



BADEN BELIEVES

BADEN STREET SETTLEMENT



A CAPITAL CAMPAIGN TO RAISE \$5 MILLION
TO BUILD A BRIGHTER FUTURE FOR ONE OF
ROCHESTER'S MOST DISTRESSED COMMUNITIES

“For a lot of the community, we are their only help. We’re the light at the end of the tunnel...”

- Dolores Rodriguez, Director of Emergency & Family Assistance



OUR MISSION

To improve the quality of life of children, adults, and families; to pursue the elimination of the causes of poverty; and to reduce the level of negative social problems associated with being poor and disadvantaged. The Agency works in a cooperative, collaborative, and supportive spirit with concerned agencies in the community to meet the needs of neighborhood residents.

OUR VISION

Improving social, educational and cultural conditions while fostering community growth and development.

BADEN STREET SETTLEMENT

One of the **first**, one of the **largest**, and **still lifting up the community 125 years later**.

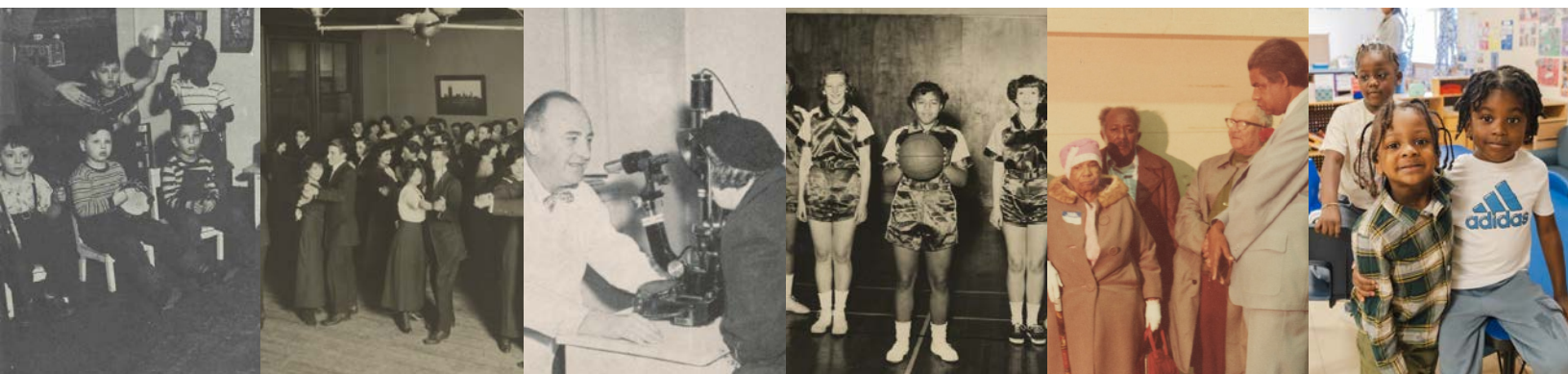
In 1901, Baden Street Settlement was established thanks to the pioneering efforts of two members of Temple B'rith Kodesh, Therese Katz and Fannie Adler Garson. Our founders possessed a sense of social responsibility in their desire to teach cultural, practical, and social education to young Jewish immigrants (typically women) to help them adjust to their new lives in America. Since then, Baden Street has grown from a small settlement house to one of the largest in the country, continuously evolving to address the social issues of the time and serving people of all ages and backgrounds. Providing essential services and support to those who need them most, Baden Street has been a **safe haven** and **beacon of hope** for hundreds of thousands of individuals and families in Rochester.



FANNIE A. GARSON



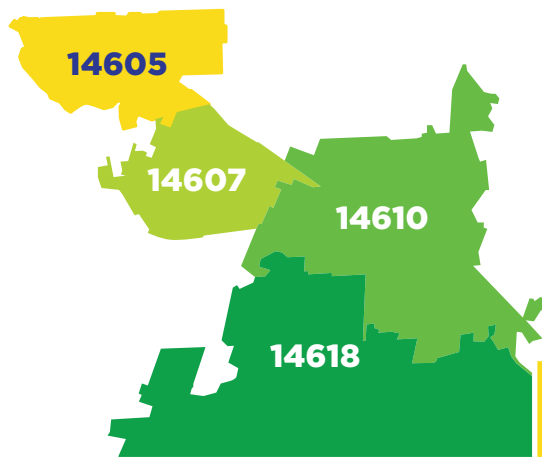
THERESE R. KATZ



WHY ROCHESTER NEEDS BADEN STREET

Over the years, Baden Street Settlement has remained flexible and intentional in its response to the evolving challenges faced by the poor and underserved in our city. In doing so, we have become a trusted local fixture, dedicated to supporting the holistic needs of Rochester’s most vulnerable citizens.

