

Geneva 2030 community report 2024-2025



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Connecting people, ideas, and resources to provide every child a pathway to thrive

Dear Friends and Partners,

As I look back on my second year as director of Geneva 2030, I'm filled with pride and gratitude for the powerful network we've built together. This year's annual report tells the story of that growth, of neighbors and organizations working side by side to ensure every child in Geneva has a pathway to thrive.

I see reflections of this work in my own childhood. Each summer, I attended a free outdoor program open to all youth in my county, an experience that sparked curiosity and confidence and was a true gift to my working-class family. That foundation continues to shape how I view equity, opportunity, and the power of community. As a first-generation college student, I often think about how much support my parents would have felt if a College and

Career Center like Geneva's had existed. And now, as a mom of a toddler, I'm not only proud of the rich programming our community offers, I rely on it, I'm thankful for it, and I see its impact every day.



Heather Mills

Geneva 2030 exists because we believe no one should have to go it alone. Behind every youth initiative is a web of relationships: families, schools, nonprofits, colleges, and community members, woven together by a shared commitment to our youth.

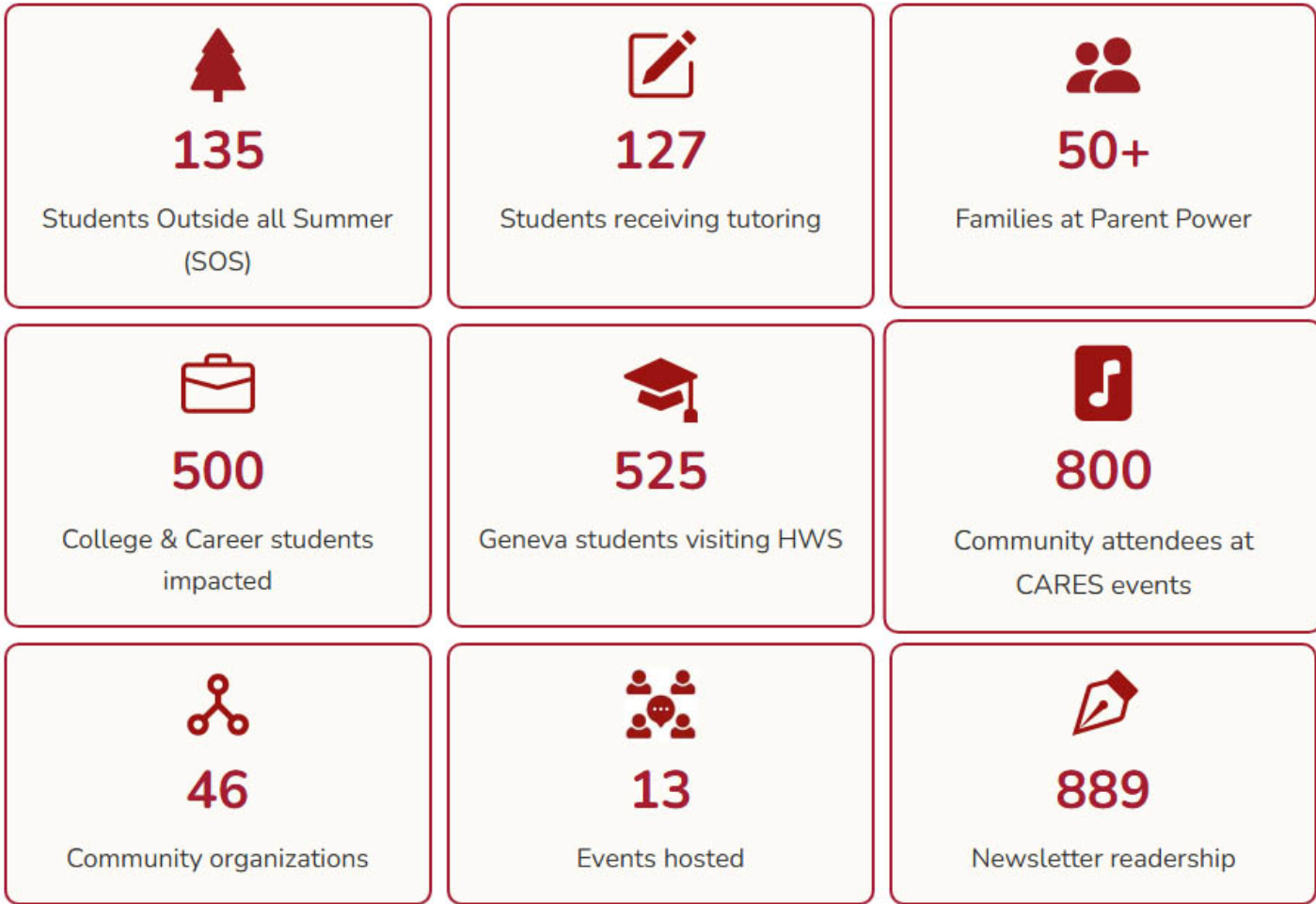
Our backbone staff and action teams work every day to support complex collaborations, helping partners launch and grow initiatives like Toddler Time, CARES Nights, day-care trainings, language access improvements, and the College and Career Center. At the same time, our program staff shine as champions for young people, impacting students and families daily through tutoring, Students Outside All Summer, college experience trips, and Parent Power gatherings.



