traveling exhibit from the US Holocaust Memorial Museum, "The Nazi Persecution of Homosexuals," with collaborative volunteer coordination and eight weeks of related programming.
- Provided 160 Educational sessions, reaching nearly 4000 individuals, mostly in the Western NY area.
- Provided Technical Assistance to five different organizations on LGBT inclusive documentation for service delivery.
- Produced full training curriculum and educational support material for the University of Rochester.
- Partnered with Wegmans School of Pharmacy at St John Fisher College to provide professional development for area Pharmacists on Transgender identity.
- Provided customized training for educators on LGBT concerns as they relate to the Dignity for All Students Act
- Created a Transgender Special section in the February Empty Closet and online for agencies to download in an effort to focus attention on less visible members of the LGBT community.
- Spoke on *Many Visions Many Voices*, 1370 Connections, interviewed for *USAToday*, *Democrat & Chronicle*, *City Newspaper* and WROC TV, WHAM and other media opportunities.

### Thanks to our 2012 Volunteers

- Volunteer hours approx. 18,000
- Volunteer Pride hours approx. 3,000
- Total active volunteers approx. 400
- Active 2012 Pride volunteers 230
- Percent of straight allies in volunteer pool approx. 20%

### In 2012 Education and Outreach Presentations were made to:

Aging & Adult Services/Catholic Family Center  
AIDS Clinic at University of Rochester  
Americorps  
Bath VA Medical Center Home  
BOCES 2  
Brockport Library  
Brockport Unitarian/Universalist Fellowship  
Canandaigua VA Medical Center Home  
Center for Teen Empowerment  
Children's Mental Health Coalition of WNY's  
Bullying Prevention Conference  
Churchville/Chili Central School District  
Consumer Credit Counseling  
Coordinated Care Services, Inc  
Corning Incorporated  
Crime Victim's Conference  
DePaul PROS  
Dignity/Integrity  
East Rochester Elementary School  
Eastman School of Music  
Edison High School Project Search  
Education Conference at SUNY Brockport  
Excellus BCBS  
First Unitarian Church  
First Universalist Church  
Geva Theater  
Greater Rochester Area Partnership for the Elderly  
Greater Rochester Collaborative MSW Program  
Halpern Education Center  
Health Symposium at SUNY Brockport  
Hilton High School  
Hobart and William Smith College  
Jewish Community Center  
Leadership Genesee Program  
LifeSpan Eldersource  
Mayo Clinic  
Mental Health Association  
Monroe Community College's Bullying Conference  
Monroe County Preventive Services Coalition's Annual Conference  
Monroe County Youth Bureau's SOAR Youth Group  
National Council on Alcoholism & Drug Dependence  
National Institute of Domestic Violence Awareness & Prevention  
Nazareth College  
North East Regional Prides Convention  
NY Civil Liberties Union  
Pittsford Mendon High School  
Planned Parenthood Rape Crisis Service  
Rochester City School District  
Rochester Institute of Technology  
Rochester Kink Society  
Rochester Plaza Hotel  
Rose and Joseph Denaro Interfaith Center  
Safe School Summit

School Without Walls  
St. John Fisher College  
St. Joseph's Villa  
SUNY Brockport  
SUNY Geneseo  
SUNY Morrisville  
Threshold Youth Conference  
United Nations Association of Rochester  
University of Rochester  
University of Rochester Psychiatric Residency Program  
Webster Thomas High School  
Webster-Schroeder High School - Alternative Ed Program  
Wegmans School of Pharmacy at St. John Fisher College  
Wheatland Chili High School  
Winton Library  
YWCA

## Intergenerational Programs

**To Stay Relevant:** It is critical to continue to increase the number of contact points we have with youth throughout the year.

