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May, 2010 - Vol. 4, No. 8

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CTF Eighth Annual "Cherish the Children" Signature Auction Event--May 12, 2010

In less than a week, the Children's Trust Fund eighth annual "Cherish the Children" Signature Auction Event will take place at the Lansing Center in downtown Lansing. Doors open and silent auction begins at 5:00 p.m. The event is one of the largest charitable events in all of greater Lansing and truly an evening not to be missed!

Tickets for this fun-filled evening for a great cause are still available and can be purchased online for \$100 by visiting our website at www.michigan.gov/ctfauction.

The event includes both a silent and live auction. Click on the following link <http://ctfsignatureevent.blogspot.com/> for a live auction preview of the many fabulous items that you can bid on at this year's event. Our motto is bid often and bid high—it's for the kids! Please share the above link with family and friends and invite them to attend this year's Signature Auction Event.

We are pleased to announce that Delta Air Lines is back this year as the Official Carrier. DTE Energy Foundation and Great Lakes Capital Fund are Official Sponsors at \$25,000 each, and Jackson National Life Insurance Company joins us as a Signature Sponsor at \$20,000. We could not do it without the tremendous support of our sponsors. In addition to these sponsors, we have the amazing support of many, many sponsors for whom we are grateful. These sponsors are listed on page two and three.

If you would like any additional information, please contact Tricia Headley, CTF's Event/Fund Development Coordinator, at headleyp@michigan.gov. We hope to see you on May 12!



Patricia Headley
Fund Development Coordinator

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Signature Auction Sponsors

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Direct Service Grants

Ongoing thanks and appreciation for your commitment to Michigan's communities!

Upcoming Direct Service Grant Opportunity To Be Placed on bid4michigan.com



CTF strongly recommends that anyone interested in bidding for the next grant cycle register on the above website. You must be registered to participate in the bid process. All future CTF bids will go through this new system. Bidders may also call BidNet Support at (800) 677-1997, Ext. 214. In addition, a number of changes have been made for future direct service grants, as follows:

1. A 4-year grant cycle, with a consistent funding amount for each year. Therefore, the declining funding formula will cease.
2. A maximum of \$50,000 per year.
3. Each grant program must maintain an annual 50% match, with no less than 20% cash match.
4. The first year of funding for these new grants will begin at the start of the 2nd quarter (Jan. 1, 2011). Watch for the posting on Bid4Michigan.com.
5. The name of the grant award process has changed from Request for Proposals (RFP) to Intent to Bid (ITB).

CTF is recruiting grant reviewers to evaluate upcoming direct service proposals for a 4-year funding cycle (FY2011–FY2014). We are seeking at least 30 review volunteers. Reviewers will be assigned 3-4 applications each, depending upon the number of proposals received. Specific information will be provided once the ITB is posted. Please contact Sylvia Brown Jones at 517-241-7792 or brown-jones@michigan.gov.

Sylvia Brown Jones
*Circle of Parents/
Direct Services Coordinator*

Progress Reports



All three second quarter reports (Financial Status Report, Program Register, and Work Plan) were due on April 20, 2010. Please contact Sylvia Brown Jones (brown-jones@michigan.gov, 517-241-7792) with any questions.

Direct Service Work Group

The next direct service work group teleconference is scheduled for June 1 from 1:00 p.m. – 2:30 p.m. A reminder will go out in mid-May.

Local Councils

CAP Month Recap

This past month, CTF received correspondence from many local councils chronicling the wonderful CAP Month events that took place across our state. We even heard from a high school teacher from Holly, Michigan, who read about Pinwheels for Prevention activities in her local newspaper and then incorporated CAP Month into the class curriculum. As I wrote last month, over 30 local councils planted pinwheel gardens on April 1st in honor of CAP Month. There were many other events across the state throughout April. Examples of local council highlights include:

Emily Schuster Wachsberger
CAP Month/Local Council Coordinator

- Alpena CAN Team, Inc. – On April 13 the council conducted their 8th annual Power of Parenting Event, attended by approximately 85 parents and 60 children. The purpose of the event was to get parents and their children together for a family dinner and then to have the parents attend a parenting skills presentation while their kids participated in a fun child care activity. This event was covered by media, including *The Alpena News*.
- Bay County Council for CAN – On April 7 the council led a workshop with 15 local DHS employees, educating them about the Pinwheels for Prevention Campaign and CAP Month in general.
- Crawford/Roscommon Child Protection Council – During April the council ran a series of press releases throughout the county about prevention.
- Iosco County Child Protection Council – The council participated in a Family Fun Fair on April 24, with over 1,000 people in attendance.
- CAN Council of Saginaw County – Throughout the month, the council went to numerous locations including a college campus, shopping areas, and schools and distributed and/or sold over 5,000 pinwheels in honor of CAP Month.
- St. Clair County CAN Council, Inc. – On April 6 blue ribbons were tied on lamp posts all along Military Street, the main thoroughfare in Port Huron. The local newspaper, *The Times Herald*, featured this event.