Backbone staffers Heather Mills, Laurie Bennett and Peter Budmen

Thank you for being part of this journey. Your belief in collaboration is what makes change possible. Together, we are building something lasting for Geneva's kids and for the future we all share. With deep appreciation,

Heather Mills
Director, Geneva 2030





Kindergarten readiness

Learning begins at birth. And yet there are so many measurements of children's abilities in their earliest years that it's difficult for parents and teachers to track their progress.

Geneva 2030 launched an effort in 2024 to catalog these assessments and heighten awareness of their meaning among parents and the community at large. We released our findings at our annual convening, in an Early Learning Guideposts newsletter, and in Parent Power meetings.

We also worked with Toddler Time to serve more families through interactive, expert-led sessions. We brought in guest organizations to provide activities, resources, and on-site support for parents. Our B2K Action Team provided food, books, toys and supplies to daily sessions and Super Saturdays.

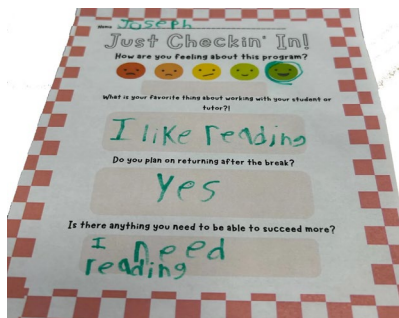
The B2K team continues to grow as a collaborative system of care, where schools, providers, libraries, health organizations, and community partners work together to ensure that all of Geneva's children enter kindergarten ready to learn.



Student success

Tutoring and outdoor education are popular, high-impact programs of Geneva 2030.

In collaboration with the [HWS Tutor Corps](#) we tutored more than 100 Geneva students in school, after school, and on Saturdays.

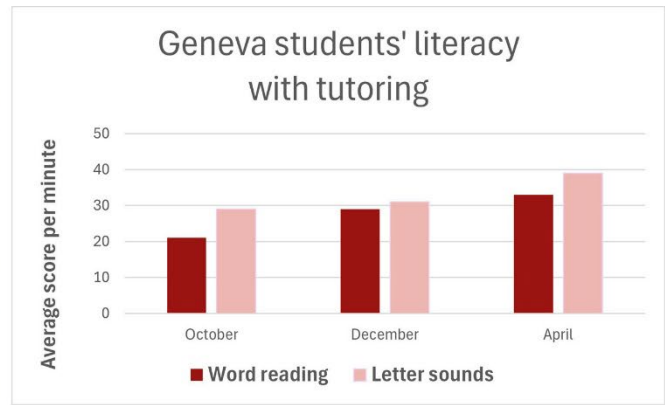
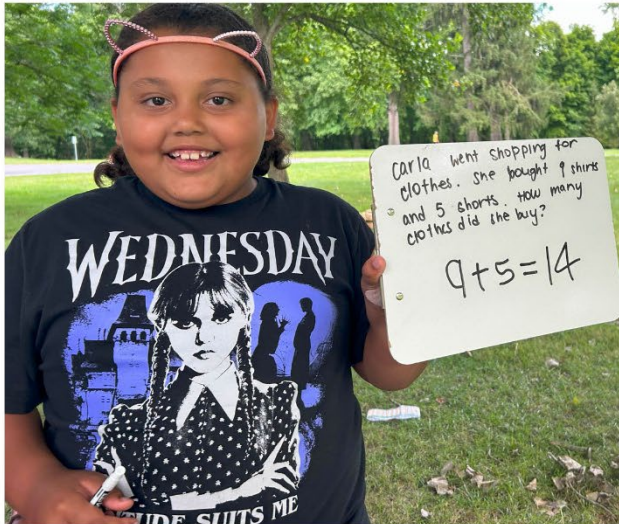


