



**In 2020, we gave away 13,500 books!**  
That's more books than any other year in REF history!

**Rochester Education Foundation**

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**Our Mission**

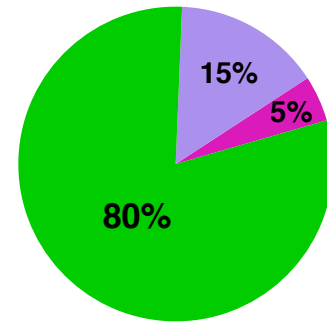
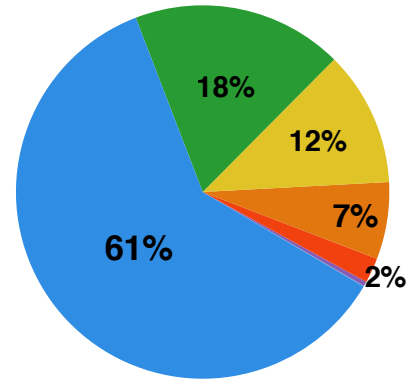
Rochester Education Foundation's mission is to provide programs and resources to improve learning and success for all Rochester city public school students through partnerships with educators, businesses, and the community.

**Revenue and Expense Analysis 2020**

Support and Revenue 2020	
Gifts, Grants, and Contributions	\$281,820
Recognition Event	\$84,833
In-Kind Contributions	\$54,358
Payroll Protection Program	\$30,992
Net investment Returns	\$10,076
Investment Income	\$1,843
Other Income	\$316
<b>Total Support and Revenue</b>	<b>\$464,238</b>

Expenses 2020	
Program expenses	\$292,083
Management and General	\$55,247
Fundraising	\$17,175
<b>Total Expenses</b>	<b>\$364,505</b>



Net assets increase of \$99,733 compared to 2019.

**Making College Access Accessible Online**

Each year, hundreds of students attend our FAFSA Fest workshops where they receive one-on-one assistance completing college financial aid forms. Without having the ability to meet in person, we had to go back to the drawing board in order to provide consistent access to this critical resource.

Thanks to the quick adoption of new technology, we not only could continue to host FAFSA Fest events online (rebranded as FAFSA-Thons for 2020-21), we also were able to offer the opportunity for students and parents to get assistance five days a week from our college access team.

This opened up many new ways for REF to support students and families- we assisted students with their college applications and essays, attended meetings with students with college financial aid officers, and, of course, helped with many, many FAFSAs. Because of the increase in accessibility, students and parents who may not have been able to attend in-person events due to work or childcare responsibilities were able to connect with our services. We also presented some incredible virtual workshops that are now available on our YouTube channel (<http://tiny.cc/rcanchannel>).

We are excited to get back to in-person community and school based events during the 2021-22 school year but we are also looking forward to incorporating more virtual engagement opportunities to make college access as accessible as possible to the students and families we serve.

**Thanks to our generous supporters!**

**Champions of Learning \$20,000 and Up**

ESL Charitable Foundation  
Rochester Area Community Foundation  
L3Harris Foundation

**Standard Bearer \$10,000 to \$19,999**

Daisy Marquis Jones Foundation  
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**A Moment "Frozen" in Time**

In January, we were proud to expand the range of music and arts education activities we support to include the Roc City Players- a performing arts troupe open to students from any school in the City School District.

Many city schools do not have musical theater productions which makes Roc City Players a crucial resource for young performers. In fact, the February 2020 production of *Frozen, Jr.* included students from fourteen different schools!

The group was in the midst of preparing for an April production of *Shrek the Musical* when the Pandemic shut down in person rehearsals. Not to be deterred, the Roc City Players forged ahead and performed via Zoom!

A full copy of our latest financial report is available from the New York Attorney General's Charities Registry online at [www.charitiesnys.com](http://www.charitiesnys.com) or 28 Liberty Street, New York, NY 10005 or (212) 416-8401.



## Thanks to our generous supporters! *continued*

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Karen Bever  
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Amy Slakes  
Joyce Smith  
Laura Smith  
Allison Trawinski

#### **In-Kind Donations \$100+**

#### **FAFSA Fest**

MCC Charitable Foundation  
WROC-TV

#### **Professional Services**

Bottom Line Bookkeeping  
Heveron & Company CPAs  
Jim Kane  
Kleehammer Communications  
Chris Konya

Please accept our apologies if we made a mistake!  
Let us know and we will correct our records



# YEAR IN REVIEW 2020

## Dear Friends,

What are we to remember of 2020? The way the world seemed to come apart or the ways in which we came together to support one another? For Rochester city students and parents, there was much uncharted territory to navigate and unknown challenges to tackle. And while so many of the things that our students come to rely on in the world came to a halt- thanks to your generosity, the support and resources they receive from Rochester Education Foundation continued and evolved.

When our students (and staff) went home in March 2020 we couldn't know what would be coming in the next weeks and months. We did, however, know that our services were going to be more important than ever and would also be more difficult than ever to provide. Our team quickly drafted plans to provide college counseling assistance virtually, deliveries of instruments to students, and ready access to books. We are so thankful for the outpouring of generosity that enabled us to continue and expand the work that we do.

Thank you for coming together with REF to be a consistent source of resources, support, and assistance for Rochester city students and families. We are grateful for all that you have enabled us to do in 2020 and look forward to sharing even more positive stories from 2021 with you next year. We hope we can count on you once again!

*Stuart Hencke*  
Executive Director

*Robert Neale*  
Board Chairperson