



# heroes of hope

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benefiting children's bureau



**campaign + sponsorship deck  
2020**



## **covid-19 impact**

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COVID-19 changed life as we know it while exponentially increasing the risk for vulnerable children to carry the life-altering trauma resulting from abuse and neglect. Children's Bureau is on the front lines, giving thousands of families in Los Angeles and Orange Counties what they need to thrive... and giving them hope.

## **we need more heroes!**

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Every year, there are nearly 30,000 substantiated child abuse claims in Los Angeles and Orange Counties. Children's Bureau works every day to counteract this tragic reality through programs that build resilience, stability, and overall family health.

As a society, we are reconsidering how we invest in our communities. Children's Bureau offers more than 100 years of expertise proven to break cycles that hindered families and neighborhoods for generations.

With your help, Children's Bureau will continue to give families the tools, resources, and support they need to thrive.

# heroes providing hope

The Heroes of Hope Campaign is an eight-week endeavor to raise critical funds for already fragile children and families struggling to survive. We will highlight our three agency pillars - Foster Care and Adoption, Mental Health, and Prevention - to show how Children's Bureau's innovative child abuse prevention and treatment programs help save children's lives.

By sharing the real-life stories of heroes on the front lines, we will demonstrate why these resources are critical to the wellness of thousands of families, now and beyond the pandemic.



## foster care and adoption

Nearly 100 times a day, a child in California is placed in foster care due to abuse or neglect. Over 33,000 of these children live in Los Angeles and Orange Counties. A loving, stable family is the key to the future success of these children. As we celebrate National Adoption Month, we will highlight our hallmark program.

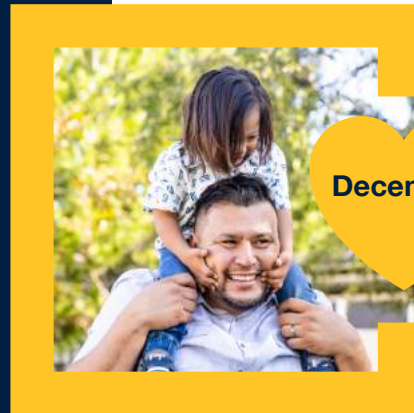
Join us in launching Heroes of Hope with President & CEO Ron Brown and Presenting Sponsor City National Bank's Peyman Salehi, Private Banking Region Manager, SVP.



## mental health

Parents today are facing added stressors of social isolation, unemployment, at-home learning for children, and more. Learn how Children's Bureau's mental health therapists support and engage families via tele-health while working with community partners to prevent child abuse.

Relax and unwind as our own Roxana Bermudez, Associate Clinical Social Worker, leads us in a guided meditation to promote mental wellness.



## prevention

We'll round out the campaign highlighting Children's Bureau's focus on families with young children, the key to ending intergenerational abuse and neglect. Early-stage programs (i.e. local family resource centers, parent support groups, and even preschools) are proven to prevent abuse and build trajectories that contribute to lifelong success and wellness. Learn how child abuse and its root causes are the biggest social justice issue of our time.

Tune in for a fireside chat with Ron Brown and special guests, bid on our exciting auction items, and look out for additional activities throughout the month.

Sponsor Children's Bureau's mission to protect vulnerable children through prevention, treatment, and advocacy.

### hero of hope: \$25,000

A contribution of \$25,000 can provide for 15 children and their families to virtually participate in our Family Enrichment Program, which teaches over 300 families each year how to promote their babies' rapid development and fosters community through its virtual group sessions.

**Exclusive Benefits:** Logo/donor name on virtual step and repeat background, exclusive video announcing event partnership promoted on Children's Bureau's social media channels and event e-blasts, and exclusive thank you/shout out targeted e-blast.

### champion of hope: \$15,000

A contribution of \$15,000 can provide one year of virtual preschool for 15 students, building core competencies and healthy relationships.

**Exclusive Benefits:** Interview on Children's Bureau's Instagram Live on a mutually agreeable date during active campaign and posted on campaign highlight reel.

### protector of hope: \$10,000





A contribution of \$10,000 can allow Children's Bureau to recruit and certify 10 new resource families. A pivotal role within the modern foster family model, ongoing recruitment is vital to our work in foster care and adoption.

