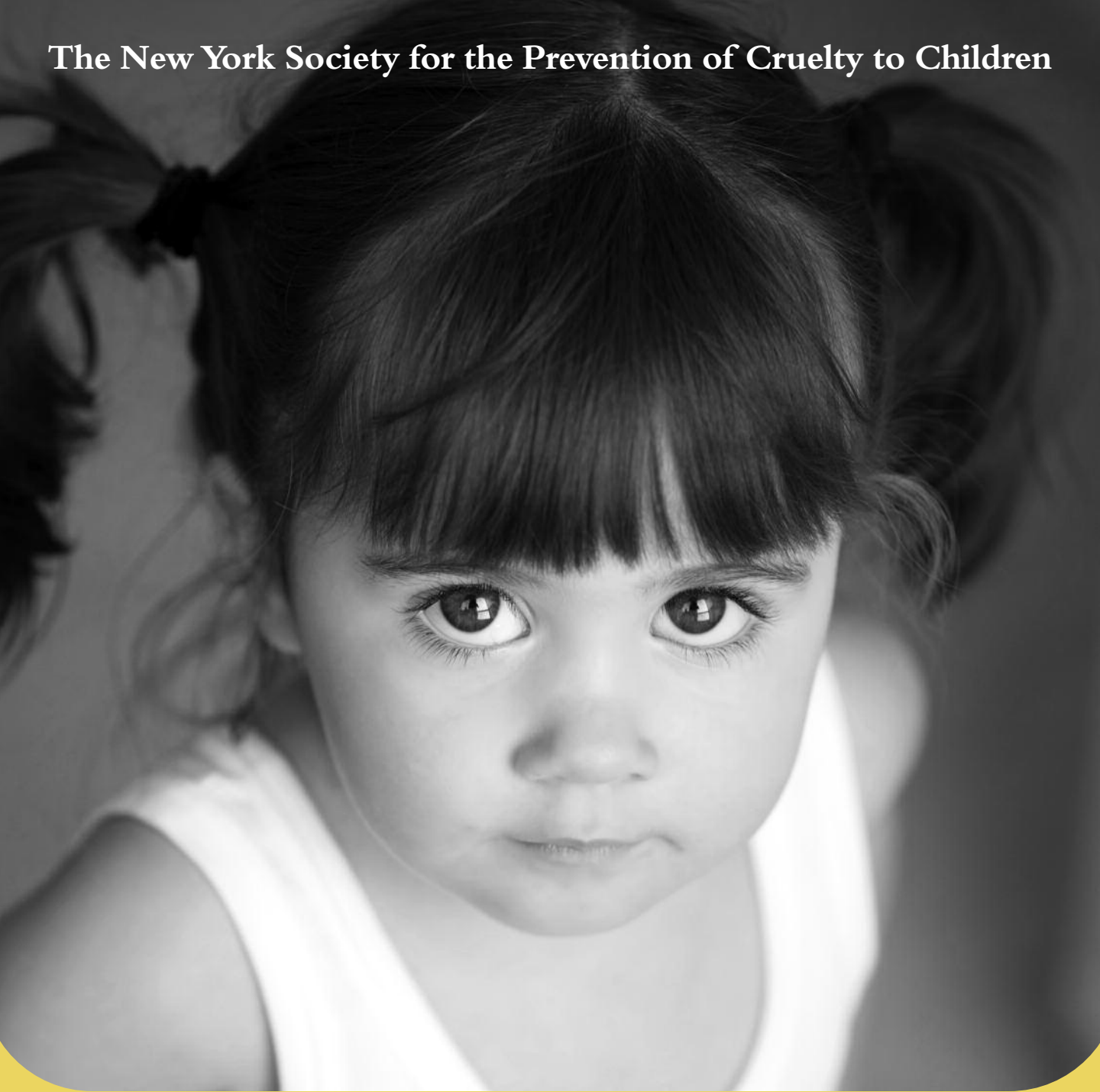


The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2014



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

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 139 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. ●

CONTENTS

2	FROM THE PRESIDENT OF THE BOARD OF DIRECTORS
3	FROM THE EXECUTIVE DIRECTOR
3	BOARD OF DIRECTORS
4	THE NYSPCC IN THE NEWS
5	THE TRAUMA RECOVERY PROGRAM
7	THERAPEUTIC SUPERVISED VISITATION PROGRAM
9	SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN
10	CRISIS DEBRIEFING SERVICES
11	THE NYSPCC TRAINING INSTITUTE
14	RESEARCH
15	GEORGE SIM JOHNSTON ARCHIVES
16	SUMMARY FINANCIAL STATEMENTS
18	THE NYSPCC GALA WINE DINNER
19	SAKS / RAOUL EVENT
20	SPRING LUNCHEON
21	JUNIOR COMMITTEE BENEFIT / CONTRIBUTIONS 2014
<i>inside back cover</i>	HOW YOU CAN HELP
<i>back cover</i>	CURRENT SENIOR MANAGEMENT TEAM

Our Mission

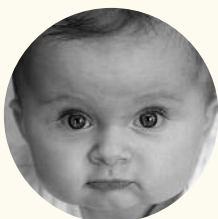
AS THE WORLD'S FIRST child protection agency, The NYSPCC responds to the complex needs of abused and neglected children, and those involved in their care, by providing best practice counseling, legal, and educational services. Through research, communications and training initiatives, we work to expand 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.
- Provide sexual abuse prevention workshops to children in New York City schools.
- 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.



Educational Services

- Promote healthy parenting through counseling and education.
- 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—almost 140 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.



