The New York Society for the Prevention of Cruelty to Children

Annual Report 2015

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) was the first child protection agency in the world. Throughout its 140 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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HOW YOU CAN HELP

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 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 and counsel for staff in preparation for court testimony.

Educational Services

• Educate professionals about child abuse and neglect identification and reporting.
• Provide sexual abuse prevention workshops to children in New York City schools.
• Promote healthy parenting through counseling and education.
• 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, schools and the court systems in New York City.
• Flexibility—as an independent non-profit—to develop and implement enhanced levels of service to children and families.
• Warm, caring, and dedicated professionals.
FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

Dear Friends,

I am proud to tell you that in 2015, The NYSPCC celebrated its 140th Anniversary, and an amazing year it was! We provided 5,829 children, parents, caregivers, and professionals with services that prevent child abuse and help those who have experienced abuse to heal.

We also took a hard look at what we have been doing and how we are doing it. It was exciting to help The NYSPCC launch a new five-year strategic plan (2015-2019).

Over the past year, The NYSPCC began to:
- Incorporate more evidence-based approaches in our clinical work to ensure the highest quality of care possible
- Increase research efforts and expand The Training Institute to share our expertise and best practices with others in the child welfare field
- Generate more awareness about child protective issues and our work by successfully engaging the media and general public in a range of new ways
- Ramp up advocacy efforts by working more closely with legislators to strengthen child protection laws

To assist in these efforts The NYSPCC welcomed two new board members—Maarit Glocer and Penny Grant, MD, both tireless advocates—and two new Children’s Council members—Regina Calcaterra, an attorney and best-selling author, and Anita Lo, Chef and Owner of Annisa. Their diverse experience and passion for children will provide great leadership and insight in advancing the agency’s mission in the years to come.

Accomplishing the changes we want to see requires many voices and helping hands. Every single advocate and supporter is an integral part of our mission. Together with the children and families we serve, our community partners, many generous individual donors and our institutional partners we will continue to strive toward a future where every child can learn, live and grow free from abuse and neglect.

On behalf of our Board, I would like to thank you—our donors and friends—for your unwavering support and your belief in The NYSPCC’s mission.

With appreciation for your partnership,

David R. Stack
President
Board of Directors
Dear Friends of The NYSPCC,

In 2015, hundreds of thousands of children in the United States suffered from abuse and neglect at the hands of those who are supposed to protect them. These parents are often struggling themselves with mental illness, substance abuse, domestic violence and often carry the traumas of their own child abuse into their parenting roles. Our programs are specially designed to help these children and their parents recover—and to prevent abuse from happening.

Last fall, The NYSPCC launched an exciting partnership with Stavros Niarchos Foundation and ELIZA, a child protection organization based in Athens, Greece. Together, we are adapting the life-saving lessons of our child sexual abuse prevention program, Safe Touches, for the Greek school system. In partnership with Horace Mann School, The NYSPCC already brings Safe Touches to over 3,000 children in New York City annually, and we are proud to broaden our reach to thousands of children throughout Greece.

Our Trauma Recovery Program also saw exciting new changes over the past year. The NYSPCC clinicians increased their use of art and play therapy during Trauma Recovery Program sessions and built a dedicated play therapy room. Play Therapy is very effective in helping children identify and communicate their emotions, process traumatic events, and develop coping skills.

Over the last year, The NYSPCC remained at the forefront of advocacy efforts for laws to protect children. I, along with other members of The NYSPCC leadership team, have been working with legislators to amend New York State Education Law to ensure that children in private schools have the same level of protection as children in public schools. We’ve also been working to enact Erin Merryn’s Law, which would require child sexual abuse prevention education for the entire New York State school system.

In these ways and many others, The NYSPCC family is boldly striving for a world where all children are safe from abuse, neglect and violence. A world that ensures their ability to thrive and grow to their full potential.

Working with you—our friends, supporters, and partners in the community—has brought us closer to realizing that vision. Thank you for joining us on the journey.

