



NATIONAL EXCHANGE CLUB FOUNDATION

Strengthening Families. Building Communities. Serving America.

Your Foundation Focus

April 2010

OUR MISSION

To provide financial resources for the National Exchange Club Programs of Service

OUR VISION

Strong American families and National Exchange Club identity through the prevention of child abuse and Exchange's Programs of Service

Why Prevention?

In April of each year, we recognize Child Abuse Prevention Month as an occasion to inform, educate, share, inspire, motivate and encourage. Many of our Exchange Clubs and Exchange CAP Centers have special events to heighten awareness of abuse issues or to raise funds to support their programs during this time. It is also the time when the Child Maltreatment Reports are released, containing national data about the number of child abuse reports, substantiations, and fatalities. This national report provides information that enables us to have a better idea of the extent to which this tragic issue affects us all. Next month, we will provide the 2008 information on our website as soon as it is released. But in addition to the actual reported numbers, it is important for us to look at the real costs.

Prevention is akin to the concept of "wellness" in healthcare. Over the past few decades, we have learned through various public awareness campaigns and educational materials that smoking hurts our lungs, high blood pressure kills, certain dietary and other lifestyle habits can contribute to a variety of illnesses and ailments. At the same time, we have learned how to lead healthier lives, protect our hearts, lower our blood pressure, and strengthen our bodies to prevent illness.

Similarly, it has been well documented in research that abuse and neglect of children leads to long-term adverse outcomes for children, and can affect them into adulthood and throughout their lives. These outcomes include an increased likelihood of poor physical and mental health, social and cognitive difficulties, participation in high-risk behaviors, and other general behavior issues. That, in turn, leads to direct costs such as foster care, medical and mental health treatment, and law enforcement. But in addition, there are indirect costs such as those associated with juvenile delinquency, long-term mental health care, criminal justice services, and loss of productivity. A 2007 report by Ching-Tung Wang and John Holton, estimates the annual financial costs of child

abuse and neglect in America at \$104 billion, including \$33 billion in direct costs and the remainder in indirect expenditures.

What has also been documented is that child abuse is preventable. We know we can break the cycle of abuse by working closely with at-risk families to show them safer, healthier ways to raise and protect their children. We know that parents are hungry to learn more about how to be better at the job of parenting, especially if they were abused themselves as children. We know that when parents learn about risks, they can avoid them and create a safe and happy environment in which children thrive.

Exchange Clubs have been at the forefront of the Child Abuse Prevention movement for three decades. Not only through our community-based CAP Centers, but also through public awareness campaigns and distribution of informative and educational materials, Exchange Clubs are making a difference for families and making the world a safer place for children to grow up healthy and happy.

New Prevention Materials

Thanks to a generous grant from the American Legion Child Welfare Fund, we are producing some new materials, including the *Parenting Cheat Sheets* that were recently mailed to clubs and centers. These are a light-hearted way to put some serious information into the hands of parents. During the month of April, and throughout the remainder of the year, these new tip sheets can be distributed at your local events. The cards will also soon be on our www.preventchildabuse.com website, where you can download and copy them. Thanks to the ALCWF grant, we are also expanding our prevention website with additional family-friendly information for parents and care givers. Watch for new parenting and prevention material on this site in coming weeks.

Campaign Provides Support for Center Training Opportunities!

Thanks to the early success of our *Investing in America's Future* campaign, the NEC Foundation's Board of Trustees is making resources available to expand training for our spring session of New Director Orientation, as well as for our annual CAP Symposium. Scholarships have been made available to centers to enable more of our Exchange CAP Center representatives to participate in our Annual CAP Symposium this year.

Our next orientation class for new directors is being planned for May. This intensive week-long training is offered to every new center director at no cost, and travel and accommodations are also paid for centers in good standing. Training is provided in the Exchange Parent Aide Model, fund raising, board development, staff management, public relations, and other administrative and programmatic areas.

Symposium is our annual opportunity for professional training, networking, and leadership development for our network of Exchange CAP Centers. It will begin July 20, and include a variety of training and networking events throughout the week. Workshop topics this year will include the *AHA Process* for improving outcomes for people living in poverty, developing relationships with charitable foundations, strengthening board relationships, non-violent discipline practices for parents, and compassion fatigue. We will be unveiling the new Exchange Parent Aide training manual, and will learn outcomes from the clinical

trial of our Exchange Parent Aide Program. Seminars are open to Exchange Club members as well as CAP Center representatives.

CAMPAIGN FOR KIDS 2010

Your Foundation is an Oasis for American Families

Just as water sustains an oasis, your dollars sustain the Foundation. Without one the other could not exist. Every dollar your club contributes helps keep our centers strong, and helps Exchange Club members everywhere with programs to help make America strong. Whether you raise \$5 or \$5,000, demonstrate your club's support for the programs of Exchange! With your club's help, we can reach this year's goal of \$75,000!

Every club that participates will receive a CFK patch for their banner. Please check out the website for a listing of awards and prizes clubs can earn for participating at: www.exchangeclubfoundation.org. All CFK funds must be received no later than June 30, 2010 to qualify for prizes.

Auction Items Needed!

The National Exchange Club Foundation is soliciting items for live and silent auctions to be held at the 92nd National Convention in La Quinta, California. Ideal live auction items include "big ticket" items, such as electronics, autographed sports memorabilia, vacation packages, and fine jewelry. Great silent auction items include gift items that represent your district or area, hand-made items (quilts, rugs, etc.) regional wines, gift certificates for nationwide retailers, and sporting equipment. Proceeds from these auctions help sustain the national project and programs of service, including the Foundation's Gala Grants.

If you or someone you know can contribute an item for either auction, please contact Debbie Baldwin at 800/XCHANGE (924-2643).

Thank you for your support!

INVESTING IN AMERICA'S FUTURE

It's YOUR Capital Campaign

Your National Exchange Club Foundations trustees' commitment to this endeavor is firm: to advance the programs of Exchange! We believe this successful fundraising effort will give Exchange the confidence a national organization with our mission and resources deserves. We have a vision for Exchange, and we are moving forward every day. While the first phase of the campaign is designed to strengthen our existing leadership position in the field of Child Abuse Prevention, subsequent campaigns are expected to focus on Exchange's Programs of Service including Americanism and youth programs. Our initial campaign goals are:

- Sustain Child Abuse Prevention Efforts through Perpetual Endowment
- Establish Proactive Leadership Role in Contributing to the Prevention Field
- Evaluate and Research Programs and Impact
- Restore and Expand Network Resources

Campaign co-chairs Yvonne Ledoux and Mike Jernigan, honorary co-chairs Gerald Franklin and Charlie Braddock, as well as Steering Committee members Ken Warner, Karen Askew, and Rick Gordon meet

regularly to oversee the campaign and make certain we remain on course. Visit our campaign case statement on our website – www.exchangeclubfoundation.org – to learn more about our campaign goals to restore and expand our reach in the field of child abuse prevention, while strengthening the identity of Exchange. Please contact us with any questions you may have.

Thank you for all you do for Exchange, and in support of our Foundation. We encourage you to ask questions and learn more. Please do not hesitate to contact me at 909-717-4577 or rdgordon@pngusa.net; or Interim Executive Director, Karen Askew at kaskew@nationalexchangeclub.org or 800-816-4570. And please visit our websites at www.exchangeclubfoundation.org and www.preventchildabuse.com.

Yours, in Exchange,

A handwritten signature in black ink, appearing to read 'Richard Gordon', written in a cursive style.

Richard Gordon
NEC Foundation President