Dear Friends and Supporters,

It is with tremendous pride that I reflect on 2019. SPCC experienced incredible growth; not only in the work we committed to as an organization but also as individuals who invested heavily in professional and personal development through self-reflection and education. Inside this year’s Annual Report, you will read about the launch of SPCC’s Mary Ellen Institute (MEI), the Family Trauma Intervention Program’s (FTIP) expansion including a new partnership with Bivona Child Advocacy Center and SPCC’s agency wide commitment to addressing racial equity and social justice.

The creation of MEI came as a direct result of SPCC becoming increasingly recognized as an expert in best practices for working with children and families as well as our ability to build meaningful partnerships that act as a catalyst for systems level changes in our community. Providing evidence informed Infant and Early Childhood Mental Health (IECMH) as well as Reflective Supervision training, support, and consultation significantly enhances and strengthens approaches across multidisciplinary infant and young child services in Monroe County. Research clearly indicates that these efforts will improve outcomes for infants and young children throughout their lifespan and for generations to come.

The Family Trauma Intervention Program was founded in 1984 and has evolved to meet the increasingly complex needs of children exposed to trauma, especially child maltreatment and domestic violence. In recognition of the program’s respected expertise in these areas and our lengthy waitlist, SPCC received increased funding from the NYS Office of Victim Services and was asked to join Bivona Child Advocacy Center’s team. These opportunities allow us to greatly increase our capacity to provide essential support to the youngest and most vulnerable victims of violence, the children. We are proud to report that FTIP has grown from being a single staff program in 1984, to now employing 15 employees, three of who are co-located at Bivona. We are thrilled to offer this increased support to help children and families heal and grow.

It goes without saying why SPCC is committed to engaging in racial equity and social justice efforts; this work is foundational to protecting and caring for all children and families. We also believe it is critical to the health, integrity and well-being of our agency and to each of us as individuals. SPCC’s newly developed Equity Team is dedicated to leading the work necessary to ensure that all of SPCC’s services, policies and practices are designed to prioritize equity and justice. Although this is a never-ending process, SPCC has dedicated tremendous time and energy to these efforts and has developed a clearly articulated equity statement that will guide future efforts and hold us accountable for sustained commitment as we head into our 145th year of service to Rochester and western NY’s most vulnerable children and families.

Sincerely,

Lisa Butt
President and CEO
SPCC founded the Mary Ellen Institute in 2019, with the mission of improving holistic developmental outcomes for infants and young children throughout their lifespan. The institute was named in honor of the young child at the heart of SPCC’s formation who needed relationships with caring and skilled professionals to heal and thrive. The overarching purpose of the Mary Ellen Institute is to increase access to evidence informed Infant and Early Childhood Mental Health (IECMH) training, support, consultation and supervision to advance access to quality, relationally driven, culturally responsive, trauma informed and developmentally appropriate services across infant and young child disciplines in our community. IECMH services span the continuum of prevention, assessment, consultation and intervention for all child-serving disciplines.

While SPCC has been providing such training, consultation and supervision since 2013, the lack of community capacity to serve infants, young children and their families from an IECMH informed practice perspective across disciplines regardless of socio-economic, zip code, race and adversity lines was significant and the demand was growing. With generous funding, from Greater Rochester Health Foundation and the Whole Child Connection led by the Children’s Institute, SPCC’s Mary Ellen Institute was able to begin offering long term, intensive IECMH training, consultation and supervision on a larger scale with the goal of advancing sustainable, effective practice change across disciplines that aligns with the quality standards established by New York State Association for Infant Mental Health and The Alliance for the Advancement of Infant Mental Health’s Endorsement for Culturally Sensitive, Relationship-Focused Practice Promoting Infant and Early Childhood Mental Health®. This allows us to increase Monroe County’s capacity for IECMH Endorsed® professionals that will form a solid foundation for sustained improvements in practices for all child serving professionals.

This funding allowed SPCC to increase IECMH training, consultation and supervision supports, focus intensively on the program development, dedicate increased time to IECMH advocacy and practice integration efforts, partner with state and national collaborative efforts, and develop sustainability plans. In late 2019, SPCC was part of a community collaborative, led by the Children’s Institute that was awarded national funding through SAMHSA's Project Launch. This five year project will allow us to further expand our efforts and specifically advance IEMCH practices in local Early Care and Education as well as pediatric health care settings. We look forward to the addition of three new IECMH Trainers and Consultants who will begin working with us through this funding in early 2020.

