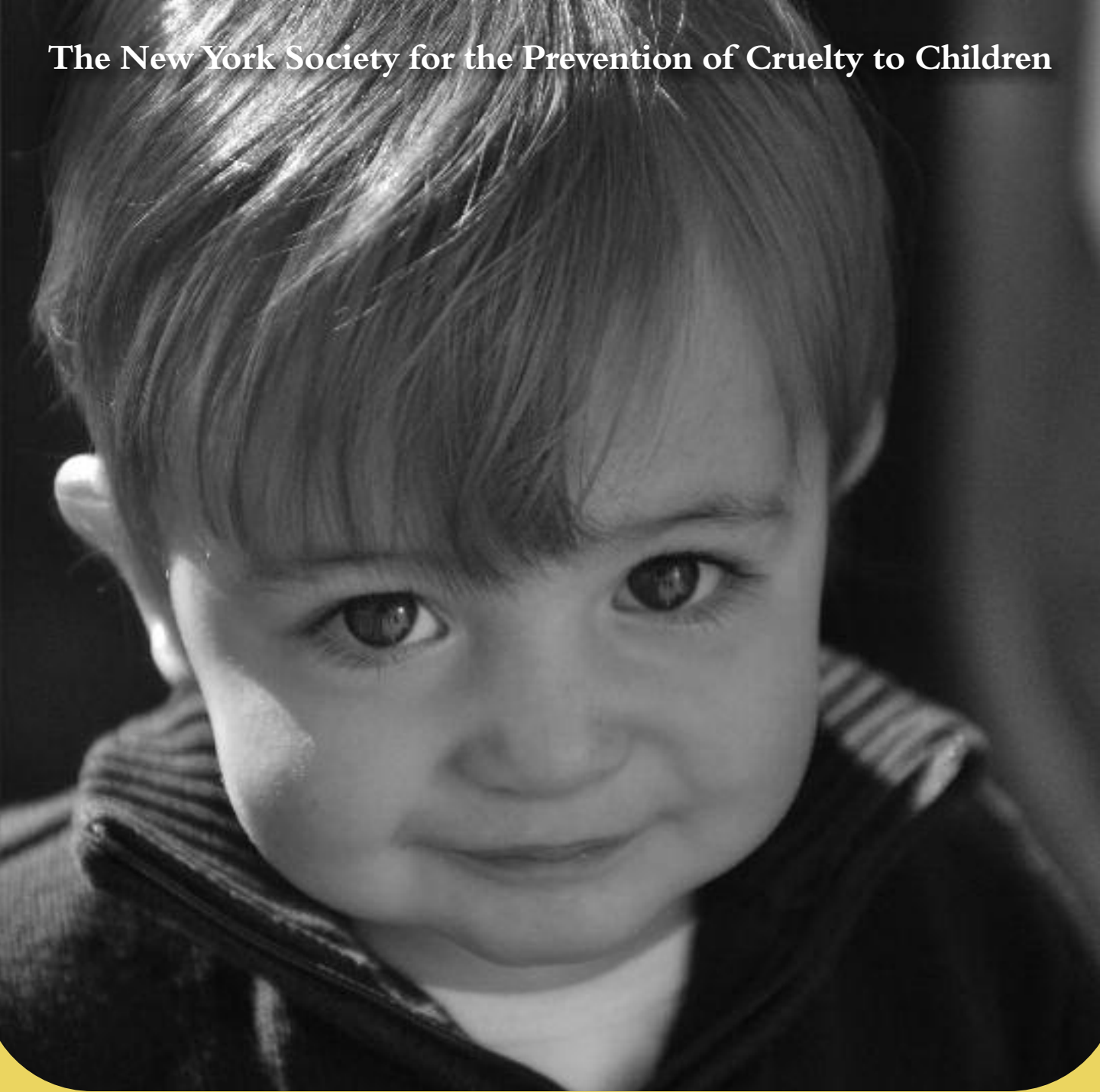


The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2012



Founded in 1875 – The First Child Protection Agency in the World

Our Mission

AS THE WORLD'S FIRST child protection agency, The NYSPCC responds to the complex needs of abused and neglected children, and those involved in their care, by providing best practice counseling, legal, and educational services. Through research, communications and training initiatives, we work to expand these programs to prevent abuse and help more children heal.



HOW WE PREVENT THE ABUSE AND NEGLECT OF CHILDREN:

Mental Health Services

- Provide court-ordered supervised visitation services to children and their families in a safe and supportive setting.
- Counsel children who have endured the trauma of child abuse or neglect.
- Promote healthy parenting through counseling and education.
- Provide crisis debriefing services to child welfare agencies to help staff during times of stress, grief and loss.



Legal Services

- Advocate for legislative and judicial action that protects children and strengthens families.
- Provide training programs for parents as an alternative to criminal conviction and/or incarceration for leaving their children alone and unattended.



Education

- Provide sexual abuse prevention workshops to children in New York City schools.
- Educate professionals about child abuse and neglect identification and reporting.
- Train professionals on The NYSPCC's best practice models.

WHAT MAKES THE NYSPCC UNIQUE:

- **The first** child protection agency in the world—over 137 years of **trailblazing** in child protection and abuse prevention services.
- Excellent ongoing **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.

FOUNDED IN 1875, The New York Society for the Prevention of Cruelty to Children (The NYSPCC) is the first child protection agency in the world. Throughout its 137 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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Dear Friends,

IT IS MY PARTICULAR PLEASURE to share with you some of the many accomplishments of The NYSPCC in 2012. Last year, our devoted staff provided services to over 5,700 children, families, caregivers, and professionals aimed at preventing child abuse and neglect, and responding to the complex needs of children who have endured abuse.

