



2025 IMPACT REPORT



MESSAGE FROM OUR FOUNDER & EXECUTIVE DIRECTOR

This report tells a story that numbers alone cannot capture. It is the story of young people who begin to believe their future can be different, of families who find stability in the middle of crisis, and of a community that continues to choose support over silence.

In 2025, we saw measurable growth in hope across our programs. We saw an increase in youth confidence, employment, leadership and a stronger sense of belonging. Families avoided eviction, strengthened relationships, and remained safely together. Churches, volunteers, educators, and partners stepped forward in practical ways that changed real outcomes for children and families across Monroe County.

At the same time, our vision has expanded. What began as direct service in moments of crisis has grown into a broader commitment to prevention and systems reform. We are working upstream to reduce unnecessary foster system involvement, advocating for policies that distinguish poverty from neglect, and building partnerships that allow families to access support before situations escalate. We are committed not only to helping families survive hardship, but to addressing the conditions that create it.

Our foundation remains the Science of Hope. Hope is not optimism. It is the belief that the future can be better and that we have pathways to get there. We measure it. We teach it. We build it through relationships, practical support, and accountability. When hope increases, outcomes improve. This year's results confirm that truth.

As we look ahead, our charge is clear. Restore hope at scale. Strengthen prevention. Deepen partnerships. Advocate with courage. Steward resources with discipline. And never lose sight of the dignity of every child and family we serve.

Thank you for walking with us. The work is critical. The need is real. And the future is worth building together.

Giving Hope Together,



Ashley Cross, EdD
Executive Director



ABOUT US



OUR MISSION

HOPE585 is a relationship-centered community where marginalized youth and their families can hope, heal, and thrive.

OUR VISION

A restored community where youth and their families have moved from systemic trauma to a place of power and belonging.

OUR VALUES

- Collaboration
- Authentic Relationships
- Dignity
- Hope
- Innovation
- Inspiring Vision
- Trust

THE SCIENCE OF HOPE

We envision a future where every youth, every family, every neighborhood, and every system is guided by hope and intentionally measures hope as a core indicator of community health.



At HOPE585, we don't just talk about hope—we measure it.

Through tools like the Minnesota Belonging Scale and Charles Snyder's Hope Scale, we see real transformation. As youth and families engage in our programs, their sense of belonging grows, their belief in themselves strengthens, and their ability to navigate a path forward increases.

The result? Measurable gains in hope—proving that when young people feel they matter, they begin to believe their future matters too.

71% of HOPE585 Youth showed measurable increases in hope after just one year of engagement with our programs.

OUR WORK

In 2025, we are proud to have provided direct services and support to **1,221** people.

BRIDGE 2 HOPE MENTORSHIP PROGRAM



Bridge 2 Hope is a mentorship program for youth ages 15 to 21 built on the healing power of safe, consistent, long-term adult relationships. Through these relationships, system-impacted youth are supported in building hope, strengthening personal agency, and moving toward greater independence and stability.

Our mentors are trained to understand the impact of trauma and apply the Science of Hope as they walk alongside youth. As trusted cheerleaders and champions, they encourage young adults as they pursue their goals and begin to believe in a brighter future.



35 SYSTEM IMPACTED
YOUTH SERVED



20 NEW MENTORS
RECRUITED AND TRAINED



22 YOUTH MATCHED
WITH A MENTOR



2 YOUTH LEADERS



5 MENTOR RELATIONSHIPS
CELEBRATED 1 YEAR

OUR WORK

YOUTH COUNSELING AND CASE MANAGEMENT

YCCM provides short-term, immediate counseling and case management for youth in crisis throughout the City of Rochester.

Through this program, we focus on resolving immediate challenges while helping youth build stability and connection. The program offers flexibly scheduled, mobile services in community-based settings. In addition to counseling, YCCM provides crisis intervention, family support, resource navigation, and referrals to ongoing services.

“As a single mom with a very small support circle, I am grateful for HOPE585! They are helping to support my son in learning healthier habits and even helping me communicate with my son’s school. Sherod especially has been a shining light during his weekly visits with my son.” -Kristina Tyler



41% OF YOUTH GAINED OR MAINTAINED EMPLOYMENT



OUR WORK

FAMILY SUPPORT AND CASH ASSISTANCE

HOPE585 pairs case management with emergency cash assistance for the families of system-impacted youth to promote long-term stability.

