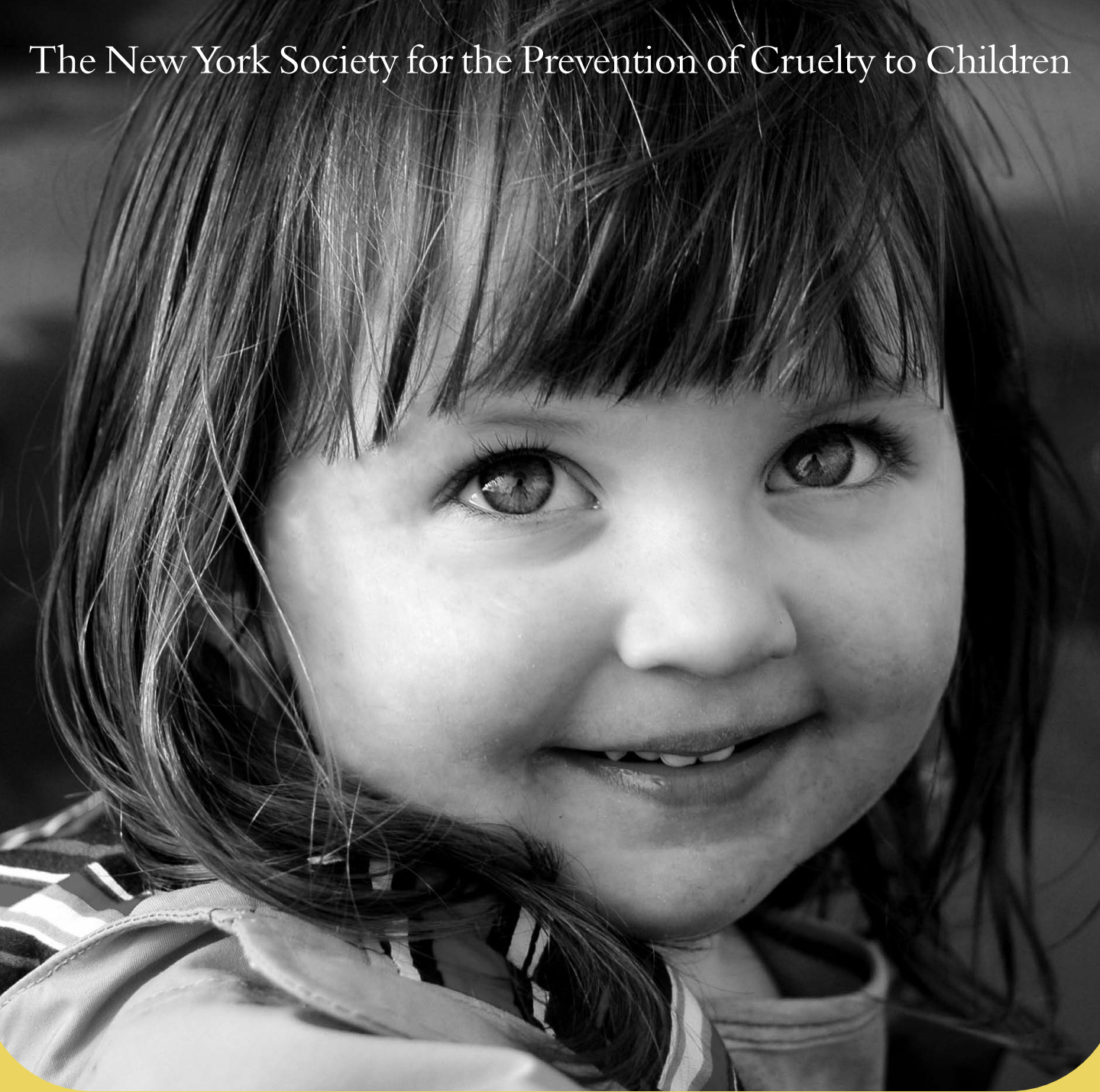


The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2010



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

FOUNDED IN 1875, The New York Society for the Prevention of Cruelty to Children (The NYSPCC) is the first child protective agency in the world. Throughout its 135 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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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 group counseling and sexual abuse prevention workshops to “high-risk” 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

- Provide child permanency mediation services to resolve issues that prevent children from leaving the foster care system and expedite their move to a loving, permanent home
- Provide child-focused mediation services to resolve custody and visitation disputes
- Advocate for legislative action that protects children and strengthens families



Education

- 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 protective agency in the world—over 135 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,

ON BEHALF OF THE BOARD OF DIRECTORS, I am honored to share with you some of the remarkable accomplishments of The NYSPCC over the past year. In 2010, The NYSPCC's committed staff, with the support of a remarkable Board of Directors, was able to reach over 5,000 of New York City's children, families, caregivers and professionals with vitally important counseling, educational and legal services.

