

SPCC Annual Report 2019

Society for the Protection & Care of Children



Dear Friends and Supporters,

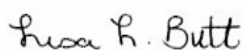
It is with tremendous pride that I reflect on 2019. SPCC experienced incredible growth; not only in the work we committed to as an organization but also as individuals who invested heavily in professional and personal development through self-reflection and education. Inside this year's Annual Report, 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 Launches the Mary Ellen Institute



Nurturing best practices for infants and young children
TRAINING • CONSULTATION • COMPASSION • COMMUNITY

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 IECMH 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.

(continued on page 4)

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

Current Assets	\$ 2,603,501
Property & Equipment (net)	383,195
Total Assets	\$ 2,986,696
Current Liabilities	\$ 808,238
Net Assets	2,178,458
Total Liabilities & Net Assets	\$ 2,986,696

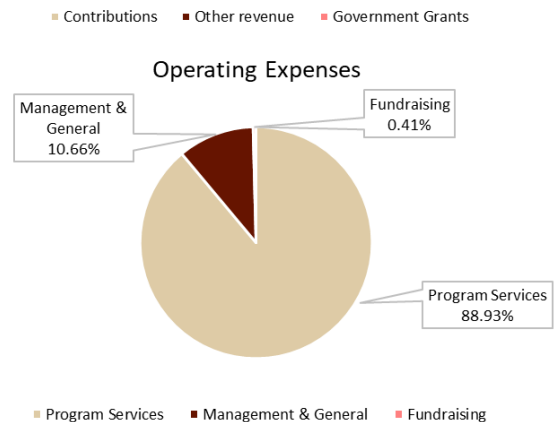
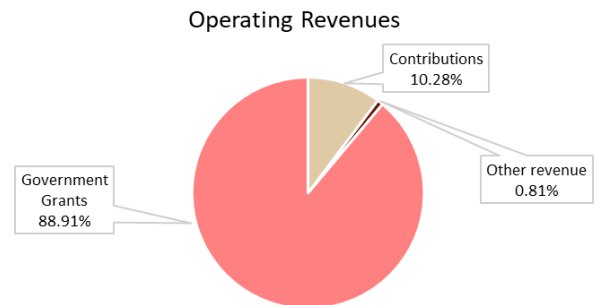
OPERATING REPORT

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)*



OPERATING REVENUES	
Government Grants:	88.91%
Contributions:	10.28%
Other Revenue:	0.81%

OPERATING EXPENSES	
Program Services:	88.93%
Management & General:	10.66%
Fundraising:	0.41%

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	Gregg Coughlin	Barbara & John Harper	Jake Martinez
David Angeline	Stephen Cowles	Bob Hartnett	Janice Mascari
Jimmy Appleton	Scott & Kathleen Cristman	Julie Hetterich	Tabitha Maxwell
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 Construction
 Hunt Country Vineyards
 IACKids
 JackRabbit Club
 John Smillie Photography
 K2 Brewery
 Kittleberger Florist
 Long Acre Farms

Lyft
 Mackenzie Childs
 Marathon Financial
 Marketview Liquor
 Martina Development Associa-
 tion
 Memorial Art Gallery
 Midtown Athletic Club
 Midvale Country Club
 Mr. Dominic'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
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 Sonnenberg Gardens
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 Program
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 Human Services
 NYS Child Support Enforcement
 NYS DASNY Infrastructure Grant
 NYS Department of Health
 NYS OCFS Healthy Families NY
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 Office of Violence Against Women
 Justice for Families Program
 Rochester Area Community
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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.