Through this program, families receive support with critical expenses such as housing, utilities, food, transportation, childcare, and basic necessities that, if left unmet, could lead to deeper crisis. Alongside financial support, HOPE585 offers case management to help youth and caregivers navigate challenges, connect to community resources, and work toward greater safety, stability, and self-sufficiency.



182

FAMILIES RECEIVED CASH ASSISTANCE



\$102,408.98

INVESTED IN FAMILIES

\$62,594.72

INVESTED IN SECURING HOUSING
AND PREVENTING EVICTION

\$23,014.26

TOWARDS BASIC NEEDS



7

YOUTH AGING OUT OF FOSTER CARE
RECEIVED CASH ASSISTANCE

\$16,800

YOUTH AGING OUT OF FOSTER CARE
RECEIVED CASH ASSISTANCE

OUR WORK



CarePortal is a technology platform that allows HOPE585 to connect the urgent, real-time needs of system-impacted children and families with community partners who are ready to help.

Through CarePortal, approved community partners including child welfare professionals, social workers and trained faith leaders alert their network of local responders to the needs of a member of their community. Furniture, clothing, food, transportation, or other essentials help stabilize a family in crisis.

CarePortal reduces barriers, strengthens families, and, when possible, prevents system involvement.

We turn compassion into practical support for children and families in crisis.



784 CHILDREN SERVED



382 ADULTS SERVED



\$382,616 ECONOMIC IMPACT*



24 CHURCHES ACTIVE



3 COMMUNITY CHAMPIONS



593 COMMUNITY RESPONDERS

*The sum of total value of resources provided, the economic value of volunteer hours.