THROUGH A DIVERSE SERIES OF EVENTS we engaged new friends and helped raise awareness and funding for our work. In April, we hosted our Inaugural Spring Luncheon, introducing the work of our agency to a new audience. With the captivating help of the author Sapphire, we hosted a compelling and informative event and raised essential support for our Trauma Recovery Program. We are certain that this enlightening event will remain an important part of our educational efforts for many years to come.

THE 2012 ANNUAL GALA honored NYC-based philanthropists John and Margo Catsimatidis for their significant impact on the lives of children in our City, and news anchor Kimberly Guilfoyle for bringing attention to child protection issues through the media. It was another success and everyone in the room was reminded how large an impact one person can have in the life of a child.

IN MAY, OUR DEDICATED AND ENERGETIC JUNIOR COMMITTEE hosted their eighth annual spring benefit, *Once Upon A Dream*. This happy occasion raised critical funds for the agency's direct-service programs, and we remain grateful to this next generation of volunteers.

AT THE END OF THE YEAR, supporters of every age were able to take part in the 2012 Family Benefit, featuring ANNIE on Broadway. It was another exceptional event, celebrating The NYSPCC's work protecting children.

ON BEHALF OF THE BOARD OF DIRECTORS, I want to thank our staff and our incredible donors for their ongoing support and belief in our work. It is because of you that we are able to offer the greatest level of care for children and families in need.

Sincerely yours,

David R. Stack
President



Dear Friends,

IN 2012, The NYSPCC expanded the reach of our work and our visibility through key activities and programs. It was a year full of many "firsts" for the agency!

WE LAUNCHED THE NYSPCC TRAINING INSTITUTE, bringing the agency's best practice programs to a national audience, and locally welcomed an important partnership with the Horace Mann School. We also began National Institutes of Health (NIH)-funded research evaluating the efficacy of our *Safe Touches: Personal Safety Training for Children* child sexual abuse prevention program. Our events calendar expanded to include the inaugural Spring Luncheon, and the Board of Directors welcomed their newest member, Mark Weiss, Vice Chairman of Newmark Knight Frank.

TO RECOGNIZE THOSE INDIVIDUALS who have a special connection to the work of The NYSPCC, we established The NYSPCC's Children's Council, a high-profile, dedicated group of prominent citizens and celebrities. They will help increase awareness of our mission and advocate for increased child protection within their own spheres of influence. These new initiatives coupled with our ongoing media activities, such as the regular blogs on child safety in the Parents section of HuffingtonPost.com, remind the public that it is everyone's responsibility to protect and care for our children.

WE ESPECIALLY WANT TO THANK all of the volunteers who led fundraising efforts in their communities benefitting our agency in 2012. Whether they were selling souvlaki lunches, outfitting a much-needed play therapy room, or donating proceeds from the sale of their school newspaper, these generous individuals made a significant difference in the lives of the children we see by the giving of their time and talents.

CHILD ABUSE AND NEGLECT ARE PREVENTABLE. Thank you for your generosity and for allowing us to continue our work in New York City helping the most vulnerable children feel safe and happy.

Warm regards,

Mary L. Pulido, Ph.D.
Executive Director

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THE NYSPCC IN THE NEWS

THE NYSPCC CONTINUES TO EXPAND ITS OUTREACH, and its message that child abuse is preventable, through media appearances throughout the year, but particularly during National Child Abuse Prevention Month in April. The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., is regularly contacted as an expert on the prevention of child abuse and neglect and domestic violence, as well as on issues related to child safety. Dr. Pulido has conducted interviews on television and radio, and has been interviewed or written articles for various print and online publications. The following are the local and national media highlights of 2012:

Online

- Dr. Pulido's blog, "Child Abuse: What to do if you Think a Child is in Danger," was featured on babycenter.com.
- Dr. Pulido is a featured blogger in the *Parents* section of www.HuffingtonPost.com, contributing the following posts in 2012:
 - Talking to Your Child About the School Shooting in Newtown, CT
 - Child Sexual Abuse: Please Act If You Suspect a Child Is at Risk
 - Five Halloween Safety Tips for Parents
 - 9/11 Anniversary Reactions — Still Normal after All These Years
 - Talking to Your Child About the Dark Knight Shooting in Colorado
 - Walking Alone: When Is My Child Ready?
 - Internet Predators: Parents, Monitor Your Children!
 - The Anxiety of Hiring a Nanny: Tips for the Screening Process
 - Summer Camp Safety: Essential Questions Parents Should Ask
 - My Child Is the Bully: Tips for Parents
 - Protecting Your Child After a Disclosure of Sexual Abuse: What Parents Need to Know
 - Is My Child Being Bullied? Action Steps for Parents

Television

- Dr. Pulido was interviewed three times by Shelley Goldberg, Parenting reporter for news channel **NY1**, to discuss issues related to bullying and Halloween safety tips for parents. All three interviews ran multiple times.
- Dr. Pulido was featured on **Inside Edition**, as an expert on how to talk to children about the "Dark Knight" shooting in a Colorado movie theater.

Radio

- Dr. Pulido spoke on **WCBS FM Fresh 102.7** and **Dialogue 101** with Deb Gordon, discussing child abuse and neglect reporting, protecting children from stranger abduction, and bullying
- Dr. Pulido discussed summer camp safety on **WEMP FM News 101.9** with Jennifer Sendrow
- Dr. Pulido joined Dr. Jonathan Whiteson for his "Doctor Radio" program on **Sirius XM Radio-Channel 81** for a discussion about how to protect children from abuse and neglect

Print

- Dr. Pulido was featured in two articles in the **METRO New York** newspaper:
 - "How to Talk to Kids About 9/11"
 - "How to Identify the Signs of Child Abuse and Neglect." ●



THE TRAUMA RECOVERY PROGRAM

ESTABLISHED IN RESPONSE TO THE SEPTEMBER 11TH TERRORIST ATTACKS, the Trauma Recovery Program initially provided crisis counseling, education, and support services to children, parents, and teachers of lower Manhattan in the communities most directly impacted. Over time, our services have increasingly focused on the mental health care needs of children involved in New York City's child protective, preventive, and foster care systems. In 2004, The NYSPCC launched a special trauma-focused therapeutic program for children who have experienced physical or sexual abuse, traumatic grief or loss, 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 focused counseling sessions, our clinicians help children to more effectively understand and manage their emotions. Most children in our program have never received trauma-focused mental health counseling to help them develop coping skills and recover.

