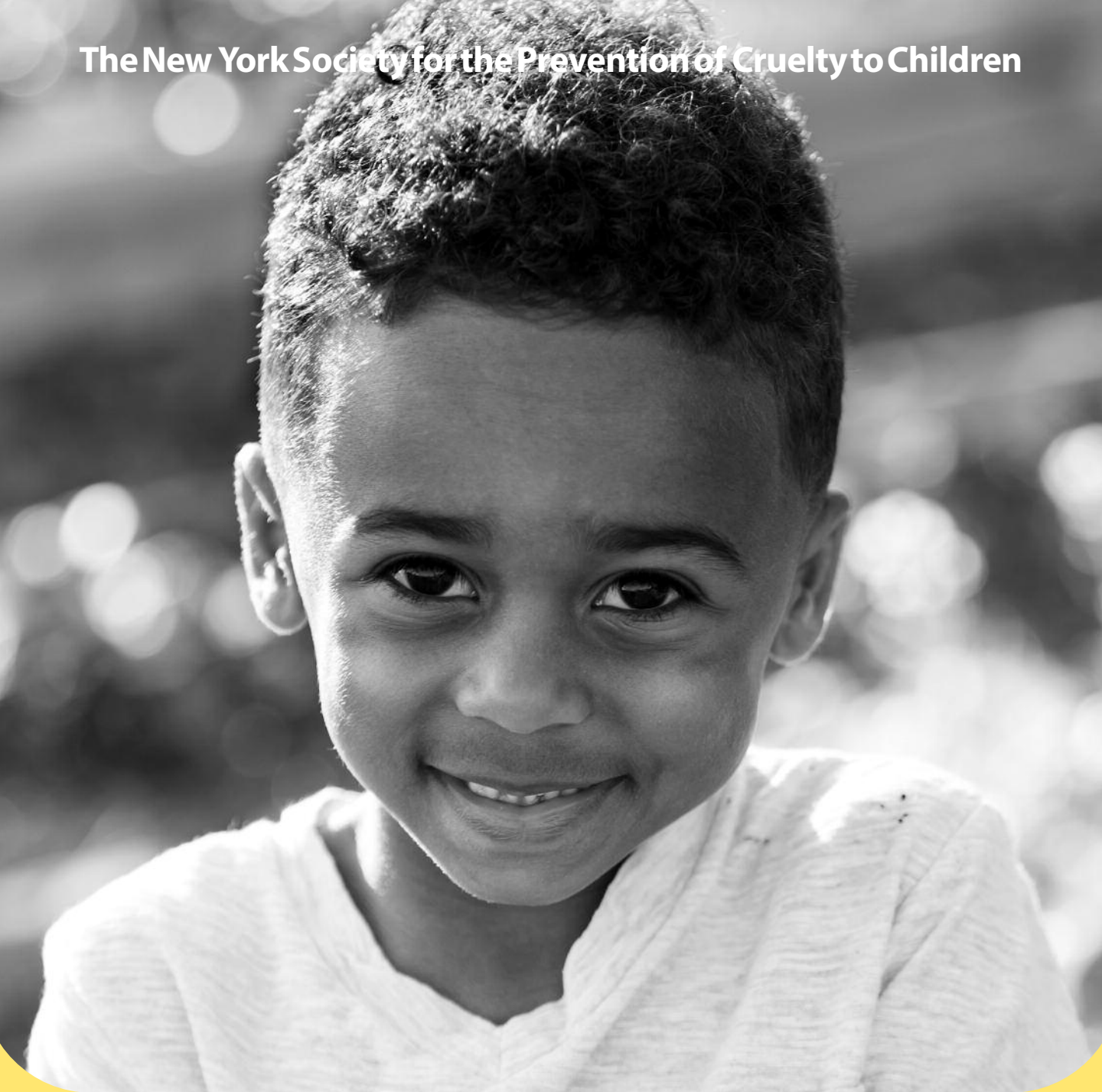


The New York Society for the Prevention of Cruelty to Children



ANNUAL REPORT 2017



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 143 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 therapeutic 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 council 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—over 140 years of **trailblazing** in child protection and abuse prevention services.
- Long-standing **collaborative relationships** with social service providers, the court systems and schools.
- **Flexibility**—as an independent non-profit—to develop and implement enhanced levels of service for children and families.
- **Warm, caring and dedicated** professionals.