Dear Friends,

IT IS MY HONOR AND PRIVILEGE to share with you some of The NYSPCC's remarkable achievements of the past year. Our extraordinary staff, along with the support of the dedicated Board of Directors, reached a record number of children, families, caregivers and professionals as we worked to prevent child abuse and neglect and respond to the complex needs of children who have endured abuse.

WE HAD A RECORD-BREAKING EVENT SEASON, raising both awareness and much-needed funds. In the fall, we hosted our **Gala Wine Dinner** where our circle of friends and supporters enjoyed a wonderful dinner menu designed by renowned **Chef Anita Lo** of Annisa, author of *Cooking Without Borders*. The evening, attended by almost 300 supporters, honored Anne and Bob Arns of Napa Valley's Tournesol. The benefit was hosted by *Inside Edition's* Deborah Norville and author Jay McInerney served as "Sommelier of the Evening." It was a great success and so wonderful to have our most committed supporters in the room celebrating the important work of the agency.

IN APRIL, The NYSPCC held its annual **Spring Luncheon**. The afternoon program was chaired by our board members Elizabeth Mayhew and Valesca Guerrand-Hermès. The lunch featured Aaron Fisher, nationally known as "Victim 1" in the Jerry Sandusky child abuse case, his mother, Dawn Hennessy, and his psychologist, Michael Gillum. The three have co-authored the book, *Silent No More, Victim 1's Fight For Justice Against Jerry Sandusky*. It was a compelling and informative luncheon that raised crucial funds for our Trauma Recovery Program.

MEANWHILE, The NYSPCC's next generation of leaders in our active Junior Committee had their 10th annual **Spring Benefit** at Asellina at The Gansevoort Park Hotel. The event raised money for the agency's direct-service programs. We are so grateful to have such a devoted and passionate group of young philanthropists leading the future of The NYSPCC.

ON BEHALF OF THE BOARD OF DIRECTORS, I want to thank our loyal supporters and friends for their continuing support and deep belief in the remarkable work of The NYSPCC. It is because of your generosity that we are able to provide the greatest level of care to children and families in need.

Sincerely yours,

A handwritten signature in black ink that reads "David R. Stack". The signature is written in a cursive style with a horizontal line extending to the right.

David R. Stack
President
Board of Directors



Dear Friends of The NYSPCC,

THE NYSPCC HAD ANOTHER BANNER YEAR! Since 1875, we have been the “go-to” agency for child protection, and, we continue to expand the breadth of our lifesaving work through key initiatives and programs. **I am proud to share that this year, The NYSPCC served a record number of children, parents, caregivers, and professionals. Over 9,000 were reached through our best practice counseling, education, and training programs.**

In 2014, The NYSPCC was awarded “Provider of the Year” by the International Supervised Visitation Network for our innovative therapeutic supervised visitation (SVP) program. We also hosted our first Supervised Visitation Conference in the fall. This conference allowed clinicians to come together and to address ways to create a supportive setting where the relationship between the child and parent can safely continue and be strengthened. We were also approached by the Kings County Supreme Court to partner with them by providing therapeutic SVP to families in which both custody/visitation matters and domestic violence matters are being heard by the court. They sought out The NYSPCC because of our remarkable therapeutic work focused on the needs of children in families where there is dangerous conflict.

OUR RESEARCH ACTIVITIES CONTINUED TO FLOURISH. An article on the National Institutes of Health-funded research project on our child sexual abuse prevention workshop for children was accepted for publication in the *American Journal of Public Health*. The article details the results of the study, which showed statistically significant gains in knowledge of safety concepts by children who participated in The NYSPCC’s workshop as compared to their peers who did not. We are so proud to have this important research highlighted in such an esteemed journal.

OUR PARTNERSHIP WITH THE HORACE MANN SCHOOL continued to provide our *Safe Touches* child sexual abuse prevention program to all children in kindergarten through the third grade throughout the Bronx public school system. Our “Stand Up, Don’t Stand By” campaign—where we trained the public how to recognize domestic violence and its impact on children and how to take steps to prevent it—was incredibly successful. We were able to reach many professionals and parents through both live trainings and webinars.

OUR AGENCY CONTINUES TO HELP AND HEAL CHILDREN AND FAMILIES. We are at the heart of child protection in New York City—and the nation. We are very grateful for your support and belief in our lifesaving work.

Warm regards,

A handwritten signature in black ink that reads "Mary Pulido".

Mary L. Pulido, Ph.D.
Executive Director

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THE NYSPCC IN THE NEWS

THE NYSPCC CONTINUES TO EXPAND ITS VISIBILITY, and its message that child abuse is both preventable and treatable, through media appearances throughout the year, especially during National Child Abuse Prevention Month in April. The media often reaches out to The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., 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 local and national media highlights of 2014:

Online

- Dr. Pulido is a featured blogger on HuffingtonPost.com, contributing the following posts in 2014:
 - Stand Up! Don't Stand By! Protect Children from Domestic Violence
 - Spare the Rod, Save the Child
 - Parents, Make Sure Your Children Are Safe As They Go Back to School
 - Three Things that Can Help Stressed Out Parents
 - Summer Safety Tips for Your Children
 - Fighting Internet Child Pornography
 - You Can Make a Difference in Preventing Child Abuse and Neglect
 - Leading Causes of Injury Death Among Children: What Parents Need to Know
 - Internet Child Pornography: Who Is at the Keyboard?
 - Stop Bullying: Teach Your Child Empathy and Limit Their Intake of Violence
- Dr. Pulido was featured in a Parents.com article entitled "Do You Know How to Help a Child (or Friend) in Danger?," which discussed our Stand Up, Don't Stand By Campaign.
- Dr. Pulido was interviewed for an article on BlogHer.com on "How to Identify Bullying and Cyber Bullying."



