



MASSACHUSETTS SOCIETY FOR THE PREVENTION
OF CRUELTY TO CHILDREN • 2014 ANNUAL REPORT

m.s.p.c.c



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Holyoke, MA 01040
413.532.9446

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Lawrence, MA 01843
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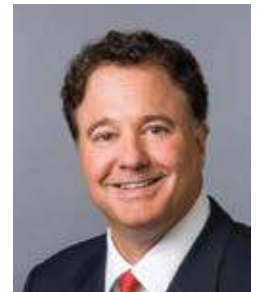
Photos by Allan E. Dines

Artwork by children
from MSPCC's Kid's Day
After School Program.



Dear Friends,

As we learned again this year, it is a constant test of vigilance and commitment to keep children safe if they are at risk for neglect or abuse. The Department of Children and Families, underfunded and overworked, failed to keep



track of a little boy who went missing and months later was found dead. In another family living in profound squalor, some children died and siblings went to school every day and no one noticed anything wrong: not their neighbors, not the school, not their teachers or playmates. People failed to see, and the children ultimately suffered.

We feel one very hopeful change for 2015 is that Marylou Sudders, former president of MSPCC and a long-time, passionate child advocate, is the new Secretary of Health and Human Services for the Commonwealth of Massachusetts. She understands the issues and the challenges, and will use the resources at her disposal as efficiently and effectively as possible to address the human needs at the heart of her department's charge.

But with 70,000 reported cases of child abuse and neglect in Massachusetts last year, government resources alone will never be enough to end this crisis. Our community has always depended upon the generosity of the private sector—and private citizens—to meet the



needs of children victimized by abuse and neglect. MSPCC itself was founded nearly 140 years ago by men and women who felt they had to respond to the dire conditions of children in the crowded tenements of Boston.

Today, private support helps us field nearly 300 staff members every day throughout the state. Human service is not work that can be done “remotely”: it is people-intensive, hands- and eyes-on, and it needs to be delivered skillfully and regularly. Social workers and clinicians are in the homes of our families, teaching, coaching, observing, and modeling good parenting and ways to heal children who have been abused and traumatized. It takes educated, trained, and committed caseworkers to work with families at risk. That is where you come in, helping to keep children safe by generously supporting vital programs and services that families need now.

Protecting children requires the work of many people and organizations, and MSPCC is committed to public education about keeping children safe. In our advocacy role, long a central pillar of MSPCC’s work, we are also committed to helping child-serving agencies and organizations develop best practices that will minimize risks to children while in their care. As you will read elsewhere in this report, at the beginning of 2015, MSPCC together with partner organizations, celebrated passage of a bill that creates a task force to develop a toolkit that any child-serving organization—after-school programs, clubs, team sports, dance studios—can customize for their organization and its operational safety.

Thank you for giving our work your support. We know you understand the challenges we face, and the immense value of the services we bring to families at risk. We could not do it without you.

Sincerely,

Mary A. McGeown
President and CEO

Stephen G. Pagliuca
Chairman of the Board

PUTTING AN END TO CHILD SEXUAL ABUSE

MSPCC Leads Effort to Create State Task Force on

RECENT YEARS HAVE BROUGHT TOO MANY HEART WRENCHING NEWS STORIES REVEALING SEXUAL ABUSE OF CHILDREN AT THE HANDS OF TRUSTED ADULTS LIKE COACHES, CLERGYMEN, OR CARETAKERS. PARENTS THOUGHT THEIR CHILDREN WOULD BE SAFE WHEN THEY WENT OFF TO CAMP, DAY CARE, OR ON A RELIGIOUS RETREAT, YET SOME BECAME VICTIM TO A CRIME SO HORRIFIC IT LEAVES LIFE-LONG SCARS ON CHILDREN AND HAUNTING QUESTIONS FOR ADULTS.

What could have been done to stop this? Why wasn't the abuse reported earlier? What policies could prevent this from happening again?