SINCE A CHILD IS NOT AN ISOLATED PERSON, but part of a family, clinicians include family members in individual counseling sessions. Many times, the reasons for a child's unhealthy behavior are rooted in a family/household problem. By conducting both individual counseling sessions with the child and then bringing in family members, clinicians are better able to identify the problem and help the family cope and work toward rectifying unhealthy behaviors. Ensuring that a child with mental health problems has a secure support system at home is essential to recovery and healthy development.

AS AN ADDITIONAL SUPPORT for children receiving services at The NYSPCC, group therapy was added as a treatment modality to the Trauma Recovery Program. Group therapy provides a forum for children to be exposed to peers who have similar experiences; it also presents an opportunity for these experiences to be shared and the children's reactions validated.

ALL OF THE SERVICES IN THE TRAUMA RECOVERY PROGRAM are guided by experienced Master's-level clinicians. The program is provided at no cost to families and it is offered seven days and three evenings per week to accommodate the schedule of working families and school-age children.

IN 2012, THE TRAUMA RECOVERY PROGRAM PROVIDED counseling to 77 children during 726 individual therapy sessions. Thirty-six parents/caregivers and 37 family members (aunts, uncles, grandparents, siblings) and professionals (teachers, social workers, guidance counselors and foster care caseworkers) participated in family therapy sessions or collateral meetings. Two hundred-twenty family therapy sessions were held and The NYSPCC clinicians also conducted 348 collateral meetings. One 12-week art therapy group focusing on grief and loss served five children. ●

OUTCOMES:

- 96% of children demonstrated an improvement in at least one of their baseline symptoms. Specifically:
 - 91% of children showed reduced symptoms of internalized behaviors (anxiety, depression, self-injurious behaviors, suicidal ideation).
 - 90% reduced symptoms of externalized behaviors (repetitive talk about trauma, aggression, sexualized behavior, homicidal ideation, conflict with authority).
- 96% of children increased their use of adaptive coping skills.
- 90% of children increased their healthy interpersonal communication skills.
- 85% of parents and/or caregivers increased their level of attunement to their child's emotional needs.



Brittney

Brittney*, a five-year old girl, was removed from the home of Jessica, her biological mother, due to allegations of repeated absences from school, medical neglect, and physical abuse. Jessica had a history of mental health issues and substance abuse attributed in part to her own physical and sexual abuse as a child. Brittney was placed in foster care by the Administration for Children's Services (ACS), as her father, who had a history of mental illness, had been absent from her life since birth.

Brittney was referred to The NYSPCC's Trauma Recovery Program due to her extreme tantrums, aggression, and out-of-control behavior. She displayed a pattern of hitting, kicking, spitting, and cursing at adults. She also had to leave her kindergarten class after physically attacking other children and the teacher. She presented with extreme hyperactivity, had difficulty following routine, and frequently made statements describing graphic violence.

The NYSPCC's Trauma Recovery Clinician focused on developing a therapeutic rapport with Brittney. They helped her understand and express her emotions in an appropriate and safe manner. The clinician worked closely with Brittney's foster parents to contextualize her behaviors due to the chronic instability and exposure to violence that she had experienced. She helped them design routines and appropriate behavior management techniques that would help Brittney heal. The clinician also worked closely with Jessica on understanding how her own mental health was negatively impacting Brittney's emotional well-being. Jessica's progress was impressive. The courts agreed to allow her to be reunited with Brittney after eight months.

The next goal of clinical work is to help Brittney and Jessica further resolve their past traumas and develop skills for coping with anxiety that will help build their resiliency. Brittney has shown a marked reduction in her tantrums and aggression. She is receiving all good reports at school. ●

CLIENT SATISFACTION SURVEY COMMENTS

- *Very impressed with the services my child and I received. It has helped us to cope during our healing process and has also brought a balance to our family. Thank you.*
- *Thank you for all that your agency has done to help me and my kids. If it was not for [Staff] I don't know where my kids would be regarding the FEAR and all they experienced. And myself too. Thank you for everything, especially the tools I was given.*

SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN

IN FEBRUARY 2007, The NYSPCC launched a sexual abuse prevention workshop, *Safe Touches: Personal Safety Training for Children (Safe Touches)*. *Safe Touches* is the only program in New York City public schools specifically designed to reach young children aged five to nine who are in kindergarten through third grade. Furthermore, it is the only program equipped to provide trauma recovery counseling services should a child disclose abuse.

USING COLORFUL PUPPETS, The NYSPCC's clinicians role-play scenarios that teach children about their bodies, the difference between safe and not-safe touches, and whom to tell if they have experienced a not-safe touch. Children play an active role during the workshop by giving suggestions to the puppets on what they can do to keep their bodies safe, and who they can go to for help if they have been in an unsafe situation. Children are also encouraged to ask questions and voice concerns. The workshop emphasizes that receiving an inappropriate touch is never the child's fault. To reinforce the messages taught in the workshop, each child is given a copy of *Keeping my Body Safe!* or *Your Body Belongs to You!* activity and coloring books to be used with their parents. Workbooks are available in both English and Spanish.

THE NYSPCC ALSO OFFERS WORKSHOPS FOR PARENTS AND CAREGIVERS on the topic of child sexual abuse. These workshops serve to provide essential information to parents about child sexual abuse and how to prevent it. Parents armed with this information are better equipped to support their child's learning about safety strategies and how to respond if their child reports receiving an unsafe touch.

