2012 Report to the Community

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We will remember our responsibility to ensure that the Farash gift improves the community without diminishing its capacity for self-reliance.

As we look back at the 2012 year, we would like to believe Max and Marian Farash would have been very pleased.

It was the Foundation’s first year of significant grant making in five categories of particular importance. In addition to the traditional call for proposals in those areas, the trustees were proud to endorse two new initiatives of note: the Farash Prize for Social Entrepreneurship and the First in Family Scholarship Program.

In response to the requests for proposals we saw many wonderful ideas. We approved the best of them to the extent that our funding would allow, taking to heart the Foundation mission: to transform the lives of individuals and the work of organizations.

The Foundation will always try to remain true to Max and Marian Farash’s wishes. And, following in Max’s own entrepreneurial spirit, the trustees, along with our wonderful staff, will continue to explore even better ways to implement those directives in the future—an apt and continuing process of transformation. Importantly, we will remember our responsibility to ensure that the Farash gift improves the community without diminishing its capacity for self-reliance.

Our Monroe and Ontario communities boast an impressive array of nonprofit organizations doing vital work. On behalf of our entire board, let me say that we are proud to support them in their commitment to the betterment of all of our residents.

–Nathan J. Robfogel, Board Chair
The 2011 year saw a tremendous amount of groundwork for the Farash Foundation, and, by the start of 2012, the stage had been set for the Foundation to begin its work: fulfilling the wishes of Max and Marian Farash.

The assets from their estate were largely transferred to the Foundation in 2011 and thus put us in a position, at the start of 2012, to substantially increase our annual grant making within the communities of Monroe and Ontario counties.

As important, by 2012 the trustees and staff had done the exacting work of mapping out five categories for grant making—education, entrepreneurship, Jewish life, arts and culture, and human services—following an extensive “listening tour” of nonprofit, business, community and governmental leaders in our local communities.

Max, of course, was no stranger to the complexities of launching a new enterprise. And that was our big challenge: to establish and use a rigorous, sound process as we started offering and approving grants for local nonprofits. Given the needs at hand, the choices were difficult.

The resourcefulness within our community is truly astounding and inspiring. In this report we highlight a few of these many outstanding efforts and include a full list of the Foundation’s 2012 grantees. All of them are striving, in a multitude of ways, to improve the lives of our citizens.

Today and in the future, the trustees and staff will continue to talk with the residents and community leaders to identify the most pressing needs and the organizations best able to confront them. The Foundation intends to make its grant making as powerfully transformative as it can be, in honor of its founders and in accordance with its mission.

–Holli Budd, Executive Director

FROM THE EXECUTIVE DIRECTOR

By the start of 2012, the stage had been set for the Foundation to begin its work: fulfilling the wishes of Max and Marian Farash.
In 2012, we ourselves received a wonderful gift: embodied in the many grant applications was an affirmation of how creative and diverse our local nonprofit activities really are.

We saw organizations that are focusing on the needs of returning veterans. Synagogues that are embracing their most challenged members, and community groups that are preparing their clients for the workforce. And in Israel, partnerships that are working in impoverished neighborhoods to teach residents self-sufficiency.

Entrepreneurs have been working out new ways to serve the hungry, and performers are bringing teenagers into the world of the arts. Local start-up firms are receiving critical assistance during their early years.

As the charts on these pages indicate, the Foundation made gifts totaling $8,421,590, distributed to 152 nonprofit organizations in Monroe and Ontario counties. In addition, the Foundation began to explore grant making priorities for Israel and made several initial investments there. The process for approving grant requests involved rigorous reviews by staff, by the trustees’ Grants Committee, and, in many cases, by outside experts who helped to round out the expertise of our board members.

The entire Foundation staff has done its best to make the grant process as smooth and transparent as possible for applicants. We will continue to improve that process as time goes on.

–Isobel Goldman, Director of Grants and Programs

Embodied in the many grant applications was an affirmation of how creative and diverse our local nonprofit activities really are.
Total dollars distributed through traditional grantmaking and as unsolicited gifts made at the discretion of the Foundation: $8,421,590
Education

Objective: “Getting to 21”—to facilitate improvement of outcomes for youth from birth through age 21 in ways that will lead to success and enhanced opportunities later in life. The Foundation issued RFPs in three areas—school readiness, career preparation, and out-of-school programs—and also launched the First in Family Scholarship Program.

