

WE ALL HAVE A
story
TO TELL.



**The Society for the Protection & Care of Children
2014 ANNUAL REPORT**

Dear Friends and Supporters,

"Our lives are a collection of stories. Truths about who we are, what we believe, what we came from, how we struggle and how we are strong."

– Dr. Brené Brown

The Society for the Protection & Care of Children (SPCC) has chosen to focus this year's Annual Report on the theme of "life stories". One of the primary roles those of us at SPCC have is to support individuals in developing the life stories they want most for their future. Participants often come to our programs with stories filled with inexplicable trauma, pain, loss, poverty and violence. Our staff works with these children and families to help them discover the power and resources to create the next chapters of their story, and through that, to trust in the power they have over their lives. Stories of grief and trauma become stories of healing and resiliency. Chapters about the sadness of the past become chapters of new beginnings and hope for the future.

SPCC has been a key part of many families' stories, going back to Mary Ellen, the child whose story inspired the founding of SPCC in 1875. Throughout this report, you will read just a few of these stories from people who have been served by our programs. We hope that you will be inspired to support SPCC in the coming year as we continue to partner with families to craft their own life stories of healing and success.

Sincerely,

Lisa R. Butt

Lisa Butt
President and CEO





Teen Age Parent Support Services

Homeless, pregnant, and alone; this is the beginning of the extraordinary story of Alexis. Although these arduous circumstances were present in her life, they did not stop this young girl from becoming a successful, independent woman.

After being placed in a residential treatment facility at a young age, Alexis was determined to take the narrow path and succeed in life. Graduating high school and enrolling in college, Alexis felt her life was on the right track; until she discovered she was pregnant.


This unfortunately led to becoming homeless and having no one to rely on. While many would give up and watch their life collapse into a downward spiral in this situation, this is not the choice Alexis made. Alexis chose to persevere through her obstacles by becoming involved with SPCC's **Teen Age Parent Support Services (TAPSS) program**.

After giving birth to her son Bradyn, who is now 2 years of age, Alexis, with support from her TAPSS social worker, was able to successfully complete and graduate from the Rochester Educational Opportunity Center with a Home Health Aide certification.

One of Alexis's goals in life is to give back and help others who are in need, and today Alexis is able to do that working as a Home Health Aide.

She acknowledges that the support of SPCC staff has been fundamental to her growth, stating "the best part of the program is having someone to talk to with a non-judgmental point of view." Alexis is one of many truly extraordinary SPCC success stories.

Family Trauma Intervention



When Jason was 7 years old, his 2 year old brother unexpectedly and tragically passed away. As a result, the family was referred to SPCC's **Family Trauma Intervention Program (FTIP)**.

Struggling with the loss, Jason began demonstrating serious symptoms related to this trauma. He was violently lashing out at others and was suspended several times for throwing desks, biting teachers and hitting his peers. He also began hurting himself by picking his skin until he bled, banging his head against walls, and throwing himself down stairs. At the age of 7, Jason attempted suicide by trying to jump off the school roof.

When Jason's SPCC therapist began working with him, he was resistant, defiant, aggressive and non-verbal. For months they colored in silence, allowing the relationship to slowly build. Jason eventually began to open up and process the complex grief connected to the loss of his brother, as well as ongoing family struggles.

After three years, Jason has successfully completed his counseling with SPCC and now presents as a different child than when he started. He has learned ways to express his emotions, rather than keeping them bottled up inside, and in his words, feels more "peaceful" and "in control" of himself.

By practicing this with his therapist, Jason has been able to transfer this to the other relationships in his life - expressing his emotions and seeking support when needed, rather than hurting himself or others.

Jason has improved in all areas of life. He is a member of the school Student Government and was recently given an Achievement award for excellent behavior, of which only one child in his grade receives. Instead of believing he is going to die young, Jason now talks of his future dreams and goals.

Supervised Visitation

Linda is a mother of one, who had endured years of physical and psychological abuse by her husband. After making the courageous decision to leave and obtain an Order of Protection, she was in need of a safe and supportive environment in which her daughter could visit her father.

Linda and her daughter Jennifer were referred to SPCC's **Supervised Visitation Program (SVP)**. The SVP provides the safety features that Linda's family needs - separate entrances and lobbies, staggered arrival times, metal detectors and cameras.

The SVP has staff who are knowledgeable about the dynamics of domestic violence and who can balance the need for safety with the need for quality time between children and their non-residential parent. Linda has expressed that prior to coming to SPCC, other organizations were not able to account for her safety the way the SVP does.

