

NEW YORK STATE CHILDREN'S ALLIANCE

2022 Annual Report



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Dear NYSCA Friends,

On behalf of the New York State Children’s Alliance Board of Directors we are excited to share with you NYSCA’s Annual Report for 2022. The report highlights all the great work the team of professionals have been working on, including accomplishments, trainings, and technical assistance to forty-six CAC members across New York state. I believe you will see in the following pages of this report how NYSCA continues to grow both programmatically and financially.

Some of the highlights from 2022 were a messaging/ branding project for the Chapter including the creation of a new logo, a successful “back in person” Leadership Conference, and receiving re-accreditation from the National Children’s Alliance.

As another year begins, please know that NYSCA is here to support you and your team. The board and staff are dedicated to providing the best services and assistance to you. Please join me in congratulating NYSCA on another successful year.

Sincerely,



Richard Neal
NYSCA Board Chair



Dear Friends,

As the past year ended, it was a time to reflect on 2022 and the amazing work of 47 CACs across the state, as well as the year in review for the Chapter. Zoom trainings and Zoom meetings became the new norm. After three years, do you still find that you forget to unmute when you’re talking??

We were thrilled, however, to be able to host our annual membership meeting in-person and we welcomed friends and colleagues back to our Leadership Conference in Saratoga Springs. It was great to see so many of you at these events. Both events allowed for networking, along with some fun!

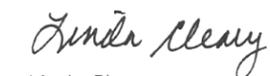
NYSCA continued our monthly peer calls for leadership, victim advocates, mental health clinicians, and outreach and education team members. These calls have been a great way to stay connected across the state, hear first-hand the many successes of the CACs, and support team members on any concerns or issues they may have.

As another year “goes in the books”, NYSCA is so proud of the tremendous work of the New York CACs, serving over 22,000 children in 2022. We know how incredibly difficult this work is, and how these teams continue to work tirelessly every day to put children on a path to healing.

I cannot thank enough the incredible team of NYSCA as well. They are truly a “team”. They work together, care about each other, support each other, and most importantly, have fun together.

As you read through our 2022 Annual Report and see all the accomplishments of the CACs and Chapter, you can all pat yourselves on the back for an amazing job well done!

Warmly,



Linda Cleary
Executive Director



WHO WE ARE

The New York State Children's Alliance, Inc. is a 46-member organization serving 60 counties and 6 tribal nations.

We are committed to improving the community response to children and families impacted by abuse.

OUR MISSION

The mission of the New York State Children's Alliance, Inc. (NYSCA) is to promote the development, growth and continuation of Multidisciplinary Teams (MDTs) and Child Advocacy Centers (CACs) throughout New York state in order to provide healing and justice to abused and neglected children and their families.

NYSCA BY THE NUMBERS

- 23 Trainings offered to members
- 596 professionals trained on best practices
- 1,165 technical assistance requests responded to
- 48 peer support calls including: Leadership, Victim Advocates, Mental Health, Outreach and Education
- 18,246 bookmarks distributed to CACs
- 41,123 outreach materials shipped to CACs
- 279 Social Media Posts
- 58 Email Blasts

DEI

To further our diversity and inclusion efforts, NYSCA continued contracts with Tangible Development, a Diversity, Equity, and Inclusion (DEI) consulting firm, to engage in formalizing the chapter's DEI journey.

In February, NYSCA began phase 3 of our work in supporting DEI efforts. This included a recruitment and training process to create a network of DEI champions from CACs across the state of NY. A Diversity, Equity, and Inclusion (DEI) network and committee is a necessary part of sustaining DEI change. The DEI Network helps bridge connections across regions, serves as a resource for sharing knowledge about DEI practices, and builds a sense of community for CACs seeking support for DEI.

NYSCA currently coordinates monthly meetings with a group that was carefully selected from across the state as representatives for NYSCA's DEI Network. After weeks of capacity building training sessions, these representatives are positioned to work on creating resources and designing projects to support CACs in their own DEI efforts.

NYSCA RECEIVES NCA REACCREDITATION

Like many of the Child Advocacy Centers in the state, NYSCA also is accredited by the National Children's Alliance (NCA) as a State Chapter. We are pleased to share that we received reaccreditation approval in 2022 for another 5 years.