2012 totals

- School Readiness Programs: $435,000
- Career Preparation: $242,000
- Out of School Programs: $174,272
- First in Family Scholarships: 9 grants, $174,272

EDUCATION GRANTS AWARDED TO:

- Action for a Better Community, Inc.
- Quality Learning Environments Initiative
- Boys & Girls Club of Geneva
- Project Learn
- Boys & Girls Club of Rochester
- Accelerated Reading Program
- The Community Place
- Literacy for Life
- Danilo School of Visual & Performing Arts
- Boyz Kidz Camp, & Beyond, Raw
- Foodlink
- Foodlink Backpack Program
- Harley School
- Greater Rochester Summer Learning Association (GRSLA) - summerLEAP
- Herriot and William Smith Colleges
- The March: Bearing Witness to Hope
- Rochester School of Music & Dance
- Rochester Museum
- Hope Hall
- Career Development/Occupational Studies (CDOS)
- Junior Achievement
- Virtual Finance Park
- LASS
- Ladies Attaining Self Sufficiency
- Legal Aid Society
- Legal Service to Under Privileged
- Lollipop Farm
- Parent Education Program
- Mary Carroll Children’s Center
- iPad Technology to Help Children with Special Needs
- National Center for Missing & Exploited Children
- Peer Training and Mentoring
- Nazareth College
- The March: Bearing Witness to Hope
- Notre Dame Learning Center
- One on One Tutoring Program
- Ontario ABC
- After School for Youth with Autism
- Ontario Children’s Foundation
- Education Loans
- Partners in Community Development
- Building Bridges Pre-K Program
- RocCity Scholars Program
- RocCity Scholars
- Rochester Area Community Foundation
- Quad A After-School Programs
- Rochester General Hospital Learning/Research Computer Lab
- Rochester General Hospital
- Healthcare Exploration Field Trip
- Rochester Hearing & Speech Center
- RMSC’s Summer Speech Outreach
- Rochester Philharmonic Orchestra
- RPO Education Concerts
- School of the Holy Childhood
- Supported Employment Program
- Seneca Park Zoo Society
- Sex Programming
- Southeast Area Neighborhood Association
- Green Grow “Learning to Earn”
- Third Presbyterian Church
- Math Matters
- Unity Health Systems Foundation
- The Adolescent Community Resistance
- University of Rochester
- The College Prep Center at Franklin
- Urban Choice Charter School
- STEM Saturdays
- West Irondequoit Foundation
- Innovation and Interventions Initiative
- Watson Commonence Park
- Camp Ventures
- Young Audiences of Rochester
- GREAT Rochester
- YWCA of Rochester and Monroe County
- College Readiness for Young Mothers

How can we offer better preparation for our young people based on their interests and abilities, on their prospects for adulthood? Schools and other nonprofit organizations in our communities together form a multi-pronged approach to diverse populations with varied needs. Support of all aspects of education is a bedrock principle for the Foundation. In 2012, 38 grants went to 37 organizations.
SNAPSHOTS: AWARDS IN EDUCATION

summerLEAP

“How I Spent My Summer”—the age-old recitation by students as they usher in a new school year—can actually tell you a lot about the long-term success a student may ultimately enjoy during his or her school career.

High-caliber summer learning opportunities can have a tremendous impact on urban students’ success, as measured by high school completion, post-secondary education, and work force preparedness. This is a critical issue for Rochester, where close to 50 percent of the children in the Rochester City School District do not graduate from high school on time and fewer than 6 percent are deemed ready to go on to higher education.

Greater Rochester Summer Learning Association is a consortium of six educational institutions providing summer learning and enrichment programs to low-income students. The participating programs are Horizons at Harley, Horizons at the University of Rochester’s Warner School of Education, Horizons at Nazareth College, Horizons at Monroe Community College, EnCompass 3D at Norman Howard School, Soaring Stars at SUNY Geneseo, and the Rochester Young Scholars Academy at SUNY Geneseo that exclusively serves Rochester City School District students. The programs are collectively called summerLEAP (Learning and Enrichment to Achieve Potential).

Building on the well-established Horizons Summer Enrichment Program at the Harley School, these summerLEAP programs balance academics, physical activity, and enrichment to prevent summer learning loss, build academic confidence, and encourage a life-long interest in learning.

Holy Childhood

For children with intellectual and developmental disabilities, there can be no more important goal than to get ready for independence and self-sufficiency in adulthood.

Holy Childhood offers a Supported Employment Program to prepare young individuals with disabilities to live and work in their local communities. A rehabilitation specialist helps students to find jobs outside of regular school hours, with individualized instruction about their jobs and plans to insure that they are able to use the transportation to get to the job site, and be competitively employed into adulthood.

Holy Childhood’s school program offers comprehensive educational and therapeutic services to children ages 5 to 21 from 39 school districts in Monroe and outlying counties. According to school staff, research shows that the earlier individuals are engaged and taught to be successful in the community the more independent they will be once they reach adulthood. The Supported Employment Program targets students ages 18 through 21.

It is vital for individuals with intellectual and developmental disabilities to be presented with opportunities to realize their maximum potential,” says Donna Dedee, Holy Childhood’s president and CEO. “That means the chance to be as independent as possible, and for all of us, a job is a critical first step; this program is an important first step on that life journey.”

