

★ 1875 – 2025 ★

SPCC

Society for the Protection and Care of Children

150

YEARS OF HOPE



ANNUAL REPORT | 2025

Healing the Past. Nurturing the Future.

A Message from Our Leadership

Over the last 150 years, SPCC has had the privilege of helping more than one million children and families find healing and hope. You are an essential part of that legacy.

Dear Friends of SPCC,

150 Years. Honoring Our Shared Journey. Inspiring the Future.

Our story began in 1875, when a little girl named Mary Ellen inspired the world to recognize that children deserve to be protected. Her story sparked a movement, and from that moment on, SPCC has poured passion, resources, and deep commitment into supporting families to ensure children grow up safe, cared for, and loved.

The challenges facing children and families are complex, and sometimes deeply heartbreaking. However, hope is found when people care, choose to give of themselves, and work together to help others. With your support, over the last 150 years, we have had the privilege of helping more than one million children and families find healing and hope.

You are an essential part of our legacy. As we look to the next 150 years, we will continue to partner with families and each of you to transform lives, and ensure every child has the opportunity to heal and experience a life filled with joy and love.

Thank you,



Laurie Valentine
Chief Executive Officer



Andrea Convery
Board Chair



SPCC by the Numbers

1 Million⁺

Children & Families Served
Over 150 Years

7,000

Individuals Supported
Each Year

120

Staff
Showing Up With Care

8

Programs
Across 6 Sites

5

Counties Served
Across Western & Central NY

150

150th Anniversary Gala
Guests



★ Generations of children's lives made brighter, innumerable families healed,
and entire communities strengthened.

One million children and families. One hundred and fifty years. One unwavering commitment.

A Legacy of Hope: 1875 – 2025

From our founding in the aftermath of the Civil War to our work today, SPCC has been rooted in one unwavering belief: that every child deserves to grow up safe, loved, and full of possibility.

1875	Until SPCC was established by leaders who recognized the urgent need to protect children, children had no voice, and families had little support as they navigated some of life's toughest challenges. SPCC and community partners changed that.
1900-1920	George Eastman deeded a building to SPCC as a "safe haven" for children. SPCC began providing case management to children and families. We worked with community leaders to develop the first Family Court, so children were not forced into adult court systems.
1920-1960	Served families through the Great Depression and WWII, adapting to these community crises; Psychologist, Dr. Carl Rogers made his start at SPCC highlighting children's need for "unconditional positive regard, empathy, and genuineness". His work revolutionized parenting by promoting non-judgmental, supportive environments where children are allowed to grow at their own pace.
1960-2000	Launched new programs, increasing our focus on services to support whole families. SPCC began providing WIC (Women, Infants and Children) services throughout the Finger Lakes, helping improve nutrition and lives of thousands throughout Wayne, Yates, Seneca, Ontario, and Eastern Monroe Counties. SPCC's Teen Age Parent Support Services became a model for best practices in serving young parents and their families.
2000-2020	A period of great growth. Increased evidence-based, research informed practices and strengthened trauma-informed systems of care for participants, staff, and partners. Expanded supervised visitation and created one of the nation's first therapeutic visitation programs. Developed the Family Trauma Intervention Program serving children impacted by trauma. Began providing essential health education to youth and families through the newly founded Healthy Families Monroe program to improve child health while preventing child maltreatment.
2020–2024	Successfully navigated the pandemic to ensure children, families, and staff needs were met by creating innovative ways to provide effective support safely. Intentionally and strategically centered humanity centered care. Mary Ellen Institute became recognized as a leader in Infant and Early Childhood Mental Health.
★ 2025	Celebration of 150 Years! Strategic planning for SPCC's next 150 years began.

"We did not simply survive 150 years. We learned, grew, adapted, and deepened our impact with every generation."

SPCC's 150th Birthday Press Party

In September 2025, SPCC launched its 150th anniversary year with a kickoff event marked by an outpouring of support from elected officials, who issued proclamations recognizing the agency's century and a half of vital service to families. Community leaders and government representatives gathered alongside supporters to celebrate SPCC's legacy, lending their voices and platforms to affirm the organization's enduring importance. Historical documents on display offered a powerful reminder of how far SPCC has come - and why its mission continues to be critically important.



