



The Society for the Protection & Care of Children 2015 ANNUAL REPORT



Healing the Past, Nurturing the Future

Since 1875

Dear Friends and Supporters,

2015 was a year of celebration for SPCC, as it marked the agency's 140th Anniversary of delivering critical services in this community. In April, at a celebratory dinner at ArtisanWorks, the evening began with a heartfelt performance by a group of young musicians (many of our staff's children) and led by two of SPCC's musically talented therapists. The audience was filled with SPCC's staff and Board of Directors both past and present, the Junior Board of Young Professionals and many new as well as longtime supporters. It was wonderful to have so many champions of children in one place, celebrating the rich history of this organization. The dedication of SPCC's staff and their passion for this work is what makes SPCC truly unique and allowed us to celebrate 140 years of service.

During this event, the audience was reminded of some heartbreaking statistics concerning the children in this country:

- **3 million reports of child abuse** are made each year involving **6.2 million children**
- **5 children die each day** at the hands of their abuser
- **2.5 million children are homeless** in America
- More than **50% of Rochester's children are living in poverty**

In response, SPCC has been providing vital services to Rochester's children and families since it was founded in 1875, beginning with a small girl named Mary Ellen. Mary Ellen's neighbors suspected she was being abused by her parents and joined forces to identify an organization to help her. To their amazement, they found none existed. They eventually gained audience with a man named Henry Bergh, the founder of the first Society for the Prevention of Cruelty to Animals. Mr. Bergh agreed to help Mary Ellen and in doing so, this was *the first child protection case in our nation's history* resulting in the creation of the Society for the Prevention of Cruelty to Children (our legal name). According to the original court documents, Mary Ellen was found to be an abused child, removed from her home and sent to live in Rochester, NY where she could "go to charming birthday parties, make mud pies and live where there were plenty of green things growing." Our Rochester-based agency is the second oldest SPCC chapter in the world. Mary Ellen lived the remainder of her life here in Rochester, eventually marrying and raising two daughters. In fact, one of Mary Ellen's daughters, Florence Brasser, was a career schoolteacher whose outstanding work was memorialized by the Gates-Chili School District, who named one of their grammar schools after her.

Mary Ellen was the first of thousands of children served by SPCC. It was volunteers of our organization that advocated for the creation of the first Children's court - now known as Family Court here in Monroe County. They were also the first to provide child protective services and to organize foster care for abused children.

Today we continue to offer unique, creative and award winning services to over 7,000 local children and their families each year. Even as we celebrate SPCC's role in creating the systems that exist to protect children over the past 140 years, we recognize that there is much more work to be done and are thankful for your faithful support.

Sincerely,

Lisa R. Butt

Lisa Butt
President and CEO

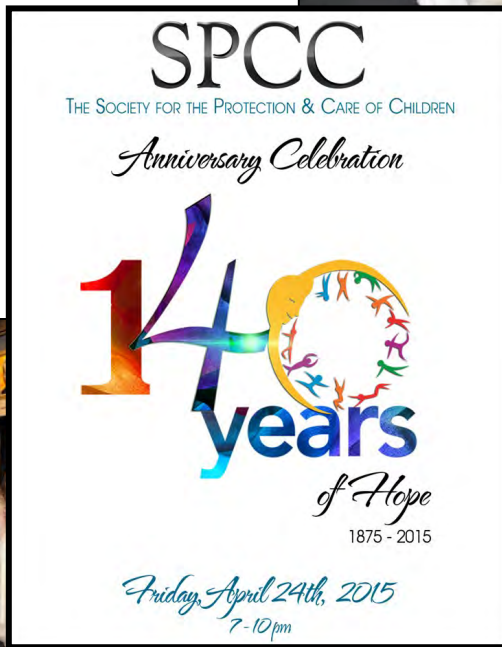


What a magical night it was...

Thank you to all of our friends and supporters who helped us celebrate our 140th anniversary in April 2015 at ARTISANworks!



SPCC President & CEO Lisa Butt



Kelly Reed, Commissioner of Monroe County Human Services (2006—2016) and former CEO of SPCC, was one of the evening's featured speakers.



The SPCC Children's Chorus, under the direction of SPCC staff members Sarah Kliman and Sarah Fitzgibbons, performed to the delight of everyone in the room.