The Chapter must meet five national standards:

- **Organizational Capacity** – operating as a membership organization, maintaining a designated legal entity responsible for organizational, programmatic, and fiscal operations; and employs sound administrative and financial practices.
- **Membership** – supporting the development, continuation, and enhancement of the CAC model by providing relevant support services to CACs and MDTs.
- **Growth and Development** – developing, adopting, and implementing a formal, comprehensive, statewide strategy that includes establishment, development, and sustainability of CACs equipped to provide the full array of evidence-informed CAC services for children and families throughout the entire state.
- **Training and Technical Assistance** – identifying and addressing the evolving training and technical assistance needs of existing and emerging CACs and MDTs.
- **Awareness and Education** – serving as a leading resource throughout the state by supporting efforts to increase awareness about child abuse and the CAC model and reform systems to ensure improved outcomes for child abuse victims.





EMPOWERING COMMUNITIES
 PROVIDING SUPPORT
 RESTORING HOPE



OUR VALUES

We will work tirelessly to realize our vision by drawing on our values.

- Children deserve to be safe from abuse
- Communities are where our work will, and should, have the greatest impact
- Respect for all is paramount in everything that we do
- Leadership builds change that lasts, and asts through change

NYSCA serves as a unified voice advocating in the best interest of our membership at the local, state and national levels on matters related to child abuse and childhood trauma.

SERVING THE COUNTIES OF:

Albany	Niagara
Allegany	Oneida
Bronx	Onondaga
Broome	Ontario
Cattaraugus	Orleans
Cayuga	Orange
Chautauqua	Oswego
Chemung	Otsego
Chenango	Putnam
Clinton	Queens
Columbia	Rensselaer
Cortland	Richmond
Delaware	Rockland
Dutchess	Saratoga
Erie	Schenectady
Essex	Schoharie
Franklin	Schuyler
Fulton	Seneca
Genesee	Steuben
Greene	St. Lawrence
Hamilton	Suffolk
Herkimer	Tioga
Jefferson	Tompkins
Kings	Ulster
Lewis	Warren
Madison	Washington
Monroe	Wayne
Montgomery	Westchester
Nassau	Wyoming
New York	Yates

OUR TEAM

NYSCA STAFF

Linda Cleary

Executive Director

William Starliper

Director of Finance

Patricia Maio Mullin

Director of Communications

Jami Bolton

Director of Training and Development

John Kelly

Statewide Multidisciplinary Team Director

Tebo Cossa

Director of Data Services and Analytics

Kimberly Haight

Director of Advocacy and Membership Support

2023 BOARD OF DIRECTORS

Richard Neal

Board Chair, The Neal Group

Joshua Hanson

Board Vice Chair, The Safe Center LI

Helene Gold

Secretary, Community Volunteer

Ann Marie Tucker

Treasurer, Community Volunteer

Kristen Beard

Past Board Chair
 Cortland County
 Child Advocacy Center

Kristina Coleman

Safe Horizon

Kathy Colgan

Colgan Consulting, Inc.

Dr. Twylla Dillion

HealthConnect One

Thomas Flynn

Haylor, Freyer & Coon

Stephen Forrester, Esq.

Community Volunteer

David Mann

Buffalo Police Department

Luanne Mansfield

Three Brothers Wineries and Estates

Joseph Muroff

Office of the District Attorney
 Bronx County

Michael Polenberg

Safe Horizon

William Rivera

Opportunities for Otsego

Ken Souser

Wells Fargo Advisors

Allison Spaulding

House of the Good Sheperd

OUR SERVICES

A comprehensive investigation is initiated with each new case of abuse referred to a Child Advocacy Center. With the safety and protection of the child as its highest priority, a highly skilled team including advocates, forensic interviewers, law enforcement, child protective services, prosecutors, medical and mental health professionals assess each case with sensitivity and care.



15,363 FORENSIC INTERVIEWS

Specially trained Forensic Interviewers work with the MDT to ensure victims are not interviewed unnecessarily and allow them to do so in a safe, legally sound and neutral setting.

12,294 VICTIM ADVOCACY CONTACTS

CACs stand in the gap for the healing of child abuse victims, focusing on reduced trauma for the child. Victim Advocates provide resources, support and training with a compassionate, listening ear, so that each child gets the care they deserve.

3,389 MEDICAL EXAMS/TREATMENTS

A medical exam, similar to a pediatrician's check-up, may be offered to a child to determine the nature and extent of the abuse. These exams provide the team with valuable information to prosecute the offender and help the child heal.

