We are the voice of the child.
As the voice of the child, Massachusetts Society for the Prevention of Cruelty to Children is a leader in advocacy, prevention and intervention services throughout the Commonwealth. Fiscal 2016 was a banner year for MSPCC which served more than 27,500 children and families, a 9% increase from the previous year. In a time when stories about traumatic events affecting children filled the airwaves and newspapers, MSPCC once again took on the difficult but critical task of caring for Massachusetts’ most disadvantaged and at-risk children.

With the kindness and generosity of our family of donors to reinforce our efforts, our home visitors, clinicians, therapeutic mentors, and other staff remain vigilant and unceasing in working toward MSPCC’s enduring goal – keeping children safe.

MISSION statement

MSPCC is a private, non-profit society dedicated to leadership in protecting and promoting the rights and well-being of children and families.
The MSPCC Board of Directors kicked off this past year challenging the management team to chart a course to increase MSPCC’s reach and mission impact. Taking up the charge, a dedicated group of board members dug into our history, identified strengths and weaknesses and explored the future impact of federal and state policy initiatives and funding on our agency.

**With a renewed commitment to prevention of childhood trauma and to advocacy for child well-being, the board took the bold strategic step of combining MSPCC with Eliot Community Human Services. These two leading nonprofit agencies joined forces to create a comprehensive system of care to better address the needs of children and families struggling with abuse and neglect, mental health issues, domestic and community violence, and poverty.**

The changing landscape in health care and child welfare demands that nonprofit leaders collaborate and strategize to maximize the impact of state and charitable funding. As leaders in the delivery of services to at-risk children and families, Eliot Community Human Services and MSPCC share a deep commitment to strengthening innovative prevention and intervention services for children and families, informing public policy using the latest research and evidence-based approaches, and promoting prevention and public education. Together, Eliot and MSPCC welcome the challenge and opportunity to overcome the effects of childhood trauma on the health and well-being of children and families. Over this and coming years, we will work hard to exceed our own high expectations, and to create a future in which all children have the opportunity to thrive in healthy and supportive ways.

This past year, MSPCC was selected by the Children’s Trust to expand its Healthy Families program to young, first-time parents in the neighborhoods of Boston. As we do in Holyoke, Lawrence, Lowell, and Worcester, MSPCC is funded by the Children’s Trust to reach young mothers and fathers through home-based family support and coaching with one goal—helping parents create stable, nurturing environments for their children.

Of course, MSPCC’s ability to serve thousands of children and to influence child welfare policy reflects the generous support of you, our friends and donors. We are so grateful to each of you for taking the time to join us at our events, organize holiday drives for our families, share tickets with foster children, send notes of encouragement and include us in your charitable giving.

**On behalf of all of us at MSPCC, thank you for your kind and generous support, for your belief in the work we do, and most importantly, for believing in our children and families.**

Sincerely,

Mary A. McGowan  
Executive Director

Stephen G. Pagliuca  
Chair  
Board of Advisors
Successfully advocated for funding to ensure children in foster care or adopted from foster care may attend state college or university free from tuition and fees.
For its 138 year history, MSPCC has been a leader in advocating to define and shape child welfare policy, working towards a future in which all children have the opportunity to thrive in healthy, supportive families. Through our public policy initiatives, we strive to impact the social, educational, behavioral health and basic needs of children and families. This year, MSPCC's advocacy efforts focused on one such issue: youth substance use prevention.

- 1 in 5 Massachusetts high school students were offered, sold, or given illegal drugs at school.
- 90% of adults suffering from addiction began using substances before the age of 18.
- The adolescent brain is still developing until the mid-20's and is particularly susceptible to the effects of alcohol, marijuana, and other substances.
- Substance Abuse Screening and Treatment is about prevention and early intervention – allowing more time for healthy brain development.

This spring, MSPCC stood proudly as Governor Charlie Baker signed landmark legislation addressing the opioid epidemic confronting the Commonwealth. Thanks to the strong advocacy of MSPCC as a leader in the Children’s Mental Health Campaign (CMHC), Massachusetts became the first state to require prevention and early intervention tools as an essential part of the school health strategy. Massachusetts public schools will now verbally screen all middle and high school students for drug and alcohol problems.

Secured resources for services to preschoolers at risk of expulsion, improving the likelihood of a smooth transition to kindergarten for more children.

MSPCC led the effort to create and disseminate guidelines for community youth-serving agencies to prevent the sexual abuse of children.
When Devika learned she was pregnant, she felt “scared, nervous and completely unprepared.” With challenges such as unstable housing and uncertain job prospects, Devika was concerned about how she would provide for her child. Looking for support, Devika reached out to MSPCC and learned that the Healthy Families program was there to help. An MSPCC home visitor helped Devika prepare for her baby’s arrival, accompanied her to prenatal visits, and created a healthy environment for her baby. When the time came, Devika was ready to care for and bond with her new daughter, Layla. Devika learned how to select the right daycare for her baby and once Layla was enrolled, Devika was able to complete her education and become a Certified Nursing Assistant. With her home visitor there every step of the way, Devika reached so many of her goals – securing a full time job, renting her own apartment, and buying a safe, reliable car. Today, Layla is a happy 3 year old, who is sweet, chatty and very proud of her mom – a 2016 Healthy Families graduate and class speaker.

