2016 Annual Report

Society for the Protection & Care of Children



In Just One Day...



Dear Friends and Supporters,

We often get asked the question: So, what do you (SPCC) do?

The short answer is: we work to help children and families. The long answer is: SPCC does so much more than one simple statement can convey. So to answer the above question, we have decided to dedicate this 2016 Annual Report to helping you, our community of supporters, gain a more meaningful understanding of the breadth and magnitude of the amazing work being done each and every day by the dedicated staff of SPCC. To describe for you what might happen on a given day here at SPCC, one representative from each of our six programs has written a summary of what might transpire *"in just ONE day"*.



Without your support, the multiple needs of families served "in just one day" at SPCC would go unmet. Children experiencing trauma and loss that most of us cannot imagine, would go without the support and treatment they need. Families on their last dollar would be unable to eat tonight and young moms who are overwhelmed with indescribable challenges would give up. As we invest in the emotional and physical health of our children, we are investing in the future of our entire community. Your support allows us to remain available to this community's most vulnerable children and families every day. Thank you. And our hope is that this year's annual report will provide you with a deeper understanding of the impact that is being made by the programs of SPCC in just one day.

Sincerely,

him h. Butt

Lisa Butt President and CEO



In Just One Day: Family Trauma Intervention Program

A therapist from our **Family Trauma Intervention Program** arrives at the office to pack a bag with toys for the play therapy sessions scheduled throughout the day. While in the office, they touch base with the case manager assigned to one of their families, regarding a client's needs such as daycare, clothing and diapers. The therapist then returns a call from a parent who requested to reschedule their appointment tomorrow due to a conflicting meeting.



The therapist travels through the city to visit a 4 year-old child at daycare, to help provide an opportunity for her to process the traumatic and sudden loss of her mother. The child has been having frequent meltdowns at daycare and her grandmother reports she has difficulty falling asleep and increased toileting accidents. After meeting with the 4 year-old, the therapist then travels to a nearby school to meet with a 10 year-old child who has witnessed severe domestic violence at home and also has an incarcerated parent. After weeks of working on telling "his story" and expressing his emotions, the child is now able to say when he feels angry, sad, and scared about current situations in his life.



In the afternoon, the therapist arrives at a home to visit with a mom who struggles with depression, along with her 14 month-old toddler who avoids close contact with her mother and does not seek support when she is hurt or upset. The therapist helps the mom to think about how her own childhood experiences of abuse and trauma may be affecting her relationship with her child and how she might move forward.

The therapist ends her day back at the office, receiving support from her supervisor as she processes the way it felt to be in a therapeutic relationship with the children and families throughout the day and over the past week. The supervisor supports the therapist in looking deeper at themes and patterns that arise in the therapist's work.

In Just One Day: Therapeutic Visitation Program

First thing in the morning, SPCC's therapist returns a call to a foster parent of a 2-year-old child. The therapist has been working with the child and his biological mother during their supervised visits for the last 4 months and the mother recently had a new baby. The foster parents are struggling with new and challenging behaviors in the toddler and are leaning on the therapist for both help in understanding the situation and emotional support.

At lunchtime, the therapist has arranged for a collaborative meeting between a biological parent, foster parent, county caseworker, and a pediatrician to help negotiate a transition plan for a 4-yearold child slated to return to her parent in a few short months. The therapist helps to educate on the social-emotional needs of the child and facilitates the creation of a child-focused plan.

Later that day, an 8-year-old visits at SPCC's visitation center with her father whom she has not seen since she was an infant. An SPCC therapist provides direction and support to help rebuild the relationship between the father and child during their weekly supervised visit and afterwards explores with the custodial parent how she can remain a support to her child during this process.



In Just One Day: Supervised Visitation Program

As our Visitation Specialist arrives to work on a Saturday morning, there is a family also arriving in the East Lobby for their 9:00am supervised exchange. The 12-month old is still half asleep and laying on mom's shoulder. The Visitation Specialist goes to the West Lobby to greet the father of the 12-month old and advises that his son has arrived and will be down shortly. The Visitation Specialist returns to the East Lobby to retrieve the child who begins to tear up as he leaves mom's arms. The Visitation Specialist comforts the child and tells him that he will see mom again later today. As they walk into the West lobby the child's head pops up and he reaches for his father. The Visitation Specialist advises that they can leave in 15 minutes and that we will see them this afternoon for the 4:00pm return exchange. The Visitation Specialist returns to their desk and



prepares helpful parenting handouts and activities to share with families during the next two scheduled supervised visits that day.

