



2010 Sponsorship Packet

ProKids

Standing Up for Foster
Children Since 1981

For more sponsorship
information,
please contact:

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2605 Burnet Avenue . Cincinnati, OH 45219 . 513.281.2000 . 513.487-6444 fax . www.prokids.org

In Cincinnati, over 2,000 children are abused or neglected so severely they must be placed in the child protection system. Most of these children are placed in foster care. Unfortunately, the system is overburdened, and children slip through the cracks.

For 29 years, ProKids CASA volunteers have been speaking out for these most vulnerable children and helping them find safe, permanent and nurturing homes.

By supporting ProKids as a sponsor you can play a vital role in ensuring that more, and someday all, of these children have the benefit of a CASA volunteer. Our events are attended by hundreds of Cincinnati's diverse civic and philanthropic leaders. Additionally, ProKids enjoys the support of hundreds of community volunteers. Enclosed you will find a listing of our events and sponsor benefits, as well as a commitment form to become a 2010 ProKids Sponsor.

Join with ProKids to celebrate and support our unique opportunity to help children in need. We look forward to your positive response and to your presence at our events!

With sincere thanks,

Chris Conlan
Director of Philanthropy



ProKids

2009 Facts & Stats

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Our Mission: ProKids is a non-profit agency that provides outstanding volunteer advocacy for children in Hamilton County who have been abused and neglected and, through no fault of their own, are in the court system. ProKids recruits, trains and supports community volunteers known as CASAs -- Court Appointed Special Advocates, to provide a powerful voice for these children.

ProKids provides leadership and education to the community by creating specialized programs such as "Building Blocks" for children age birth-to-three, "Steps to Peace" to address family violence, and the CASA University training program.

ProKids cultivates a Committed Community that provides the financial support necessary to reach more of these children and to stop the cycle of abuse and neglect.

Our Vision: A safe, permanent and nurturing home for every child.

History of ProKids: ProKids was founded in 1981 through the joint efforts of the Junior League of Cincinnati, the Cincinnati Bar Association, and the Hamilton County Juvenile Court. At the time, there were less than 25 CASA programs nationwide. Today there are over 900 CASA programs throughout the U.S. The CASA program is one of the fastest growing volunteer networks in the country.

National Statistics:

Foster care is not always safe.

- Children in foster care are ten times more likely to be abused than children in the general population. ⁽¹⁾

Children in foster care struggle academically.

- Fewer than half of foster children graduate high school, only 38% find a job within 18 months of leaving the system and only one in 8 graduates from a four-year college. ⁽²⁾

Children who are abused are more likely to be arrested for a violent crime.

- 68% of incarcerated adult male felons were abused as children. ⁽³⁾

Foster care is not always a stable, short-term placement.

- On average, children in foster care move through three different foster care placements, ⁽⁴⁾ frequently with little or no warning.

- Almost half of foster children will spend at least two years in care, while almost 20% will remain in the system five or more years. ⁽⁵⁾

- Lack of stability is part of the reason 40% to 85% of kids in foster care have mental health disorders. ⁽⁶⁾

2009 ProKids Highlights:

Total children served -----	434
Total CASAs serving children -----	157
Total ProKids Committed Community -----	1,029
Total Volunteer Hours -----	31,776

¹ National Foster Care Education Project; Timothy W. Maier, "Suffer the Children," Insight on the News, (November 24, 1997). ² (www.luminafoundation.org/research/what_we_know/index.html#dimension1)<http://www.aypf.org/forumbriefs/2006/fb021006.htm>. ³ (National Institute of Justice Report:Based on a study by Robin Weeks and Cathy Spatz Wdow, Ph.D., Self Reports of Early Childhood Victimization Among Incarcerated Adult Male Felons, April 1998. ⁴ Stephen Hornberger, Director of Behavioral Health, Child Welfare League of America. From *The Connection* (Winter 2004). ⁵ US Dept. of Health and Human Services AFCARS report, 2003. (<http://www.sfgate.com/cgibin/article.cgi?file=/chronicle/archive/2006/05/30/EDGDOIJLNS1.DTL>). ⁶ US Dept. of Health and Human Services AFCARS report, 2003. (<http://www.sfgate.com/cgibin/article.cgi?file=/chronicle/archive/2006/05/30/EDGDOIJLNS1.DTL>)

2009 Facts & Stats

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Right here in Cincinnati, abused and neglected children are slipping through the cracks of the foster care system. In 2009 there were over 2,000 children in the system.

