



NATIONAL EXCHANGE CLUB FOUNDATION

Strengthening Families. Building Communities. Serving America.

Your Foundation Focus

November 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

YOU MAKE A DIFFERENCE!

Remember when you believed you could change the world?

With your continued support, your National Exchange Club Foundation is able to make a difference – every day...

- ✓ *Changing Lives with College Scholarships*
- ✓ *Preserving Families Through Positive Parenting*
- ✓ *Strengthening Communities*
- ✓ *Serving America*

Collectively, we can do things that we are unable to do individually. Your National Exchange Club Foundation supports your National Project of child abuse prevention AND Exchange's programs of service. We support these efforts through contributions of members like YOU.

Your generous support has helped us to weather the challenging economic climate that has been affecting the entire world. So, through these difficult times, we have continued to help families break the cycle of abuse through the Exchange Parent Aide Program, to educate the public about Shaken Baby and Fetal Alcohol Syndrome and other potential dangers to children, to support the work of our local centers with training and accreditation, to empower and encourage our nation's youth.

Your gift makes a difference! While we have embarked on a special purpose campaign to grow and to ensure the future of our national project and programs of service, we continue to rely on the annual support of members like you to maintain our current levels of services as we do so.

As we near the end of the year, please consider a tax-deductible gift to help us continue to make a difference. Every dollar counts, every gift is important. Contributions can be made by check or credit card, in one lump sum or pledged over time. Please visit our website at www.exchangeclubfoundation.org to make your online donation, or call us at 1-800-924-2643 to discuss your options or request a contribution form.

THANK YOU for your continued support for these programs that help us to help others. With YOUR help, we will continue to show the world what Exchange is all about!

INVESTING IN AMERICA'S FUTURE CAMPAIGN UPDATE

We have a vision for Exchange, and we are moving forward every day toward our campaign goals:

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

Overseeing this bold initiative is a Campaign Steering Committee, which meets bi-weekly to ensure that we are moving in the right direction. The committee is comprised of campaign co-chairs Mike Jernigan and Yvonne Ledoux, honorary campaign co-chairs Gerald Franklin and Charlie Braddock, Ken Warner, Rick Gordon, and Karen Askew. We encourage you to ask questions and learn more about the campaign. Please review the Case Statement at www.exchangeclubfoundation.org. Feel free to contact Foundation President, Rick Gordon at 909/717-4577 or rdgordon@pngusa.net; or Interim Executive Director, Karen Askew at kaskew@nationalexchangeclub.org or 800/816-4570 for additional information.

“This campaign is important because it gives us the opportunity to establish ourselves – our organization - as the leader that we are, in our focus area of child abuse prevention, and to fund all of The National Exchange Club’s programs of service for generations to come. I am pleased to have been asked to serve as an honorary co-chairman. As a past national president of this organization, I feel a responsibility to continue when asked to serve our membership to help our organization grow.”
- Charlie Braddock, Past National President, Honorary Co-chair for **Investing in America’s Future** capital campaign.

Campaign FAQ

This is YOUR campaign, so each month we will focus on questions asked by our members regarding our capital campaign.

Question: Why does the Foundation need my regular contribution, with this capital campaign going on?

Answer: Our budget is based on trends in contributions, special events, and other resources. Each year, we anticipate a certain amount for annual gifts, memorials and honorariums, and other member contributions based on what has been received for the previous few years. These regular donations constitute a significant portion of our budget.

With recent economic downturns, it has been estimated that contributions to nonprofit organizations are down by about 35%. We are no exception to this, and have cut back our expenses over the past year accordingly. The economy has affected our centers and clubs as well, so our services are more important than ever. We need to keep the phone and lights on, maintain our staff, and keep up the good work while we seek additional support to help centers, improve technology, initiate research, heighten public awareness of Exchange in ways that will improve future funding, and build a perpetual endowment to secure The National Exchange Club’s programs and projects for generations to come.

Exchange Club members have always rallied during difficult times. Each member is important, and each contribution is important. While we are planning for growth, we need to be able to cover our routine expenses and maintain our services in order to strengthen families, build communities, and serve America.

CHILD ABUSE PREVENTION UPDATE

How does the National Exchange Club Foundation support our Centers and Prevent Child Abuse?

Our Child Abuse Prevention Services is nationally recognized in the field of Child Abuse and Neglect Prevention. We are “Partners in Prevention” with the Office on Child Abuse and Neglect of the US Department of Health and Human Services, and charter members of the National Child Abuse Coalition. We work collaboratively with other national child abuse prevention organizations, and are engaged in national advocacy efforts to promote policy that addresses issues of safety and well-being for children. At the same time, we offer a variety of services to clubs and centers.

Services to Centers:

- **New Director Orientation** - Every new Exchange Club CAP center director is provided with a week of intensive orientation at the National office at no expense to the center.
- **Child Abuse Prevention Symposium** - Our annual symposium provides training and networking opportunities at no cost to centers.
- **Stipend for Symposium** - A stipend is provided to help offset symposium travel and accommodation expenses.
- **National Accreditation** - Centers receive free support and review service to achieve accreditation. Accreditation demonstrates that centers adhere to nationally accepted best practice standards. Most national accreditation systems charge significant fees for this service.
- **Technical Support** - CAP Services personnel are available to center boards and staffs for one-on-one consultation concerning: program issues, organizational development, agency administration, board development and governance, personnel issues, public awareness, and fundraising. Other national networks also charge for these services, while this is provided at no cost to Exchange Club Centers in good-standing.
- **Supply Credit** - Each center receives an annual credit to be used for purchasing materials from our National Supply Department.
- **Grants** - Centers may apply for Gala grants. Two are awarded to centers yearly. Other grant possibilities are frequently explored.
- **Bridge Loans** - Centers may apply for these 90-day interest-free bridge loans.

Other Prevention Activities: Each year, the National Exchange Club Foundation supports and engages in a number of activities to heighten awareness of child abuse and its consequences to our society:

- **National Child Abuse Prevention Month** - The NECF endorses the month of April each year as National Child Abuse Prevention Month. The NECF produces materials for Exchange Centers and Clubs to use during April, providing public awareness project ideas, public relations information, promotional materials and community involvement suggestions.
- **Public Awareness Campaigns / National Advocacy Efforts / National Collaborations** - The NECF believes it is important to educate the public about the serious implications of child abuse and preventable causes of harm to children. Brochures, public service announcements and other materials help Exchange Clubs, Child Abuse Prevention Centers, and the public become better informed about child abuse and how it can be prevented. The Shaken Baby Syndrome and Fetal Alcohol Syndrome campaigns focus on prevention. Believe in the Blue, Time-Out Teddy, KidCode, and other programs provide effective tools to parents for challenging situations that can create risk for abuse.

Thirty years ago, Exchange made the courageous decision to make Child Abuse Prevention our national project. Since that time, we have helped almost 700,000 families break the cycle of abuse through direct

services, and made countless others aware of potential dangers through our public awareness efforts. We have the unique distinction of being the only service organization providing direct services. In Unity for Service, we are strengthening families and making our communities safer for children!

Thanks for all you do! For additional information on the above and other topics, check out our websites:
www.exchangeclubfoundation.org or www.preventchildabuse.com

Yours, in Exchange,



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