Warm regards,

Mary L. Pulido, Ph.D.
Executive Director

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*Deceased, please see the memorial on page 27.
The NYSPCC continues to expand its visibility, and its message that child abuse is both preventable and treatable, through year-long media appearances, 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 2015:

Online
• Dr. Pulido is a featured blogger on HuffingtonPost.com, contributing the following posts in 2015:
  • “Teaching Your Child to Cross the Street Can Save Their Life”
  • “Have Fun, Stay Safe! Top Ten Summer Safety Tips for Your Children”
  • “Roar of Outrage for Cecil the Lion; Barely a Whimper for Rizwan, the Baby From Queens”
  • “When Parents Are Desperate: Neighbors Can Mean the Difference Between Life and Death for a Baby”
  • “Explaining Acts of Violence: Talking to Your Child About Terrorism”
• Dr. Pulido was interviewed about summer camp safety for articles on Safebee.com, Urbanfamily.com and Urbansitter.com.
• Dr. Pulido wrote “How to Be a Low–Stress Parent” an article for Urbanfamily.com.
• Dr. Pulido was interviewed for an article on Urbanfamily.com “The Broad Reach of Bullying: How Communities—Not Just Kids—Suffer.”

Radio
• NYSPCC’s Director of Government Relations & Administration, Stephen P. Forrester, Esq., was interviewed by Bill Ayres on the WPLJ 95.5’s Community Connections, about The NYSPCC’s mission and programs.
• 1010WINS consulted with The NYSPCC about a public service announcement for National Child Abuse Prevention Month. The PSA aired more than 40 times during the month.

Print
• Dr. Pulido wrote an op–ed on the education law initiative featured in the Albany Times Union.
• The New York Times published Dr. Pulido’s Letter to the Editor about helping desperate parents to avoid infant deaths.
• The APSAC ADVISOR Article “Safe Touches: A Child Sexual Abuse Prevention Program Offers Promising Results Among Multi–Racial Children,” was written by Dr. Mary Pulido, Brenda Tully, LCSW, and Dr. Jacqueline Holloway.

Event Coverage
• The NYSPCC’s various events were covered by Fox News’ The Five, and The New York Times by Bill Cunningham.
• New York Social Diary, Quest magazine, Hamptons.com, Askmisa.com, BlackTieMagazine.com, Socially Superlative, Joonbug, Avenue magazine, The Resident magazine, and Hamptons.com also featured our events.
The NYSPCC’s Trauma Recovery Program provides critical mental health services to help children recover from experiences of physical abuse, 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.

Many of these children grow up living in transitional housing, witnessing family struggles, and enduring physical abuse, 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.

With a strong foundation in cognitive-behavioral therapy, The NYSPCC’s clinicians are enhancing the Trauma Recovery Program by incorporating more play therapy, which can be very effective in helping children identify and communicate their emotions, process traumatic events, and develop coping skills.

A 2014 grant from the William T. Grant Foundation enabled The NYSPCC to further educate its clinical team about play-based techniques and how to apply them during trauma therapy sessions. The NYSPCC consulted with Eliana Gil, PhD, a national expert in play and art therapies. Children who participate in the Trauma Recovery Program receive more and higher-quality opportunities to engage in play therapy activities, such as sand tray therapy, the use of symbols and metaphors to process worries, and the use of other creative strategies to access emotional experiences when language fails.

Additionally, the National Association of Social Workers—NYC Chapter recognized The NYSPCC’s Trauma Recovery Clinician, Jessica Gusberg, LMSW, with the 2015 Emerging Social Work Leader Award. This award is presented to emerging leaders of the social work profession in recognition of their visionary and exemplary work and for their dedication and unique commitment.

In 2015, the Trauma Recovery Program provided counseling to 110 children during 774 individual therapy sessions. Clinicians conducted 438 family therapy sessions and held 547 meetings with caregivers, family members (aunts, uncles, grandparents and siblings) and with professionals (teachers, social workers, guidance counselors and foster care caseworkers).
Like the thousands of children living in foster care in New York City, life was full of challenges for six year-old Luke.* He was separated from his mother because she was unable to care for him properly due to severe and on-going substance abuse. Being faced with a strange, new foster home, made Luke feel sad and confused. He began stealing and throwing temper tantrums, both at home and at school. Luke's foster mother, Jules, was also struggling; she felt dismissed and degraded by the child welfare and education systems with regard to her race. Jules is black, and Luke is white. In response, Luke’s foster care agency referred the family to The NYSPCC’s Trauma Recovery Program for counseling.

