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CNY BUSINESS JOURNAL
NONPROFIT
AWARDS

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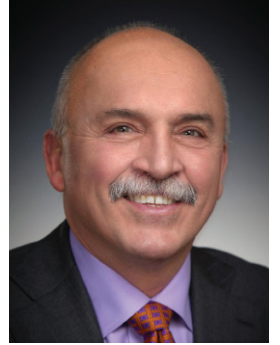
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While this year will be remembered for the challenges we've faced, I hope those memories will be painted with an understanding of how we have responded — with collective action to create positive change and help neighbors in need.

That's why I'm grateful the *Central New York Business Journal* annually recognizes nonprofit organizations, executives and volunteers with their Nonprofit Awards. This year's honorees have acted boldly, swiftly and bravely to improve lives and support our communities.

Each of their stories are inspiring, and they resonate with our team at M&T Bank. We believe it's our purpose as an organization to make a difference in people's lives — for our customers, our communities and our colleagues. This purpose drives us every day in our work to empower our customers and uplift our communities.

With the challenges that remain ahead of us, let's reflect on the stories of those honored with this year's Nonprofit Awards and remember we're all in this together. Thank you to the *Central New York Business Journal*, and congratulations to the honorees.



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BOARD LEADERSHIP

James R. Muldoon

ADVOCATES INC.

Jim Muldoon is an attorney and leader of the Intellectual Property Practice Group at Harris Beach PLLC. He has served on not-for-profit boards addressing the needs of vulnerable populations for more than 27 years. Jim just completed his third year as president of Advocates Incorporated. Advocates is a 501(c)(3) nonprofit organization located in Liverpool and was founded 25 years ago by a group of parents seeking community-based supports and services for their children with complex medical, intellectual, and developmental disabilities. The depth and breadth of Jim's service to Advocates exemplifies the organization's mission: that all people with disabilities are treated with respect and live in an accessible and inclusive community of their choosing. As a parent of a bright young woman with a disability, Jim is an advocate for empowering people with disabilities; both personally and professionally. He has been a long-time supporter of Advocates in championing for innovative services to meet the underserved needs of



children and adults with disabilities. Advocates' board of directors reflects the mission of being a parent- and family-led agency. Jim joined the board in 2011, serving in various leadership and governance positions as president, director, and secretary. In these roles, Jim was instrumental in achieving the advancement of Advocates' social mission and ensuring its viability. His leadership has had a tremendous impact on the growth of the agency.

Whether it is through strategic partnerships, innovative programs, or a lifetime of advocacy, Jim has contributed to making a positive difference in the lives of children and adults with intellectual and developmental disabilities and their families. His outstanding leadership qualities, demonstrated through his contributions to the agency, go above and beyond our expectations to support our families, our team, and Advocates' mission of empowering people with disabilities. Jim also represents Advocates on the board of Upstate Caring

Partners, our parent corporation. In addition, Jim volunteers his time for community organizations across Central New York; including: Elmcrest Children's Center, Exceptional Family Resources, Inc., Loretto Management Corporation, and New York State Developmental Disabilities Planning Council.

Describe significant projects you have been involved with at the organization.

During Jim's tenure on the board, Advocates has grown significantly. It currently provides person-centered supports and services to more than 1,000 people with disabilities, spanning all phases of life from birth through adulthood, promoting choice and making full community inclusion possible. Under his leadership, Advocates:

- Expanded the agency's footprint from serving four counties to 54 counties in New York state.
- Became the largest provider of self-directed services for people with disabilities in Central New York.
- Increased donors and gifts by 107 percent.
- Increased its employment by 207 percent, with more than 1,200 dedicated employees.
- Earned recognition as one of the recipients of CenterState CEO's 2019 Economic Champion Award for its leadership in creating and investing in economic vivacity.



lead programs. Effective communication with both our dedicated work force and our families was essential to keeping our programs running. Advocates was fortunate to have the financial reserves and limited fixed costs that allowed us to survive the worst waves of the pandemic and has us strongly positioned to continue its path of substantial growth. I am proud of Advocates' management in responding to the challenges of the pandemic.

Looking through the COVID-19 lens, what have you learned personally and professionally this year?

There are always challenges to providing quality services to vulnerable populations in a sustainable way. COVID-19 and social-distancing requirements severely impacted the home and community-based services model of Advocates'



WEALTH MANAGEMENT

PUBLICATION DATE: JUNE 14, 2021

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CAREER ACHIEVEMENT

Nancy Kern Eaton

UNITED WAY OF CENTRAL NEW YORK, INC.

Nancy Kern Eaton has been president of the United Way of Central New York since September 2017. She has spent most of her career working in nonprofit organizations. Nancy has served in leadership roles at ARISE, Salvation Army of the Syracuse Area, Syracuse Weed & Seed Community Partnership, Home HeadQuarters, and Housing Visions Unlimited. She began her nonprofit career as a client advocate at the Erie County Mental Health Association.