OUR ANNUAL GALA WAS A WONDERFUL SUCCESS, raising a record-setting \$630,000. We were honored to recognize Steven J. Golub, Vice Chairman of Lazard, and *Dateline NBC* correspondent Chris Hansen, for their unwavering dedication to ensuring that all children are able to lead safe and healthy lives. In the spring, The NYSPCC's Junior Committee hosted its sixth annual event, *Shanghai Nights*, where young New Yorkers raised funds, and awareness, for our critical programming.

THE NYSPCC'S STORIED HISTORY was a focus of our attention this year. We launched a preservation project for a wide array of the diverse materials held in the *George Sim Johnston Archives*, including the "Mary Ellen Dress," a garment worn in 1874 by the young girl whose horrific abuse case became the catalyst for the organized child protection movement, and the founding of The NYSPCC.

ALTHOUGH 135 YEARS OLD, The NYSPCC remains as strong and vital as ever. We are deeply grateful for your efforts to support New York City's neediest children, especially during these difficult financial times. As The NYSPCC continues to strengthen our programs, we are thankful for the dedication of our community, donors and partners.

Sincerely yours,

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

David R. Stack
President



Dear Friends,

THE NYSPCC HAD AN EXCITING YEAR IN 2010. Through our services, New York City's most vulnerable children and families continued to receive the critical care that they need, and our work with the media and other social service providers enabled us to continue our efforts to advocate for children.

THE NYSPCC'S PROGRAMS THRIVED IN 2010. With the support of the New York State Office of Court Administration, The NSYPCC was able to expand its *Family Court Mediation Program*, allowing us to serve parents involved in contentious custody and visitation disputes. Through mediation, this program encouraged parents to work together to resolve their issues without court intervention, and provided them with the opportunity to plan for their child's future. The NYSPCC also moved forward with the pilot phase of the evaluation of *Safe Touches*, our child sexual abuse prevention program. Another exciting development at The NYSPCC was the renovation of our facilities. Due to the generosity of donors and the hard work of Newmark Knight Frank, our children and families have an attractive and peaceful environment for services.

OUR ADVOCACY CONTINUES. The NYSPCC provided training to over 800 child welfare professionals throughout the country on our best-practice program models. We also continued publishing articles about our work and reached out to the community through various media outlets. Keeping the public informed about the work we do helps ensure that all children have access to the support they need to stay safe from harm, heal from abuse and ultimately, thrive.

ON BEHALF OF EVERYONE AT THE NYSPCC, thank you for your support!
Your kindness has helped many children.

Warm regards,

A handwritten signature in cursive script that reads "Mary Pulido".

Mary L. Pulido, Ph.D.
Executive Director

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THE NYSPCC IN THE NEWS

In 2010, The NYSPCC was highlighted in several publications:

- A letter to the editor, written by Dr. Pulido, appeared in the July 22, 2010 issue of *The New York Times*. She wrote about protecting workers who screen out child pornography and other violent scenes for websites, in response to an article entitled “Policing the Web’s Lurid Precincts,” which appeared in the Business Day section on July 19, 2010.
- Dr. Pulido and Janine M. Lacina, The NYSPCC’s Research Associate, co-authored “Supporting Child Protective Services (CPS) Staff Following a Child Fatality and Other Critical Incidents” which was published in the Fall 2010 special issue of the *APSAC Advisor*.
- Tatiana G. P. Perkin, a member of The NYSPCC’s Board of Directors, wrote “Far from Child’s Play,” an article published in the philanthropy section of *Q Magazine’s* Fall 2010 issue. *Q Magazine* reaches an audience of young and influential New Yorkers. The article focused on Ms. Perkin’s personal story, what inspires her about The NYSPCC’s mission and her involvement in creating and leading The NYSPCC’s Junior Committee.
- In November 2010, Dr. Pulido was interviewed by *CBS Radio* Public Affairs Producer and Host, Deborah Gordon. Dr. Pulido discussed The NYSPCC, how to report child abuse and neglect, and the findings of the Child Fatality Review Team’s 2010 report. The interview aired in November 2010 on WCBS FM 101.1 and FRESH 102.7.
- Dr. Pulido was interviewed by Shelli Sonstein for Q104.3 FM. Dr. Pulido gave an overview of The NYSPCC and the Child Fatality Review Team, provided information on how to recognize and report child abuse and neglect, and mentioned The NYSPCC’s Annual Gala and holiday toy drive. The interview aired November 14, 2010.
- Dr. Pulido was elected to the position of President-Elect of the New York State Professional Society on the Abuse of Children.
- Katheryn Lotsos, LCSW, Director of Clinical Services, received the *Emerging Social Work Leader Award* from the National Association of Social Workers—New York City Chapter. ●