At first, Luke was hesitant to participate in therapy. Luke was clearly overwhelmed and withdrew emotionally. Over time, as The NYSPCC clinician built a safe and comfortable atmosphere, Luke began to feel torn between his love for his biological mother and his growing attachment to his foster mother. The clinician helped the boy to understand that these feelings are normal and that he could simultaneously miss his mother and love Jules. Sadly, just when Luke started making progress, his mother died from a drug overdose. The heartbroken boy withdrew and would not talk about his loss.

To help Luke during this devastating time, Jules was encouraged to attend family sessions to strengthen her relationship with her foster son and help him to feel safe and loved. During these sessions, Jules shared her experience of losing her own mother. Luke responded positively to hearing Jules talk about her grief. He felt comforted by the resonance between his experience and hers, and as a result, their bond grew increasingly strong. With this new emotional connection, the clinician observed that Luke began asking lots of questions and seemed to love hearing Jules talk about her mother.

The clinician used art to help Luke process and manage his emotions. Through painting and drawing, Luke continued to express feelings of divided loyalty between his biological mother and Jules. The clinician asked Luke if he shared these feelings with Jules. The boy proudly acknowledged, “She already knows all of my feelings!” This was a tremendous achievement for Luke, a reflection of his healing heart and ever-strengthening relationship with his new family.

Two years after the family first came to The NYSPCC, Jules legally adopted Luke. Soon after, Luke no longer needed to attend bereavement counseling. During their last visit as a family, Jules expressed gratitude, saying that the NYSPCC clinicians truly listened and valued her as Luke’s caregiver. This ultimately empowered her to transition from the role of “foster mother” to simply “mother”—a role that she has lovingly embraced. And while sadness over the loss of his mother lingers, Luke is happy and content with his new home and excited for the future.

*All names in the case vignettes have been changed.
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 accessible 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 asked 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 2015, 131 families, involving 196 at-risk children and 262 parents/caregivers, were able to strengthen their relationships through their participation in the Therapeutic Supervised Visitation Program. The NYSPCC supervised a total of 677 visits between non-custodial parents and their children, and monitored 302 supervised transfers. In 2015, 732 parent coaching sessions were held with non-custodial parents and 233 coaching sessions were held with custodial parents.

In addition, 11 parenting skills education workshops were held in English and two in Spanish—for a total of 162 parent education sessions. Ninety-nine 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.

### Outcomes:

1. 96% of non-custodial parents who completed the Parent Education Program voluntary survey reported an increase in knowledge and understanding of parenting skills.
2. 83% 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. 82% of non-custodial parents increased parenting time with their child(ren).

### Client Satisfaction Survey Comments:

- “It has been a pleasure. The services, as well as the therapists, I have come in contact with, are professional and knowledgeable of the needs of the children.
- “My visiting supervisor is amazing and a good listener and makes me feel comfortable every time I come, and that’s good to feel.”
- “The staff is truly wonderful, thoughtful, and involved. They have helped me foster my relationship with my son in comfortable and safe circumstances. Simply amazing!”
Monica* was only able to put up with her husband Hector’s verbal and emotional abuse for so long. By the time her daughter Olivia turned two, Monica began to realize that her own unhappiness, and the abuse she endured, would have a negative impact on her daughter. It was then that Monica packed up and moved in with her sister.

Over the next five years, Hector and Olivia saw very little of each other, despite living less than a mile from each other. To change this, Hector sought help from the New York City Family Court, which referred the family to The NYSPCC’s Therapeutic Supervised Visitation Program.

When Hector first arrived at The NYSPCC, he tearfully confided to our clinicians that he sometimes caught glimpses of Olivia in their neighborhood. He desperately wanted to be a part of his daughter’s life. But Monica still felt threatened, and voiced concerns about Hector’s volatility and her daughter’s safety.

For the first months, Olivia was hesitant to connect with her father because she thought that it would hurt her mother’s feelings. The NYSPCC therapeutic supervision clinician began trying to help Oliva communicate her sense of curiosity about her dad to her mom. Using the decision dialog technique, the clinician had individual sessions with Olivia during which they discussed her feelings and made decisions about what information would be shared during sessions with Monica, why it should be shared, and by whom. This allowed Olivia, who worried about upsetting her mother, to participate more fully in the therapeutic process.

