

Society for the Protection
and Care of Children

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ANNUAL REPORT



www.SPCC-ROCH.org

02

A Note from Laurie Valentine



I reflect on the past year with such pride and hope. As a community, we have emerged from incredible challenges that also led to enlightenment and growth. We faced hard truths and were reminded of what we needed to focus on to do better. SPCC and all of you who support us, embraced these new learnings, and took action while continuing to care for each other as well as the children and families we serve.

I AM INCREDIBLY PROUD OF THE SUCCESS OF OUR PROGRAMS AND AM SO GRATEFUL TO THE ENTIRE TEAM AT SPCC FOR THEIR UNWAVERING PASSION AND COMMITMENT.

SPCC's staff demonstrated incredible grace, integrity, and strength as they supported families while facing their own personal hardships. The stories you will read in this report illustrate the expertise, care, and dedication that each SPCC employee pours into their work every day. Some provide direct services to families while others work diligently behind the scenes, each playing a critical role for our collective success. I am incredibly proud of the success of our programs and am so grateful to the entire team at SPCC for their unwavering passion and commitment.

The following stories also demonstrate the potential, resiliency, strength, and love in the families we serve. Their successes are inspirational and remind all of us that no matter what we face, we have the inner strength and support of others to help us overcome those challenges and accomplish incredible goals.

Our partners, funders, volunteers, and donors provided valuable resources that allowed SPCC to support thousands of children and families along their journey. Your generosity bridged critical gaps that made all of this possible.

None of us could have done it alone. The strength of working collectively towards a shared goal is powerful and demonstrates that change is possible. This year, we all worked together to help families heal and make our community a better place for generations to come. Thank you all for being a part of restoring hope. I am proud to work with you all as we continue our journey together.

Take Care,
Laurie
SPCC CEO

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Success Stories

SPCC's mission is to provide the best opportunities for a bright future by respectfully partnering with children and their families, advocating for their health, well-being and safety and working to heal and strengthen relationships. Here are a few ways we have accomplished this in the past year.

Therapeutic Visitation Program (TVP)

Christina and her daughter Raina had not seen each other in over 5 years. A referral came to SPCC's TVP program to help mother and child reunite, however it was made clear that Raina wanted nothing to do with her mother and no longer wished to speak with her, due to the trauma she had experienced as a young girl.

"ALL HEALING IS FIRST A HEALING OF THE HEART"
CARL TOWNSEND

A bilingual Clinician allowed this mom and daughter to receive services and support in their first language, helping to put them both at ease. SPCC's Clinician began meeting with Raina one on one, listening and engaging in art therapy. After a few weeks, Raina made the decision to see her mother at a local park with the support of her therapist. Today, mom and daughter engage in TVP services weekly, and are beginning to not only heal from past experiences, but to forgive and redefine what their relationship might look like in the future.

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Success Stories

Supervised Visitation Program (SVP)

Tanya and James are the parents of three young children, all living in foster care at the time they were referred to the SVP program. During court ordered supervised visits each week, SVP staff were able to build trust with Tanya and James and offer helpful observations and feedback to support their relationships with their children using the Parents As Teachers education curriculum.



After several months, Tanya and James successfully completed the program and were able to secure safe housing which allowed visits to move to the home and eventually shift to unsupervised time together. Both parents and children are thriving in a more natural environment and the children are expected to be returned to their parents care very soon.

Family Trauma Intervention Program (FTIP)

Jordan, age 3, was referred to the FTIP program due to concerning sexual behaviors. As her therapist began assessing the family's needs, it became clear that not only were Jordan's trauma symptoms impacting her ability to attend preschool, but her family was navigating many challenges including a possible eviction from their home. An FTIP Case Manager was quickly brought in to help support the family's practical needs. After several months of meeting weekly with the family, both staff noticed mom seemed less anxious and Jordan's play became less aggressive and concerning.

Because of FTIP's collaborative wholistic approach and ability to provide flexible and weekly support, Jordan's family is no longer at risk of being evicted and she was able to rejoin her preschool class after a significant decrease in her trauma symptoms.

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Success Stories

Healthy Families Monroe (HFM)

"My name is Kelly and I used to be a participant in SPCC's Healthy Families Monroe program. I became a part of the group right after I had my second daughter and I must say it helped me a lot. I have suffered from depression and anxiety before my pregnancy, during and after. I had my daughter a month early due to stress, lost most of my income and was on the verge of losing our home. When I say Mrs. Greene from SPCC couldn't have showed up at a worse moment in my life...she and the HFM program was just what I needed to adjust my crown and get back to being the mother and wonderful woman I am today. There were days I didn't have the energy to go on and she would just sit with my little one and let me rest. Not having much of a support system really gets hard and some of the responsibility was falling on my oldest daughter. As a mother I just hated that she was stuck helping me deal with the choices I had made. But every so often the Healthy Families staff planned something that we could do as a group with other families and that helped a lot. Being that my little one was a preemie, I had a long while before I could return to work. Money was extra tight, but this program helped me every step of the way from diapers, household supplies, and even gifts on the holidays. Most of all, my beautiful daughter is awesome!

