

# *SPCC Annual Report 2018*

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Society for the Protection & Care of Children



## Loyal Supporters,

SPCC has always been the “best kept secret” in the Rochester community. People often say, “if you are one of the oldest human service agencies in the country, (SPCC was founded in 1875) why haven’t I ever heard of you?” There are many reasons why. One of the most relevant being, we consciously choose to focus our energy and resources on SPCC’s programs, recognizing the overwhelming need for the services we provide to children and families often impacted by abuse and neglect, trauma and poverty. In other words, SPCC does not currently have a development or marketing team.

However, in 2018 we embraced the need to provide easier access to information about the wonderful work we do by providing resources to recreate our website. It’s no secret that having visibility on the web and social media is the main path to providing information today. We contracted with a local provider through the support of a NYS Infrastructure Grant, who understood SPCC’s passion for this work and was a wizard at taking our story and putting it into meaningful context. **As of the printing of this Annual Report, the new website is up and running. Visit it at [www.spcc-roch.org](http://www.spcc-roch.org)**

We recognize, when the community hears abuse and neglect, they often want to run in the other direction, however through our Special events we have been able to pull in you, our loyal supports. SPCC’s Annual Volleyball or Children’s Classic Golf Tournament provides an opportunity for people to have fun while supporting children and families in our community in a special way. **Raising dollars through these events is important, but raising awareness is just as important.** Awareness about trauma’s impact on children who witnesses violence. Awareness of the support new parents desire and need to understand and fully embrace the lifelong impact of their relationship with their newborn. Awareness of their child’s developmental milestones, ways to encourage growth while valuing the bonding that occurs with every moment, whether it be a teaching, nurturing or moment of play.



Look at the blog section of our website and read the fabulous pieces written by our talented staff. See the multiple opportunities that we provide to student interns in our community. Many of our staff started at SPCC as an intern and were hired on as permanent staff – I happen to be one of those interns!

Thank you for your support of the important work of SPCC and commitment to the children and families of our community.

Sincerely,

*Lisa R. Butt*

Lisa Butt  
President and CEO



## TAPSS Success Story—Giving Back

This spring, SPCC was thrilled to hear from a very special young woman who was in the TAPSS (Teen Age Parent Support Services) program 20 years ago and is now looking to give back to the program that helped her find her way as a young mom. At 16 years of age, Sheneiqua gave birth to a beautiful little boy, but found herself with very little support. A friend in the community told her about SPCC's TAPSS program and she called up to refer herself. For about 3 years, **Sheneiqua was actively involved in supportive counseling and case management services in the TAPSS program.** Over time, she became an influential peer leader to other young mothers in the program. She would often help organize group efforts and community service projects, and was known for putting a smile on anyone's face. In Sheneiqua's own words as a now 36 year-old woman, "I was given support and resources that set me on a path to job readiness and sisterhood. I still keep in contact with some of the other mothers. We have become life-long friends!"

Today, Sheneiqua is a successful young woman and a thriving mother to 3 children. She is also a published author of 2 novels and a workbook for aspiring writers. This summer, Sheneiqua will be organizing an event open to the public on **August 18, 2019 from 5-8 PM at the Rochester Brainery** (176 Anderson Ave, Rochester, NY 14607). The evening will highlight the works of local artists and authors, and will also include food, poetry reading, musical performances and a table where community members can learn about the TAPSS program and ways they can support Rochester's young mothers and their children. A portion of the \$20 admission price will be going directly to support the vital work of the TAPSS program. **We are honored to be highlighted and supported in such a unique way,** by a young woman who truly connected with our program and experienced the power of having someone believe in them despite challenging circumstances. We hope that you might come out on August 18 and support this meaningful event too!



# 2018 Fundraising Events

SPCC had several fundraising events in 2018, including our 31st Annual Children’s Classic Golf Tournament, our annual Angel Party, ROC the Day, Listen to Your Mother, and the indoor Volleyball Tournament 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!



