



On the Threshold Of Great Things

Births to teens accounted for 17% of all births in the City of Rochester in 2009.

Teens drink one-fifth of all alcohol consumed in the U.S.

Preliminary data suggests that 45% of new HIV infection cases in the City were among people younger than 25.

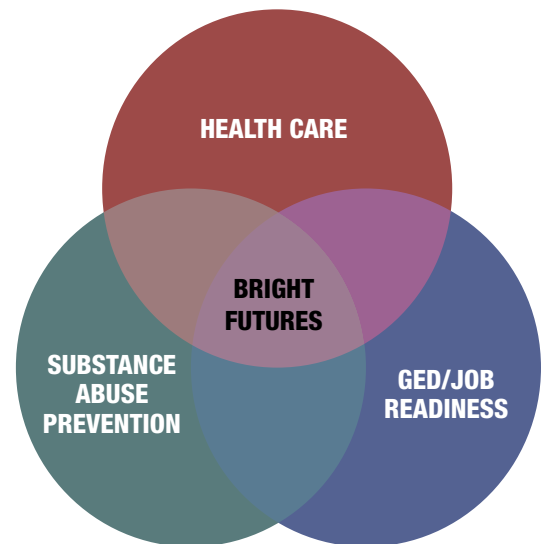
Only about 50% of Rochester City School District students graduate.

Nearly 1.1 million students drop out of schools nationwide each year.

While these daily headlines are bad news, especially for cities like Rochester, there is a beacon of hope for youth who want to avoid the easy temptations and inevitable downward spiral that alcohol, drugs, teenage pregnancy and a lack of education have on a person...and a community.

By coming to Threshold Center for Alternative Youth Services, Inc. (Threshold), youth are taking the next step toward a brighter future.

Threshold has uniquely promoted adolescent wellness in Rochester since 1973. Through three interrelated service programs—Health Care, Prevention Services and The Learning Center—Threshold improves physical and mental health, educational attainment, employability, life skills, and healthy choices for youth and young adults ages 12 – 25. And our delivery of services in neighborhood- and school-based settings keeps the doors open for local youth and young adults.



Health Care Services for Better Living



Through clinical services and educational programs, Threshold’s Health Care centers aim to:

- Promote wellness and healthy behaviors in adolescents while reducing economic and racial disparities in health outcomes.
- Prevent unwanted pregnancies and reduce the incidence of sexually transmitted infections among young adults.
- Educate adolescents about health issues that impact their lives and support them in making healthy lifestyle choices.

To meet these goals, Threshold sponsors two health centers. Located at **The Community Place of Greater Rochester’s Parsells Avenue neighborhood center**, Threshold’s larger health-care center is a Title X federally funded clinic that provides primary and reproductive care to adolescents ages 12 – 25. This site also provides community referrals, medications and vaccinations. In addition, hours are extended to several evenings and Saturdays in order to be convenient for the population served.

The **Franklin Educational campus-based center** is in an area designated as high risk. This School-Based Health Center (SBHC) is one of the oldest in New York State and serves a population of nearly 2,000 students. The SBHC mission is to provide primary and acute care for students—in collaboration with their physicians—and return them to the classroom.

Community referrals are made when necessary; counseling is available on site, as are medication and vaccinations.

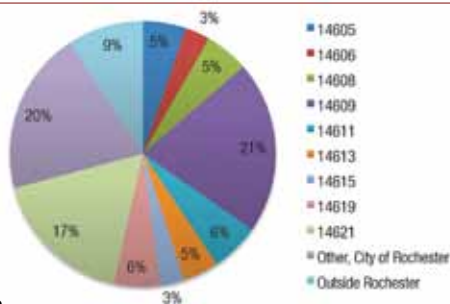
Both sites are staffed by highly trained nurse practitioners and physicians dedicated to this age group, as well as a health educator specializing in adolescents. The health educator conducts outreach to increase awareness of Threshold’s services, and provides information and training for teens and young adults in schools and community organizations to encourage healthy relationships and decision making.

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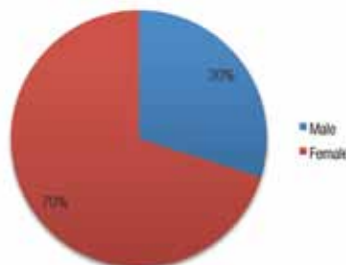
2010 THRESHOLD BY THE NUMBERS

1,327 TOTAL HEALTH CARE PATIENTS (SERVED AT PARSELLS AVE.)