IN 2012, The NYSPCC provided 73 *Safe Touches* workshops to 1,435 children. Sixteen collateral sessions were held with school personnel to discuss issues related to disclosures or statements by children that warranted additional follow-up. The NYSPCC also conducted four workshops that educated 148 parents on how to identify the signs and symptoms of child sexual abuse, and the steps to take if they think their child has been abused.

Program Highlights: *Safe Touches* has attracted considerable attention as a best-practice model for providing child sexual abuse prevention education, especially for diverse, multicultural populations. In 2012, The NYSPCC was awarded a two-year grant from the National Institutes of Health (NIH) to conduct a rigorous evaluation of *Safe Touches* in order to determine whether children retain the knowledge and self-protective skills taught in the workshop. The NYSPCC's evaluation will generate and disseminate robust evidence about the *Safe Touches* program, contribute to the child welfare field's knowledge base of evidence-informed programs, and identify effective strategies that prevent child sexual abuse.

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ALSO OF NOTE IN 2012, the Horace Mann School engaged The NYSPCC to provide a range of child sexual abuse prevention services in order to ensure the safety of all current and future students. The services included: *Safe Touches* workshops for all students in kindergarten through the third grade; age-appropriate child sexual abuse prevention education for students in the 4th–12th grades; review of school policies and procedures for preventing and responding to allegations of abuse; training in reporting and identifying child abuse and neglect for all faculty and staff and; a series of prevention education workshops for parents. As part of the ongoing partnership, Horace Mann will help fund The NYSPCC’s effort to offer *Safe Touches* workshops to all K–3rd grade students in the Bronx public schools, free of charge, starting in 2013 for four years. ●

PARENT WORKSHOP COMMENTS

- *I've been to several workshops on this topic. This was the best one by far! Thank you!*
- *Thanks so much! Really helpful.*

CRISIS DEBRIEFING SERVICES

Program Description: Since 2006, The NYSPCC has provided crisis debriefing services to the New York City Administration for Children’s Services (ACS) child protective service workers following traumatic events such as child fatalities, violence in the field or handling horrific cases of child physical and sexual abuse. As first responders to child abuse and neglect cases, these workers need resources that enable them to strengthen their personal coping skills and ability to manage the excessive stress they feel as a result of their demanding and difficult profession. The *Restoring Resiliency Response* protocol, developed by The NYSPCC’s Executive Director, Mary L. Pulido, Ph.D., is utilized in these sessions. Providing a safe space for everyone to voice feelings about loss is important for team-building and setting up much-needed support systems is instrumental in returning staff to previous levels of functioning.

The NYSPCC was also awarded a contract from Safe Horizon to provide crisis debriefing services for their employees. Safe Horizon’s mission is to provide support, prevent violence, and promote justice for victims of crime and abuse, their families and communities.

Service Levels: In 2012, The NYSPCC provided 48 crisis debriefing sessions to 167 ACS staff members and nine crisis debriefing sessions to 54 Safe Horizon staff members. ●

CLIENT SATISFACTION SURVEY COMMENTS

- *Worker was great. She was understanding and made me feel comfortable during this stressful time.*
- *I felt the session was very helpful for me to come to terms with dealing with my anger. Also, now I can identify my stressors.*
- *The debriefing was very helpful in allowing me to recognize that the event was traumatic and allowed me to add coping mechanisms to heal.*
- *This was great and a very beneficial experience. I suggest that this service be utilized by ACS staff as often as possible.*

OUTCOMES:

- 90% of non-custodial parents increased parenting time with their child.
- Of parents who completed the voluntary survey:
 - 94% reported an increase in knowledge and understanding of parenting skills.
 - 86% reported an increase in knowledge and understanding of the developmental stages of children.
 - 94% reported an increase in knowledge and understanding of effective discipline techniques.
- 77% of parents demonstrated active support and encouragement of their child’s relationship with the other parent since their cases have closed at The NYSPCC.

CLIENT SATISFACTION SURVEY COMMENTS:

- *This was the best thing to ever happen to me and my daughter and it brought us closer together.*
- *As a victim of domestic violence, I can say that I never feel safe in any place besides this one. I thank you for the good job that you do.*
- *I am grateful and honored to have the NYSPCC because I feel that it's a safe environment for me and my child. It helped me open up more to my child and helped me as a young father to become a stronger individual for my child.*

THE POSITIVE PARENTING PLUS PROGRAM is a therapeutic supervised visitation program designed to help parents who cannot have unsupervised access to their children due to a history of child neglect, physical or sexual abuse, domestic violence, substance abuse, or mental illness. The NYSPCC has been providing supervised visitation services to New York City’s most vulnerable families for over 20 years and accepts referrals from the New York City Family Court and New York City Administration for Children’s Services.

RATHER THAN ELIMINATING CONTACT between a non-custodial parent and child, the Positive Parenting Plus Program focuses on keeping children safe while restoring healthy and appropriate parent-child relationships through supervised visitation, parenting skills workshops, individual parent coaching sessions, and, when needed, mental health assistance for children with a history of family violence. 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, The NYSPCC provides a neutral place for the safe transfer of children when there are restrictions placed on the contact between parents. The NYSPCC’s clinicians check-in with the parents and child during both the drop-off and pick-up to ensure optimal results for all involved.

ALL OF THE SERVICES OFFERED in the Positive Parenting Plus Program are guided by experienced Master’s-level clinicians. It is the only program of its kind in New York City with bilingual (English/Spanish) services offered seven days and three evenings per week in order to accommodate working parents and school-age children, and it is provided at no cost to families.

THE NYSPCC OFTEN TRAINS other public and private service providers around the country on the Positive Parenting Plus Program model, and has published *The NYSPCC Professionals’ Handbook — Supervised Visitation Services for High-Risk Families* to promote best practices and facilitate program replication.