Later that afternoon, the Visitation Specialist prepares to supervise a court-ordered sibling visit with 5 children ranging in age from 2 years to 11 years old. As the only adult who will be in the room, the Visitation Specialist gathers activities and games for the siblings to engage in during their one hour visit together. The visit is busy, but the children all enjoy seeing one another; they are currently living in separate foster homes but their strong sibling connection has remained intact.



First thing in the morning, the Family Coordinator heads out to meet with one of her clients, a 16 year old mother of a 3 month old son. The baby has been sick with a fever and worsening cough for the past 3 days, and as a result the young mom has had to miss both school and work. SPCC staff help support this young mom, who has little outside help, by problem solving each of the pieces to this situation. After making a plan and a few phone calls, the young mom feels settled and focuses on discussing some of her parenting concerns and questions.

Meanwhile, the TAPSS Health Educator packs her bag with materials for the class she has scheduled at the local youth detention facility. There, she meets with a group of eight boys, aged 13-17, covering topics including protection against STI's and unintended pregnancy. After that, she drives to a local supportive living program and meets with nine teen moms, where she leads a discussion about dating violence and self esteem.





As the Family Coordinator and Health Educator arrive back in the office to complete documentation of the day's work, the TAPSS Health Project Group Leader is just heading out to meet his group of 9-12 year old youth for an after school outing to a local farm.

The day isn't over yet, though, as three of the TAPSS staff will facilitate the weekly Young Mothers' Group by driving the agency van to pick up seven moms and their ten babies from home and bring them to group where they will connect with other young moms, feel supported, learn new activities to connect with their infants, and share a meal together.



In Just One Day: Women, Infants & Children

The **WIC** (Women, Infants and Children) staff typically start the workday at 8am by loading a minivan with all the equipment needed for their day: computers, printer, boxes of documents, scales, measuring boards, breast pumps, and many other items. Staff then travel into rural areas of Wayne, Seneca, Ontario, Yates and Eastern Monroe Counties, sometimes taking over an hour to get to their clinic location for the day. While that group has been traveling, another 1-2 WIC staff members have driven to the temporary clinic location to set up. They arrange tables and chairs, post signs indoors and out to guide families to the



correct location, put out toys for children, and display posters providing resource information for families. Once the van arrives, staff unpack all of the equipment, connect laptops, printers and calibrate scales.

WIC Nutritionists and Program Assistants conduct dozens of appointments with families throughout the day, counseling them on healthy foods and lifestyles, providing breastfeeding support, issuing WIC checks and referring them to other services they may need. When all appointments are complete, the van is reloaded, driven back to either the Canandaigua or Newark WIC office where everything is unloaded and stored. On any given day, there are two or three clinics happening at the same time in different locations. And let's not forget about our mobile RV unit! (If you want more info on the RV, you can read about it on the next page!) Evening and early morning clinics are also provided 4-5 times a month, to accommodate working family schedules. **Things are busy, but the effort is worth it**! SPCC WIC serves more than 4000 individuals throughout the Finger Lakes area and while we know from state and national studies that WIC makes a difference in families lives, we also hear it from the families themselves. Time after time, families tell us that they don't know what they would do without the WIC program.

In Just One Day: Vendor Management Agency

In just one day, **Vendor Management Agency (VMA)** staff can be found throughout 16 **Western New York counties** stretching all the way to the Pennsylvania border! Based out of offices in both Rochester and Kenmore, some VMA staff will report to their office and then head out to conduct "monitor visits" at a variety of store (vendor) locations. At the same time, some office staff will remain on hand to take calls and assist with any WIC vendor-related matters that may come up that day. Staff may also be traveling and setting up for two and a half hour vendor training sessions to ensure vendors are properly trained on the rules and regulations of the WIC program, as well as on ways that they can enhance a family's shopping experience. Since the implementation of tablet-based eMonitoring this year, staff have been excited to have more time in the community to ensure that WIC participants have access to the nutritious foods, instead of the time it used to



take completing paperwork.