*A happy foursome at the 31st Annual Children’s Classic Golf Tournament in June at Midvale Country Club!*

*Golf Tournament Live and Silent Auction items are always a crowd pleaser!*



*The 2018 Listen to your Mother, Rochester! Cast.*

*A very successful 1st Annual Volleyball Tournament was put on by our Junior Board of Young Professionals!*



*One of our FTIP therapists sharing why she ROCs the Day for SPCC.*

*SPCC’s annual holiday project was supported by many different groups, companies and individuals, including this Jazzercise studio. Our holiday project provides gifts to over 500 children and families served by SPCC each year.*



*eHealth Technologies generously donated hundreds of Thanksgiving meal items for families served by SPCC’s programs—enough to fill our agency van!*

*Another year of giving and fun took place at Restaurant Good Luck at our annual Angel Party in December.*



## 2018 Summarized Financials

### SUMMARIZED BALANCE SHEET

December 31, 2018

Current Assets	\$ 2,141,152
Property & Equipment (net)	404,415
<b>Total Assets</b>	<b>\$ 2,545,567</b>
Current Liabilities	\$ 571,992
Net Assets	1,973,575
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 2,545,567</b>

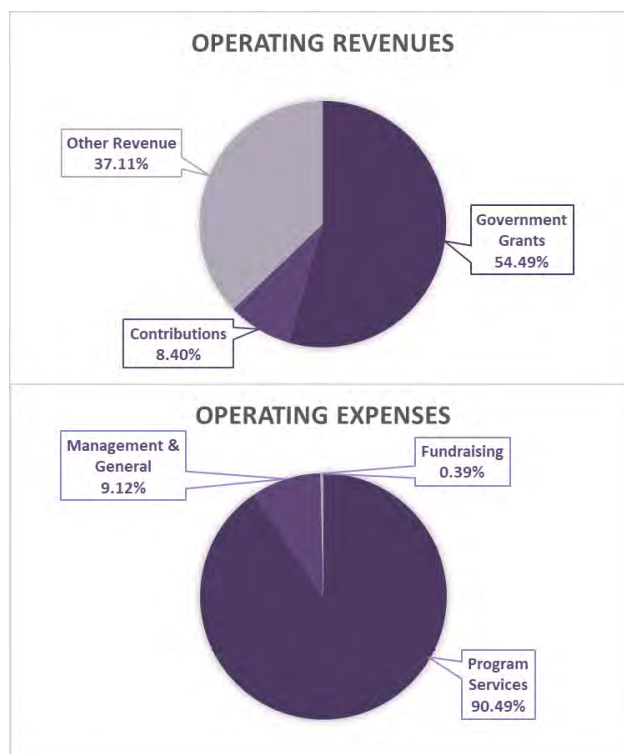
### OPERATING REPORT

For The Year Ended December 31, 2018

<b>OPERATING REVENUES</b>	
Government Grants	\$ 2,714,575
Contributions	418,482
Other Revenue	1,848,917
<b>Total Operating Revenues</b>	<b>\$ 4,981,974</b>

<b>OPERATING EXPENSES</b>	
Program Services	\$ 4,547,737
Management & General	458,123
Fundraising	19,766
<b>Total Operating Expenses</b>	<b>\$ 5,025,626</b>

*Summarized Financials derived from 2018 Financial Statements (audited by DeJoy, Knauf & Blood, LLP)*



<b>OPERATING REVENUES</b>	
Government Grants:	54.49%
Contributions:	8.40%
Other Revenue:	37.11%

<b>OPERATING EXPENSES</b>	
Program Services:	90.49%
Management & General:	9.12%
Fundraising:	0.39%

### 2018 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 2018 year.

#### Individuals

Anonymous	Alice Bower	Mike Clark	Mary Drechsler
Matt Accardi	Anne & Bruce Bowes	Andrea & Matt Convery	Leah Elliott
Michelle Almeida	Kimm Branch	Michelle Corbett	Catherine Fafone
Tabitha Arrendell	Betsy Bringewatt	John Cortese	Phil Ferranti
Judy Babbitt	James Brown	Tony Cortina	Mark Fiorini
Virginia Bachelier	Jessica Brumbaugh	Gregory Coughlin	Sarah Fitzgibbons
John Bank	Neil Butera	John Cullen	Cindy Fleischer
Leslie Barnes	John Butt	Kathy Cupo	Don Fortuna
Sarah Barnes	John & Lisa Butt	Marty D'Ambrose	Mike Fortuna
Sara Beale	Liz Butt	Franklin Deese	Crystal Foster
Krystal & Trevor Bertrand	Charlie Cacciato & Dennise	Jennifer DeFranco	Jeff Freier
Nick Bhatia	Gruttadaro	David & Donna DeLaus	Patti French
Susan Bianchi	Hayley Calcagno	Scott Deverell	Kelly Gilligan
Dave Bissette	Lori Hintz & Mickey Calcagno	Greg Didas	Bruce Ginder
Hans Blatter	Cindy & Russell Cappa	Brian DiFiore	Shawn Goeller
Patricia Bogdany	Corrie Carter	Mike DiFiore	Dave & Tina Hanny
Lynn BonDurant	Gage Castro	Rachael Digaspari	Katy Hanrahan
Lisa Bouchard	John Caveny	Michelle Donowsky	Christopher Harris
	Courtney Cawley	Diana Dorgan	Alisa Hathaway
	Leah Cintineo	Marissa Douglas	Michelle Herron