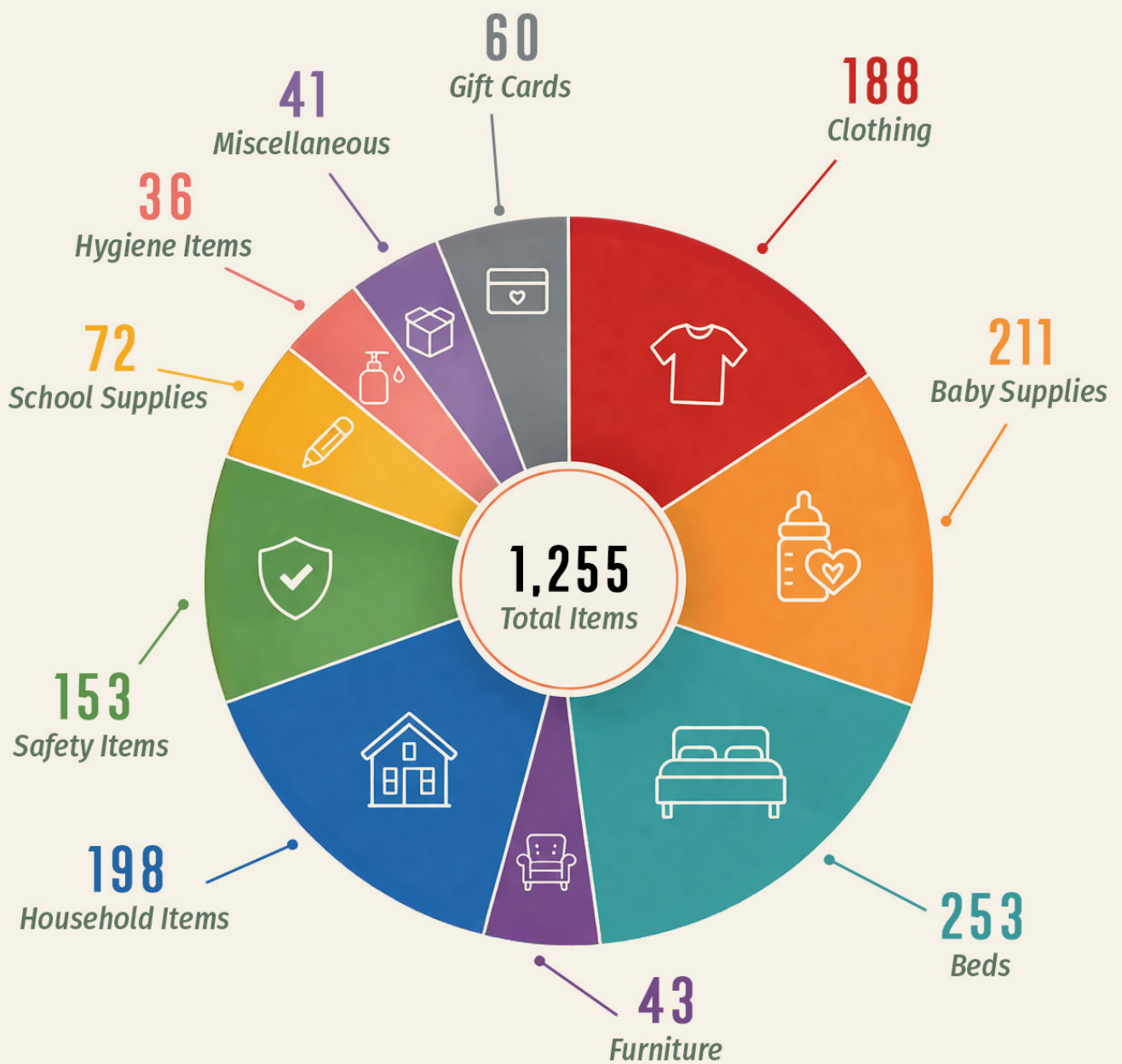
OUR WORK

CAREPORTAL



1,255

ITEMS PROVIDED



OUR WORK

COMMUNITY SUPPORTED FOSTER HOME

2025 marked the second anniversary of our Community Supported Foster Home. With the Science of Hope as our guide, we provide young women in need with care and stability. As they experience belonging in our HOPE585 community, our young women develop the life skills needed to transition successfully to independence.

HOPE585'S COMMUNITY SUPPORTED FOSTER HOME:

- Creates safety and stability
- Builds real-world skills for independence
- Strengthens belonging through consistent relationships
- Grows hope over time, especially with longer stays

OUR FOSTER YOUTH:

- Have a safe, clean, and stable home
- Have a caregiver who listens and respects their voice
- Experience improved communication skills and deeper relationships
- Gain practical skills they will use after leaving the foster system

"HOPE585 gave me a second chance at life. I never could have finished school or applied for college if they didn't believe in me when I couldn't believe in myself."

- Cai Larkin, foster youth, current college student



HOUSED 10 YOUNG WOMEN (AGES 13-21)

9

MONTHS AVERAGE LENGTH OF STAY

Hope is not wishful thinking, it is an action.
Our young women set and track goals towards their own future.

92% GOALS WERE COMPLETED OR ARE IN PROGRESS

YOUTH SHARED:

- Improved academic performance
- Clearer vision for college and career
- Greater belief in what is possible for their future

SKILLS YOUTH IDENTIFIED AS MOST HELPFUL:

- Financial Literacy
- Time management and planning
- Self-advocacy in school and systems

ZARA'S STORY



Zara and her family came to HOPE585 after the murder of her father and their relocation from Brooklyn to Rochester. We connected Zara to an RCSD Community Liaison to support a stable school transition during a highly disruptive period.

After a temporary hiatus, Zara's family reached out to us in search of counseling services—demonstrating trust in the program. Our counselors met with Zara routinely to help her build a more robust vision for the future.

When we met Zara, she was struggling with chronic absenteeism. But in a recent connection with her HOPE585 counselor, she proudly shared that she was elected Vice President of her class. Zara specifically attributed her confidence in preparing and delivering her nomination speech to skills gained through participation in our curriculum. Our team is proud to witness her increased self-confidence, leadership development, and emotional regulation following significant trauma.

Zara's mother reported noticeable improvements in her day-to-day relationship with Zara, citing stronger communication and emotional connection. This outcome underscored the meaningful impact of our services in promoting resilience, family stability, and positive youth development for families navigating complex systems and community-based trauma.

**Name has been changed to protect privacy.*



ADVOCACY & COMMUNITY ENGAGEMENT



2025 ADVOCACY

Our advocacy efforts are focused on protecting and improving the well-being and future of children and youth in the foster system while working to reduce unnecessary system involvement for families.

Our priorities are clear: narrow the front door to child welfare, promote prevention and family preservation, reform mandated reporting policies and practices, strengthen supports for young adults aging out of the foster system, and center lived experience in policy change.

In 2025, as part of our goal to improve the system, we committed ourselves to enhancing strategic partnerships in our community.