Nancy has served on numerous local boards and initiatives and is a graduate of the Leadership Greater Syracuse Class of 2000. She has been honored to receive awards including Key4Women Community Impact Award 2020, Outstanding Fundraiser from the Association of Fundraising Professionals, Woman of Distinction from New York State Senate, Champion for Children from the Boys & Girls Clubs, Northside Hall of Fame from Syracuse Northeast Community Center, and awards from the City of Syracuse. Nancy and her husband have four adult children and

five grandchildren. Though not a native of the region, Nancy is passionate about the wonderful people, cultural opportunities, and incredible beauty of the area.

How has working with nonprofits impacted your career?

Since my first days of volunteering on a suicide-prevention hotline, I felt that the nonprofit world was home. I have been blessed to connect with so many incredible people. I have been privileged to form relationships with many members of our community who were participating in various programs and so selfless in sharing their time. I have been inspired by how caring and generous people can be, especially those who seem least able to afford it. I am proud to be part of the nonprofit community in CNY and excited by what we can do together.

What are the keys to developing the next generation of nonprofit leaders?

By creating a workplace that values diversity in every way, welcomes all ideas, and offers real opportunities for collaboration, we allow leaders to emerge. It is important to offer cross-training, support professional development, and provide mentoring

to younger members of the team. It is also essential that every member of the team — no matter the role — feel a strong commitment to the organization's mission and a sense of ownership of their role in making it happen.

Looking through the COVID-19 lens, what have you learned personally and professionally this year?

My belief that there is something special about people in this region has been confirmed and strengthened in so many ways. I have watched our county executive, mayor, health-care leaders, and the human-services sector rise to meet incredible challenges. I cannot imagine that any community worked together more effectively than ours as we faced COVID-19. I have always believed in the power of collaboration, and together we turned it into a superpower during this crisis.

It has been a privilege to connect with county employees who have worked tirelessly to adapt and do whatever was necessary to keep people healthy, and I have watched in awe as our health-care workers risked their own health to save lives. Members of the nonprofit human-services community have been willing to do whatever was needed. I have watched with pride as our team at United Way has adjusted and done whatever was needed to continue our work and supported each other all along the way.



During the past year, the impacts of racism were felt and seen in many ways. We saw Black and Brown people experience much more severe health outcomes from COVID-19, and we witnessed horrific evidence of violence against Black, Indigenous, and people of color (BIPOC). I am inspired by the actions of people coming together to demand change, and proud that we partnered with 98 other organizations to create CNY Equity. I believe more strongly than ever in what we can do together and our ability to face adversity.



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COLLABORATION

No Wrong Door
– An Integrated
System of Care

CENTRAL NEW YORK HEALTH HOME
NETWORK, INC. (CNYHHN)
COLLABORATING WITH
UPSTATE CEREBRAL PALSY & UPSTATE
FAMILY HEALTH CENTER

CNYHHN is a lead health home and care management agency that works to engage individuals with serious and complex physical, mental health, and substance-use disorders to achieve better health outcomes and overall cost of care reduction. As one of 32 lead health homes in New York state, we work with members by coordinating health care and social services through a trauma-informed, evidence-based individualized comprehensive plan of care and helping them navigate the health-care delivery system. CNYHHN serves an average of 5,200 Medicaid members annually and provides services across a population of 10 counties. We work to meet the needs of this population by connecting individuals with resources provided by our network of partners to ensure priority access to care, improve health outcomes, and reduce preventable hospitalizations and emergency room visits. Many of our care managers are co-located in hospitals, primary-care physician offices, mental-health clinics, and local government offices.

What has been the outcome of this collaborative project?

No Wrong Door — An Integrated System of Care. CNYHHN, Upstate Cerebral Palsy (UCP) and Upstate Family Health Center (UFHC), have developed a centralized hub for coordinating care for vulnerable populations. The collaboration was developed to meet the unmet health-care needs of vulnerable populations in Oneida County that: (1) face barriers to quality health care; and, (2) are more likely to have poor health outcomes. This population is also

CNYHHN, Inc.

Where Care Comes Together

UPSTATE CEREBRAL
PALSYUpstate Family
Health Center, Inc.

most at risk of under-utilizing primary and preventive services and over-utilizing hospitals and emergency rooms. The goal is to ensure that this at-risk population can immediately and seamlessly connect with the right services and supports through a well-orchestrated screening, referral and care coordination process paired with embedded services within community-based organizations. Unfortunately, many agencies that work closest with at-risk populations and understand their needs are grass roots/small agencies that are not included in opportunities to shape the health-care delivery system. The No Wrong Door model creates integrated networks of care with a strong centralized hub that engages grass roots agencies to better serve at-risk populations with nuanced needs. The model is centered around five key activities:

- Identification of agencies that interact with target populations (Spoke Agencies)
- Engaging agencies and subject matter experts in discussions to determine key gaps in service delivery
- Development of tools and resources to standardize and coordinate care
- Embedding targeted care and support within spoke agencies
- Achieving sustainability of embedded care through development of case loads

We have developed a shared-data platform that allowed us to identify and track over 700 clients, as well as identify the best way to coordinate their care. Our shared population often has complex health needs that require primary and behavioral health

care, and the patients are often health home eligible. We have also created standardized social determinant of health screening tool to connect clients with additional support services through our network. Since the 2020, about 1,300 'screenings' to assess needs which led to 251 comprehensive social determinants of health assessments. Of those individuals, 75 percent have been referred to one of the hub agencies for Care Management, Primary Care, or Behavioral Health services. The long-term goals are to achieve a 10-15 percent decrease in appointment no shows and cancellations across all three agencies. Because of treatment in place and telehealth and 10-15 percent increase in Pharmacy use and Medication Adherence because of increased engagement with patients through high-touch care management. This would ultimately lead to a reduction in preventable ER visits. No Wrong Door allows for the whole person to be cared for by a system, rather than in siloes, increasing overall access to care.