ProKids trains volunteers to become CASAs -- Court Appointed Special Advocates. Each CASA is assigned to a foster child -- making sure the child is safe, that the child's needs are met, and helping each child move into a safe, permanent and nurturing home as quickly as possible. **And we're successful . . .**

A national study shows that children with CASAs spend less time in long-term foster care and move less often.

Abuse stopped for 99% of the foster children served by ProKids in 2009.

2009 ProKids Outcomes:

99% of our children were free from abuse while in the foster care system.

96% of our children received the educational or developmental services they needed to grow and achieve.

92% of our children lived in a permanent, safe, family home after leaving the foster care system.

98% of our children did not experience a recurrence of abuse after leaving the foster care system.



“ProKids changes the lives of hundreds of children in Hamilton County each year. Our volunteers and staff are committed to getting abused and neglected children to safe, permanent & nurturing homes. This work is made possible by the support provided by ProKids Committed Community that cares for our children.

T. D. Hughes
ProKids Board President





Friends of Children Breakfast

Wednesday, March 16, 2010
8:00 - 9:00 am
Cintas Center at Xavier University
Projected Attendance: 500

So many children need ProKids' help! In Hamilton County, there are over 2,000 children who are involved with the court system because they have been abused or neglected by their parents or caregivers. Every one of them would be helped by a CASA volunteer, yet our finite resources only allowed us to serve 436 children last year.

To help solve this problem, ProKids must increase available resources so that we can grow and serve more children. A successful **Friends of Children Breakfast** will greatly contribute to our growth and will help provide CASA volunteers to more children in need.

The **Friends of Children Breakfast** provides an in-depth look at ProKids, the children and families we serve, and the ways in which our community can help. This year's Breakfast will feature testimonials from CASA volunteers and children, as well as a presentation by ProKids Executive Director Tracy Cook. With a focus on individual donations and the impact that support has on ProKids' work and continued growth, the **Friend of Children Breakfast** will also outline the numerous ways in which ProKids depends on the community for help.

Friends of Children Breakfast Event Sponsorship Benefits						
	Prominent Seating for	Opportunity to Speak	Signage at Event	Story Card at Tables	Listing in Annual Report	Listing on Website & ENEWS
Underwriter \$10,000 (only one)	20	Provide Welcome	▪	Logo or Name	B/W Logo or Name	Exclusive article with logo & link
Benefactor \$5,000	10	Introduction	▪	Logo or Name	Name	Mention in group article w/link
Patron \$2,500	10		▪	Name	▪	Website link
Donor \$1,000	10		▪		▪	Website link

See following page for explanation of benefits.

Deadline March 2 for acknowledgement on printed material.



Friends of Children Lunch

Wednesday, May 19, 2010

11:30 - 12:30 pm

Mayerson JCC

Projected Attendance: 300

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Underwriter \$10,000 (only one)	20	Provide Welcome	▪	Logo or Name	B/W Logo or Name	Exclusive article with logo & link
Benefactor \$5,000	10	Introduction	▪	Logo or Name	Name	Mention in group article w/link
Patron \$2,500	10		▪	Name	▪	Website link
Donor \$1,000	10		▪		▪	Website link

See following page for explanation of benefits.

Deadline May 10 for acknowledgement on printed material.



2010 CASA Volunteer Program Sponsor

CASA stands for Court Appointed Special Advocate. After training and extensive background checks, each CASA is assigned to a foster child -- making sure the child is safe, that the child's needs are met, and helping each child move to a safe, permanent and nurturing home.

Every CASA volunteer is supported by a team that includes a staff supervisor, known as a CASA Manager, and a staff attorney. The CASA maintains the day-to-day contact with the child, foster parents, caseworker, biological parents, and others involved in the child's life. The CASA Manager offers support and direction, and handles more complicated issues, while the attorney provides legal representation to ensure that the court takes action that is in the child's best interest. Together this powerful team makes sure the child's needs don't get lost in an overburdened system.