Rochester Deputy Mayor Michael Burns presenting a proclamation to SPCC CEO Laurie Valentine



Senator Jeremy Cooney & SPCC CEO Laurie Valentine

SPCC's 150 Years of Light Anniversary Gala

Every milestone deserves a celebration - and ours was unforgettable. On November 10th, 2025 at Arbor at the Port, our community came together to honor 150 years of SPCC with an evening of connection, recognition, generosity, and renewed commitment to children and families.

150 Guests Perfectly Matched Our 150th Year	100 New Friends First Time at an SPCC Event	\$80,000 Raised for SPCC Programs
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One hundred fifty guests to celebrate 150 years; it could not have been more perfect. Our community came together in a way that felt less like a fundraiser and more like a reunion, including past SPCC staff and leaders, as well as new friends looking to support our mission. Many of our guests were brand new to SPCC - and by the end of the evening, strangers became friends - united by a shared commitment to children and families.

Gala guests were inspired by what SPCC does and, more importantly, how we do everything with genuine care and integrity. Many expressed a desire to partner more intentionally with SPCC and gave generously to help support our programs and the families we serve. These are special relationships that we are deeply grateful for - because the next 150 years will continue to be built one relationship at a time.



SPCC Staff Celebrating

Thank You to Our 150th Anniversary Gala Sponsors

This celebration was made possible by those whose belief in SPCC's mission made the evening and the work it supports possible.



A Special Recognition



Gold Sponsor
150th Anniversary Gala

Milestone Construction

Andrea Convery, Board President

Milestone Construction has been a cornerstone partner in SPCC's 150th anniversary year, serving as a major sponsor of our anniversary gala and bringing both philanthropic investment and community leadership to our mission. Andrea Convery's service as Board President exemplifies the kind of engaged mission-driven partnership that makes transformational work possible.

SPCC Community – Stories of Transformation

At the heart of 150 years of service is community, made up of those we have the privilege of serving and the extraordinary people who show up every day to do that work. When community comes together, hope emerges and transformation happens. The following examples are shared with permission.

Impact of Infant Mental Health Training

I've been a pediatric occupational therapist for years. I was good at my job, but something shifted in me after taking SPCC's Infant Mental Health (IMH) training. I wasn't just looking at children differently. I was looking at *families* differently.

When I picked up a new case, it looked on the surface, like so many others. A little girl, eighteen months old, with a gross motor delay. A busy household with two older siblings and a mother who was warm, appreciative, and eager to help. The four-year-old, moved through our sessions like a small hurricane, ignoring her mother's gentle redirects, doing exactly as she pleased, and the mother let it happen. I noticed it but held judgment. *There's always more to the story*, that was something IMH had taught me to sit with. I also noticed something else about her: she apologized constantly, offered up like little peace offerings.



One week, I let myself slow down and started asking questions. Not clinical questions - just conversation; *Did you grow up around here? Do you parent the way you were parented?* She paused and then started talking and I didn't rush her. She was the middle child of three. She'd grown up in a home where both parents were deeply career focused. The children learned early to fend for themselves: homework, laundry, meals. Her parents, she said quietly, should never have become parents. All she had ever known, growing up, was absence - and then, when her parents did show up, demands. She had decided, fiercely and deliberately, that she would do the opposite. She would *be there*. She stayed home with her children. She was present.

So much clicked into place. Her inability to hold a firm boundary with her four-year-old wasn't simply permissive. It was a woman who had only ever experienced two parenting modes: neglect and demands. She had rejected the demands. She didn't yet have a map for the warm, steady boundary that lives between those two things. The constant apologies made sense now, a childhood spent trying not to inconvenience adults.

I hadn't diagnosed anything; I had simply created space - asked a question, stayed curious, and listened - and a whole human story walked through the door. When you create space, and offer a genuine invitation, there is so much more: richer relationships, a fuller picture, a better path forward; for children and for parents holding it all together.