The project owes an immense amount of gratitude to our partnership with The Center (the area's refugee resettlement agency) and M.S. Hall & Associates (Healthcare Consultants). The Center has been a core collaborator from the inception of No Wrong Door; providing our agencies' staff with cultural competency training, as well as facilitating interpretation. M.S. Hall has provided invaluable guidance in the implementation of our data integration and evaluation plan. They have allowed us to develop a sophisticated system and dashboards demonstrating



health outcomes and process measures.

How has developing this collaborative partnership impacted the community?

The No Wrong Door initiative is tearing down siloes between agencies addressing social determinants of health and breaking barriers to access to care for some of the neediest Central New Yorkers. It directly improves the health and well-being of poor, underserved, vulnerable, and disadvantaged individuals while enhancing the health-care delivery system to address social determinants of health. Of the 700 shared clients that we collectively serve through our No Wrong Door initiative, we performed an analysis on a group of clients to compare the number of Emergency Department (ED) visits before No Wrong Door implementation and after. We found that after receiving care through our program the ED-visit rate went from eight visits per client to two. So, we could conservatively estimate that our model potentially reduces ED visits for our shared clients by 50 percent. The result on Medicaid cost savings would be significant. A 50 percent reduction in ED visits for our 700 shared clients, from 5 ED visits per client to 2.5 visits, leads to an estimated savings of over \$3 million in Medicaid costs.



CORPORATE COMMUNITY SUPPORT

Golden Sun Bus Service, Inc.

Golden Sun Bus Service, Inc. was founded in 1959 by Leon Laws. The name of the company was derived from Mr. Laws' Golden Palomino horse who was named "Sunny". In 1966, the company was purchased by Wally (Sr.) and Mabel Haskell. In those early days, we provided transportation to both the Fulton City School District as well as the Oswego City School District. When Wally Sr passed away, his son, Wally Jr. took over operations of the company and remained until his death in 2014. At the time, Patrick Kinane (son-in-law to Wally, Jr.) took over the operations of Golden Sun and remains in that position presently. As a result, we are a third-generation family-run business that serves the Fulton City School District, as well as providing private/charter transportation.



each of the four elementary schools in the Fulton City School District. Before COVID-19, we would send two school buses to the Prince of Peace Church every Tuesday morning after bringing the kids to school and they would deliver the food to each elementary school. When COVID hit, we were faced with new realities and problems. The major issue being, how do we get

the food to the children since they are not in school? After numerous discussions with the school district and the Traubs, it was set up so that every Friday, our buses would pick up the food and deliver it to each child's house in the Blessings program. The drivers and monitors who delivered the food in that first week were shocked at how important the food was for the children. One of our more tenured drivers returned to Golden Sun saying that he could not believe what he saw at one house. Once the children realized that he was there to drop off food from the Blessings in a Backpack Program, they all grabbed a bag, and the room was immediately quiet as they started pulling out food to eat. He said at that moment, he realized how important of a job that it was to deliver the food from Blessings. I think in retrospect, each employee has had a moment like this in one way or another. We have delivered to practically every student's home in our school district, dropping off Chromebooks, musical instruments that were left at school, homework/ assignments, cleaning supplies and more.

Looking through the COVID-19 lens, what have you learned this year?
One of the main lessons learned this year was to be flexible. Plans change, sometimes at the last min-

ute and we have pushed through. When COVID first arrived and schools shut down, there was not a plan in place for a pandemic. On, March 15, 2020, the governor closed schools for two weeks. We needed to get all our employees in one place for a meeting and to reassure them that we would be alright moving forward. Essentially, to keep everyone calm and let them know that we would likely need them in the days ahead to volunteer for deliveries to the students houses. To my shock and appreciation, nearly every person's hand went up in the air as they were trying to volunteer before we even had an idea about what we were going to be doing. It really brought out the best in our people and looking back, was telling as to how we have navigated through the pandemic. When we learned that we would be transporting students again instead of supplies and food, we had better than 95 percent of



our people return to work. Our employees have shown us that they are strong, resilient, hardworking, and loyal. We simply could not have done this without them.

How has your community support impacted your organizations corporate culture?