These are just a sampling of the many meaningful efforts that occurred during CAP Month. CTF is currently compiling a comprehensive list of 2010 local council CAP Month activities. Once that list is complete it will be posted on the CTF website as a shared resource.

Although this year's CAP Month efforts—beginning with the State of Michigan Prevention Awareness Day Kick-off Event on March 23 and ending on April 30—may have concluded, the positive impact of the many accomplishments during this time will endure. Each local council and those individuals who gave their time, resources and tireless efforts during CAP Month 2010 demonstrated that through The Power of One (our CAP Month theme), we in Michigan care about the well-being of our children and families. CTF recognizes and appreciates the significant and successful prevention work that was exhibited during CAP Month and is ongoing throughout the year.

Local Council CAP Month Sub-Workgroup Schedule

The final meeting of this year's CAP Month Sub-Workgroup is scheduled for May 18, 2010, at 2:00 p.m. It is planned as a wrap-up session. The call-in number is 877-336-1828, access code 8088351.

Special thanks go out to the following people for their participation in this dynamic group and for their contributions in helping to make Michigan's CAP Month a great success: Jessica Austin and Ruth Rockwell (Clinton), Jim Paparella (Ingham), Keri Keck (Jackson), Mimi Otto (Kalamazoo), Deanna Norris (Livingston), Miriana Milo (Oakland), Ellen Hatcher and Catherine Martinez (Saginaw), and Annemarie Valdez and Crystal Rosinski (Out-Wayne).

Reporting Reminder

All three local council reports (expenditure, activity and program register) were due on April 20, 2010. Please note that the expenditure report is due quarterly while the activity and program register reports are due twice a year. Contact Emily Wachsberger (wachsbergere@michigan.gov, 517-335-0671) with any questions.

Executive Director's Note

Michael Foley
Executive Director

I hope you will join me at our 8th annual “Cherish the Children” Auction on May 12, 2010, at the Lansing Center. It will be an extraordinary evening with opportunities to bid on great auction items and to meet others who, just like you,

care deeply about protecting Michigan's children. A preview of the items may be found at <http://ctfsignatureevent.blogspot.com/>. Tickets are still available at www.michigan.gov/ctfauction.



It's no secret to anyone who has been involved in planning and conducting an event like this that it's a lot of work by a lot of people. For all of us at CTF, one of the side benefits of this endeavor is to know that our work inspires so many, from different walks of life, to give of their time, talents and energy to make it an unqualified success. Senator Randy Richardville was interviewed on a local radio talk show this past week. One thing that stood out to the host was the bi-partisan nature of the legislative leadership for the event. In agreeing with the host, Senator Richardville noted that, in these difficult budgetary times, it's hard to get bi-partisan agreement on many of the knotty issues before them, but the child abuse prevention mission of the Children's Trust Fund is truly an exception. We are blessed to have the support of so many in the work that we do in partnership with our local councils and direct services grantees.

We're doing something a little different this year to highlight all of the important work that our councils and grantees do. A few months ago, we asked our grantees for highlights and success stories. We received fifty responses of stories, highlights, and personal testimonials from families that benefit from the work we fund. Many of the stories families were willing to share were touching and powerful. Stories like a couple who were both Iraq war veterans, whose parenting roles changed because mom came home suffering from residual brain injury – a circumstance that placed more parenting responsibilities on dad. The support and guidance they received from the Family Advocacy Center in Washtenaw County helped them tremendously. This is just one example – there are countless others that describe the meaningful differences being made by the work we fund. We are compiling all of them in a booklet that will be available the night of the event, and we will post it on our website as well. The Signature Auction event is an enjoyable evening made even more so knowing the unique and important ways the funds we raise support our children and families. We are proud of the work our grantees and councils do and are grateful for the support from so many corners.

Thank you again. See you at the auction!

Local Councils

May Local Council Meeting

The next local council work group will take place on May 6, 2010, at 10:00 a.m. We will plan to have a discussion of CAP Month events and guest speaker Shannon Stotenbur-Wing, MSW, Director of Child & Adolescent Health for the Michigan Public Health Institute will speak about results and implications from her work on the Child Death Review Panel.

June Local Council Meeting

The June local council meeting is scheduled for Wednesday, June 2, at 2:00 p.m. This meeting is scheduled at a different day and time to accommodate individuals who are not able to attend the Thursday morning meetings. Guest speaker Kelly Kuhn is scheduled to speak about the NOW grant opportunity.

