The New York Society for the Prevention of Cruelty to Children

Annual Report 2006

Founded in 1875 – The First Child Protective Agency in the World
Founded in 1875, The New York Society for the Prevention of Cruelty to Children (The NYSPCC) is the first child protective agency in the world. Throughout its 131 year history, The NYSPCC has met the urgent needs of New York City’s most vulnerable children through the development of new and innovative programs. It is with this same spirit of innovation, concern and compassion for the City’s children that The NYSPCC seeks to meet the challenges that lie ahead.

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Senior Management Team
Our Mission

The mission of The NYSPCC is to protect children and strengthen families through mental health, legal and educational services.

HOW WE PREVENT THE ABUSE AND NEGLECT OF CHILDREN:

Mental Health Services
- Provide court-ordered therapeutic supervised visitation services to children and their families in a safe and supportive setting
- Counsel children who have endured traumas of child abuse or neglect
- Provide group counseling to “high-risk” children in New York City schools
- Support the families of New York City during times of crisis and trauma with mental health services and information

Legal Services
- Provide mediation services to resolve issues that prohibit children from leaving the foster care system and to expedite their move to a loving, permanent home

Education
- Promote healthy parenting through guidance, research and education
- Educate professionals about child abuse and maltreatment
- Provide resiliency restoration training to child welfare agencies to help staff during times of stress, grief and loss
- Advocate for legislative action that protects children and strengthens families

WHAT MAKES THE NYSPCC UNIQUE:
- The first child protective agency in the world—over 131 years of trailblazing in child protection and abuse prevention services
- Excellent relationships with social service providers and the court systems in New York City
- Flexibility—as an independent non-profit—to develop and implement enhanced levels of service to children and families
- Warm, caring and dedicated professionals
FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

With great pride, I had the honor to lead The NYSPCC into its 131st year of serving New York City’s most vulnerable children and families. In 2006, The NYSPCC provided mental health, legal and educational services to over 3,000 New York City children and their families, and our commitment to eliminating child abuse and neglect remains continuous and steadfast.

This year The NYSPCC paid special attention to raising awareness in New York City and throughout the country about how to prevent child abuse and neglect. The NYSPCC’s Executive Director, Mary L. Pulido, Ph.D., gave interviews on National Public Radio and our work was featured on a WNBC televised special report entitled, “Reporter’s Beat: Confronting Child Abuse,” as well as in El Diario, the Latino newspaper with the widest circulation in New York City, Big Apple Parent, a parenting magazine that serves the New York metropolitan area and Bar and Bench Visitation Report, published by the National Supervised Visitation Clearinghouse and circulated throughout the nation.

We also excelled in raising funds to support our programs. Our second annual spring event, “Flamenco at FIZZ,” was a smashing success. Over 150 dedicated young New Yorkers attended an evening full of energy, fun and flamenco dancing. The evening gave us a great opportunity to highlight the important work performed by The NYSPCC’s staff.

Finally, The NYSPCC’s Annual Gala was held in October, honoring Rosie O’Donnell and Dana and Michael Goldstein. Their commitment to and impressive work on behalf of children dovetail with our strongly held view that the well-being and protection of children are the responsibility of everyone in the community. The evening was wonderful, raising close to $500,000 to support our work for New York City’s children and families.

On behalf of the Directors, I thank all of you who have supported us this year. Your compassion and generosity directly helped us continue our important work.

Sincerely yours,

David R. Stack
President
FROM THE EXECUTIVE DIRECTOR

Dear Friends,

THE NYSPCC WAS CREATED out of a passionate desire to safeguard the right of a child to flourish in a safe and loving home, free from abuse and neglect. Today, it is more important than ever before that every citizen become involved in continuing this heroic mission.

THE NYSPCC RECEIVED local and national recognition for our work to prevent child abuse and was contacted by various media outlets to provide information on the prevention of child abuse and neglect and domestic violence. We have also provided ongoing training on recognizing the signs and symptoms of child abuse and neglect and how to report suspected abuse. Our clinical team has presented at local and national conferences to teach others about our therapeutic supervised visitation program, Positive Parenting Plus. It was a busy and fulfilling year.