Lives Changed

The following are highlights from remarks shared by former SPCC client Justice DeCroke at our 140th Celebration:

My name is Justice. My family was referred to SPCC because I was not attending school properly and there was violence happening at my sister's home. I was coming to school with fresh bruises on my face all the time and I was very depressed and unhappy. I felt like everyone at school noticed something was wrong. I came home one day and met Jessica [Brumbaugh, SPCC Program Director]. She was very kind and I automatically trusted her. She took the time to get to know me and my reasons for hiding my family's dark secrets. As I kept meeting with Jessica, the truth just got more bitter in my mouth. I remember the words she told me, *"You don't have to live this way - you can be happy"* and I finally broke down and told her that my older sister's boyfriend had been abusing me for years. I was nervous and afraid. I felt like I had betrayed my family and I was a bad person. But Jessica reassured me I was not. I realized that I had been betrayed and not cared for. I was emotionally, mentally and physically abused. It was hard to let go of my family and the pain was unbearable, but I managed to get back on my feet thanks to some very special people. My childhood friend and her family took me in when I had nowhere to go and I'll be forever in their debt. I even manage my schooling now and am going to attend college - a place I never thought I would make it to! This has been my journey of heartache and my new life of becoming an adult and overcoming the pain of my past. Thank you to all. **This organization saved my life.**



Justice DeCroke, a former SPCC client, inspired the crowd with both a vocal performance and remarks.



Jessica and Justice at our 140th Anniversary Celebration

Introducing Justice: Jessica's Remarks

Justice is a wonderful young lady, who was in our Family Trauma Intervention Program for about a year, and despite truly difficult life situations and great loss, I've watched her demonstrate strength and courage as she has spoken up for truth and sought the help she long deserved.

At the age of 17, without a parent or legal guardian, and with SPCC's support, Justice was able to escape an abusive family situation, navigate the criminal justice and legal systems, locate housing, set up her own healthcare, stay in school, the list goes on... At a time when most of us would have given up, Justice did not. I have so much respect for what this young woman has endured and accomplished.

The Ring of Hope

SPCC was honored to have artist Clara Kittrell, daughter of SPCC Board member Mary Dreschler, create the “Ring of Hope” signature logo for our 140th Anniversary Celebration. Jeff Walker, a local jeweler, graciously committed to creating 11 custom made necklaces using the Ring of Hope to commemorate this special milestone. The final results were beautiful, intricate and inspiring (*shown below*). These limited edition necklaces were sold at the event, with proceeds benefitting SPCC.



The Ring of Hope, featuring the colors of SPCC's logo, designed by Clara Kittrell



Artist Clara Kittrell

The notion of *creating* really resonates and connects so strongly to what SPCC is all about. We *create* relationships with families, help children and parents *create* emotionally healthy relationships, and we partner with families to *create* new opportunities for growth. In whatever way we are all “creating”, all of us at SPCC are exceedingly inspired by the “creations” of our collective Rochester community. It really is through the support of people like Clara and Jeff that SPCC is able to continue to do this work for children and families... hopefully for another 140 years!



Jeweler Jeff Walker



The necklace created by Jeff Walker featuring the Ring of Hope logo



Event attendees were able to admire and purchase these custom-made necklaces.



Parents as Teachers™

What is Parents as Teachers?

Bonnie Allen, TAPSS Program Supervisor and PAT National Trainer

Parents as Teachers (PAT) is an international, home visiting and parent education model that has been proven to reduce child abuse and neglect, increase parent's knowledge of their child's emerging development and how to support it, improve parenting practices and the parent-child relationship while improving overall family health and functioning. SPCC began sending staff for PAT training in 2001, and have been implementing this model in various ways throughout several of SPCC's services, including the Teen Age Parent Support Services program (TAPSS), Supervised Visitation (SVP) and the Family Trauma Intervention Program (FTIP).

The concept for Parents as Teachers was developed in the 1970's when Missouri educators noted that children were beginning kindergarten with varying levels of school readiness. Research showed that greater parent involvement is a critical link in the child's development of learning skills, including reading and writing. Early childhood professionals suggested that a program to provide early detection of developmental delays and health issues, and parent education to help parents understand their role in encouraging their child's development from the beginning could help improve school readiness and parent involvement. Since 1985, Parents as Teachers has expanded to all 50 states and six other countries.