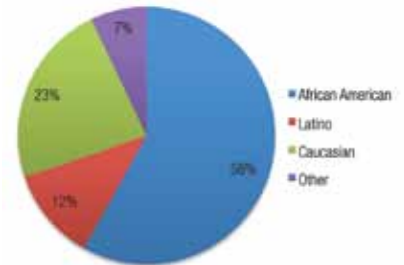
ZIP Code of Residence



Gender



Ethnicity



Health Care Services (cont.)

Threshold's outreach efforts are targeted to reach the following traditionally under-served populations in order to increase access to care and to reduce ethnic and socioeconomic disparities in health outcomes:

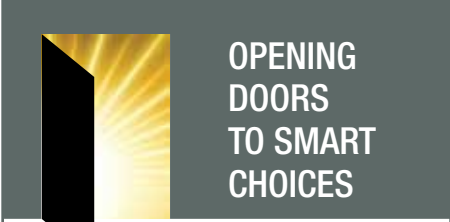
- Adolescent males in need of primary and reproductive health care.
- Adolescents residing in high risk ZIP codes based on rates of unwanted pregnancy, sexually transmitted infections, and lack of primary care.

2010 Program Objectives & Outcomes

Measure	Target	Actual
% of clients residing in high risk ZIP codes	90%	93%
% of clients at or below 100% Federal Poverty Level	95%	99%
Health Education Sessions conducted in schools and community sites	150	236

Highlights

- Concluded successful Department of Health (DOH) inspections at both sites.
- Provided service to more than 1,300 youth at the Parsells site and 498 youth at the School-based Health Center.
- Reached over 14,000 individuals through health outreach and 1,290 through health-education training.
- Received national award by ETR Associates, the publisher of *Reducing the Risk*. This award was given to one of Threshold's health educators to support implementation of the evidence-based curriculum with students attending at-risk schools. The award included curriculum and associated materials.
- Awarded a \$10,000 grant by Excellus Blue Cross Blue Shield to promote wellness, access to care and healthy behaviors.
- Provided education services to over 300 adolescents in schools and community sites to reduce unwanted pregnancy and sexually transmitted infections through a NYS Community Based Adolescent Pregnancy Prevention (CBAPP) grant.
- Encouraged 100% of adolescent health care clients to be screened for HIV and cancer, and, if not sexually abstinent, to utilize an effective form of birth control.



**OPENING
DOORS
TO SMART
CHOICES**

“I was laid off in December and dropped my health insurance. I got very sick and the Threshold Health Center was there for me. I vowed that once I regained employment, I would give back to the center. Please accept this donation.”

— Grateful patient

A Big Thanks to Our Major Partners

The Community Place of Greater Rochester • Metro Council for Teen Potential • Monroe County Health Department
Rochester City School District • University of Rochester Department of Adolescent Medicine

Major Funders

- NYS Department of Health
- Medicaid
- Other Third-Party Reimbursements

Prevention Programs for Better Choices



Threshold's Prevention Program is certified by the New York State Office of Alcoholism and Substance Abuse Services (OASAS) as a Substance Abuse Prevention Program. Its goals are to:

- Reduce the prevalence of substance use and abuse and problem gambling in the Monroe County adolescent population.
- Delay the initiation of substance use and gambling behaviors among young people as long as possible.
- Decrease the negative health, social and economic consequences and costs associated with substance abuse and problem gambling.
- Prevent the escalation of substance use and gambling behaviors to levels requiring treatment through early identification, brief intervention and referral.

Our mission is carried out by trained prevention counselors who provide drug prevention information, education, counseling, referral, and support, on an individual and group basis, to individuals between the ages of 12 and 25.

In ensuring that individuals receive efficient and effective services, counselors integrate evidence-based programming including **Reconnecting Youth**, **Project ALERT** and **Teen Intervene** into day-to-day service provision. Prevention services are provided on-site at schools and through youth-focused organizations within the greater Rochester area.