“That is what IMH has given me – not a new protocol; a different presence that I carry with me everywhere I go.”

From Homeless to Homeowner

How one young mother found her footing

Two years ago, a young mother cradled her newborn son in her arms and had nowhere to go. No home. No stability. Just the overwhelming weight of uncertainty and two children counting on her.

That was the moment SPCC's Teen Age Parent Support Services (TAPSS) program stepped in.

Through consistent home visits, her TAPSS Child and Family Specialist became more than a resource - she became a thoughtful guide. Together, they worked on motivation, professional development, and the kind of honest and caring constructive support that helps a person see their own potential. When this young mom was hard on herself for not hitting a goal fast enough, her Child and Family Specialist was there to normalize those feelings and remind her that growth rarely follows the timeline we set for ourselves.

And grow she did!

Today she holds a steady job as a day care teacher - nurturing other children with the same care she gives her own. She maintains her own apartment, her own vehicle, and a loving partnership with her children's father. She is by every measure thriving.

And she is not done yet!

Now 22, she is actively working with a realtor and mortgage broker, taking steps toward purchasing her very first home - a dream she refused to let go of, even when everything felt impossible.

As her time with TAPSS draws to a close, she carries forward something that cannot be measured in any checklist: confidence, resilience, and a vision for her family's future that will continue on forever. This is what TAPSS does.

Not just in times of crisis but for a lifetime.



DID YOU KNOW?

Only 5% of 20-year-olds are homeowners today, making this young mom's accomplishment even more incredible!

Programs & Outcomes

SPCC programs are built on evidence, driven by data, all measured, in part, by a common standard: ***did a child or family experience something positive because we were there?***

Family Trauma Intervention Program (FTIP)

FTIP provides trauma-focused therapy and case management to children and families who have experienced significant trauma and loss. The program connects families with counseling, advocacy, and wraparound support - meeting people where they are, and walking alongside them through some of the hardest moments of their lives. FTIP has been a cornerstone of SPCC's work for decades, rooted in the same founding belief that children deserve safety, stability, and healing.

2025 FTIP OUTCOMES

112 Families Served
242 Children Supported
2,486 Counseling Sessions
100% Improved Family Functioning
100% Reduced Trauma Symptoms

"My therapist is amazing. My son does not warm up to anyone as fast as he warmed up to her. She communicates beautifully and is flexible with my schedule. We really appreciate all she has done."

Supervised Visitation Program (SVP)

SVP provides structured and supported visitation time for children and their families, because family relationships are important and worth protecting, even when circumstances are complicated. Through coached visitation, parent education, and genuine care, this program helps families build skills and strengthen caregiver and child relationships. Communities across New York continue to look to SVP as an exceptional model for guidance and mentorship - a meaningful affirmation of the value and quality of this work.

2025 VISITATION OUTCOMES

5,332 Total Family Visits
6,872 Hours of Family Time
75% of Families moved to Lower Level of Supervision
86% Improved Parenting Skills & Relationship with child
96% Completed Therapeutic Goals

"I find the support at the end and beginning of the visits so helpful. Supervised visits allow me to have lunch with my children, still educate them, and have that time together."

Therapeutic Visitation Program (TVP)

TVP therapists provide child-focused counseling within the context of supervised visitation for families needing therapeutic intervention to experience healthy family visitation and relationships. TVP partners thoughtfully with families, professionals, and systems to create individualized therapeutic plans to meet each child and family's unique needs.



"TVP provides a safe place to talk and see my children. My therapist helps me to vent and is a good listener! They are on my team and want to help me get my kids back."

Teenage Parent Support Services (TAPSS)

TAPSS supports young families to strengthen parent-child relationships, and build parenting skills while increasing stability, self-sufficiency, and confidence so young families can thrive. Through home visits, parenting education, employment coaching, and educational support, TAPSS meets families at the intersection of extraordinary responsibility and enormous potential. Each family is a story of growth, grit and hope made tangible.