Holy Childhood

RocMusic

Rochester is a city known for its rich history of music performance and education. RocMusic has now joined in that cultural tradition by offering tuition-free music and string instruction to city children in their own neighborhoods.

This is a collaboration of the Hochstein School of Music & Dance, Eastman School of Music, Eastman Community Music School, Rochester City School District, City of Rochester, and Rochester Philharmonic Orchestra.

The program started out at the school district’s Dr. Freddie Thomas Learning Center, later moving to the David F. Gantt Community Center. It found an eager audience: nearly 200 applications for 40 spaces. Three teachers, aided by Eastman School student volunteers, provided instruction in music literacy, appreciation, and instrument performance. The program operates after school and in the summer.

Program leaders reported that RocMusic students learned and achieved more than initially anticipated. Their skills included reading and writing music notation; the ability to compose and improvise; correctly using musical terms; and playing or singing in small ensembles and performing solos for the other students.

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“Through its sustained and intense program of music education, RocMusic is developing focus, confidence, and skills in its students that will transform their lives,” said Margaret Quackenbush, Hochstein’s president and executive director.
First In Family Scholarships

In the fall of 2012, nine Farash Scholars—each the first in his or her family to attend college—enrolled at institutions of higher education in Monroe and Ontario counties. And each, through the Foundation’s new scholarship program, could count on graduating debt-free as he or she went through the college years.

The Foundation committed up to $3.5 million to fund the scholarship program for students in the next three entering classes at Finger Lakes Community College, Hobart and William Smith Colleges, Monroe Community College, Nazareth College, Roberts Wesleyan College, Rochester Institute of Technology, St. John Fisher College, SUNY College at Brockport, and University of Rochester.

“We at the Farash Foundation are heartened by the prospect of helping local students to be the first in their families to gain a college education without enduring the burden of a financial obligation likely to last for decades,” said Thomas H. Jackson, Foundation trustee, when the program was announced. “We know this will give these scholars brighter, more productive futures—perhaps far beyond their families’ dreams.”

“The scholarship program promises to remove the financial barriers that prevent so many first generation college students from considering college or attending the college of their choice,” said Anne Kress, Monroe Community College president. “This investment in our community’s students is certain to bring huge returns for our region and assure a better future for the students and their families.”

The First in Family Scholarship Program recognizes the strong belief of Max and Marian Farash about how significantly an education will change an individual’s life. Indeed, during their own lifetimes the Farashes quietly offered scholarships to deserving students.

“First in Family Scholarships awarded to students at:
Finger Lakes Community College
Hobart and William Smith Colleges
Monroe Community College
Nazareth College
Roberts Wesleyan College
Rochester Institute of Technology
St. John Fisher College
SUNY College at Brockport
University of Rochester

FIRST IN FAMILY
9 grants
$174,272

In the program’s first year, Farash Scholars had opportunities to attend special events with the Foundation and with their own institutions’ presidents. Clockwise from top left:
• Scholars meeting with Hobart and William Smith Colleges President Mark Gearan, left, and noted author James Carroll, center;
• Dr. Rick Hodges, medical director of Ethiopia for the American Jewish Joint Distribution Committee, left, and Foundation Trustee Kenneth D. Bell, center;
• University of Rochester President Joel Seligman, and
• St. John Fisher College President Donald Bain.
The enhancement of Jewish life—in Monroe and Ontario counties here in New York State, as well as in Israel—is a mainstay of Foundation grant activities. In accordance with the wishes of Max and Marian Farash, half of the Foundation’s grants annually go to Jewish initiatives. In 2012, 35 grants were made to 24 organizations.

JEWISH LIFE GRANTS AWARDED TO:

- Chabad Lubavitch
- Jewish Holiday Outreach
- Chabad Lubavitch
- Camp Gan Israel
- Chabad Lubavitch
- Friendship Circle/Women’s Circle/Youth Programming
- Congregation Beth Hamedrash - Beth Israel
- Outreach for Seniors and Disabled
- Congregation Beth Sholom
- The Bay Educational Program for Teens
- Friends of Mount Hope Cemetery
- Jewish Rest Preservation
- Hillard Community Day School
- Scholarship Support
- Hobart and William Smith Colleges
- Alder Center for Jewish Life
- Jewish Community Center
- Tech Age Computer Learning
- Jewish Community Center
- Comprehensive support to enhance Jewish Cultural Arts
- Jewish Community Center
- Family Resource Center
- Jewish Community Center
- Tiferet Program Director
- Jewish Family Service
- Rustic Village NORC
- Jewish Family Service
- Adoption Place
- Jewish Family Service
- Kids Club
- Jewish Federation
- Interfaith Day of Learning