Whether it is visiting a store to monitor for compliance, or following up with WIC participants, local agencies, and vendors about their concerns, we are in constant communication with all of the stakeholders of the WIC program on a daily basis and are glad to be able to serve our community in this way!

SPCC WIC Hit the Road This Year!



Have you seen the SPCC WIC Mobile Clinic driving around the Finger Lakes? It's really hard to miss!

It is a bright and colorful 32 foot RV that travels to various remote areas throughout Wayne, Yates, Seneca, and Ontario counties. The goal is to increase access to WIC services for families who live in rural areas. Several times per month, this "clinic-on-wheels" can be found in the towns of Dundee, Ovid, Clyde, and Naples. Staff set up the RV in a prominent public area to offer families nutrition/health assessments and counseling, breastfeeding support, checks for healthy foods, and referrals to other services as needed.

What goes into providing services in an RV?

First, locations to park the Mobile Clinic have to be identified. Local businesses and town clerks have been very welcoming and have helped us find appropriate space that is large enough to provide access - backing up the RV isn't easy and staff tend to avoid it at all costs! Staff also have to be trained to drive this very large vehicle. After a few hours of practice driving and getting instructed on how to unlock, unplug, exit the garage, plug in, use the jacks to level, set up computer equipment, get chairs and tables out of storage underneath, maintain the toilet, etc., adventurous staff are ready for a maiden voyage. Always a nervous, yet exciting time!

The day of clinic, a designated staff person will pick up the RV from storage and drive it to the clinic location. The shortest drive distance is about thirty minutes, the longest is close to an hour and a half. Routes must be carefully planned to be sure that if there are any overpasses, they are higher than 12 feet and that there are no sharp or tight turns that are difficult to maneuver in the RV.

At the clinic site, staff park the RV, jacks are lowered to level the RV, tables and chairs pulled out from underneath, awning is extended, and expansion slide-outs opened. The RV is plugged in to electric on site if available, otherwise the generator is fired up. Next, the scales, measuring boards, computers, printer, and wireless router are set up. By the time the first WIC family is seen, staff have typically been at work for well over two hours. They are now ready to warmly welcome families to the SPCC WIC Mobile Clinic!

When the day's appointments are complete, there is still plenty to do. Computers and equipment have to be stowed securely, jacks raised, generator turned off, and tables and chairs folded and stored. Staff then journey back to the parking garage, secure the RV, and get back into their own cars to go home.

SPCC's Mobile Clinic is the first of its kind in New York State, funded through a special grant from NYS Department of Health and US Department of Agriculture. After careful research, it was determined that one of the barriers to families receiving WIC in rural areas was transportation or accessibility. While WIC clinics are held in several towns, there were still many families in neighboring towns who could not get to a clinic because of lack of transportation. WIC participants continue to express how appreciative they are that we travel to their towns, and kids love coming inside the RV! In addition to Mobile Clinics, the RV also travels to outreach locations such as county fairs, health fairs and community events to spread the word about WIC.

So if you pass the WIC RV on the road, give a wave! We'll be waving back!



Ways You Can Help

- Organize a Holiday gift drive in November. Host a party with family, friends, or co-workers, and make an even greater impact by asking guests to bring a gift for a child. Your donated gifts will comprise a "store" where parents and guardians can select the items most needed by their individual child.
- Donate Wegmans, Tops, or Walmart gift cards. These can be used by families struggling to provide food for their children during the holidays and throughout the year.
- Consider giving a monetary donation to the agency.

Here are a few examples of what your gift would provide:

\$25 will provide: Therapeutic tools needed to help children overcome the trauma of witnessing their parent being battered so they don't become victims or batterers when they grow up.

\$50-\$100 will provide: An emergency home visit to a child who has just experienced a traumatic event such as the death of a parent or sibling.

\$500 will provide: A needed security deposit for a mother leaving a violent relationship to establish a safe home for herself and her children.

• Organize a Teddy Bear Drive in November. This will allow our holiday tree to be ready for little ones coming to our visitation center or our holiday shop to be able to choose a bear of their very own.