IN 2012, 130 FAMILIES involving 176 at-risk children and 263 caregivers, were able to strengthen their relationships through their participation in the Positive Parenting Plus Program. A total of 643 supervised visits were held between non-custodial parents and their children, and The NYSPCC’s staff prepared 131 reports for the Family Court regarding parent-child interaction. In addition, supervised visitation clinicians monitored 379 supervised transfers at The NYSPCC. Eighty-seven non-custodial parents participated in a total of 178 parent education workshops, with 60 parents receiving their Certificate of Completion. Twelve full-cycle parenting skills education workshops were held in English and two in Spanish. In 2012, 864 coaching sessions were held with non-custodial parents, 280 coaching sessions were held with custodial parents, and 470 individual sessions were held with children. Twenty-four children from the Positive Parenting Plus Program were referred for mental health counseling with The NYSPCC’s Trauma Recovery Program, with 20 of those children moving forward to receive services. ●

Jared & Cody

Jared* was referred to therapeutic supervised visitation with his five year-old son, Cody, due to a history of substance abuse. Jared had been referred for visitation services at The NYSPCC before, but his case was closed due to inconsistent attendance at visits. However, this time was different. Jared was sober and fully engaged with Alcoholics Anonymous. He arrived at his intake sessions on time, fully acknowledged his previous shortcomings, and expressed his desire to be there for Cody. He hoped it was not too late to repair their relationship.

Understandably, Cody's mother was concerned that Jared would be unable to stay clean. She worried that he would break his promises and that Cody would end up getting disappointed again. She was also concerned about Cody's safety. When The NYSPCC Visit Supervisor met with Cody during intake, Cody expressed his uncertainty about wanting to visit with his dad but said that he would at least give it a try. Cody and the Visit Supervisor agreed upon various non-verbal safety signals that Cody could use during the visit to signify that he wanted a break.

Jared's extreme nervousness during the first few visits manifested, as he gave constant directives to Cody as they played. In The NYSPCC parent education classes and coaching sessions, Jared learned to recognize his efforts to control the visits as a sign of his stress. The Visit Supervisor worked with Jared to manage his stress through deep breathing, honoring the positive life changes he had made, and accepting that it would take time to rebuild his relationship with his son. Jared relied on the support of the Visit Supervisor, other parents in the parent education classes, and his AA sponsor to work through these difficult emotions.

Meanwhile, the Visit Supervisor worked with Cody's mother on processing her fears about Jared's ability to be a responsible father. In time, she was able to acknowledge that Jared was staying clean and fulfilling all of his responsibilities in the program. At this point, her attitude shifted and she began to express the desire to have more assistance from Jared in parenting Cody as she was struggling to balance her home and work obligations.

With the Visit Supervisor's coaching, Jared became less directive in his interactions with Cody. Cody, in turn, became comfortable expressing his feelings and being assertive with his father. As their trust in each other grew, they began to greet each other at each visit with spontaneous high-fives.

In anticipation that Jared would soon be granted unsupervised visits from the Courts, the Visit Supervisor met with all three family members to discuss their hopes and concerns regarding a change in visitation arrangements. A working plan was reached that all three felt comfortable with and agreed upon. Ultimately, the family completed their time at The NYSPCC and the Court granted Jared unsupervised visits with Cody. ●



IN RESPONSE TO CONTINUOUS REQUESTS for training from other child welfare agencies and community groups, The NYSPCC launched its *Training Institute* in early 2012. The NYSPCC provides direct services to New York City's vulnerable children and families and to child welfare professionals to help them manage the stressors of working in the child protective field. The NYSPCC evaluates program outcomes as well as obstacles, and documents these results which then serve as a learning source for other providers. The NYSPCC's Training Institute serves three different constituencies: professionals in the child welfare arena, community organizations and parent groups, and corporate entities interested in providing educational seminars for their employees. Lectures are tailored to meet the specific needs of the audience. The NYSPCC's clinical staff are considered experts in the area of child protection and consequently, are in high demand.

In 2012, The NYSPCC presented lectures, workshops and trainings to over 950 professionals at the following national and state conferences:

- Steve Forrester, Esq., Assistant Executive Director, participated in the Mary Funnyc Goldson Memorial Program, serving on the panel, *New York State Hit or Miss: Participation and Allocation of the NYS Noncustodial Parent Earned Income Tax Credit*, in New York, NY.
- Brenda Tully, LCSW, Assistant Director of Clinical Services, presented *Restoring and Rebuilding Relationships: Working with Fathers and Their Children in Supervised Visitation* at the 13th Annual National Fathers and Families Conference, Los Angeles, CA.
- Katheryn Lotsos, LCSW, Director of Clinical Services, was a panelist at the New York 16th Annual Domestic Violence Conference: Healing or Hurting? The Hopes and Hazards of Mixing Mental Health and the Courts. The panel explored the topic *Navigating the Path to Safe and Successful Visitation*.
- Mary L. Pulido, Ph.D., Executive Director, presented *Crisis Debriefing Services* at the Wisconsin County Human Services Association: NEW Partnership for Children and Families Spring Administrators Conference.
- Dr. Pulido, Ms. Lotsos and Ms. Tully presented the workshop, *Sexual Abuse Prevention and Education for Parents* at New York City School District Three.
- Dr. Pulido presented an overview of *The NYSPCC's Trauma Recovery Program* at The NYSPCC's First Annual Spring Luncheon.
- Dr. Pulido attended the National Conference on Child Abuse and Neglect, and presented *Managing Secondary Traumatic Stress: A Training for First Responders to Children's Trauma* in Washington, DC.
- Ms. Lotsos and Janine Lacina, Manager of Research and Evaluation, were presenters at Prevent Child Abuse New York in Albany, NY. Their lecture was titled, *Logic Models: What Are They and How Can They Help You?*
- Ms. Lotsos, Xuan Tran-Walsh, LCSW, Manager of Supervised Visitation Services, presented *Supervised Visitation for Children in Foster Care: Utilizing a Systemic Lens to Strengthen Connections and Move Towards Permanence* at Prevent Child Abuse NY, Albany, NY.
- Ms. Lotsos, Ms. Tully and Ms. Tran-Walsh all attended the Supervised Visitation Network's National Conference in Orlando, FL.
- Ms. Lotsos and Ms. Tully presented *Burn-out! Strategies to Avoid Staff Burn-out and Build Resiliency*.
- Ms. Tully and Ms. Tran-Walsh presented *Increasing Parenting Satisfaction: Parent Education in Action*.