Since my time in the program I've completed a Teaching Assistant program and have engaged in mental health support to keep my depression and anxiety under control. But my biggest accomplishment was to go back to college. I have made the Dean's list twice with only two more semesters remaining and still holding a 3.4 GPA. Yes, you are looking at your next Black Female Automotive Technician. I will soon have my Associates in Applied Science and am currently an intern for the City of Rochester where I work on fleet vehicles under the supervision of a great team of people. Thank you Healthy Families and Mrs. Greene for coming into my life and helping me see my potential once again."

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Success Stories

Women, Infants & Children (WIC) and Vendor Management Agency (VMA)



SPCC WIC staff have provided remote services to approximately 38,000 women, infants and children over the past year, including nutrition and breastfeeding support, supplemental food benefits, and referrals to other agencies. The voluntary recall and shutdown of the Abbott formula manufacturing plant caused an ongoing crisis for all families of infants requiring formula. WIC staff coordinated with SPCC's VMA staff as everyone searched for formula. Creativity was key as staff supported families to find atypical solutions such as reaching out to medical offices for samples or changing to a concentrate form if it was available at the store. WIC and VMA staff made sure that every call and text that came in was answered. Showing up every day, listening, and collaborating with families is at the heart of what we do.

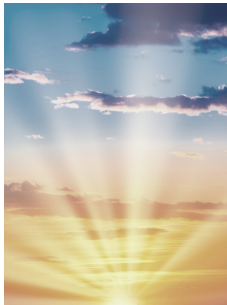
Teen Age Parent Support Services (TAPSS)

17 year-old Sam gave birth prematurely to her daughter Gianna, who required blood transfusions and a long stay in the NICU. Sam's pregnancy also caused strain between she and her mother. Despite a distrust of systems, Sam's mother soon recognized the value of the TAPSS program for their entire family. Sam worked hard and graduated high school a year early with honors. She

completed a paid internship through the TAPSS program and is now employed part-time while attending college. Gianna is a thriving one year-old with no permanent health issues and is meeting all of her developmental milestones. Sam and her mother have also come together to care for Gianna and heal their own relationship. Sam states that TAPSS has "given me new ideas for parenting, helped me learn about my child's growth and milestones, and informs me about services that can help me".

07

Heather's Legacy



Heather Valentine had a deep belief that every person who is in a position to create positive change has a responsibility to do so and committed her life to that mission. She worked to create a kinder, fairer world especially for children and families not only in her career as a mental health counselor but also in her personal life where she took dozens of children under her wing to support and care about them through difficult times.

Sadly, we lost Heather to cancer on April 21, 2019. After her passing, the support from all of the lives she touched was overwhelming, especially in the form of financial contributions! As a result, SPCC has created a Heather's Legacy fund to continue her life work by improving situations for youth and families particularly when our traditional funding systems are unable to meet such needs.

Here are some examples of how the dollars have supported families served by SPCC:

- 1) A father participating in our Healthy Families Monroe program gained custody of his infant son after the child's mother was unable to care for him. His SPCC home visitor provided both emotional support and parenting education, as well as took him shopping with Heather's Legacy funds to help ensure that he had all of the equipment and supplies necessary to adequately care for his son.
- 2) A mother participating in our Teen Age Parent Support Services program was able to leave an abusive relationship with the father of her baby. She spent some time in a shelter and worked on a plan with her counselor to find an apartment. Program funding and visits to thrift stores and various donations helped her to obtain the "necessities" for starting a home including furniture, kitchen items, etc. Heather's Legacy funds also allowed the new mom to make her house "feel like a home". She purchased some inspirational signs, a warm fluffy rug, candles and pretty towels for her new bathroom. A little bit of self-love and comfort can go a long way.
- 3) On several occasions, Heather's Legacy funds were used to help pay for car repairs for program participants. For families who live paycheck to paycheck, a car breakdown can quickly result in a lost job if the person has no way to get to work. For situations involving extended repair time in the shop, Uber cards were provided to the parent so that they could continue going to work until their car was repaired.

If you would like to continue to carry on Heather's life mission, please visit [SPCC-roch.org](https://spcc-roch.org) and click on "Give" and indicate "Heather's Legacy" in the "Type of donation" drop down menu.