- Jewish Federation
- PJ Library
- Light of Israel
- Yeshurun Jewish Rochester Outreach Center
- National Council of Jewish Women
- Canandaigua College
- Orsa Academy
- Student Scholarships
- Rochester Institute of Technology
- Enhancing the Culture for Jewish Life at RIT
- Talmudical Institute of Upstate New York
- Programming for Jewish Teens
- Titu/Nevves HaTorah Scholarship Support
- Temple Beth David
- Shabbat Shuttle
- Temple Beth El
- Camp Ramah Incentive Program
- Temple Beth El
- Addie B. Rich Holocaust for Individuals with Developmental Disabilities
- Temple Beth-El (Genesee)
- Outreach in Ontario County
- Temple B’nai Keshiah
- Creating an Inclusive School
- Temple Emmanu-El
- Jewish Students in Action
- Temple Sinai
- Opening the Tent
- University of Rochester
- University of Rochester Hillel

ISRAEL/INTERNATIONAL GRANTS AWARDED TO:

- American Jewish Joint Distribution Committee
- Better Together in Kiryat Gat and Beersheva
- American Jewish Joint Distribution Committee
- Surgeries for Ethiopian Children
- Friends of Israel Disabled Veterans
- Academic Scholarships
- Harold Grinspoon Foundation
- Shifra Pajama

2012 totals

$737,000 Opening Doors

$425,000 Israel/International

$128,000 Include Our Seniors

$285,000 Innovative Approaches in Jewish Education

$45,000 Interfaith Dialogue

$1,195,000 Jewish Life

31 grants

4 grants

Jewish Life

Objective: To enhance a vibrant, inclusive Jewish community in Monroe and Ontario counties in New York State, by increasing participation in Jewish life and supporting partnerships in Israel. RFPs were issued for projects in Innovative Approaches in Jewish Education; Opening Doors to Jewish Life; Inventive Thinking in Interfaith Dialogue; and including Our Seniors.
SNAPSHOTS: AWARDS IN JEWISH LIFE

B’nai Mitzvah

For the first time in their histories, Temple Beth El and Temple B’rith Kodesh held a B’nai Mitzvah ceremony for disabled adults, who may have missed their Bat Mitzvahs or Bar Mitzvahs at the traditional age but were now more formally “welcomed” into the Jewish community.

The ceremony, an emotion-filled event for participants and their families, was held in conjunction with Jewish Disability Awareness Month. The individuals who participated had attended a weekly course and inclusion program on Jewish living. From the altar, some read from the Torah and others read blessings in Hebrew.

“‘They never had the ceremony in their youth,’” Elliot Fix, who helped coordinate the event, told the local newspaper. “‘It means they are accepted as full adult members of the community. They’re valued and respected members of the Jewish community.’”

PJ Library

There are more and more young readers in Rochester, whose monthly, free books help to engage them at an early age with their religion and culture.

PJ Library, offered by the Jewish Federation in cooperation with the Jewish Community Center and the Harold Greenspoon Foundation, provides a high-quality, age appropriate Jewish book or CD to participants (six months to eight years old) each month. In 2012, there were 600 subscriptions to PJ Library in Rochester. In addition, Shalom PJ Baby welcomes new babies into the Rochester Jewish community by providing a specially prepared gift basket.

PJ Library includes programs throughout the year, such as a Tot Shabbat and Tu B’Shevat seder, Purim Palooza, Passover workshop, Yom Ha’atzmaut celebration, Shavuot workshop, Tikun Olam day at Camp Seneca Lake, Jewish Film Festival collaboration, and Hanukkah Giveaway.

“I have been fortunate enough to witness stronger Jewish engagement in our Rochester community by PJ Library subscribers who enjoy a bedtime story with their children and who then support programs—both in Jewish and in public spaces—to reinforce their commitment to the values and traditions of our Jewish heritage,” says Jacqui Lipschitz, PJ Library and Family Education Coordinator.

Rustic Village NORC

By providing the right social and health care support, a NORC—a “naturally occurring retirement community”—can allow seniors to remain in their homes for a longer period of time, in less isolation, and in better health. In 2012, the Jewish Family Service (JFS) began to establish a NORC in Rustic Village in Henrietta, NY to increase the participation of senior residents in all aspects of Jewish and community life.

JFS began the process by identifying the seniors living in the apartment complex, inviting them to events to get to know each other and to meet JFS staff. Some residents began receiving individualized assistance from a NORC social worker, and programs are being set up to establish a NORC Resident Advisory Board and to bring health-related educational programs to all Rustic Village residents. The existence of the NORC will be advertised to others in the Jewish community who are considering moving to new quarters.

“‘They never had the ceremony in their youth,’” Elliot Fix, who helped coordinate the event, told the local newspaper. “‘It means they are accepted as full adult members of the community. They’re valued and respected members of the Jewish community.’”

Camp Gan Izzy

Chabad Lubavitch of Rochester’s Gan Israel Day Camp (affectionately known as Gan Izzy) provides children with a six-week Jewish summer experience designed to give them a sense of pride in their Jewish heritage and a love of Israel. Most of the 100 children who attend are either on full or partial scholarships.