THE NYSPCC PRESENTS NATIONALLY ON CHILD WELFARE ISSUES

THE NYSPCC CONTINUES to lecture nationally on child welfare issues. In 2010, The NYSPCC trained approximately 800 professionals at national and state conferences that included:

- The Mediation Center, Asheville, NC
- Prevent Child Abuse New York
- National Supervised Visitation Network
- YMCA in White Plains, NY
- Hudson Guild Children’s Center, New York, NY
- Center for Development of Human Services, Albany, NY
- New York State Professional Society on the Abuse of Children
- Association of Traumatic Stress Specialists
- National District Attorney’s Association for the Prosecution of Child Sexual Abuse
- Coalition on Child Abuse and Neglect, Nassau County, NY
- International Society on Traumatic Stress Studies
- The Hunter College School of Social Work
- Diverse Voices Family Violence Conference
- NYC Department of Youth and Community Development (Community Action Board)
- Nassau County Department of Social Services
- New York City Family Court ●

THE TRAUMA RECOVERY PROGRAM

ESTABLISHED IN RESPONSE TO THE TERRORIST ATTACKS OF SEPTEMBER 11TH, the Trauma Recovery Program initially provided crisis counseling, education and support services to parents, teachers and children in the communities of lower Manhattan most directly impacted by the attacks. Over time, our services have increasingly focused on the mental health care needs of the City's most vulnerable populations, including children served by the New York City Administration for Children's Services' (ACS) child protective, preventive and foster care systems and children participating in The NYSPCC's supervised visitation services.

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

IN 2010, THE TRAUMA RECOVERY PROGRAM PROVIDED counseling to 66 children during 633 individual therapy sessions. In addition, 152 family therapy sessions took place with children, their caregivers and extended family members. The NYSPCC clinicians also conducted 296 collateral meetings with parents, caregivers, teachers, social workers, guidance counselors and foster care caseworkers. One 12-session art therapy group served seven children.

SEXUAL ABUSE PREVENTION PROGRAM

Safe Touches: Personal Safety Training for Children focuses on sexual abuse prevention and promotes body safety awareness to children in kindergarten through third grade.

USING COLORFUL PUPPETS, The NYSPCC's specially trained clinicians use role-play scenarios to help children recognize safe and unsafe touches, teach body safety and help children identify whom to tell if they have experienced an unsafe touch. The workshop emphasizes that if a child has been touched inappropriately, it is *never* the child's fault. Each child is given a copy of *Your Body Belongs to You!* or *Keeping My Body Safe!*, activity and coloring books to be used with their parents, designed to reinforce the messages from the workshop.

(continued on page 7)



Shauna

Shauna,* a 17-year old teenager, has a history of significant loss in her life. Her birth father, Albert, abandoned the family when Shauna was an infant. Shauna's birth mother, Eva, was incarcerated for the first three years of Shauna's life, so she was raised by her maternal grandmother, Margaret. Eva was inconsistently involved in Shauna's care after she was released from prison, and severed all ties with Shauna after she disclosed sexual abuse perpetrated by Eva's new husband. Eva refused to believe the allegations.

Understandably, Shauna engaged in self-destructive behavior. She acted out with Margaret, refused to listen to her and often left the house during the night without permission. Shauna was withdrawn and despondent in school and sometimes skipped classes altogether. Two years ago, Margaret became seriously ill, and it was increasingly difficult for her to handle Shauna's outbursts and erratic behavior. Shauna was eventually placed in foster care due to Margaret's frailty. Shauna was so angry and resentful that she refused to see Margaret once she was placed in her foster home.