We have contributed to many projects over the years, including Blessings in a Backpack which my father-in-law, Wally, Jr. helped to establish. Craig and Susan Traub spoke at the Fulton Rotary Club Meeting a couple of years ago about the need for people to deliver food from their program to the elementary schools in the Fulton City School District. They said they were having difficulty finding consistent help. After the meeting, I approached them and said that I was certain we could help in delivering the food from the church where they packaged everything to



Nave Law Firm

Nave Law Firm is a local law firm built to help solve everyday people problems. As an organization, it feels good to give back and help people, which is why we created Nave CARES. Nave CARES is a unique way to increase community members well-being through a program of philanthropy. Our commitment is twofold. First, to foster an environment where people come before profits. If we put people first, we can create, develop, and implement system of change. Second, it is to provide valuable resources that allow members of our community to grow. We feel that when we help each other grow, that is the best of humanity. Nave CARES includes support for individual nonprofits, community giveback and scholarships. The goal of Nave CARES is to go



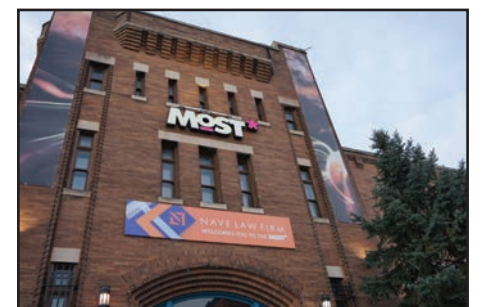
beyond what our clients and community expect of us. CARES stands for our core values: "Client-focused, Accountability, Respect, Empathy, and Synergy." Legal issues can be surface level. We want the work we perform to improve our clients' lives and by doing so, making our community a better place to live, work, and play.

How has your community support impacted your organization's corporate culture?

Being an organization that gives back to the community has helped us with recruitment, helped with our staff's mental health and continues to allow us to be one of the CNY's Best Places to Work.

Looking through the COVID-19 lens, what have you learned this year?

Despite changes in the landscape, giving back to the community is vital to staff's mental health, vital to the community and our community's growth.



EXECUTIVE OF THE YEAR

Linda Johnstone

Executive Director
SILVER FOX ADULT DAY CENTERS

Executive Director Linda Johnstone took over Silver Fox early in 2020 and has guided the organization through challenging times. Linda joined Silver Fox in late 2019 in an accounting/administrative capacity. She quickly rose to a leadership position based on her dedication to the company, her desire to assist the at-risk seniors, and leadership changes within the organization. Prior to joining the Silver Fox, Linda served in various capacities in health care. She served as a payroll administrator. She also spent several years with Medical Answering Services, arranging long distance travel for

critically ill patients. Linda brings a unique combination of administrative skills and client care to her role as executive director. She excels at building an engaging environment for both staff and guests, while acutely monitoring the business and economic status of the company. A native of Central New York, Linda lives in Cicero with her husband and son.

Describe significant projects you have been involved with at the organization.

- Assisted in the company's first-ever participation in the Syracuse Auto Expo Charity Preview, resulting in raising more than \$10,000 in funds.
- Shepherded the staff and members through the shutdown — and eventual reopening — during the pandemic in March 2020. Maintained communication with all team and seniors throughout the shutdown, even delivering care packages ("Fox Boxes") to the seniors while they were home.
- Secured a location for an expanded eastern location for the Silver Fox — the previous, smaller space did not allow for proper distancing and opera-

tion. Oversaw the layout and buildout of the new location.

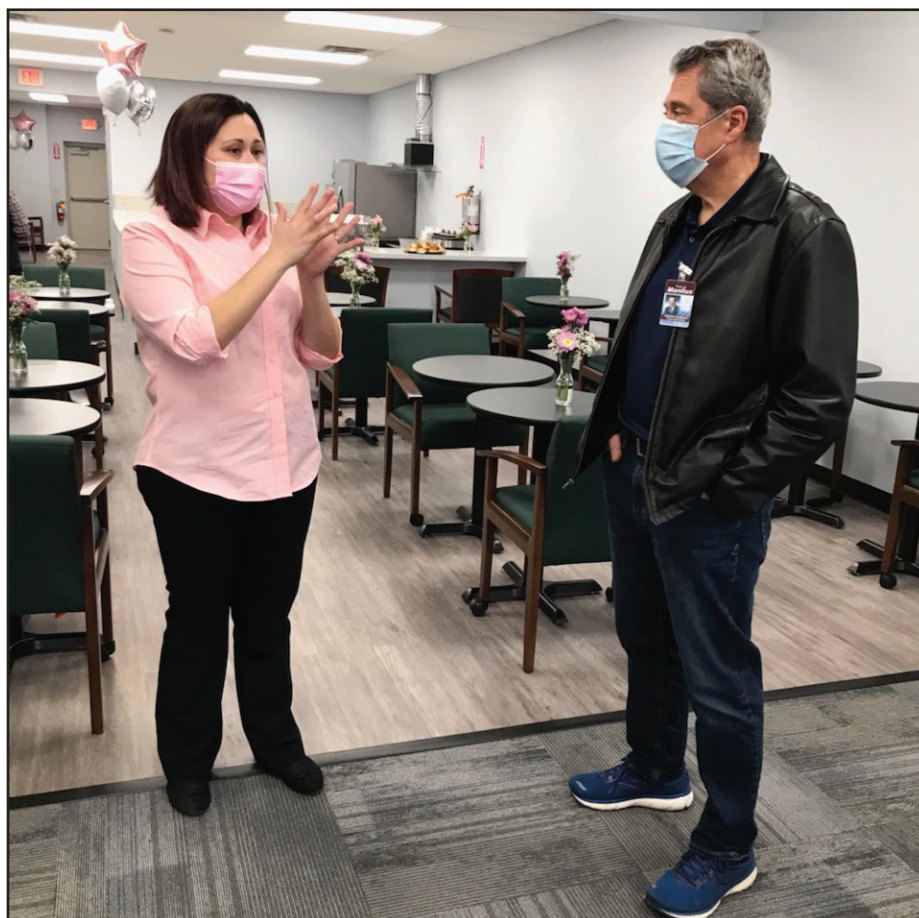
- Oversaw a complete marketing rebrand of the Silver Fox in Spring 2020, including creation of a new logo and renovations of the Baldwinsville location.

