



# NATIONAL EXCHANGE CLUB FOUNDATION

*Strengthening Families. Building Communities. Serving America.*

## *Your Foundation Focus*

*June 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

### Campaign for Kids Drawing to Close: It Makes A Difference to This One!

This year's Campaign for Kids (CFK) focuses our attention on 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.

Sometimes our efforts do seem meager when compared to the grand scale of the problems we seek to address. But 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.

**What Is Campaign for Kids?** Campaign for Kids (formerly Quarters for Kids) is our annual opportunity for Exchange Clubs to rally together to prevent child abuse. When your Exchange Club supports Campaign for Kids, you are helping us provide free assistance to Exchange Club Child Abuse Prevention (CAP) Centers across the country; training for new CAP Center directors; quality assurance; professional development; assistance for struggling centers facing challenges; and increasing public awareness of our abuse prevention issues through national marketing campaigns.

### Awards & Prizes

- A CFK banner patch for every participating club.
- A blue ribbon star patch for every \$150 given.
- One 2010 convention package for every \$2000 raised. Redeemable for the 2010 convention only.
- A PR package for the 25 clubs raising the most money that includes:
  - special recognition at the 91st National Convention in Jacksonville, FL;
  - press releases to media in the club's local area;
  - 100 free child abuse prevention PR items
- Grand Prizes – Club picture on the cover of *Exchange Today* magazine for:
  - Most money raised overall
  - Most money raised by a club not participating in 2008

**How Much Can Your Club Raise?** We challenge YOUR Exchange Club to raise as much as possible for Campaign for Kids! But the most important thing is the participation of every Exchange Club...whether you raise \$5 or \$5,000 (or more!) for CFK, your contribution will help us reach our goal. Being a part of the 2009 Campaign for Kids shows that your Exchange Club is Making a Difference in our fight against child abuse

### Easy Fundraising Ideas For Your Club:

- Designate funds from your club's 50-50, happy dollars, fine jar, or other regular activity.
- Host a walk or race where runners get sponsors to pay a certain amount per QUARTER mile run (or walk).
- Designate funds from an existing fundraiser.
- Make a donation from your Exchange Club's program account rather than holding another fundraising event.
- Sell small blue ribbon pins during April (Child Abuse Prevention Month) to bring awareness to our national project while you raise funds for the campaign.
- Pass the hat during club meetings.
- Download and print bookmarks to give as appreciation tokens for contributions during fundraisers.
- Order donation canisters from our supply department and set them out at local businesses.
- Host an Armed Forces Day breakfast or luncheon in May in honor of your local service men and women. Share information about what your club does to prevent child abuse while you support our troops and prevent child abuse at the same time!

### What You Need To Know

- All CFK funds must be received no later than June 30, 2009 to qualify for prizes. Contributions made during convention will be applied to next year's campaign.
- Please send your contributions to: The National Exchange Club Foundation, 3050 Central Avenue, Toledo, OH 43606-1700.
- For award information and details, visit <http://www.exchangeclubfoundation.org/cfk.htm>.

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**With your help, we can reach our goal of \$65,000 for the prevention of child abuse!**

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### A message from our Jacksonville area Exchange Clubs:

Dear Exchange Club members:

The Exchange Clubs of Jacksonville and Jacksonville Beaches look forward to welcoming you to the First Coast, with a big helping of Southern hospitality. Whether or not your club is able to send representatives to the national convention July 15th-18th, we would like you to participate in a very special Healing Field. This 1,530 flag memorial will bring awareness to the number of children who die each year from Child Abuse. The field will also recognize the 30th anniversary of the National Exchange Club Foundation.

We are asking each and every Exchange Club to recognize that Child Abuse Prevention is America's responsibility. We encourage all clubs to sponsor at least one flag in this field. We have been in touch with all media outlets, and are working to make this display a national news story. Go to [www.healingfield.org/plantingtheseed](http://www.healingfield.org/plantingtheseed) for the form to make your club sponsorship.

Thank you for making this a nationwide project. We truly are united in service.

Original letter signed by,

*Glenn Smith, president, Exchange Club of Jacksonville Beaches*

*Peyton Rowland, president, Exchange Club of Jacksonville*

*Floyd Culver, president, National Exchange Club*

## *Investing in America's Future* Campaign Update May 2009

We are excited to report on the progress of our *Investing in America's Future* fundraising campaign, which is being conducted in partnership with Hartsook Companies, Inc. We have set a goal of raising \$5.5 million within three years for Phase I of the campaign. Already, over \$1.25 million has been committed!

### Back ground Work:

Our partnership with Hartsook Companies began in September, 2008 with an intensive *Campaign Readiness Review*. This in-depth process included reviews of our history, leadership, organizational structure, existing and previous fund raising efforts, and marketing strategies. During this process, a *Test Case Statement* was published, which described our organization and outlined preliminary campaign goals. This document was distributed to national Exchange Club leaders and a select group of members, who were interviewed for their opinions. Online surveys were also solicited from club and district leaders, as well as child abuse prevention center directors. Results of the campaign readiness review and assessment were presented to the National Exchange Club Foundations board of trustees in March, 2009.

### Current Status

- The trustees accepted the report recommendations and agreed to move forward with the campaign. In March 2009, Phase 1 of the *Investing in America's Future* campaign, which focuses on our national project, child abuse prevention, began.
- The *Case Statement* was revised to reflect campaign priorities and goals, and input from initial interviews and surveys.
- The campaign was launched with a **\$1.25 million challenge gift**, the collective commitment of five individuals.
- Along with individuals, national corporations and foundations with complementary missions have been identified and are being approached as major donors.

### Campaign Action

- 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.

### Additional Campaign-Related Information

- 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](mailto:kaskew@nationalexchangeclub.org).

Yours in service,

J. Michael Jernigan