Dear Friends,

It was 29 years ago when I first began working with The NYSPCC. Even then, before I became a father, I knew without question that I wanted to be a part of this organization. Of course, I had no idea that I would stay involved for so long, but looking back now I see the reasons why are very clear.

Over the years, I have had the privilege to witness first-hand the unwavering dedication and tireless efforts of The NYSPCC's dedicated staff who work directly with children, families, schools and child protective agencies to keep children safe. And I have heard hundreds of inspiring stories of children's recovery and empowerment because of the caring services they received at The NYSPCC. This has sustained my desire to stay with this remarkable agency.

But now, after 17 years as President, I am passing the torch and asking you to join me in welcoming our new Board President, Karl G. Wellner. Karl was first elected to our Board in 2005. His leadership and heartfelt guidance, coupled with his insightful business acumen, has helped The NYSPCC in countless ways throughout the last 12 years. I am confident that The NYSPCC will remain strong and steadfast under his leadership.

But as I step away from my role as President, I would like to thank all of you—our widespread and deeply committed community of friends. Your generosity and support have made it possible for The NYSPCC to prevent child maltreatment, to help those who have been abused to recover and to advocate for a society that improves their safety. It has been my honor to serve alongside you and the NYSPCC on the frontlines to protect children. The healing and hope The NYSPCC offers vulnerable children and families will keep me, and I hope you, dedicated to this agency for many years to come.

Sincerely,

A handwritten signature in blue ink that reads "David R. Stack". The signature is fluid and cursive, with a long horizontal line extending to the right.

David R. Stack
President
Board of Directors



Dear Friends,

Every year, I am proud of what The NYSPCC accomplishes in preventing child abuse and neglect through education, treatment and advocacy. This past year, I am particularly proud that our programs reached a record 6,971 children, 365 parents and caregivers, and 2,784 child welfare professionals, and those are just the numbers of individuals we served directly! The NYSPCC's Training Institute was in high demand, educating thousands of child welfare professionals throughout New York City and beyond to protect countless more children.

Members of my staff and I hosted workshops to expand child sexual abuse prevention throughout the United States and around the world. We conducted training sessions throughout New York State, as well as in Washington, DC; Athens, Greece; and The Hague, Netherlands. The NYSPCC also provided trainings for child protective service workers to help them manage the secondary traumatic stress they experience from horrific cases of abuse, child fatalities and violence in the field. By protecting the personal and professional functioning of child protective service workers, we are helping to ensure that thousands of children will receive the best possible care now and in the future.

The NYSPCC also grew its national recognition through expanding media coverage. We made an extra special push to grow our social media presence, and I was interviewed by numerous print, online, television and radio journalists. I also continued publishing blogs on a variety of child safety topics, such as keeping kids safe online; talking to children about terrorism; and identifying and reporting abuse. The press coverage, seen by thousands of people throughout the country, is moving us closer to our vision for all children to be safe from abuse and neglect.

One of my most popular blogs was "Time for a #MeToo Movement for Child Sexual Abuse Victims," published in December. The growing movement to support victims of abuse is unprecedented, and The NYSPCC has long been ready to lead the way in standing up for child abuse survivors and advocating for victims' rights. Children are depending on us to ensure they are safe and have the care they need. We are resolved to remain the vigilant, passionate advocates they deserve and the leading national voice for the protection of children.

As you read our 2017 Annual Report, I hope you will reflect on the success and momentum you helped make possible. All that we have accomplished is because of your commitment and investment in our work.

Warm regards,

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

Mary L. Pulido, Ph.D.
Executive Director

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THE NYSPCC IN THE NEWS

The NYSPCC continues to expand its visibility, and its message that child abuse is preventable, through media appearances throughout the year, but particularly during National Child Abuse Prevention Month in April. The NYSPCC's Executive Director, Mary L. Pulido, Ph.D., is regularly contacted as an expert on the prevention of child abuse and neglect and domestic violence, as well as on issues related to child safety. Dr. Pulido has been interviewed for television, radio, and publications, and has written articles and blogs for various print and online publications. The following are local and national media highlights of 2017.