Looking through the COVID-19 lens, what have you learned personally and professionally this year?

Professionally, this pandemic has proven leadership in tough times is not easy. As a leader, you must be as transparent as possible. When there are difficult decisions to be made, you must consider all options with compassion and empathy. You must support your team with encouragement and engagement. Most importantly, you must keep in mind that everyone, including yourself, is learning how to adjust. Everyone needs to be understanding because everyone makes mistakes. Taking those mistakes and making them opportunities to learn is critical in keeping



employees at ease. Personally, I have learned that I am resilient. Focusing on gratitude and hope is a choice. I have chosen to focus on the positive in my personal and professional life and to nurture hope in tough situations.



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IMPACT

The Upstate Foundation

The Upstate Foundation was founded in 1976 as a 501 (c)(3) not-for-profit corporation. The corporation is a public charity designed to receive and administer gifts and bequests with a focus on patient health care, the education of health-care providers, scientific research, and community health and well-being.

The Upstate Foundation has 26 full- and part-time staff members, who with a 41-member board of directors, manage more than 1,000 funds. They offer donor-advised funds and charitable gift annuities, endowment campaigns, and run annual campaigns for Upstate University Hospital, Upstate Golisano Children's Hospital, and Upstate Cancer Center. The Foundation is home to the regional chapter of Children's Miracle Network Hospitals.



Describe how the Upstate Foundation's work has impacted CNY during the pandemic?

The Upstate Foundation took on the new and urgent goal to provide support to those most impacted by the crisis. Here are examples of the Foundation's response to the COVID-19 crisis.

As quickly as the coronavirus descended on Central New York, the Upstate Foundation established three funds to focus support where it was needed most — to help patients, employees, and students.

Virtual Visitation Fund for Upstate Patients

The Upstate Foundation was integral in the procurement of iPads. By the end of last May, more than 200 iPads were installed around Upstate University Hospital and Upstate Community Hospital to help patients and families stay connected during the COVID-19 pandemic.

Support of Upstate Employees Fund

Jasmine Gunn was working as a housekeeper at Upstate Community

Hospital when the state shutdown occurred. With two young children suddenly home all day, she needed help with childcare and groceries so she could come to work. Jasmine said she "couldn't be more grateful that the Upstate Foundation was there to help." Employees received assistance for childcare, elder care, food, and transportation.

Student Retention Emergency Fund

Many students experienced sudden and/or significant financial hardship that jeopardized their ability to stay in school.

Among their needs were summer rent, technology for online learning, assistance with childcare, emergency medical expenses, medical-licensing exam fees, and general assistance due to job loss (theirs or their parents').

Upstate's Office of Student Affairs noted that, with assistance from the Upstate Foundation, they had been able to help nearly 100 individuals.

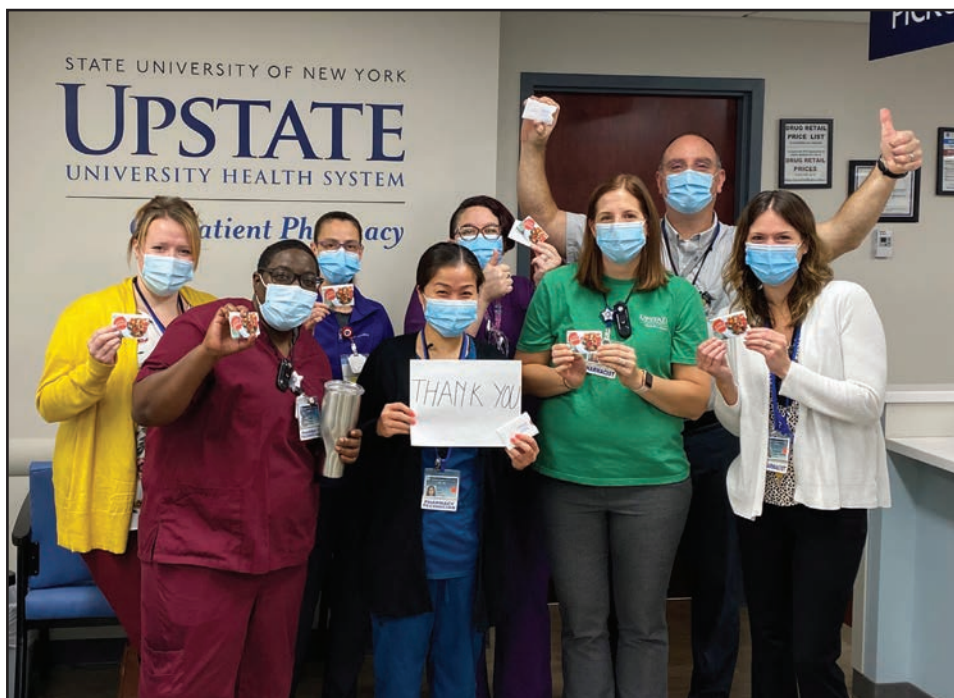
Looking through the COVID-19 lens, what has the Foundation learned?