Television

- Spring Luncheon speakers Aaron Fisher, Dawn Hennessey, and Michael Gillum were interviewed by Shelley Goldberg on **NY1**. The in-depth interviews ran in two parts and aired multiple times.

Radio

- Dr. Mary Pulido was interviewed by Deb Gordon for a public affairs show on **WCBS** and **FM102.7** about National Child Abuse Prevention Month.
- **WCBS** and **FM102.7** aired a PSA about National Child Abuse Prevention Month through the month of April.

Print

- Dr. Mary Pulido was interviewed for an article in **The Journal News** about a police chief's child pornography arrest.
- Mary Pulido was interviewed in **Working Mother Magazine** for the article "When the Bully is your Kid."
- Our Gala Wine Dinner was covered in **The New York Times** by Bill Cunningham and mentioned in **Town & Country**, **Quest Magazine**, and **Crain's NY**. ●

THE TRAUMA RECOVERY PROGRAM

THE NYSPCC'S TRAUMA RECOVERY PROGRAM provides critical mental health services to help children recover from experiences of physical and/or sexual abuse, family violence, traumatic grief, or serious neglect. Established in response to the September 11th terrorist attacks, the program initially provided crisis counseling and support services to the children, parents, teachers, and child protective services workers of lower Manhattan. In 2004, after the pressing needs lessened, the program shifted its focus to the often unaddressed mental health care needs of children in New York City's child protective, preventive, and foster care systems.

OUTCOMES:

In 2014, the following program outcomes were achieved for children who were enrolled for a minimum of three months:

1. 92% of children demonstrated an improvement in at least one of their baseline symptoms.
2. 74% of children increased their use of adaptive coping skills.
3. 70% of the children increased their healthy interpersonal communication skills.

**Outcomes are based on a subsample of clients with treatment goals in each domain.*

MANY OF THESE CHILDREN grow up living in transitional housing, witnessing family struggles, and enduring physical and/or sexual abuse, family violence, loss of family members or friends, parental substance abuse and/or mental illness. Without the appropriate and necessary treatment, they are at significant risk for delinquency, substance abuse, school dropout, difficulties in forming and maintaining healthy relationships, and other social, behavioral, and emotional problems.

THROUGH CHILD-FRIENDLY and individualized counseling sessions, The NYSPCC's experienced clinicians employ various therapeutic techniques to help these children better manage their stress, anxiety, and depression; improve their baseline symptoms; and reach their individual therapeutic goals. Since a child is not an isolated person but a member of a family, clinicians also engage parents and caregivers in special family therapy sessions to ensure that the child has continued support for their recovery at home and in the future.

THE NYSPCC OFFERS SERVICES seven days and three evenings per week, in English and Spanish, to accommodate the varying needs of working families and school-aged children. On average, children attend the program for 8-12 months, although The NYSPCC will continue to provide treatment for as long as children and families need. **The NYSPCC does not charge a fee for services. No family in need is ever turned away due to financial hardship.**

IN 2014, the Trauma Recovery Program provided counseling to 89 children during 694 individual therapy sessions. Clinicians conducted 318 family therapy sessions and held 547 collateral meetings with caregivers, family members (aunts, uncles, grandparents and siblings) and with professionals (teachers, social workers, guidance counselors and foster care caseworkers.) ●

CLIENT SATISFACTION SURVEY COMMENTS:

- "I love the therapy session with my child and her therapist. She is awesome; my bond with my daughter has improved drastically."
- "[Name] is the nicest counselor I've ever encountered. She is respectful and listens to our problems."
- "I am very satisfied with the treatment my family has received from NYSPCC."



Anna

Twelve-year-old Anna* was referred to the Trauma Recovery program following two devastating events. Within a year, Anna was sexually abused by a neighbor, and soon after, her father died. Anna's ability to recover from her sexual abuse was severely impeded by the loss of her father, with whom she had a very strong bond.

When she first began attending sessions with one of The NYSPCC's Trauma Recovery Clinician's, Anna had great difficulty talking about her experiences. She would freeze up, curl into a ball, and hide her face when the traumatic events were mentioned. Anna's mother, Danielle, found it difficult to be supportive. Overwhelmed by her grief of losing Anna's father, as well as having a history of addiction and past abuse by her own father, Danielle would become easily irritated by Anna and yell. As a result, Anna believed her mother didn't love her. From the very first counseling session, the Trauma Recovery Clinician realized that in order to help Anna, she must develop a therapeutic rapport with both the girl and her mother.

During one-on-one counseling sessions, the Clinician used a sand tray, an expressive therapy where children place miniatures in sand to create a world. Through this therapy, Anna found an outlet to communicate her pain, creating memories of her traumatic experiences, as well as metaphors for her abuse and loss. In one session, Anna created her neighbor's apartment in the sand and placed herself in the bedroom with the perpetrator. This was the first time Anna had initiated any direct communication about her sexual abuse. In describing the sand tray, Anna explained how she had been tricked into coming into her neighbor's bedroom and that he hit her and yelled at her after he sexually abused her. This was the most she had spoken about her abuse to that point.

After making sand trays, Anna found it easier to talk about her feelings, which she shared during family sessions with her mother. During regular family sessions, the clinician helped Danielle develop a better understanding of her daughter's experience. Danielle was increasingly able to respond supportively, as well as share her own feelings of loss, which strengthened their bond.