A new afterschool pilot at West Street School, supported by 21st Century funding, reached 30 second graders with one-on-one tutoring rooted in science of reading practices. Enlaces bilingual tutoring supported 27 multilingual learners and is now embedded across all tutoring programs.

Our action teams partnered with the 21st Century program to co-host four CARES Nights – Literacy Night, STEAM Night, Festival de Primavera, and Mission Summer Smart – each connecting more than 20 community organizations to Geneva families through fun, hands-on activities and resource sharing.

Last year also marked the launch of Geneva 2030's Students Outside all Summer (SOS) program in partnership with Moodie's School. Over six weeks, 135 Geneva elementary students spent their time outside and away from screens in a free program designed to spark curiosity and build confidence.

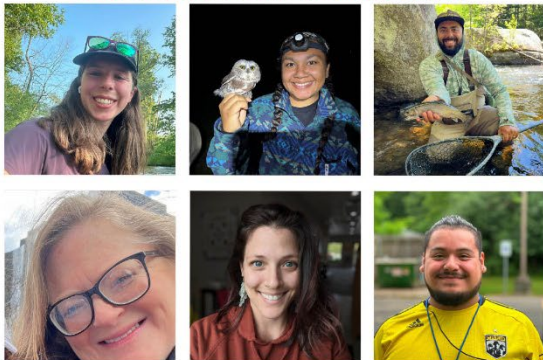
- 82% of families reported increased confidence and curiosity in their child
 - 74% of students showed growth in reading stamina and engagement
 - 91% of parents said their child was more excited to learn after SOS
 - Students spent an average of 25+ hours outdoors each week
-



Students Outside All Summer S.O.S.

Out-of-school tutoring

In collaboration with Moodie's School



Our staff



Our staff

College & career readiness

In collaboration with the Geneva City School District, Finger Lakes Community College (FLCC), HWS, and Blueprint Geneva, we operate the College & Career Center for Geneva High School students.

The center brings in speakers from the community, organizes visits to colleges across Upstate New York, and assists students in applications for college entry and financial aid. Career chats in 2024 were led by people from fields such as journalism, health care, law, trades, and the arts.



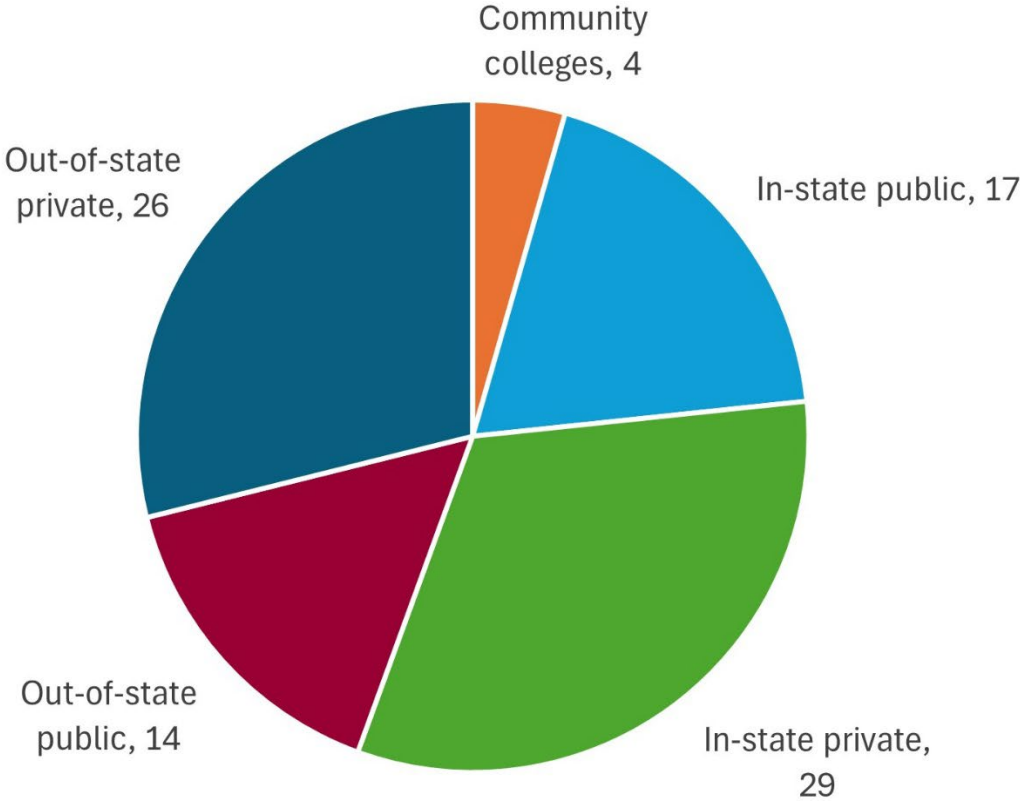
The center worked with 54 community partners in 2024 to impact 514 students.