Foundational values of PAT include:

- The early years of a child's life are critical for optimal development and provide the foundation for success in school and in life.
- Parents are their children's first and most influential teachers.
- Established and emerging research should be the foundation of parent education and family support curricula, training, materials and services.
- All young children and their families deserve the same opportunities to succeed, regardless of any demographic, geographic or economic considerations.
- An understanding and appreciation of the history and traditions of diverse cultures is essential in serving families.

It is not a 'do this, don't do that' type of parenting education. The very core of PAT is about parent-child interaction. It's about the 'dance' between the parent and child and how the parent's 'behaviors' (supporting learning, responding, designing/guiding, nurturing and communicating) support the individual child's developmental needs (motor, social-emotional, intellectual and language). The approach is one of partnership, in which reflection and facilitation are key strategies.



Each personal visit focuses on three areas; **parent-child play activity**, development centered **parenting issues** (health, discipline, sleep, routines/transitions, safety, attachment and health) and **overall family well-being** (education, employment, mental health, housing, financial issues, basic needs, medical needs, etc.). And the three components that make up the PAT model include: **Group Connections** (to reduce isolation and gain/share learning and support from/to others), **Screening** (general health and development) and **Resourcing** (connecting with other supports/resources in the community). It is the dynamic interplay that ultimately leads to reaching outcomes for families and children.



Laqueeda & her son

Parents As Teachers in Action!

Laqueeda and her son, Bryson, are currently involved in the TAPSS program and have been receiving PAT services for several months now. Laqueeda says, "At first I thought when I had a baby all I had to do was feed him and change his diaper. I've learned a lot about how babies develop and how playing with him helps him grow. I knew PAT was going to be really good for me."

Laqueeda said she was honored to share this photo of her and her son during a recent PAT visit with her TAPSS Family Coordinator, Jennifer Wilson. Laqueeda reads every night to Bryson and has learned that Bryson's favorite books are pop up books, and that she loves watching his eyes "get so big" when she reads these books to him.

STYA Successfully Transitioning Youth to Adolescence

Matthew McKenna, SPCC staff member

One of the focuses of STYA for 2015 was to help the youth in this program explore the local history that has surrounded them throughout their young lives, but of which they were unaware. The year included explorations of the **Broad Street tunnels** where the youth buried time capsules in order to set attainable goals for the year; hiking all over, including downhill to the **Genesee River** where the kids discovered their first cave sighting; and hiking up **Cobbs Hill** as a determination exercise, from which kids gained "more confidence than they ever imagined" (their words, not mine!) They also dove into local history by going on a search for important figures throughout **Mt. Hope Cemetery**, touring the **Susan B. Anthony House**, and learning about Rochester's highest altitude and what was once the border between our city and its suburbs. Aside from these activities, the preteen youth developed an understanding of the resource they've had in one another and the leaders from group. They learned that a lot can be accomplished by simply partaking in an organized discussion about stressors from the school day, individual problem management, and how friends, service providers and family can be used as resources during stressful times.



Exploring Mt. Hope Cemetery



STYA participants, 2015

It's the kids that should be reporting about their year, but since I am reporting on their behalf, I'll close by sharing some of their comments as their contribution:

"This is the most fun I've had in a long time!"

"The group is amazing because we're learning new strategies about life."

"Our group experience included new challenges that we accomplished in fun ways."

"My favorite thing was that we all got to do fun things together and become closer."

2015 Angel Party

Many friends and supporters joined us for some seasonal fun for a good cause at our annual Angel Party in December. The first ever co-ed Angel Party featured craft beer and wine tastings, raffles and delicious desserts. By the end of the evening, our agency van was overflowing with donations thanks to the attendees' generosity!



SPCC Board of Directors and Junior Board of Young Professionals members joined SPCC CEO Lisa Butt for a photo during the party



Gifts donated for children served by SPCC at the Angel Party

2015 Holiday Shop

We'd like to thank everyone who participated in SPCC's 2015 Holiday Project — you truly helped to make the holidays more meaningful for the families we serve! The gifts donated through our Angel Party and Holiday Project were used to stock our Holiday Shop. The Holiday Shop was held over three weeks in December in a downtown space once again generously donated by James Philippone, Esq. The space was configured so that the gifts could be displayed in a festive, welcoming way according to age/developmental stage and type, so parents could “shop” for their children. The Holiday Shop also had a separate room for children that was filled with coloring supplies, toys and the famous SPCC Teddy Bear Tree, from which each child could choose a teddy bear to take home with them when their parents were done shopping.