MSPCC teamed up with the Alliance of Massachusetts YMCAs to answer these questions, and found that no one set of safety policies will work for every child-serving organization. From dance studios to doctor's offices, each organization has unique needs when it comes to setting up policies to keep children safe.

"We think all organizations that work with kids want to do the right thing by having the proper safety precautions, but we can't expect all organizations—large and small—to have the resources, person power or knowledge to develop and implement the best policies without help or guidance," said Nancy Allen Scannell,

MSPCC's Director of Policy and Planning.

Advocates from MSPCC and the YMCA realized they couldn't do it alone. To come up with a comprehensive list of standards to help all child serving organizations create their own policies, it would take a larger collaboration of clinical experts on child trauma, law enforcement officials, and lawmakers. It was from there that the concept of a task force on child sexual abuse prevention was born.

MSPCC and the YMCA led the charge, drafting legislation and bringing lawmakers on board to sponsor the bill, gathering support from other child serving organizations and advocating for the bill on Beacon Hill. Two years of hard work paid off on January 2, when the bill was signed into law as one of Deval Patrick's final acts as governor.



Child Sexual Abuse Prevention

“The passage of this bill shows that the state is making protecting children from sexual abuse a real priority,” said MSPCC President and CEO

Mary McGeown. “The task force has one year to make its recommendations, but we believe this is just the beginning of a long and important collaboration.”

The task force will be led by the Child Advocate and the Executive Director of the Children’s Trust Fund and includes representatives from the state legislature, departments of Children and Families, Public Health, and Early Education and Care, the Office for Victim Assistance, the District Attorney’s Office, and more than a dozen child and youth serving organizations, including MSPCC.

In addition to developing guidelines and tools youth-serving organizations can use to make their organizations safe for children, the task force will recommend policies, and develop strategies to incentivize organizations to implement these prevention plans.

The group is also charged with creating a five-year plan for increasing public awareness and education about child sexual abuse. This means teaching parents to look at an organiza-

PILLARS OF PREVENTION

Providing child-serving organizations with the tools to prevent sexual abuse is just part of a larger movement to put an end to this heinous crime. The National Coalition to Prevent Child Sexual Abuse & Exploitation has identified this as one of the six key policy pillars necessary to preventing sexual abuse and exploitation of children.

- **Strengthen Youth-Serving Organizations’ Sexual Abuse and Exploitation Prevention Capacity**
- **Support Healthy Development of Children**
- **Promote Healthy Relationships and Sexuality Education for Children and Youth**
- **End the Demand for Children as Sexual Commodities**
- **Secure Sustainable Funds for Prevention**
- **Prevent Initial Perpetration of Child Sexual Abuse and Exploitation**

tion’s safety policies before signing their child up for a program. It also means educating all adults in Massachusetts to recognize the signs of abuse and giving them the knowledge and courage to report it.

“Time and time again, as we hear gut-wrenching stories of child sexual abuse, we learn that some adult had a feeling something was wrong but they didn’t act on it,” Allen Scannell said. “Our goal is to empower every adult to act on concerns and give them the tools to do so.”



Our Deepest Thanks

MSPCC Honor Roll

MSPCC's work to help children and families in Massachusetts build brighter futures would not be possible without the generosity of individuals, corporations, foundations, gift funds, public service agencies and the United Ways. We are so thankful to all who supported MSPCC this year, and we honor their commitment to helping families thrive.

■ Indicates Mary Ellen Planned Giving Society

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Summary Balance Sheet

As of 6/30/14

Assets

Total Current Assets	\$3,131,863
Net Property and Equipment	951,572
Investments	19,090,055
Irrevocable Trusts	3,417,456
Other Long Term Assets	57,076