ONE OF OUR NEWEST PROGRAMS was designed to help support the child protective service workers in our City. The New York City Administration for Children’s Services (ACS) has contracted with The NYSPCC to provide Crisis Debriefing Services to ACS staff to help them deal with constant exposure to stressful situations such as child fatalities and to reduce the long-term negative impact of experiencing traumatic events.

THE NYSPCC IS PLEASED to be able to continue to develop new programming aimed at keeping children safe from harm and reducing the effects of horrific abuse. All of us at The NYSPCC thank you for your efforts to ensure that children are able to lead happy, healthy lives.

Warm regards,

Mary L. Pulido, Ph.D.
Executive Director

BOARD OF DIRECTORS

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David R. Stack

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Executive Director
Mary L. Pulido, Ph.D.
The NYSPCC in the Media

In 2006, widely reported child abuse tragedies in New York City brought the topic of child abuse and neglect to the forefront. The NYSPCC was contacted by various media outlets to provide expertise on the prevention of child abuse and neglect.

- **National Public Radio** interviewed Dr. Pulido regarding the warning signs of child abuse and neglect and what the public needs to know about reporting suspected abuse.

- Dr. Pulido and Steve Forrester, The NYSPCC’s Assistant Executive Director, were interviewed by Melissa Russo of WNBC for a televised special report entitled, “Reporter’s Beat: Confronting Child Abuse.” They provided their expertise on recognizing the signs and symptoms of child abuse and neglect and how to report suspected maltreatment.

- **El Diario**, the Latino newspaper with the widest circulation in New York City, interviewed Dr. Pulido. The focus was on the problems Latino immigrants face in understanding child abuse and neglect laws, The NYSPCC’s parenting skills program, conducted in Spanish, which helps parents understand these issues and the need for immigrants to understand how the United States views child discipline and corporal punishment.

- **Big Apple Parent**, a parenting magazine that serves the New York metropolitan area, asked Dr. Pulido to submit an article on child abuse reporting. Her article, “Guidelines for Parents: Steps to Take if You Think a Child is Being Abused,” was published in the July 2006 issue.


The NYSPCC Presents Nationally on Child Welfare Issues

**Mary L. Pulido, Ph.D.**, was selected to present at the 2006 Prevent Child Abuse America National Conference. Her seminar, “Support for the Caregivers: Managing and Preventing Secondary Traumatic Stress,” was developed to help counselors understand and handle the secondary traumatic stress issues associated with providing care for victims of child abuse. Also in 2006, Dr. Pulido presented at the National Council on Social Work Education and The Society for Social Work Research.

Catherine Lewis, LCSW, Director of Clinical Services, and Helen Woodbury, LCSW, Assistant Director of Clinical Services, were selected to present at the 2006 Prevent Child Abuse New York 11th Annual Conference. The workshop was titled: “Strategies for Engagement: Coaching Parents Mandated for Services.” They were also chosen to present at the National Supervised Visitation Network’s annual conference in South Dakota. Their presentation was titled: “Strategies for Engagement: Coaching Visiting Parents to Meet the Needs of their Children.”
Established in response to the terrorist attacks on September 11th, the Trauma Recovery Program initially provided crisis counseling, education and support services to parents, teachers and children in the communities of lower Manhattan most directly impacted by the attacks. Over time, our services have increasingly focused on the mental health care needs of the City’s most vulnerable populations, including homeless children and families, and children served by the New York City Administration for Children’s Services (ACS) child protective, preventive and foster care systems.

The NYSPCC provides a specialized therapeutic program for children who have experienced physical or sexual abuse or have witnessed family violence. In order to begin the healing process, a safe, supportive and nurturing place must be available to help children recover from these traumatic experiences. Through individualized, child-friendly and child-focused counseling sessions, the clinician helps children to more effectively understand and manage their emotions. Most children in our program have never received the mental health counseling needed to help them develop coping skills and recover. The NYSPCC clinicians have also found that individual sessions with the child’s caretaker, in addition to family therapy sessions, improves therapeutic outcomes in all cases where family violence, including sexual abuse, physical abuse and domestic violence, has occurred.

Child Empowerment Program

Another component of the Trauma Recovery Program is the Child Empowerment Program (CEP), which aids children deemed “at-risk” by the New York City public school system. At the request of teachers, parents and school counselors, the CEP provides in-class workshops and group mental health services to support vulnerable children’s emotional stability and academic achievement. The CEP focuses on children who are susceptible to trauma due to their prior history of abuse or neglect, experiences in the foster care system or loss of family members or friends through homicide, HIV or substance abuse.