### 2012 Results:

- Held our annual Breaking the Silence event and Big Gay Prom which each attracted over 200 youth from Monroe County and other Western New York communities.
- Added Royal Gender Bender to the Pride Royal Court competition held during Rochester Pride as a way of providing more inclusion for trans and gender queer youth.
- Added Teen Scene Tent to the Pride Festival. Tent admission was restricted to youth 13-23. We provided games, Michael Jackson Wii, and arts & craft activities in a comfy outdoor "living room" setting. Festival Headliner and former Pussycat Doll Jessica Sutta visited the tent and spoke with youth about her own experience of being bullied. She took pictures with the youth and provided autographs.
- Recruited 25 new volunteers to work with the Program, primarily during Center programming. Our specific goal is to provide youth with direct role models to convey the **it gets better** message and to further expose youth to members of the adult LGBT community.
- Held our first leadership development summer camp. Twelve youth participated in the Out Loud Out Proud Youth Summer Camp, a one week day camp where students practiced communication and team building skills, learned about LGBT history, sexual identity, healthy mind and body and gave back to the community during a community service project.
- The Youth program was given a major overhaul after benchmarking other LGBT youth programs throughout the country. The top age was

dropped to 20, so now youth age out of the program at 21. We added 3 new support groups: Coming Out/Being Out, Gender Identity and Remix Young Adult groups. There are now 3 hours of life skills and 1.5 hours of leadership development workshops per week. The hours were also changed to 3:30-7:30 so that suburban youth who rely on parents to drive them to the Center could participate more often. New Friday night social programming was developed to give youth a healthy outlet.

- New workshop leaders have been recruited for youth programming, including Rev. Alicia Heath-Toby of Unity Fellowship Church of Rochester; Officer Kim Rasbeck, LGBT Liaison Officer for Rochester City Police Department; Liam Knighten, Principal Dancer and Founding Member of Rochester Future Pointe Dance; and local artist Thomas Somerville. Each leads one session per month in their area of expertise.

## Rainbow Sage

**To stay relevant:** It is critical to grow the capacity of the Rainbow SAGE Program to serve increasing numbers of older LGBT adults as the Baby Boomer generation ages, as well as support the more serious needs of an aging population.

### 2012 Results:

- Opened the Community Center twice per week for Rainbow SAGE day-time programming - Rainbow SAGE at The Center.
- Invited a number of organizations to speak to guests during day-time Center programming, including the Alzheimer's Association, The Mental Health Association, and Eldersource.
- Accepted sponsorship of a paid internship from Excellus Blue Cross Blue Shield. An intern from the Human Resources program at Monroe Community College was hired for this position. The intern's responsibilities include program planning for Rainbow SAGE at The Center, monthly phone calls to SAGE members, and writing articles for the SAGE newsletter.
- Held a number of seasonal and special events: Intergenerational Panel, Spring and Fall dances, Mary Jemison Boat Ride, Annual Picnic, Red Wings Outing.
- Held the Rochester premier screening of Gen Silent with Named Sponsor Excellus BCBS, 99 in attendance.
- Participated in National SAGE Net monthly meeting of SAGE USA affiliates and the annual SAGE Net conference.
- Moved the Rainbow SAGE Newsletter into The Empty Closet. It is now the SAGE Page with a monthly circulation of 5500. Previously the Newsletter was mailed to just 120 people.

- Held community outreach meetings at 7 local public libraries.
- Met with directors of 4 senior centers in Monroe County.

## Empty Closet

**To stay relevant:** It is critical for us to continue to develop resources and capacity to use the internet and social media outlets that allow for near instant communication with the public.

### 2012 Results:

- The Empty Closet is now available on Facebook (EmptyClosetNews) and Twitter, (<http://www.twitter.com/EmptyClosetNews>)
- The entire Empty Closet newspaper can be read on line at <http://www.gayalliance.org/2011-07-26-18-20-59/ecol.html>
- The Empty Closet surpassed its all time goal for advertising revenue for a month in December 2012.
- Karen Hagberg reminisces about the Empty Closet in the Huffington Post, [http://www.huffingtonpost.com/karen-hagberg/the-empty-closet-reminisc\\_b\\_2244769.html](http://www.huffingtonpost.com/karen-hagberg/the-empty-closet-reminisc_b_2244769.html)

## Pride

**To stay relevant:** It is critical that Rochester's Pride Celebration continue to grow in ways that match the needs of our changing community. Top priorities include increasing opportunities for families with children and older adults to participate in the celebration.

