

# *SPCC Annual Report 2017*

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Society for the Protection & Care of Children



*At SPCC's agency picnic in August 2017, a drone captured this picture of our staff spelling out the initials SPCC.*



## Dear Supporters,

2017 was a year of growth and reflection at SPCC, not only for our programs and services but for all of our staff. SPCC staff are professionally trained, highly skilled, compassionate and caring individuals that give of themselves each and every day. **While the work of SPCC can be highly rewarding, it can also be heavy and emotionally draining at times.** This past year provided a unique opportunity to purposefully pause and reflect on how we might grow as an organization in how we not only care for the families in our programs, but how we care for our staff. The impact of vicarious traumatization is real, and something we are seeking to be more aware of and be supportive to our staff in as many ways possible.

Through a specialized funding opportunity in our community, SPCC was able to join several other local family-serving organizations in a learning process aimed at building capacity to provide services and support in a trauma-informed way for both families and staff. (To read more about Trauma-Informed Care, please see page 3.) Through surveys, trainings, outside consultation and a new internal team that includes staff from every department as well as former program participants, SPCC's staff and the families we serve have an increased voice in our policies, operations and practices. Areas of ongoing assessment and focus include cultural competence, inclusivity, care and support for staff, agency policy review, transparent processes and regular communication.

*"Listen. People start to heal the moment they feel heard."  
- Cheryl Richardson*

As a part of building a trauma-informed system of care, **SPCC is also actively working to infuse a specific model for staff supervision, Reflective Supervision, throughout the entire organization.** By providing staff a regular space to collaborate with their supervisor in a way that allows for self-reflection and personal growth, staff are reporting more meaningful and supportive supervisory relationships. This level of collaboration and support directly impacts the quality of the work being done with families who have experienced trauma, leading to experiences of increased support and hope for the future. We look forward to growing in this area throughout every program and department of SPCC in the coming years.

Sincerely,

*Lisa R. Butt*

Lisa Butt  
President and CEO



*To learn more about Trauma-Informed Care and its positive impacts  
on children's development, visit:*

<https://www.childtrends.org/child-trends-5/5-ways-trauma-informed-care-supports-childrens-development>

*To read more about how Reflective Supervision impacts the quality of services  
for clients and quality of support for staff, visit:*

<https://www.zerotothree.org/resources/412-three-building-blocks-of-reflective-supervision>

# SPCC Embraces Trauma-Informed Care (TIC)

## What is Trauma-Informed Care?

There are six Key Principles:

- ◆ Safety
- ◆ Trustworthiness and Transparency
- ◆ Peer Support
- ◆ Collaboration and Mutuality
- ◆ Empowerment, Voice and Choice
- ◆ Cultural, Historical, and Gender Issues

In early 2017, the **Trauma-Informed Care (TIC) project** began by surveying both staff and families we serve in regards to the different areas listed above. While the feedback from families was overwhelmingly positive, we were able to identify a few key areas where we could grow in terms of the work environment and culture at SPCC. Topics in our survey included: Policy making, decision-making, having a voice, and feeling cared for and supported by peers & supervisors. 88% of staff responded and full results were shared at the project kick-off training day in January. Areas for growth were highlighted and a team was commissioned.

## Team Time!

An internal team was formed, comprised of staff from every program, site and level of responsibility, including our CEO and two former program participants. We also hired an outside consultant to help facilitate these meetings and

guide us in the process forward. Since that time, our team meets monthly, as well as quarterly with other community organizations who are on this journey with us.

## What Has Changed? SO Many Things!

After surveying staff for feedback, larger agency meetings were shifted to different locations and times that work best for staff throughout the organization to attend. These All-Agency Gatherings are also now planned by a team that incorporates thoughts and ideas from staff.

## We made changes to our physical spaces as well!



Site visits were conducted at all SPCC locations by staff from other buildings to get “fresh eyes” on each space. Priorities were determined by staff at each site and improvements were made that benefit both staff and the families we serve.