**Please contact us if you would like to be added to SPCC's holiday mailing list in 2016.
There are a variety of ways that you can help support our efforts!**



2015 Fundraisers



140th Anniversary Celebration

Our 140th Anniversary Celebration in April raised \$35,000, thanks to our generous supporters and sponsors!.

Listen to Your Mother

As one of the charities of choice of the inaugural Listen To Your Mother Rochester show, SPCC received over \$4,000 from this wonderful event. For more about the event and its connection to SPCC (two of its producers, Sarah Fitzgibbons and Emily Horowitz, are SPCC staff members!), please go here: <http://listentoyourmothershow.com/rochester/2015/>



Debra Wallace

28th Annual Children's Classic Golf Tournament

The weather was less than spectacular at this year's tournament on June 1 at Midvale Country Club, but we still raised \$35,000! This annual event is designed to raise both financial support and awareness about the agency, with the help of a variety of community supporters. **Many thanks to Cortese Auto Group for their continued corporate sponsorship of this annual fundraising event!**



Guest Bartender Night

We'd like to thank our Junior Board of Young Professionals who held a fundraising event at Flour City Station in June, raising \$1,000 with drink specials, games and donations. The Junior Board plans to make this an annual event!

Angel Party

Our first co-ed **Angel Party** in December at Midvale Country Club featured craft beer and wine tastings, auctions and a lot of fun! The party raised over \$7,000 and many gift donations for the 500+ individuals who participated in SPCC's 2015 Holiday Project. The agency van was literally overflowing with donations by the end of the night! Our thanks to everyone who supported this event.



Board Of Directors, 2015–2016

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Bond Manager, Brown & Brown

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Executive Vice President, Rose & Kiernan, Inc.

Mary Drechsler (2nd Vice Chair)

IT Director, Wegmans Food Markets, Inc.

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Chief, Division of Critical Care in the Department of Pediatrics, University of Rochester Medical Center

Lori Drescher

Management Consultant, Lori Drescher & Company

Kayla Jackson, MS, ATR-BL, LCAT

Adjunct Professor/Art Therapist, Rochester Institute of Technology

Betsy Joynt

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Business Development Manager, Nesco Resource

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Leah Tarantino

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Courtney Klee

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Ryan Kuchman

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Claire Mangine

Roberts Communications

Deidre-Ann Reid

Center for Youth

Emma Reynolds

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Colleen Rose

Monroe Community Hospital

Kayla Tehan

Highland Hospital

Jeff Welcher

SeelItAllVR.com

2015 Summarized Financials

SUMMARIZED BALANCE SHEET

December 31, 2015

Current Assets	\$	1,837,491	
Property & Equipment (net)	\$	407,092	
Total Assets			\$ 2,244,583
Current Liabilities	\$	424,927	
Net Assets	\$	1,819,656	
Total Liabilities & Net Assets			\$ 2,244,583

OPERATING REPORT

For The Year Ended December 31, 2015

OPERATING REVENUES			
Government Grants	\$	2,049,883	
Contributions	\$	293,469	
Other Revenues	\$	1,110,386	
Total Operating Revenues			\$ 3,453,738

OPERATING EXPENSES			
Program Services	\$	2,980,075	
Management & General	\$	377,295	
Fundraising	\$	24,498	
Total Operating Expenses			\$ 3,381,868