The inception of the Mary Ellen Institute project has been led by Sarah Fitzgibbons, VP of Programs and Practices who worked tirelessly and strategically for many years to bring a community wide awareness and commitment to IECMH and Reflective Supervision so our region could create a sustainable infrastructure that supports our youngest children, their families and the professionals who care for them in a wide array of roles. Megan Smith began her new position as Project Manager for the Mary Ellen Institute in 2019, after having spent many years at SPCC working as leader, advocate and trainer in our community in area of IECMH. She brings years of professional experience in IECMH clinical intervention, racial equity infused practices, trauma informed care, mindfulness, and creative arts therapy. Megan and Sarah were joined by an incredibly talented team with similar expertise, passion and dedication who work as trainers and consultants on the project: Alana Russotti (Director of Reflective Practices) and Bonnie Allen (IECMH Trainer & Consultant). We look forward to hiring three additional part-time trainers and consultants in early 2020.
Throughout this first year the Mary Ellen Institute surpassed all our hopes and dreams. Some examples of the services provided are:

**Infant and Early Childhood Mental Health (IECMH): Theory to Practice Trainings.** IECMH informed practices support healthy social and emotional development of children from birth to three and is critical to preventing and treating mental health problems of children and families. Given the significant demand by interested community practitioners we had over 75 multidisciplinary practitioners successfully complete this training in 2019.

**Reflective Supervision Learning Collaboratives.** Reflective supervision is a relationship between a supervisor and supervisee that focuses on relationships and supports the supervisee to discover their own solutions/concepts leading to deep and lasting professional growth. The goal is to nurture staff who then are able to nurture children and families leading to improved outcomes and well-being for both the practitioners and participants. In response to a growing interest and request for Reflective Supervision training we had 10 multidisciplinary participants complete a year-long learning collaborative. Participants served were from disciplines such as early care and education, pediatric medicine, child welfare, home visiting, children’s health policy, WIC, mental health.

**Reflective Supervision/Consultation Groups.** As IECMH practices took hold in our community, the need for reflective supervision/consultation groups was clear. These small groups meet regularly as a time to reflect on best practices with or on behalf of children 0-6 years old and their families. The groups are often multi-disciplinary, and offer opportunities for professionals across community organizations to learn from each other as they work to offer IECMH aligned best practices, and reduce compassion fatigue and secondary trauma. In 2019, over 50 community professionals participated in our regular reflective supervision/consultation groups.

**Consultation.** Staff dedicated significant amount of time to inter-agency collaboration and relationship building with a wide array of local agencies to create an infrastructure throughout our community that to support and sustain the integration of IECMH and Reflective Practices again throughout diverse child serving fields.

**Copyrighted Training Materials.** Our training materials were all granted copyrights, reflecting the unique and valuable content provided by MEI.

**Continuing Education Units (CEUs).** MEI trainings are certified by New York State to provide CEUs for eligible participants.

**DC:0–5™ Diagnostic Classification of Mental Health and Developmental Disorders of Infancy and Early Childhood (DC:0-5) Training of Trainers.** Mary Ellen Institute staff became trained as trainers of DC: 0-5 that is an approach to assessment, diagnosis and case formulation that is developmentally informed, relationship-based, contextually and culturally grounded for practitioners such as mental health clinicians, psychiatrists, pediatricians, nurse practitioners, and early intervention specialists who work with infants, young children, and their families.

**Systems Advocacy Related to Community Capacity and Infrastructure Development** local, state, and national work with IECMH policy, practice and implementation efforts that directly relate to increasing capacity to IECMH cross-sector workforce.

**Networking** Mary Ellen Institute staff also developed and continued relationships with various collaborative efforts including the NYS Team with National Zero To Three for IECMH finance policy, local efforts including Early Childhood Development Initiative, ROC the Future, Healthy Kids Coalition, Parents as Teachers Collaborative, initiatives related to GRHF’s Healthy Futures Strategy, collaborative efforts with local higher education institutions to expand IECMH related coursework, and the Court Improvement Project (Monroe County Child Welfare/Family Court Collaborative).