After a year of counseling, Danielle made considerable progress, identifying and acting on ways in which she can strengthen her relationship with Anna and help her daughter to heal. And Anna, once heartbreakingly withdrawn, is now expressing her emotions with more ease and showing signs of returning happiness and hope. ●

**All names in the case vignettes have been changed.*

THERAPEUTIC SUPERVISED VISITATION PROGRAM

OUTCOMES:

1. 93% of non-custodial parents who completed the Parent Education Program voluntary survey reported an increase in knowledge and understanding of parenting skills.
2. 84% of parents who had at least 12 visits with their children increased their independent use of positive parenting skills in at least one domain: engagement; safety; responding to children's developmental needs/children's expectations; communication; structure/effective discipline; healing/empathy.
3. 96% of non-custodial parents increased parenting time with their child(ren).

CLIENT SATISFACTION SURVEY COMMENTS:

- *“Regardless of the events surrounding the reason for supervised visits, the staff is admirable in their kindness, sensitivity, and genuine concern for the children's welfare. I have never felt victimized or antagonized, and am truly touched by the staff's effort to foster a comfortable, pleasant and safe atmosphere for my son and I to work on our relationship; thank you so much!”*
- *“I have to say thank you to the NYSPCC staff for everything they have done for me and my child. Our Visit Supervisor has got to be one of the most professional and helpful people.”*
- *“Our therapist is a wonderful facilitator. She not only provides excellent feedback on everything from: ways to discuss feelings, ways to express yourself, ways to take cues from a child, BUT—she also knows the different directions that a child's life may take during trying times and provides guidance and honest feedback on ways to improve upon any given situation. She also provides praise to me when she feels I have reached a certain goal.”*

THE NYSPCC'S THERAPEUTIC SUPERVISED VISITATION PROGRAM works with 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 provided supervised visitation services for over 20 years to vulnerable New York City families and accepts referrals of families in disputed custody and visitation cases or families with children in foster care.

CHILDREN DESERVE AND NEED A MEANINGFUL RELATIONSHIP with both of their parents, whenever possible. The constancy of the parent-child relationship is central to a child's sense of security, self-esteem, and healthy development. Sadly, the lack of affordable therapeutic supervised visitation services in New York City is a major obstacle to low-income, high-risk families in need of clinical services to help restore these critical parent-child relationships in a safe and secure environment.

RATHER THAN ELIMINATING CONTACT between a non-custodial parent and child, the Therapeutic Supervised Visitation Program keeps 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 THERAPEUTIC SUPERVISED VISITATION PROGRAM is the largest in New York City, and the only one with services offered free of charge, in English and Spanish, seven days and three evenings per week. The NYSPCC is frequently requested to train other public and private service providers around the country on its 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 2014, 145 families, involving 206 at-risk children and 290 parents/caregivers, were able to strengthen their relationships through their participation in the Therapeutic Supervised Visitation Program. The NYSPCC supervised a total of 671 supervised visits between non-custodial parents and their children, and monitored 384 supervised transfers. In 2014, 722 parent coaching sessions were held with non-custodial parents and 141 coaching sessions were held with custodial parents.

IN ADDITION, 12 parenting skills education workshops were held in English and three in Spanish—for a total of 188 parent education sessions. 112 non-custodial parents learned about stress management techniques, phases of child development, and strategies that promote child health and safety, skills that are designed to be directly utilized in the supervised visits with their children. ●

JESSICA AND GRACIE

Having struggled most of her life with a painful medical condition, Jessica* had a history of depression and dependence on medications. When she became pregnant as a teenager, she was ill-prepared to take care of herself, let alone a baby, who she named Gracie. Jessica then developed an addiction to pills that incapacitated her from properly caring for her child. Family Court ordered that Jessica be removed from the home, leaving Gracie in the care of her boyfriend, Chris, who lived with them at the time.

That's when the sexual abuse began. Chris repeatedly raped Gracie at the tender age of ten. The sweet and gentle girl told no one of the abuse. After her behavior and school performance declined, a concerned teacher suspected abuse and notified the authorities. After the investigation, Chris was arrested, and Gracie was placed with her biological father. The NYC Administration for Children's Services (ACS) referred Gracie to a psychologist for individual counseling. ACS also wanted to reunite the girl with her mother, but were concerned with Jessica's abilities as a parent. They referred the family to The New York Society for the Prevention of Cruelty to Children (The NYSPCC) for therapeutic supervised visits.

When the family began supervised visits, Jessica was living in a shelter with no prospect of permanent housing in reach. Gracie was having a hard time adjusting to a new school and life with her father, who she hardly knew. Gracie withdrew emotionally and socially, isolating herself from friends and family. Jessica, still working through her own recovery, was desperate to relieve her child's suffering, but didn't know how.

In response, The NYSPCC offered a caring and compassionate clinician to supervise the visits and help Jessica to better understand Gracie's needs and how to communicate with her in a supportive, non-judgmental way. Jessica also took The NYSPCC's Parent Education Workshops, which helped her to understand her daughter's development and how to see things from her perspective. The young mother felt empowered as she used her newfound knowledge to guide her during the supervised visits. Together, Jessica and the clinician built an environment that allowed Gracie to feel safe. Gracie began expressing her feelings about being separated from her mother, living with her dad, and adjusting to a new school.

Within a few weeks, when it was clear that an atmosphere of safety had been established, the clinician coached Jessica on how to talk to Gracie about her sexual abuse. At the time, Gracie was not opening up about her traumatic experiences during the supervised family visits. The clinician helped Jessica find the strength and right words to support her daughter, allowing Gracie to feel more comfortable to talk about her experiences.