Online

- Dr. Pulido was a featured blogger on **HuffingtonPost.com**, contributing the following posts in 2017:
 - "Understanding Child Injury Deaths"
 - "How To Talk To Your Child About Terrorism"
 - "Combatting the Stress of Responding to Critical Incidents Involving Children"
 - "Happy and SAFE Halloween"
 - "Time for a #MeToo Movement for Child Sexual Abuse Victims"
- Dr. Pulido also wrote for and was featured in articles from other various news sites:
 - "Helping Children Locally" for the **WestView News**
 - "Under NY law, private schools don't have to report sex abuse — that may change" for **The Albany Times Union**
 - "Outdated Laws, Unpunished Child Abusers" for **The New York Times**
 - "Profile in Caring: Dr. Mary Pulido, The NYSPCC's Executive Director Tells Her Story" for **Avenue Magazine**



Print

- **Parenting Magazine** featured Dr. Pulido's interview in the article "The Real Faces of Child Abuse—and How to Prevent It."
- **City Limits** featured her Op-ed, "The Clock is Ticking to Revamp New York's Child Protective System"
- The **New York Daily News** published three articles about Dr. Pulido's advocacy on a new legislation requiring private and religious schools to report child abuse committed by school staff:
 - "New York lawmakers have few excuses with myths debunked about child sex abuse legal reform"
 - "Child sex-abuse law reform would save kids in the future"
 - "NY Assemblyman pushes bill for all schools to report sexual abuse"

Radio

- Dr. Pulido was interviewed by Sirius XM's Matt Townsend and discussed the topic of how to talk to children about terrorism.

Television

- In April, during National Child Abuse Prevention Month, Dr. Pulido was interviewed on **WLNS-TV CBS, CBS Evening News, and MetroFocus.**

Event Coverage

- The NYSPCC's various events were covered by **The New York Times, Fox News Channel's 'The Five,' Daily Mail, and People.**
- **New York Social Diary, Hamptons.com, Average Socialite, Socially Superlative, Avenue Magazine, and BlackTieMagazine.com** also featured our events. ●

THE TRAUMA RECOVERY PROGRAM

The NYSPCC'S Trauma Recovery Program provides critical mental health services to help children recover from experiences of physical abuse, sexual abuse, family violence, and chronic 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, the program shifted its focus to the often unaddressed mental health care needs of children in New York City's child protective and foster care systems.

OUTCOMES:

In 2017, the following program outcomes were achieved for children who were enrolled for a minimum of three months:

1. 90% of children demonstrated an improvement in at least one of their baseline symptoms.
2. 87% of children increased their use of adaptive coping skills.
3. 80% of the children increased their healthy interpersonal communication skills.

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

CLIENT SATISFACTION SURVEY COMMENTS:

- *"Amazing expertise and understanding. Quicker process than I'd expected. You were the ONLY agency responsive to my unique situation."*
- *"What I like most about the services I received at The NYSPCC is I feel respected."*
- *"I liked that my worker got really involved in my needs and goals for the future."*

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. Children attend the program for 8-12 months, or longer if needed. The NYSPCC provides services free of charge and is not restricted by insurance companies for frequency or duration of services, which helps us to achieve excellent outcomes.

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

In 2017, The Trauma Recovery Program provided counseling to 96 children during 926 individual therapy sessions. Clinicians conducted 368 family therapy sessions and held 609 meetings with caregivers, family members (aunts, uncles, grandparents, and siblings) and with professionals (teachers, social workers, guidance counselors and foster care caseworkers). ●



Kirin & Fatima

Kirin's* family moved to New York from Pakistan when she was eight years old. A year later, while still adjusting to a new country, her life changed dramatically. Kirin's father started to physically and sexually abuse her and her older sister, Janna. Janna told their mother that their father was touching them but her mother did not believe her. Janna's friends at school encouraged her to call the police, which she did, and an investigation ensued. The authorities confirmed that the father had abused Kirin and Janna and that their mother, Fatima, failed to protect them. Kirin and Janna were removed from their home and placed in separate foster homes.