SPCC is incredibly proud of the Mary Ellen Institute and the skilled infant and early childhood experts who are leading these efforts. By sharing their knowledge and passion they have contributed largely to systems level changes that will impact young children’s lives across our community, state and nation for generations. We look forward to continued growth in this new chapter of SPCC.
Family Trauma Intervention Program Expansion

In 2019, the Family Trauma Intervention Program (FTIP) grew significantly through increased funding from New York State’s Office on Victim Services (OVS) and continued support from Monroe County Department of Human Services. This allowed FTIP to increase its capacity to help families and children of all ages heal from complex trauma and especially expanded our ability to serve the unique needs of the youngest children age 0-6. Within FTIP, there is now a team of 6 staff dedicated to working primarily with children 0-6 and their caregivers utilizing an attachment and Infant Mental Health lens. This focus allows us to facilitate healing for infants and young children who have experienced trauma and adverse childhood experiences within the context of caregiver relationships and fills a critical gap in our community.

FTIP’s expertise and reputation for providing exceptional mental health services to children impacted by trauma and child maltreatment led to our being asked to join the Bivona Child Advocacy Center where Child Protective services, law enforcement, prosecutors, medical professionals, therapists, advocates and volunteers are co-located to surround children with multidisciplinary support and protection. Three FTIP therapists are now on-site at Bivona to provide therapeutic services specifically to child sexual abuse survivors and their families to help them heal while also ensuring the system protects them from further victimization.

SPCC Forms Equity Team

SPCC formed an Equity Team in February of 2019, in response to staff feedback regarding racial equity within the agency and the community, and in recognition of the fact that SPCC has been a historically white led agency, with much greater diversity in the clients we serve. The team is co-facilitated by Megan Smith and Lonnie Reaves, and is comprised of staff members from the Leadership Team, HR, Admin, and the eight programs within the agency. At the conclusion of the Equity Team’s strategic planning retreat in June, the team decided to join a community initiative through St. Joseph’s Neighborhood Center known as the Racial Equity and Justice Initiative (REJI). REJI is the result of two previous initiatives, Facing Race=Embracing Equity and Structural Racism Initiative, and is a community effort to dismantle racism at all its levels. SPCC became a part of REJI’s 2nd cohort and in joining, reinforced our commitment to being part of a community effort in doing work to combat racism, starting within our organization. REJI has supported the agency in various ways as well as providing accountability. We are excited to be a part of the REJI cohort, in partnership with the Rochester-Monroe Anti-Poverty Initiative, the City of Rochester Let’s Get REAL Initiative, the Rochester Area Community Foundation and community organizations like SPCC who are engaging in racial equity work. SPCC’s work with REJI has a long-term goal of institutional change, and reflects on 3 key areas:

♦ Creating opportunities for individuals to understand themselves and each other racially
♦ Creating opportunities for reflection on institutional and structural issues
♦ Embracing opportunities for change and equity

Members of the Equity Team at the REJI Conference in September, 2019
2019 Summarized Financials

SUMMARIZED BALANCE SHEET
December 31, 2019

<table>
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<th>Category</th>
<th>Amount</th>
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<tr>
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<tr>
<td>Net Assets</td>
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<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$2,986,696</td>
</tr>
</tbody>
</table>

OPERATING REPORT
For The Year Ended December 31, 2019

OPERATING REVENUES
Government Grants: $4,773,513
Contributions: 551,949
Other Revenue: 43,641
Total Operating Revenues: $5,369,103

OPERATING EXPENSES
Program Services: $4,727,011
Management & General: 566,731
Fundraising: 21,607
Total Operating Expenses: $5,315,349

Summarized Financials derived from 2019 Financial Statements
(audited by Insero & Co. CPAs, LLP)

2019 Fundraising Events

SPCC had several fundraising events in 2019, including our 32nd Annual Children’s Classic Golf Tournament, our annual Angel Party, ROC the Day, Listen to Your Mother, and the Second Annual Indoor Volleyball Tournament hosted by our Junior Board of Young Professionals. We also were the beneficiaries of the Cobblestone Invitational Golf Tournament. Thank you to all of our supporters and sponsors for your generous support!
2019 Grants, Contracts and Charitable Contributions

SPCC benefits significantly from the financial support we receive from individuals, foundations, businesses, corporations and government agencies. It is with this support that we are able to accomplish our important work. The following list acknowledges contributions made and monies received during the 2019 year.