“‘They never had the ceremony in their youth,’” Elliot Fix, who helped coordinate the event, told the local newspaper. “‘It means they are accepted as full adult members of the community. They’re valued and respected members of the Jewish community.’”

PJ Library sponsors a variety of programs in public spaces, such as Brighton Memorial Library and Camp Seneca Lake, throughout the year.
Sifriyat Pijama
Sifriyat Pijama distributes high-quality books to Israeli children and their families to begin conversations on Jewish values and heritage. The books are distributed through preschool classrooms; the teacher reads the book to the class and often conducts an activity involving the Jewish themes in the book.

After receiving the book in school, the child can take the book home to share with his or her family. By the time they enter first grade, children in the program will have a personal library of 24 Sifriyat Pijama books—and added preparation for the development of reading skills in grade school.

The program, created by the Harold Grinspoon Foundation (and supported by the Farash Foundation), now operates in 150 disadvantaged areas of Israel.

Better Together
The seemingly intractable problems of urban decay perhaps can only be addressed successfully by enlisting everyone involved: a neighborhood’s families, social agencies, and governmental offices.

Better Together is a five-year program by the American Jewish Joint Distribution Committee (JDC) to work together with everyone in the poorest neighborhoods in Israel. Focusing on the needs of children at risk by considering the larger problems of the neighborhoods that they live in, the program starts with a community survey—to ask the residents what they need and, of critical importance, to involve them in the process. The foundation is supporting these important efforts in Kiryat Gat and Beersheba, in the southern part of Israel.

The resulting plans are tailored to the needs of that particular community. In Kiryat Gat’s case, this has included the renovation of two after-school facilities for children 7-12; a new teen club providing afternoon activities; a “warm home” group for girls at extreme risk; a mobile lending library; and events around the Jewish holidays to bring together children and parents to enjoy themselves and build a sense of community.

In the Yud Alef neighborhood of Beersheba, where over half of the children come from immigrant backgrounds (Ethiopian and Kavkazi) and live in homes where Hebrew is not spoken as a first language, project staff are working to identify the most pressing needs of the residents and to help coordinate the local efforts of other governmental and NGO agencies.

“Better Together is critical because it’s more than just a program,” says Dov Ben-Shimon, JDC’s Director of Partnerships. “It’s a platform, on which we can bring together all the different elements of a community—the municipality, the parents, the teachers, the activists—and strengthen their capacities. What we’re trying to do is show them, literally, how things can be better when we work together.

“The results are inspiring: they show us how to build stronger, caring, and resilient communities.”

SnaPshots: AWARDS IN ISRAEL

Better Together

From left to right: Children participating in Better Together programs; Ethiopian emigrés learning techniques for food preparation; and the interior of the Farash community center.

2011 2012
8 Books per child in the course of a school year
150 Communities in Israel
174,000 Children served in socio-economically disadvantaged areas who receive the program for free with funding from the Farash Foundation

194,000 Children Served
1,600,000 Children Served

2011 2012
194,000 Children Served
1,600,000 Children Served

22
23
Entrepreneurship

Objective: To seek and reinforce innovation in Monroe and Ontario counties in New York State. The Foundation issued RFPs for projects in social entrepreneurship and business entrepreneurship, as well as awarding the inaugural Farash Prize for Social Entrepreneurship.

2012 totals

Entrepreneurship Grants awarded to:

- Catholic Family Center
- Darn Good Cookie Company
- Downtown Special Services
- Downtown Improvement District
- East House
- Friends of Ganondagan
- Iroquois White Corn Project
- Greater Rochester Enterprise
- Heritage Christian Services
- Economic Gardening Program
- Employment Alliance
- High Tech Rochester Inc.
- HTR LaunchPad Program
- Hillside Work Scholarship Connection
- Connection Jobs Institute
- Hope Initiatives, CDC
- Legal Aid Society
- Entrepreneur Legal Services Project
- Life Listening Resources
- Coffee Connection Capacity-Building
- North East Area Development
- Freedom Market
- Rochester Regional Community Design Center
- Development/DesignFund
- Southwest Area Neighborhood Association
- Bahations
- University of Rochester
- Farash Entrepreneur in Residence Exchange

Entrepreneurs—in business and in societal improvement—are inventing our future. In honor of Max Farash, an entrepreneurial businessman, the Foundation supports the best of those efforts. Fifteen grants went to 15 organizations in 2012, both for projects in social entrepreneurship and business entrepreneurship.
Darn Good Cookie Company

When East House career services staff and RIT Executive MBA students explored business opportunities to help East House’s clients gain work experience, they turned to that ever-popular, delectable sweet: the cookie.