As emotional safety was built between the family members and the clinician, Monica began to see the positive emotional impact the visits were having on Olivia. With steady and consistent support from the clinician, Monica recognized and supported her curiosity about reconnecting with her father. Monica became more attuned to her own feelings and began to separate them from her daughter’s feelings about Hector. She also became more supportive of Olivia and Hector spending time together. Once Olivia felt that she had her mother’s “permission” to reconnect with Hector, Olivia’s comfort level dramatically increased.

Meanwhile, Hector attended The NYSPCC’s Parent Education Workshops and began discussing what he learned with the clinician during his pre- and post-visit coaching sessions. He began to understand how he contributed to the negative family dynamic and recognized that Olivia felt hurt and torn. He learned how to better communicate with Olivia and how to patiently give his daughter the space and time she needed to express herself to him indirectly, through note writing and craft projects.

Olivia now greets her dad with smiles and communicates more fully during visits. The NYSPCC will continue to support Olivia and Hector in reconnecting and pacing the interactions at her comfort level. We also help Monica to support her daughter outside of the visit setting.

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

Child sexual abuse is a chronic, under-reported tragedy in the United States and throughout the world. It 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 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.

2015 was an exciting year of milestones for the Safe Touches program. The NYSPCC began working with the ELIZA-Society for the Prevention of Cruelty to Children to develop the first widespread, school-based child sexual abuse prevention program in Greece. According to recent data, one in six children in Greece are victims of at least one incident of sexual abuse. Yet, there is a dire lack of prevention programs available. In 2015, members of NYSPCC’s clinical and research teams helped ELIZA staff adapt the Safe Touches program model to the distinct needs of the Greek population and culture. The project will target primary schools in Athens and expand throughout the country over the next five years. The NYSPCC will serve as advisors on program implementation, replication and evaluation. This innovative partnership, funded by the Stavros Niarchos Foundation, is a huge step forward for child protection efforts in Greece, increasing awareness and education around child sexual abuse.

The NYSPCC provided 181 Safe Touches workshops serving 3,662 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.

During the year, The NYSPCC also conducted 5 workshops that educated 51 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.
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 reports, 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 applied 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.

**PARTICIPANTS’ RESPONSE ON CRISIS DEBRIEFING**

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In 2015, The NYSPCC was contracted by the New York City Commissioner of the Department of Homeless Services, to support their staff following a horrific event where one of the homeless shelter directors was murdered by a former client in the vicinity of the shelter she ran in the Bronx. The staff at The NYSPCC provided several crisis debriefing sessions. The responses to these sessions were overwhelmingly positive.

In 2015, The NYSPCC provided 70 crisis debriefing sessions to 330 individuals in total, including 52 crisis debriefing sessions to 196 ACS staff members; 4 crisis debriefing sessions to 32 Safe Horizons staff members; 12 crisis debriefing sessions to 85 Department of Homeless Services staff members; and 2 crisis debriefing sessions to 17 Harlem Children’s Zone staff members. Feedback from debriefing session participants indicates an appreciative and positive response from attendees.

**Client Satisfaction Survey Comments:**

- “I thought I was not in need of this session but as I began I realized I did. It made me feel better discussing my feelings but most of all being listened to was most important.”
- “I felt very safe to speak about very delicate topics. Sitting with the feelings and processing them is very healthy. Thank you.”
- “Great session, really helpful. It helped me release and let go of some things I was carrying.”
In response to continuous requests for training from other child welfare agencies, schools, 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.

In 2015, the Training Institute became recognized by The New York State Education Department’s State Board for Social Work as an approved provider of Continuing Education for licensed social workers. The NYSPCC offers a variety of continuing education courses for social workers to support professional development and lifelong learning. Through this program, The NYSPCC is expanding our influence in the field by sharing knowledge and teaching best practices in the areas of trauma informed care, secondary traumatic stress, program evaluation, and child abuse prevention and treatment.

The NYSPCC served more than 2,100 professionals from across the country, including 935 practitioners through in-person presentations, 553 through online training courses, and 611 through lectures and trainings.