2025 TAPSS OUTCOMES

131 Young Parents & Children Supported
59 Families Strengthened Relationships
59 Parents Improved Parenting Skills
80% Demonstrated Increased Self-Sufficiency by meeting education & employment goals

"TAPSS staff care so much. I can talk to them about anything. And they help me find my voice to advocate for myself and my family."

Healthy Families Monroe (HFM)

HFM is an evidence-based home visiting program that supports new and expectant parents in building strong, healthy families from the very start. Children receive frequent developmental screening and connection to early intervention, if needed to ensure their needs are met as early as possible. Most importantly, parent-child relationships are strengthened, leading to lifelong benefits for children that will impact generations to come.

2025 HFM OUTCOMES

213 Families served
67 New families referred to the program
104 Children screened for development
19 Children referred for Early Intervention
52 Families achieved goals related to self-sufficiency, child development, mental health and/or housing

"My worker is an angel sent from heaven. She is fun, knowledgeable, and so helpful. This program has helped me feel more confident in raising my baby alone. I live far from family and just having this program has been great."

SPCC Women, Infants & Children (WIC)

SPCC WIC provides nutritional education, breastfeeding support, and supplemental food benefits to pregnant women, new mothers, infants, and young children across the Finger Lakes region. One of the largest programs in SPCC's portfolio by reach, WIC served more than 43,000 individuals in 2025 and launched an exciting new collaboration with Newark Wayne Hospital to bring breastfeeding peer counselors directly to the labor and delivery floor.

2025 WIC OUTCOMES

8,811 Women Enrolled

8,724 Infants Enrolled

26,343 Children Enrolled

43,878 individuals received nutritional support and access to healthy food in a time when food insecurity is a critical issue facing our communities.

"I want to thank the staff for their encouragement and support with helping me feel confident. It's more than just food. This program has helped me so much by teaching me how to feed and monitor my baby's progress."

Comprehensive Adolescent Pregnancy Prevention (CAPP)

The CAPP program provides evidence-based workshops to community youth ages 10 – 21 promoting healthy relationships, consent, and informed decision-making. Parent and caregiver workshops build confidence and skills for meaningful conversations at home.

This program fosters informed decision-making, healthy relationships, and increased access to accurate health information for youth & the broader community.

2025 CAPP OUTCOMES

70 Youth successfully completed evidence-based health education programming

955 Youth received support and critical health education

6,000 Community members received supportive health education, including those who are parenting or serving youth in our community.

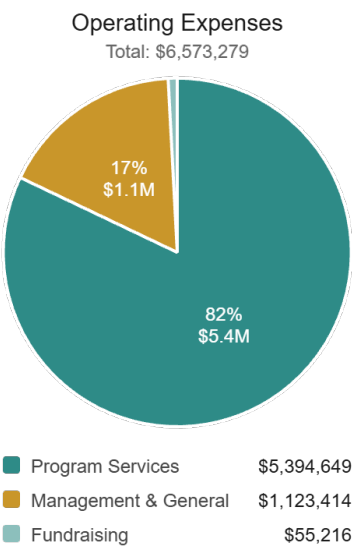
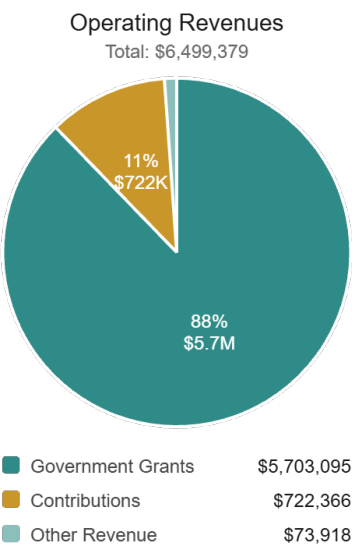
SPCC's CAPP program creates spaces where young people feel seen, heard, and equipped with the knowledge to make informed decisions about their bodies and their futures. The impact has a ripple effect that extends beyond the classroom into families and the broader community.

Mary Ellen Institute (MEI)

The Mary Ellen Institute (MEI) provides training in Infant and Early Childhood Mental Health (IECMH) and Reflective Supervision (RS) to child serving practitioners. MEI partners across disciplines to deepen relationships, strengthen practices and support lasting change in how care is provided to children and families.