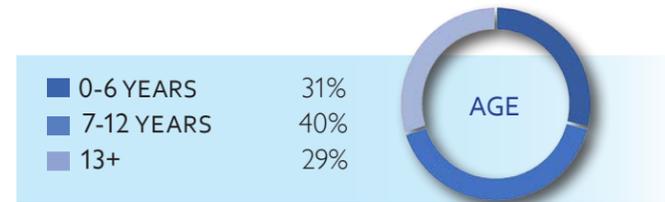
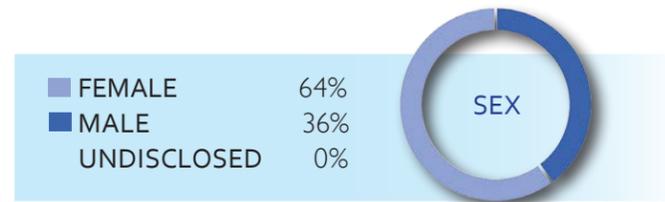
3,781 REFERRALS TO COUNSELING

5,764 INITIATED COUNSELING/THERAPY

Each child and their family are offered specialized evidence-based, trauma-focused, mental health services, proven to be effective in coping with the trauma of sexual and physical abuse.

WHO WE SERVE

One in every 10 children in New York state will be a victim of sexual abuse by their 18th birthday. The New York State Children's Alliance exists to change the numbers listed below and lead the fight against the cycle of child abuse through a stronger, more approachable model.



TYPES OF ABUSE

SEXUAL	63%
PHYSICAL	24%
NEGLECT	8%
WITNESS TO VIOLENCE	4%
DRUG ENDANGERED	1%
OTHER	0%

RACE OR ETHNICITY

WHITE	38%
BLACK/AFRICAN AMERICAN	21%
HISPANIC/LATINO	18%
ASIAN/PACIFIC ISLANDER	2%
AMERICAN INDIAN / ALASKA NATIVE	1%
OTHER / NOT REPORTED	20%

RELATIONSHIP OF ALLEGED OFFENDER TO CHILD

PARENT	44%
STEPPARENT	8%
RELATIVE	22%
PARENT'S PARTNER	5%
OTHER KNOWN PERSON	19%
UNKNOWN / NO SUSPECTS	2%





OUR IMPACT ACROSS THE STATE

The Outcome Measurement System (OMS) is a standardized, research-based set of surveys designed to measure Child Advocacy Center (CAC) performance based on feedback from families. All participating CACs measure the same core items, allowing CACs to benchmark their performance against state, regional, and national results. OMS is designed to capture two measurable outcomes:

1. the CAC facilitates healing for children and caregivers
2. the MDT approach results in more collaborative and efficient case investigations

I believe my child felt safe at the Center.

90.4% AGREE

When I came to the Center, my child and I were greeted and received attention in a very timely manner.

97% AGREE

I was given information about the services and programs provided by the Center

95.4% AGREE

The process for the interview of my child at the Center was clearly explained to me.

93.6% AGREE

I was given information about possible behaviors I might expect from my child in the days and weeks ahead.

82.6% AGREE

The Center staff provided me with resources to support my child and respond to his or her needs in the days and weeks ahead.

92.6% AGREE

HERE'S WHAT CAC CLIENTS ARE SAYING:

"The advocate was pleasant, informative, and conscious and respectful of the emotional state of our daughter and ourselves from the initial phone contact through the interview process. Definitely an asset and a great resource for our area."

"El personal muy atento y me proporciono detalladamente lo relacionada mi caso (mi nieta) {The staff is very attentive and provided me in detail with what is related to my case (my granddaughter)}"

"The professionalism, the kindness, we felt safe, they are a wonderful group. "

"Everyone was so welcoming, and made my child feel comfortable. Everything was explained thoroughly."

"How friendly and open everyone was about the process and what they do. We were approached almost immediately from when we got here to start the process immediately."

"We all felt safe and comfortable. They told us what options are available for more resources."

2022 FINANCIAL STATEMENT

REVENUE:

Government Grants	892,834.39
Membership Dues / Training	13,650
Donations and Fundraising	38,433.71

TOTAL REVENUE 944,918.10

EXPENSES:

Administrative	88,785.86
Program Services	799,072.72

TOTAL EXPENSES 887,858.58

STATEWIDE | OUTREACH

Back in person! We were excited to be back in person for the 2022 NYSCA Leadership Conference, held in beautiful Saratoga Springs on October 4th and 5th. The opportunity to network with peers, enjoy each other's company, and have time to just socialize was priceless. Over 150 CAC/MDT members attended the event, representing every discipline. The conference was kicked off with an amazing, energizing musical keynote by Mickey Smith, Jr., a Grammy Music Educator Award Recipient hailing from the Bayou State of Louisiana. Mickey's motivational mixture of music and message encouraged people to "See the Sound and Keep on Going."