Special Reminders



Planning to send your mother flowers for Mother's Day on May 9? Buy them from FTD and use code 14989 or order through our page at <http://www.ftd.com/pcamichigan/>. Fifteen percent of all orders will benefit Prevent Child Abuse Michigan, Children's Trust Fund. Shop online or call 1-800-SEND-FTD. What better way to say, "I love you Mom!"

Non-Profit Tax Law Changes



Prior to a 2006 federal law, non-profits that raised less than \$25,000 were not required to file tax forms. However, as of 2007, failure to file for three consecutive years will result in the removal of tax-exempt status. The *New York Times* reports in their online article at <http://www.nytimes.com/2010/04/23/us/23exempt.html>, "At midnight on May 15, an estimated one-fifth to one-quarter of some 1.6 million charities, trade associations and membership groups will lose their tax exemptions, thanks to a provision buried in a 2006 federal bill aimed at pension reform." For more information on this subject and the required form, visit the IRS charities website at <http://www.irs.gov/charities/article/0,,id=217087,00.html>.

May is Mental Health Month

SAMHSA (Substance Abuse and Mental Health Services Administration) has resources available to help children with mental health needs. The SAMHSA website invites parents and caregivers to call 1-800-789-2647 or visit mentalhealth.samhsa.gov/child to learn more about children's mental health or to download free materials with nurturing tips.



Annual Training – Save the Date!

CTF is partnering with the University of Michigan and its conference "Child Abuse & Neglect: Prevention, Assessment, and Treatment." The conference will take place on October 18-19, 2010, at the Inn at St. John's in Plymouth, Michigan. A wide array of prevention, child welfare, legal, and medical workshops will be offered. CTF will cover registration costs for up to two attendees per grant. Lodging and registration details will be shared with all grantees as soon as they are available. Please stay tuned!

News on the Ethical Treatment of Children from MSU-APRR Children's Central
www.childrenscentral.msu.edu

MSU Students Join Pros in Developing Strategy for National Child Abuse Prevention Campaign

Twenty-two students in MSU's Department of Advertising, PR, and Retailing (APRR) collaborated in an effort to frame America's child abuse prevention campaigns. The challenge involved translating four years of messaging research developed by the Washington, DC-based FrameWorks Institute. The Doris Duke Foundation had funded the research through a grant to Chicago-based Prevent Child Abuse America (PCAA).

Independent advertising campaign strategist, Mark Lantz, who was the principal strategist for the popular "Pure Michigan" state travel and tourism campaign, said he had a specific target audience in mind for the campaign. "We targeted all of our campaign manifestos at the 'millennials' – folks between 18 and 30. I looked at this as an opportunity to break the chain of abuse and neglect by creating a generation of young Americans dedicated to the ethical treatment of all children. We need to develop a positive model for protecting all of our children."



Wally Snyder, former President of the American Advertising Federation and member of the US Advertising Hall-of-Fame, teamed with Lantz in leading student interns in an intense one-week, agency-like effort in the College of Communication Arts and Sciences building on the MSU campus. Snyder and Lantz were hired to coordinate the week-long strategy sessions for upper-level undergraduate and graduate students from as far away as China, Taiwan and Morocco. Funds for the effort were generated from a three-year APRR grant from the Children's Trust Fund of Michigan (CTF). CTF and its national affiliate, PCAA, were the principal clients for the effort.

"We viewed this project as a natural extension of our contract as the research, outreach and education arm of the Children's Trust Fund," said Professor, Richard Cole, chairman of APRR. "The big idea here was to hire Mark (Lantz) and Wally (Snyder) as visiting professors to lead bright teams of interns in generating viable ideas for a national campaign. The clients were the leaders of the state and nation's child abuse prevention movement. I hoped they could create a single campaign platform to spin off public service advertising and PR campaigns powerful enough to unite a generation of Americans around the care and nurturing of all of America's children."

Students spent four evenings over the course of a week (April 5-9, 2010) creating what Lantz has dubbed "brand manifestos." Cole describes manifestos as "unifying concepts that can drive a clear and powerful understanding of a product, service or cause. The strength of Lantz's manifestos is that they can keep all messages in alignment, focused on a common outcome. In this case, we are trying to get the most important outcome I know of – preventing child abuse."

Campaign ideas were presented to executives, board members and child abuse prevention advocates. Guests included the national president and CEO of Prevent Child Abuse America, James M. Hmurovich and his director of strategic communications, Ben Tanzer. Mike Foley, executive director for the Children's Trust Fund, and several of his board members and staff were also among more than 20 child advocates who heard Cole say: "What you are about to see is just the beginning of a national campaign to end child abuse, but I believe that well begun is half done."