Shauna was referred to The NYSPCC's Trauma Recovery Program to help her process the many losses in her life and help her manage the painful separation from her birth family. Treatment goals were initially focused on helping her to tolerate her feelings of anger, sadness and grief. They also focused on opening up the possibility of renewed contact with members of her birth family.

The NYSPCC's Trauma Recovery clinician worked with Shauna's foster mother, Jeanne, to help her place Shauna's behaviors in context and to understand the importance of Shauna re-engaging with members of her birth family. With Jeanne's support and encouragement, Shauna resumed contact with Margaret and appears happy to have reconnected with this important maternal figure. A more recent development is that Shauna and her biological father Albert have made contact. Albert is remarried, has a new baby and has made an effort to include Shauna in his life. The NYSPCC and the foster care agency are exploring the possibility that Shauna may be able to live with Albert and his family in the future. Jeanne has also expressed interest in adopting Shauna. The sense of safety that Shauna feels by having a close bond with both her foster and biological families has helped her progress tremendously. Through her sessions with The NYSPCC clinician, Shauna has developed confidence and a sense of security that have enabled her to excel academically and socially. She has joined the high school band, participates in workshops at the foster care agency, and most encouragingly, will be attending college in fall.

Moving forward, treatment will continue to focus on helping Shauna continue to establish and develop meaningful attachments with positive, loving adult figures in her life. As Shauna moves towards independence and aging out of foster care, it is critical that she have supports in place as she transitions to adulthood. ●

THE TRAUMA RECOVERY PROGRAM

(continued from page 5)

IN ORDER TO STRENGTHEN THE PROGRAM, The NYSPCC has launched a rigorous evaluation of *Safe Touches*. The main goal of the evaluation is to produce information and sound data that can be used to report on the value of a one-session, school-based sexual abuse prevention program for New York City second and third graders.

UNDERSTANDING THE EFFECTIVENESS OF THE *Safe Touches* program is important to both the short-term goals of increasing children's knowledge of safety concepts, as well as the longer-term objectives of reducing the incidence of child sexual abuse. The project received approval from the Institutional Review Boards of both the New York City Department of Education and the Hunter College School of Social Work.

THE NYSPCC'S *Safe Touches* workshop has received overwhelmingly positive feedback and many elementary schools have asked us to present *Safe Touches* to their students. Demand for this program is constant, as educating children about their bodies and teaching them how to stay safe is of vital importance. In 2010, The NYSPCC provided 66 workshops serving 1,324 children.

CRISIS DEBRIEFING SERVICES

SINCE 2006, THE NYSPCC HAS PROVIDED crisis debriefing services to the New York City Administration for Children's Services' (ACS) following traumatic events, such as child fatalities, violence in the field against a staff member or handling horrific cases of child physical and sexual abuse. The NYSPCC also conducts bereavement groups following the death of ACS staff members. The *Restoring Resiliency Response* protocol, developed by The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., is utilized in these sessions. Providing a safe space for everyone to voice feelings about loss is important for team-building, and setting up needed support systems is instrumental in returning staff to previous levels of functioning. The NYSPCC also provides a workshop entitled, "Building Resilience: Managing Secondary Traumatic Stress," to educate front-line workers, supervisors and managers about trauma and secondary traumatic stress and to build resiliency among those who work in the child welfare arena. The goals of these workshops are to reduce the stress levels that are heightened for child welfare workers, accelerate the recovery processes and develop coping skills to improve overall resilience.

AS "FIRST RESPONDERS" to child abuse and neglect cases in New York City, the ACS staff needs support to continue their noble but difficult mission. In 2010, The NYSPCC provided 49 crisis debriefing sessions to 230 ACS staff members. ●



POSITIVE PARENTING PLUS (PP+)

THE NYSPCC'S SUPERVISED VISITATION PROGRAM, Positive Parenting Plus (PP+), provides specialized and intensive therapeutic supervised visitation services to New York City's most vulnerable children: abused and neglected children in foster care and children involved in high-risk custody and visitation cases in family court proceedings. The services are designed to help parents who are not allowed to have unsupervised access to their children due to a history of child physical or sexual abuse, domestic violence, substance abuse or mental illness. Rather than eliminating contact between a non-custodial parent and child, supervised visitation provides a one-on-one supportive setting where parents work to restore or repair their relationships with their children while pending legal issues are addressed by the child protective and family court systems.