Today, Baden Street offers an array of services and interventions for residents living in Northeast Rochester, primarily zip codes 14605, 14609, and 14621. This area has historically and consistently experienced the city’s highest rates of poverty and most distressed outcomes, isolating it from the mainstream community. **In the neighborhoods we serve, there are approximately 25,000 people living in poverty. Nearly 12,000 of them are children.**



**Close in proximity—
yet WORLDS apart:**
A comparison of
four Rochester zip codes

	14605 (1 of 3 we serve)	14607	14610	14618
Median Household Income (Families)	\$34,051	\$86,335	\$148,417	\$152,511
% of Population Black or Hispanic/Latino	81%	15%	14%	9%
% of Residents Living in Poverty	43%	16%	11%	6%
# of Children Living in Poverty	3,051	243	218	57
Education: Bachelor's Degree or Higher	12%	60%	66%	80%
Single Parent Household (% of all Families)	76%	22%	10%	18%
% of Residents With a Disability	25%	16%	11%	8%
% of Households With No Vehicle	39%	21%	11%	1%
Average Life Expectancy	71	73	80	81

Source: census.gov

**Baden Street stands to bridge these gaps—
and your support makes it possible!**

FOCUSED ON ADDRESSING SOCIAL DETERMINANTS OF HEALTH

Baden Street’s programs and services focus on **Social Determinants of Health (SDOH) across six domains** expressed by the NYS Department of Health. SDOH are the various conditions in a person’s life that can influence their ability to achieve optimal health. Differences in SDOH are key drivers of health inequities and distressed outcomes. The effects of racism and social bias are deeply embedded in our society, perpetuating disparities in access to housing, education, wealth, employment, and more. These access barriers put people at higher risk of poor health and premature death.

Addressing differences in SDOH accelerates progress toward health equity.



Programs that Empower

ALVIN WESLEY CHILD DEVELOPMENT CENTER

Daycare services for children ages 6 weeks to 12 years old



Designed to meet each child's physical, cognitive, and social-emotional needs

Strives to help children **reach their full potential** through age-appropriate activities

Nationally accredited and licensed by the New York State Office of Children and Family Services to serve 151 children

EPK/UPK program administered through the Rochester City School District ensures school readiness for children ages 3-4; includes early childhood and special education

Balanced, nutritious meals and snacks provided daily for all children

Free hearing and speech screenings, as well as visiting nurse services

98% of day care staff are **CPR trained**

BEHAVIORAL HEALTH & COMMUNITY SERVICES

Outreach and care management for adults with developmental disabilities, mental health challenges, difficulties with substance use, and/or chronic health conditions



Connects clients with appropriate clinical providers and resources, supporting them through every step of their wellness journey

Teaches participants how to navigate the health care system and advocate for themselves

Six full-time care managers serve more than 180 adults annually

Goal is to **help participants achieve independence** and community integration

Respite services (after school activities) and family education and training available through the Office for People with Developmental Disabilities (OPWDD)

Participating in New York State's Delivery System Reform Incentive Payment (DSRIP) Program **addressing health care reform**

Part of **Health Home of Upstate New York** (HHUNY)

Planning a **Children's Health Home of Upstate New York** (CHHUNY) program

Programs that Change Lives

METRO COUNCIL FOR TEEN POTENTIAL (MCTP)

Strength-based and evidence-based programming to promote healthy relationships and safe choices



Host agency for MCTP, a coalition of youth-serving organizations that **promotes youth development and youth health** in Rochester's most stressed neighborhoods

Convener of the Metro Council for Teen Pregnancy Prevention, **educating nearly 750 teens annually**

Contributed to a 56% decline in teen birth rate in the City of Rochester between 2010 and 2020

MATURE ADULT RESOURCE CENTER

Gives area residents over age 60 opportunities to socialize with other seniors



Offers activities to increase vitality and reduce social isolation, such as shopping, playing bingo, fishing, and other special events