TRAINING FOR CHILD WELFARE PROFESSIONALS

The NYSPCC’s staff gives presentations at conferences and publishes articles in academic and professional journals to help advance the knowledge-base of practitioners and researchers across the country working to prevent and treat child abuse and neglect.

2015 Presentations

• Brenda Tully, LCSW, Assistant Director of Clinical Services, participated in a panel discussion on Recognizing Trauma in Children Who Have Witnessed Domestic Violence at Fordham Law School’s annual conference on domestic violence.

• Mary L. Pulido, Ph.D., Executive Director, presented Managing Secondary Traumatic Stress for Responders to Children and Family Trauma at the annual symposium of the CARES Institute of New Jersey.

• Natalie Wright-Umoh, LMSW, Director of the Training Institute, presented Stand Up, Don’t Stand By: Protecting Children from Domestic Violence, at the Annual Conference of Prevent Child Abuse New York.

• Mary L. Pulido, Ph.D., Executive Director, presented Comprehensive Support for a School in the Aftermath of a Child Sexual Abuse Scandal, at the annual national colloquium of the American Professional Society on the Abuse of Children (APSAC).

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• Kathy Lotsos, LCSW, and Xuan Tran-Walsh, LCSW, presented *Holding a Trauma Lens: Caregiver Attunement as a Building Block for Strengthening Parent/Child Bonds*, at the Supervised Visitation Network International’s annual conference.

• Kathy Lotsos, LCSW, and Xuan Tran-Walsh, LCSW, presented *Strategies to Support Non-Verbal Children’s Social and Emotional Development Through Play*, at the Supervised Visitation Network International’s annual conference.

• Kathy Lotsos, LCSW, Director of Clinical Services, and Stephen P. Forrester, Esq., Director of Government Relations and Administration, were interviewed for a podcast by the Office of Court Administration on *The NYSPCC’s Therapeutic Supervised Visitation Program in Cases Involving Domestic Violence*.

• Mary L. Pulido, Ph.D., Executive Director, addressed the members of the HFC/Help for Children Foundation at a fundraising event.

• Mary L. Pulido, Ph.D., Executive Director, presented *Combatting Secondary Traumatic Stress: Self-Care for NYS Child Fatality Review Teams*, at the New York State Office of Children and Family Services (NYS OCFS) Child Fatality Review Team annual meeting.

• Jacqueline Holloway, Ph.D., and Kathy Lotsos, LCSW, presented *Safe Touches: A Personal Safety Program for Children Offers Promising Results in a Multi-Racial Sample*, at the Southern Tier Child Advocacy Center’s Trauma Education Summit.

• Stephen P. Forrester, Esq., Director of Government Relations and Administration, presented *Preparing Visit Supervisors for Court Testimony*, at the NYS Chapter meeting of the Supervised Visitation Network.

• Mary L. Pulido, Ph.D., Executive Director, presented, *Taking Care of your Team: Combatting Secondary Traumatic Stress*, for the Orange County Department of Social Services.

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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 53,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2015, staff members made 33 presentations to 884 professionals and concerned citizens in New York City. In addition to these onsite training sessions, 568 people utilized The NYSPCC’s web-based training 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 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.

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In 2015, The NYSPCC provided a full range of these services to private schools and day care centers in New York City. The NYSPCC entered into a contract with “A Child’s Place School” in New Jersey after a teacher was arrested for possession of child pornography. The NYSPCC conducted a policy and procedure review, crisis debriefing sessions, and training for their teachers on child sexual abuse issues. The NYSPCC also conducted training for the students’ parents.

The NYSPCC continued its work with Horace Mann and International Preschools conducting trainings for both the faculty and the students.

**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 2014-2015 academic year, The NYSPCC trained four MSW interns.
The NYSPCC maintains an active research program dedicated to implementing and testing innovative approaches to preventing and treating child abuse and neglect. Our diverse research activities are designed to help build the evidence base for effective services and programs, and meaningfully contribute to the existing literature base. NYSPCC programs—which include trauma recovery and supervised visitation services, child sexual abuse prevention, and crisis debriefing—are tailored to our unique client needs, yet infused with scientifically validated treatments and frameworks. In this way, we can bring evidenced based models into a real-world, front line setting, and test the effectiveness of these augmented models; a strategy increasingly advocated by field experts, funding agencies, and policy makers.

