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,

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.
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-year-old 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.

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: 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!
SPCC Supporters, Volunteers & Friends
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

- **Listen To Your Mother** event: $4,000
- **29th Annual Children’s Classic Golf Tournament**: $38,500
- **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**: $10,000 plus gifts for Holiday Shop

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!

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.

Thank you to everyone who supported our Holiday Project!
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Deidre-Ann Reid, Center for Youth
Emma Dwyer Reynolds, Excellus BCBS

2016 Summarized Financials

SUMMARIZED BALANCE SHEET
December 31, 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Current Assets</td>
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<td>Property &amp; Equipment (net)</td>
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<td>Total Assets</td>
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<td>Current Liabilities</td>
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<tr>
<td>Net Assets</td>
<td>$1,899,259</td>
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<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$2,450,388</td>
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OPERATING REPORT
For The Year Ended December 31, 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>OPERATING REVENUES</td>
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<tr>
<td>Government Grants</td>
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<td>Contributions</td>
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<tr>
<td>Other Revenues</td>
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<td>Total Operating Revenues</td>
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<td>Management &amp; General</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td>Total Operating Expenses</td>
<td>$3,852,605</td>
</tr>
</tbody>
</table>

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

EXPENSES
Program Services: 90%
Management & General: 10%
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.

INDIVIDUALS

Daniela Albano
Bonnie Allen
Letitcia Alston
Anonymous
Karen M. Arce
Maurice Armstrong
Naimah Z. Baith
Virginia Bacheler
Leslie Barnes
Sarah Barnes
Katie Barnes & Adam Phillips
Carol Hee Barnett
Christopher Beato
Jane McNamee Beck
Steve Berardi
Krystal & Trevor Bertrand
Jack Best
Todd Best
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Betsy Joynt
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Benjamin G. Kabat
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Eamon Kays
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Maureen Kiernan
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Joan Kohout

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Kristina Mauro
Lisa McConnell
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Rachael McGrath
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Mollie Meloni
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Jill Roberts
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Heather Hunter Smith
Megan Smith
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Bonni Thousand
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Monica Trevett
Mike Tschilderer
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Ron & Heather Valentine
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Jenee Vanderstyne
Todd Vangellow
Dave Verno
John Vogtle
Janet Waddington
Cindy Walton
Sean Wegman
Bill & Tammy Welcher
Jeff Welcher
Arthur & Kathleen Whitfield
Jean Williams
Jamie Winnick
Maura Winnick
Kelly Woods
Elizabeth Ziegler
John & Chrissy Zimmer
Vikki Ziolkowski

CORPORATE/BUSINESS

A Healing Sanctuary
Adventure Landing
Aladdin’s on the Canal
Alliance Door
American Almond Company
AP Professionals
Aratari Auto Finishers
ARM Rochester, Inc.
Auto Finishers Supply Co.
Bill Gray’s
Boldt Castle
Bristol Valley Theater
Brown & Brown of NY, Inc.
Buell Automatics, Inc.
Calkins Office Park, LLP
Castle Packs Power
CEB Global
Central Auto Auction
Centurion Automotive Products
Cheesy Eddie’s
Constellation Brands
Cortese Auto Group
D&C Digital
DeJoy,Knauf & Blood, LLP
Dolomite
Eastern Shore Associates - Cleary Agency
eHealth Technologies
ESL Federal Credit Union
Excellus BlueCross BlueShield
FAVO Pizzeria
Flaherty’s Three Flags Inn
FM Office Products
Fred Astaire Dance Studios
Genesee Country Village & Museum
Genesee Regional Bank
General Code
George Eastman House Museum
Harter, Secrest & Emery, LLP
Heron Hill Winery
Hilton High School
Hilton Middle School
Hunt Country Vineyards
Inn on Broadway
Janice Mix Photography
JQ Cigar Hut
Lawley Automotive Dealership Solutions
Lifetime Care
Long Acre Farms
Marathon Financial
Marketview Liquor
Martina Development Association
Memorial Art Gallery
Midtown Athletic Club
Midvale Country Club
New York Technology Partners
OffSiteDataSync
One Custom Clothier
Ontario Honda/Ontario Mazda
Paychex Insurance Agency
Parkleigh
Phoenix Graphics
Pittsford Paving
QCI Asset Management, Inc.
RAC for Women
Reen’s Bed and Breakfast
Regional Distributors
Residential Management Services
Rheinblick German Restaurant
Rochester Fitness and Cycling
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.
VirtualScopics
Walt Disney World
Winfield Grill

GOVERNMENT AGENCIES/ 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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Check out our blog: [http://spccrochester.wordpress.com/](http://spccrochester.wordpress.com/)

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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

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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!