Darn Good Cookie Company opened in October 2012 as a place for individuals in recovery from mental illness and/or chemical dependencies to relearn job skills and build resumes with the goal of preparing for competitive employment in the Rochester community. The business includes a manager, delivery person, and almost a dozen staff trainees.

While established as an important resource for East House’s clients, the store provides a great service for the Rochester community: mouth-watering cookie baskets, boxes, and trays for every occasion. The store is expected to eventually break even, with any profits returned to East House to help support its services.

“I was unemployed for a long time, and East House Career Services has given me a chance to get back into working,” says one client now working at Darn Good Cookie Company. “I learned to be social. I talk to the people, and my manager and coworkers and I get along real good. It’s been a good thing for me.”

HTR LaunchPad

Even for highly creative software developers—who come up with valuable solutions for companies—commercial success is far from guaranteed. A supportive boost from knowledgeable entrepreneurs can make all the difference.

That’s the purpose of the LaunchPad program started by High Tech Rochester (HTR), which began soliciting applications for this new initiative in 2012. Of the 29 applicants, 12 teams involving a range of software and software-related technologies were invited to start participating, with 30 mentors and advisors from the community volunteering to help. The teams had use of HTR’s incubator facilities and met weekly for a three-month period, culminating in well-attended “demo day” presentations to investors and community members in Rochester and New York City. This was followed by an additional nine months of assistance in rapid development and market testing.

“The mission of the HTR LaunchPad is consistent with HTR’s larger mission of commercializing innovative technology developed in the Rochester area and helping entrepreneurs create successful and profitable ventures,” said HTR President James Senall.

Iroquois White Corn Project

The white corn grown and used by the Seneca people of the Rochester region for more than 1,000 years has largely disappeared. But now, at the Ganondagan State Historic Site in Victor, Ontario County, an entrepreneurial project is underway to grow, distribute, and sell more of this historic, low glycemic index food.

The Iroquois White Corn Project processes, packages, and sells three products—roasted white corn flour, white corn flour, and hulled whole white corn—using corn purchased from a few Haudenosaunee farmers. Plans call for planting and harvesting up to five acres at Ganondagan to expand sales of the three products in several consumer markets, including Haudenosaunee communities, with a goal of being self-sustaining by 2017. The project has involved Friends of Ganondagan, Ganondagan State Historic Site, RIT, and SUNY Oswego.

G. Peter Jemison, Ganondagan State Historic Site manager, notes: “We are now following the critical words of our Haudenosaunee elders, who say: ‘we must return to eating our traditional foods for the sake of our health.’ I personally have seen the positive results from including roasted White Corn regularly in my own diet. We are educating others, both in our Native and non-Native communities, on the importance of returning to this nutritional food.”
The prize winner received a unique and original artwork designed for the Farash Prize by noted sculptor Nancy Jurs, whose works reside in the collections of the Smithsonian Institution, Museum of Art and Design in New York City, and the Memorial Art Gallery in Rochester, among other institutions.

Farash Prize for Social Entrepreneurship

“We need to recognize how extraordinarily valuable our social entrepreneurs really are,” said board chair Nathan J. Robfogel, as he presented the inaugural Farash Prize for Social Entrepreneurship at the Dryden Theatre, George Eastman House, on October 10, 2012. “These are the people in our community who are not content with the status quo. These are the thoughtful individuals who see that some of our residents are hungry, or lack transportation, or don’t have access to neighborhood stores, or whose children need the right kind of daycare. But they don’t just recognize the problem—they invent new and sustainable solutions, and then they implement them.”

The inaugural prize went to Thomas C. Ferraro, founder and executive director of Foodlink. According to Ferraro’s nominators, he is “the ultimate food banker and social entrepreneur” who “saw a need for a food bank in our region before he knew what food banking was. During his remarkable tenure as Foodlink’s leader, he has transformed that humble food bank into a well functioning, multi-faceted, mission-based organization that continues its work to transform its community.”

Farash Prize Grants awarded to:
Asbury First United Methodist Church
Daystar for Medically Fragile Children, Inc.
Foodlink, Inc.
R Community Bikes

Other finalists were William F. D’Anza and Daniel F. Lilli, founders of R Community Bikes; Sister Elizabeth Anne LeValley, founder of Daystar for Medically Fragile Children, Inc., Partners Through Food, Inc., and Progressive Neighborhood Federal Credit Union; and William Lisi, founder of Asbury First United Methodist Church’s Asbury Dining & Caring Center and of Asbury’s Grocery Bag Ministry.

Alan Khazei, social entrepreneur and founder of Be The Change, Inc., was guest speaker at the event. The prize, which includes a $100,000 award to the winner’s nonprofit organization, is made biennially.

See the award-winning video on the Farash Prize finalists at farashfoundation.org
Arts & Culture

Objectives: To support our community’s world class arts and cultural organizations and to nurture the creative and intellectual spirit in organizations and schools that ensures a vibrant and diverse community. In 2012, an RFP was issued for projects combining arts and culture with technology.