“This program offers a sense of relief,” says Devika.

“It allows a new parent to feel like they have someone there to support and guide them in becoming a new mom.

It takes teamwork and continuous support to be successful in raising a child. I know that the possibilities are endless and goals are achievable when you have someone to help you along the way. Thank you, MSPCC.” — Devika

Healthy Families is a program of the Children’s Trust.
### THE DATA

| **16,437** | children and families received adoption and foster care support |
| **633** | teen parents received home visiting services (Healthy Families, a program of the Children’s Trust) |
| **10,548** | days of respite coordinated for **1,318** foster families |
| **400** | parents participated in ongoing support groups for post-adoptive families |
| **1,836** | foster parents received specialized training |
| **5,398** | children were linked to child care services |
| **3,436** | calls supported through our emergency hotline |
INTERVENTION

THE DATA

3,064 clients received family counseling through outpatient or in-home therapeutic services
Five year old Jason was referred to an MSPCC Family Counseling Center for issues related to major anger. He was having outbursts at home and school, throwing furniture, being aggressive towards his classmates and teacher, and had trouble verbalizing his feelings. On multiple occasions, Jason’s parents had called the Boston Emergency Services Team for assistance. Jason was provided with an MSPCC therapy team including an in-home clinician and a therapeutic mentor who met with his teacher and other school staff to provide guidance about ways to help Jason express himself appropriately. The therapy team worked with Jason and his family two or three times per week for skills training, family therapy, and parent coaching. The MSPCC staff was creative in the delivery of Jason’s therapy, as he was resistant to engaging in any sort of therapy. They were able to turn evidence-based therapeutic interventions into “dinosaur games,” used “dinosaur feeling cards” to discuss emotions, and coached him to “stomp like a dinosaur” to appropriately vent his anger. At first, Jason’s dad was not engaged in the counseling services, so his parents were not sending consistent messages to Jason about consequences for his behaviors. Once dad became more involved, both parents were united about following through on appropriate consequences and providing positive reinforcement for target behaviors.

Today, Jason’s behavior and ability to express his emotions have improved dramatically. He is a true example of how intensive in-home therapy that reaches the child and the family with services tailored to their unique needs can make a significant impact for the entire family.
### MSPCC's Financial Statement
**As of 6/30/16**

#### Assets
- **Total Current Assets**  $3,005,272
- **Net Property and Equipment**  984,169
- **Investments**  15,227,139
- **Irrevocable Trusts**  3,101,486
- **Total Assets**  $22,318,066*

#### Liabilities and Net Assets
- **Total Current Liabilities**  $1,008,577
- **Long Term Debt and Obligations**  4,267,442
- **Net Assets**  17,042,047
- **Total Liabilities and Net Assets**  $22,318,066*

#### Operations
- **Operating Revenue**  $17,249,344
- **Operating Expenses**  16,940,130
- **Operating Surplus/Deficit**  $309,214*

#### Expenses
- **Revenue**  Total $17,249,344*
- **Operating Revenue**  46%
- **State Contracts**  29%
- **Other Grants & Contracts**  2%
- **Investment Income**  12%
- **Contributions**  10%
- **Client Service Fees**  28%

- **Expenses**  Total $16,940,130*
- **Advocacy**  37%
- **Adoption & Foster Care Support**  16%
- **Administration**  2%
- **Fundraising**  3%
- **Child & Family Counseling**  13%
- **Pregnancy and Parenting Support**  29%
- **United Way**  2%
- **Other Grants & Contracts**  2%

* Unaudited figures
PLANNED GIVING
the mary ellen society

Named for a little girl whose landmark child abuse court case led to the establishment of MSPCC in 1878, the Mary Ellen Society honors supporters whose generosity via bequests or life income gifts assures MSPCC’s future excellence. Mary Ellen Society members receive invitations to all MSPCC events and donor appreciation gatherings. Other Society benefits include publication of the members’ roster in MSPCC’s annual report and on our website. There are no dues, fees or minimums associated with membership in the Mary Ellen Society.

If you have already included MSPCC in your estate plans, or would like to learn more, please contact

MELANIE LIMA,
Director of Development
at 617-587-1587
or via email at mlima@mspcc.org.

We would love to invite you to join the Mary Ellen Society, attend a private reception and help children and families for years to come.
HONOR ROLL

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mspcc.org

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9 Sullivan Road
Holyoke, MA 01040
413.532.9446

**Hyannis**
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508.775.0275

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