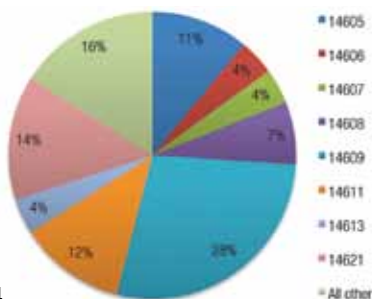
Specific Prevention services and programs provided to our clients include:

- **School-based programming** to increase school achievement, improve mood management, and decrease or eliminate drug use.
- **Community presentations** to raise participants' awareness of the effects and consequences of substance use and abuse, improve decision making, problem solving, resistance and coping skills, and highlight ways to get help.

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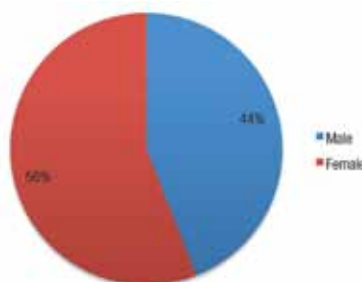
2010 THRESHOLD BY THE NUMBERS

ZIP Code of Residence

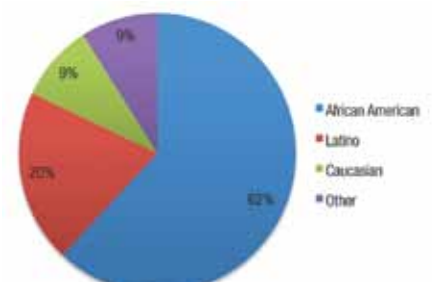


2019 TOTAL PREVENTION PROGRAMS CLIENTS

Gender



Ethnicity



Prevention Services (cont.)

- **Walk-in intervention services** for clients, parents, and other concerned residents who may be in need of substance abuse prevention services or information. Treatment information and/or referrals are also provided.
- **Life Skills groups and Youth Enrichment Series (YES) summer program** that address and teach participants about self-exploration, family relations, the effects and consequences of substance use and abuse, self-assessment, goal setting, decision making, peer pressure and coping with stress.

2010 Program Objectives & Outcomes


Measure	Target	Actual
% of individuals admitted for counseling following assessment	28%	59%
% of counseling clients making progress toward goals	60%	62%
Group presentations given to the community	200	179
Students completing school-based programming	76	131

Highlights

- Received a substantial (three-year) program operating certificate from the Office of Alcoholism and Substance Abuse Services (OASAS) following the program's recertification review.
- Substantially exceeded regulatory requirements for the use of evidence-based programs.
- Established a collaboration with Community Place of Greater Rochester's After-School Program by delivering life skills curriculum to their youth ages 11 – 19.
- Provided Youth Enrichment Series (YES) programming at LaGrange Recreation Center for "tweens," 11 – 14 year olds, during the summer of 2010 with funding received from the Rochester Female Charitable Society.
- Established an effective partnership with the Rochester City School District's Northeast and Northwest Preparatory Schools at the Douglass Campus and exceeded goals for school-based programming.
- Continued to provide educational sessions at the Day Reporting Center in collaboration with Monroe County Pre-Trial Services Corporation.
- Partnered with The Community Place of Greater to sponsor Community Thanksgiving Dinner and Breakfast with Santa at Parsells Avenue site.

A Big Thanks to Our Major Partners

The Community Place of Greater Rochester • Monroe County Pre-Trial Services Corporation
 Monroe County Probation Department • Pathways to Peace • Rochester City School District



OPENING
DOORS
TO SMART
CHOICES

“With the limited time we were able to meet with our students it became clear that Threshold wants to assist our students as they mature and deal with the many challenges of adulthood. We are most appreciative of your efforts, input and concern. Several students are eager to continue the work they started during the Wednesday Workshops.”

*— A.B. Rodriguez,
Assistant Principal*

Major Funder

NYS Office of Alcohol and Substance Abuse Services (OASAS)

Educational Programs for Better Futures



Threshold's The Learning Center has three primary goals relative to its program participants:

- Educational gains in the areas of literacy and numeracy as measured by standardized tests;
- Successful employment and/or transition to post-secondary education; and
- Attainment of credentials such as the GED (General Equivalency Diploma), CNA (Certified Nursing Assistant), and OSHA-10 (Occupational Safety and Health) certifications.

Threshold's programs are designed for out-of-school youth. An out-of-school youth is defined as one who has dropped out of school or who has graduated from high school or holds a GED, but is basic skill deficient, unemployed, or underemployed (working 25 hours a week or less).

Threshold provides GED instruction through a partnership with the Rochester City School District, and one-on-one support, advocacy, coaching and connection with resources to promote successful achievement of goals.