Christina Hilton  
 Mary Hoagland  
 Dan Huntington  
 John & Janine Huussen  
 Margaret Hyland  
 Cynthia Iannaccone  
 Jessica & Chris Izzo  
 Mary Jacobi  
 Garth Jantzen  
 Betsy Joynt  
 Margaret Joynt  
 Daniel Kabasin  
 Danny and Kayla Kaplan  
 Eamon Kays  
 Jessica Kelley  
 Michael & Linda Kelley  
 Victoria Kelley  
 Paige Kelly  
 Paul Keneally  
 Kevin Khuns  
 Mary Kidd  
 Maureen Kiernan  
 Karen King  
 Mike King  
 Courtney Klee  
 Bob Klimowski  
 Kaitlin Klimowski  
 The Hon. Joan Kohout  
 Todd Koneski  
 Richard Kreipe  
 Ryan Kuchman  
 Susan Lakin  
 Bob Landry  
 James Landry  
 Melissa Landry  
 Tom Landry  
 Angela Lapple  
 Gary and Sue Lawton  
 Kim Lawton  
 Gregg Layer  
 Briell Giancola & Max Lazary  
 Clarice & Michael Lazary  
 Colleen O'Brien & Alex Lazary  
 Russ Levett  
 Mary Kay & Don Lovell  
 Andrew MacGowan, III  
 Katie Malarkey  
 Jennifer Manley  
 MaryParke Manning  
 Marlene Martin  
 Janice Mascari  
 Kris Mauro  
 Jessica McCarthy  
 Sonja McCarthy  
 Donna McDonnell  
 Rachael McGrath  
 John McKenna  
 Matthew McKnight  
 Andrew & Laura Meloni  
 Mollie Meloni  
 Paul Miller  
 Corey Monks  
 Elizabeth Mulvehill  
 Pete Nabozny  
 Kimberly Nesci  
 Danielle Nicholson  
 Allison Nickel  
 Mark & Becky Nickel  
 Doris Nowicki  
 Mike O'Brien  
 Martha O'Connor  
 MaryAnn Ogden  
 Elizabeth Palermo  
 Stacia & Gary Parisi  
 Mark Pautler  
 Brian & Silva Pearl  
 Bill Pelligra  
 Katie & Adam Phillips  
 Dave Pieterse  
 Taylor Pine

Ron Pluta  
 Scott Prankie  
 Karen & Jim Pudetti  
 Peggy & Bob Pugliese  
 Lonnie Reaves  
 Rebecca Hoffman & Matt Riedinger  
 Eileen Riedman  
 Rick Rinaldi  
 Colleen Rose  
 Sue & Mike Rose  
 Alana Russotti  
 Armando Santiago  
 Diane Santo  
 Debbie Schaal  
 Claire Schoff  
 Brian Sciera  
 Jackie Shaffer  
 Ed Shill  
 Doug Sholette  
 Heather Hunter Smith  
 Jeffrey Smith  
 Bonnie Snider  
 Natasha Sodhi Deol  
 Melinda Solazzo  
 Matt Sommers  
 Catherine Squires  
 Dave Stenson  
 Ann Marie Stephan  
 Doralie Sukhavong  
 Stephanie Sulfaro  
 Bev Swain  
 Georgeann Tarantino  
 Terry Tehan  
 Tim Thaney  
 Anthony Trovato  
 Mike Tschiderer  
 Terri Tugel  
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 Cindy Walton  
 Elissa Werner  
 Maureen L. Werner, Esq.  
 Suzanne Wheeler  
 Arthur & Kathleen Whitfield  
 Randy Whitlock  
 Jean Williams  
 Brenda Wonder  
 Kelly Woods  
 Joe Yacono  
 Reed Yancey  
 John & Christine Zimmer  
 Vikki Ziolkowski  
 Craig Zoda

