



NATIONAL EXCHANGE CLUB FOUNDATION

Strengthening Families. Building Communities. Serving America.

Your Foundation Focus

August 2009

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

ABC Primetime Special to feature Exchange Club Center Families

On Tuesday, September 8, ABC Primetime will air a special program on parenting that will feature families from one of our Exchange Club Child Abuse Prevention Centers. Along with clips of family interactions, the special includes a variety of interviews and a panel discussion. The panel consisted of Linda Riggs, Salamanca, NY Exchange Club Center Executive Director; Karen Askew, National Exchange Club Foundation Interim Executive Director; and Alan Kazdin, Ph.D., professor of psychology and child psychology at Yale University. The focus of the program is that raising children can be extremely challenging, but help is available to parents.

While the airing date is subject to change, this is the anticipated day. Please check your local listing to verify the time, and set your recording device if you won't be home to watch.

Campaign for Kids: You Made A Difference!

Exchange Clubs across the country rallied to make a difference by raising more than \$58,000 for this year's Campaign for Kids (CFK). Our theme this year was the **Starfish Story**, in which a youngster is found throwing starfish from the beach back into the ocean. An old man speaks of the futility of the child's meager effort, asking what difference he hopes to make. The child

replies "It makes a difference to this one!" as he tosses another starfish into the sea.

While individual efforts sometimes seem like a drop in a very large bucket, when we pool our individual efforts, we can make a tremendous difference in the lives of children, families, and communities across this country. Exchange Clubs make that difference every day!

This year's winners were:

- Most money raised by a club that previously did not participate: **Exchange Club of Bellville, Illinois**
- Most money raised overall: **Exchange Club of Charleston, South Carolina**

Top clubs overall:

XC - Charleston, SC
XC - Belleville, IL
XC - Albany, GA
XC - Lima, OH
XC - Hanover, PA
XC - Woodruff Road Greenville, SC
XC - Columbus, GA
XC - Durham & Middlefield, CT
XC - Newtown, PA
XC - Lower Cape Fear/Wilmington, NC
XC - South Granville, NC
XC - Lake Highlands, TX
XC - Marshall, MI
XC - North Jackson, MS
XC - Sebastian, FL
XC - Shelton, CT

XC - Western Lehigh, PA (Allentown, PA area)
XC - Speedway, IN
XC - Isle of Palms, SC
XC - Mattoon, IL
XC - Eastern Hills Cincinnati, OH
XC - Joliet, IL
XC - Jacksonville, FL
XC - Memorial Houston, TX

Convention Delegates Support Foundation

Those attending the 93rd National Exchange Club Convention helped the Foundation to raise more than \$34,000 through convention activities – including the annual *Gala for the Children* and the Live and Silent Auctions – our annual fundraisers for the Foundation. Portions of the ticket prices and a live auction at the Gala provide grants for centers and clubs each year. Live and silent auctions held during the CAP Breakfast, along with spontaneous contributions from members, provide resources for training and other services to CAP Centers.

Thanks to all who contributed! Your generosity provides important services.

2009 Annual Symposium

While attendance was low this year - in large part due to the current economic climate - those attending symposium had the opportunity to engage in meaningful dialogue, which will affect the direction of our network for the next few years.

Traditionally an educational event, our annual symposium has increasingly become a leadership forum where center representatives engage in dialogue and make decisions that help shape our CAP network.

This year's discussions focused on sustainability in difficult times. In order to compete for funds and other resources, our centers must be able to demonstrate that they are offering quality programs in a stable agency.

Center representatives left with renewed commitment this year to strengthen their respective centers, and therefore our entire network.

SBS Campaign Update

You may have noticed some changes in the look of our new **Shaken Baby Syndrome** prevention materials. Utilizing the latest research in the field of child abuse prevention, and shaken baby syndrome in particular, we have focused our new materials on response to infant crying.

Research shows that the vast majority of SBS occurs in response to prolonged crying. The trend in the field has become to help parents and caregivers respond to crying by giving them tools and also helping them understand the nature of infant behavior.

Check out www.cryingcode.org for more information, or follow the links to our supply department to order a supply of the new brochures.

Investing in America's Future Campaign Update July 2009

We are continuing to make progress in our *Investing in America's Future* fundraising campaign. We have set a goal of raising \$5.5 million within three years for Phase I of the campaign. We shared the executive summary of the Case Statement at convention, and began naming the leadership for the campaign.

Mike Jernigan will chair the Steering Committee to oversee the campaign. He and other members of the committee will oversee campaign activities.

Campaign Activities Update:

- Through researched and qualified contacts, gifts are being solicited with a goal of \$3 million committed within the first 18 months of the campaign.
- A national presence will be established through marketing and the naming of a national board of visitors.
- Readiness for cause-related marketing relationship with national corporation(s) will be determined and next steps, if necessary, will be outlined.
- After major gifts are committed, a broader membership campaign will take place.
- Relationships with corporations and foundations will continue to be developed so gifts can be successfully secured.

- Two additional campaign phases are anticipated to follow this initial three-year effort. Specific goals and details for these campaign phases will be determined and announced nearing completion of Phase 1.

For additional information, please contact Karen Askew, interim executive director of the National Exchange Club Foundation at 1-800-816-4570 or kaskew@nationalexchangeclub.org.

Thank you for all you do!

Yours in Exchange,

A handwritten signature in black ink, appearing to read 'Richard Gordon', with a large, sweeping flourish extending to the right.

Richard Gordon
NEC Foundation President