

highlights

News & Insights for
Friends of Hillside

WINTER 2019

Issue 10

Meet Hillside's New CEO

Maria Cristalli, a 27-year veteran of Hillside Family of Agencies, was named President & Chief Executive Officer in December.



Q. What are Hillside's priorities in the next five years?

Maria Cristalli: As the needs of our youth and families change, our ability to help them must evolve. So one of our top priorities will be investing in our workforce, so our people have the resources and support to be successful in their work. Technology is playing an increasingly important role in service delivery—there are so many technological advances that can aid in our efforts, and we want to make sure Hillside's programs apply the most effective tools.

We must continue to deliver solutions that create measurable change in the lives of youth and families. Hillside is committed to researching the effectiveness of programs, applying best practices and making improvements to services so youth and families can achieve their full potential. This approach helps the people who depend on us, and reinforces that the public and private support Hillside receives is being used wisely.

How has your past experience prepared you for this new role?

I have had leadership roles in both Hillside's operational and administrative areas. Those experiences provided me with different perspectives that are important for Hillside's President and CEO. I started at Hillside in the Quality department with responsibility for data management and reporting for the organization. I've always been committed to the importance of our services being informed by research and metrics. However, I think anyone working at Hillside can benefit from having direct experience with youth and families, and translating that experience into their everyday work.

How are donors critical to Hillside's mission?

Our donors understand that Hillside's work is built on partnerships, and that everything we do benefits not just individuals but entire communities. We know public funding only

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INSIDE

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Becoming the Person I Am: One Woman's Journey

By Keonna Brown



I began participating in the Hillside Work-Scholarship Connection program in 9th grade. At that time I was living in an environment where teen motherhood or joining a gang was not uncommon. I knew I wanted to take a different path. HW-SC provided me with a Youth Advocate who

helped me navigate through the challenges of being a teenager. When I had issues at home, she would talk with my mom and me and mediate.

In 2005, I graduated from high school and went on to college. I received Associate's and Bachelor's degrees, and now I am working towards a Master's in Social Work at

Roberts Wesleyan College. Hillside pays 25 percent of my tuition, thanks to a scholarship from Hillside's Richard & Virginia Eisenhart Staff Scholarship Fund.

My goal of reaching my own potential has included paying it forward to others in need, which is why I have served as a HW-SC Youth Advocate for the last seven years. At the Rochester International Academy I help refugees and international students acclimate to this country. I also help students navigate through high school and cope with difficult family situations. I have found this to be a rewarding experience that has informed my own learning as a graduate student.

I am grateful to Hillside for its positive impact on my life. Now I can influence others by giving them the tools that I have gained along my journey.

Meet Hillside's New CEO

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goes so far. Without public/private funding partnerships, some extraordinary programs couldn't be sustained. Philanthropy is incredibly important—especially for programs that are preventative in nature. Those programs can be the key to stronger, healthier futures for children.

With 27 years of experience at Hillside, what does this organization mean to you?

I am so grateful to be leading this team. It's almost unimaginable how many lives have been changed because of Hillside. We have embraced change over time to reinvent ourselves so Hillside can be relevant for the contemporary needs of youth and families. We form connections in our communities, seek out opportunities to help, and create a meaningful impact. It's wonderful to be part of that.

Learn more about Maria Cristalli at hillside.com.

Harvesting Hope

Just before Thanksgiving, Hillside Work-Scholarship Connection (HW-SC) students, families and staff enjoyed the annual Family Harvest Dinner, a Syracuse HW-SC tradition.

Approximately 250 meals were served to students and families, followed by a tour of the Phoenix Center, a onetime Syracuse school that is the program's local headquarters. Families connected with staff and leadership and discussed their students' progress.



Students Aziana and Raphael serve dessert at the Family Harvest Dinner.

IRA Gifts Make a Big Impact for Hillside Youth

Are you, or is someone you know, 70½ or older and required to take a minimum distribution from your Individual Retirement Account (IRA)? As tax time approaches, remember that a direct contribution from your IRA to a qualified charitable organization like Hillside (up to \$100,000) can reduce your adjusted gross income and your tax liability.