### 2012 Results:

- Educated about the diversity, issues and goals of the LGBT and Allied Communities.
- Provided a forum for Rochester to celebrate the history and accomplishments of, and for, LGBT and Allied citizens.

- Provided an opportunity for networking and outreach by the businesses, services and organizations that welcome LGBT and Allied people their friends and families.
- Celebrated the health, dignity, self respect and freedom that come with honest and authentic living and loving.

## Library/Archives and Shoulders to Stand On Documentary Project

**To stay relevant:** It is critical not just to collect data and materials, but to convert them to accessible formats and to maintain a collection that is easily accessible by the public. Completing the Shoulders to Stand On video project is a top priority.

### 2012 Results:

- Arranged for issues from the past 40 years of The Empty Closet to be officially sent to the Smithsonian on Nov. 30, 2012, joining the Helping People With AIDS collection which was transferred earlier in the year. Now four decades of Rochester LGBT history can be consulted by scholars and will be preserved for posterity at the University of Rochester and the Smithsonian Institute.
- Videotaped over 60 pioneers and leaders of the Greater Rochester LGBT community for the Shoulders to Stand On documentary that will premiere in the fall of 2013. Trailer for the project was premiered at the Fall 2012 Image Out Festival.
- Placed a total of 15 record collections in permanent repositories. The Gay Alliance worked with each organization, agency, group and/or individual to prepare the records to be placed in a permanent repository, to develop guidelines for open and restricted access for the deeds of transfer, and to provide assistance with the care, custody, and control of stakeholder and non stakeholder records not to be placed in permanent repositories at this time. (see below)

Collection	Repository
Gay Alliance of the Genesee Valley .....	Goodstein Sexuality Archives, Cornell University
Helping People With AIDS.....	Smithsonian Museum of American History Archives
Rochester RAMS .....	Leather Archives, Chicago, Illinois
Rainbow Seniors of Genesee Valley.....	Goodstein Sexuality Archives, Cornell University
National Institute of AIDS Awareness .....	Goodstein Sexuality Archives, Cornell University
Gay Brotherhood .....	U of R Rare Books and Manuscripts
Gay Liberation Front.....	U of R Rare Books and Manuscripts
Lilac Rainbow Alliance for the Deaf .....	Rochester Institute of Technology Archives
Gay Games Collection .....	Goodstein Sexuality Archives, Cornell University
Empire Bears Collection.....	Goodstein Sexuality Archives, Cornell University
Jay Stratton - U of R Diaries.....	U of R Rare Books and Manuscripts
Jamie Whitbeck's ImageOut Collection.....	Arts and Culture Archives, Cornell University
Gary Hallinen's Gay Alliance Collection.....	Goodstein Sexuality Archives, Cornell University
Bruce Woolley <i>In Touch Magazine</i> 1973-2005 .....	Goodstein Sexuality Archives, Cornell University
Mary McCrank Collection.....	Goodstein Sexuality Archives, Cornell University

# Gay Alliance Donors

**Thank you to all of our donors in 2012, for without their generosity and open arms we could not have achieved the great strides reached last year.**

**Presidents Circle:  
\$5000 annually or  
\$20,000 lifetime**

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St John Fisher College  
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Wegmans

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140 Alex  
Mass Mutual of Buffalo  
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Outlandish  
Equal Grounds  
Bread and Water Theater  
ImageOut  
The Woolbright Group  
Park Avenue Merchants

**Friend \$250 - \$499**

Third Presbyterian Church  
Rochester Victory Alliance  
Lifespan

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Lake Beverage  
Park Avenue Merchants Association  
Rochester Broadway Theater League  
Rochester Victory Alliance  
Southern Wines and Spirits, Upstate NY

*Each fall restaurants donate a portion of their evening's dining receipts to the Gay Alliance. We are very grateful to the following restaurants for donating \$7000 to help sustain our mission.*

