

VIC IDEA COMMITTEE

COMMUNITY RESOURCE GUIDE

2025

V I S I T
ROC
ROCHESTER, NY

WELCOME

Frontline employees play a vital role in shaping the experience of visitors and locals alike. As the first point of contact, you represent not only your business but also the Rochester community. How you engage with guests helps create a lasting impression and contributes to Rochester's reputation as a welcoming and inclusive destination.

To support you in this important work, the Visitor Industry Council's IDEA (Inclusion, Diversity, Equity, and Accessibility) Committee has developed this resource guide. It is designed to provide frontline staff with practical knowledge and tools to confidently navigate situations related to inclusion, diversity, equity, and accessibility.

This guide, originally curated in October 2023, is current as of September 2025 and is intended to be shared by VIC membership with their teams. By equipping your staff with these resources, you are investing in positive guest interactions, stronger community connections, and the overall growth of Rochester's tourism economy.

To recommend updates or additional resources, please contact Diana Keating at dianak@visitrochester.com.



Improve Visitor
Engagement



Increase Visitor
Spending



Keep Visitors
Coming Back

Emergency Phone Numbers

- | | |
|-------------------|---|
| 911 | Emergency Assistance
<i>police, fire, ambulance</i> |
| 211 or 988 | Person In Crisis (PIC) team
<i>mental and behavioral health including domestic violence and suicide</i> |
| 311 | Non-Emergency Municipal Services
<i>citizen hotline to get information, request services, and report problems</i> |

ACCESSIBILITY

Able Eyes

The mission of Able Eyes is to provide visual, state-of-the-art experiences/teaching tools for individuals with disabilities. Able Eyes provides a user-friendly platform to teach skills and explore environments from several different perspectives. Their ultimate goal is to increase the accessibility of businesses and public venues by offering visual walk-through tours, making them “Able Eyes Accessible.”

<https://ableeyes.org/>

Americans with Disabilities Act

Comprehensive information about the Americans with Disabilities Act which protects people with disabilities from discrimination.

ADA.gov

American Sign Language (ASL) Classes and Resources

- **Rochester School for the Deaf** offers in-person ASL classes including Signs for All and Learn ASL. rsdeaf.org
- **Monroe Community College** offers in person and online coursework in ASL. <https://www.monroecc.edu/depts/sign/>
- **Hands-In Entertainment** ASL interpreting services for special events. www.handsinentertainment.org/about-us
- **Interpretek** Whether you need interpreting services in small town USA, a big city, or somewhere in between, we are here for you. We offer on-site and virtual services nationwide for multiple industries, events, and more! <https://interpretek.com/>
- **Employer Training by RIT National Technical Institute for the Deaf** Training for Deaf and Hearing People is offered free of charge to businesses either online or in person through the NTID Co-op and Career Center. <https://www.rit.edu/ntid/nccc/employers>

Goodwill Vision Enterprises (formerly ABVI)

From learning the skills needed to apply for a job online to cooking for their family, Goodwill Vision Enterprises is here to help anyone who is blind or visually impaired live an independent and meaningful life.

<https://www.goodwillfingerlakes.org/>

Rochester Accessible Adventures

Mentored inclusion training to ensure your Diversity, Equity, and Inclusion efforts include disability equity across your administrative and program levels.

<https://rochesteraccessibleadventures.org/how-we-help/businesses-organizations/>

CULTURE, RACE, AND ETHNICITY

540WMain, Inc. - What's next for 540WMain?

New Focus:

- The organization is transitioning into a nonprofit social justice-informed homeschool network.

Mission:

- This new initiative will build on the legacy of 540WMain by creating inclusive digital resources and training to support families in dismantling racism.

Continued Work:

- The organization will continue to offer digital resources and training for homeschooling families, rooted in their core values of community, inclusivity, respect, and social justice.

www.540westmain.org

Ibero-American Action League

Ibero is a dual language multi-service agency that uplifts, empowers, and advocates for Latinos and the underserved to achieve equity and become fully valued community members.