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- Ms. Lotsos and Ms. Tran-Walsh presented *Supervised Visitation for Children in Foster Care: Utilizing a Systemic Lens to Strengthen Connections and Move Towards Permanence*.
- Ms. Tully attended Wisconsin County Human Services Association: NEW Partnership for Children and Families Spring Administrators where she presented the keynote address, *Promoting Staff Resiliency: Preventing and Managing Secondary Traumatic Stress*, facilitated a focus group on *Restoring Resiliency Response* and led a breakout group to discuss *Supporting Staff Following Critical Incidents: Restoring Resiliency Crisis Debriefing Model*.
- Dr. Pulido presented *Managing Secondary Traumatic Stress at the Agency Level and Crisis Debriefing* at the 20th Annual Colloquium of the American Professional Society on the Abuse of Children .
- Ms. Lotsos conducted training on *The NYSPCC's Therapeutic Supervised Visitation Program* for staff members of the Parents-Children Contact Center, Haifa, Israel.
- Mr. Forrester and Ms. Tully conducted training on *The NYSPCC's Therapeutic Supervised Visitation Program* for staff members of Child Matters, New Zealand.



IDENTIFYING AND REPORTING CHILD ABUSE AND NEGLECT

A crucial component of the Training Institute is to educate professionals who come into contact with children in the course of their everyday activities on how to identify and assist children who are abused or neglected. The NYSPCC provides a New York State Department of Education approved course, “*Identifying and Reporting Child Abuse and Neglect*,” to mandated reporters, in addition to the general public, on issues surrounding maltreated children. Mandated child abuse and neglect reporters, such as law enforcement officials, teachers, social workers, doctors and nurses, learn to recognize signs and symptoms of maltreatment and how to appropriately report it as well as understand their legal obligations as mandated reporters. To assist in this public education effort, The NYSPCC developed and published *The NYSPCC Professionals' Handbook: Identifying and Reporting Child Abuse and Neglect*.

Since the program’s inception in 1990, The NYSPCC has trained over 49,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2012, staff members made 28 presentations to professionals and the public, reaching 864 practitioners and concerned citizens in New York City. In addition to these onsite training sessions, 510 people utilized The NYSPCC’s web-based training course and six people enrolled in and completed The NYSPCC’s correspondence course.

CHILD SEXUAL ABUSE PREVENTION PROGRAMS FOR SCHOOLS

Increased awareness of the incidence of child sexual abuse emphasized the need for education of children, teachers, staff and parents. In response to the prevalence of this horrific, under-reported crime, The NYSPCC developed a range of child protection, education and administrative review services for New York City public, private and charter schools, including:

- age-appropriate child sexual abuse prevention training for students in grades K-12,
- child abuse identification and reporting procedures training for faculty and staff,

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- reviewing schools’ current policies and procedures regarding child protective issues and making recommendations for amendments or additions that would strengthen them;
- educational lectures and workshops for parents and caregivers on issues related to child safety.

SAFE: SENTENCING ALTERNATIVES FOR FAMILY EDUCATION

The NYSPCC, in conjunction with the Kings County District Attorney’s Office, offers “Sentencing Alternatives for Family Education” (SAFE), a multi-day training program for parents who are criminally charged with “endangering the welfare of a child” due to leaving their children alone and unattended either at home or in automobiles. SAFE provides an alternative to criminal conviction and/or incarceration. Also collaborating on this program are the New York City Fire Department, the National Center for Missing and Exploited Children, and the New York City Administration for Children’s Services. The NYSPCC provides training on general safety issues that affect children (discipline, bathing safety, injury prevention, Shaken Infant Syndrome and the stages of child development) and child welfare and family court legal issues. In 2012, The NYSPCC conducted two SAFE workshops reaching 28 parents.

PREPARING FUTURE LEADERS

The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University and Silberman School of Social Work at Hunter College by providing internship opportunities for students in Master’s-level social work programs. Through hands-on experience, and guided by talented and seasoned NYSPCC social workers, students obtain valuable knowledge and experience that will prepare them for future employment in the social welfare field. Educating students about the child abuse protection and prevention field is a part of The NYSPCC’s mission and is imperative for the continuation of valuable and highly needed social services. During the 2011-2012 academic year, The NYSPCC trained six MSW interns.

Service Levels: In 2012, The Training Institute served a total of 3,365 professionals, parents, caregivers, and students. ●



THE NYSPCC WAS AWARDED A PRESTIGIOUS RESEARCH GRANT from the National Institutes of Health (NIH) to conduct a rigorous evaluation of its child sexual abuse prevention workshop, *Safe Touches*, to determine whether children retain the knowledge and self-protective skills taught in the workshop. Ultimately, The NYSPCC's evaluation will generate and disseminate robust evidence about the *Safe Touches* program, contribute to the child welfare field's knowledge base of evidence-informed programs, and identify effective strategies that prevent child sexual abuse. The NYSPCC has received Institutional Review Board approval from the New York City Department of Education and the New England Institutional Review Board to conduct this research in the NYC public schools.

