



NATIONAL EXCHANGE CLUB FOUNDATION

Strengthening Families. Building Communities. Serving America.

Your Foundation Focus

August, 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

Ledoux, Wade to Lead Foundation Board

At the July 24, 2010 organizational meeting of the National Exchange Club Foundation's Board of Trustees (held at the 92nd National Exchange Club Convention), newly elected Trustee Yvonne Ledoux was selected as president, and Trustee Duane Wade was selected as vice president. The executive committee also includes Treasurer Ron Lashmett and Immediate Past President Rick Gordon. Ledoux and Dick Harsin were each elected by convention delegates to a two-year term on the board of trustees; Past National President Jim Brown was selected for a two-year term to represent the past national presidents; and Missy Denning was appointed to a second two-year term to represent our CAP Network on the board of trustees.

27th Annual Child Abuse Prevention Symposium a Success!

"Hats off to you and the staff for a wonderful week! I am already looking forward to next year." Thanks to the early success of our *Investing in America's Future* fundraising campaign, additional resources were available for scholarships and activities at our 27th Annual Symposium. Representatives from our CAP Centers across the country traveled to La Quinta, California for professional development and renewal at this year's event, held in conjunction with the 92nd National Exchange Club Convention.

This year's focus was on the importance of relationships: with client families and constituents, our local clubs, our national networks, and with funders. From our opening symposium speaker and trainer, Gary Eagleton, we learned that no significant change occurs without a significant relationship. From HCI executive vice president Norma Murphy, we learned about cultivating mutually beneficial relationships with charitable foundations. From CAP Breakfast keynoter Jess Armas, we heard about the strength of our internal club and center relationships and how that manifests in services to communities, families, and individuals throughout the nation. And in each and every one of these relationships, an "attitude of gratitude" makes the difference. We are grateful for the support we received to make this a meaningful event for our CAP Network!

Parent Aide Research

Preliminary results of a federally funded evaluation of our Exchange Parent Aide home visitation program were released during our 27th Annual Symposium, suggesting that families receiving Parent Aide services had reduced parental stress, maternal depression and anxiety, as well as greater mastery of parental skills. This appears to be supported by reductions in psychological aggression and physical assault of their children. These initial results appear to substantiate the findings of a large retrospective study of over 800 families served over a period of twenty years, which demonstrated positive changes in families. This is the first randomized trial of Parent Aide services to be conducted.

George Bryan, former executive director of the Exchange Club SCAN Center in Winston-Salem and currently CEO of The Children's Home and North Carolina District Exchange Club Foundation Administrator, was present at the Symposium to report these findings to our CAP Center Network and to Exchange Club leadership. George – who worked with NEC Foundation staff in developing the grant that was awarded to the Foundation to study the effects of Parent Aide intervention on child abuse – served as project director of this research. Neil Guterman, PhD, currently Dean of the Social Work Department of the University of Chicago, was engaged as the principal investigator for the evaluation.

“Evidence-based practice” has become a key phrase, critical to accessing necessary resources to fund and operate programs. Although six centers in North Carolina were chosen to participate in the study, all centers in our CAP Network benefit from this information. Accredited centers faithful to this model can use the data to support their own programs. While analysis of the data continues, we are very excited about the preliminary findings. We are now seeking funding for a second clinical trial to further evaluate our flagship program.

Campaign For Kids 2010 Top Clubs

Thanks to all the Exchange Clubs who participated in CFK 2010, we raised \$45,784. Our theme this year was “Your Foundation is an Oasis for American Families” reflecting the purpose of helping sustain the life of the Foundation and its ability to help others. It has been several years since this campaign evolved from Quarters for Kids, and the transition has been a successful one. Many clubs contribute, and ALL clubs – large and small – receive recognition for their participation. All support is greatly appreciated! This year's winners were:

- Most Money Raised by a club not participating in 2009: Sugar Land, Texas
- Most Money Raised overall: Belleville, Illinois

Congratulations to these fine clubs! We'll be gearing up for the Centennial campaign soon to raise \$100,000 for Exchange's 100th anniversary. Watch for a little friendly competition for next year's top spots!

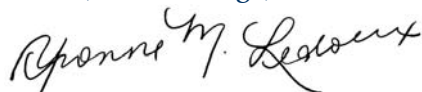
Investing in America's Future Campaign Update

Campaign totals have surpassed our goal of raising \$2.5 million by for July, 2010! To date, we have \$2.8 million in pledges, cash, and estate designations toward our campaign goal of \$5.5 million. It is anticipated that we will hit the \$3 million mark well in advance of the March, 2011 deadline for the challenge gift. Currently, we are at a 2-to-1 ratio of estate gifts. Our goal is to be 60% to 40% estate gifts as we proceed further into the campaign. Efforts are underway to pursue large grants from national charitable foundations.

It's YOUR Campaign! Your National Exchange Club Foundations trustees' commitment to this endeavor is firm: to advance the programs of Exchange! 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. 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.

Thank you for all you do in support of the National Exchange Club Foundation. We encourage you to ask questions and learn more. Please visit our websites at www.exchangeclubfoundation.org and www.preventchildabuse.com, and do not hesitate to contact me at yledoux@plasticdesign.com or 860-922-6844; or Interim Executive Director, Karen Askew at kaskew@nationalexchangeclub.org or 800-816-4570.

Yours, in Exchange,



Yvonne Ledoux, President