Kirin's foster care agency, Little Flower Children and Family Services, referred her to The NYSPCC's Trauma Recovery Program, where she began attending weekly therapy sessions. At the start of treatment Kirin was suffering from trauma symptoms in response to the abuse and the separation from her biological family. Kirin reported being depressed and crying uncontrollably nearly every day. She endured migraines, lack of sleep, dizziness, and exhaustion. During her therapy sessions, Kirin expressed anger that she and her sister couldn't stop the abuse from happening sooner and sadness over being separated from her sister and mother. Over the next months, the clinician provided psychoeducation regarding trauma and child abuse, introduced Kirin to new coping skills to help manage her symptoms, and worked on helping her develop healthy thinking patterns regarding who was responsible for the abuse and subsequent removal. Slowly, Kirin began to re-build a positive sense of self and was able to reduce many of her trauma symptoms.

In addition to the individual therapy done with Kirin to boost her resiliency, the clinician also worked closely with Kirin's mother, Fatima. Soon after her children were removed, Fatima understood the seriousness of her husband's abuse. Since she was motivated to be reunited with her daughters, she agreed to cooperate with the demands being placed on her by the foster care agency and the Family Court. After a year of completing her requirements and no longer living with the father, Fatima was still restricted to only spending time with her daughters in a supervised setting at the foster care agency. The clinician felt concerned that the family wasn't being given the chance to reunify at a faster pace and began advocating with key players involved in the court case to identify and address the barriers to move reunification forward. As a result of the clinician's written reports for court and conversations with Kirin's lawyer, the Judge requested an investigation into the barriers to reunification and determined that Fatima was not a threat to her daughters' safety. The Judge ordered a trial discharge and the clinician worked with the family to support their transition to Kirin and Janna returning to live with their mother. During the trial discharge period, family therapy sessions helped Kirin to feel secure that her mother would keep her safe from her father and this led to an even further reduction in her trauma symptoms. Eventually, Kirin was completely discharged from foster care and returned to her mother. An order of protection against Kirin's father still remained, providing safety for Kirin and her sister as they reconnected with their mother and one another. Kirin ended treatment with significant improvements in her overall functioning and well-being. She no longer reported depressed feelings or crying episodes; she was sleeping better and felt supported by, and connected with, her mother and sister, and importantly, she was no longer blaming herself for her father's abuse. ●

**Names are changed to protect the identities of children and families.*

THERAPEUTIC SUPERVISED VISITATION PROGRAM

OUTCOMES:

1. 100% of visiting/non-custodial parents reported an increase in knowledge and understanding of at least one of the following: parenting skills, children's developmental stages, effective discipline techniques, and/or problem-solving skills.
2. 87% of visiting/non-custodial parents increased parenting time with their children.
3. 83% of custodial parents and 67% of visiting parents reported that The NYSPCC was helpful in strengthening the relationship between the visiting parent and the child.

CLIENT SATISFACTION SURVEY COMMENTS:

- *"What I liked the most is that they care for anyone and anybody. They would help us and have the perfect answers."*
- *"I am able to see my son in a safe environment."*
- *"I appreciate the patience of the staff with my children as this was something different for them and myself."*

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 through The NYSPCC's Trauma Recovery Program. 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 2017, 90 families, involving 134 at-risk children and 184 parents/caregivers, were able to strengthen their relationships through their participation in the Therapeutic Supervised Visitation Program. The NYSPCC supervised a total of 807 visits between visiting parents and their children, and monitored 45 supervised transfers.

Furthermore, seven 12-week cycles of parenting workshops were held in English and one in Spanish. Eighty-nine visiting parents participated and learned about stress management techniques, phases of child development, and strategies that promote child health and safety, skills that are designed to be directly applied in the supervised visits with their children. ●

Mark

John Moore* and his toddler son Mark,* 18 months old, were referred to The NYSPCC for therapeutic supervised visits. The referral was made following an alleged incident of domestic violence, during which John physically assaulted Mark's mother, Lisa.* This occurred in Mark's presence, and Lisa was terrified that Mark could be hurt by John's violence. Lisa immediately filed for an order of protection to ensure that John stayed away from her and their son. After several months of not seeing Mark, John felt a tremendous sense of loss around not having a relationship with his son. John filed a petition with the Family Court for visitation with Mark and the case was referred to The NYSPCC.