Jennifer is old enough to remember much of the violence in her home, and has felt the need to keep her mother safe. She needs someone that will listen to her wants and needs regarding visitation, and support her in her interactions with her father. SVP provides safety and consistency during Jennifer's visits with her father, fostering healthy interactions without the fear of being witness to more parental violence.



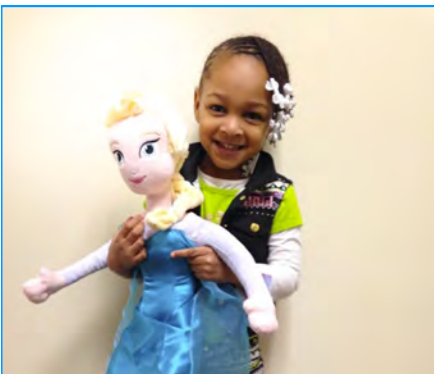
New in 2014

The **SPCC Junior Board of Young Professionals** was established in April of 2014. This dynamic group has the desire, motivation and skills to make a difference in the Rochester community by supporting the work of SPCC. The Junior Board meets every month and has enthusiastically joined in to support to SPCC's existing fundraising efforts, as well as championing new, Junior Board driven events such as ***Charmed by Charity***, an event held at Alex & Ani in the Fall of 2014. This group has also been key to raising awareness of SPCC and our programs through social media and participation in various community networking opportunities. SPCC's Board and staff are thrilled to have the additional inspiration and energy the Junior Board of Young Professionals provides, and we are excited to see what's to come...



2014 Holiday Project

In an effort to help the parents we work with feel more included and empowered in the holiday gift giving process, this year we created a "store" with gifts donated from people such as yourselves. This "Holiday Shop" allowed parents to be actively involved and enabled them to be thoughtful in selecting specific gifts for their children. We were very fortunate that the donations we collected were in a variety of sizes and age ranges with which we could stock the Holiday Shop. The Holiday Shop was held in a downtown space donated by James Philippone, Esq., that allowed us to display the holiday gifts in a welcoming, family friendly and festive way. There was even a separate room for children filled with coloring supplies, toys and our famous "Teddy Bear Tree". Each child chose a teddy bear to take home with them, when their parents were done shopping. The parents unanimously expressed their gratitude and one single mother of four was so moved, she spontaneously hugged a volunteer and thanked her through tears of gratitude.



Please contact us if you would like to be added to SPCC's holiday mailing list in 2015. There are a variety of ways that you can help support our efforts! Thanks to all of you who participated in the 2014 Holiday Shop — you truly helped to make the holidays more meaningful for the families we serve!

SPCC's **WIC (Women, Infants and Children) Program** received exciting news in 2014! We received special funding to have the first mobile WIC site in New York State. SPCC was approved to purchase a 30 foot motorhome to be used as a mobile WIC clinic to deliver WIC services to rural, under-served areas in the Finger Lakes region.



In 2014, SPCC piloted a **Therapeutic Visitation Program (TVP)**, that aimed to provide child-focused therapeutic intervention within the context of supervised visitation. After researching, connecting with similar programs in the country and assessing the specific needs in our community, TVP piloted providing services to families through Monroe County Family Court. The primary goals of the program were to increase parent-child relationship attunement, increase healthy emotional availability, repair trauma and attachment disruption impacts on children, and to promote the overall well-being of the child.

SPCC staff member Matthew McKenna shares one of the ways our programs helped children write a new chapter of their life stories in 2014:

To conclude the **STYA Summer Program of 2014**, STYA took 14 kids, most of whom



had never gone camping, to the Canandaigua KOA grounds. Their initial expectations were full of uncertainty and hesitation about the idea, for they were not used to the thought of spending the evening in an environment where the sounds of nature outdo those of city life. Not knowing what to expect, they hopped into the agency van, hoping that their earned privilege of an overnight camping trip was a fair exchange for their hard work and commitment throughout the 8-week summer program.



Meanwhile, the simple hope from staff was that these students would experience a new perspective on all the world has to offer. What was a 30-minute drive down I-90 to the adult staff was a foreign exploration for the kids. While ecstatic to be going on an adventure, there was a sense of intimidation as well; tall, dark forests, stone roads, and the mysterious sounds of the woods kept the kids cautiously enthused about their surroundings. However, as a result of numerous outdoor activities, such as pedal-boating, biking, swimming, building a fire, roasting marshmallows, and everyone's favorite: "haunted" walks through the woods, the kids developed a new perspective of what opportunity awaits them outside of their urban neighborhoods. We believe this exposure has expanded their vision of a healthy future.