#### Corporate/Business

Adventure Landing  
 Aladdin's Natural Eatery  
 Ambiance Design Gallery  
 AP Professionals  
 ARM Rochester Inc.  
 Atlas Eats  
 Auntie Anne's  
 BBT Construction  
 Bill Gray's  
 Black Button Distilling  
 BLM Construction  
 Blush Beauty Bar  
 Boldt Castle & Boldt Yacht House  
 Bristol Valley Theater  
 Brown & Brown  
 BuckIt Brand  
 Buell Automatics  
 Calkins Office Park, LLP  
 Castle Products Inc.  
 Central Auto Auction  
 Cheesy Eddie's

Chi Wah Organica  
 Cortese Auto  
 Cookies in a Wink  
 DeJoy, Knauf & Blood  
 Eastern Shore Associates  
 Edibles Restaurant and Bar  
 Excellus BlueCross BlueShield  
 Fairport Brewing  
 Fairport Music Festival  
 Faraci Lange, LLP  
 Flaherty's Three Flags Inn  
 Flight West Wine & Whiskey Bar  
 FM Office Products  
 Frontier Abstract & Research Services, Inc.  
 George Eastman House Museum  
 Golf Tec  
 Good Food Collective  
 Harter, Secrest & Emery, LLP  
 Hedonist Artisan Chocolates  
 High Falls Advisors  
 Holdsworth Klimowski Construction  
 Hunt Country Vineyards  
 Jazzercise East Rochester  
 K2 Brewery  
 Kaman  
 Kelly Contracting, Inc.  
 Lake Beverage  
 Lashes by Rochelle Marie  
 LiDestri's  
 Lisa's Liquor Barn  
 Long Acre Farms  
 Lost Borough  
 Luxe Spa  
 Marathon Financial  
 Martina Development Association  
 Memorial Art Gallery  
 Midvale Country Club  
 Mulconry's  
 National Coatings & Supplies  
 New York Technology Partners  
 Nosh  
 Ontario Honda/Ontario Mazda  
 Papa Joe's Italian Eatery  
 Pennfair Golf  
 Ravenwood Golf Club  
 Reen's B&B  
 Rheinblick German Restaurant  
 Roc the Mic Productions  
 Rochester Museum & Science Center  
 Rochester Philharmonic Orchestra  
 Rose & Kiernan, Inc.  
 Ruby Nails  
 Schuber's Liquor  
 Scott Miller Salon  
 Seabreeze  
 Seneca Park Zoo  
 Signatures at the Humphrey House  
 Singer Castle  
 Sonnenberg Gardens  
 Spa at La Bella  
 Stephanie Bishop & Carol Bell,  
 Turk Hill Craft School  
 Streamwalker Nets  
 Swillburger  
 The Gem Lab  
 The Poppletons  
 The SPCC Board of Directors  
 Tito's Handmade Vodka  
 TourRoc  
 Uncle Sam Boat Tours  
 VIP Nails  
 Visron Design, Inc.  
 Wegmans  
 Wise Home Energy  
 Woodcliff Hotel & Spa

#### Government Agencies /

#### Foundations

Children's Institute  
 City of Rochester  
 Greater Rochester Health Foundation  
 Greek Festival Philanthropy Program  
 Maternity & Early Childhood  
 Foundation, Inc.  
 Monroe County Department of  
 Human Services  
 NYS Child Support Enforcement  
 NYS Department of Health  
 NYS DASNY Infrastructure Grant  
 NYS OCFS Healthy Families NY  
 NYS Office of Victim Services  
 Office of Violence Against Women  
 Justice for Families Program  
 Rochester Children's Fund  
 University of Rochester  
 Wilson Foundation  
 Women's Giving Circle

## Connect with us!

148 South Fitzhugh Street, Rochester, NY 14608

Visit our website: <http://www.spcc-roch.org/>

Follow us on Twitter: <https://twitter.com/SPCC1>

Like us on Facebook: <https://www.facebook.com/SPCCRochester>

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



Imagine RIT premiered a new game (poster pictured below left) created by RIT professor Susan Lakin's content marketing and gaming class. Over several months, students gathered information from therapists at SPCC about how to help children express their feelings. They took this information and made it into a video/computer game. Families and therapists can now access the game with children (as seen in the photo below right) to help provide a vehicle for expressing their feelings. To check out the game, go here: <https://www.spcc-roch.org/game/>



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**Paige Kelley**, *Key Account Specialist, Southern Glazer's Wine & Spirits*

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