During a thorough intake process at The NYSPCC, John's visitation clinician assessed his and his son's needs. They collaborated on identifying goals including child development education and the need to provide structure and predictability for Mark during visits. The lessons he learned proved to be highly valuable to John soon after supervised visitation started, particularly because Mark was diagnosed with autism. A challenging diagnosis for any parent to hear, John used pre- and post-visit coaching sessions to help him accept the diagnosis. He was also able to better understand Mark's special needs, and learn how to respond to them in a positive, constructive way. As a result, John was better able to communicate with Mark by recognizing his need for two word instructions and non-verbal communication (i.e. pointing). With help from the visitation clinician, John continued to develop a more child-centered approach when engaging with Mark. He became more aware of Mark's need for physical closeness or distance and learned how to assess when the toddler needed help or could complete a task independently. With this critical communication and focus on child development education, Mark's bond to his father grew tremendously during the six months of visitation. He became more responsive to his father's instructions and engaged in more play. Mark's instances of tantrums decreased, as John was better able to notice and respond appropriately to potential triggers. With support from the NYSPCC visitation clinician, John deepened his bond with Mark and developed a more comprehensive understanding of Mark's needs as a child with autism.

Because Mark's safety was of utmost concern to Lisa, the visitation clinician also regularly met and communicated with her about Mark's physical and emotional safety in the visitation space. As Lisa observed Mark's increased positive responses to visits with his father, Lisa's worries about Mark's safety started to decrease. Through monthly coaching sessions with the visitation clinician, Lisa was able to further process her domestic violence history with John and understand the benefits and ways for Mark to have a safe and healthy relationship with his father.

John's extraordinary growth, commitment and attunement to Mark during his six months in the program helped contribute to the Court's decision to allow unsupervised visits between this father and son. ●

**Names are changed to protect the identities of children and families.*

SAFE TOUCHES: PERSONAL SAFETY TRAINING FOR CHILDREN

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

OUTCOMES:

The NYSPCC distributed surveys to teachers whose students participated in Safe Touches workshops. During the 2016-2017 school year:

- 98% of teachers found the presenters very effective at facilitating the workshop.
- 98% of teachers found the presenters very effective in engaging the children to participate.
- 88% of teachers agreed that the presenters answered children's questions in a developmentally appropriate way.

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.

Since 2007, Safe Touches has taught more than 30,000 children in New York City how to protect themselves from sexual abuse. During the 45 minute interactive 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 colorful 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.

TEACHER SURVEY COMMENTS:

- *"I thought the use of the puppets was effective and child friendly. Also, the presenters had a calm and sweet presence."*
- *"The workshop was delivered in a very developmentally appropriate way."*
- *"I liked that students were engaged and that they understood the importance of safe touches and abuse prevention."*

In 2017, The NYSPCC provided 261 Safe Touches workshops serving 6,341 children in New York City. At the end of the workshop, each student was given a copy of *Keeping My Body Safe!* or *You're in Charge!*, activity and coloring books 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.

With support from the Stavros Niarchos Foundation, The NYSPCC worked in collaboration with the Athens-based ELIZA-Society for the Prevention of Cruelty to Children to adapt the Safe Touches curriculum for the Greek education system. The NYSPCC trained ELIZA staff on how to implement the program and facilitate Safe Touches workshops. ELIZA launched Safe Touches in Athens schools in May 2016, and in 2017, we expanded the program to schools in other parts of the country. ●

CRISIS DEBRIEFING SERVICES

Since 2006, The NYSPCC has provided crisis debriefing services to 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.

In 2017, The NYSPCC provided 69 crisis debriefing sessions to 365 individuals in total, including 63 crisis debriefing sessions to 354 Administration for Children Services staff members; five crisis debriefing sessions to five Safe Horizons staff members; and one crisis debriefing sessions to six staff members at another agency. Feedback from debriefing session participants indicates an appreciative and positive response from attendees. ●



OUTCOMES:

- 84% of participants would encourage a co-worker to attend a debriefing following a crisis.
- 77% of participants felt safe talking about their feelings during the session.
- 70% of participants are likely to utilize the techniques discussed in the session for stress reduction in the future.

CLIENT SATISFACTION SURVEY COMMENTS:

- *"It was very helpful discussing how I felt."*
- *"This training was very engaging and extremely needed."*
- *"The presenters were very informative and really listened to us. It was very cathartic."*

THE NYSPCC TRAINING INSTITUTE



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 Training Institute educates child welfare professionals, teachers, the corporate sector, community organizations and parent groups. 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 New York State Education Department's State Board for Social Work recognized the Training Institute 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's Training Institute educated 2,717 professionals in NYC and across the country.

