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Rochester, NY 14620
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Rochester, NY 14620
585-546-3524

The Veteran Advocate

News and Information from the Nation's oldest community based non-profit organization serving veterans and their families



Executive Message:

Happy New Year from all of us at Veterans Outreach Center! We are excited about the many changes we have made over the last few months which will result in an enhanced experience for our veteran families. From the new client intake and resource centers to our completed 2019-2022 Strategic

Plan, we have been working hard to make sure that all we do is reflective of the needs of those we serve.

At VOC, we help veterans of all eras, across all branches of service and we stand ready to assist current troops returning to the home front.

We are a safe haven for them – a place where friends wait with open arms and welcome hearts to provide assistance to the incredible men and women who have served our country. **Please accept my invitation to come and visit our offices to learn more about how Veterans Outreach Center serves over 1,200 men, women and veteran families each year.**

May 2019 bring you joy and prosperity!

Laura A. Stradley

Laura Stradley
Executive Director
U.S. Army Veteran

One Man's Legacy

With 2018 drawing to a close and the New Year upon him, John G. took some time to reflect on his legacy. This 94 year old WWII veteran looks back upon his service with tremendous pride. John had realized he was missing several of his medals and awards, things he'd hoped to leave to his grandson. He turned to Veterans Outreach Center for help. Once John arrived at VOC and shared his situation, the staff took immediate action. Finding a replacement M-1 Medal from 1941 took some work, but the efforts paid off. John now feels he is able to complete his story of honorable service in the U.S. Army Air Corps.



Each year, hundreds of veterans count on VOC for help. No matter how large or small the need may be, our dedicated staff members become a champion for their cause. Visit vococ.org to learn more about our services, and when it comes time to contemplate your own Legacy, consider a planned gift in support of those who served U.S.

To learn more about planned giving, please contact Joan Brandenburg, Director of Advancement at 585-295-7821 or email Joan.Brandenburg@vococ.org

Welcome Friends!

If you haven't visited VOC in a while, we encourage you to come on down. We have re-mapped our agency to offer an enhanced client experience as well as provide a dedicated workspace for clients seeking employment, training, or housing. Our new Resource Center is tooled with high-speed computers, quiet work spaces, friendly staff, and selfless volunteers, all dedicated to support the success of our veterans. We also have a brand new Client Service Center which facilitates our initial client experience, offering a warm, inviting, and home-like setting. Invite your veteran friends and families to VOC to meet our friendly staff and take a look at all we have to offer.



Whether you are a veteran or a veteran family member, know that we will RISE to the call of service with:

Respect * Integrity * Service * Excellence

New Year, New Look, New Website and New Merchandise



For much of 2018, Stars and Stripes, The Flag Store has been working with a leadership team from Wegmans to enhance the overall customer experience. The Flag Store now has a fresh and updated look both in-store and with its online presence. Stars and Stripes has also been working hard to create exclusively designed merchandise which is created and printed locally. New merchandise is arriving almost daily! Stop by Stars and Stripes, The Flag Store today or visit www.eflagstore.com to see what's new.

The Kindness of Others

It is with the sincere gratitude that we recognize Tim Fournier, CEO of Conifer Realty, LLC for his exceptional advocacy and leadership as Chair of the 2018 Stars and Stripes Gala event committee. Tim worked hard to assure that our signature event was the stellar success that it was, raising over \$220,000 in support of VOC and over 1,000 veterans and their families who come to us seeking help. New investors in our mission through event sponsorship are always welcomed. Please contact Matt McGee, Matthew.McGee@vocroc.org or call 585-295-7810 for more information.

Tim's work on behalf of those who have served our country continues with the successful plan to build affordable housing for veterans. A ground breaking ceremony for VOC Liberty Landing (corner of Scio and Delevan St.) is set for **March 29, 2019**. This will be a first for Monroe County. There are no other housing complex units in our area that are specifically dedicated to housing veterans. For full details on this important effort to help those who need it most, visit vocroc.org



Calling All Veterans- Stand Down!

Tuesday, February 26, 2019- 9:00 AM to 2:00 PM

Harro East Theatre & Ballroom 155 N. Chestnut Street, Rochester

The Veterans Stand Down 2019 is billed as a community-wide event to provide assistance to all veterans in need. No Cost, on-site services offered will include: Veterans benefits, housing, social security information, VA eligibility assessments, services for seniors, peer mentoring, education counseling, legal assistance and more! Breakfast and lunch will be provided, bring your DD-214 or VA ID, if available. Come see what VOC can do for you! For more information, call (585) 546-1081.