The Research and Evaluation Department continues to actively seek professional and academic collaborators locally, nationally, and internationally, to increase the validity of our program evaluations, and expand the impact of our work. The NYSPCC thus functions, in part, as an idea and implementation incubator, from which productive program expansion roll-outs are generated. Successful partnerships and evaluations have been pursued with the Kings County Integrated Domestic Violence Court, the Administration for Children's Services, and Little Flower Foster Care. Within the Research and Evaluation Department proper, a massive database overhaul was undertaken in 2015, which was conceptualized and designed to streamline all data entry and output operations for the organization. This ranges from client referral, scheduling and intake, to treatment services through case closure, to analysis and reporting of outcome data. This project, once completed, will save the organization countless man-hours through more efficient computer interfacing, will reduce human entry error, and will support more accurate outcome assessment. Most importantly, however, it will help improve the quality and experience for the children and families we serve.

The NYSPCC was awarded a prestigious research grant from the National Institutes of Health 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 had not yet received the workshop. Knowledge gains were maintained at a one month follow up assessment. These positive findings contribute to the knowledge base of child sexual abuse prevention programs, expanding to a sample of racially and economically diverse children, 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 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 nine years, the CFRAT has expanded its scope, 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 2007-2015 can be viewed on The NYSPCC’s website: www.nyspcc.org
As the first child protection agency in the world, 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 2015, the archivist responded to 26 inquiries, 16 from private citizens and 10 from professionals.

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 Hell’s Kitchen neighborhood.
## FINANCIAL POSITION SUMMARY

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
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<td>Investments at fair value</td>
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<td>Other assets</td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$23,429,582</strong></td>
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## FINANCIAL ACTIVITY SUMMARY

### Contributions
- Foundations/Corporations $545,116
- Other $181,016
- Government contracts $132,358
- Special events $975,064
- Investment return – operating $1,030,872
- Professional education fees $223,623
- Other support and revenue $1,404

**Total Support and Revenue** $3,089,453

### Operating Expenses
- Supervised visitation $682,719
- Trauma recovery $693,443
- Training institute $574,478
- Research and evaluation $345,266
- Archives $107,062
- General administration $353,883
- Special events $284,391
- Fundraising $401,394

**Total Operating Expenses** $3,442,636

### Excess of Operating Expenses over Revenue
- Investment return – non-operating $(1,966,156)
- Adjustment to accrued pension benefits $(28,979)
- Decrease in temporarily restricted net assets $(25,000)
- Decrease in permanently restricted net assets $(200,278)

**Decrease for the year** $(2,573,596)

**Net Assets – Beginning of year** $24,361,526

**Net Assets – End of year** $21,787,930
On November 16, 2015, The NYSPCC held its annual Gala Wine Dinner at the Metropolitan Club in Manhattan. The event began with a cocktail reception and wine tasting, followed by a delicious meal designed by Emma Bengtsson, Executive Chef of Aquavit and winner of two Michelin stars. The Gala Wine Dinner was hosted by Deborah Norville, Host of Inside Edition and a member of The NYSPCC’s Children’s Council. We extend our heartfelt thanks to those of you who supported the event. It was a tremendous success—surpassing our fundraising goal and bringing in crucial support for NYSPCC programs!