IN 2006, NEW YORK CITY MAYOR MICHAEL BLOOMBERG appointed Executive Director, Mary L. Pulido, Ph.D., to the New York City Child Fatality Review Team (CFRT). The CFRT was established to review all *preventable deaths* among New York City children ages one to 12 and to make recommendations for expanding the City's child safety efforts. Over the past six years, the CFRT has conducted research and published on injury death among children aged 0-17. Specific attention was devoted to causes of death among 13-17 year olds, motor vehicle and traffic accidents, residential fires, fatal, unintentional injuries sustained in the home, and causes of injury deaths among newborns. The findings and recommendations of the CFRT can be viewed on The NYSPCC's website: www.nyspcc.org.

Dr. Pulido's research was highlighted in the following publications in 2012:

- "The Ripple Effect: Lessons Learned About Secondary Traumatic Stress Among Clinicians Responding to the September 11th Terrorist Attacks," was published in the *Clinical Social Work Journal*, March 2012.
- "Helping the Helpers: Ameliorating Secondary Trauma in Disaster Workers," a chapter co-authored by Dr. Pulido and April Naturale, Ph.D. was published in *Behavioral Health Response to Disasters*, Florida State University, CRC Press, Taylor and Francis Group in April 2012.
- The New York City Child Fatality Review Advisory Team's 2012 Report: *Understanding Child Injury Deaths*, which focused on youth ages 13-17, and found that gun violence was the leading cause of death in this age group. ●



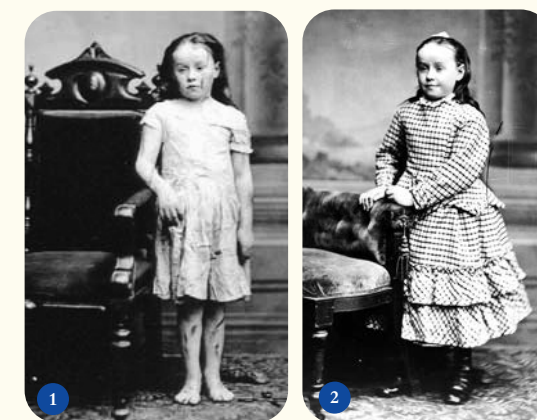
As the first child protection agency in the United States, The NYSPCC maintains the most comprehensive and oldest set of records on child abuse and neglect cases and laws for maltreated children. The George Sim Johnston Archives, named in honor of a long-standing member of The NYSPCC's Board of Directors, 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:

- Digital copies of NYSPCC cases from the organization's incorporation in 1875 to present day, including more than 650,000 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 theater and the Titanic waif rescue and reunification story.
- Annual Reports of child protective statistics and case summaries.

The NYSPCC has recently focused on digitizing and preserving Archival holdings such as original case files, historic books, documents, and priceless artifacts. When complete, more people will have access to the Archives and materials will be preserved for future generations. 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. The NYSPCC has also participated in three major museum exhibits: The New York Historical Society, The Museum of the City of New York 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 2012, the archivist responded to 23 inquiries, 16 from private citizens and seven from professional organizations, including one from Sweden. ●



1. The Mary Ellen case sparked the start of the child protection movement in the United States in the late 1800s. Here we see Mary Ellen before her rescue.

2. In 1875, The NYSPCC was formed, and Mary Ellen was placed in a loving home, where she grew up and moved on to have a long, happy life.

FINANCIAL POSITION SUMMARY

ASSETS

Cash	\$	1,125,411
Investments at fair value		22,410,979
Other assets		513,703
Total Assets	\$	22,050,093

LIABILITIES

Accounts payable and accrued expenses	\$	80,357
Accrued pension benefits		866,691
Total Liabilities		947,048

NET ASSETS

Unrestricted	\$	19,308,676
Temporarily restricted		30,000
Permanently restricted		3,764,369
Total Net Assets		23,103,045
Total Liabilities and Net Assets	\$	24,050,093

FINANCIAL ACTIVITY SUMMARY

OPERATING REVENUE

Contributions		
Foundations/Corporations	\$	546,578
Other		125,866
Government contracts		481,941
Special events		635,587
Investment return		1,000,041
Other support and revenue		125,973
Total Support and Revenue	\$	2,915,986

OPERATING EXPENSES

Supervised Visitation	\$	822,429
Trauma Recovery		735,024
Training Institute		390,156
Archives		115,656
General administration		345,242
Special events		281,819
Fundraising		343,708
Total Expenses	\$	3,034,034
<i>Excess of Operating Expenses Over Operating Revenue</i>		<i>(118,048)</i>
Investment return – non-operating		911,357
Adjustment to accrued pension benefits		605,166
Increase in temporarily restricted net assets		5,000
Increase in permanently restricted net assets	\$	133,764

NET ASSETS

Increase for the year	\$	1,537,239
Beginning of year		21,565,806
End of year	\$	23,103,045

The NYSPCC honored child advocates John and Margo Catsimatidis and Fox News Channel Co-Host of “The Five,” Kimberly Guilfoyle, with the Strength of Our Society Award at our *Protecting Kids First* Annual Gala on Tuesday, November 13, 2012 at The Plaza Hotel.



Mr. and Mrs. Catsimatidis are major philanthropic leaders in New York City, where they lend their time and support to many nonprofit organizations, especially those that benefit children. Ms. Guilfoyle is a former California assistant district attorney, where she staunchly advocated for children’s rights, and who now as a journalist brings focus and attention to important issues of child protection. Mr. and Mrs. Catsimatidis and Ms. Guilfoyle joined the esteemed ranks of past honorees who have exhibited a long-standing commitment to advocating for children’s rights and enhancing children’s lives. The evening raised over \$470,000 for our programs.