Threshold has been successful in meeting all goals through its exclusive focus on the adolescent population, its comprehensive service model, and its many partnerships. Over two-thirds of Learning Center participants also received services from another Threshold division to support their success: counseling and life skills instruction through Threshold's Prevention Services counselors and/or health care services through Threshold's Health Center.

Threshold's staff members are skilled and experienced in supporting teens and young adults who take a nontraditional path to educational and career success. For 2009-2010, 45% of Learning Center participants were pregnant or parenting and 100% were living in low income households. The largest source of referrals to The Learning Center is word of mouth from satisfied program participants.

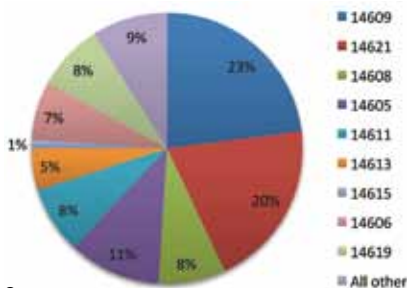
Partnerships are critical to the Learning Center's ability to support youth and to connect them with needed supports and opportunities for job shadowing, career exploration and employment. Threshold maintains collaborative agreements with numerous youth serving agencies and private sector businesses.

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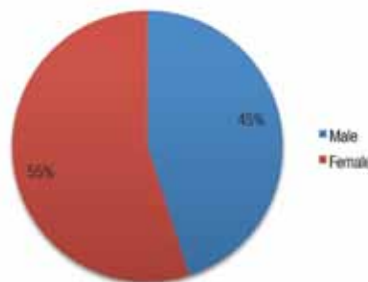
2010 THRESHOLD BY THE NUMBERS

166 TOTAL LEARNING CENTER CLIENTS

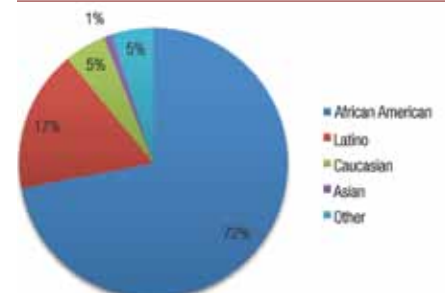
ZIP Code of Residence



Gender



Ethnicity



Educational Programs (cont.)

'09/'10 Program Objectives & Outcomes

Measure	Target	Actual
Placement in Employment or Education	52%	58%
Attainment of Degree or Certificate	40%	41%
Literacy and Numeracy Gains	35%	79%

Highlights

- Threshold's Learning Center continues to exceed benchmarks for all goal areas.
- 64% of Threshold's students who sat for the GED exam passed as compared to a New York State average passing rate of 43%.¹
- Two Threshold students served as Career Zone Ambassadors. The students developed a presentation and video to encourage youth to utilize this helpful web-based program that assists with career guidance, and traveled to Albany to present their product.
- Over 30 students participated in and earned credentials for OSHA-10, a comprehensive safety training program administered by the Occupational Safety and Health Administration for general industry and construction trades. This credential makes Threshold students more marketable in the competitive workplace.
- Corporate support for The Learning Center was received from Paychex, Gallina Development Corporation, First Niagara Risk Management, and Harris and Company.
- Learning Center participants attained employment at companies including Diamond Packaging, Sutherland Group, Center for Disability Rights, Pudge's Pizza, Wilson Farms, Christmas Tree Shoppe, Bath and Body Works, Rochester General Hospital, Walmart, Blossom Nursing Home, Bethesda Child Care, and the Community Place of Greater Rochester.

¹ Cook, Jacqueline. *Our Chance for Change: A Four-Year Reform Initiative for GED Testing in New York City.*



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At 20 years old, EB entered Threshold's GED program hoping to earn her GED. She has attended educational programs before, but no program granted her the time and opportunity to attend to both educational and personal matters. When she enrolled in Threshold, EB had four kids, DHS recertification mandates, and was hoping to balance employment in her busy schedule. During her brief educational stay, EB was able to balance them all. EB took her GED test one time and instantly enrolled in MCC. She is also currently working at Center for Disability Rights where she is a fluent signer for the hearing impaired.

A Big Thanks to Our Major Partners

The Community Place of Greater Rochester • Monroe County Department of Human Services
Rochester Educational Opportunity Center • Rochester City School District • RochesterWorks!