Since the beginning of the pandemic, Upstate has led the way as a community resource providing many critical tools to deal with the virus and protect our neighbors, including a regional triage line to answer public questions, clinical trials and national studies related to the virus, processing rapid tests in-house, interpreting cellphone surveillance data, and so much more. In addition:

- We are reminded that philanthropic support of research is critical. During the pandemic, Upstate researcher Frank Middleton, Ph.D., worked with Quadrant Biosciences on pooled surveillance testing and an individual saliva swab test that received FDA emergency use authorization and was hailed as the world's most accurate saliva test. Several years ago, the Upstate Foundation provided Dr.

Middleton with seed money for his research to develop a saliva test to diagnose autism in children. This incredible accomplishment, heralded by Upstate just a year ago, formed the basis for the COVID saliva test, necessitated by the pandemic. The Upstate Foundation is extraordinarily proud to have played a small but impactful role in this achievement.

- Last spring, 22 Upstate University Hospital registered nurses answered SUNY Stony Brook's call for help to treat COVID patients. A second group soon followed, which included nurses, respiratory therapists, pharmacists, and pharmacy technicians. Upstate also provided the chief medical officer and chief nursing officer who played a crucial role in managing the emergency COVID-19 hospital at the Javits Center in New York City.
- A crisis can bring out the best in people. 65 Upstate medical students graduated and became doctors early so they could provide relief to the strained health-care workforce treating COVID patients. The COVID crisis shined a light on front-line health-care workers.



OUTSTANDING FUNDRAISING EVENT

FUND THE HOUSE: Reach Our Rooftop! Digital Campaign

SARAH'S GUEST HOUSE

Sarah's Guest House is Central New York's only adult health-care hospitality house with lodging for patients and families traveling to Syracuse for medical care. We have served more than 19,000 guests since the organization was founded in 1994 by Mary Keough. Sarah's Guest House (SGH) is not funded by state or federal monies. We rely on the generosity of our community and the hard work of our staff, board members and volunteers to exist. A donation of \$25 per night is asked but no one is turned away for inability to pay. Many of the guests state that if SGH was not available, it would have impacted their decision to seek medical treatment.

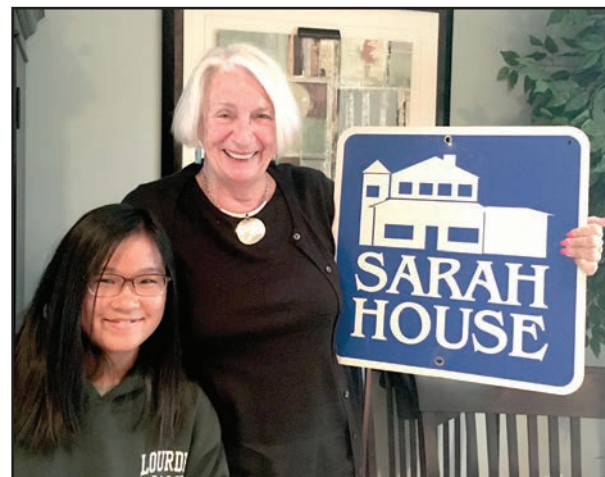
The success of our FUND THE HOUSE: Reach Our Rooftop! digital-fundraising campaign allowed Sarah's Guest House to continue to lodge patients



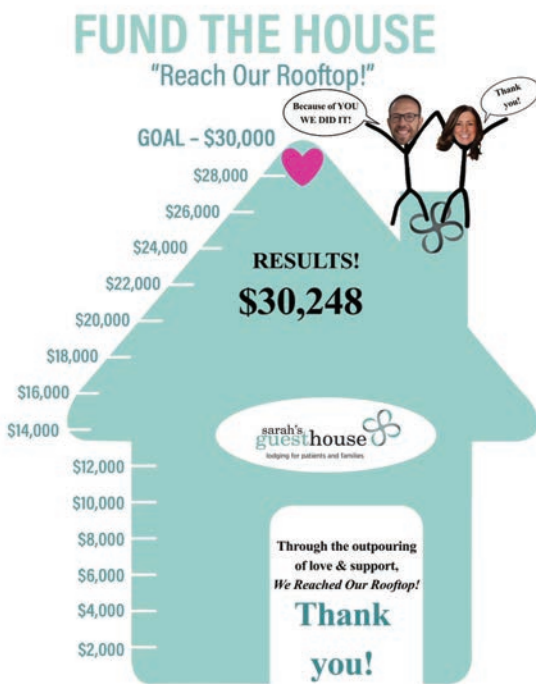
and their families throughout the pandemic with all the warm comforts of home as they received essential medical care in our community. The lodging Sarah's Guest House provides to out-of-town patients offers access to medical care they otherwise would not be able to receive in their hometowns. Our mission is so important to so many and has been for 26 years. The funds raised in this weeklong, online format, a pivot from our annual "Gala of Giving" which had to be cancelled due to COVID, truly sustained the house throughout the pandemic and rallied support from dear friends, both near and far. Because of the outpouring of generosity from our supporters who contributed to FUND THE HOUSE; we were able to serve 580 patients and their family members in 2020 as a "home away from home" at a time when they needed it most.