"MEI's Infant and Early Childhood Mental Health training taught me that when you create space and offer a genuine invitation, there can be richer relationships, a fuller picture, and a better path forward for the child and for the parents holding it all together."

Financial Snapshot



Summarized financials from 2024 Financial Statements (audited by Insero & Co, CPAs, LLP)

Summarized Balance Sheet		
For Year Ending December 31, 2024		
Current Assets	\$1,900,824	
Property and Equipment (net)	\$1,532,138	
Total Assets	\$3,432,962	
Current Liabilities	\$1,214,636	
Net Assets	\$2,218,326	
Total Liabilities and Net Assets	\$3,432,962	

Operating Report		
For Year Ended December 31, 2024		
Operating Revenues		
Government Grants	\$5,703,095	87.75%
Contributions	\$722,366	11.11%
Other Revenue	\$73,918	1.14%
Total Operating Revenue	\$6,499,379	
Operating Expenses		
Program Services	\$5,394,649	82.07%
Management and General	\$1,123,414	17.09%
Fundraising	\$55,216	0.84%
Total Operating Expenses	\$6,573,279	

Our Vision for the Next 150 Years

We do not rest at milestones. We use them as a foundation to build higher. Here is where we are headed, and how you can help shape what comes next.

“Communities where every child is safe, every family has the support they need, and hope is not a privilege - it is a guarantee. And where children’s futures are determined by their potential rather than circumstances or zip code.”

Strategic Priorities:

01 Expand programs with wait lists to meet the needs of our communities’ children and families by 2030.	02 Build a sustainable philanthropic base that allows us to provide services to best meet the unique needs of children and families.	03 Strengthen our workforce by offering competitive compensation and investing in cutting edge professional development to recruit and retain top talent.
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Our Wish List:

What your gift could do...

\$10,000+ <i>Every great mission needs a foundation that lasts.</i> A gift at this level could help support programs through SPCC’s endowment fund, building the financial resilience to weather challenging times and develop innovative approaches to protecting children and strengthening families for generations to come.	\$5,000 <i>When we train the helpers, we multiply the help.</i> A gift at this level could help support professional training and education programs, equipping the practitioners and caregivers who serve our community with the tools to meet families’ ever-evolving needs.
\$1,500 <i>Sometimes one intervention changes everything.</i> A gift at this level could help fund critical interventions for families in crisis: counseling, family navigation, emergency food and supplies, or help with rent, meeting families at their most vulnerable moments with exactly what they need.	\$150 <i>Every baby deserves the best possible beginning.</i> A gift at this level could help provide essential resources for new and expecting parents in home visitation and early parenting support programs, including infant supplies, parenting tools, and basic necessities that give families the steadiest possible start.

Board of Directors & Leadership

Board of Directors, 2025-2026

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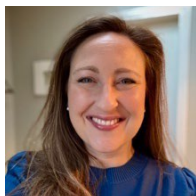
Shawn Goeller
Member

Kellie Mroz
Member

Senior Leadership Team



Asia Bonnick - Senior Director of Human Resources & Humanity Centered Care: *I lead with a dedication to improving workplace morale, fostering connections, and promoting a positive organizational culture while also ensuring regulatory alignment. Driven by a passion to challenge and transform the traditional perception of HR, I am dedicated to bridging the gap between employees and senior leaders. I believe in approaching situations with fairness, empathy, and compassion, ensuring that employees feel valued and heard.*



Jessica Brumbaugh - Chief Operating Officer: *At the heart of my work is the belief that children thrive when the people around them are supported well. I have the privilege to help build systems and structures that empower staff, strengthen the families, and keep our organization focused on what matters most - the kids we serve. I am grateful to be part of a team that cares deeply and works hard on behalf of kids every day.*



Mike Chesterton - IT Director: *I aim to logically and holistically solve problems with technology. As a counterbalance to my fellow team members, I stick to patterns and data to provide matter of fact insight into trends we can use to help make future decisions. I work to keep our agency on the cutting edge in technology, helping our staff to work as efficiently and securely as possible. In these efforts, I center my deep commitment to children and families, especially recognizing the unique gifts each child brings.*