Over the next year, Jessica and Gracie attended weekly supervised visits at The NYSPCC. With the clinician's guidance, they continued to share their feelings, which enabled them to heal and strengthen their bond as a family. Today, Gracie still lives with her father. She is emotionally stable, making new friends and doing well in school. Jessica recovered from her addiction to pain medication and is now allowed to spend time with Gracie unsupervised. She is working and saving money to move into her own apartment, hopeful and determined to spend more time with her daughter. ●

SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN

THE NYSPCC's *Safe Touches: Personal Safety Training for Children* program is the largest child sexual abuse prevention workshop in New York City's public schools specifically designed for children in kindergarten through third grade. It is also the only program of its kind capable of providing trauma recovery counseling services to any child who might, in the course of the workshop, make comments that lead to the disclosure of abuse.

OUTCOMES:

The NYSPCC distributed satisfaction surveys to teachers of the classrooms where the *Safe Touches* workshop was presented. Below are the results from 2014:

- 97% of teachers found the presenters very effective at facilitating the workshop.
- 94% of teachers are very likely to recommend this workshop to other teachers/administrators.
- 98% of teachers found the workshop very effective at explaining the difference between a "safe touch" and a "not-safe touch" in a way the children could understand.

TEACHER SURVEY COMMENTS

- *"Great! Very informative for the students! The kids loved the puppets."*
- *"Excellent! Please continue to offer these types of workshops to all students to keep them safer."*
- *"It was a great workshop. Everybody was paying attention and wanted to participate."*

CHILD SEXUAL ABUSE IS A CHRONIC, UNDER-REPORTED TRAGEDY in the United States that occurs in all socioeconomic and educational levels and across all racial and cultural groups. Victims of child sexual abuse experience a myriad of physical and mental health problems that often persist through adulthood. In order to help prevent abuse, young children need to be taught about their bodies and feelings and taught how to distinguish safe from not-safe touches.

THE NYSPCC'S *Safe Touches* workshop is a 45-minute, interactive workshop presented in school classrooms to children in K-3rd grade. At the start of the workshop, The NYSPCC's specially-trained clinicians use large posters of children wearing bathing suits to help students identify which parts of the body are private. Then, using child-friendly and culturally ambiguous puppets, the clinicians act out scenarios that teach children to understand the difference between safe and not safe touches. The students play an active role by offering suggestions to the puppets about actions they can take to keep their bodies safe and to whom they can go for help if they have been in a not safe situation.

2014 WAS AN EXCITING YEAR OF MILESTONES for the *Safe Touches* program. The NYSPCC provided 210 *Safe Touches* workshops serving 4,298 children. At the end of the workshop, each student was given a copy of *Keeping My Body Safe!* or *You're in Charge!*, an activity and coloring book designed to reinforce the messages from the workshop to be completed at home with their parents or another adult family member. These workbooks are offered in both English and Spanish. The NYSPCC's clinicians are also available to answer any questions from students or teachers. In the event that a student makes a statement during the workshop that warrants follow-up, The NYSPCC's clinicians are available to assist the teacher and school guidance counselors in conducting a minimal facts interview.

THE NYSPCC ALSO PROVIDED SIX WORKSHOPS to 128 school teachers and administrators on recognizing the signs of child sexual abuse and handling disclosures or concerns of abuse involving students. During the year, The NYSPCC also conducted 17 workshops that educated 344 parents on how to identify the signs and symptoms of child sexual abuse, and steps to take if they think their child has been abused.

IN 2014, The NYSPCC concluded a two-year study funded by the National Institutes of Health (NIH) that rigorously evaluated *Safe Touches*. The study tested the extent to which children gained and retained the knowledge and self-protective skills taught in the workshop. A total of 492 children participated in the study. Study data revealed that children who participated in the *Safe Touches* workshop demonstrated statistically significant increases in knowledge of certain child sexual abuse prevention concepts compared to their peers who did not participate in the workshop. The NYSPCC has already presented these findings to over 420 professionals at six conferences across the country. ●

CRISIS DEBRIEFING SERVICES

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 Executive Director, Mary L. Pulido, Ph.D., is utilized in crisis debriefing sessions that include an integration of education, emotional expression, and cognitive restructuring. 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. If needed, The NYSPCC’s staff meets individually with child protective services staff members following group debriefing sessions and provides referrals for short- or long-term therapy.

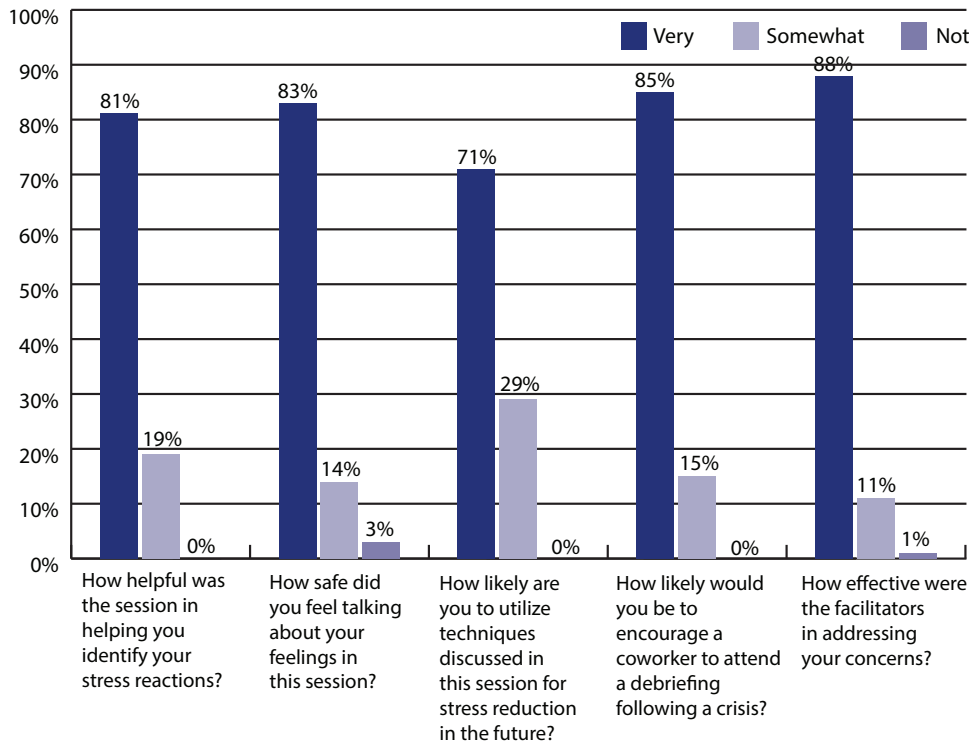
The NYSPCC was also awarded a contract from Safe Horizon to provide crisis debriefing services for their employees. Safe Horizon’s mission is to provide support, prevent violence, and promote justice for victims of crime and abuse, their families and communities.