IN PP+ SESSIONS, visiting parents spend time with their children in the presence of a Master's-level clinician. The sessions are enhanced by therapeutic intervention designed specifically for each parent. PP+ provides parenting skills workshops, individual parent coaching sessions for visiting parents during supervised visits with their children and, when needed, mental health counseling for children who have witnessed domestic violence. All families involved in supervised visitation receive these enhanced services. In addition, The NYSPCC has developed a range of specialized services that specifically target the unique issues fathers face as they work towards restoring their relationship with their children. Services for fathers include group, individual and peer counseling, conflict resolution training, family budgeting and consumer education. A program with this level of intensive supervised visitation services is unique in New York City. The NYSPCC is also committed to eliminating language and financial barriers to parent-child contact. The NYSPCC is the *only* agency in New York City providing bilingual (Spanish/English) services, seven days a week, and PP+ services are provided free of charge.

SUPERVISED VISITATION is intended to be a temporary remedy with most parents moving toward less restrictive or unsupervised visits with their child whenever possible. When that happens, PP+ provides a neutral place for the safe transfer of children during unsupervised visits when there are restrictions placed on the contact between parents.

IN 2010, our supervised visitation services helped 148 families involving 214 at-risk children. A total of 712 supervised visits were provided for our families and the staff prepared 187 reports for the court regarding parent-child interaction. A total of 613 supervised transfers took place. Sixteen full cycle parenting skills workshops were held for visiting parents. Other visiting parents also received their Certificate of Completion for cycles started in 2009 and ending in 2010. A total of 179 parenting sessions took place in 2010. ●



Jonas, Frank & Will

The Svarek family was referred to The NYSPCC Positive Parenting Plus (PP+) Program as a result of high conflict between Mr. and Mrs. Svarek, now divorced, including a substantiated history of domestic violence. Mrs. Svarek has custody of the couple's three children, all boys, ages three, 15 and 19. The older boys, Jonas and Frank, opt not to visit with their father at this time, but there is a court order for supervised visitation between Mr. Svarek and his three year-old son, Will, who Mr. Svarek has not seen since he was six months old.

In the initial visits, Mr. Svarek demonstrated a lack of awareness about child development and struggled to understand the impact of his absence from his son's life. Mr. Svarek's high level of anxiety and eagerness to quickly establish a relationship with his three year-old son were overwhelming the toddler and interfering with his ability to connect with his father. The supervised visitation clinician worked with Mr. Svarek to help him better understand the impact of his verbal and emotional intensity on Will. The clinician played with Will during the visits, giving Mr. Svarek the opportunity to observe developmentally appropriate engagement strategies. Mr. Svarek also took full advantage of the pre- and post- coaching sessions with the clinician, accepting feedback from her about the visits, and setting goals for future visits. Mr. Svarek began to develop a more natural rapport with Will. The clinician praised him as he experienced more positive results in building a relationship with his son.

Mr. Svarek's confidence grew as he integrated the material he was learning in The NYSPCC's Parent Education classes into his visits and Will responded positively. Eventually, Mr. Svarek demonstrated less anxiety during visits and Will began to engage him in play for the first time. There is relaxed play during the visits now that Mr. Svarek is more skilled in noticing his son's emotional state and non-verbal communications. Aware of the fractured relationship between Will's parents, The NYSPCC clinician has also engaged Mrs. Svarek in activities that provide her with the supports she needs to feel secure about Will maintaining a relationship with her ex-husband. With the support of The NYSPCC, this family has begun to heal. Mr. Svarek has consistently expressed grateful appreciation for the services of the PP+ Program which afford him the opportunity to reunite with his youngest son. ●

FAMILY COURT MEDIATION PROGRAM

CHILD PERMANENCY MEDIATION

WORKING IN PARTNERSHIP with the New York City Family Court, The NYSPCC operates the first and only Child Permanency Mediation (CPM) program in New York City. CPM mediates child protective proceedings where the Family Court has placed children in foster care due to parental abuse or neglect. Children and families referred to CPM are usually at a stage in the court proceeding when a decision must be reached about the child's permanent home. Mediation provides a forum where parents, attorneys, social service agency staff and other interested parties can focus on resolving problems that pose barriers to permanency for the child. In this non-adversarial setting, everyone can explore options and find mutually acceptable solutions that will facilitate a child's return to the family or expedite placement to another permanent home. CPM enables those participating in child abuse and neglect proceedings to focus on problem resolution, treatment, education and prevention. CPM also helps to avoid prolonged, contentious legal proceedings that can extend a child's stay in foster care.