PARTNERSHIP AND COMMUNITY ENGAGEMENT

NEARLY **3,000** COMMUNITY MEMBERS TRAINED
IN THE SCIENCE OF HOPE

13 STRATEGIC
PARTNERS

78 COMMUNITY MEMBERS ATTENDED MONTHLY
INFORMATIONAL SESSIONS

28 TABLING
EVENTS

SYSTEM CHANGE AND POLICY ADVOCACY

CHAMPIONED **8**
FAMILY JUSTICE BILLS

ADVANCED STATEWIDE ADVOCACY THROUGH LEADERSHIP IN
THE MANDATED REPORTING WORKING GROUP

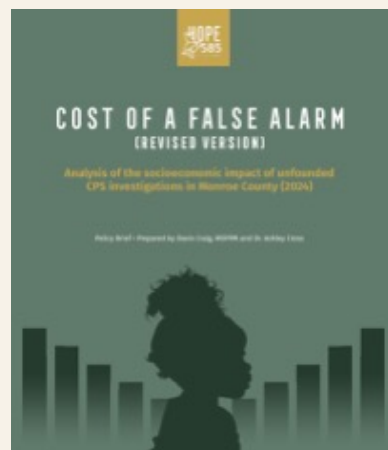
BROUGHT TOGETHER **250** PARENTS, PROFESSIONALS, AND DIRECTLY IMPACTED
INDIVIDUALS THROUGH COMMUNITY AWARENESS EVENTS

RELEASED THE COST OF A FALSE ALARM REPORT
ON THE FINANCIAL AND HUMAN COST OF
UNFOUNDED INVESTIGATIONS



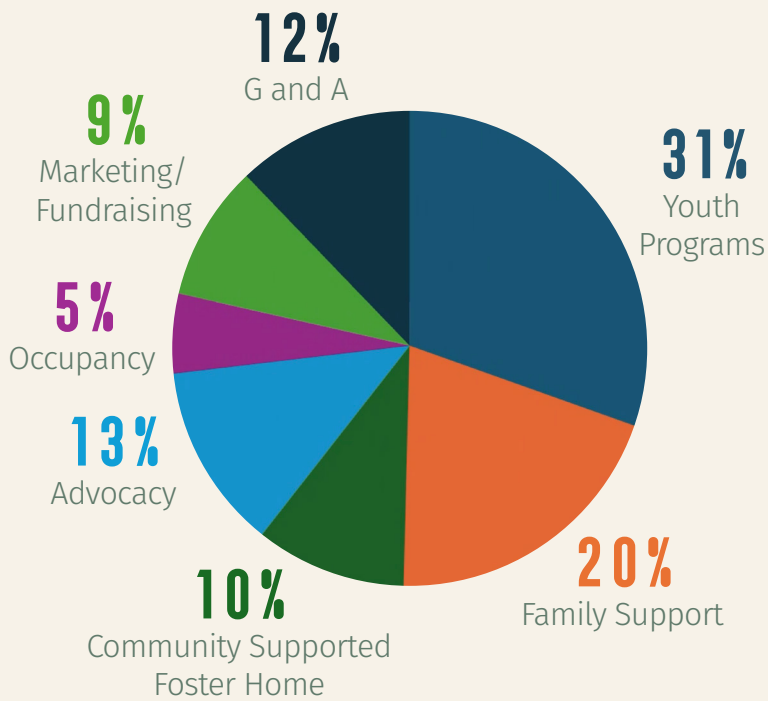
REACHED **100+**
ADVOCATES AT THE NEW
YORK CHILD WELFARE
SUMMIT WITH STRATEGIES
FOR NARROWING THE FRONT
DOOR TO CHILD WELFARE