## Policy Making has Changed.

We’ve implemented a new team format for revising and creating policies. Some of the policies that have been implemented/revised under the Trauma-Informed

Care initiative include:

- ◆ Bereavement Policy (broader definition of family)
- ◆ Confidentiality Policy (updated to better serve families)
- ◆ Social Media Policy (clearer understanding for staff and clients)
- ◆ Domestic Violence Policy (especially relating to staff)
- ◆ Harassment Policy

All staff are now invited to share input on the policies before the agency officially requests Board approval.

## What Have We Learned?

**Just as it is important for our families to have voice and be heard, it is equally important that our staff are heard and valued.**

Moving a bit slower and including others is more important than moving ahead alone.

Even the smallest change can create positive excitement and foster a healthier work environment.

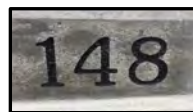
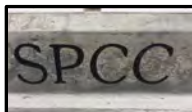
On the next page of this report, you will see additional examples of building improvements the team implemented.





## The Power of Small Changes

Surveys and feedback provided by participant families revealed that agency offices and clinic sites were **not always easy to locate**. In some situations, such as our Visitation Center where many custodial and visiting parents are court-ordered to not have contact, the lack of clearly labeled entrances contributed to a lack of safety and comfort when accessing services. With new signage added at all locations, staff are delighted to be able to provide families with clear directions to access services moving forward.



A new and much needed waiting room for **children and families**, complete with toys and coloring books, was added to our Fitzhugh Street office.



A warm cup of coffee or tea can bring comfort after a hard day. Nonprofit agencies often cannot afford to provide such a simple benefit. **Recognizing the need and the potential benefits for staff and families**, the agency secured funds to provide beverage stations at each office.

## SPCC Shines a Light on the Importance of Infant Mental Health

While SPCC has been formally and strategically working to advance Infant and Early Childhood Mental Health (I-ECMH) competencies and increase multi-disciplinary practices locally and state-wide since 2012, 2017 marked a particularly important year in these efforts. I-ECMH is the evidenced-based, multi-disciplinary field of inquiry, practice, and policy that is concerned with reducing suffering, enhancing social and emotional development, and promoting better developmental outcomes for children 0-6 years old, all through the context of the child's primary attachment relationships (Simpson, et. al, 2016). Over the year we continued to nurture the growing expertise of our staff, increased our commitment providing effective and sustainable training programs for our community, and collaborated increasingly with local, state and national initiatives and policies.

Each of SPCC's programs that serve infants and young children infuse the relationally driven, culturally responsive, trauma informed, and developmentally appropriate theory and practices of I-ECMH, aiming to always keep our youngest children and their caregivers at the heart of what we do. Our staff and interns participate in formal and ongoing training in I-ECMH and apply and blend the theory and practices with existing models and programming. This ensures that the families we serve have access to the highest quality, sophisticated

services, based on decades of evidence.

Since 2013, SPCC has been the leading I-ECMH training and consultation organization in Western New York. In 2017, we trained professionals from disciplines and fields including home visitation, Nurse Family Partnership, Child Parent Psychotherapy, WIC, early intervention, early care and learning, Parents as Teachers, higher education, child welfare, physical medicine, policy, and psychotherapy.

These multidisciplinary training cohorts spend ten weeks learning and applying I-ECMH principles, while simultaneously building their professional network. In the fall of this year, we began a very exciting endeavor: our first year-long Reflective Supervision Learning Collaborative. This experience brought together leaders and supervisors from many infant and young child serving agencies, as they deepened their practice of supporting I-ECMH work in their teams.