If you are interested in pursuing any of these ideas, please contact Heather at 325-6101, ext. 212 or hsmith@spcc-roch.org and she will gladly answer any questions you may have!

2016 Fundraising Events



Golf tournament supporters

SPCC was also the **Charity of Choice for the 2016 Greek Festival's** Philanthropy program, receiving \$5,000. We thank all of our supporters and sponsors for your ongoing generosity!





Listen To Your Mother event: \$4,000

29th Annual Children's Classic Golf Tournament: \$38,500

Angel Party: \$10,000 plus gifts for Holiday Shop

Guest bartender events: \$1,600 (Flour City Station & the Cottage Hotel) **ROC the Day Campaign:** \$1,300 (including a match from Brown & Brown)

Angel Party Guests

2016 Holiday Project

Once again, the generosity of the Rochester community made the holidays brighter and more meaningful for the families SPCC serves. We received donations of gifts including toys, clothing and housewares through our Angel Party and Holiday Project, with which we were able to stock our Holiday Shop for families.

For three weeks in December, SPCC's Holiday Shop was held 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 gift wrapping room for parents to wrap the presents they chose for their children, 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. Our Teddy Bear Tree was stocked thanks to collection drives held by **Thaney & Associates** and the **Junior League of Rochester**. Over 500 of Rochester's most vulnerable children and their families were supported through this effort.



SPCC Holiday Shop

Thank you to everyone who supported our Holiday Project!

\$ 3,852,605

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2016 Summarized Financials

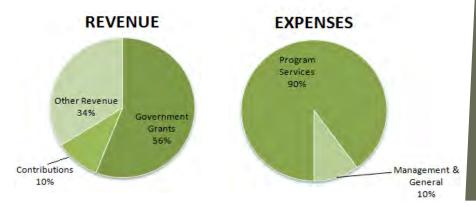
		OPERATING REPORT	
SUMMARIZED BALANCE SHEET		For The Year Ended December 31, 2016	
December 31, 2016			
		OPERATING REVENUES	
Current Assets	\$ 2,075,457	Government Grants	\$ 2,222,265
Property & Equipment (net)	\$ 374,931	Contributions	\$ 382,880
Total Assets	\$ 2,450,388	Other Revenues	\$ 1,327,063
		Total Operating Revenues	\$ 3,932,208
Current Liabilities	\$ 551,129		
Net Assets	\$ 1,899,259	OPERATING EXPENSES	
Total Liabilities & Net Assets	\$ 2,450,388	Program Services	\$ 3,460,870
		Management & General	\$ 374,405
		Fundraising	\$ 17,330

REVENUE

Government Grants:	56%
Contributions:	10%
Other Revenue:	34%

EXPENSES

Program Services:	90%
Management &	
General:	10%



Total Operating Expenses

2016 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 2016 year.

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Rochester Museum & Science

Center **Rochester-Syracuse Auto** Auction Rose & Kiernan Salmon Creek Country Club Seabreeze Seneca Park Zoo Sonnenberg Gardens & Mansion State Historic Park Spa at LaBella SPCC Board of Directors Tantalo Photography Thaney & Associates, CPA, PC The Gem Lab Thirsty Turtle Tom Wahl's **Uncle Sam Boat Tours** Visron Design, Inc.

GOVERNMENT AGENCIES/

VirtualScopics

Winfield Grill

Walt Disney World

FOUNDATIONS

City of Rochester Greater Rochester Health Foundation **Greek Festival Holmes Family Foundation** Maternal & Early Childhood 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 **Philiptochos Society** The Riedman Foundation **Rochester Area Community** Foundation Women's Fund Women's Giving Circle The Women's Foundation The Wilson Foundation



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Society for the Protection & Care of Children (SPCC)

Main Office: 148 South Fitzhugh Street, Rochester, NY 14608 Phone: 585.325.6101 Fax: 585.325.6960 Visitation Center: 451 East Henrietta Road, Rochester, NY 14620 Phone: 585.753.2700 Fax: 585.753.6010 SPCC WIC Main Office: 79 South Main Street, Canandaigua, NY 14424 Phone: 585.394.9240



Please consider SPCC when completing your United Way Donor Designation form, or choosing us for your ROC the Day donation on November 28th. SPCC's Donor ID is #254!