## Dines Out

Winfield Grill  
Jines Restaurant  
Warfeld's High Point  
Salena's Mexican Restaurant  
Gate House  
Benedettos  
John's Tex Mex  
140 Alex Bar and Grill  
The Cellar Door  
Tapas 177  
Piranha Sushi Bar and Grill  
Banzai  
The Owl House

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**Emily Jones**, *Co-President*  
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**Scott Fearing**, *Program and Education Director*  
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**Susan Jordan**, *The Empty Closet Editor*

# Financial Report – 2011

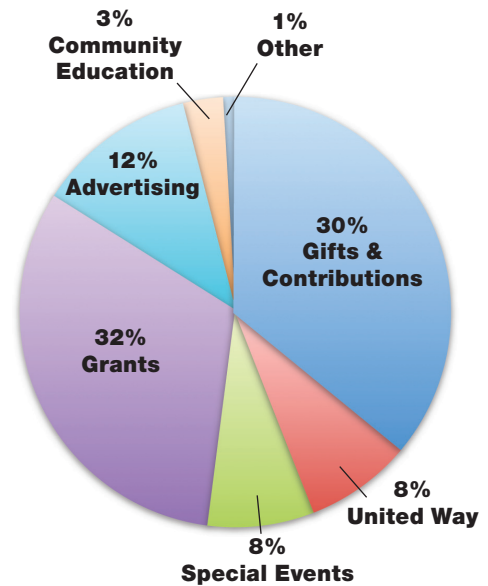
## Highlights

- 49% Growth in Support Income offsets declining Grant Revenue
- 36% of Total Support & Revenue is generated from Gifts & Contributions (19% in 2010)
- 76% Growth in revenue generated by Community Education Programs
- 18% Reduction in agency expenses
- Agency deficit<sup>1</sup> of \$(15,638) in 2011 compared to \$(146,096) in 2010

## Support & Revenue

Support	2011	2010
Gifts & Contributions	195,374	104,188
United Way	43,047	36,245
Special Events <sup>2</sup>	45,402	50,517
<b>Revenue</b>	<b>2011</b>	<b>2010</b>
Grants	177,262	243,091
Advertising	64,177	67,480
Community Education Fees	17,400	9,906
Other Income <sup>3</sup>	3,750	27,370
<b>Total</b>	<b>\$545,412</b>	<b>\$538,797</b>

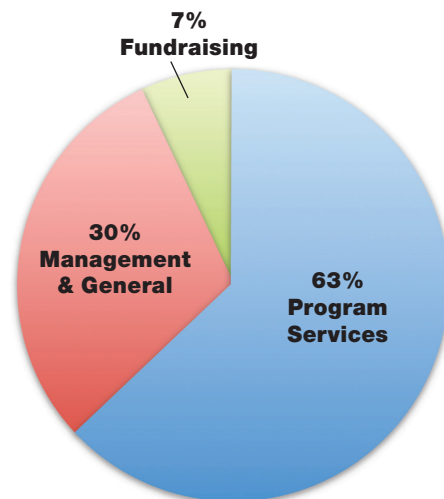
Source: Audited Financial Statements



## Expenses

Expenses	2011	2010
Empty Closet	100,391	105,389
Community Education	74,074	69,102
Community Safety	57,268	83,208
Youth Programs	89,732	115,225
Other Programs	31,005	24,713
Program Services	352,470	397,637
Management & General	166,633	193,700
Fundraising	41,947	93,556
<b>Total Expenses</b>	<b>\$561,050</b>	<b>\$684,893</b>

Source: Audited Financial Statements



## Notes

1. Deficit of Support and Revenue over Expenses
2. Special Events Support is Net (Special Events less Direct Benefit to Donors)
3. Other Income is comprised of Other Income + Unrealized Gain/Loss on Investments + Interest Income



*Empowering pride  
for 40 years*

**Gay Alliance**  
**of the Genesee Valley**

875 E. Main Street, Suite 500  
Rochester, New York 14605