Continued on Next Page



Sarah Fitzgibbons - Vice President of Programs and Practices: *I know that the most effective way to support healthy development and healing after trauma and loss for children and families is through authentic, emotionally available, compassionate relationships; it starts with leadership. This is what I love most about SPCC: our core values of relationships, presence, and care.*



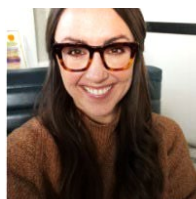
Zapphire Hartley - Vice President of Finance: *I spend my days understanding our agency and services through our financial practices and reporting both internally and with partners. I serve each program distinctly to make sure they have the fiscal needs necessary to feel supported as staff members and to support our clients. I serve the agency as a whole in hopes of building a financial framework that provides a stable future to serve the clients we haven't met yet.*



Danielle Nicholson - WIC Director: *I am passionate about leading work that positively impacts both the families we serve and the staff who support them. Drawing on my experience in high-stress WIC clinic environments, I focus on motivating and supporting staff to achieve shared goals while maintaining compassion and balance. The most rewarding part of this work is helping families make healthy nutrition choices, and what I value most about SPCC is its commitment to healthy families - not only in our community, but also within our staff.*



Laurie Valentine - Chief Executive Officer: *What I love about SPCC is our staff's incredible depth of caring, passion, and commitment to children. My passion lies in working to provide children and families with the highest quality services that will enable them to always feel safe, cared for, hopeful and loved. I believe the best way to accomplish this is to genuinely partner with families and our community to build a lasting infrastructure based on mutual trust and respect.*



Alana Russotti - Director of Clinical and Reflective Practices: *I lead with a firm belief that healthy relationships are at the heart of all meaningful work - whether within multidisciplinary teams, in supervision, or in clinical practice. Reflection is central to that work, creating space to slow down, make meaning, and support more thoughtful and attuned responses to the children and families we serve.*



Rhonda Walker - Director of Programs and Humanity Centered Care: *I am deeply committed to providing high-quality and compassionate services for children and families in our community. I am passionate about promoting humanity centered care recognizing that every family is unique and deserves individualized care responsive to their cultural background and specific needs. My work centers on ensuring every family and staff are treated with compassion and respect and recognizing trauma's impact on mental health and well-being.*

Community Partners

150 years of service is not the work of one organization. Every outcome in this report was made possible by partners who share our belief that children and families deserve a community that sees them, hears them and centers them.

We are grateful to every organization and agency that makes this work possible. Every partner is a vote of confidence in SPCC and we are deeply committed to maintaining your belief in us by continuing our commitment to excellence and integrity.

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Marathon Financial	Thermo Fisher Scientific
Martina Development Association	Tompkins Insurance Agencies
Mattiaccio Orthodontics	Trademarks Flower Farm
Milestone Construction Partners	Underberg & Kessler LLP
Mission Advancement Group	Upstate Valve and Control
Norwestern Mutual	USI Insurance Services
Nova Event Management, Inc.	Wegmans
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Paul Battaglia	

Partner with Us!

If your organization shares our commitment to children and families in our community, we would love to talk. Contact SPCC's Development Department at giving@spcc-roch.org to explore what we can build together.

Society for the Protection and Care of Children

150 Years of Healing the Past and Nurturing the Future.

Since 1875

www.spcc-roch.org | 585.325.6101

**It took thousands of people believing in the power of families and
150 years of healing to get us here.**

The next 150 years depends on all of us.

ADVOCATE

Share our story. Be a voice for children who cannot yet speak for themselves.

PARTNER

Foundations, businesses, and community organizations: let's build this together.

Email SPCC's Development Department at giving@spcc-roch.org.

GIVE

A financial gift today helps ensure ongoing, strong support for families in our community.

There are many ways to give:

VISIT <https://spcc-roch.org/donation/>

TEXT **AR2026** to **41444**

SCAN the QR code below