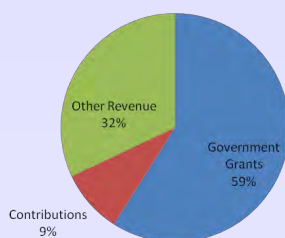
REVENUE

Government Grants:	59%
Contributions:	9%
Other Revenue:	32%

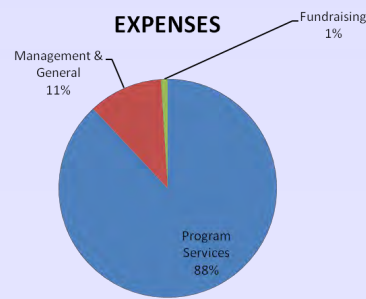
EXPENSES

Program Services:	88%
Management & General:	11%
Fundraising:	1%

REVENUE



EXPENSES



FINANCES AUDITED BY DEJOY KNAUF & BLOOD, LLP

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2015 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, Brock & Mary	Daniels, Chuck, Bonnie & Carla	Kasperski, Tammy	Okey, Susan
Allen, Bonnie	Daugherty, Eugene & Julie	Katz, Sandra	O'Leary, Beth & Kevin
Arce, Karen	Davis, Jacqueline	Kays, Eamon	Osovski, Anne
Archibald, William	DeLone, Theresa	Kelley, Jess	Parker, Mary Ann & Jamie
Argento, Donna	Deltoro, Benjamin	Kelley, Michael & Linda	Partington, Tim
Armesino, Patsy	DeVaney, Christine	Kennedy, Brittney	Pearles, Ray & Danielle
Armstrong, Maurice	Didas, Wendy & Greg	Kenrick, Fran	Petrillo, Eileen
Arvay, Kathi	Doebrich, Nora	Kenrick, Joan	Philbin, Sue Barnes
Baaith, Naimah	Donohue, Linda	Kenrick, John & Mary Kay	Phillips, Adam
Bachelor, Virginia	Donovan, Sam	Kenrick, Peggy	Pieterse, Janice
Barbone, Anna	D'Orsi, Lisa	Kidd, Mary C.	Povio, Kevin
Barbone, Connie	Doyle, Mary	Kiernan, Maureen	Prankie, Scott
Barnes, Bob	Drabik, Stan & Kris	Klee, Courtney	Preston, Janice
Barnes, Katie	Drechsler, Mary	Kliman, Sarah	Pugliese, Robert & Peggy
Barnes, Leslie	Drescher, Lori	Klimowski, Bob & Kim	Raforth, Joy
Barnes, Patty	Eaton, Don	Klimowski, Kaitlin	Redden, Molly
Barnes, Sarah	Eck, Sara	Kohout, the Hon. Jean S.	Reed, Kelly
Barnett, Ted & Carol Hee	Edell, James	Koneski, Todd	Reeners, Brandon
Bateman, Crystal	Edwards, Deb	Kusminsky, Jerry & Kate	Reiser, Shirley
Battaglia, Vince & Betty	Emblidge, Doug	Lashomb, Chuck & Mary	Renner, David
Bertrand, Krystal & Trevor	Emblidge, Molly	Lashomb, Sarah	Rhuma, Teri
Bianchi, Susan	Fallone, Jr., Robert	Latvala, Sasha	Riedinger, Matt
Bishop, Lindsey & Chris	Faro, Bev	Lawton, Susan & Gary	Riedman, Eileen & John
Bon Durant, Lynn	Fitzgibbons, Ann	Lazary, Clarice & Michael	Robinson, Heidi
Bouchard, Lisa	Fitzgibbons, Carol	Loewenguth, Gina	Roschetzky, Deb
Bourtis, Eftihia & Spiro	Fitzgibbons, Sarah	Lovell, Mary Kay	Rose, Colleen
Bower, Alice & Randy	Flanigan, Patty	Mackey, Katie	Rose, Mike & Sue
Bowes, Anne	Flood, Neil	Manahan, Chelsea	Rosechandler, Amy & Bhalla, Raman
Brown, Holland Hofma	Foster, Rosie	Mangine, Claire	Rotoli, Rachel
Brown, Nora	Fox, Robert	Margiotta, Connie	Rudow, Katie
Brumbaugh, Jessica & Tim	French, Patti	Marks, Patti & Brian	Rudow, Lee & Curtis, Wanda
Burke, Brian & Mary Jane	Fuchs, Lou & Lisa	Mariotti, Jeanette	Rupert, Delores
Burlew, Ellen	Gallipeau, Jerid	Marsh, Allison	Russotti, Alana & Justin
Burns, Reagan	Gartland, Liz & Ted	Martens, Rita	Santiago, Armando & Teena
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Butt, John & Caroline	Ginder, Bruce & Mary Ann	Mauro, Kris	Skolnick, Susan
Butt, John & Lisa	Goodman, Tricia	Merkel, Mary	Sloan, Victoria
Butt, Liz	Hanny, Tina	McGrath, Kristine	Smith, Heather Hunter
Cacciato, Charles & Gruttadaro, Dennise	Heath, Al & Lianne	McGrath, Rachel & Terry	Snider, Bonnie
Cappa, Cindy	Hetterich, Julie	McGuirk, Rick	Solazzo, Melinda
Carlson, Nancy	Hill, Katherine Hannula	McLaren, Sean & Andrea	Spencer, James
Carr, Janet & John	Hoderlein, Heather	McLeod, Kalila	Stahlman, Haley
Carter, Corrie	Holt, June	Meloni, Andrew	Swain, Bev
Cavali, Ellen	Horowitz, Emily	Meloni, Mollie	Tarantino, Leah
Cazeneuve, Christine	Hummel, Robert & Carol	Merkel, Mary	Teddy, Patty & Mike
Cedruly, Zach	Hurlbut, Robert & Mercier, Sarah	Millburn, Linda & Robert	Tehan, Kayla
Clark, Karen	Huussen, John & Janine	Miller, Ellen	Tehan, Megan
Corbett, Michelle	Inzinga, Carol	Miller, Paul	Tehan, Terry & Yvette
Cortese, John	Izzo, Jessica & Chris	Monster, Erin & Josh	Telega, Lesia
Cortina, John	Jackson, Cecelia & David	Moriarty, Eileen & Steve	Thaney, Tim & Ann
Coughlin, Gregory	Jackson, Kayla & Chuck	Mulvehill, Elizabeth & Thomas	Thousand, Bonni
Crassidis, Agamemnon	Jacobi, Mary & Ray	Mungenast, Karen	Triaszin, Vladimir & Alicia
Crestuk, Arlene	Jantzen, Bob & Val	Nevarez, Amelia	Valentine, Laurie & VanHout, Jerry
Curley, Jennifer	Johns, Sarah	Nicholson, Sharon	Valentine, Ron & Heather
D'Ambrosia, David	Jones, Jillian	Nickel, Mark & Becky	Valerio, Judy
D'Ambrosia, Mary Ann	Joynt, Betsy	O'Brien, Dan & Fronczak, David	Vogtle, John & Anne
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	Kaplan, Danny	O'Grady, Kevin	Walton, Cindy