- Taught 1,261 practitioners how to identify and report child abuse and neglect through in-person presentations.
- Educated 1,450 professionals on best practice models of service provision at other institutions and national conferences.
- Prepared 6 Master's level student interns for careers in the child protective field.

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.

(continued on page 12)

THE NYSPCC TRAINING INSTITUTE

(continued from page 11)

2017 Presentations

- Mary L. Pulido, Ph.D., Executive Director, presented *Combatting Secondary Traumatic Stress: Training Utilized by NYS Multi-Disciplinary Team Members in Child Protection* at the San Diego International Child and Family Maltreatment Conference.
- Dwayne Brown, MSW, presented *Take a Deep Breath: Enhancing Coping Skills and Self-Care for ACS* at The Administration for Children's Services Family Team Conference.
- Annie Costello presented *Child Abuse and Neglect and Sexual Abuse Prevention* at Urban Strategies–Georgia L. McMurray Daycare Center.
- Neha Reddy, LCAT, R-DMT and Dana Liebowitz LCAT, ATR-BC, presented *Healing Trauma Through Movement & Art* at Uncommon School.
- Mary L. Pulido, Ph.D., Executive Director, presented *Take a Deep Breath: Enhancing Coping Skills and Self-Care* at The Administration for Children's Services – Family Permanency Services/Office of Older Youth Services.
- Paige Hamilton O'Conner, LMHC, presented *Utilizing Trauma Informed Approach to Social Service Delivery* at the Sullivan County Department of Social Services.
- Mary L. Pulido, Ph.D., Executive Director, presented *Safe Touches, Teaching Children Child Sexual Abuse Prevention Safety Concepts* at the Society for Prevention Research in Washington, DC.
- Paige Hamilton O'Conner, LMHC, presented *Utilizing Trauma Informed Approach to Social Service Delivery* at Seamen's Society for Children and Families.
- Lauren E. Graham, LMHC, presented *Identifying and Reporting Child Abuse and Neglect* at the Gillen Brewer School, Big Brothers Big Sisters of New York City, and Harlem Children's Zone.
- Mary L. Pulido, Ph.,D., Executive Director, presented *International Collaboration for the Prevention of Child Sexual Abuse: A Research and Training Initiative of the Safe Touches Program* at The Hague for the International Society for the Prevention of Cruelty to Children in the Netherlands.



THE NYSPCC TRAINING INSTITUTE

- Stephen P. Forrester, Esq., and Mariel Berry, LMSW, presented *Therapeutic Supervised Visitation: Optimizing Safety and Repairing the Family Bond* at the Association of Family and Conciliation Courts national conference in Milwaukee.
- Annie Costello presented *Sexual Abuse Prevention Education for Students* at the Borough of Manhattan Community College.
- Mary L. Pulido, Ph.D., Executive Director, presented *Combatting Secondary Traumatic Stress* at the Child Abuse Network Conference in Tulsa.
- Lauren E. Graham, LMHC, presented *Comprehensive Support for a School in the Aftermath of a Sexual Abuse Scandal* at Prevent Child Abuse New York.
- Annie Costello presented *Identifying and Reporting Child Abuse and Neglect* at the Borough of Manhattan Community College, Education Through Music, Jewish Theological Seminary, Center Against Domestic Violence, and the Upper Manhattan Mental Health Center.

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*.

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THE NYSPCC TRAINING INSTITUTE

(continued from page 13)

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 2017, staff members made 24 presentations to 2,317 professionals and concerned citizens in New York City. In addition to these onsite training sessions, 279 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, underreported 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.

The NYSPCC continued its work with the Horace Mann School and other private schools conducting trainings for both the faculty and the students.

THE NYSPCC TRAINING INSTITUTE

PREPARING FUTURE LEADERS

The NYSPCC partners with Columbia University School of Social Work, New York University, Fordham University, and the Silberman School of Social Work at Hunter College, by providing internship opportunities for students in Master's-level social work programs. Through hands-on clinical work, 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 2017-2018 academic year, The NYSPCC trained four Master of Social Work and two Mental Health Counseling interns. ●



RESEARCH & EVALUATION

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 evidence-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.