In 2014, The NYSPCC provided a total of 68 crisis debriefing sessions to 224 individuals as follows: 64 crisis debriefing sessions to 204 ACS staff members and 4 crisis debriefing sessions to 20 Safe Horizon staff members. ●

CLIENT SATISFACTION SURVEY COMMENTS

- “The facilitators were very warm and provided a level of safety and comfort. Thank you much!”
- “It is very helpful to discuss my feelings with an expert and for my conversation to remain confidential. Our facilitator listened and comforted me and gave me some tools to help me cope with my feelings. I only wish I could see her on an ongoing basis.”
- “It made me feel much better since I hadn’t really addressed my feelings and thoughts about my personal grief and the events that happened.”

PARTICIPANTS’ RESPONSE ON CRISIS DEBRIEFING



THE NYSPCC TRAINING INSTITUTE

In response to continuous requests for training from other child welfare agencies and community groups, The NYSPCC launched its **Training Institute** in 2012. 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.

The NYSPCC held its first annual training conference in October 2014. The title and theme of the conference was "*Therapeutic Supervised Visitation: Enhance, Enrich, Expand.*" The NYSPCC planned and hosted the conference in partnership with the New York State chapter of the Supervised Visitation Network—Worldwide, the largest professional organization of supervised visitation providers in the world. Forty-two professionals attended the conference and participated in group lecture, small-group breakout sessions, and a tour of The NYSPCC's visitation rooms and facility. Some of the participants reached out to The NYSPCC after the conference, requesting additional support and guidance as they seek to enhance or establish a supervised visitation program in their community.



TRAINING FOR CHILD WELFARE PROFESSIONALS

In 2014, The NYSPCC presented lectures, workshops and trainings to over 1,200 professionals at the following national and state conferences:

- Executive Director Mary L. Pulido, Ph.D., presented an overview of *The NYSPCC's Trauma Recovery Program* at The NYSPCC Annual Spring Luncheon.
- Katheryn Lotsos, LCSW, presented *Working with Difficult Clients, Helping Children and Parents Regulate their Emotions* at the Supervised Visitation Network's regional conference in Boston, Massachusetts.
- Katheryn Lotsos, LCSW, and Xuan Tran-Walsh, LCSW, presented *Caregiver Attunement: Building Blocks for Repairing Parent-Child Bonds When There Is Mental Illness* at the Supervised Visitation Network Worldwide's conference in Albuquerque, New Mexico and at Prevent Child Abuse New York's annual conference in Albany, NY.
- Steve Forrester, Esq., presented *Preparing Social Workers for Court Testimony* at Prevent Child Abuse New York's annual conference in Albany, NY.
- Sarah Dauber, Ph.D. presented *Treatment of Complex Trauma on the Front Lines: A Preliminary Look at Child Outcomes in an Agency Sample* at the International Family Violence and Child Victimization Conference in Portsmouth, New Hampshire.
- Xuan Tran-Walsh, LCSW, presented *Supervised Visitation and Domestic Violence* at Fordham University in New York, NY.
- Brenda Tully, LCSW, and Natalie Wright-Umoh, LMSW, presented *The Therapeutic Supervised Visitation Program Model* to staff of the Children's Aid Society in New York City.

[*\(continued on page 12\)*](#)

(continued from page 11)

- The NYSPCC hosted a full-day conference, in partnership with the New York State chapter of the Supervised Visitation Network, entitled *Therapeutic Supervised Visitation: Enhance, Enrich, Explore* in New York City.
- Katheryn Lotsos, LCSW, presented the *24-Hour Training Curriculum for New Supervised Visitation Providers* at the Supervised Visitation Network's regional conference in Los Angeles, California.
- Katheryn Lotsos, LCSW, presented *The NYSPCC's Therapeutic Supervised Visitation Program Model* at the Supervised Visitation Network's regional conference in Ponte Verda, Florida and to staff members of Pendleton Place in Greenville, SC.
- Executive Director Mary L. Pulido, Ph.D., presented *Safe Touches: A Rigorous Evaluation of a Child Sexual Abuse Prevention Workshop* at the National Association of Social Workers national conference in Washington, D.C., the International Society for Traumatic Stress Studies' conference in Miami, FL, and at the National Colloquium for the American Professional Society on the Abuse of Children (APSAC) in New Orleans, LA.
- Executive Director Mary L. Pulido, Ph.D., presented *Building Staff Resiliency: Preventing Secondary Traumatic Stress* at both APSAC's Annual Conference and to the New York Foundling Hospital's staff in New York City.
- Executive Director Mary L. Pulido, Ph.D., presented *Protecting Your Child from Sexual Abuse* to employees at Credit Suisse's New York office.