Balanced, nutritious meals provided daily

Provides resources to assist with financial planning, accessing public benefits, navigating healthcare, and more

Offers transportation and is fully accessible to those with disabilities

“I grew up coming to Baden Street as a child. To be able to come now as a senior—it gives us a sense of we belong. **We are a community.** We're one big happy family.” *-Pastor Douglas Nowlin*

Programs that Inspire

COMMUNITY YOUTH & ADULT DEVELOPMENT (CYAD)

After school and summer youth programs,
plus respite services for adults with developmental disabilities



Activities include arts and crafts, clubs, swimming, basketball, cheerleading, dance, computer lab, sewing, homework assistance, counseling, prevention workshops, and more

Project BASE enables students with special needs to safely participate in after school activities

New York State licensed and registered school-age child care provider

Healthy meals and snacks provided at our Kids Café, as well as through Foodlink for the summer program

After school program participants benefit from **~540 hours of physical activity** throughout the year

Respite services offered to adults through the Office of People with Developmental Disabilities

“Baden Street allowed me to be myself and be creative. I gained my passion of art, and I went to school for art.” *-Breanna, CYAD Alum*

DIGITAL ARTS CENTER

Youth-focused facility equipped with computers, interactive and educational gaming equipment, and other digital technology



Students have fun while developing **technical skills**, cognitive and critical thinking skills, as well as hand-eye coordination

Ignites interest in science and technology

Supervised by staff at all times, the Center provides **safe and age-appropriate** computer and internet access to students who do not have them available at home

Can accommodate **group field trips** and sessions coordinated by youth agencies

Programs that Restore Hope

DR. GEORGE C. SIMMONS COUNSELING & SUPPORT CENTER

Delivers comprehensive, integrated support services for individuals 18 and over to overcome substance abuse/chemical dependency



Offers individual and group counseling sessions as well as care management services

Goal is to provide an **effective treatment program that addresses the unique needs of each client**, in a manner that is sensitive to cultural differences and psychological orientation

Achieved a 10% reduction in Emergency Department admission of chemical dependency clients in 2025

In partnership with the NYS Office of Mental Health, a **new mental health outpatient clinic** is set to open in summer 2026

EMERGENCY & FAMILY ASSISTANCE (EFA)

Supports families and individuals in crisis, addressing immediate needs for food, clothing, rent/mortgage assistance, transportation, vital records, and advocacy



Provides resources for clients to access affordable housing, public assistance, employment, health care, senior programs, and more

Serves ~2,400 individuals on an annual basis

Member of **Rochester's Emergency Family Stabilization Network (EFSN)**

Offers ongoing case management and identifies steps to help individuals avoid a repeat crisis

Bilingual staff onsite

But there's much more to Baden Street than programs and statistics. What makes it truly extraordinary is best captured in the following video:



SCAN THE CODE TO WATCH THE VIDEO
OR VISIT: [HTTPS:// YOUTU.BE/DI2HDDY_Q2K](https://youtu.be/dI2HDDY_Q2K)

It's about TRUST. Baden is a safe place for everyone. For 125 years, Rochester has trusted Baden Street to help in times of crisis. Now, we ask for your help in our time of need.



BADEN BELIEVES

A Capital Campaign to Raise \$5 Million to Build a Brighter Future for Rochester's Most Distressed Communities

For 125 years, Baden Street Settlement has been a stabilizing influence in the City's northeast neighborhoods. While our programs have grown and adapted over time, our commitment to helping our neighbors achieve a better quality of life has remained unchanged.

With persistently and disproportionately high poverty rates in our northeast Rochester neighborhoods, increasing demand for mental health resources, and the ever-present health inequities experienced by Black and Latino populations, there is an urgent need to sustain and grow the vital service we provide. Now more than ever, we must respond to increasing demand, expand our capacity to serve, and ensure our services are fully accessible to people of all ages and abilities. For these reasons, Baden Street Settlement is embarking on a transformational fundraising to complete its new Main Campus Building and Sports and Wellness Center.

