



Media Alert

FOR IMMEDIATE RELEASE

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Veterans Outreach Center Turns 50!

Rochester, NY – Veterans Outreach Center (VOC™) is pleased to announce 2023 marks our 50th year in operation. In 1973, VOC was initially founded as “Veterans Outreach Project” under the non-profit *Action for a Better Community* with funding from Congress. When the government ended that program, our local Vietnam veterans knew that these life-saving services had to be maintained.

In 1979, “Veterans Outreach Project” turned into Veterans Outreach Center- an independent, 501c3 organization whose sole mission was to help veterans in need. Despite funding challenges off and on over the last half century, we’ve not only remained in operation but also significantly expanded our footprint to now serve over 1,500 men and women each year.

At Veterans Outreach Center, 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. We offer job training programs, employment assistance, mental health support, a fitness center, hydromassage, a barbershop, social clubs and therapeutic groups, housing for homeless veterans and low-income veteran families, food & clothing, free RTS bus passes, an emergency fund, case management for veterans that are justice-involved, and more to veterans across the Finger Lakes region. All our services are delivered at no cost to veterans.

“Studies show that at least 30% of all nonprofit organizations fail within the first 10 years of operation,” said Laura Stradley, Executive Director of the Veterans Outreach Center and a U.S. Army Veteran. “We’re very proud to have survived well beyond those first 10 years, and to be known as a beacon of hope in our community for the last half of a century. We take great pride in helping our defenders of freedom when they return home, and as we look forward to the next fifty years, we will continue to do the work we love: Serving Those Who Serve U.S.”

To recognize our special occasion, interview opportunities with Laura Stradley and veterans receiving our services are now available.

Since 1973, Veterans Outreach Center has been committed to improving the quality of life for veterans and their families by offering free, veteran-specific services, including employment counseling, vocational training and housing for homeless veterans. For more information about VOC services please call 585.546.1081 or visit www.vocroc.org.

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