Our work is guided by three fundamental values:

— Children deserve to be safe and healthy.

— Children grow up best in families.

— All families deserve support.

In fiscal 2017, MSPCC served 26,100 children and families across Massachusetts. We are grateful for the kindness and generosity of our donors who support our efforts, enabling our home visitors, clinicians, therapeutic mentors, and all staff to work tirelessly and unceasingly in MSPCC’s enduring goal to keep 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.
Since 1878, the Massachusetts Society for the Prevention of Cruelty to Children has been a life changing turning point for children and families, altering the arc of thousands of children’s lives, from a path of challenging uncertainty to one of hope and strength. As leaders in promoting the rights of children, MSPCC takes pride in its legacy of effective advocacy that has led to many turning points that protect children and help them thrive.

1881
MSPCC leaders formally urge other communities to take action to protect their children from abuse and neglect. They promote the idea by designating volunteer agents in every town who would act on cases independently.

1903
MSPCC changes its operating philosophy from enforcement to prevention. MSPCC’s new approach working with at-risk families to avoid children being removed created a sensation not only in Massachusetts but throughout the nation.

1933
MSPCC’s child abuse prevention strategy is declared a national priority by the White House Conference on Children.

1973
The mandated reporting law is enacted, requiring professionals such as teachers, social workers, and law enforcement officials to report suspected cases of child abuse and neglect.

2008
Legislation ensures that children in foster care or adopted from foster care may attend state colleges or universities free from tuition and fees.

2014
MSPCC spearheads legislation that created a Legislative Task Force on Child Sexual Abuse Prevention.
This past year has witnessed a rallying spirit around the fact that experiences in early childhood matter, and engaging families makes a lasting difference in the health and life of a child.

MSPCC Executive Director Mary McGeown enjoys Canobie Lake Park with Boston Celtics player Guerschon Yabusele, the Boston Celtics Shamrock Foundation, and some of the families we serve.
Dear Friends,

We often say at the Massachusetts Society for the Prevention of Cruelty to Children that prevention is our middle name. Our best work is when we reach a young mother or father to offer guidance, support, and skills that will help them become nurturing and self-sufficient parents. Research shows this is the best way to keep a child safe, healthy, and thriving. When we can do this, families become healthy, which leads to strong families for generations to come.

This past year witnessed a rallying spirit around the fact that experiences in early childhood matter, and engaging families makes a lasting difference in the health and life of a child. Recent studies on the brain and research into adverse childhood experiences (ACEs) underscore the importance of our advocacy for investment in prevention services. ACEs have documented negative effects on how children grow and develop, resulting in outcomes that can include substance abuse, depression, high-risk behaviors, and even shortened life expectancy. At the end of the day, unless there is a breakthrough, the course is set for the next generation to face the same challenges.

This is where MSPCC has the opportunity to change the arc of a child’s life. Our efforts set the stage for a brighter future for families. Prevention is at the heart of what MSPCC does. We work to recognize and prevent stressors that may contribute to abuse and neglect. We promote each family’s strengths that foster a child’s well-being. We lay the foundation for healthy adulthood.

Our work takes us to the halls of the State House and into the kitchens of families we serve, and we do it with your support. Thank you for your generous donations, your words of encouragement, and your commitment to helping MSPCC be a turning point for children.

Mary A. McGeown
Executive Director

Charles V. Senatore
Chair
Board of Advisors
It is not enough to be compassionate - we must act.

Tensin Gyasto, the 14th Dalai Lama

Boston Celtics player Abdel Nader having fun at Canobie Lake Park with MSPCC and the Boston Celtics Shamrock Foundation.
For 139 years, MSPCC has acted to advance policies and practices that advance our fundamental values. Our advocacy efforts support the safe and healthy development of children, bringing together the voices of children and families, the expertise of our staff, and the knowledge of child welfare and behavioral health communities.

This year, a major focus of MSPCC’s policy efforts was targeted toward strategies to support the healthy development of infants and toddlers, particularly those who have experienced adverse childhood experiences (ACEs), including physical, sexual, and emotional abuse, physical and emotional neglect, household substance abuse, household mental illness, and domestic violence.

Exposure to multiple and/or prolonged ACEs directly correlates to serious delays in development and to an alarming range of health and behavioral consequences that can continue throughout a child’s lifetime. For infants and toddlers, the immediate impact of ACEs can be seen in developmental delays and/or self-harming behaviors.

The ages from birth to five comprise the most significant stage in child development. Frequent, positive interactions and a nurturing relationship between caregiver and child are essential for building vital brain structure by age five.

Data from the National Center for Children in Poverty estimates that as many as 135,000 children in Massachusetts from birth to age five face one or more risk factors each day that could lead to toxic stress, with as many as 20,000 (15%) facing three or more risk factors.