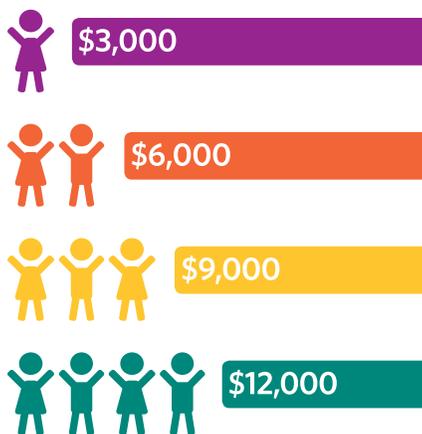
These gifts can bring enormous benefits for Hillside youth. For example, an IRA direct contribution can become a Champion-level donation in support of Hillside Work-Scholarship Connection (HW-SC), a nationally recognized program that helps students in your community stay in school and earn their high school diplomas.

Cindy and Mark Friga

became HW-SC Champions when the couple decided to make a donation via Mark's IRA: Their direct contribution ensures that three students can participate in the program for an entire year. "Mark and I firmly believe that the future of our city rests with the young people who live here," Cindy said. "That's why we decided to support Hillside Work-Scholarship Connection with our contribution."

To qualify, your charitable contribution must go directly from your IRA to Hillside. Let your tax preparer or financial advisor know you would like to take advantage of this benefit. For more information about IRA contributions or HW-SC Champion-level giving, contact Christie Raymo at craymo@hillside.com or (585) 256-7513.

Become a Hillside Work-Scholarship CHAMPION



Your LEADERSHIP-LEVEL SUPPORT Connects More Students to HW-SC



Your Small Acts of Kindness Add Up

Hillside Helpers is the name given to individuals in our community who host fundraisers to benefit Hillside's mission. Examples could include special themed days at your place of work, a bake sale or car wash, a special concert ... you're limited only by your imagination.

Recent fundraisers included a **Class Christmas Craft Project** hosted by KinderCare in Victor: Teacher Brittany Pease and her class made contributions that were matched by Erin Kelley, the parent of one KinderCare youth. And the employees at the Fairport offices of ConServe came together to hold a **Jeans Day** event to benefit our programs. Many thanks to these Hillside Helpers!

Download a Community Fundraising Toolkit that will help you get started in hosting your own fundraiser to benefit Hillside Family of Agencies. Visit hillsidehelpers.everydayhero.do



Family of Agencies

1183 Monroe Avenue
Rochester, NY 14620

*You're making
a difference!*

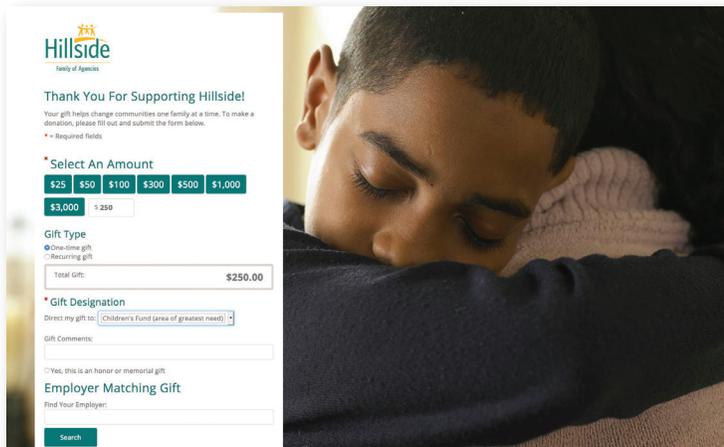
Hillside Children's Fund

The powerful impact of unrestricted giving

The Hillside Children's Fund is a way for donors to give to the area of greatest need. Donations to the Fund are unrestricted, so Hillside can positively impact youth and families as immediate needs arise.

Giving Just Got Easier

Check out Hillside's new donation page at hillside.com.



Save the Dates

"The Tempest"

A Reinvesting in Youth / Shakespeare from the Streets production
Friday, April 12, Time TBD
Joseph C. Wilson Foundation Academy
200 Genesee St., Rochester, NY 14611

Taste of Success Celebrity Chef Challenge

Tuesday, May 21
5:30pm-8pm
SRC Arena & Events Center
Onondaga Community College
4585 W. Seneca Turnpike, Syracuse, NY 13215

Believe in Kids Golf Classic

Monday, June 17
12:30pm Shotgun Start
Monroe Golf Club
155 Golf Ave., Pittsford, NY 14534

For more details about these and other upcoming events, visit hillside.com/connect/get-involved/events.