Major Funders

- RochesterWorks!
- Rochester City School District

Opening Doors to Neighborhoods



Threshold's affiliation with The Community Place of Greater Rochester (CPGR) has created a mutually beneficial relationship based on community, connections and trust.



On July 31, 2008, Threshold Center for Alternative Youth Services Inc. moved from its previous location at 80 St. Paul St. approximately two miles east to The Community Place of Greater Rochester's (CPGR) service facility at 145 Parsells Ave. In addition to a lease that could not be renewed, this move made operational and economic sense based on the existing partnership between the two organizations, their common missions, and the opportunities to expand neighborhood-based service delivery and share services and support to reduce expenses.

Since the move more than two years ago, Threshold continues to reap the benefits from its affiliation with The Community Place via via cross marketing efforts, more active neighborhood-based promotion of services, expanded service availability, program integration, and joint grant writing, program development, and staff training.

Established in 2001 when three historic Rochester settlement houses came together, the Community Place of Greater Rochester's roots in northeast Rochester neighborhoods go back a century.

CPGR serves over 9,000 individuals annually through programs that promote health and wellness, support basic needs, enhance education and literacy, and build community including:

- **Early Childhood:** Training and support for home child care providers. Sponsor of CACFP Food Program. Universal Pre-Kindergarten.
- **Youth Development:** After school and summer programs with academic assistance, variety of activities, healthy meal. Summer programs including day camps and youth employment.
- **Family & Neighborhood Services:** Emergency assistance with food, housing, utilities and prescriptions. Connection to resources. Workshops on money management, parenting and more. Affordable housing and neighborhood events.
- **Disability Services:** Programs and resources to support individuals with developmental disabilities and their families. Recreation/respite program for youth. Parent and adult groups with social and educational activities. Service coordination and linkage to resources of choice.
- **Aging Services:** Resources and assistance for older adults and caregivers. Senior center offers wellness, nutrition and social programs. Foster Grandparent/Senior Companion programs provide older adult volunteers tax-free stipends to assist children and frail elders.

For more information about The Community Place of Greater Rochester, please visit CommunityPlace.org

Threshold Board Members

Name	Professional Affiliation
Darlene Abel	University of Rochester Dissertation Fellow
Paul Burke	Administrator, Workforce Preparation, Rochester City School District
Fiorella Chandler	Retired Nurse
Kathy Cherrington (Vice Chair)	Comptroller, Gallina Development Corporation
Cahlil Cherubin	Sales Agent, First Niagara Risk Management
Lillian Knight Faison	LPN, Jewish Home
Yesenia Garcia-Key ¹	Community Engagement Coordinator, Excelsus Blue Cross Blue Shield
Donald Ginsberg	Retired
Ellis Komenski	Retired
Montina Langston	Recreation Supervisor, City of Rochester
Catherine Lonon	Rochester Housing Authority
Kevin Loughran (Treasurer)	Administrative Analyst, Rochester Public Library
John Olsan, MPH (Chair)	Director of Mental Health, Rochester Rehabilitation
Karen Podsiadly (Secretary)	Director, Leadership & Community Development, State University College at Brockport
Gita Ramachandran ¹	American Fiber Systems
Marc Reich	Business Process Manager, Excelsus Blue Cross Blue Shield
Gretchen Shafer ²	Retired, Community Volunteer
Julio Saenz	Director, The Housing Council
Don Vacanti (Immediate Past Chair)	Deputy Commissioner of Monroe County Dept. of Social Services, retired; Coordinated Care Services, Inc.
Tom Vasey ²	Monroe County Department of Human Services

¹ New Board Member, December 2010

² Board Term expired December 2010

Donors & Supporters

Your support is truly appreciated and makes a significant difference in the lives of area adolescents.

We have made every attempt to assure the accuracy of this list.

If we have made an error, please accept our apology and call the Development Office at 585-327-7200 to adjust our records.