PRESENTED TO **105**
GLOBAL PROFESSIONALS
AT THE 2025 CHANGE CHILD
WELFARE INTERNATIONAL
CONFERENCE



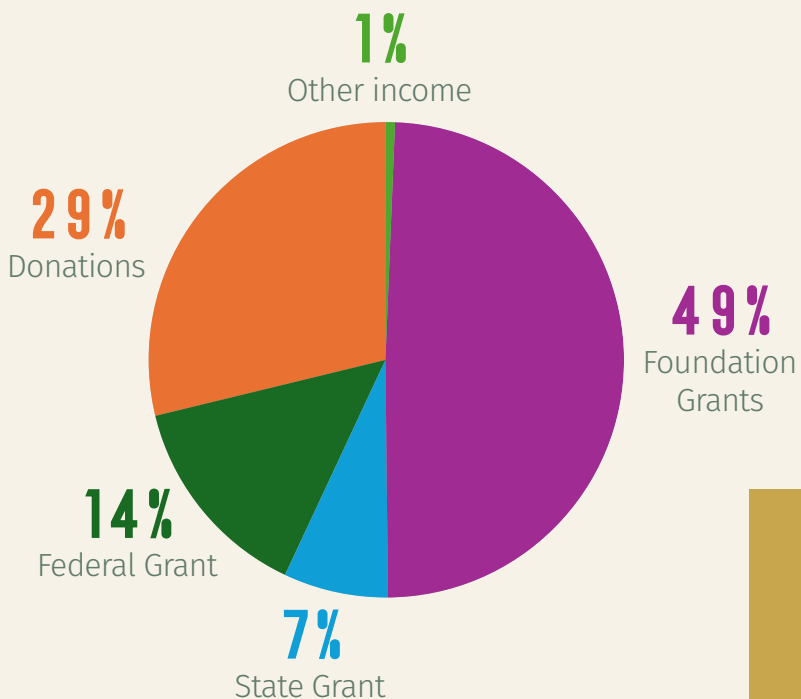
FINANCIAL SNAPSHOT

EXPENSES



TOTAL EXPENSES:
\$1,517,265

REVENUE



TOTAL REVENUE:
\$1,524,866



HOPE585 TEAM



2025 HOPE585 TEAM

STAFF

- Ashley Cross, EdD
 - Founder & Executive Director
- Denise Ester- Director of Operations
- Oni Colon, MPH
 - Senior Director of Programs and Services
- Michele Rankin- Controller
- Peggy Woodward- Finance Coordinator
- Brandy Cooper
 - Manager of Advocacy and Policy
- Tiffany Quick- Foster Home Coordinator
- Zachary Williford-Webb
 - Manager of Family Services
- Tiffany Anderson
 - Manager of Youth Programs
- Shalese Cotton
 - Mentorship Coordinator
- Kyara Wilson- Volunteer Coordinator
- Imani Hunter- CarePortal Coordinator

BOARD MEMBERS

- Jennifer Arbore, CPA- Board Chair
- Corinda Reaves- Vice Chair
- Gary Domenico- Secretary
- Trudy Quartley- Treasurer (2025)
- Alana Sansone (2025)
- Annette Campbell (2025)
- Bridget Kehm
- Cynthia Woolbright
- Dan Rudd
- Dr. Mical Raz
- Dr. Myra Henry
- Gerianne Puskas
- Kathyryn Kapatos
- Mary-Ammielle Stone
- Netsi Gebregzibher
- Rich Pulvino

We are deeply grateful to the generous funders, grant makers, and individual donors whose support makes this work possible. Because of your partnership, lives are being changed and hope is being restored every day.

We recognize the following individuals and organizations for their contributions to HOPE585 between January 1, 2025 and December 31, 2025.

2025 GRANT MAKERS

- Daisy Marquis Jones Foundation
- ESL Charitable Foundation
- Joseph C. Wilson Foundation
- Max and Marian Farash Charitable Foundation
- Mother Cabrini Health Foundation
- Redlich Horwitz Foundation
- Rochester Area Community Foundation
- United Way of Greater Rochester and the Finger Lakes
- William and Sheila Konar Foundation

OUR FUNDERS

TOP DONORS

\$2,000 or Greater

- Jennifer Arbore
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- David and Adele Bovard
- Holli Budd
- Gary Domenico and Barbara Buscaglia
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- Christopher Fossum
- Rita Gaither
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- William E. and Gail M. May
- James Morton
- Andy Nahas
- Gus and Amy Platas
- Richard Pulvino
- Corinda and Tyrone Reaves
- Dan Rudd
- Michael and Gabrielle Steinwachs
- Jack and Mary Whittier

\$500 or Greater

- Sue Able
- Jim Ahearn
- Bespoke Homes Team
- Bethlehem Lutheran Church
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- Kara Bosco
- Angela Burton
- Gary Butler
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- Gerald and Sue VanStrydonck
- Jackie Vaughn
- Sarah Viggiani
- Visions Federal Credit Union
- Richard Vogt
- Cynthia Woolbright

SCAN TO MAKE A DONATION TODAY





111 N. Chestnut Street
Rochester, NY 14604

www.hope585.org
info@hope585.org

585-261-0583