Looking through the COVID-19 lens, what have you learned this year?

Navigating through COVID-19 truly reinforced the importance of quality health care and how fortunate we are to live in a community with such esteemed hospitals, medical facilities, and most importantly — medical professionals and providers. Sarah's Guest House is honored to play a role in patient care through our lodging which enables patients to receive medical care and treatments in our community. As a nonprofit organization, we learned the value of quickly adapting and pivoting to different platforms and formats to raise much-needed funds to support the house and our mission. It was crucial to be creative and think



"outside of the box" on a way to shift from our live event, but still showcase our mission and "the essence" of the house in the campaign itself. It was also important to us to make our campaign fun and bring enthusiasm, humor, and joy to the process -- especially when times were so tenuous and challenging for everyone. The positive spirit of FUND THE HOUSE: Reach Our Rooftop! accomplished this and allowed us to exceed our ambitious goal. Moving forward, we will continue to expand our digital fundraising efforts in creative ways, while still maintaining the camaraderie that live events and gatherings bring to everything, we do at Sarah's Guest House. Once COVID is behind us, we look forward to reuniting with our dear friends who made our success possible.



RISING STARS

Caden Custer

MAKE-A-WISH CENTRAL NEW YORK FOOD BANK OF CNY

In 2020, As a high-school senior at Skaneateles High School, Caden Custer decided that he could help make a difference for so many impacted by food insecurity due to the pandemic. Caden has cystic fibrosis and had been eligible for a wish through the foundation but did not want to use his wish until he found out he could use it to give back, he chose to support the School Break Box program.

Caden's wish had several components — a community food drive, Caden and his family packing break boxes, and finally

distribution of the break boxes for low-income children in Syracuse, Skaneateles, and Auburn. School Break Boxes are full of easy-to-prepare, child-friendly foods, such as macaroni & cheese and peanut butter & jelly. They help supplement meals a child would receive at school and through Summer Food Service Programs. Caden hoped the School Break Box program would carry on beyond this summer's distributions. To ensure the continuation of the program. Make-A-Wish Central New York secured a grant, and the Food Bank of CNY secured a donation from a local family to begin a permanent source of funds for the program. Caden is currently a freshman at West Virginia University studying business administration.



How did you get involved with Make-A-Wish?

I have cystic fibrosis and my doctor

reached out to me about doing a wish.

How did you choose The Food Bank of CNY to be the benefactor of your wish?

It was the beginning of the COVID pandemic, and I knew many children who would not have access to a good meal three times a day.

How has your decision impacted the community?

I believe it has brought our community closer together in helping those in need during this pandemic.

What do your friends and family think of your decision?

They thought it was a great decision to help a serious cause.

What are some of your favorite things to do?

Snowmobile, fish, hunt, ski, and hang out with my friends.



Looking through the COVID-19 lens, what have you learned this year?

Do not take things for granted.



Madison Chambers

SPORTS 4 ALL

Auburn High School student Madison (Mattie) Chambers joined the Young Entrepreneur Academy (YEA) program, with the goal of creating a nonprofit organization that would provide young children with the opportunities she never had as a child. Not only did Mattie create this organization, but she also did it during a global pandemic, while excelling in school and working a part-time job. She created a website (www.sports-for-all.org) and is working with our local YMCA, which is giving her office space (post-COVID) and will be offering its building as a drop-off site for used equipment.

Provide a brief description of the Young Entrepreneur Academy (YEA) and your organization Sports 4 All?

Young Entrepreneur Academy (YEA) is a national

seven-month program that provides students ages 11-18 the opportunity to develop experience-based entrepreneurial skills, and use these skills to create a business or organization. I started Sports 4 All during my time in the YEA program. Its mission is to offer free cleats, sports equipment, and need based scholarships for children in elementary school in Auburn. This allows students to participate in the sports they want, eliminating any financial barriers.

Why did you first get involved with this organization? How long have you been involved?

I created this organization because as a kid in elementary school, my mom was a single mom and could not afford to have us participate in sports. But when she did save up enough money for me to play softball in 3rd and 4th grade, I had to play in used cleats, and I wasn't as good as the other kids. This took a toll on my confidence and I do not want other kids to have to feel that way. I developed my ideas for this nonprofit organization during my YEA class, and now I am in the process of putting together a board of directors, applying for my 501(c)(3) nonprofit status, fundraising, and looking forward to giving out my first pair of cleats this spring.

How has your involvement impacted the community?

I have been in contact with the Auburn YMCA and have created a partnership with them. They will be giving me office and storage space, as well as space for a collection box for used equipment. I anticipate that I will give out at least twenty pairs of cleats this year and, post-COVID-19, start distributing free equipment and collecting equipment donations.

What are some of your favorite activities outside of volunteering?