Group topics can include: understanding normal reactions to trauma; dealing with grief and loss; conflict resolution; stress management techniques; bullying prevention; and teen dating violence awareness and prevention. In 2006, the Child Empowerment Program served 118 children.

Preparations are underway to launch a new component of our Child Empowerment Program, a sexual abuse prevention workshop titled Safe Touches: Personal Safety Training for Children. Safe Touches will focus on sexual abuse prevention for children in kindergarten through third grade. Using colorful puppets, The NYSPCC’s specially trained clinicians will use role-play scenarios to help children recognize safe and unsafe touches, teach body safety and help children identify whom to tell if they have experienced an unsafe touch.

(continued on page 7)
Carlos,* an eight year-old boy, was removed from a home where his parents abused substances, were physically violent and engaged in prostitution to support their drug habits. Carlos was placed with a loving foster mother who had strict rules in order to keep Carlos safe. He was referred to The NYSPCC’s Trauma Recovery Program because many of the habits Carlos had formed to support his survival were problematic in this new setting, ultimately jeopardizing the placement.

Carlos still thought that he needed to “earn his keep” in order to have a place to stay. He would frequently sneak out of his foster home in order to obtain money by bagging groceries, pumping gas or offering to help adults carry heavy packages. He would bring the money home and proudly present it to his foster mother who often had been searching all over the neighborhood for him. Carlos also had explosive, angry outbursts in which he would threaten to kill himself or become physically aggressive with others.

The NYSPCC’s clinicians helped Carlos form a new kind of relationship with his foster mother in which he was able to feel securely attached and trust that it was her job to support him financially, rather than vice-versa. Carlos also learned how to identify his feelings and express them in safe ways rather than physically lashing out against others or himself. Carlos is now receiving psycho-education about substance abuse which will help him to appropriately contextualize the risky behaviors he witnessed in his family of origin. Carlos continues to make huge gains in treatment. His foster mother is looking forward to adopting him. ●

*All names in the case vignettes have been changed.
CRISIS DEBRIEFING SERVICES

From 2003 to the present, The NYSPCC clinicians have provided crisis debriefing services to the New York City Administration for Children’s Services’ (ACS) staff after traumatic events occur, such as child fatalities, violence in the field against a staff member or after handling horrific cases of child physical and sexual abuse. The NYSPCC also conducts bereavement groups following the death of an ACS staff member. The “Restoring Resiliency Response” protocol, developed by Dr. Pulido, has been utilized in these sessions. Providing a safe space for everyone to voice feelings about loss is important for team-building and setting up needed support systems instrumental in returning staff to previous levels of functioning. As “first responders” to child abuse and neglect cases in New York City, they need support to continue their noble but difficult mission.

In 2006, the Trauma Recovery Program served 429 children, parents, social workers, teachers and foster care agency workers. Over 928 individual, family and group counseling sessions provided the educational and counseling services they needed to cope with traumatic events that occurred in their lives. The NYSPCC clinicians provided 25 crisis debriefing sessions to ACS staff members.
The Positive Parenting Plus (PP+) Program focuses on providing specialized and intensive therapeutic supervised visitation services to New York City’s most vulnerable children: abused and neglected children in foster care and children involved in high-risk custody and visitation cases in family court proceedings. Supervised visitation services are designed to help parents who cannot have unsupervised access to their children due to a history of child physical or sexual abuse, domestic violence, substance abuse or mental illness. Rather than eliminating contact between a non-custodial parent and child, supervised visitation provides a one-on-one supportive setting where the relationship can continue while pending legal issues are addressed by the child protective and court systems.

The NYSPCC has been providing supervised visitation to New York City families since 1992. Its services allow visiting parents to spend time with their children in the presence of a Masters-level clinician. Families receive support from skilled clinicians to strengthen or repair the relationship with their children. Supervised visitation is intended to be a temporary remedy with most parents moving toward less restrictive or unsupervised visits with their child whenever possible. When that happens, PP+ provides a neutral place for the safe transfer of children during unsupervised visits when there are restrictions placed on the contact between parents.