Special thanks go to our Gala Dinner Chairs: David & Sarah Stack and Karl Wellner & Deborah Norville; Dinner Co-Chairs: Maarit & Thomas Glocer and Tania Higgins; Vice Chairs: Lauren Cramer, Neil & Amanda Friedman, Mr. & Mrs. Elbridge T. Gerry, Jr., Joan Granlund, Penny Grant, MD, Valesca Guerrand-Hermès, Holly Kelly & Andrew Lipsky, M. David & Mary Alice Sherrill, and Mark S. Weiss.
1 Karl Wellner, Deborah Norville, Dr. Mary Pulido, Frank Sommerfield, Dr. Penny Grant, David Stack; 2 Karl Wellner, Chef Emma Bengtsson, Deborah Norville; 3 Diandra De Morrell Douglas, Paolo Oliviera, Christine Schwarzman, and Valesca Guérard-Hermès; 4 Gregory Rice and Holly Kelly; 5 Kimberly Guilfoyle, Frederick Anderson, Kelly Rutherford; 6 Peter Georgopoulos, Deborah Norville; 7 Dr. Thomas Kelly, Dr. Mary Pulido, Federico G.M. Mennella; 8 Catherine and Hakan Swahn, Karin Day Kingsley, Paul Kingsley; 8 Russ Congilio, John Barsoli
On April 21, 2015, The NYSPCC hosted the annual Spring Luncheon at The Pierre Hotel, benefitting the Trauma Recovery Program. The event, co-chaired by Elizabeth Mayhew and Valesca Guerrand-Hermès, featured a conversation with Regina Calcaterra, New York Times best-selling author of *Etched in Sand*. The memoir tells the story of Regina and her four siblings’ abusive childhood on Long Island in the shadows of Manhattan and the Hamptons—and her amazing story of survival. A big thanks to the Vice-Chairs, the Board of Directors, and everyone who helped to make the afternoon a wonderful success raising essential funds for the agency.
On Tuesday, October 27, 2015, Saks Fifth Avenue and fashion label HUGO BOSS 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 Laura Eastwood, Susan Shin; 2 Kathleen Giordano, Crystal Davis, Jane Pontarelli, Dr. Penny Grant, James Palazza

On May 6, 2015, The NYSPCC’s dedicated Junior Committee hosted its annual Spring Benefit at Tao Downtown. The Benefit featured signature cocktails, delicious food, and a silent auction. The Benefit was an immense success, raising essential funds for The NYSPCC’s programs. We are deeply grateful for Alexandra Papanicolaou Shaheen’s leadership and the Committee’s continued enthusiasm and dedication.

1 Tatiana Perkin, Thorne Perkin, Alexandra Papanicolaou Shaheen; 2 Elizabeth Tooter, Scott Tooter; 3 Bettina Bennett, Dr. Penny Grant, Jessica Summer Thompson
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.

(continued on page 25)
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Hannah Swett and Mark Brookes
John and Kristin Clark
Mrs. Cornelia G. Corbett
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Andrew A. and Jodie Fink
David and Victoria Foley
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IN MEMORY OF
ELIZABETH E. BARTLETT AND NELSON DOUBLEDAY

This year, we lost two beloved friends and dedicated members of our Board of Directors, Elizabeth (Betsy) E. Bartlett and Nelson Doubleday. We are grateful to all who have made gifts in their memory.

Betsy and Nelson’s wisdom, compassion and concern for the safety and well-being of children and decades of service were an inspiration to all at The NYSPCC.

Gifts made in Memory of Elizabeth E. Bartlett

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Thanks to Board Director Peter W. Espy, The NYSPCC was the featured charity for one of the 2015 Credit Suisse Blue Jean Friday fundraisers. Company employees generously donated and used the funds raised to purchase backpacks and school supplies for the low-income children The NYSPCC serves. They held a fun backpack-stuffing event on September 18, 2015.
**How You Can Help**

Through the generous support of individuals, foundations, and corporations, The NYSPCC will continue its important work protecting and improving the lives of New York City’s children. There are many ways you can help make a difference:

**Donate:**
- Support our Annual Fund
- Make monthly contributions – small gifts add up!
- Donation of stocks or bonds
- Matching gifts through your employer – double your impact!
- Corporate Partnerships – Let us know if your company is interested in sponsoring an event or program

**Attend Events:**
- Support the Annual Gala, Spring Luncheon, or Family Benefit
- Join the Junior Committee and attend their Spring Benefit

**Leave a Legacy:**
- Wills or bequests
- Designate us as a beneficiary of your life insurance policy

**Engage:**
- Lead a fundraiser in your community on our behalf
- Get your children involved! Set up a lemonade stand or bake sale
- Organize a toy drive or underwrite our children’s holiday party
- Arrange a Safe Touches workshop for your child’s school
- Arrange a child safety lecture on a variety of topics at your corporation, parent association, or local community organization

**Connect:**
- Follow us on Facebook, Twitter and Youtube
- Sign up for our Newsletter

To discuss the range of opportunities to support The NYSPCC, please contact Megan Santosusso, Director of Development and Communications, at (212) 233-5500 ext. 216 or info@nyspcc.org.
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