**Exclusive Benefits:** Blog post promoting company and philanthropic work on all4kids.org website.

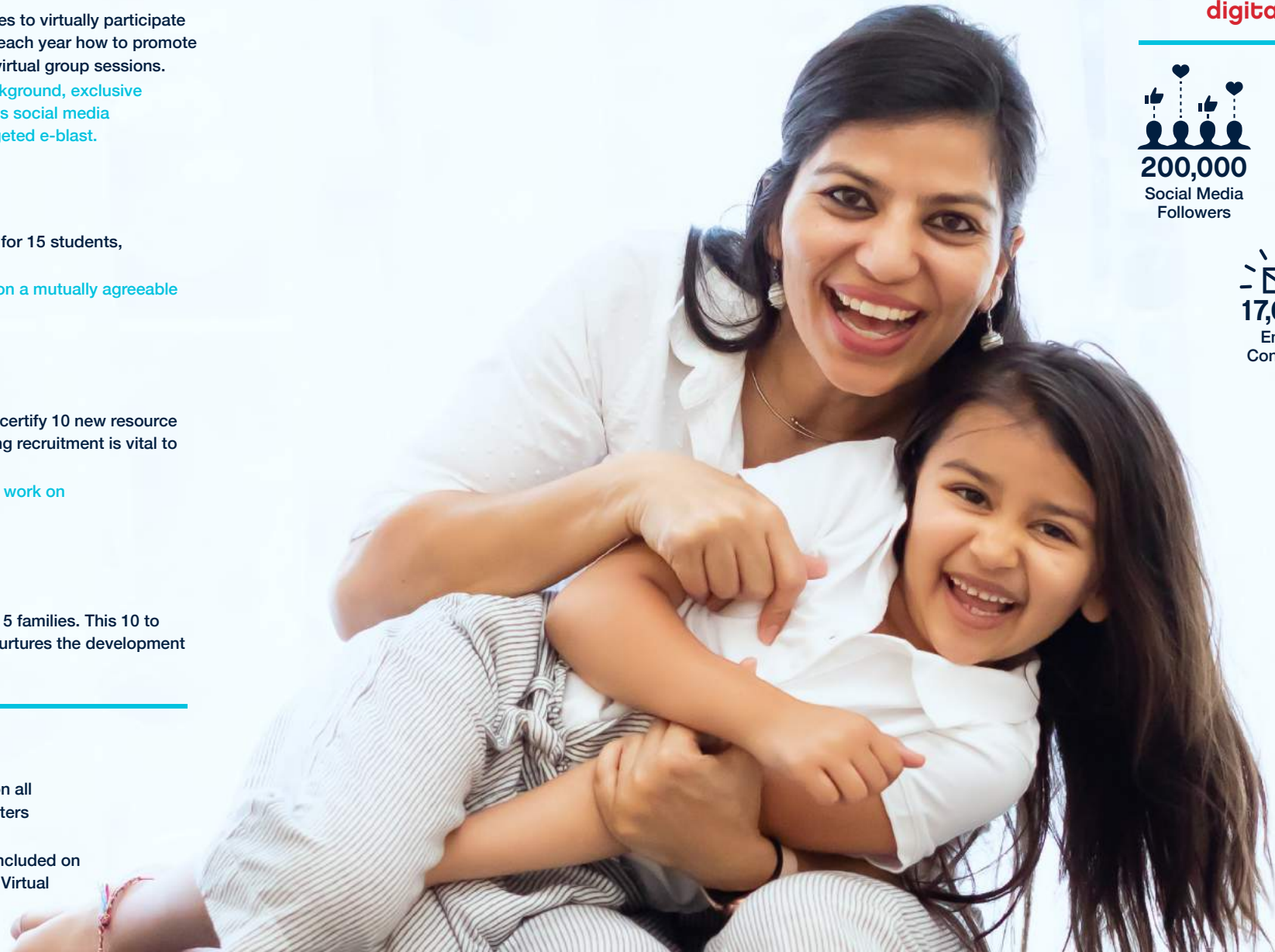
### advocate of hope: \$5,000

A contribution of \$5,000 can provide Parenting Education classes to 5 families. This 10 to 16-week course emphasizes non-violent parenting curriculum that nurtures the development of healthy behaviors and strengthen family resilience.

#### Additional sponsorship benefits for all levels include:

-  Thank you/shout out across five social media channels
-  Logo/donor name on all campaign email footers
-  Company/donor name included in press release(s) promoting campaign
-  Logo/donor name included on Children's Bureau's Virtual "Wall of Heroes"

### children's bureau's digital impact



# ways to support heroes of hope



1



## donate directly

Visit [all4kids.org/HeroesOfHope](https://all4kids.org/HeroesOfHope) or text "All4Kids" to 76278 to donate directly.

Donor Advised Funds: contact your fund to make a grant recommendation to Children's Bureau.

2



## raise funds as an individual

Children's Bureau will provide step-by-step instructions to launch a DIY fundraising page. You'll receive email templates, social media content, and coaching to promote your fundraiser and raise awareness for Children's Bureau.

3



## raise funds as a group

Children's Bureau will provide step-by-step instructions to start your group's DIY fundraising page. Generate funds and friendly competition - email templates, social media content, and coaching all provided to support your success.