<https://www.ibero.org/>

Levine Center to End Hate

To unite the greater Rochester community in overcoming hate through education, dialogue, and positive action

<https://www.endhateroc.org/>

Rainbow Seniors ROC

Rainbow Seniors ROC is an advocacy, service and social activity group for greater Rochester area LGBTQ+ seniors (50+). All programs are open to the public and all are welcome with the proviso that mutual respect toward one another is mandatory. Embracing diversity, equity and inclusion, we act as a voice for Rochester's older lesbian, gay, bisexual, transgender, intersex and queer adults. We provide an opportunity for members to connect with community, enrich their lives and link with needed senior services.

Instagram: [Rainbowseniorsroc](#)

Rochester Rainbow Union and the Lilac Libray

The Rochester Rainbow Union is a volunteer-run, grassroots organization dedicated to supporting the LGBTQ+ community in the Greater Rochester area of New York. Formerly the Out Alliance, the nonprofit reopened under new leadership in 2023, shifting its focus back toward being a community center and resource hub.

<https://rochesterrainbowunion.com/>

Urban League of Rochester

The mission of the Urban League of Rochester is to enable African-Americans, Latinxs, the poor, and other disadvantaged to secure economic self-reliance, parity and power, and civil rights. They also offer anti-racism training for local businesses.

<https://www.urbanleagueroc.org/interruptracism#training>

INCLUSION

Autism Up

Provides the very best in autism support programs and services in Greater Rochester and surrounding areas, and aims to support peak performance at every age and ability.

<https://autismup.org/>

Compeer Rochester

Compeer is a dynamic, 50-year-old, community-based program that uses the power of human connection to help those living with mental illness and behavioral health challenges reach their full potential. Caring volunteers and staff help individuals identify and develop strengths, reducing isolation and feelings of loneliness, and shattering the stigma around mental health.

<https://www.compeerrochester.org/>

Catholic Charities Family and Community Services (CCFCS)

Providing housing, employment, and coordination of care to help people of all ages and all walks of life live independently with dignity, while facing the challenges of addiction, aging, mental illness, HIV, poverty, developmental disabilities, and immigration.

<https://ww2.fcscharities.org/>

Heritage Christian Services

Heritage Christian Services is a thriving human services agency in Upstate New York that works to make sure everyone – including children, older adults, and people with intellectual and developmental disabilities - feels valued and respected.

<https://heritagechristianservices.org/>

Human Rights Campaign

The goal of the Human Rights Campaign is to ensure that every LGBTQ+ person is free to live their life openly, with their equal rights ensured. They know that goal requires that they keep educating, supporting, and inspiring themselves and each other. This includes independent materials and resources to self-educate and understand LGBTQ+ people further. The HRC Foundation provides many toolkits and creates impact through 11 programs and initiatives, working with individuals and organizations to make transformational change.

Independent Resources:

<https://www.hrc.org/resources>

Professional Resources:

<https://www.thehrcfoundation.org/professional-resources>

NAMI Rochester

Provide support, education, and advocacy to individuals and families of all cultural backgrounds who are living with mental illness.

<https://namiroc.org/>

Trillium Health

Committed to serving the LGBTQ+ community; open space training.

<https://www.trilliumhealth.org/patient-and-community-services/community-resources>

Strong Center for Developmental Disabilities (SCDD)

The Strong Center for Developmental Disabilities is committed to supporting families within the Rochester community, ensuring they have access to resources and assistance.

<https://www.urmc.rochester.edu/strong-center-developmental-disabilities>

Starbridge

Starbridge partners with individuals who have disabilities and their families to achieve success in education, employment, and healthy living.

<https://starbridgeinc.org/>

SHELTER SERVICES

Department of Social Services Placement Referral services are available 24/7, call 211. Business hours placement (before 3 p.m.), call 585-753-6044 After-hours placement (after 5 p.m.), call 585-442-1742

Bethany House

Accepting women and their children, and transgender individuals. No referral is needed.