2012 totals

17 grants
$391,151
100% arts & technology

The arts are a critical part of our social fabric and no less important than other aspects of our daily lives. As youth and adults, as performers and audience, we are moved and inspired by the arts and cultural offerings around us. Last year, the Foundation made 17 grants to 17 art and cultural institutions.

ARTS AND CULTURE GRANTS AWARDED TO:

- Baobab Cultural Center
  - Magnificent Africa Technology Enhancement
- Friends of School of the Arts
  - Allen Main Stage Monitor Project
- Genesee Center for the Arts & Education
  - Erasing the Digital Divide
- Genesee Theatre Guild
  - Youth Empowerment Strategies
- Gera Theatre Center
  - Media Audience Engagement Plan
- Hochstein School of Music & Dance
  - Hochstein Podcast
- ImageOut: Lesbian & Gay Film & Video Festival
  - Using New Technologies to Reach New Audiences
- Landmark Society of Western New York
  - Preservation through the Portal
- Nazareth College
  - Media Exhibit Space in the Nazareth College
- New York Foundation for the Arts
  - FuturPoints Online Media Initiative
- PUSH Physical Theatre
  - PUSHinterPLAY of Art
- Rochester Arts Festival
  - Fringe Festival
- Rochester Children’s Theatre
  - Moses: A Musical Journey of a Holocaust Survivor
- Rochester Museum and Science Center
  - 3D Photography to Excite and Engage
- Susan B Anthony Neighborhood Association
  - Public Arts Awareness through Technology
- University of Rochester
  - Out and About with Art
- Winters & Books
  - Festival of Light and Song

$391,151
Arts & Technology
SNAPSHOTS: AWARDS IN ARTS AND CULTURE

Project RESPECT

The arts inspire and they empower. Their magic can be particularly strong with youth who find ways to express and explore their own visions of the world and of their own lives.

In Geneva, New York, the Geneva Theatre Guild, Boys & Girls Club of Geneva, and Smith Center for the Arts teamed up to create Project RESPECT—a theme chosen by the project’s young participants—that culminated in multiple art shows, plays, and a YouTube video. Respect for one another, respect for the environment, and respect for their hometown were among the variations on the theme.

Some 150 Boys & Girls Club youth participated with the help of volunteers from the nonprofit group U.G. Artist, Hobart and William Smith Colleges, and the three collaborating organizations. Art work, photography, stagecraft, music writing and performance, and video production were all part of their activities.

Rochester Children’s Theatre

When the Nazis annexed Austria in 1938, Lily and Kalman Haber of Vienna set off on a nine-year journey that took them through Italy, Switzerland, Cyprus, Palestine, and Africa on their way to America to escape persecution. Their story became the focus of a play called “Moses Man: A Musical Journey of a Holocaust Survivor.” The play was written, produced, and directed by the Habers’ daughter, Deborah Haber, founder and producing artistic director of Rochester Children’s Theatre. The show’s score was composed by Casey Filiaci.

“It is a story of survival,” Haber says. “It is a story of courage.”

In its final form, the show will make use of taped testimony from Kalman and Lily Haber and film footage from locations along their journey, along with live dramatization. It is based on a story from Perilous Journeys: Personal Stories of German and Austrian Jews Who Escaped the Nazis published by the Center for Holocaust Awareness and Information (CHAI) of the Jewish Federation of Greater Rochester. Workshop performances have been held in Rochester, including those for students in the Rochester City School District.

The play will be made available for students as an ongoing educational project, and Haber and Filiaci have been invited to Indiana University for a residency to further develop the production.

Fringe Festival

Rochester enjoyed its first Fringe Festival in September 2012, as 32,000 people attended more than 180 performances of 120 productions in 22 venues—numbers not including the free, outdoor entertainment in Manhattan Square Park and on Gibbs Street.

The Fringe Festival tradition dates back to 1947, when eight uninvited theater groups decided to “crash” the newly established Edinburgh International Festival by staging their own events on the periphery. There are now more than 200 such highly popular festivals around the world. In Rochester, the five-day festival exceeded expectations and featured a wide range of artistry: all genres of musicians, dancers, and other performance artists.

A highlight of the outdoor events was the dizzying aerial performance of Bandaloop, whose members danced on the side of the HSBC building as an appreciative crowd of thousands gathered in Manhattan Square Park at its base. Bandaloop performs in outdoor venues throughout the world.

Project RESPECT has empowered our members to find their voice and has connected them to professional artists from the Geneva Community and beyond,” said Arlene Francis, Boys & Girls Club director.

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Afringe performance of Bandaloop, whose members danced on the side of the HSBC building as an appreciative crowd of thousands gathered in Manhattan Square Park at its base. Bandaloop performs in outdoor venues throughout the world.