We are grateful to present Unither Pharmaceuticals as our participating sponsor for the 2019 Stand Down. Unither is continuously seeking highly motivated individuals, including veterans, to add to their team of professionals. Visit their website at www.unither-pharma.com/ for employment opportunities.

We are grateful to the many community organizations and individuals who plan community events such as picnics, bowling parties, spaghetti suppers, family gatherings and so much more which benefit VOC and those we serve. Please like and follow us on Facebook at [@vocroc1973](https://www.facebook.com/vocroc1973) to learn more about VOC's upcoming Special Events as well as events around the Rochester area. Learn how you can help support our veterans at your event by emailing Lindsay Chambers at Lindsay.Chambers@vocroc.org or by calling 585-295-7804



The United Way Campaign is just around the corner. When the time comes to fill out your donor form, consider directing your campaign commitment to support veterans in your community with our United Way donor designation ID # 1119. We can send a United message to all our veterans and their families that all of Rochester cares.

Does your company have a matching gift policy? Check with your HR or payroll office or for assistance, contact our staff member Kevin Gross at Kevin.Gross@vocroc.org or call 585-295-7833.



Make A Historical Investment

In honor of the 100th anniversary of Veterans Day, VOC is kicking off 2019 with a challenge to pledge 100 for 100 years. **A gift of 100 (dollars, quarters, dimes, nickels, even pennies)** could provide meals for a veteran and family, bus passes to work, warm clothes, shelter on a cold winter night and so much more. Your gift, no matter the amount, means so much to the veterans in our community.

Veterans Day originated as "Armistice Day" on Nov. 11, 1919, the first anniversary of the end of World War I. Veterans Day pays tribute to all American veterans—both past and present—but especially gives thanks to living veterans who served their country during war or peacetime.

We are grateful for your partnership as we work to serve those who serve U.S. Visit vocroc.org/100for100 today!



Hearts for Heroes



Starting February 1st through February 18th, you are invited to visit one of five participating Dunkin' Donuts- listed below- , donate one-dollar to benefit local veterans served at the VOC, write a message to your favorite hero (to be placed on display at the store) and walk away with a free donut! Listen to iHeart radio stations for details and be sure to let your hero know they are recognized through your support of the men and women who have served U.S. For more information, visit us at vocroc.org or contact Matthew.McGee@vocroc.org, 585-295-7804

Flag Day:

Veterans Outreach Center's annual Flag Day campaign celebrates the Red, White, and Blue as the symbol of our country. Held each year on the weekend nearest Flag Day and on Flag Day (June 14th), we commemorate the Congressional adoption of the Stars and Stripes as the United States' official flag on June 14, 1777.



To share the pride of Old Glory, volunteers distribute over 30,000 flags and information on VOC's services. They also accept donations to support the programs and services that VOC provides to veterans, active service members, and their families.

The flags will be distributed Thursday, June 14, 15, & 16 at various locations around the community. (A

listing of locations will be posted closer to the event). Please visit VOC's website at vocroc.org for the all of the latest Flag Day details. To volunteer or have your company be a designated Flag Day distribution site, contact Lindsay Chambers at Lindsay.Chambers@vocroc.org or call 585-295-7804

DUNKIN'

Participating Dunkin' locations:

3580 Mt. Read Blvd - Rochester
1691 East Ave - Rochester
834 Longpond Rd - Greece
3885 Lake Ave - Rochester
3249 Union St - North Chili

Mark your calendars for



FLAG DAY
June 13-16, 2019

GOLF TOURNAMENT
July 22, 2019



POUND THE GROUND
August 14, 2019



A STARS & STRIPES
CELEBRATION GALA
November 8, 2019

A STARS & STRIPES
Celebration

Our Mission

Our mission is to serve veterans with compassion and advocate for all who have worn our nation's uniform so they can **RISE** and live life to the fullest.

Our Values

Respect: We treat everyone with dignity and compassion, and we show appreciation for strengths as well as vulnerabilities.

Integrity: We are trust-worthy, honorable and professional. Taking ownership of our actions and communication is a top priority; we do this by conveying honesty and respect through tone, verbal and non-verbal interactions. We demonstrate fiscal responsibility with all resources.

Service: We believe that service is part of the American fabric, and recognize the great sacrifices that are made by all who have worn our nation's uniform. We are committed to serving our veterans and their families with passion and deep appreciation for their service.

Excellence: We are hard-working, innovative and creative; we strive for continuous improvement. Our goal is to consistently grow the quality and scope of our services, in order to better meet the needs of our veterans and their families.