Lastly, this year brought tremendous opportunity to collaborate on and have an influence in local, state and national policy and practice advancements in the field of I-ECMH. Through state-wide projects and initiatives such as the First 1,000 Days on Medicaid, national projects with Zero To Three, and local initiatives such as the Early Childhood Development Initiative, we are working together in our commit-

ment to always ask, "what about the baby?" in each large and small decision that is made. SPCC has specifically partnered with the New York State Association for Infant Mental Health (NYS-AIMH) to increase Western New York State's capacity for Infant Mental Health and Reflective Supervision, with the aim of increasing I-ECMH trained professionals across disciplines, in alignment with NYS-AIMH and *The Alliance for the Advancement of Infant Mental Health's Infant Mental Health Endorsement*®. The Endorsement is the premiere global effort to identify best practice competencies at multiple levels and across disciplines and to offer a pathway for professional development in the infant, early childhood and family field. Its competencies, including Reflective Supervision and Consolation are designed to support and enhance culturally sensitive, relationship focused practice within the framework of infant mental health across disciplines, and will ensure efficacy and fidelity to quality services.

SPCC is deeply committed to the relationship focused, culturally sensitive, trauma informed, and developmentally led theory and practices of I-ECMH, both in the services we provide as well as in our community at large. We know that through promotion, prevention and intervention efforts with infants and young children, we can make the most effective change for generations to come.

*Early experiences matter - a lot. In the first years of life, more than 1 million new neural connections are formed every second. Babies' earliest relationships and experiences shape the architecture of their brain, creating a foundation on which future development and learning unfolds. Babies who engage with responsive, consistent, nurturing caregivers and who are living in safe and economically secure environments are more likely to have strong emotional health - also referred to as infant and early childhood mental health.*

- Zero to Three



## A Special Voice at the Table

As a part of SPCC's Trauma-Informed Care Initiative, we felt it was important to give voice on our team to former participants of SPCC programs. Stephanie was one of those voices. Throughout 2017, Stephanie was able to bring her years of experience navigating systems to our team, contributing to our thinking and planning as we worked to create safer and healthier environments. With her permission, we would like to share pieces of her story, as we highlight both her contribution to our agency this past year, and the amazing support she was provided by SPCC staff at the Supervised Visitation Center.

Raised in a working-class family with two parents and a brother, Stephanie's childhood appeared somewhat "normal" to the outside observer. The truth was, behind closed doors there was regular substance abuse followed by the all too familiar occurrences of domestic violence between parents after long nights of drinking. Stephanie left home at age 18 and soon found herself in unhealthy relationships, while battling her own drug and alcohol addiction. At the age of 23, she gave birth to her first child who was taken in by her aunt within the first year so that he could be cared for and loved in a way Stephanie was unable at that point due to her addiction. The following year, a second child was born, removed from Stephanie's care early on, and placed in foster care. When a third baby was born and removed at birth, Stephanie shares that "a switch flipped" inside for her. She had been without her middle child for a year and was now faced with leaving the hospital without her baby girl. She had been in and out of drug treatment but continued to relapse despite her efforts. Stephanie decided on that day that **enough was enough and that her children needed her.**

She enrolled in a supportive living program for women, stopped all drug and alcohol use, and began receiving ongoing counseling for underlying and untreated mental health struggles. For the next year, Stephanie worked hard to maintain sobriety and take the steps necessary to eventually have her children returned home. During this time, Stephanie came a number of times each week to SPCC's Supervised Visitation Program to improve her relationship with her children. She was also able to form meaningful relationships with caring staff who were also invested and committed to her being successful and seeing her children come home. Through one-on-one parenting sessions, SPCC staff helped Stephanie spend quality time with her children. Stephanie remembers learning for the first time that children are people too, and that they deserve to be spoken *to* and not *at*. And how that as a mom, she needed to be involved and active in their lives – all things that were sadly not modeled for Stephanie as a child. Stephanie also shares that SPCC visitation staff inspired her to see that life as she knew it was not healthy and that there was another way to live. She determined to get clean, stay clean, further her education, get a job and find safe housing for herself and her children to one day return to.