1111 Joseph Avenue, Rochester, NY 14621

585-454-4197

www.bethanyhouserocny.org

Dimitri House

Offer food, housing, and a variety of drop-in services to neighbors in need. 102 North Union Street Rochester, New York 14607 (585) 325-1796 ljprizel@dimitri-house.org

<https://www.dimitri-house.org>

Family Promise of Greater Rochester (FPGROC, formerly RAIHN)

Assists families at risk of or experiencing homelessness 142 Webster Avenue, Rochester, NY 14609 585-506-9050 info@fpgroc.org

House of Mercy

Provides shelter, meals, clothes and other resources to adults in need. 285 Ormond St., Rochester, NY 14605 (585) 546-2580 info@houseofmercyrochester.org

<https://houseofmercyrochester.org/>

Open Door Mission - Samaritan House Crisis Center

No referral is needed. Emergency bed sign-up is 4:00 p.m. - 6:30 p.m. daily.

210 West Main Street, Rochester, NY 14614

585-454-6696

www.opendoormission.com

Salvation Army of Greater Rochester

Offers free shelter, meals and support services to adults experiencing homelessness. Hope House (women) 100 West Ave Rochester NY 14611 Safe Haven and Booth Haven (men) 70 Liberty Pole Way, Rochester, NY 14604 585-987-9500 RAS.admin@use.salvationarmy.org

<https://easternusa.salvationarmy.org/empire/rochester/>

SHELTER SERVICES CON'T

Sojourner Home/YWCA

Emergency housing and programs to ensure women and families move from homelessness to long-term stability. (585) 546-5820 info@ywcarochester.org 251 Joseph Ave, Rochester, NY 14605 <https://www.ywcarochester.org/what-we-do#housing>

The Door of Hope (formerly The Shepherd's House)

Christian-based, long term home in Rochester NY providing a safe and supportive housing environment and support services for women. P.O. Box 12866 Rochester, NY 14612 585-434-2449 Director@thedoorofhope <https://thedoorofhope.us/>

Volunteers of America

Provides an array of housing and support services for seniors and veterans struggling with homelessness. 214 Lake Avenue Rochester, New York 14608 (585) 647-1150 info@voaupny.org <https://www.voaupny.org/services/homelessness-prevention/>

COMMUNITY OUTREACH

Willow Domestic Violence Center

Willow's mission is to prevent domestic violence and champion survivor safety, justice, healing, and hope. Their vision is a community free from domestic violence, where healthy relationships thrive. *All of Willow's services are free and confidential.*

<https://willowcenterny.org/>

24-hour Hotline: [\(585\) 222-7233](tel:(585)222-7233)

24-hour Text Line: [\(585\) 222-7233](tel:(585)222-7233)

Veteran's Outreach Center

Offers a comprehensive range of free services to veterans and their families in the Western New York and Finger Lakes region. Services include housing assistance, behavioral health and wellness programs, job training and employment services, benefits assistance, and access to food, clothing, and other basic needs through its Quartermaster program.

<https://veteransoutreachcenter.org/> Phone: 585-546-1081 Stars and Stripes Flag Store: 585-546-FLAG (3524)

NYS Dept. of Labor - Human Trafficking Prevention

Forced labor is a crime!

If you believe that you or someone you know may be a victim of labor trafficking:

E-mail trafficking@labor.ny.gov

Or call 877-466-9757 Monday through Friday 9:00 A.M. - 5:00 P.M. Eastern time.

FOOD PANTRIES

Cameron Community Ministries

Emergency food boxes. Call ahead for appointment. 48 Cameron St., Rochester NY 254-2697 X114

Dimitri House Inc

Food and personal hygiene products. By appointment only Monday, Wednesday, Thursday, Friday 9:30 AM - 11:30 AM 102 North Union Street, Rochester, NY 14605 585-325-1796

Rochester Family Mission

Food and personal care items. By Appointment Only Mon, Tue, Thu: 9am to 2pm Wed: 9am - 2pm, 4pm - 5pm 388 Tremont Street Rochester, NY 14608 (585) 436-7523

Salvation Army of Rochester, NY

Food, personal hygiene products, diapers and other essentials. Walk in. Monday - Friday 9:00 AM - 3:00 PM 70 Liberty Pole Way, Rochester, NY 14604 585-987-9500 ext 0

Sister Regis Food Cupboard

Grocery store style food pantry. Monday, Tuesday, Thursday 11:00 AM - 1:00 PM 316 Bay St, Rochester, NY 14605 585-271-7240

St. Peter's Kitchen Grocery store style food pantry. Call or visit website for appointment. 681 Brown Street Rochester, NY 14611(585) 235-6511 <https://www.stpeterskitchen.org/>

Trillium Health

Food, hygiene, household and pet items (as available). Walk-ins are welcome, but appointments are highly recommended.