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

CPM BEGAN IN EARLY 2003 in the Brooklyn Family Court and proved so successful that it expanded to the Manhattan Family Court in January 2004. Expansion into the Bronx Family Court took place in June 2005, followed by the Queens Family Court in November 2005. In 2010, the Child Permanency Mediation program handled 353 cases and conducted 564 mediation sessions serving 799 children from 353 families.

CHILD CUSTODY AND VISITATION MEDIATION

IN DECEMBER 2009, the New York State Office of Court Administration (OCA) asked The NYSPCC to expand its Child Permanency Mediation contract to include mediating child custody and visitation cases in the New York City Family Court. The program began in March 2010 as a court-based program run in collaboration with the New York City Family Court.

CUSTODY AND VISITATION MEDIATION is a voluntary and confidential process. With the help of a mediator, parents work together to develop a parenting plan that will work for their particular family. Mediation can help parents determine how their child will spend time with each parent and decide how to share the responsibilities of raising a child. The mediator will help both parents focus on the many issues that come up in developing parenting plans, including: visitation schedules, holiday plans, communication, decision-making, extended family relationships and dealing with new partners. Mediation can help parents plan for their child's future and encourage them to work together to resolve disputes without court intervention.

FROM MARCH THROUGH DECEMBER 2010, the Custody and Visitation Program handled 546 cases and conducted 671 mediation sessions serving 682 children from 546 families. Of the families served, 369 cases were mediated to conclusion; 202 resulted in written agreements, 55 in verbal agreements, and 112 cases did not reach an agreement. ●



Tommy & David

Tommy and David were in foster care for eight years when The NYSPCC received their case. They had been removed from their parents' home due to neglect. Ravaged by drugs, their mother had disappeared from their life. Their father, Alex, was angry and hostile towards the foster parents and all involved with the case. This attitude, combined with numerous changes in the caseworkers, therapists, and judges, caused the case to remain in court for eight years. The children were on an emotional roller coaster during this time, often anxious and upset about loyalty conflicts.

They were very attached to their foster parents—but loved their father as well. During mediation, The NYSPCC's mediators brought together all the people needed to come up with a solution. After two very emotional sessions, Alex and the foster parents embraced teary-eyed and ended their feud. Working with our mediators, they designed a plan for the father to attend significant family events, such as birthday parties, school plays and medical appointments. Alex realized how fortunate his children were to have such loving foster parents. Eventually, he admitted that he could not adequately care for the children, but didn't want to lose contact with them. An "open" adoption arrangement was agreed to. Alex will continue to play a role in their lives, and Tommy and David will have a permanent, stable and loving home. ●

EDUCATION AND RESEARCH

PROFESSIONAL EDUCATION

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

The NYSPCC provides a training course, approved by the New York State Department of Education, that teaches professionals how to identify signs of abuse and neglect and understand their legal obligations as mandated reporters. To assist in this public education effort, The NYSPCC has 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 47,000 individuals regarding their legal responsibilities as mandated reporters of child abuse and neglect. In 2010, staff members made 37 presentations to professionals and the public, reaching 862 practitioners and concerned citizens in New York City. In addition to these onsite training sessions, 12 people enrolled in and completed The NYSPCC's correspondence course and 316 people utilized The NYSPCC's web-based training course.

SAFE (SENTENCING ALTERNATIVES FOR FAMILY EDUCATION)

In 2007, the Chief of the Crimes Against Children Bureau of the Kings County District Attorney's Office approached The NYSPCC to develop and launch a new program, SAFE (Sentencing Alternatives for Family Education), a multi-day training program for parents who are criminally charged with "endangering the welfare of a child" due to leaving their children alone and unattended either at home or in an automobile. SAFE provides an alternative to criminal conviction and/or incarceration. Also collaborating on this program are the New York City Fire Department, the National Center for Missing and Exploited Children, and the New York City Administration for Children's Services. The NYSPCC educates parents about the impact of stress on parenting decisions and practices, the importance of self-care, and how to access the necessary supports for healthy parenting. We also provide information relating to child welfare and family court legal issues. In 2010, The NYSPCC conducted two SAFE workshops reaching 29 parents.