In 2014, 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. 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 2007-2016 can be viewed on The NYSPCC's website: www.nyspcc.org. ●



As the first child protection agency in the United States, The NYSPCC maintains the most comprehensive and oldest set of records on child abuse and neglect cases and laws for maltreated children. The George Sim Johnston Archives, named in honor of a long-standing member of The NYSPCC's Board of Directors, contains a wealth of original and compiled material on the origins, history and development of the child protection movement from 1875 to the present day.

The Archival holdings include:

- Digital copies of NYSPCC cases from the organization's incorporation in 1875 to present day, including more than 650,000 files concerning over 2,000,000 children;
- Newspaper clippings of note concerning child protection issues, including 15 bound volumes regarding The NYSPCC's efforts on child labor as it pertains to children working in the theater, and the Titanic child 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 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 documen-

taries, 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 its founding of the organized child protection movement. In 2017, the NYSPCC archivist responded to 27 total inquiries: 17 from private individuals, including 4 for National History Day projects, and 10 from professionals, including a member of "The New York Photo Detectives," a production assistant for the NYC Administration for Children's Services training video, and a journalist for The Arizona Republic newspaper. The NYSPCC's archivist also collaborated with the biographer of Elbridge T. Gerry, a co-founder and long-serving President of The NYSPCC; the biographer is a former Librarian of the United States Supreme Court. ●



Mary Ellen Wilson, age 10, was rescued in April, 1874, by Henry Bergh and Elbridge T. Gerry at the insistence of Etta Wheeler. Her case was the catalyst for the child protection movement, beginning in April, 1875, with the incorporation of The NYSPCC, the first such agency in the world.

FINANCIAL POSITION SUMMARY

Cash	\$ 1,176,031
Investments at fair value	22,998,402
Other assets	<u>614,851</u>
Total Assets	<u>\$ 24,789,284</u>
Accounts payable and accrued expenses	\$ 260,453
Accrued pension benefits	<u>2,347,374</u>
Total Liabilities	<u>2,607,827</u>
Unrestricted	18,116,971
Temporarily restricted	250,000
Permanently restricted	<u>3,814,486</u>
Total Net Assets	<u>22,181,457</u>
Total Liabilities and Net Assets	<u>\$ 24,789,284</u>

FINANCIAL ACTIVITY SUMMARY

Contributions	
Foundations/Corporations	\$ 692,255
Other	71,405
Government contracts	83,081
Special events	1,156,555
Investment return — operating	1,113,691
Professional education fees	269,088
Other support and revenue	2,209
<i>Total Support and Revenue</i>	<u>3,388,284</u>
Trauma recovery	926,791
Training institute/advocacy	657,639
Supervised visitation	573,599
Research and evaluation	416,979
Archives	138,838
General administration	364,490
Special events	194,848
Fundraising	526,399
<i>Total Operating Expenses</i>	<u>3,799,583</u>
<i>Excess of Operating Expenses over Revenue</i>	<u>(411,299)</u>
Investment return — non-operating	1,380,200
Adjustment to accrued pension benefits	(85,479)
Increase in temporarily restricted net assets	220,000
Increase in permanently restricted net assets	126,950
Increase for the year	1,230,372
Net Assets — Beginning of year	20,951,085
<i>Net Assets — End of year</i>	<u>\$ 22,181,457</u>

TUESDAY, NOVEMBER 7, 2017

Our annual Food & Wine Gala raised over \$700,000 for our Trauma Recovery program! Anchor of *Inside Edition* and The NYSPCC Children's Council member, Deborah Norville, served as host; Nina and Tim Zagat, Co-Founders of the Zagat survey and Co-Chairs of the evening, joined us as our Guest Speakers; and Chef Michael Ferraro, Owner/Executive Chef of Delicatessen, curated the menu. ●