Our supervised visitation services are enhanced by therapeutic intervention. The PP+ program includes parenting skills workshops, individual parent “coaching” sessions for visiting parents during supervised visits with their children and, when needed, mental health counseling to children who have witnessed domestic violence. All families involved in supervised visitation receive these enhanced services. A program with this level of intensive supervised visitation services is unique in New York City. The NYSPCC is also committed to eliminating language and financial barriers to parent-child contact. The NYSPCC is the only agency in New York City providing bilingual (Spanish/English) services, seven days a week, and PP+ services are provided free of charge.

In 2006, PP+ services helped 157 families involving more than 239 at-risk children. The NYSPCC clinicians conducted 747 supervised visits and oversaw 630 supervised transfers. The staff prepared 257 reports for the court. Clinicians also conducted eleven, ten-week parenting skills workshops for visiting parents.
John and Linda’s relationship was destroyed due to issues of domestic violence and substance abuse. However, John wanted to develop a strong and healthy relationship with the couple’s two-year-old son Joey, whom he had not seen for more than a year. Linda grudgingly acknowledged the importance of John being a part of Joey’s life, but wanted to make sure that he would be able to parent Joey effectively and provide a safe environment for him. A Family Court judge ruled that John needed supervision while reengaging with Joey and referred him to The NYSPCC’s Positive Parenting Plus (PP+) Program. Supervised visits were scheduled and John began The NYSPCC’s parent education classes.

Because of his strong attachment to his mother, and the extremely limited contact he had with his father, Joey was initially reluctant to spend time with John. During his first supervised visit with Joey, John focused on reengaging with his son and making him feel safe. As the visits progressed, John began to incorporate techniques he learned from our parenting education course, and Joey became more comfortable with his father. Over time, through the guidance of The NYSPCC clinician, John learned to connect with Joey through age-appropriate play and conversation. John, who is a professional musician, also began to teach his son about music and instruments.

In May 2006, John was allowed three hours of unsupervised visits with Joey, with the transfers taking place at The NYSPCC. Following several successful unsupervised visits, John’s visit time with Joey was increased to six hours. Joey easily transitioned from supervised to unsupervised visits, and quickly adjusted to spending time with his father in unfamiliar environments outside of The NYSPCC’s therapeutic visitation rooms. In January 2007, The NYSPCC successfully closed this case, with John continuing unsupervised visits with his son in the community.
WORKING IN PARTNERSHIP with the New York City Family Court, the NYSPCC is currently piloting the City’s first Child Permanency Mediation (CPM) Program. CPM mediates child protective proceedings where the Family Court has placed children in foster care due to parental abuse or neglect. Children and families referred to CPM are usually at a stage in the court proceeding when a decision must be reached about the child’s permanent home. Mediation provides a forum where parents, attorneys, social service agency staff and other interested parties can focus on resolving problems that pose barriers to permanency for the child. In this non-adversarial setting, everyone can explore options and find mutually acceptable solutions that will facilitate a child’s return to the family or expedite placement in another permanent home. CPM enables those participating in child abuse and neglect proceedings to focus on problem resolution, treatment, education and prevention. CPM also helps to avoid prolonged, contentious legal proceedings that can extend a child’s stay in foster care.

BY IMPROVING COMMUNICATION among the various parties, mediation can minimize frustration, delay and conflict between parents and service providers. Because families are given an active and respected voice in overcoming obstacles to permanency, CPM can reduce their feelings of alienation, confusion, distrust and apathy. Parents who become more engaged in permanency planning for their children are better able to assist in moving these cases to a speedier and positive resolution.

THE PROGRAM BEGAN in early 2003 in the Brooklyn Family Court and proved so successful that it expanded to the Manhattan Family Court in January 2004, the Bronx Family Court in June 2005 and the Queens Family Court in November 2005. In 2006, the Child Permanency Mediation Program handled 227 cases and conducted 424 mediation sessions serving 437 children from 227 families.
Maria and Peter were raising two children, Dawn, three, and Javier, one, while struggling with drug addiction. Both parents were in treatment and being supervised by the NYC Administration for Children’s Services (ACS) and the NYC Family Treatment Court. Tragically, Maria was murdered at home while the children were present. Peter was unable to care for Dawn and Javier by himself and they were subsequently placed in kinship foster care with their maternal grandparents.