This Annual Sponsorship program is a year-long sponsorship that provides a child(ren) with a powerful team on their side. You can help us reach our goal of a CASA for every child by selecting one of the following annual sponsorship options.

2010 CASA Volunteer Program Sponsor Sponsorship Benefits							
	ProKids Building Signage	Ad in <i>Business Courier</i>	Signage at our Events	Opportunity to Speak at our Events	Listing in Annual Report	Listing on Website & ENEWS	Reserved Seating at our Events
Underwriter \$10,000 (Category Exclusivity)	▪	3X	▪	▪	B/W Logo or Name	Exclusive article with logo & link	▪
Benefactor \$5,000		1X	▪		Name	Mention in group article w/link	▪
Patron \$2,500			▪		▪	Website link	▪

See following page for explanation of benefits.

In-Kind Sponsorship, Venue Valuation, and Other Sponsorship Opportunities

Planning and executing events requires many services, so we are always interested in other sponsorship ideas and in-kind donations.

If you are interested in supporting us, we are interested in hearing from you!

Depending on your in-kind donation, we will do our best to match your donation to the levels indicated above. In-kind donations may include food/beverage donations, product donations, guest giveaways, reduced or donated venue fees, or advertising space.

Media sponsorship.

We welcome your media sponsorship. Your in-kind donations towards media coverage, publicity, and advertising will be matched to the levels above.

For more information about in-kind sponsorships, please contact Mary Farris, 487-4953 or mfarris@prokids.org.

Explanation of Benefits

Building Signage

Your logo displayed on ProKids street sign on the corner of Burnet and Wm. Howard Taft. Mutually agreed upon wording. Mutually agreed upon dates for a period of 2 weeks. Approx. daily traffic 35,000 per day.

Seating

The number explains the seat allotment per donor level. Please note there are ten seats per table.

Opportunity to Speak

Provide welcome to event, or acknowledgement from podium determined by level of sponsorship.

Signage at Event

Recognition on event signage or Power Point presentation. Level of recognition determined by level of sponsorship.

Business Courier Ad

Business card size ad featuring your logo and ProKids logo.

Ad in Program

Recognition in event program or bid book.

Listing in Annual Report

Your B/W logo or name will be placed in the annual report for the year in which your gift is received.

Recognition on Website & Community ENEWS

Company logo/name will be placed on ProKids website and in ProKids ENEWS. Approx. 2,000 recipients monthly.

Sponsorship Commitment Form

Company/Organization _____

Contact Name _____

Billing Address _____

E-Mail _____

Phone _____

Website _____

Name/Company as you would like it to appear: _____

Sponsorship *(please check level of sponsorship)*

- | | | |
|---|---|--|
| <input type="checkbox"/> Friends of Children
Breakfast | <input type="checkbox"/> Friends of Children
Lunch | <input type="checkbox"/> CASA Volunteer
Program Sponsor |
| <input type="checkbox"/> \$10,000 Underwriter | <input type="checkbox"/> \$10,000 Underwriter | <input type="checkbox"/> \$10,000 Underwriter |
| <input type="checkbox"/> \$ 5,000 Benefactor | <input type="checkbox"/> \$ 5,000 Benefactor | <input type="checkbox"/> \$ 5,000 Benefactor |
| <input type="checkbox"/> \$ 2,500 Patron | <input type="checkbox"/> \$ 2,500 Patron | <input type="checkbox"/> \$ 2,500 Patron |
| <input type="checkbox"/> \$ 1,000 Donor | <input type="checkbox"/> \$ 1,000 Donor | |

Please submit logo (and 2 to 3 sentences describing company for \$5,000+ sponsors) or advertisement electronically to: gmiller@prokids.org. Email or call Glenna Miller 487-4956 for instructions.

