How we’ve grown.

2016 Annual Report
MESSAGE FROM OUR CEO, JESSICA C. PIRRO

As we closed out 2016, we paused to reflect on the remarkable growth we’ve experienced over the past year, confirming the vital role Crisis Services plays ensuring the health, safety and well-being of our community 24-hours a day. As I finish my second year serving as CEO for this outstanding organization, I see firsthand the critical role our organization serves as the only 24-hour crisis center for this community.

We are the experts in crisis intervention. We are a critical collaborative partner to all systems in their response to those in crisis, oftentimes with one call providing direction, consultation, education and immediate response. In 2016, we saw this role highlighted with increases across all services, funding and support. The 24-hour Addiction Hotline, that began operations in August, combined our crisis intervention expertise and 24-hour infrastructure to provide an outlet for families impacted and those struggling with addiction. We expanded our partnership with several local colleges to have our experts in domestic and sexual violence co-located on campus for students. Our Crisis Intervention Team (CIT) Training has become a staple in the law enforcement community. Demand for training resulted in a full time dedicated position to help train police and expand our crisis case management services for these CIT trained departments.

In addition to the growth in our staff, we saw increased funding to support our quality services for the third year in a row. We saw the community step forward to invest in our mission with an increase in average donation size to numerous fundraisers held on behalf of our mission.

We participated in the GetSET initiative, evaluating our organizational capacity and ensuring we are well positioned for the changing landscape in behavioral and health care reform. This growth has moved our leadership team and board of directors to plan the vision and the next steps of Crisis Services story, including a move to a new state-of-the-art facility targeted for the Fall of 2017.

This growth has shown the value, need and purpose of our mission and the vital role we currently play and will continue to play for the success of a healthy Buffalo and Erie County. We celebrate our accomplishments highlighted in this annual report and value the momentum and community support that continues to build for our mission.

ALL FEMALE LEADERSHIP

May 2016’s Board Meeting was a history making election for the agency as it resulted in an entirely female executive committee. They joined the already all-female leadership of Crisis Services. “The entire leadership of the organization from the Board of Directors, executive, leadership and administrative teams, to our union stewards, is made up entirely of women,” said Crisis Services CEO, Jessica Pirro.

“We know that women are less likely to hold leadership positions in various business sectors. We are excited to offer opportunities for women to grow within our organization and step in to leadership experiences to help move them and our mission forward.”

The Board of Directors Executive Committee is comprised of:

President
Cynthia Hammer

Vice-President
Donna Perna

Treasurer
Lydia Scott

Secretary
Marijke Kemble
PROGRAM SERVICE MILESTONES

24 HOUR ADDICTION HOTLINE STARTED AUGUST 2016

CRISIS SERVICES' DOMESTIC VIOLENCE/SEXUAL ASSAULT ADVOCATES WERE CO-LOCATED ON 6 COLLEGE CAMPUSES PROVIDING IMMEDIATE SUPPORT AND HELP TO STUDENTS AT BUFFALO STATE COLLEGE, DAEVEN COLLEGE, ECC NORTH, ECC SOUTH, ECC CITY, AND UNIVERSITY AT BUFFALO.

SOLE PROVIDER OF THE CRISIS INTERVENTION TEAM (CIT) TRAINING PROJECT IN ERIE COUNTY. RESULTING IN OVER 223 LAW ENFORCEMENT OFFICIALS TRAINED IN ADVANCED MENTAL HEALTH RESPONSE.

“THE JOURNEY - STORIES OF CRISIS AND HOPE”

JESSICA PIRRO WAS CHOSEN BY VOICEAMERICA TALK RADIO NETWORK TO HOST A WEEKLY LIVE RADIO SHOW THAT BROADCAST FROM MARCH UNTIL AUGUST. LISTENERS TUNED IN GLOBALLY TO HEAR JESSICA, JOINED BY GUESTS, TO DISCUSS AND TAKE ON SUCH TOPICS AS: MENTAL HEALTH, SUICIDE, RAPE & SEXUAL ASSAULT, ADDICTION, AND MANY OTHER ISSUES PEOPLE FACE ON A DAILY BASIS. ALL 26 EPISODES ARE AVAILABLE ONLINE AT CRISIS SERVICES.ORG.