Until April 2025, the center was staffed through AmeriCorps/VISTA. When the federal government cut funding for the program, our partners stepped up to realign resources to keep the center up and running.

Geneva students' exposure to the college experience begins early. Geneva 2030 partners with

HWS and GCSD, to bring every 2nd, 6th, and 9th grader on a full-day visit to Hobart and William Smith Colleges, where they tour campus, attend workshops, and imagine themselves as future college students. These hands-on experiences build confidence, raise expectations, and help all students—especially those facing barriers—see college as a real and reachable option.

Colleges accepting GHS students, 2025



Parent & community connections

“ Thank you all for the warm welcome and for the incredible work you do every single day to change kids’ lives through literacy. I think I owe everyone cookies.

... I also wanted to share a quick photo from this morning of Jacob representing S.O.S He was so excited heading off to camp for the field trip day! ”

– Alisha Clark, mother who joined the Geneva 2030 Literacy Action Team after attending a Parent Power get-together

In January, Geneva 2030 launched Parent Power, a series of bilingual gatherings that involve parents and caregivers in decision-making and data reflection. The sessions take place in community spaces during weekends, evenings, and lunch hours to fit family schedules. Meals, childcare, and bilingual support are provided.

Parents explore real-time local data, ask powerful questions, and offer insight based on experience. These aren’t just conversations – they’re the beginning of shared action. As a result, parents have joined Geneva 2030 action networks, bringing critical perspectives.

Families have engaged more deeply with youth data, gaining tools to interpret and respond to it. And participants are formulating solutions that reflect community need

Parent Power Together for Geneva’s future



Our staff

Our supporters

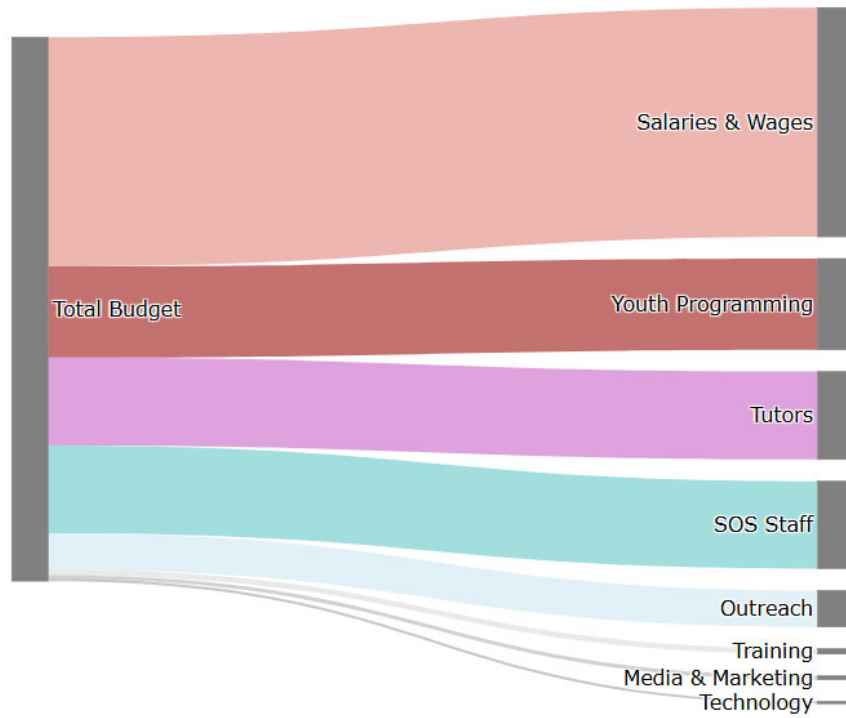
Although Hobart and William Smith Colleges generously donate office space and administrative services, the entire operating budget of Geneva 2030 is raised through grants and donations. Our deep thanks go to the increasing number of individuals and organizations providing support, including:

- Breitfeld Group
- ESL Charitable Foundation
- Farash Foundation
- Rochester Area Community Foundation
- Social Initiatives Foundation
- Town of Geneva
- Wyckoff Family Foundation
- Geneva 2030 board members

Partners providing in-kind support

- Hobart and William Smith Colleges
- Geneva City School District
- Finger Lakes Community College
- Boys & Girls Club of Geneva

Geneva 2030 annual budget, 2024-2025



Geneva 2030 Budget 2024-2025

Total: \$402,260

Category	Amount
Backbone Staff (6 team members)	\$124,000
Action Team Leaders	\$18,560
Parent Power Facilitators & Parent Leaders	\$4,000
Fringe Benefits	\$23,000
Technology & Professional Development:	\$4,000
Website and digital storage /Technology	\$1,700
Community Convenings	\$8,000
Parent Power Meetings	\$6,000
Action Teams Impact and Community Events	\$10,000
Partner support and sponsorships	\$3,000
Advertising/Newsletter/	\$800
Marketing	\$2,000
2nd, 6th and 9th grad annual college visits	\$7,000
College and Career Center at GHS	\$8,000
Tutoring Collaboration tutors and staffing	\$65,000
Tutoring Programming	\$20,000
Students Outside All Summer staffing	\$64,700
Students Outside all Summer Programming	\$32,500

Our organization

EXECUTIVE BOARD

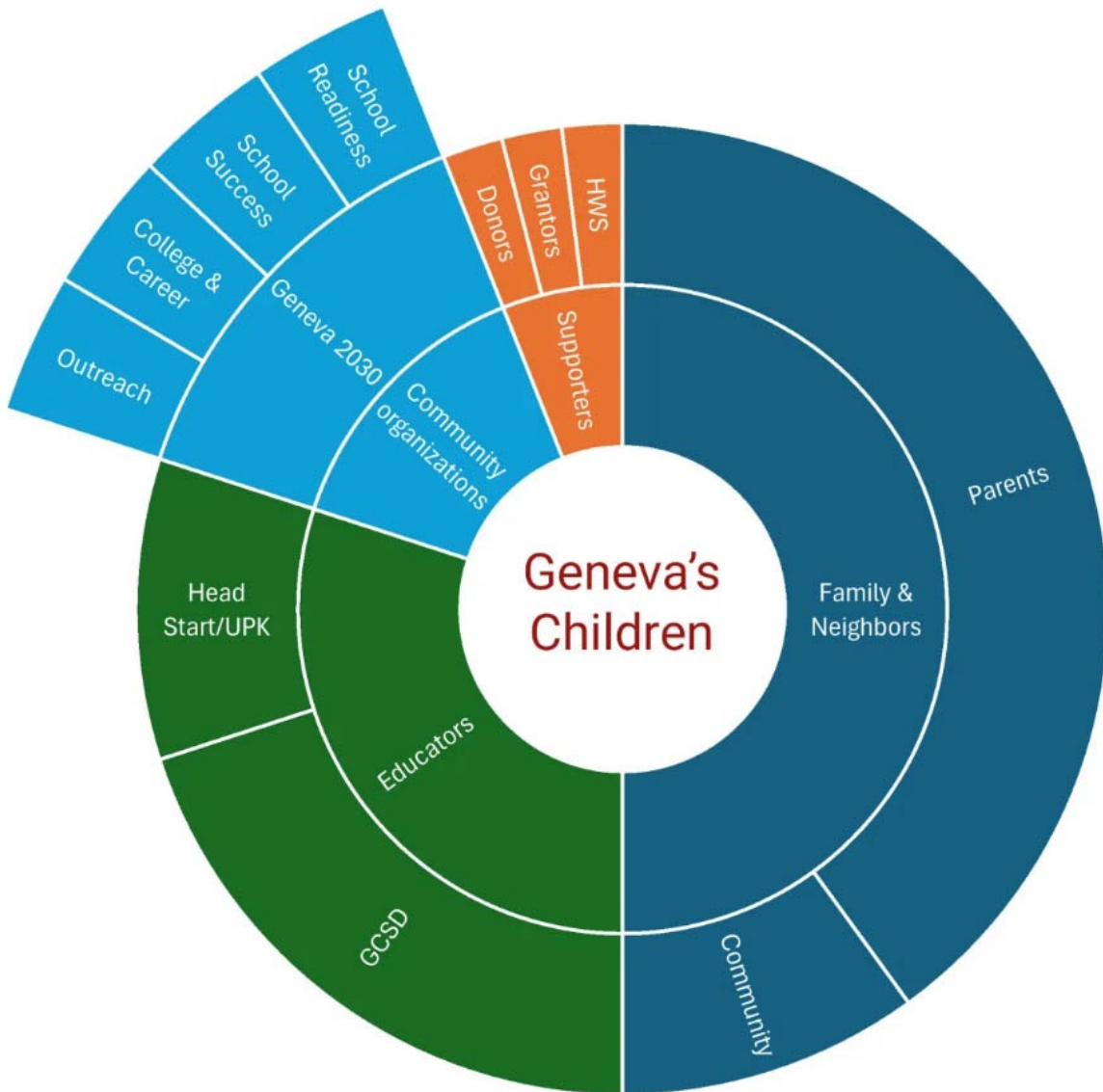
Jerry Buckley, Board President	HWS Colleges, Advancement
Amie Hendrix	Geneva City Manager
Bo Wright	GCSD Superintendent
Dr. Carol Urbaitis	Finger Lakes Community College, Enrollment Management
Erica Collins	Geneva City Manager's Office
Sarah Kirk	HWS Colleges Provost
Mark Venuti	Town of Geneva, and Heaton and Venuti, LLP
Dr. Phil Breitfeld	Breitfeld Group, LLC
Chris Smart	Cornell AgriTech
Katie Flowers	HWS Colleges, CCESL, Geneva Education Foundation