Warner, Elizabeth
Welcher, Bill & Tammy
Welcher, Jeff
Weldgen, Laurie
Werner, Elissa
Whitfield, Art & Kathy
Williams, Michele
Williard, Luanne
Woods, Kelly
Young, Karen
Ziegler, Elizabeth
Zimmer, John & Christine
Ziolkowski, Vikki
Zwierlein, Mike

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3 Heads Brewery
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Aladdin's on the Canal
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Atlas Eats
Auto Finishers Supply Co.
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Agency
eHealth Technologies
Eleventh Hour Gift Shop
Endless Media
Excellus BlueCross BlueShield
Fibertech
Flahertys' Three Flags Inn
Fusion Digital
Gates Public Library
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Laser Quest
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Solutions
Lifetime Care
Lilac Window Cleaning
Lock 32
Marathon Financial
Marketview Liquor
Martina Development Association
Memorial Art Gallery
Midvale Country Club
Mulconry's
New York Technology Partners
North American Breweries
Ontario Honda/Ontario Mazda
OtterBox
The Owl House Food & Drink
PCNS
Phoenix Graphics
Pittsford Paving, Inc.
QCI
Ravenwood Golf Club
Reen's Bed and Breakfast
Rheinblick German Restaurant
RIT Inn & Conference Center
Rochester Americans
Rochester Museum & Science
Center
Rochester Rhinos
Rochester-Syracuse Auto Auction
Rohrbach Brewing Company
Rose & Kiernan, Inc.
Ruckus
Salmon Creek Country Club
Savoia Pastry Shoppe
Scott Miller Salon and Spa
The Seneca Park Zoo Society
Shadow Pines Golf Club
Singer Castle
Sonnenberg Gardens & Mansion
State Historic Park
Southwest Airlines
Spa at La Bella
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SPCC Junior Board of Young
Professionals
Swiftwater Brewing Company
Tantalo Photography
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Tom Wahl's
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VirtualScopics
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Wegmans
Winfield Grill
Woodcliff Hotel & Spa

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