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 52,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2014, staff members made 26 presentations to professionals and the public, reaching 1,239 practitioners and concerned citizens in NYC. In addition to these onsite training sessions, 772 people utilized The NYSPCC's web-based training course and 12 people enrolled in and completed The NYSPCC's correspondence course.

CHILD PROTECTION POLICY REVIEW AND TRAINING FOR SCHOOLS

High-profile stories in the news have emphasized the prevalence of the horrific, under-reported crime of child sexual abuse in schools. The strength of The NYSPCC's *Safe Touches* program, combined with The NYSPCC's long-standing reputation as a leader in the field of child abuse prevention, has resulted in The NYSPCC developing a range

(continued on page 13)

(continued from page 12)

prevention, has resulted in The NYSPCC developing 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;
- reviewing schools' current policies and procedures regarding child protective issues and making recommendations for amendments or additions that would strengthen these services; and
- educational lectures and workshops for parents and caregivers on issues related to child safety.

In 2014, The NYSPCC provided a full range of these services to two private schools/day care centers in New York City.

PREPARING FUTURE LEADERS

The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University, the Silberman School of Social Work at Hunter College, and Adelphi College by providing internship opportunities for students in Master's-level social work (MSW) 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 2013-2014 academic year, The NYSPCC trained five MSW interns. ●



RESEARCH

THE NYSPCC MAINTAINS AN ACTIVE RESEARCH PROGRAM dedicated to building the evidence base for effective approaches preventing and treating child abuse and neglect. Our diverse research activities include implementing novel approaches to trauma recovery and supervised visitation services, and share a common goal of integrating and evaluating scientifically validated treatments in real-world settings. In addition to our on-site programs, our work also includes service to community and state agencies, and schools.

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*. The focus of this work was to determine workshop efficacy, and assess retention of concept knowledge and self-protective skills taught therein. The results showed statistically significant gains in knowledge of safety concepts by children who participated in The NYSPCC's workshop compared to their peers who did not. These positive findings contribute to the knowledge base of child sexual abuse prevention programs—specifically in a multi-ethnic sample—and support our long-term goal of disseminating a validated *Safe Touches* program. These positive findings have been published in the *American Journal of Public Health*; a highly reputable, peer reviewed publication. This work is an exciting step forward in rigorously evaluating our child sexual abuse prevention workshop.

IN AN EFFORT TO FURTHER EXPAND FORMAL EVALUATION of The NYSPCC's pioneering therapeutic services, we have submitted a grant application to the NIH to evaluate our Supervised Visitation Program. The goal of this work will be to add to the limited body of work evaluating the efficacy of supervised visitation services in general, as well as test a formalized therapeutic training protocol for use across agencies and providers. This represents a significant step forward in the provision of visitation, and will contribute to the betterment of child welfare outcomes.

THROUGH LECTURES, PRESENTATIONS, WORKSHOPS, AND PUBLICATIONS, The NYSPCC seeks to share the knowledge gains of its research with other organizations and professionals dedicated to child protection. In 2014, Executive Director Mary L. Pulido, Ph.D., presented *Safe Touches: A Rigorous Evaluation of a Child Sexual Abuse Prevention Workshop* at the National Association of Social Workers national conference in Washington, D.C., at the International Society for Traumatic Stress Studies' conference in Miami, FL, and at the National Colloquium for the American Professional Society on the Abuse of Children (APSAC) in New Orleans, LA.

IN 2006, DR. PULIDO WAS APPOINTED BY MAYOR BLOOMBERG to serve on the New York City Child Fatality Review Advisory Team (CFRAT). The CFRAT 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 eight years, the CFRAT has expanded its scope and conducted research and published reports on injury death among 13-17 year-olds, causes of death among infants under age one, motor vehicle and traffic accidents, residential fires, fatal unintentional injuries sustained in the home, and the socio-economic conditions, housing quality, and racial disparities in injury-related child deaths. The findings and recommendations of the CFRAT from 2007-2014 can be viewed on The NYSPCC's website: www.nyspcc.org. ●



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;
- Historical Records: approximately 15 linear feet of documents in file folders dating from 1875; and
- Photographs (both prints and glass slides) of NYSPCC buildings and persons of historical importance to the agency, such as Elbridge T. Gerry, Henry Bergh, Etta Wheeler, and Mary Ellen (before and after her rescue, and later, with her children).

The NYSPCC has completed digitizing and preserving archival holdings such as original case files, historic books, documents, and priceless artifacts. More people will now 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 exhibits at three major museums: 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 2014, the archivist responded to 34 total inquiries, 26 from private citizens and 7 from professional organizations. ●



Etta Wheeler, a community volunteer, who helped catalyze the child protection movement through her concern and actions to rescue Mary Ellen, a young girl being abused by her adoptive parents in Manhattan's Hells Kitchen neighborhood.