259 Monroe Avenue Rochester, NY 14607 585.545.7220

Monday & Thursday 1:00 – 4:00 PM

Wednesday & Friday 9:00 AM– 12:00 PM & 2:00 PM – 4:00 PM 170

Science Parkway Rochester, NY 14620 585.545.7220

Monday & Thursday 9:00 AM - 12:00PM

Tuesday 1:00 - 5:00 PM 470

West Main Street Rochester, NY 14608 585.420.1400

Monday - Thursday: 10:30 AM- 12:00 PM & 1:00 PM- 4:00 PM

MEAL SERVICES

Asbury United Methodist

Breakfast Wednesday - Friday, 7:00 - 9:00 a.m.

1010 East Avenue, Rochester, NY 14607

585-271-1050

Baber AME Community Church

Community meal each 2nd, 3rd, and 4th Saturday, 11:30 a.m.

550 Meigs Street, Rochester, NY 14607

585-461-1395

Blessed Sacrament Church

Monday - Friday, 5:30 - 6:30 p.m.

534 Oxford Street, Rochester, NY 14607

585-271-7240

Cameron Community Ministries

Monday - Friday, 12:00 - 1:30 p.m.

48 Cameron Street, Rochester, NY 14606

585-254-2697

Christ Church

Sunday 12:00 p.m. and Wednesday 11:30 a.m., possible bagged lunch

102 North Union Street, Rochester, NY 14605

585-454-3878

Dimitri House

Lunch Tuesday, Wednesday, and Thursday, 12:00 - 3:00 p.m.

102 North Union Street, Rochester, NY 14605

585-325-1796

House of Mercy

Three hot meals are served every day.

Breakfast 9:00 - 9:30 a.m., Lunch 12:00 - 1:00 p.m., Dinner 5:00 - 6:00 p.m.

285 Ormond Street, Rochester, NY 14605

585-546-2580

Loop Ministries

Incarnate World Lutheran Church

Hot meal last Saturday of the month, 5:00 - 6:00 p.m.

597 East Avenue, Rochester, NY 14607

585-738-2170

St. Joseph's House of Hospitality

Hot coffee 9:00 - 11:00 a.m., Bagged lunches 11:30 a.m. - 12:00 p.m.

402 South Avenue, Rochester, NY 14620

585-232-3262

St. Peter's Kitchen

Monday - Friday, 12:00 - 1:00 p.m.
681 Brown Street, Rochester, NY 14611
585-235-6511

Third Presbyterian Church

Hot meal every Saturday, eat in or to go. Dining Room Ministry in the rear of the church.
4 Meigs Street, Rochester, NY 14607
585-271-6513

	Breakfast	Lunch	Dinner
Saturday	House of Mercy and St. Joseph's	House of Mercy, St. Joseph's, Third Presbyterian	House of Mercy
Sunday	House of Mercy and St. Joseph's	Asbury, Christ Church, House of Mercy, and St. Joseph's	House of Mercy
Monday	House of Mercy and St. Joseph's	Cameron, House of Mercy, Saint Joseph's and Saint Peter's	Blessed Sacrament and House of Mercy
Tuesday	House of Mercy and St. Joseph's	Cameron, Dimitri, House of Mercy, St. Joseph's, and Saint Peter's	Blessed Sacrament and House of Mercy
Wednesday	Asbury, House of Mercy and St. Joseph's	Cameron, Christ Church, Dimitri, House of Mercy, St. Joseph's, and Saint Peter's	Blessed Sacrament and House of Mercy
Thursday	Asbury, House of Mercy and St. Joseph's	Cameron, Dimitri, House of Mercy, St. Joseph's, and Saint Peter's	Blessed Sacrament and House of Mercy
Friday	Asbury, House of Mercy and St. Joseph's	Cameron, House of Mercy, St. Joseph's, and Saint Peter's	Blessed Sacrament and House of Mercy

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