Individuals

Anonymous
David Angleine
Jimmy Appleton
Ed Araozza
Tabitha & Robert Arrendell
Mr. & Mrs. Francis X. Aumand III
Jeff Bach
Jay Barber
Leslie Barnes
Patty Barnes
Larry & Patty Battisti
Chris Beato
Steve Bennett
Tyler Benson
Steve Berardi
Krystal & Trevor Bertrand
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Bernard Birnbaum
Lynn BonDurant
Alice & Randy Bower
Renny Bowers
Joe Boyd
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Ben Briggs
Stephanie Brown
Abigail Browne
Gail Browne
Tom & Gail Browne
Jessica & Tim Brumbaugh
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Dan & Kelsey Bud
Michael & Kim Buda
Colin Burke
Reagan Burns
Neil Butera
Elizabeth Butt
John Butt
Lisa & John Butt
Patricia Butt
Dan Byrl
Pam Cairns
Hayley Calcagno
Michael Campoli
Corrie Carter
David Caryl
John Caveney
Courtney Cawley
Bob Cieslica
Leah Cintino
Andrew Cogan
Christine Coltrain
Katie & Mark Connor
Andrea & Matt Convoy
Patricia Corbett
Donna & Philip Corleto
John Cortese
Andrea Cotter

Gregg Coughlin
Stephen Cowles
Scott & Kathleen Cristman
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Robert Cutler
Hilary Dank
Tom DaRin
Meaghan de Chateaufleuex
Joan DeCann
John Demartino
Harpoest Deol
Scott Deverell
Bob Thompson & Bonnie
DeVinney
Tom Dezi
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Laura DiNatale
Kevin Dinehart
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Wayne Dodsworth
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Jack Eichhorn
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James Feneli
Laure Ference
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Kalonda Greene
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Alex Keil
Mike & Linda Kelley
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Brittney Kennedy
Maureen Kiernan
Maureen Kiers
Courtney Klee
Bob Kilowski
Gregory Knicley
Todd Koneski
Milt Kotin
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Emilie & John Langfitt
Angela Lapple
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Gary & Susan Lawton
Alex Lazary
Clarice & Michael Lazary
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Brent Losey
Donnie Lovell
Mary Kay Lovell
Peter Loverier
Alan Lupton
Dave Lyons
Eva Lyons
Susan MacPherson
William Gallea & Jeanne MacPherson
Leonard Main, Jr.
Kenya Malcolm
Jim Marcello

Jake Martinez
Janice Maseci
Tabitha Maxwell
Bill Mcauliffe
Jessica McCarthy
Sonja McCarthy
Pauline McCleary
Becca McCormick
Donna McDonnell
Kristine McGrath
Rachael McGrath
Robert McLane
Andrea McLaren
Mollie Meloni
Katie Menec
Paige Kelly Monks
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Damiem & Marcy Mulconry
Phil Muscato
Steve & Ann Marie Nardozzi
Denis Naujokas
John E. Neumann
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Allison Nickel
Mark & Becky Nickell
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Lori O'Brien
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Bianca Piazza
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Scott Prankie
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Lonnies Reaves
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Michael Rizzo
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Karrie Roch
Sean Roddy
Sandy Romeo
Sue Rose
Deb Rosen
Alana Russotti
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Mark Shaw
Ed Shill
Deanne Sholette
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Eric Smith
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Jeff Smith
Mark Smith
Megan Smith
Scott Smith
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Catherine & Gary Squires
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Demetrios Stathopoulos
Steve Stathopoulos
Chris Steger
Dave Stenson
Scott Summerson
Mike Tambe
Georgeann Tarantino
Patty & Mike Teddy
Terry Thaney
Tim Thaney
Michael & Judith Timmins
Mike Trippany
Mike Tschiderer
Jay Valentine
Ron Valentine
William Valle
Erik Van Dorn
Jay Vanderstyn
Gerald Vanderstyn III
Todd Vangellow
Laurie & Jerry VanHout
John & Lisa Vasaturo
Chris & Alli Villa
Justin Villa
Joe Viola
Greg Voci
Robert Volkmar
Gregory Waldron
Jim Wall
Chris Walsh
Mike Wegman
Jorge Weiss
Suzanne Wheeler
Nancy & Bob Wilby
Lynn Wild
Thomas & Marilyn Willett
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Keith & Claudia Williams
Mike & Sandra Wilmot
Kelly Woods
Trevor Young
John & Christy Zimmer
Vikki Ziolkowski