08 Two New Major Supporters Looking Out For SPCC in 2022

The Rochester Red Wings and Milo the Bat Dog



During the 2022 Red Wings season, Milo The Bat Dog set a goal of raising \$10,000 for SPCC and the Bivona Child Advocacy Center. As part of the initiative, the Red Wings partnered with Flower City Group who donated \$50 for every bat retrieved by Milo during the season. The Flower City Group also sponsored a Pawtographed Poster giveaway and a

Milo Cap Giveaway. At the end of the season Milo raised \$13,696, and SPCC received a donation of \$6,848! We can't say "Thank You" enough for all of the love and support that Milo and his fans have given to SPCC and the community.

RIT's College of Art and Design



Telling the story of the Society for the Protection and Care of Children (SPCC) using virtual reality (VR), the faculty and students in RIT's College of Art and Design leveraged their skills to support SPCC and make a difference.

Although SPCC was founded in 1875, there are many people who are not

familiar with the organization. Capturing the positive impact SPCC has on families, was a challenge that members of RIT accepted. Susan Lakin, professor in the School of Photographic Arts and Sciences, has worked with SPCC for many years leveraging RIT's expertise in a multitude of ways.

The VR experience, "Our Compass" follows the story of Mary Ellen Wilson, who was at the center of the first child protection case in the United States, through the lens of contemporary survivors of sexual abuse and domestic violence. The experience illustrates how the support from SPCC can provide a safe environment to heal and grow. To bring the idea to life, Lakin worked with Frank Deese, associate professor in the School of Film and Animation, Isabelle Anderson '22 (new media design), and SPCC.

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SPCC Finances

Summarized Balance Sheet 12/31/21

Current Assets	\$2,018,800
Property and Equipment (net)	\$1,245,753
Total Assets	\$3,264,553

Current Liabilities	\$1,027,027
Net Assets	\$2,237,526
Total Liabilities and Net Assets	\$3,264,553

Operating Report For year ending 12/31/21

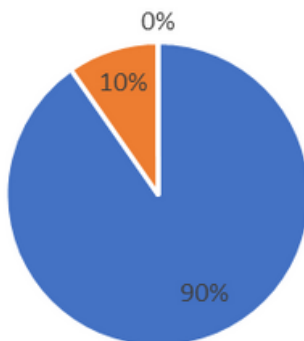
Operating Revenues

Government Grants	\$5,609,319	90.37%
Contributions	\$599,645	9.66%
Other Revenue	-\$2,129	-0.03%
Total Operating Revenue	\$6,206,835	

Operating Expenses

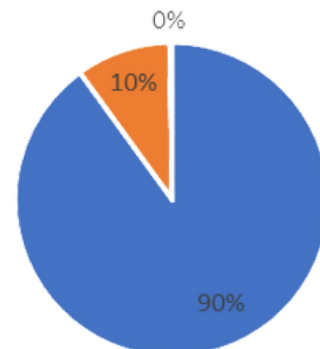
Program Services	\$5,612,157	90.00%
Management and General	\$606,359	9.72%
Fundraising	\$17,544	0.28%
Total Operating Expenses	\$6,236,060	

Operating Revenues



■ Government Grants ■ Contributions ■ Other Revenue

Operating Expenses



■ Program Services ■ Management and General ■ Fundraising

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2021 SPCC Donors

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2021 SPCC Donors

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Annunciation Greek Orthodox Church
Anonymous
AP Professionals
Blackbaud Giving Fund
BLM Construction
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Cortese Auto Group
Eastern Shore Associates
Echelon Wealth Advisors
ESL Federal Credit Union
Fairport Music Festival
Frontier Abstract
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Harter, Secrest & Emery, LLP
Holdsworth Klimowski Construction
IACKids
Insero & Co. CPAs, LLP
K-2 Brewing Brothers
Lake Beverage
Lewis Tree Service
Manning & Napier
Marathon Financial
Massie Family Fund
Merck Foundation
Merril Lynch

Milestone Construction Partners
Moving Forward Training Source
New York Technology Partners
Other Half Brewing
SPCC Board of Directors
The Butt Family
The Kelley Family
The SPCC Junior Board of Young Professionals
University of Rochester
Xerox Corp, Kans for Kids

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Monroe County Department of Human Services
NYS Child Support Enforcement
NYS Department of Health (DOH)
NYS Office of Child & Family Services (OCFS)
NYS Office of Victim Services (OVS)
Office of Violence Against Women (OVW)
SAMSA (Substance Abuse & Mental Health Services)
The Greater Rochester Health Foundation
The Wilson Foundation
United Way of Greater Rochester and the Finger Lakes