Because *Baden Believes* that each and every life we touch is a life worth **advocating for.**



In June 2024, we were thrilled to announce that Baden Street received \$9 million in public funding to kickstart the Baden Believes Campaign. This transformative grant positioned us for success, but **we need your help** to raise the remaining amount to take this exciting project across the finish line by

March 31, 2027. As a nonprofit organization with a modest annual budget, this is no small feat. However, extraordinary things are possible when we work together.

We hope you will join us at this pivotal time in Baden Street's history. Your contribution will have a lasting impact on Rochester's most vulnerable individuals and families—providing the resources and support they need to escape poverty indefinitely.

EVERY GIFTS MATTERS—BECAUSE EVERY LIFE MATTERS.

CURRENT BADEN STREET FACILITIES: 103 YEARS OLD



152 BADEN STREET



13 VIENNA STREET

BUILDING A BRIGHTER FUTURE

Baden Street's current main campus is housed in 103-year-old buildings at 152 Baden Street and 13 Vienna Street. These buildings are dilapidated inside and out, experiencing significant structural deterioration, and can no longer support the programs and services they are meant to provide. The existing structures will be demolished to build a new, fully handicapped-accessible main campus and sports and wellness center.

“To have the people in this community walk into a building that’s beautiful, that speaks to them [...] that we care, I think that’s going to be a significant transformation.”

-Gaynelle Wethers, Former Board President

A SIGNIFICANT TRANSFORMATION

Our new main campus will serve as a welcoming and vibrant community hub, offering many of Baden's programs and services under one roof:

COMMUNITY YOUTH AND ADULT DEVELOPMENT	DIGITAL ARTS CENTER	EMERGENCY AND FAMILY ASSISTANCE	MATURE ADULT RESOURCE CENTER (SENIOR CENTER)
OFFICE FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES	PEER SERVICES	SUNY ATTAIN LAB	ADMINISTRATION CENTER

Other exciting features will include:

Private, sound-proofed spaces for staff to communicate with clients in crisis, ensuring confidentiality and preserving their dignity.

An enclosed rooftop event space for programmatic and community use.

Handicap accessibility throughout the entire facility, including the gymnasium.

Enhanced senior services by giving them access to the gymnasium, exercise equipment, and a kitchen where hot meals can be prepared and served.

State-of-the-art exercise equipment for client use.

Youth programming in a separate space from adult and senior programming.

Dedicated space for support groups so meetings can take place regularly in a private setting.

Overall aesthetic improvement for the neighborhood and welcoming destination the community looks forward to visiting.



NAMING OPPORTUNITIES

Make **Your Mark** on the Future
Baden Street Settlement

Leave your legacy and make a lasting impact on the Rochester community by supporting Baden Street Settlement's transformative project. Each naming opportunity below includes prominent recognition that honors your generosity and commitment to building a stronger, more vibrant Rochester.

The following spaces are available for donor naming:

Entire Facility \$5,000,000	
Sports & Wellness Center \$2,500,000	Enclosed Rooftop Event Space \$500,000
Rooftop Deck \$300,000	Emergency and Family Assistance Suite \$250,000
Community Youth and Adult Development (CYAD) Suite \$200,000	Mature Adult Resource Center (Senior Center) \$150,000
Digital Arts Center \$100,000	Welcome Area/Lobby \$50,000
Meeting Rooms \$25,000 each	Donor Wall Recognition \$5,000+
	
COMMUNITY KITCHEN	FITNESS CENTER
	
GYMNASIUM	SENIOR CENTER

Be a Believer. Donate Today.



Your contribution is more than just dollars. Your gift translates directly into a **support system** for those in our community who need it most.

Ways to Give:

ONLINE: Scan the QR code on the right or visit badenstreet.org/donate to make a one-time credit card gift or set up recurring monthly payments.



CHECK: Please make your check payable to **Baden Street Settlement of Rochester, Inc.** and mail it to 152 Baden Street, Attn: Development Department, Rochester, NY 14605.

PHONE: To make a credit card donation over the phone, please call 585.325.4910 during normal business hours.

To speak to a member of our team about volunteer opportunities or other ways to support Baden Street, please call 585.325.4910 or email info@badenstreet.org.

**“There will always be problems.
But we have to teach people to
believe in themselves, and we
have to teach people that there
are ways out.”**

- Pamela Jackson-Yelder, Retired Employee & Alum

COMMUNITY-FOCUSED FOR THE NEXT 125 YEARS



BadenStreet.org