RESEARCH

New York City Mayor Michael Bloomberg appointed The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., to the New York City Child Fatality Review Team (CFRT) in 2006. The CFRT was established to review all *preventable deaths* among New York City children ages one to 12 and to make recommendations for expanding the City's child safety efforts.

In June 2010, the CFRT released the fourth annual report of children's fatalities in New York City. This report builds on findings from previous years and includes the most recent data available. Committee members elected to also examine *disparities in injury-related child deaths*, which are differences in injury deaths between groups that reflect social and economic inequalities. This fourth report analyzes individual and neighborhood disparities in fatal childhood injuries, highlighting factors that may place some children at greater risk than others. In New York City children die from injuries at just half the national rate, thanks mainly to a lower rate of traffic-related fatalities. Yet injuries as a whole are still the leading cause of child death in the City. Though New York City has done much to reduce the burden of child injury, this report identifies social, environmental, and regulatory measures that could make New York City an even safer place for our children.

The findings and recommendations of the CFRT can be viewed on The NYSPCC's website: www.nyspcc.org.

PREPARING FUTURE LEADERS

Each year, The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University and Hunter College School of Social Work, by accepting social work students as interns. Through hands-on experience, guided by talented and seasoned NYSPCC professionals, students obtain valuable knowledge and experience that will prepare them for future employment in a social service agency. Educating students in the child abuse protection and prevention field, in addition to other social service fields, is a part of The NYSPCC's mission and is imperative for the continuation of valuable and highly needed social services. During 2009-2010, The NYSPCC trained five MSW interns. ●

As the first child protection agency in the United States, The NYSPCC maintains the most comprehensive and oldest set of records on child abuse and neglect cases and laws for maltreated children. The George Sim Johnston Archives, named in memory 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 The NYSPCC cases from the organization's incorporation in 1875 to the present, including more than 650,000 files concerning over 2,000,000 children
- Newspaper clippings of note concerning child protection issues, including 15 bound volumes detailing The NYSPCC's efforts regarding child labor laws pertaining to children working in the theater
- Annual Reports of child protective statistics and case summaries

The NYSPCC has recently focused on digitizing and preserving Archival holdings such as original case files, historic books, documents, and priceless artifacts. When complete, more people will have access to the Archives and materials will be preserved for future generations. In 2010, The NYSPCC finalized the preservation of the "Mary Ellen" dress. In 1874, Mary Ellen Wilson, a young girl living in Hell's Kitchen, endured horrific abuse at the hands of her stepmother. After she was rescued, her abuse case became the catalyst for the organized child protection movement, which led to the founding of The NYSPCC. The original clothing that Mary Ellen was wearing during her rescue has now been preserved and is on display at The NYSPCC.

In the past decade, Archive photos, records, advice and consultation have been used in several feature length documentaries, short films, dissertations and books dealing with children's rights. The NYSPCC has also participated in three major museum exhibits: The New York Historical Society, The Museum of the City of New York and the Hoboken Historical Society. In each exhibit, The NYSPCC received a prominent position telling the story of The NYSPCC and its founding of the organized child protection movement. In 2010, 15 professional and private inquirers received assistance from the archivist at The NYSPCC. ●



The original dress worn by Mary Ellen during her rescue in 1874.

FINANCIAL CONDITION SUMMARY**ASSETS**

| | | |
|----------------------------|-----------|--------------------------|
| Cash | \$ | 1,261,907 |
| Investments at fair value | | 23,777,002 |
| Other assets | | 566,177 |
| <i>Total Assets</i> | \$ | <i>25,605,086</i> |

LIABILITIES

| | | |
|---------------------------------------|----|-----------------------|
| Accounts payable and accrued expenses | \$ | 62,327 |
| Accrued pension benefits | | 285,809 |
| Other liabilities | | 61,897 |
| <i>Total Liabilities</i> | | <i>410,033</i> |