Within one year, Stephanie was transitioning to supervised visits in her own home, and eventually regained full custody of her children. Still today, when Stephanie and her children return to the Visitation Center Building to access the pediatrician's office on the second floor, Stephanie is greeted by SPCC's smiling and encouraging staff who continue to support her and cheer her on in her journey. We are thankful for Stephanie and the unique perspective she brought to our team this past year, seeing things through the lens of a family who desperately needed hope for healing and change.



## 2017 Fundraising Events

SPCC had several fundraising events in 2017 including our 30th Annual Children's Classic Golf Tournament, our annual Angel Party, ROC the Day, Listen to Your Mother, the Greek Festival and guest bartender events hosted by our Junior Board of Young Professionals. **Thank you** to all of our supporters and sponsors for your generous support!



## 2017 Summarized Financials

### SUMMARIZED BALANCE SHEET

December 31, 2017

Current Assets	\$ 2,093,258
Property & Equipment (net)	\$ 431,531
<b>Total Assets</b>	<b>\$ 2,524,789</b>
Current Liabilities	\$ 507,562
Net Assets	\$ 2,017,227
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 2,524,789</b>

### OPERATING REPORT

For The Year Ended December 31, 2017

#### OPERATING REVENUES

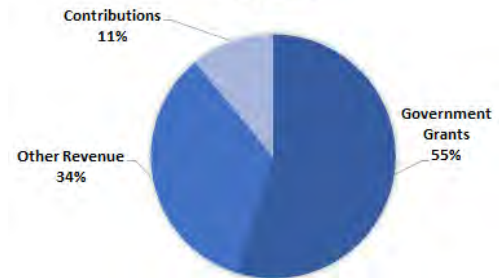
Government Grants	\$ 2,325,165
Contributions	\$ 439,479
Other Revenues	\$ 1,430,444
<b>Total Operating Revenues</b>	<b>\$ 4,195,088</b>

#### OPERATING EXPENSES

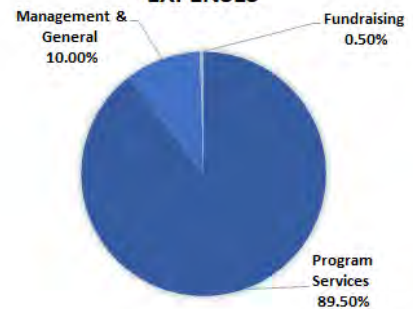
Program Services	\$ 3,646,132
Management & General	\$ 414,719
Fundraising	\$ 16,269
<b>Total Operating Expenses</b>	<b>\$ 4,077,120</b>

*Summarized Financials derived from 2017 Financial Statements (audited by DeJoy, Knauf & Blood, LLP)*

#### REVENUE



#### EXPENSES



#### REVENUE

Government Grants:	55%
Contributions:	11%
Other Revenue:	34%

#### EXPENSES

Program Services:	89.5%
Management & General:	10.0%
Fundraising:	.5%

## 2017 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 2017 year.

#### Individuals

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 Little Venice  
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 Lost Borough  
 Ludwig's Center Stage Café  
 Luxe Spa

Marathon Financial  
 Martina Development Association  
 Matthew's East End Grill  
 Mbody  
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 Midvale Country Club  
 Mr. Dominic's  
 Mulconry's Irish Pub  
 MVP  
 New York Technology Partners  
 Nox  
 Ontario Honda/Ontario Mazda  
 Owl House  
 Papa Joe's  
 Park Avenue Pub  
 Phoenix Graphics  
 Prosecco Restaurant  
 QCI Asset Management  
 Regal Cinemas  
 Rochester-Syracuse Auto Auction  
 Roots Café  
 Rose & Kiernan, Inc.  
 Ruby Nails  
 Salena's Mexican Restaurant  
 Seabreeze  
 Seneca Foods  
 Seneca Park Zoo  
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 Swillburger  
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 The Game Gamut  
 The Little Theatre  
 The Panther Pit  
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 Wegmans  
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 Office of Violence Against Women  
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148 South Fitzhugh Street, Rochester, NY 14608

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