A pioneer in vertical dance performance, Bandaloop was a star attraction at the 2012 Rochester Fringe Festival. Inspired by the possibilities of climbing and rappelling, the troupe’s choreography—on the side of a downtown high-rise building in Rochester, with thousands watching—drew on aerial, vertical, and horizontal movement.
Human Services

Objectives: To seek and reinforce innovative ways to meet community needs. In this funding year, the Foundation issued an RFP for projects assisting veterans.

2012 totals

11 grants
$250,000

Veterans Programs

100% veterans programs

$250,000

In this funding year, the Foundation issued an RFP for projects assisting veterans. Every community struggles to find the best ways to address the varying needs of its citizens. The creativity of many local organizations, whether they focus on the young, the elderly, or other populations, is inspiring and educational. The Foundation made 11 grants to 11 agencies in 2012 to support their efforts.

HUMAN SERVICES GRANTS AWARDED TO:

Colgate Rochester Crozer Divinity School
Spiritual Care of Veterans Initiative

Compeer Rochester
CompeerCRPS

EqueCenter
Supportive Services for Veterans Families

Hochstein School of Music & Dance
Music Therapy /Canandaigua VA Medical Center

Housing Council:
Supportive Services for Veterans Families

Loyola Recovery Foundation
Veteran Intervention

Nazareth College
Coming Home From War Workshops

OASIS Adaptive Sports
Adaptive Sports for Returning Veterans

Veterans Outreach Center, Inc.
Opportunities Supporting Transition (BOOST)

Volunteer Legal Services Project of Monroe County
Veterans Pro Bono Legal Services

YMCA of Greater Rochester
YMCA Military Family Camp

The Foundation supported an academic scholarship program for Israeli disabled veterans.
“Coming Home from War”

Returning veterans can face huge adjustments as they return to their home communities. And those concerns are usually multifaceted—not simply a matter of continuing an education, or finding the right financial counseling, or getting legal help, or figuring out new residential needs; instead, all of them may be involved.

Nazareth College has embarked on an effort, with many partners in Greater Rochester, to help veterans navigate the often separate avenues of access for all of those services. An initial workshop titled “Coming Home from War” used a comprehensive approach to connect veterans and their families with information and services, with more than 30 organizations participating. More workshops are in the offing, and a “One Team, One Fight” website is now being created to let veterans know of the array of services they can find locally.

Partners in the initial workshop included St. John Fisher College, University of Rochester, Monroe Community College, Finger Lakes Community College, Veterans Outreach Center, Department of Veterans Affairs, EquiCenter, Monroe County Veterans Services Agency, Veterans of Foreign Wars, American Legion, and Rochester Regional Veterans Business Council, among many others.

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YMCA Military Family Camp

The YMCA of Greater Rochester found a relaxed, socially-oriented way to honor members of the military and their families: a free Memorial Day Military Family Camp at Camp Gorham located in Big Moose in the Adirondacks.

The event brought 45 families from the upstate New York region to the camp as a thank you for their contributions to their country, said Anne Thornton, YMCA Camp Gorham executive director.

The camp began with a traditional campfire, followed the next day by a variety of activities and concluding, on the final day of the weekend, with a non-denominational “chapel and chip” ceremony, during which families shared memories and honored those who have served.

The YMCA of Greater Rochester’s Camp Gorham weekend for families and soldiers was designed to strengthen family relationships, provide emotional support to families struggling with returning or deployed parents, and create special Adirondack memories.

Max Farash Building Repair Emergency Fund

Objective: To provide small gifts to organizations for facility repairs of an emergency nature.

$162,805

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<th>EMERGENCY REPAIR GRANTS</th>
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<tr>
<td><strong>AWARDED TO:</strong></td>
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<tr>
<td>Baden Street Settlement</td>
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<td>Boy Scouts of America Seneca Waterways Council</td>
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<td>Boys &amp; Girls Clubs of Rochester</td>
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<td>Cameron Community Ministries</td>
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<td>DeWitt School of Visual &amp; Performing Arts, Inc.</td>
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<td>Hickory Center for Brain Injury, Inc.</td>
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<td>House of Mercy</td>
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<td>Mercy Community Services, Inc.</td>
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<td>Parvati Avenue Community Church</td>
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<td>&amp; Community Bikes</td>
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The Emergency Repair Fund honors the legacy of Max Farash by continuing his own practice of providing a “safety net” of funds that can be accessed quickly and used to meet emergency building expenses of local nonprofit organizations.

In 2012, one such organization was the Hickok Center for Brain Injury, dedicated to supporting brain injury survivors. The center had an urgent need to replace the heating system at one of its locations in Rochester.
OUR MISSION

The Max and Marian Farash Charitable Foundation is dedicated to the civic and religious communities of its founders, who believed in the importance of education in all of its aspects and knew the power of entrepreneurial creativity. The Foundation places its highest priority on endeavors designed to transform the lives of individuals and the work of organizations.