FINANCIAL POSITION SUMMARY

Cash	\$	1,383,887
Investments at fair value		23,858,145
Other assets		<u>511,945</u>
<i>Total Assets</i>	\$	<u>25,753,977</u>
Accounts payable and accrued expenses	\$	107,945
Deferred revenue		5,350
Accrued pension benefits		<u>1,279,156</u>
<i>Total Liabilities</i>		<u>1,392,451</u>
Unrestricted		20,345,484
Temporarily restricted		80,000
Permanently restricted		<u>3,936,042</u>
<i>Total Net Assets</i>		<u>24,361,526</u>
<i>Total Liabilities and Net Assets</i>	\$	<u>25,753,977</u>

FINANCIAL ACTIVITY SUMMARY

Contributions	
Foundations/Corporations	\$ 900,165
Other	179,857
Government contracts	324,297
Special events	928,036
Investment return – operating	987,780
Professional education fees	247,035
Other support and revenue	3,440
<i>Total Support and Revenue</i>	<u>3,570,610</u>
Supervised Visitation	776,588
Trauma Recovery	840,824
Training Institute	616,092
Archives	108,657
General administration	324,038
Special events	240,641
Fundraising	367,810
<i>Total Operating Expenses</i>	<u>3,274,650</u>
<i>Excess of Support and Revenue over Operating Expenses</i>	<i>295,960</i>
Investment return – non-operating	83,952
Adjustment to accrued pension benefits	(757,910)
Decrease in temporarily restricted net assets	(172,500)
Increase in permanently restricted net assets	26,761
Decrease for the year	(523,737)
Net Assets – Beginning of year	24,885,263
<i>Net Assets – End of year</i>	<u>\$ 24,361,526</u>

On Monday, November 17, 2014, The NYSPCC hosted its Gala Wine Dinner at the exquisite Metropolitan Club, honoring Anne and Bob Arns of Napa Valley's Tournesol. The celebration, attended by a record almost 300 supporters, began with a cocktail reception where the guests could sample amazing wines. The dinner featured excellent wine pairings from Tournesol, as well as a delicious meal designed by acclaimed Chef Anita Lo of Annisa, author of *Cooking Without Borders. Inside Edition's* Deborah Norville hosted the benefit, and author Jay McInerney served as "Sommelier of the Evening."



This festive event raised nearly \$550,000 for the agency. Thank you to our Dinner Chair Joan Granlund, Co-Chairs Lou Buglioli, Amanda and Neil Friedman, Maarit and Thomas H. Glocer, Penny Grant, M.D., Valesca Guerrand-Hermès, Kimberly Guilfoyle, Tania Higgins, Deborah Norville and Karl Wellner, M. David and Mary Alice Sherrill, and our friends and supporters who made it such a memorable night for The NYSPCC! ●



On Thursday, October 2nd, 2014, Saks Fifth Avenue and fashion label Raoul hosted a private reception and fashion presentation. Event attendees included guests of The NYSPCC and top Saks customers. A generous percentage of all sales from the evening and next day were donated to The NYSPCC. Special thanks to Kathleen Giordano and Dr. Penny Grant for arranging the fabulous event. ●

1 DR. MARY PULIDO, DAVID STACK, KAREN KATZMAN; **2** KATHLEEN GIORDANO, KAREN KLOPP, CASSANDRA SEIDENFELD, DR. PENNY GRANT



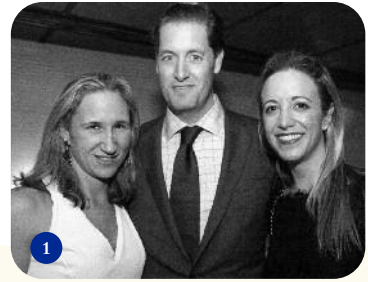
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The NYSPCC hosted its third annual Spring Luncheon on Thursday, April 10, 2014 at The Pierre Hotel in Manhattan. The afternoon program was chaired by Elizabeth Mayhew and Valesca Guerrand-Hermès. The lunch featured Aaron Fisher, nationally known as “Victim 1” in the Jerry Sandusky child abuse case, his mother, Dawn Hennessy, and his psychologist, Michael Gillum. The three have co-authored the book, *Silent No More, Victim 1’s Fight For Justice Against Jerry Sandusky*. Thank you to our Vice-Chairs, the Board of Directors, and everyone who helped to make the afternoon a wonderful success, raising essential funds for the agency. ●



1 CHILDREN’S COUNCIL MEMBERS KIMBERLY GUILFOYLE AND KELLY RUTHERFORD; **2** AARON FISHER, LUNCHEON CHAIRS ELIZABETH MAYHEW AND VALESCA GUERRAND-HERMÈS, DR. MARY PULIDO, DAWN HENNESSY, MICHAEL GILLUM; **3** KARL WELLNER, DEBORAH NORVILLE; **4** TANIA HIGGINS, BETH KOJIMA; **5** ELIZABETH MAYHEW, MAARIT GLOCER, VALESCA GUERRAND-HERMÈS

The NYSPCC's remarkable Junior Committee hosted their Annual Junior Committee Spring Benefit on May 5, 2014 at Asellina in The Gansevoort Park Hotel. Cinco de Mayo was the theme of this year's benefit. The evening featured signature cocktails and hors d'oeuvres, along with a silent auction. The evening raised close to \$35,000 for the agency. We are deeply grateful to the Junior Committee for their meaningful leadership and generosity. ●



1 TATIANA PERKIN, THORNE PERKIN, DARLENE LEIBMAN; 2 JONATHAN KLEIN, ATHENA KLEIN, HUDSON BOVA, ALEXANDER BANK; 3 BETTINA BENNETT, JUNIOR COMMITTEE TREASURER MATT SEMINO, LINETTE SEMINO, JUNIOR COMMITTEE PRESIDENT ALEXANDRA PAPANICOLAOU SHAHEEN

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(continued on page 22)

(continued from page 21)

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Our Thanks The NYSPCC's ongoing commitment to protecting children and strengthening families would not be possible without the generous support of individuals, foundations, corporations and government agencies that share our 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.

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(continued on page 24)

(continued from page 23)

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