ADVISORY BOARD

Dr. Carol Urbaitis, Chair	Finger Lakes Community College, Enrollment Management
Dr. Alejandra Molina	HWS Colleges, Intercultural Affairs
Beth Kesel	Finger Lakes Times
Cathy Williams	HWS Colleges, Communications
Stephanie Hessle	Geneva Boys and Girls Club
Drea Badger	Finger Lakes Works
Dr. Karen Fahy	GCSD Data liaison
Shanelle France	HWS Colleges, Center for Teaching and Learning
Jane Gerling	Success for Geneva's Children
Jim Gerling	Success for Geneva's Children
Juan and Martha Colon	Geneva Hispanic Church of God
Juanita Aikens	Ontario County Justice Coalition
Lorraine Kniffley	GCSD Head Start
Rebecca Petropoulos	Finger Lakes Health
Lucile Mallard	NAACP
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Megan Cortese	Family Counseling Service of the FLX
Sage Gerling	Cornell AgriTech
Val Mallard	Geneva Housing Authority
Kelley Monson	GCSD Board of Education liaison to Geneva 2030
Frank Sykes	Executive Director of the Geneva Public Library

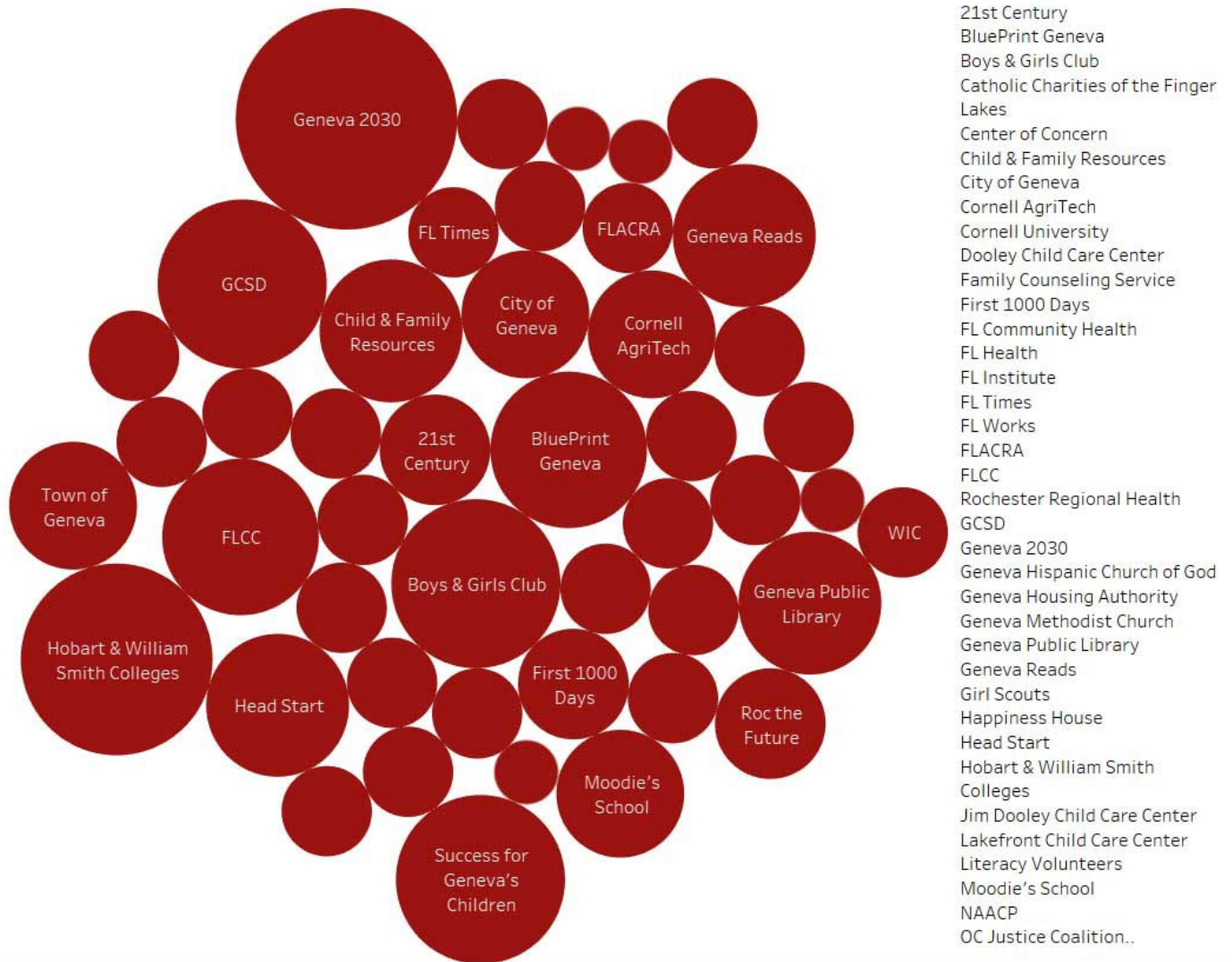
BACKBONE STAFF & ACTION TEAM LEADERS

Heather Mills	Director
Laurie Bennett	Data Manager
Katie Flowers	Community Engagement Strategist & Convener
Peter Budmen	Program Coordinator and Action Team Leader for Literacy
Kirra Guard	Action Team Leader for Literacy
May Farnsworth	Action Team Leader for Bi-Lingual Education Success
Jeanine Eckenrode	Action Team Leader for College and Career Readiness
Greg Baker	Action Team Leader for College and Career Readiness
Jen Morris	Action Team Leader for Birth to Kindergarten
Shelle Basilio-Murray	Action Team Leader for Birth to Kindergarten
Nadia Harvieux	Action Team Leader for STEAM
Jackie Augustine	Place Based NY Policy Coalition Representative
Shana Toner	Parent and Community Connections Coordinator
Cecilia Torres	Lead Parent & Parent Power Coordinator



The Geneva 2030 Network

Operating in a collective impact model, Geneva 2030 weaves together families, schools, and community organizations to support children and families from cradle to career. Our network is built around aligned goals, shared measurement, and community-led solutions. The map below shows our connections to local organizations and programs.



DONATE

[This link](#) will take you to the Hobart & William Smith giving portal. Select *other* in the page's designation drop-down box and type in *Geneva 2030*.

MORE INFO

[Collective impact](#)

[Collaborations](#)

[Community, child & school data](#)



GENEVA

2030

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