Dr. & Mrs. G. R. Abbott
Ms. Darlene Abel
Mr. Joel Airy
Anonymous
Mr. Glenn Barlis
Ms. Lori Anschuetz
Mr. & Mrs. Robert Betts
Ms. Leigh Bradley
Mr. Holmes Carvajal
Mr. & Mrs. John Carver
Ms. Florella Chandler
Ms. Kathryn Cherrington
Mrs. Sarah S. Clapp
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Ms. Elizabeth Cox
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Mr. Michael Ferraro
First Niagara Risk Management
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Rochester Female Charitable Society
Mr. & Mrs. David Rusin
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Mr. & Mrs. Robert Skarzynski
Ms. Rebekah Smith
Spindler Family Foundation
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Ms. Linda Weissegger
The Westport Fund
Mr. & Mrs. Paul Whitbeck
Mr. James Winston
Ms. Carmen Wiriyagale
Mr. & Mrs. Stephen Wolf
Mr. Craig Zicari and Ms. Anne Coon

Financial Statements (for year ending June 30, 2010)

REVENUE:	Program Services	Management & General	Fundraising	2010 Total
Grants - government and others	\$1,151,526	—	—	\$1,151,526
Client fees and other third-party revenue	326,077	—	—	326,077
Medicaid	117,677	—	—	117,677
Interest and other	30	\$263	—	293
TOTAL REVENUE	\$1,595,310	\$263	—	\$1,595,573
SUPPORT				
Donated services	288,892	—	—	288,892
Contributions	2,431	6,349	45,232	54,012
Total support	291,323	6,349	45,232	342,904
TOTAL REVENUE AND SUPPORT	\$1,886,633	\$6,612	\$45,232	\$1,938,477
EXPENSES				
Salaries	759,502	6,108	3,223	768,833
Payroll taxes and benefits	164,018	2,494	589	167,101
TOTAL SALARIES, PAYROLL TAXES & BENEFITS	\$923,520	\$8,602	\$3,812	\$935,934
Purchased and professional services	\$458,881	59,513	—	518,394
Occupancy	49,036	—	—	49,036
Office and operating supplies	24,773	4,506	688	29,967
Medical supplies	29,248	—	—	29,248
Insurance	20,371	488	—	20,859
Provision for doubtful accounts	20,735	—	—	20,735
Marketing and printing	11,630	1,352	—	12,982
Depreciation	7,276	—	—	7,276
Training and conferences	4,094	1,133	—	5,227
Telephone	3,263	1,430	—	4,693
Equipment	2,988	—	—	2,988
Auto and travel	1,702	—	—	1,702
Educational materials	324	—	—	324
Loss on sale of equipment	—	—	—	—
Other	11,985	11,383	2,374	25,742
TOTAL EXPENSES BEFORE ADMINISTRATIVE ALLOCATION	\$1,569,826	\$88,407	\$6,874	\$1,665,107
ADMINISTRATIVE ALLOCATION	\$88,022	(88,407)	\$385	—
TOTAL EXPENSES	\$1,657,848	—	\$7,259	\$1,665,107
CHANGE IN NET ASSETS BEFORE FORGIVENESS OF DEBT	\$228,785	6,612	37,973	273,370

About Threshold



Take The Next Step To A Better You

If you're a Monroe County resident between 12 – 25 years old, Threshold will assist you with:

- **Health Care** services including primary and reproductive care, counseling and referrals.
- **Substance Abuse Prevention** including counseling, referrals and education.
- **GED/Job Readiness** including preparing for the GED test, exploring college or work options, and job readiness training for 17 – 25 year olds.

No one is turned away from any of these services. We accept all insurances for health care and we have a sliding fee scale.

Feel safe and welcomed in a confidential setting with our dedicated and caring staff.

Look inside to see all we have to offer, then stop by or make an appointment.

Toma el Próximo Paso Hacia una Vida Mejor

Si tienes 12 a 25 años de edad y vives en el Condado de Monroe, Threshold te puede ayudar. Ofrecemos:

- **Servicios de salud** incluyendo atención médica primaria, cuidados reproductivos, consejería y referencias a especialistas.
- **Programas de consejería y educación** para prevenir el uso de la droga y el alcohol.
- **Programas de GED y trabajo para jóvenes** de 17 a 25 años de edad. Te preparamos para el examen de GED. También te ayudamos a buscar trabajo y explorar colegios.

A nadie se le niega servicios. Aceptamos todo tipos de seguros médicos. Si no tienes seguro médico, pagas según tu ingreso económico.

Nuestro personal es amable y está dedicado a ayudarte.

Mira adentro para ver todo lo que tenemos que ofrecer.

Ven a nuestra oficina o llama para una cita.



Threshold

AT THE COMMUNITY PLACE

(585) 454-7530 • thresholdcenter.org