I like to hang out with my family and my cat. I also enjoy working and meeting new people. I appreciate working hard towards my goals and then reaching



them, and having the amazing feeling of knowing that I accomplished that goal.

Looking through the COVID-19 lens, what have you personally learned this year?

I learned that having realistic and achievable goals and expectations is best, because if you have these crazy high expectations for yourself and your organization or business and then it doesn't work or happen, it can be really hard, and disappointing. I had set goals but then had to adjust them because of COVID. I have learned that it is okay to ask for help and that you should not be scared or ashamed if you need help. I have these amazing mentors that have helped me and mentored me like Jim VanArsdale who held an online concert that raised over \$500 for Sports 4 All, Anne Mlod who has mentored, guided, and helped through everything, and Jeanice Freeman, who has also been willing to mentor me and be the president of my board.



VOLUNTEER OF THE YEAR

Edwin (Ed) Kelley, Jr.

YMCA OF CENTRAL NEW YORK, INC.

Ed Kelley is a retired partner with Bond, Schoeneck & King, PPLC, and has been a volunteer with the YMCA since 1986. As a child he used to go to the Downtown Y on Saturday mornings and each summer attended Camp Tousey, the Y's residential camp located in Redwood, N.Y. In 1970, he applied to be a counselor-in-training at Camp Tousey. Ed worked at Camp Tousey for eight summers during high school and college. In 1986 Ed was asked to join the Y's board of directors and continued as a board member until December 2017. For three years, he served as president of the board. Ed was instrumental in the East Area YMCA project, which took over 10 years. The success of the East Area YMCA was a springboard allowing the Y to construct the Northwest Family YMCA in Baldwinsville, to open a Y facility on the OCC campus, and to convert the Manlius Tennis center into a new Y facility. Ed was able to work on each of these projects. In

July 2020, he was asked to act as the interim CEO of the CNY Y as the board of directors searched for a new permanent CEO and agreed to do it as an unpaid volunteer. He knew that the Y's staff faced big changes in guiding the Y during uncertain times. Ed completed his stint as the interim CEO in early February of this year, and says he gladly turned that responsibility over to Bertram Lawson II, the new permanent CEO.



In addition to his volunteer work with the YMCA, Ed has been involved as a board member with St. Joseph's College of Nursing, Cazenovia College board of trustees, Burton Blatt Institute at Syracuse University, advisory board member for Syracuse Stage and Hospice of Central New York — to name a few.

How has your involvement impacted the community?

I was able to use my legal skills to help complete various projects for the Y that opened new facilities to serve many residents of our community. As a trustee of St. Joseph's College of Nursing and Cazenovia College I have been able to share my legal experience as a public-finance attorney to help the colleges deal with financial and other issues. I

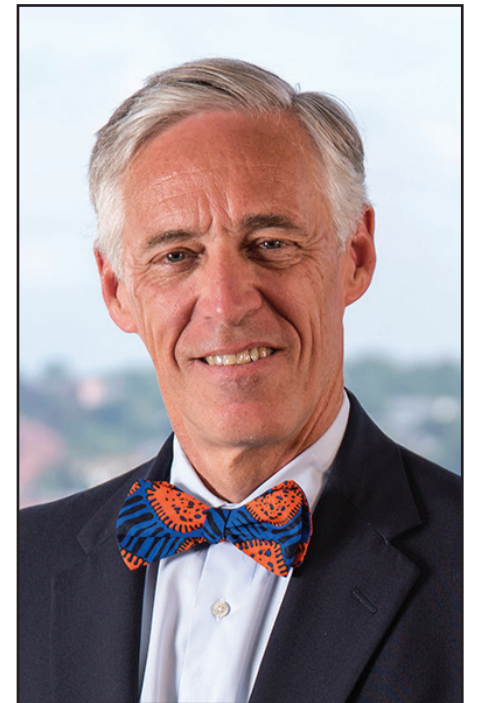
have also been able to work directly with individuals such as a skiing assistant with Arise and as a volunteer reader in two elementary schools of the Syracuse City School District. Lastly, as a host family we brought various high-school exchange students and Kenyan students to America who enriched our family and the experiences of students and others at FM, MPH, CBA, and St. Joseph's College of Nursing.

How has working with nonprofits impacted your life?

Working on various not-for-profit boards introduced me to many community leaders who became good friends or to work with professionally over time. Most importantly, I learned to become involved personally in delivering the missions of the nonprofits. This ultimately helped my family to decide to bring three Kenyan students to the U.S. to live with our family and attend school — over time doubling the size of our family and introducing us to cultures we knew nothing about.

Looking through the COVID-19 lens, what have you learned this year?

I learned that members see our Y as a valuable part of the community — much more than just a gym and swim. As the interim CEO I was happy to see the skilled Y staff provide valuable services to the community during the closure caused



by the pandemic — housing for over 100 men and 30 seniors downtown, childcare services for essential workers at various locations and outdoor activities and programs for members. During all this time, I was happiest to see the large portion of the Y's members that maintained their membership despite the closure of the Y's facilities or limited services. More than 65 percent of our members continued their Y membership, significantly above the national average.



Construction on the East YMCA.



Ed as a camp counselor at Camp Tousey.

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