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 Butt
President and CEO
Teen Age Parent Support Services

Homeless, pregnant, and alone; this is the beginning of the extraordinary story of Alexus. 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, Alexus was determined to take the narrow path and succeed in life. Graduating high school and enrolling in college, Alexus 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 Alexus made. Alexus 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, Alexus, 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 Alexus’s goals in life is to give back and help others who are in need, and today Alexus 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.” Alexus 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 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...

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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, underserved 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](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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Joynt Packaging International, Inc.

Crystal Bateman, LPN  
Ogden Pediatrics

Gregory Coughlin  
Harter Secrest & Emery LLP

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Junior Board of Young Professionals, 2014-2015

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Colleen Rose  
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Kayla Tehan  
Highland Hospital

Jeff Welcher  
Financial Planner
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

SUMMARIZED FINANCIALS

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Find us on Facebook: https://www.facebook.com/SPCCRochester

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

Follow us on Instagram: http://instagram.com/spcc1

CONNECT WITH US!

FINANCES AUDITED BY DEJOY KNAUF & BLOOD, LLP
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.  
Baith, 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, Dennis  
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  
Daughtery, 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  
Hanrahann, Katy  
Hetterich, Julie  
Holt, June M.  
Howe II, Gordon  
Huussen, John & Janine  
Izzo, Jessica and family  
Jackson, Kayla  
Jeff, Roberta  
Johns, Sarah  
Johnson, Rejanee D.  
Joseph, Margaret  
Joynt, Betsy  
Kabasin, Daniel  
Kaperski, 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  
Mancotte, Pamela  
Marks, Patricia & Brian  
Martens, Rita M.  
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McLaughlin, Kathy  
McVeigh, Dave  
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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  
Polisseni, Gary  
Pluta, Mary & Ron  
Prankie, Scott  
Pugliese, Robert & Peggy  
Quinn, Grace  
Rafforth, 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, Debbby  
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:**

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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, LLP  
Cheesy Eddie’s Chili’s  
Constellation Brands  
Cortese Auto Group  
Cottage Hotel  
Country Club Liquor Mart  
Crab Shack  
DelJoy, Knauf & Blood, LLP  
Dolomite  
Eastern Shore Associates—Cleary Agency
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.

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