



FOR IMMEDIATE RELEASE

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***Villa of Hope celebrates 80 years of helping our community recover and rebuild while announcing a new Mental Health & Substance Use Disorder resource “The Steven Center for Behavioral Health”
New Era- New Hope***

Rochester, NY – Wednesday June 8th, 2022 — A New Era- New Hope, a celebration of Villa of Hope’s 80 years of service and ribbon-cutting ceremony to announce “The Steven Center for Behavioral Health.” Villa of Hope is a place where individuals, youth, families and communities can rebuild relationships, recover potential and renew hope for the future.

Villa of Hope prides itself on being able to assess and respond to the changing needs of the community as demonstrated by the evolution of programming and services over the past 80 years. Changes include addressing an individual’s social determinants of health through alternative education environments, workforce development/community restoration, care coordination and a variety of mental and behavioral health supports. As we enter into the next era, Villa of Hope will be the first and only community based nonprofit in our region of N.Y. State with a comprehensive behavioral health continuum of care. For individuals living with trauma, mental health and substance abuse needs, Villa of Hope will provide medical detox, medication assisted treatment, mental health counseling and other services to improve the patient’s social determinant of health- conditions in the places where people live, learn, work, and play that affect physical health and overall life expectancy. By embracing this strategy, Villa of Hope is creating a holistic accessible and equitable approach to serve community needs. Villa of Hope expects to serve 750 individuals annually when the Steven Center for Behavioral Health opens. The current demand for these services is approximately 30-50 calls per week for new individuals looking for services.

“Villa of Hope has been a valuable resource to our community for 80 years, and I am thrilled to see its services expand on the west side of Monroe County,” said Senator Jeremy Cooney. “Rochester families would not have access to critical services without this investment. New York State stands with Villa of Hope and its work to combat the mental health and substance use epidemic, fill in service gaps, and train the next generation of local workers.”~ New York State Senator, Jeremy Cooney



“Under the leadership of President and CEO Christina Gullo, Villa of Hope has become a premier and critical resource for people struggling with substance use disorder and mental health issues in the greater Rochester region,” said Greece Regional Chamber President/CEO Sarah Lentini. “The Greece Regional Chamber of Commerce is truly honored to participate in celebrating the Villa’s 80th Anniversary, and we wish them much continued success in assisting adults and youth in our community to recover health, hope and vitality.” ~Sarah Lentini, Greece Regional Chamber of Commerce, President &CEO

“An exciting new era is upon us at Villa of Hope in providing support and resources for individuals to create a new life for themselves. Social determinants of health is key to a person’s recovery journey- their environment and surroundings around them are a direct correlation of their emotional and physical health. Statistically, 80% of relapse rates are due to lack of resources, specifically medical-assisted treatment and ongoing counseling after detox. Strategically placing “The Steven Center for Behavioral Health” directly next to “Living Hope Treatment Center” will allow Villa of Hope to have full continuum of support and services.”- Christina Gullo, President & CEO

Villa of Hope will be highlighting some memorable stories and celebrations and encourage community members to connect and follow updates of the journey through email and social media, investing in services through philanthropy, and advocating to elected officials for increased resources. Villa of Hope is grateful for our partners who help continue to tackle the community’s increasing mental health needs.

About Villa of Hope

Villa of Hope is a 501(C)(3) nonprofit organization. Its mission is to partner with individuals, families, and communities to Rebuild relationships, Recover potential, and Renew hope for the future. With a vision to advance human potential by transforming the social foundations of our neighbors and elevating lifelong health outcomes for our community, Villa of Hope has been serving the Rochester community since 1942.

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