Corporate/Businesses

80W
Adrian Jules
Aladdin’s on the Canal
Ambiance Design Gallery
American Girl
AP Professionals
ARM Rochester Inc.
Atlas Eats
Barnes & Noble
Best Buy
Bill Gray’s
Binghamton Companies
BLM Construction
Blush Beauty Bar
Boldt Castle
Bristol Valley Theater
Brown & Brown of Rochester NY
Buell Automatics
Calkins Office Park, LLP
Castle Products Inc.
Central Auto Auction
Centurion Automotive
City Grill/City Tavern
Club Barbados Resort & Spa
Corning Museum of Glass
Cortese Auto Block
Council of Agency Executives
Darien Lake Theme Park Resort
DeJoy, Knaufl & Blood
Eastern Shore Associates
Edibles
eHealth Technologies
Elite Performance Studio
ESL Federal Credit Union
Fairport Music Festival
Flaherty’s 3 Flags Inn
FM Office Products
Frontier Abstract & Research Services, Inc.
Fusion Digital
Gem Lab
George Eastman House
Golf Tec
Good Luck Restaurant
Harter, Secrest & Emery, LLP
Holdsworth Klimeowski
Construction
Hunt Country Vineyards
IACKids
Jack Rabbit Club
John Smillie Photography
K2 Brewery
Kittleberger Florist
Long Acre Farms
Lyft
Mackenzie Childs
Marathon Financial
Marketview Liquor
Martina Development Association
Memorial Art Gallery
Midtown Athletic Club
Midvale Country Club
Mr. Dominick’s On Main
Mulconry’s Irish Pub
National Coatings & Supplies
New York Technology Partners
Newtex Industries
Next Door
Nosh
Oak Hill Country Club
QCI Asset Management
RAC for Women
RDI Diamonds
Rheinblick German Restaurant
Roc the Mic Productions
Rochester Museum & Science Center
Rochester Philharmonic Orchestra
Rochester-Syracuse Auto Auction
Rose & Kiernan, Inc.
Scott Miller
Seabreeze Amusement Park
Seneca Park Zoo
Signatures at Humphrey House
Silk District Pub
Singer Castle
Sonnenberg Gardens
Southern Glazer’s Wine & Spirits
Spa at La Bella
The SPCC Board of Directors
The SPCC Junior Board of Young Professionals
Tito’s Handmade Vodka
Uber
Uncle Sam Boat Tours
Unilink, Inc.
Village Bakery
VIP Nails
Vizion Design, Inc.
Wegmans
Woodcliff Hotel & Spa

Government Agencies / Foundations

Children’s Institute
City of Rochester
Cobblestone Creek Charity Guild
Estate of Harold Clayton
Greater Rochester Health Foundation
Greek Festival Philanthropy Program
Maternity & Early Childhood Foundation, Inc.
Monroe County Department of Human Services
NYS Child Support Enforcement
NYS DASNY Infrastructure Grant
NYS Department of Health
NYS OCFS Healthy Families NY
NYS Office of Victim Services
Office of Violence Against Women
Justice for Families Program
Rochester Area Community Foundation
Rochester Children’s Fund
Rochester Women’s Giving Circle
University of Rochester
Wilson Foundation
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Kathy Cupo, IT Manager, Excellus BCBS

Michael Kelley, Account Manager, New York Technology Partners

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Check out our blog: http://spccrochester.wordpress.com/

Emma Smith, a Girl Scout Ambassador and high school junior, designed and painted a mural in the playroom at the Visitation Center for her Girl Scout Gold Award project. Her mural design features a rainbow above the “Freddie-Sue” Bridge, with the Rochester city skyline, the Genesee River and a peregrine falcon. Emma used the money she earned selling Girl Scout cookies over the past ten years to fund the project, and did the painting over a four day period in October. Emma said she loved seeing the smiles on the faces of the children who were at the Visitation Center while she was working, and answering their questions about her mural. Emma said “I hope the kids and adults at the Visitation Center will enjoy the mural just as much as I enjoyed creating it!”

Wet Paint! Emma next to her just-finished mural.