For more about SPCC's collaboration with the STYA Summer Program, you can find a video here:

<https://www.facebook.com/SPCCRochester/videos>



2014 Fundraisers

SPCC's 27th Annual Golf Tournament

This annual tournament is designed to raise financial support and awareness about the agency, with the help of a variety of community supporters. At this year's event on June 2, 2014 at Midvale Country Club, SPCC raised almost \$49,000!

Many thanks to Cortese Auto Group for their continued corporate sponsorship of this annual fundraising event!



Cigars for a Cause

The **Cigars for a Cause** cigar smoker benefit was held at the Towpath Café in Fairport on September 24th, and raised \$1,000. Many thanks to the participants and our Board of Directors for their continued support!



Charmed by Charity Event

Our Junior Board of Young Professionals held a fundraising event at the Alex & Ani store at the Culver Road Armory on October 1st, 2014 and raised \$1,000 for SPCC!



SPCC'S Angel Party



Our annual **Angel Party** in December raised \$1,800 and collected many gift donations for the 500+ individuals who chose gifts from SPCC's 2014 Holiday Shop. Our thanks to the women who supported this event!



Guest Bartender Night

We'd like to thank our Board of Directors, Junior Board of Young Professionals, staff and supporters who came out to our **SPCC Guest Bartender Night** at the Cottage Hotel on December 16th. This event featured Board member Terry Tehan and his daughter, Junior Board member Kayla Tehan, as bartenders and raised over \$1,000 for SPCC!

Board Of Directors, 2014-2015

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Michael Kelley

New York Technology Partners

Crystal Bateman, LPN

Ogden Pediatrics

Sean McLaren, DDS

University Dental Faculty Group

Gregory Coughlin

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John Zimmer

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Rochester Institute of Technology

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Check out our **blog**: <http://spccrochester.wordpress.com/>

Follow us on **Instagram**: <http://instagram.com/spcc1>

SUMMARIZED FINANCIALS

SUMMARIZED BALANCE SHEET

December 31, 2014

Current Assets	\$ 1,823,533	
Property & Equipment (net)	\$ 359,211	
Total Assets		\$ 2,182,744
Current Liabilities	\$ 434,958	
Net Assets	\$ 1,747,786	
Total Liabilities & Net Assets		\$ 2,182,744

OPERATING REPORT

For The Year Ended December 31, 2014

OPERATING REVENUES		
Government Grants & United Way	\$ 1,944,807	
Contributions	\$ 199,650	
Other Revenues	\$ 651,435	
Total Operating Revenues		\$ 2,795,892
OPERATING EXPENSES		
Program Services	\$ 2,478,720	
Management & General	\$ 334,198	
Fundraising	\$ 13,525	
Total Operating Expenses		\$ 2,826,443

REVENUE

Government	
Grants & United Way:	70%
Contributions:	7%
Other Revenue:	23%

EXPENSES

Program Services:	87.7%
Management & General:	11.8%
Fundraising:	.5%

2014 Grants, Contracts & 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 2014 year including those who gave through our Annual Appeal, Children's Classic Golf Tournament, Alex & Ani event, Cottage Hotel guest bartender night, SPCC Smoker, Angel Party and the Holiday Shop Project.

Individuals:

Alexander, Mary
 Anthony, Nancy
 Arce, Karen M.
 Baaith, Naimah Z.
 Bach, Jeff
 Balonek, Melissa
 Barbone, Anna
 Barnes, Katie
 Barnes, Leslie
 Barnett, Ted & Carol
 Bartlett, John
 Bateman, Crystal
 Bertrand, Krystal
 Bianchi, Susan
 Bishop, Lindsey
 Bissnette, Kristine
 Blatter, Hans
 BonDurant, Lynn
 Bory, Erin
 Bower, Alice
 Boyce, Karla
 Buckman, Lorraine
 Burkart, Joseph
 Burke, Brian & Mary Jane
 Burns, Robert J.
 Butera, Neil
 Butt, John & Lisa
 Butt, John B.
 Butt, Elizabeth
 Cacciato, Charles & Gruttadaro, Dennise
 Carey, Cathleen
 Carr, John & Janet
 Cavali, Ellen M.
 Ciscio, Lisa
 Coddington, Samuel
 Corbett, Michelle
 Coughlin, Gregory
 Cortese, John
 Curtis, Wanda
 D'Ambrose, Martin
 D'Ambrosia, Mary Ann
 Daugherty, L. Eugene & Julie
 Davis, Rebecca
 DeVaney, Christine
 Dollinger, Ellen
 Donoghue, Patricia A.
 Donohue, Linda
 Drabik, Kris
 Drechsler, Diane
 Drechsler, Mary