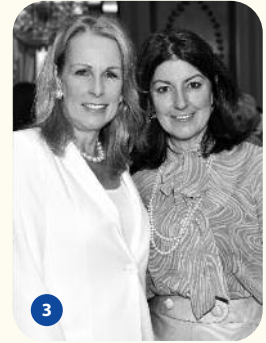


1 KARL G. WELLNER, DEBORAH NORVILLE, CHEF MICHAEL FERRARO, DR. MARY L. PULIDO, ACS COMMISSIONER DAVID HANSELL, DAVID R. STACK; **2** CHEF MICHAEL FERRARO & MAARIT GLOECER; **3** NINA & TIM ZAGAT; **4** ELBRIDGE T. GERRY, JR., KITTY GERRY, ELLEN BREED AND FAMILY; **5** HILARY GEARY ROSS; **6** HOLLY M. KELLY, RUSS CONIGLIO, & ELIZABETH MAYHEW; **7** AMANDA & NEIL FRIEDMAN



At the Sixth Annual Spring Luncheon, held during National Child Abuse Prevention Month, The NYSPCC raised over \$300,000 in support of our life-saving therapeutic programs that prevent child abuse and help children heal! The afternoon featured Guest Speaker Eric MacLeish, the renowned lawyer portrayed in the award-winning movie, *Spotlight*.

A big thank you to the Vice-Chairs, the Board of Directors, and everyone who helped make the afternoon a wonderful success! ●



1 ERIC MACLEISH AND BROOKE SHIELDS; **2** ERIC MACLEISH, TANIA HIGGINS, AND DR. MARY L. PULIDO; **3** MADELEINE PORCELLI AND MARY ALICE SHERRILL; **4** VALESCA GUERRAND-HERMÉS, ELIZABETH MAYHEW, AND MAARIT GLOCER; **5** DAVID STACK, ERIC MACLEISH, HOLLY KELLY, AND ACS COMMISSIONER DAVID HANSELL; **6** JEAN SHAFIROFF, VICTOR DE SOUZA, DR. PENNY GRANT AND TANJA DREDING WALLACE

The NYSPCC's dedicated Junior Committee held their annual Spring Benefit on May 11th, 2017. Over 100 of New York City's young philanthropists gathered for an evening of delicious food, cocktails, and a silent auction in an effort to raise money for the agency's programs. ●

ALEXANDRA AND EDWARD SHAHEEN



THE FAMILY HOLIDAY PARTY

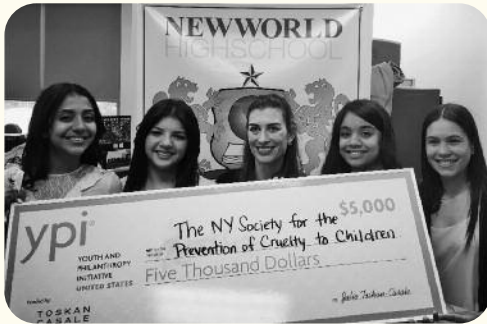
Every year The NYSPCC hosts a holiday toy drive in which generous supporters and corporate partners donate toys for the families we serve. On December 11, 2017, we saw many happy smiles as the children and families enjoyed dinner, face painting, and games. We capped off the night by sending them all home with gift bags filled to the brim with books, toys and gift cards. ●

NYSPCC FAMILIES AT THE ANNUAL HOLIDAY PARTY



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he NYSPCC is fortunate to have dedicated friends throughout New York City and the surrounding areas who care about children and take action to help support our work. The projects they coordinate not only raise essential funding for our programs, but also help raise awareness about child protection — especially in our own neighborhoods.



In May, students from New World High School competed in Youth in Philanthropy's contest and won \$5,000 for The NYSPCC.



In June, a group of fifth grade students from P.S. 41 Greenwich held a sidewalk sale, featuring home-made crafts, baked goods, and lemonade, in support of The NYSPCC. They raised over \$700!



In December, Stephanie Charczenko held a photo exhibit fundraiser, showcasing original artwork and raising over \$300. ●

**FOUNDATIONS, CORPORATIONS,
AND GOVERNMENT**

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 Bristol-Myers Squibb Company
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 Foundation
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 Joan Granlund
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Our Thanks The NYSPCC's ongoing commitment to protecting children and strengthening families would not be possible without the generous support of individuals, foundations, corporations and government agencies that share our mission of ensuring the safety and well-being of New York City's most vulnerable children. Thank you for supporting The NYSPCC's critical, life-saving work.

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, Youtube and Instagram
- Sign up for our Newsletter

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

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