INCREASES IN FUNDRAISED DOLLARS

24% REVENUE GROWTH FROM MEN WHO COOK 2015

47% GROWTH IN AVERAGE GIFT SIZE FROM 2014

50% GROWTH IN APPEAL DONATIONS FROM 2014
87% of the 80,323 hotline calls are answered within **30 SECONDS**.

90% of the 1,159 domestic and sexual violence victims treated at local hospitals received immediate intervention within **45 MINUTES** of contact.

96% of the 1,018 people in urgent mental health crisis are responded to within **60 MINUTES** of contact.

70% of the 2,400 people receiving emergency mental health interventions are stabilized safely in the community saving **$2,800 DAILY PER PERSON** from unnecessary psychiatric hospitalization, equaling an annual savings of over **$4,000,000**.

99% of the 9,626 calls answered after hours for other mental health agencies are provided effective intervention, reducing the need to access emergency services (911 or hospitalization).
GROWTH BY PROJECTS

GETSET

Finished a full year of this team based approach to capacity building in order to strengthen our internal infrastructure while defining our value proposition. We are grateful to The John R. Oishei Foundation for sponsoring Crisis Services to experience this amazing initiative.

BUILDING PLANNING

With growth comes challenges and 2016 highlighted the critical need to find a new home for Crisis Services. Our Board of Directors and Leadership Team worked diligently on marketing the sale of our current facility and searching for the next home of Crisis Services.

MARKETING ASSESSMENT

The brand of Crisis Service was a priority discussion in 2016. We are grateful to Peter C. Cornell Trust, specifically trustee Jock Mitchell, for the support to conduct a marketing assessment and audit to help define and develop the agency’s story and marketing message.

TECHNOLOGY UPDATES

With gracious support by the Peter and Elizabeth C. Tower Foundation, 2016 resulted in upgrading our entire server network system for our 24-hour operation. In addition, we worked towards the data virtualization of our system to eliminate down time to our critical operations.

DATABASE DEVELOPMENT

Thanks to the support of NY State, we were able to plan out the development and implementation of a new client information management system for all departments. This will provide a more effective and efficient database structure tailored to crisis response services.
REVENUE

LIST OF MAJOR FUNDERS:
- Erie County Department of Mental Health
- NYS Office for the Prevention of Domestic Violence
- Erie County Department of Social Services
- Health Research Inc./New York State
- Chautauqua County Department of Mental Health

- Grant Income 30%
- Outside Services Income 17%
- In-Kind Salaries 2%
- Police Mental Health Project < 1%
- Misc. Support < 1%
- Erie County Dept. Of Mental Health Income 45%
- Fundraising Income 3%
- Contributions 1%
EXPENSES

Personnel Services 63%
Fringe Benefits 14%
Salaries In Kind 3%
Other Than Personnel Services 20%

* Administrative Costs account for less than 10% of total expenses.
Dr. Cristine Adams  
*Buffalo General Hospital*

Scott Atwater  
*Retired*

Sarah Augustynek  
*UB School of Dental Medicine*

Genevieve Buscaglia Coleman  
*Talent Management*

Cynthia Hammer, President  
*Premier Consulting Associates*

Carolyn Huffman  
*M&T Bank*

Marijke Kemble, Secretary  
*Inside Sales Team*

Donald Ko  
*Ingram Micro*

Charles Koller  
*Accounting Group of WNY*

Brian LaPrade  
*Greatbatch Medical*

Sharon Linstedt  
*City of Buffalo*

Jenna Luehrsen  
*Leadership Buffalo*

Erin Moss  
*D’Youville College*

Bruce Pace, PhD  
*Pace Associates*

Prabha Narayanan  
*M&T Bank*

Donna Nocera Perna, Vice President  
*Transit Lanes Inc.*

Douglas Schwallie  
*AAA of Western & Central NY*

Lydia Scott, Treasurer  
*M&T Bank*

Jessica C. Pirro, LMSW  
*Chief Executive Officer*

Barbara Gasiewicz  
*Chief Financial Officer*

Tracie Bussi, LMSW  
*Director, Emergency Mental Health Response Services*

Rachel Morrison, LMHC-P  
*Director, 24 Hour Crisis Counseling Program*

Robyn Wiktorski-Reynolds, LMSW  
*Director, Advocate Program*

**Crisis Services**  
*Your safety net since 1968*

2969 Main Street, Buffalo, NY 14214  
[www.crisisservices.org](http://www.crisisservices.org)