There were 20 different workshop options to choose from, covering topics such as Women Who Molest Children, Cyber Safety for Professionals, Identifying and Interrupting Inequities, Kidnapping Case Study, and Treating Childhood Traumatic Grief. A bit of magic closed out the conference with an interactive presentation, The Magic of Motivation & Engagement, by Jim Snack.

Attendees had an opportunity to win some great raffle prizes, get a new professional headshot, as well as joining us for Happy Hour!

THANK YOU to our conference sponsors: NYS Office of Victim Services, NYS Office of Children and Family Services, V2 Advocate, Richard Neal, Spencer Brennehan, Ansun Graphics & Tangible Development



Very well-organized event, great location & information that I was able to integrate into my work. Well done!



I was very impressed with this conference. It was not only packed with informative sessions & resources, but it was a lot of fun-good self-care!

THE FOLLOWING NYSCA CAC RECOGNITION AWARDS WERE PRESENTED:

LEADING EDGE DIRECTOR AWARD

Presented to an outstanding Child Advocacy Center director who has demonstrated exemplary leadership skills, fostered outstanding team dynamics and team management. This year's leaders were:

Louise Miller-Director of Programming, Advocacy Center of Tompkins Co.

Sarah Purdy -Coordinator, Child Advocacy Center of Otsego County [Will Rivera accepted for Sarah Purdy.]



HERO FOR CHILDREN AWARD

Recognizing an outstanding Multidisciplinary Team (MDT) member who has made significant contributions toward promoting the best interests of abused and neglected children throughout the state of New York.

Megan Thomas Leach, Cortland County Child Advocacy Center's Multidisciplinary Team Facilitator, was the 2022 recipient.



"MAKING A DIFFERENCE" AWARD

Occasionally, someone comes along who consistently goes above and beyond. They always step in to help, continually giving of themselves, someone who truly is "making a difference."

At the 2022 Leadership Conference, NYSCA was pleased to present a special award, the "Making a Difference" award to someone in the field who helps CACs, over and over again, with medical efforts.

The award was presented to Nancy Harris.

We were able to pull this off as a surprise for Nancy and the surprise increased when she realized her husband and children were there to see the presentation.





STATEWIDE | OUTREACH



The third annual One Too Many NY 5K was another huge success! Eighteen Child Advocacy Centers, along with the New York State Children's Alliance, participated in the virtual event, raising over \$30,000 from registrations, in addition to numerous sponsorships. Participants in the 5K selected any day between Friday, September 16th and Sunday, September 18th to run/walk, selecting any route – their neighborhood, a local park, even their treadmill. The One Too Many NY 5K brought out 700 participants including family members, colleagues, children and 88 “canine companions!” Photos submitted showed great sceneries along participants routes, dogs sporting their 5K bandanas, lots of great kids’ activities, and some fun and crazy costumes.

NYS CA provided several statewide awards, including ones for the Best Time for both male and female, Best View on the Run, “Dogs Need a 5K Too”, Best Team Costume and Funniest Sunglasses.

The Center for the Prevention of Child Abuse in Poughkeepsie, NY, came in with the highest number of participants, with the Cortland County Child Advocacy Center and the Safe Center LI coming in with an impressive number of runners and walkers as well.

A huge thank you goes out to our sponsors for the 5K: Montage Wealth Management, The Neal Group, Bivona Child Advocacy Center, Guthrie Clinic, Wegmans, Stewart’s Shops, Josie’s Journey, Josall, Legacy Wealth Management, JC Smith, Inc., the Forrester Family, Team Donut & DOT Foods

One Child Abused is #OneTooManyNY



ANNUAL MEMBERSHIP MEETING

Our annual meeting was finally back in person in 2022. We had over fifty CAC/MDT members attending, along with several of NYSCA's board members. It was a beautiful, sunny day so we took advantage of it and headed outside to the courtyard at the Doubletree Hotel in East Syracuse. Team Adventure had everyone laughing, learning new handshakes, and simply enjoying being back together.



The NYSCA team presented the 2021 annual report, highlighting the tremendous work of Child Advocacy Centers, as well as showcasing some of the projects and initiatives of the Chapter.

And what better way to end a meeting than with an ice cream treat from the Skippy Ice Cream Truck!



MESSAGING PROJECT

Early in 2022, Spencer Brenneman, LLC led our organization through a messaging project that not only gave us better language to talk about the work we do but gave our team a more meaningful understanding of the impact we were making. Spencer Brenneman, LLC helps mission-driven organizations reframe their focus and remaster their messaging to thrive in any environment.