At the time the case was referred to CPM, Dawn and Javier had been living with their grandparents for just over a year. During that time, Peter had overcome his addiction and ACS and the foster care agency planned to return the children to him. The grandparents, who blamed Peter for their daughter’s murder and were doubtful about his recovery, filed for custody of Dawn and Javier.

Mediation provided the grandparents and Peter with a supportive forum to discuss their feelings of confusion, anger, hurt and distrust. Working through these powerful emotions in a cooperative effort, they talked about Maria and how much she meant to all of them.

After helping Peter and the grandparents establish an atmosphere of trust and empathy, the CPM mediators encouraged them to discuss the children’s future. The grandparents agreed to withdraw their custody petitions and Peter agreed to an open, liberal visitation plan for the grandparents. With the input and assistance of The NYSPCC’s CPM mediators, everyone worked together to establish a suitable plan to facilitate Dawn and Javier’s return to their father. The children are thriving and everyone is happy with this new arrangement.
PROFESSIONAL EDUCATION

Professionals who come into contact with children in the course of their everyday activities play a vital role in identifying and assisting children who are victimized by abuse or neglect. The NYSPCC provides training and education to professionals, in addition to the general public, on issues surrounding maltreated children. Law enforcement officials, teachers, social workers, doctors, nurses and other mandated reporters learn to recognize signs and symptoms of maltreatment and how to appropriately report it.

The NYSPCC, approved as a training provider by the New York State Department of Education, delivers the training by onsite lecture or by correspondence course. The NYSPCC has also written and published *The NYSPCC Professionals’ Handbook: Identifying and Reporting Child Abuse and Neglect* as an adjunct to this program.

Since the program’s inception in 1990, over 43,000 individuals have been trained regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2006, staff members made 42 presentations to professionals and the public reaching more than 1,200 practitioners and concerned citizens in New York City. The NYSPCC’s staff also provided testimony at public hearings and continued its advocacy efforts on behalf of child protection and related issues.

PREPARING FUTURE LEADERS

Each year, The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University and the Hunter College School of Social Work by accepting social work students as interns. The students actively assist in one of the NYSPCC’s program areas, including the Executive Office, Positive Parenting Plus and the Trauma Recovery Program. Through hands-on experience, guided by talented and seasoned NYSPCC professionals, interns obtain valuable knowledge and experience that will prepare them for future employment in the social work field. During the 2005–2006 school year, The NYSPCC trained four MSW interns.
As the first child protection agency in the United States, The NYSPCC maintains the most comprehensive and oldest set of records on child abuse and neglect cases and laws for maltreated children. The George Sim Johnston Archives, named in honor of a long-standing member of The NYSPCC’s Board of Directors, contains a wealth of original and compiled material on the origins, history and development of the child protection movement from 1875 to the present day.

The Archival holdings include:

- Microfilm copies of The NYSPCC cases from the organization’s incorporation in 1875 to the present, including more than 500,000 files concerning over 2,000,000 children

- Newspaper clippings of note concerning child protection issues including 15 bound volumes regarding The NYSPCC’s efforts regarding child labor as it pertains to children working in the theatre

- Annual Reports of child protective statistics and case summaries

In the past decade, Archive photos, records, advice and consultation have been used in several feature length documentaries, short films, dissertations and books dealing with children’s rights. Also, The NYSPCC has participated in two major museum exhibits: The New York Historical Society and the Hoboken Historical Society. In each exhibit, The NYSPCC received a prominent position telling the story of The NYSPCC and its founding of the organized child protection movement. In 2006, 28 professional and private inquirers received assistance from the archivist at The NYSPCC. The Archives also provided assistance to John E. B. Myers for his book “A History of Child Protection in America.” (Xlibris, 2004.) The NYSPCC’s Archivist also addressed the Italian Genealogical Group on the history of The NYSPCC, aspects of Italian immigration and the protection of children and the history of the Italian-American community in New York.

