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Ukrainian Federal Credit Union presents Geva with \$10,000 COVID relief grant

Funding will help theatre's recovery after pandemic shutdown

Rochester, N.Y. – On Wednesday, Dec. 8, 2021, the Ukrainian Federal Credit Union (UFCU) presented Geva Theatre Center with a COVID relief grant of \$10,000 made possible by the Federal Home Loan Bank of New York (FHLBNY). Like theatres and performing arts organizations everywhere, Geva experienced a significant loss of revenue during the 17 months the theatre was closed and continues to be in recovery mode as audiences make their way back. The grant will be used to support Geva's marketing and promotional efforts to retain its subscription base and attract new ticket buyers.

As a member of the FHLBNY, whose primary mission is to advance community development and housing opportunities in states such as New York, UFCU applied for and received a total of \$350,000 in grant funding for distribution to organizations in New York that have suffered a decrease in revenue as a result of the ongoing COVID-19 crisis. As a result of this partnership, UFCU is able to highlight its commitment to supporting local organizations that illustrate what the people-helping-people philosophy truly represents in our community.

"Grants like this have been absolutely essential to non-profit businesses like Geva as we emerge from the worst of the pandemic," said Geva Executive Director Chris Mannelli. "We are so grateful to UFCU for identifying the FHLBNY as a funding resource and for initiating this expansive grant-making effort on behalf of Rochester businesses and non-profits. UFCU asked, 'What can we do to assist our local community?' and then made it happen."

“We at Ukrainian Federal Credit Union are delighted to be able to support one of our region’s outstanding cultural organizations through this COVID relief funding,” said UFCU CFO Roman Omecinskyj. “Geva Theatre Center is one of our community’s greatest treasures. It contributes so much to the quality of life we are able to enjoy in this community. We are very proud to support Geva as it returns to its business of making and presenting live professional theatre.”

About the Small Business Recovery Grant Program

The FHLBNY’s Small Business Recovery Grant Program (SBRG) was developed in response to the 2017 hurricanes in Puerto Rico and the U.S. Virgin Islands. In 2020, the SBRG program was relaunched in response to the Coronavirus pandemic to help alleviate the challenges faced by small businesses and non-profits in FHLBNY members’ communities.

About Ukrainian Federal Credit Union:

UFCU was founded in 1953 by Ukrainian Americans in Rochester, New York and provides service in English and Ukrainian languages to meet the needs of over 22,000 members. The credit union with assets exceeding \$335 million has 13 full-service branch offices from coast to coast in seven states – five branches in upstate New York including Buffalo, Amherst, Rochester, Webster and Syracuse – and employs more than 80 individuals. Members of over 70 common bond organizations may join the credit union. UFCU is insured by NCUA.

About Geva Theatre Center

Geva Theatre Center is a nonprofit, professional theatre company in downtown Rochester, New York, offering world-class productions and extensive additional programming. Founded in 1972, Geva is the most well-attended regional theatre in New York State with one of the 25 largest subscription bases among regional theatres in the country. Geva serves as many as 160,000 patrons annually, including more than 20,000 students.

Geva’s 517-seat Wilson Stage and 180-seat Fielding Stage each offer a wide-ranging collection of drama, comedy and musical theatre, from classics to world premieres. The company also offers a broad slate of educational, outreach and literary programming to enrich audiences, students and artists of all ages and disciplines. Since 1995, Geva has been under the artistic direction of Mark Cuddy.

Geva Theatre Center sits on the ancestral and unceded territory of the O-non-dowa-gah, or "the people of the Great Hill." In English, they are known as the Seneca people, "the keeper of the western door." They have stewarded this land through generations, and Geva pays respect and gives thanks to their elders, past and present.

Find out more about Geva Theatre Center at GevaTheatre.org or by connecting with us on social media. Facebook: facebook.com/gevatheatrecenter, Twitter: [@gevatheatre](https://twitter.com/gevatheatre), Instagram: [@gevatheatre](https://instagram.com/gevatheatre), LinkedIn: linkedin.com/company/geva-theatre-center.

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