The process started with qualitative research to understand the organization's work, impact, expectations, and perceptions of the organization. One quote summarized the responses: "They do a lot to hold us together as a team of CACs in the state. They unite all of the CACs as one front and give us materials that we can use so that we can have one united voice across the state."

The next step consisted of quantitative research to understand current views of NYSCA's work and priorities. Of those responding, 84% described themselves as 'very' or 'quite' familiar with NYSCA's work. The vast majority of respondents had their expectations met or exceeded. Our team then worked to answer the following questions:

- WHY we do what we do,
- WHAT we do and
- HOW we do it differently, and the
- WAY we bring it to life.

These answers helped us create our new description:

The New York State Children's Alliance delivers the expertise and resources needed to care for abused children. We do that by fostering relationships and collaboration, inspiring the community to take bold actions, and equipping teams with the latest, culturally competent, and equitable approaches to serving victims of crime.

As we brought our messaging project to a close, we felt it was time to give a fresh new look to our agency logo. Spencer Brenneman, LLC, working with Patricia Maio Mullin, Director of Communications, created an updated look for NYSCA.



WILL YOU BE THE ONE AND TAKE THE PLEDGE?

That was NYSCA's campaign for Child Abuse Prevention Month in April 2022.

The campaign encouraged individuals to stand against child abuse, pledge to protect children, and encouraged individuals to start a conversation and learn more.

Each day of the week featured specific prevention education information on our social media outlets:

- Sunday Read**-we shared an article/resource;
- Motivation Monday**-reasons why your pledge matters;
- Truth Tuesday**-statistics presented about the number of children served, number of CACs, and number of outreach programs offered;
- Wellness Wednesday**-tips for family members;
- Thankful Thursday**-stories from families, CACs, team members;
- Feature Friday**-highlighting a CAC staff member;
- Speak About It Saturday**-tips on how to start a conversation and what exactly to do if a child discloses abuse to you.



We asked individuals pledging...

- TO RECOGNIZE** that child abuse happens to any child anywhere, even in your own neighborhood, often by someone they know, love and trust.
- TO EDUCATE** themselves on the signs of child abuse, awareness, and prevention.
- TO PROTECT** all children by speaking up when something does not seem right. When you see something, say something.

Our pledge campaign not only reached New Yorkers, but we had pledges from six other states!



About 400,000 babies born in the U.S. this year will become victims of CHILD ABUSE.





TRAININGS | LEGISLATIVE UPDATES

While NYSCA is always staying aware of current training topics and trends, we love to hear from our members on what trainings will benefit them and their CAC. Towards the end of 2021, on the Mental Health Huddle calls, the clinicians attending requested more advanced training topics with TF-CBT. The most requested were working with Youth with Problematic Sexual Behavior, and Individuals with Developmental Disabilities. These two trainings were well attended, and the feedback for both was great.

A total of 596 professionals benefitted from 23 trainings offered to members in 2022 . In addition to the Advanced TF-CBT trainings, some other topics included Maternal Darkness: Illuminating Female Perpetrators of Crimes Against Children, NCAC Basic Forensic Interviewing Training, Interviewing Children with Intellectual Disabilities, and Serving LGBTQIA+ Children and Families in the MDT Response.

**23 STATEWIDE TRAINING OPPORTUNITIES
OVER 596 PROFESSIONALS TRAINED**

“ I greatly appreciate the opportunity to have participated in this training. It was very informative, and I feel like I truly gained more knowledge regarding supporting the non-offending caregiver.
-SUPPORTING THE NON-OFFENDING CAREGIVER TRAINING

I found this training to be extremely pertinent to forensic interviewing. We have a number of families that aren't on the same page with this topic, and it always makes me feel more confident going into an interview when I have the tools in my toolbox to say and demonstrate my knowledge on the subject with clients.
-SERVING LGBTQIA+ CHILDREN & FAMILIES IN THE MDT RESPONSE ”

PUBLIC POLICY

NYSCA's advocacy efforts in action! Child Advocacy Centers can now do background clearance checks in the statewide central register. Assembly Bill A9664 expands the definition of provider or provider agency to include private, nonprofit incorporated agencies that meet the New York State Office of Children and Family Services program standards for Child Advocacy Centers.

A huge thank you to Assemblywoman Carrie Woerner who sponsored this bill.

NYS CA

NEW YORK STATE CHILDREN'S ALLIANCE

EMPOWERING COMMUNITIES | PROVIDING SUPPORT | RESTORING HOPE

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Office of
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Office of Children
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