“I was in a courtroom full of men with pale, stern looks. I saw a child brought in...at the sight of which men wept aloud. And as I looked, I knew I was where the first chapter of children’s rights was written...For from that dingy courtroom...came forth The New York Society for the Prevention of Cruelty to Children with all it has meant to the world’s life.” – JACOB RUS
### FINANCIAL CONDITION SUMMARY

#### ASSETS

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#### LIABILITIES

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#### NET ASSETS

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**Total Liabilities and Net Assets**

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<td><strong>Total Liabilities and Net Assets</strong></td>
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## FINANCIAL ACTIVITY SUMMARY

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### OPERATING EXPENSES

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**Excess of Operating Revenue Over Operating Expenses**  
208,860

**Program closure costs**  
(737,187)

**Investment return – non-operating**  
1,305,862

**Increase in temporarily restricted net assets**  
8,768

**Increase in permanently restricted net assets**  
$ 68,843

### NET ASSETS

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<td><strong>End of year</strong></td>
<td><strong>$ 31,472,374</strong></td>
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On October 30, 2006, The NYSPCC held its Annual Gala Dinner Dance at The Pierre Hotel in New York City. Honorees Rosie O’Donnell and Dana and Michael Goldstein exemplified the highest level of commitment to enhancing children’s lives. The evening was a success, raising $500,000. A Silent Auction of children’s books, signed by celebrities, helped us meet this goal.

Emmy-award winning newswoman Deborah Norville was the Emcee for the evening. Our Gala Co-Chairs were Amanda and Neil Friedman, President, Mattel Brands, Patsy & Al Kahn, Chairman and CEO, 4Kids Entertainment, Inc. and Susan and Richard H. Lenny, Chairman, President & CEO, The Hershey Company.

Special thanks to Scholastic Inc. for sponsoring the Silent Auction and providing children’s books for the gift bags. Fisher-Price generously gave each guest “Bird’s the Word” Elmo dolls to take home to a child, Martha Stewart provided aprons and copies of her magazine and Joan Rivers provided the ladies with jewelry from her signature collection. The Hershey Company, one of The NYSPCC’s most dedicated sponsors, provided the guests with delicious chocolates. As a special treat this year, the renowned chocolatier, Joseph Schmidt, designed gorgeous chocolate tulip bowls for the centerpieces. The Gala was truly a night to remember!
Following the success of 2005’s spring event, The NYSPCC returned to the Manhattan hotspot FIZZ in June for a night of festivities and fun. *Flamenco at FIZZ* was hosted by Tatiana Papanicolaou, Andreas Huber and Anne Baker. Advantage Title sponsored the thrilling flamenco dance, live music performance and roses that were handed out to each guest. John Farr, an NYSPCC Board member and founder of Best Movies by Farr, generously donated a DVD package featuring ten classic Spanish movies for the evening’s raffle. A wonderful time was had by all! ●

1 Event Co-Chairs Tatiana Papanicolaou, Andreas Huber and Anne Baker; 2 Matthew Holt, Page Leidy, Tatiana Papanicolaou, Thorine Perkin and NYSPCC Board Member Karl Wellner; 3 Stephanie and John Quirk and Abby Vitort
Our Thanks

The NYSPCC’s continued commitment to protecting children and strengthening families would not have been possible without the generous support of individuals, foundations, corporations and government agencies that share the mission of ensuring the safety and well-being of New York City’s most vulnerable children.

Thank you for supporting The NYSPCC’s critical, life-saving work.
Mr. and Mrs. Robert Sillerman
Mr. and Mrs. David R. Stack
Mr. Mark E. Stroock
Mr. and Mrs. Karl G. Wellner

$1,000+
Anonymous
Mr. Samuel N. Arthur
Mr. and Mrs. Kenneth Barbalato
Mr. and Mrs. Joseph W. Bartlett
Mr. Peter B. Bartlett
Mr. and Mrs. Dennis J. Block
Mr. and Mrs. Douglas Braff
Mr. and Mrs. Joseph A. Califano, Jr.
Ms. Colleen Casey
Mr. and Mrs. Stewart B. Clifford
Mr. and Mrs. David E. R. Dangoor
Mr. and Mrs. Leslie Danish
Mr. and Mrs. Frederick Eaton
Dr. and Mrs. John W. Espy
Mr. and Mrs. C. Sims Farr
Mr. and Mrs. Thomas M. Flexner
Mr. Brandon Fradd
Mr. and Mrs. Lincoln E. Frank
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Mr. and Mrs. Francesco Galesi
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