Total Assets **\$26,648,022**

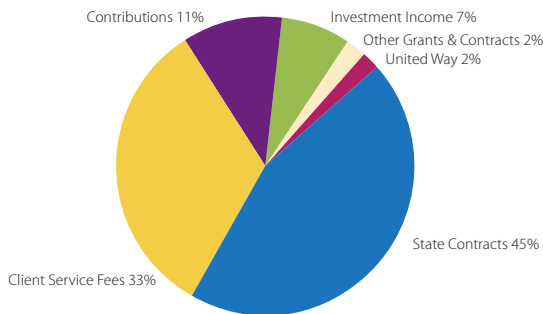
Liabilities and Net Assets

Total Current Liabilities	\$1,757,389
Long Term Debt and Obligations	2,576,979
Net Assets	22,313,654

Total Liabilities and Net Assets **\$26,648,022**

Revenues

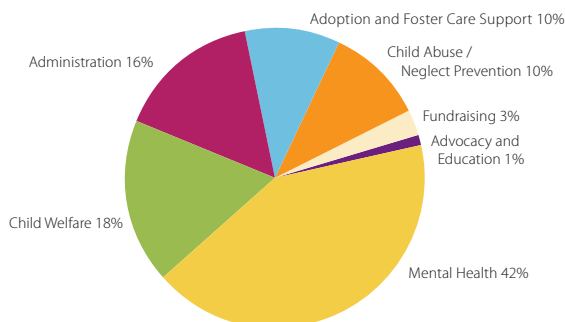
Total: \$17,940,795



Expenses

Total: \$18,855,283

Net Surplus (Deficit) = \$(914,488)



MSPCC Management Team

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Medical Director

Andrea Stern, MD
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Organizations Putting Kids First

Teaming up to Help Teens in West Roxbury

In 2014, the **Boston Foundation** and the **Eastern Bank Charitable** Foundation helped MSPCC move forward with a new program aimed at increasing graduation rates, reducing suspensions, and improving attendance and engagement at West Roxbury Educational Complex (WREC). After a successful pilot of the program in 2013, gifts from these two organizations enabled MSPCC to expand the program to address the needs of more at-risk high school students.

The program, which is called **PATHWAYS** (*Providing Academic, Therapeutic and Healthy Ways to Achieve Youth Success*), is a collaboration between MSPCC, WREC, the Massachusetts School of Professional Psychology (MSPP), and the Haitian Mental Health Network. Through this program, counselors work to identify students whose difficulties in school may be associated with untreated mental health issues, trauma, substance abuse, or other stressors like community violence, abuse, or bullying, and connect them to the services they need. Since the close of Fiscal Year 2014, the **Liberty Mutual Foundation** has joined MSPCC in this endeavor, providing a generous gift to help further expand the PATHWAYS program. We applaud these three organizations for understanding the obstacles many students face in working toward graduation day and recognizing the importance of giving all teenagers a chance for success.

Helping Build Happy Childhoods

The **Boston Celtics Shamrock Foundation** believes that everyone deserves a happy and healthy childhood. For many years, the foundation has supported MSPCC's mission to prevent child abuse and neglect and provide children who have been abused with the counseling they need to heal. Financial support from the Shamrock Foundation helps MSPCC to continue vital programs that change the lives of children and families. But the foundation's support does not end there. Through events organized by Celtics staff and visits from players, this organization provides many wonderful experiences and happy memories for children served by MSPCC.



Kelly Olynyk of the Boston Celtics gives children from MSPCC's Kid's Day After School Program some pointers at Canobie Lake Park.



Give a Gift That Lasts Forever

The Mary Ellen Planned Giving Society

Childhood lasts a lifetime. When a child experiences abuse or neglect, the effects resonate for the rest of his life, even when he receives proper counseling and support. But a happy childhood also lasts a lifetime. A loving and safe start is the foundation of trust, confidence and success later in life.

Each one of us has the power to transform childhood for kids in Massachusetts. A planned gift is a creative way to make provision for children without drawing down resources now. It allows you to plan for your security and your family's future, while also making a commitment to MSPCC. Planned giving is a gift that lives on forever in the children whose lives are changed by your generosity and in the positive ripple effects that expand from generation to generation.

To find out more about the Mary Ellen Planned Giving Society, please contact Anne Malone, Director of Development and External Affairs, at (617) 587-1587 or amalone@mspcc.org.

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