Payment Information *(please check one)*

- Check enclosed and payable to **ProKids**
- Visa Mastercard Discover American Express

Card Number _____ Expiration Date _____

Name on Card _____

Signature _____

Questions *(please contact)*

Chris Conlan
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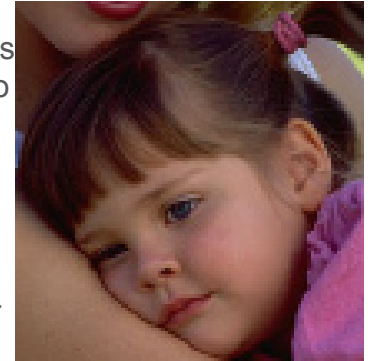
Mara

Two-and-a-half-year-old Mara was found in a filthy house, asleep in a soiled crib littered with bottles of rancid milk. The mother's boyfriend, who was frequently left with Mara, never changed her diapers or made fresh bottles. Life for Mara was chaotic. Her mother had substantial mental health problems; some days she was calm, others she was out of control. When neighbors suspected something was wrong and called Children's Services, the county assigned an in-home worker to help.

When the mother had a breakdown and threatened to kill herself and Mara, Mara was moved to the home of a relative. At this time, a ProKids CASA (Court Appointed Special Advocate) named Toni was assigned to Mara.

It was Toni who discovered that a sex offender was often in the relative's home, and that Mara was left alone with him.

Toni insisted Mara be removed, and Mara was moved to a loving foster family. Unfortunately, she had a hard time settling down. Mara began struggling; at times sitting catatonic, at times attacking other kids, biting them down to the bone. Four months later the foster mother quit. Mara would have to move again. By now Mara was almost three and Toni insisted that Mara had been through enough. "She needs stability."



Because Mara's mother refused to attend therapy and wouldn't make the changes necessary, it was impossible for Mara to return to her. Toni was adamant that Mara's next home had to be a "foster to adopt" home. This is a foster home with parents who are open to adopting the child. Because of Toni's insistence, Mara's third home was with a loving family looking to adopt a little girl.



Toni then played a vital role in getting Mara the help she needed to overcome her rage, pushing hard for Mara to attend a therapeutic preschool. Mara began to thrive in her new, more structured environment. Soon, she was blooming, and her biting issues ended.

After 2 years in foster care, there were some who thought the mother should be given more time, even though she failed to make progress. Toni disagreed. She felt strongly that the mother had been given enough time and opportunity, and that Mara should be freed for adoption.

Toni wanted Mara out of the foster care system and in a permanent home as quickly as possible.

Toni enlisted the help of a therapist to recommend what was best for Mara. The therapist agreed with Toni: the mother had proved she was unable to care for Mara and it was in the best interest of Mara to be settled in a permanent, loving family. The magistrate agreed, and Mara was freed for adoption.

With Toni's help, Mara was adopted by her loving foster parents. Today Mara lives in a safe, nurturing home where she is loved and cherished. If you asked her parents whether Mara is their "real" child, they'd say, as they've said all along, "She's our baby girl."

Darren & Sam

Darren and Sam, ages 7 and 14, lived in a home that was a health department nightmare. Animal feces littered the floor. Garbage and dirty clothes blocked doorways. The boys had never known what it was like to be taken care of. Left to fend for themselves, Darren and Sam had formed a powerful bond. All they had was each other.



When Children's Services became involved, the boys were placed in foster homes -- separate foster homes -- across town from each other.



Being torn from a sibling can be devastating, especially for children who have grown up in abusive homes. For these children, the sibling bond can be stronger than the bond with a parent. When siblings are not a threat to each other, one of the first things ProKids will do is advocate for the children to be placed together.

This is exactly what a ProKids CASA named Paul did for Darren and Sam. When Paul was assigned to the brothers, it didn't take him long to figure out that what the scared, lonely boys needed most was to be together. It's not always easy to find a foster home willing to take siblings. But Paul advocated in court for the boys to be united, the magistrate agreed, and Darren and Sam were able to live together.

Once together, the boys thrived: studying became easier for Darren, nighttime was less scary for Sam, and both boys felt more secure about the future. Paul turned his attention to helping secure the help the parents needed. The boys' parents worked hard. They went to therapy, parenting classes, and found a new apartment. They made all the changes needed to have the boys returned.

Eventually Darren and Sam were able to move back with their parents. Paul knows that he played a big role in making the boys' stay in "the system" as painless as possible.

In Paul's eyes, he did nothing for these boys that most parents wouldn't do for their own children.

In the boys' eyes, Paul is a hero.