**Key elements of our work are improving access to behavioral health services and supports for infants and toddlers and the development of concrete tools and strategies for the prevention of child sexual abuse. These ongoing efforts are making meaningful changes in the lives of children and families.**
When Kaitlyn was referred to MSPCC’s Healthy Families’ young parenting support program in Boston, she was 20 years old, pregnant and the primary caregiver of her very ill mother. Shortly after giving birth to her son, Lucas, Kaitlyn and her mother lost their housing and were forced to move into a shelter.

*Healthy Families is a program of the Children’s Trust.*
Raising a baby, caring for her mother, and living in a shelter left Kaitlyn overwhelmed. She struggled with postpartum depression and felt the weight of the world on her shoulders. Despite these difficulties, Kaitlyn was committed to working with her home visitor. With the help of an MSPCC counselor, Kaitlyn recovered from her depression. Kaitlyn’s home visitor is her biggest cheerleader, encouraging her natural parenting style and congratulating her for establishing positive routines for Lucas. Kaitlyn proudly shares pictures of Lucas reaching milestones, such as crawling and his first tooth. Kaitlyn is also setting goals for herself, including going back to school to earn her degree in business and working to find her own apartment in order to provide a safe and nurturing home for Lucas.

How did she do it? MSPCC’s Healthy Families program. “Everything in my life feels inconsistent,” Kaitlyn says. “The only consistent thing is Healthy Families.” Her home visitor describes Kaitlyn as a “rock star” and an incredible mom to Lucas, determined to achieve great things for herself and her family.
Four-year-old Mia was referred to MSPCC’s Mental Health Consultation program due to significant aggressive behaviors at preschool. Mia was clearly in need of help, with tantrums that could last anywhere from 30 minutes to three hours. Mia, her teachers, and her family were desperate for help.
Isabelle, MSPCC’s Mental Health Consultation worker, referred Mia and her mom for In-Home Therapy to give them the support they needed at home. She then began to coordinate the efforts of those involved in Mia’s care, including her mother, teachers, and new therapy team. Isabelle worked with the team to create an individualized plan with specific goals to address Mia’s developmental needs. This team approach helped to increase Mia’s teachers’ capacity to implement helpful strategies that would benefit not only Mia, but also other children with similar needs. MSPCC’s Mental Health Consultation and In-Home Therapy teams worked together to provide the most effective support to Mia and her family.

With MSPCC’s guidance, Mia’s mother also learned to advocate for her daughter’s needs, including having Mia placed in a special needs classroom at her school with increased supports and resources.

Mia and her mom are still engaged in MSPCC In-Home Therapy.

**Every year more than 600 children in Massachusetts are expelled from preschool and kindergarten. With the support of MSPCC, Mia will not be one of them.**
MSPCC Financials

As of 6/30/17

**ASSETS**

Total Current Assets $6,987,172
Net Property and Equipment 762,267
Investments 14,720,546
Irrevocable Trusts 3,295,951
Other Assets 61,204

Total Assets $25,827,140*

**LIABILITIES AND NET ASSETS**

Total Current Liabilities $4,663,427
Long Term Debt and Obligations 1,507,024
Net Assets 19,656,689

Total Liabilities and Net Assets $25,827,140

**OPERATIONS**

Operating Revenue $17,966,943
Operating Expenses $17,489,513
Operating Surplus $477,430

* Unaudited figures

For complete audited financial statements, please contact Melanie Lima, Director of Development, at 617.587.1587 or mlima@mspcc.org.

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MSPCC

*Chair Emeritus
Recently, MSPCC was the recipient of an extraordinarily generous bequest. Elizabeth des Cognets had been a supporter of MSPCC since 2002 and was a member of the Mary Ellen Society. Ms. des Cognets' interest was in MSPCC’s work with young parents and our home visiting program, particularly in Worcester, where she spent time as a child. MSPCC is proudly carrying out Ms. des Cognets’ wish that her bequest be invested in family support work in Worcester.

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 ensures MSPCC’s work will continue into the future.

Members of the Mary Ellen Society receive invitations to all MSPCC events, and are listed on 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.

Like Ms. des Cognets, you can leave a legacy and have an impact on children in Massachusetts for years to come through a planned gift.

If you have included MSPCC in your estate plans, or would like to learn more, please contact MELANIE LIMA Director of Development at 617.587.1587 or mlima@mspcc.org.
MSPCC’s work as a turning point for children and families in Massachusetts would not be possible without the generosity of individuals, corporations, foundations, and United Way. We are grateful for all who supported MSPCC this year, and we honor their commitment to helping children and families thrive.

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Hyannis, MA 02601
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439 South Union Street
Lawrence, MA 01843
978.682.9222

Lowell
151 Warren Street
Lowell, MA 01852
978.937.3087

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