Drescher, Lori
 Edwards, Debbie
 Eygabroad, Cynthia
 Eygabroad, Lucy
 Fitzgibbons, Ann
 Fitzgibbons, Carol
 Flood, Neil
 Freier, Maria
 French, Patti
 Fox, Robert
 Fuchs, Lou & Lisa
 Gennuso, Angela
 Gensheimer, Richard & Mona
 Gibson, Sandra
 Gilligan, Kelly
 Ginder, Bruce & Mary Ann
 Greene, Kathryn
 Hanrahan, Katy
 Hetterich, Julie
 Holt, June M.
 Howe II, Gordon
 Huussen, John & Janine
 Izzo, Jessica and family
 Jackson, Kayla
 Jeff, Roberta
 Johns, Sarah
 Johnson, Rejane D.
 Joseph, Margaret
 Joynt, Betsy
 Kabasin, Daniel
 Kasperski, Tammy
 Katz, Sandra
 Kelley, Michael & Linda
 Kenrick, Peggy
 Kiernan, Maureen
 Kidd, Mary
 Kohout, the Hon. Joan S.
 Kraus, JR
 Kulp, Adam
 Kusminsky, Kate & Jerry
 Langford, Doug
 Lashomb, Charles & Mary
 Lashomb, Sarah
 Latvala, Sasha M.
 Lawton, Gary & Susan
 Lazary, Clarice & Michael
 LeFrois, Janine
 Lovallo, Patty
 Loveys, Karen
 Macyczko, Michael
 Manahan, Chelsea
 Marcotte, Pamela
 Marks, Patricia & Brian

Martens, Rita M.
 Maurer, Colleen O.
 McDonnell, Donna
 McGrath, Rachel
 McKinnon, Carrie J.
 McLaren, Sean & Andrea
 McLaughlin, Kathy
 McVeigh, Dave
 Michels, Karen
 Millburn, Linda & Robert
 Morse, Jane F.
 Mungenast, Karen
 Nickel, Mark & Becky
 Northrup, Steve
 Nowicki, Doris
 Nutting, Kayleigh
 Okey, Susan
 Parker, Jamie & Mary Ann
 Pearles, Ray
 Pender, Alicia
 Penta, Bob
 Philippone, James
 Pieper, Kathleen
 Pieterse, Janice
 Pine, Elizabeth
 Polasek, Jason
 Polissen, Gary
 Pluta, Mary & Ron
 Frankie, Scott
 Pugliese, Robert & Peggy
 Quinn, Grace
 Raforth, Joy A.
 Reid, Deidre-Ann M.
 Renahan, Kate
 Rhuma, Teri L.
 Ribas, Laura
 Riedinger, Matthew
 Riedman, Eileen & John
 Rose, Colleen
 Rose, Mike & Sue
 Santiago, Armando
 Saylor, James & Caroline
 Scalise, Ellin
 Schmitt, Linda A.
 Schuth, Liz
 Shaffer, Jackie
 Shue, Matt
 Smith, Sherrie
 Solazzo, Melinda
 Snider, Bonnie A.
 Squires, Catherine
 Stalter, Mary Beth
 Swain, Bev

Tandoi, Debra
 Teddy, Michael & Patty
 Tehan, Kayla
 Tehan, Terry & Yvette
 Thaney, Tim
 Thousand, Bonni L.
 Thurston, Nancy
 Tipps, Joseph D.
 Tracey, Dennis
 Valentine, Laurie & VanHout, Gerry
 Valentine, Ronald & Heather
 Valerio, Judy
 Vater, Debby
 Walker, Christine
 Walton, Cindy
 Walworth, Mark
 Welcher, Jeff
 Weldgen, Colleen
 Weldgen, Laurie
 Whitfield, Arthur & Kathy
 Woods, Kelly
 Young-Stevenson, Angela L.
 Zimmer, John & Christine

Corporate/Business:

Adventure Landing
 Aladdins
 American Recycling & Manufacturing
 AP Professionals
 Bill Gray's
 Black and Blue
 Boldt Castle
 Bristol Harbour
 Bristol Valley Theater
 Brown & Brown Insurance
 Buell Automatics, Inc.
 Calkins Office Park, LLP
 Castle Products
 Central Auto Auction, Inc.
 Cheesy Eddie's
 Chili's
 Constellation Brands
 Cortese Auto Group
 Cottage Hotel
 Country Club Liquor Mart
 Crab Shack
 DeJoy, Knauf & Blood, LLP
 Dolomite
 Eastern Shore Associates—Cleary Agency

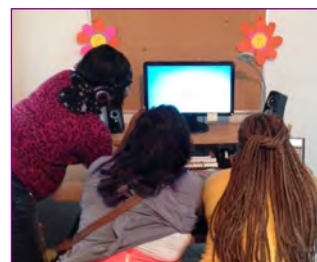
eHealth Technologies
 Fibertech
 Flaherty's 3 Flags
 Gates Public Library
 General Code
 Genesee & Wyoming, Inc
 Genesee Country Village & Museum
 Genesee Regional Bank
 Genesee Valley Podiatry
 George Eastman House
 Harter Secrest & Emery LLP
 Hedonist Artisan Chocolate & Ice Cream
 Hewitt Young Electric
 Hilton High School
 Hilton Middle School
 Hunt Country Vineyards
 Janice Mix Photography
 Joynt Packaging International
 Keller Williams
 Laser Quest
 Last Man Standing Club
 Lawley Automotive Dealership Solutions
 LeGault Limousine
 Len Rugg's Office Furniture
 Lifetime Care
 Long Acre Farms
 M. J. Teddy & Associates
 Marathon Financial
 Marketview Liquor
 Memorial Art Gallery
 Midtown Athletic Club
 Midvale Country Club
 OffsiteDataSync
 Ontario Honda/Ontario Mazda
 P.F. Chang's
 Phoenix Graphics
 Philipponne Law Offices
 Pita Pit
 PCNS
 Pittsford Paving
 Pomodoro
 QCI
 RAC for Women
 Radisson Hotel Corning
 RAPA
 Ravenwood Golf Club
 Reen's B&B
 Regal Cinemas
 Rheinblick German Restaurant
 RIT Inn & Conference Center
 RMSC
 Rochester Philharmonic
 Rochester Red Wings
 Rochester-Syracuse Auto Auction
 Rose & Kiernan, Inc.

Salmon Creek Sports
 Scotland Yard Pub
 Seneca Park Zoo
 Singer Castle
 Sonnenberg Gardens
 Spa at LaBella
 SPCC Board of Directors
 SPCC Junior Board of Young Professionals
 Sticky Lips BBQ
 Sylk Spa and Salon
 Tantalo Photography Studio
 The Gem Lab
 The Polisseni Agency
 The Thirsty Turtle
 Thomson Reuters
 Transcat
 Towpath Café
 Uncle Sam Boat Tours
 VirtualScopics
 Visron Design, LLC
 Wambach Garden Center
 Wegmans
 Women's Association—Monroe Golf Club

**Government Agencies/
 Foundations:**

City of Rochester
 Greater Rochester Health Foundation
 Holmes Family Foundation
 Monroe County Department of Human Services
 NYS Child Support Enforcement
 NYS Department of Health
 Office of Victim Services
 Office of Violence Against Women Justice for Families Program
 John F. Wegman Foundation
 Women's Foundation
 Women's Fund
 Women's Giving Circle

SPCC would like to acknowledge our gratitude to an "unsung hero". This gentleman, whose only request was to remain anonymous, generously donated \$10,000 a year to the agency for an emergency fund for the past several years. This fund was used for such urgent situations as helping a family relocate after fleeing an abusive situation, obtaining beds for children sleeping on the floor, providing warm coats in Rochester's harsh winters, buying medicine not covered by insurance, and providing professional clothing and bus passes for people searching for employment. This anonymous benefactor passed away in 2014. All of us at SPCC wish to express our gratitude for his support and extend our sympathies to his family and loved ones.



SPCC is grateful to Genesee & Wyoming, Inc., whose participation in our 2014 Holiday Project included a generous donation of computers. Here, participants in our **TAPSS Teen Parent Coalition** are online, researching locations in the community where they can do community service projects. The group also provides support to each other and goes on outings that they decide upon and plan themselves.

LIVE UNITED 

Please consider SPCC when completing your United Way Donor Designation form. SPCC's Donor ID is # 254!