NET ASSETS

| | | |
|------------------------------------------------|-----------|--------------------------|
| Unrestricted | \$ | 20,971,552 |
| Temporarily restricted | | 370,607 |
| Permanently restricted | | 3,852,894 |
| <i>Total Net Assets</i> | | <i>25,195,053</i> |
| <i>Total Liabilities and Net Assets</i> | \$ | <i>25,605,086</i> |

FINANCIAL ACTIVITY SUMMARY

OPERATING REVENUE

| | | |
|-----------------------------------------|-----------|-------------------------|
| Contributions | | |
| Foundations/Corporations | \$ | 589,103 |
| Other | | 69,960 |
| Government contracts | | 1,020,584 |
| Special events | | 656,085 |
| Investment return | | 1,127,281 |
| Other support and revenue | | 32,722 |
| <i>Total Support and Revenue</i> | \$ | <i>3,495,735</i> |

OPERATING EXPENSES

| | | |
|------------------------------------------------------------|-----------|-------------------------|
| Supervised Visitation | \$ | 749,067 |
| Trauma Recovery | | 657,046 |
| Child Permanency Mediation | | 946,554 |
| Professional Education | | 198,586 |
| Archives | | 105,258 |
| General administration | | 354,940 |
| Special events | | 220,569 |
| Fundraising | | 271,038 |
| <i>Total Expenses</i> | \$ | <i>3,503,058</i> |
| <i>Excess of Operating Expenses Over Operating Revenue</i> | | <i>(7,323)</i> |
| Investment return – non-operating | | 1,318,372 |
| Adjustment to accrued pension benefits | | 405,497 |
| Increase in temporarily restricted net assets | | 78,567 |
| Decrease in permanently restricted net assets | \$ | (74,213) |

NET ASSETS

| | | |
|---------------------------|-----------|--------------------------|
| Increase for the year | \$ | 1,720,900 |
| Beginning of year | | 23,474,153 |
| <i>End of year</i> | \$ | <i>25,195,053</i> |

The NYSPCC honored the Vice Chairman of Lazard, Steven J. Golub, and Emmy-award winning journalist and *Dateline NBC* correspondent,

Chris Hansen, with the *Strength of Our Society* Award at our Annual Gala, held on November 18, 2010 at The Plaza Hotel. Mr. Golub's philanthropic efforts and concern and compassion for bettering the lives of children and parents made him an ideal honoree. Mr. Hansen's groundbreaking investigative reporting into online child predators complements The NYSPCC's work in educating the public on how to prevent and report child abuse and neglect. Mr. Golub and Mr. Hansen joined the esteemed rank of past honorees who have exhibited a long-standing commitment to advocating for children's rights and enhancing children's lives. The evening was a tremendous success raising over

\$630,000 for The NYSPCC's programs!

Emmy-award winning journalist and *Inside Edition* host Deborah Norville graciously emceed the Gala, and Amanda and Neil Friedman, Paul M. Meister, Deborah Norville and Karl Wellner, Jacquie and Jerry Storch, and James H. Quigley served as Gala Chairs.

Special thanks to the Gala Planning Committee: Elizabeth E. Bartlett, Karl G.

Wellner, Tatiana G. P. Perkin, and Peter W. Espy.

A moving performance was provided by Grammy-nominated and platinum-selling recording artist Sophie B. Hawkins, whose struggle with her own traumatic childhood was chronicled in the 1997 documentary *"The Cream Will Rise."* Many thanks to our friends and supporters who made this a wonderful evening! ●



1



3



2

On May 27, 2010, The NYSPCC's Junior Committee hosted *Shanghai Nights*, a cocktail party held at *Shang* in New York City's Lower Eastside. The event raised funds and awareness for our work with New York City's children and was a tremendous success, raising over \$27,000 for The NYSPCC's programs. An amazing Silent Auction was held which added sparkle to the evening. The Junior Committee's dedication and leadership is inspirational. ●



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Our Thanks

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

Thank you for supporting The NYSPCC's critical, life-saving work.

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

1. Individual donations
2. Employer matching gifts
3. Donations of stocks or bonds
4. Wills or bequests
5. Designating The NYSPCC as a beneficiary of a life insurance policy
6. Organize a toy drive during the holidays
7. Volunteer at The NYSPCC's children's holiday party
8. Support the Annual Dinner Gala
9. Purchase note cards designed by the artist Caroline Almy Gerry from our website (www.nyspcc.org)

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

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