PCAA President Hmurovich told Snyder and Lantz and their interns that he was "left speechless with the way you translated this important research into viable and meaningful campaign themes. The only problem I have is trying to figure out which campaign I liked the best."

Key Dates/Events



May 8: Child's Hope will hold its Blue Ribbon Walk for Kids on May 8, 2010. Registration begins at 9:30 a.m. at the University of Michigan-Dearborn main campus. More information is available online at <http://www.childshope.org/BlueRibbonWalk.htm>.

May 11: The Child and Family Resource Council in Kent County will hold its 22nd Annual Service to Children Awards from 5:30 p.m. to 7:30 p.m. on May 11, 2010, at Aquinas College's Wege Ballroom. For event information call 616-454-4673, ext. 127 or see the flyer at http://www.childresource.cc/pdfs/news/STCA_E-vite.JPG.

May 12: The Children's Trust Fund will hold its 8th Annual Signature Auction Event on May 12, 2010, at 5:00 p.m. at the Lansing Center. For more information visit <http://www.michigan.gov/ctfsignature> or call Patricia Headley at 517-373-4320.

May 18: The final meeting of this year's CAP Month Sub-Workgroup is scheduled for May 18, 2010 at 2:00 p.m. The call-in number is 877-336-1828, access code 8088351.

May 18: CARE House will hold its Journey of Hope fundraising breakfast from 8:00 a.m. – 9:00 a.m. at the Radisson Hotel, 39475 Woodward Avenue, Bloomfield Hills, MI 48304. For more information call 248-332-7173 or visit <http://www.carehouse.org/event-details.asp?articleID={E79F112D-C0AB-490B-AC86-8062907D20E2}>.

May 19: The Copper County Great Start Collaborative will hold a Star Power Bridge Walk on May 19 to raise awareness of programs and services for young children. Registration begins at 6:00 p.m. at the Ramada Inn in Hancock, MI.

May 31: The Children's Trust Fund office will be closed on May 31, 2010, for the Memorial Day holiday.



June 2: The Eaton County Child Abuse Prevention Council invites you to their Annual Dinner & Service to Children Award Presentation. Special guest speaker is Justice Maura Corrigan. The event is Wednesday, June 2, 2010 at the Lexington Lansing Hotel 925 S. Creyts Road, Lansing, MI 48917. For information call 517-522-4543 or view the invitation at http://www.michigan.gov/documents/ctf/Eaton_County_Annual_Dinner_319991_7.pdf.

June 3-4: The 2010 Michigan Healthy Mothers Healthy Babies Conference will be held from June 3-4, 2010 at the Comfort Inn & Suites Hotel and Conference Center in Mount Pleasant, Michigan. For more information contact Diane Drago at 517-663-5147 or view the conference brochure at http://www.michigan.gov/documents/ctf/2010_HMHB_Reg_Brochure_318433_7.pdf.

June 9: CARE House will hold the Women of Bloomfield 24th Juried Arts & Crafts Show on June 9, 2010, at the First United Methodist Church, Maple Road in Birmingham, Michigan. Call 248-332-7173 for more information.

June 10-11: The Conference Celebrating Fathers: Their Impact on Our Community will be held on June 10-11, 2010, at Greater Grace Temple, 23500 West 7 Mile Road, Detroit, Michigan. For more information call 1-888-785-7793.

June 18: The CAN Council of Saginaw County's Children's Advocacy Center will hold its 12th Annual Golf Outing on Friday, June 18, at the Swan Valley Golf Club. Call 989-752-7226 for more information.

June 18: The 15th Annual Mayor's Drug Free Youth Golf Classic will be held on June 18, 2010, at the Groesbeck Golf Course, 1600 Ormond in Lansing. Child and Family Services of Ingham County encourages participation in this fun event.

Please submit events for June or July to Alan Stokes by June 4, 2010.

Communications

CTF Social Media



790 Like Us on Facebook



233 Twitter Followers

CTF Auction Tweets

Please use the hashtag #ctfauction for any tweets on Twitter related to the CTF Auction on May 12. This will enable others to search for all Tweets related to the CTF Auction on Twitter.



1,552 You Tube Visitors

*Social Media Statistics
Effective May 4, 2010*



Children's Trust Fund
Protecting Michigan's Children



**Prevent Child Abuse
Michigan**

CTFPartners Listserv

The Children's Trust Fund has established the CTFPartners listserv to encourage dialogue on child abuse and neglect prevention issues among CTF stakeholders. Michael Foley, CTF executive director said, "This is an exciting new electronic communication tool at a time when partnerships are essential to protecting Michigan's children." Recipients of CTF grants started using the listserv in April and the listserv is open to the public. Please contact Alan Stokes at 517-241-7793 or stokesa@michigan.gov to join the listserv or if you need technical assistance with an existing subscription.

CTF TEAM



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