Emmy-award winning journalist and *Inside Edition* host Deborah Norville graciously emceed the Gala, and Amanda and Neil Friedman, Joan Granlund, Dr. Penny Grant, Deborah Norville and Karl Wellner, Susan Shin, and Cathy and Mark S. Weiss served as Gala Co-Chairs.

Special thanks to the Gala Planning Committee: Elizabeth E. Bartlett, Peter W. Espy, Caroline Niemczyk, Frank E. Sommerfeld, David R. Stack, and Karl G. Wellner.

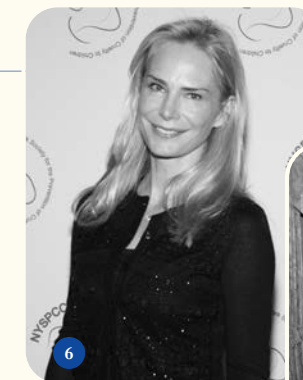
After the program, guests enjoyed dancing to music by Vince Giordano and the Nighthawks. Many thanks to our friends and supporters who made this a wonderful evening! ●



On Thursday, April 12, 2012, The NYSPCC hosted its Inaugural Spring Luncheon at The Pierre Hotel. This captivating afternoon, chaired by Board member Elizabeth Mayhew, featured a keynote speech from Sapphire, author of the novel *Push*, which inspired the Academy Award®-winning movie “Precious.” Thank you to everyone who helped make the afternoon a great success raising \$140,000 for the agency’s programs. ●



1 DR. MARY L. PULIDO, SAPHIRE, DAVID R. STACK, ELIZABETH MAYHEW; 2 DIANA DIMENNA, TANIA HIGGINS, DONNA CLOWER; 3 BETSY BARTLETT AND A. JONES YORKE, IV



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On Thursday, May 24, 2012, The NYSPCC's Junior Committee hosted *Once Upon A Dream*, a cocktail party at the Dream Hotel Downtown. Despite a very rainy evening, there was a great turnout, and the event helped to raise funds and awareness for our work with New York City's most vulnerable children. Through ticket sales and an eclectic silent auction, the event raised over \$26,000 for The NYSPCC's Trauma Recovery Program. The agency would like to extend a special thanks to all of the Silent Auction donors, and to the Junior Committee for their dedication and generosity. ●



1 CHARLIE WARREN, ERIC VONSTROH, JUNIOR COMMITTEE PRESIDENT ALEXANDRA PAPANICOLAOU, BILL KELLEY, KARA AND SIMON GERSON; 2 MAUREEN NASH, EMILY MEYER, ELIZA SCOTT; 3 MATT AND LINETTE SEMINO

On Sunday, December 2, 2012, 40 families attended The NYSPCC's Family Benefit, featuring a performance of ANNIE on Broadway. Following this uplifting show, guests were treated to a reception at Aureole, and the children went home with wonderful gift bags donated by friends of the agency. Special thanks to the Co-Chairs, Holly Lipsky, Elizabeth Mayhew, and Carolyn Reece, and all of our in-kind supporters who helped us raise critical funding for our programs. ●



1 THE NYSPCC'S EXECUTIVE DIRECTOR, DR. MARY L. PULIDO, FAMILY BENEFIT CO-CHAIR, ELIZABETH MAYHEW, AND HER SON, CHARLIE MAYHEW, GREETED GUESTS OUTSIDE OF ANNIE.

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(continued on page 24)

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(continued from page 23)

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 Alex Yuelys

GIFTS IN MEMORIUM

In Memory of Peter B. Bartlett
 James Bartlett
 Brian and Sandra Berris
 Courtenay Buchan and Steven Kiker
 Barbara Carroll and Marck Stroock
 Tom and Maureen Dunleavy
 Elbridge T. Gerry, Jr.
 Janine & Dick Giesen
 Mark & Greta Giesen
 Joy H. Ingham
 Laura J. Leinen
 Philip H. Lovett
 Manasquan River Golf Club
 Meridian Health
 Donald B. Murphy
 Taryn Pharr
 C. Thomas Richardson
 Lisa and David T. Schiff
 Bradley C. Touma
 Wells Fargo Securities

In Memory of Hans B. Steiner
 Dennis Boden
 Peter Casartelli
 Mary Foster
 Stephen Foster
 Gary Mason
 Klaus Steiner

HOW YOU CAN HELP

With the generous support of individuals, foundations and corporations, The NYSPCC will continue its efforts to protect New York City's children and improve the quality of their lives. There are many ways that concerned individuals can help The NYSPCC achieve this goal. Support can come in various forms.

1. Individual donations
2. Matching Gifts through your employer
3. Donation of stocks or bonds
4. Wills or bequests
5. Designate The NYSPCC as a beneficiary of a life insurance policy
6. Organize a toy drive during the holidays
7. Underwrite costs associated with The NYSPCC's children's holiday party
8. Attend the Annual Gala, Spring Luncheon, or Family Benefit
9. Join the Junior Committee and attend the Spring Benefit
10. "Like" us on Facebook (www.facebook.com/nyspcc)
11. Arrange a *Safe Touches* workshop for your child's school, or a group of parents
12. Lead a fundraiser in your community on our behalf
13. Purchase holiday cards featuring artwork by children in our Trauma Recovery Program
14. Purchase note cards designed by the artist Caroline Almy Gerry from our website

To discuss the range of opportunities for making gifts to The NYSPCC, please call Sabrina Martin, Director of Development and Communications, at (212) 233-5500 ext. 216.

CURRENT SENIOR MANAGEMENT TEAM

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Executive Director

Stephen P. Forrester, Esq.

Assistant Executive Director

Sarah Dauber, Ph.D.

Director of Research and Evaluation

Katheryn Lotsos, LCSW

Director of Clinical Services

Sabrina Martin

Director of Development and Communications

Brenda Tully, LCSW

Assistant Director of Clinical Services

Natalie Wright-Umoh, LMSW

Director of the Training Institute



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