



Children's Trust Fund  
*Protecting Michigan's Children*

# Child Abuse Prevention (CAP) Month Toolkit

## “The Power of One”

April 2020



Pinwheels for  
**PREVENTION**<sup>®</sup>

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**Prevent Child Abuse**  
Michigan<sup>™</sup>

## **Toolkit Contents**

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“**The Power of One**”, a statewide initiative, asserts that the power of one person, one community, one dollar, one action, etc. during April will help to protect children from abuse and neglect throughout Michigan. This Child Abuse Prevention (CAP) Month toolkit contains resources to help achieve the goal of strong families and, safe and thriving children.

### **How to Use the Toolkit...**

Use the content of the toolkit any way you like to increase the impact of your observance of CAP Month 2020. There is a variety of informational copy-ready handouts, visual aids and other tools including CAP Month activities and fundraising ideas. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials and to add the name of your group or your local program information.

### **The Toolkit Includes:**

- **Toolkit Summary – What can you find here?**
  - ✓ Cover Page
  - ✓ Toolkit Contents
  - ✓ CTF Executive Director Letter
- **CAP Month Campaign Planning Guides and Resources**
  - ✓ The Power of One 2020
  - ✓ Pinwheels for Prevention – April Statewide Events 2020
  - ✓ Community or Faith-Based Campaign
  - ✓ Helpful Hints for Making CAP Month a Success
  - ✓ Building Relationships with Policy Makers
- **Promotional Materials (posters, brochures, announcements, etc.)**
  - ✓ Child Abuse Prevention Awareness Day Brochure 2020
  - ✓ CAP Month Poster
  - ✓ CTF Brochure
  - ✓ Product Order Form, 2020
  - ✓ Volunteer Solicitation Letter 2020 Sample
  - ✓ Certificate of Appreciation
- **Media Resources**
  - ✓ Facebook and Twitter CAP Month Messaging
  - ✓ CAP Month Memes
  - ✓ Prevention Messaging for CAP Month
  - ✓ Partners in Prevention - National & State
- **Trending Topics in Prevention (research and action)**
  - ✓ State & National CAN Statistics 2020
  - ✓ CPS Comprehensive Report, 2020
  - ✓ Accessing Local Child Abuse Statistics via Kids Count
  - ✓ The Protective Factors
  - ✓ ACES and The Protective Factors
  - ✓ Safe Sleep
  - ✓ Opioid Crisis/Substance Abuse and Primary Child Abuse and Neglect Prevention Work
- **Fundraising Ideas/Suggestions and Resources**
  - ✓ Fundraising Ideas during CAP Month
  - ✓ Fundraiser Pinup 2 Per page



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- ✓ Fundraiser Pinup 4 Per page
- ✓ Pinwheel Sales Flyer
- ✓ Engaging Others to Sell Pinwheels Letter 2020 Sample
- ✓ Commitment Form for Selling Pinwheels 2020 Sample
- ✓ Donation Letter 2020 Sample
- ✓ Donation Thank You Note 2020 Sample
- **Programming Activities**
  - ✓ Calendar of Activities- April 2020

February 2020

To Our Prevention Partners Supporting Michigan's Children and Families:

As you know, April was first declared "Child Abuse Prevention Month (CAP Month)" by presidential proclamation in 1983. Since then, every April, we acknowledge the importance of families and communities working together to prevent child maltreatment and to ensure that all children are raised in loving and supportive environments. Here in Michigan, Governor Whitmer will issue a proclamation in support of CAP Month. CAP Month is our catalyst for promoting our core value that all children deserve safe, happy and healthy childhoods.

During April's CAP Month activities, we feature our two noted statewide initiatives. First initiative is CTF's **new *Stand UP for Children*** campaign. Throughout 2020, you will see this campaign which focuses on our belief that all Michiganders can assure that OUR children grow up in safe, nurturing homes within safe, nurturing communities. Second, CTF's year-round campaign works side by side with its CAP Month initiative: ***The Power of One***. This theme asserts that through the power of one person, one community, one dollar, and/or one action, Michigan residents can help to protect children from maltreatment and build strong families. Each **One** of us has a role to play in making sure all our communities are the best places for children and families to thrive! During my first year as the Michigan Children's Trust Fund's Executive Director, I have seen the positive impact that *The Power of One* has had for our CAP Month activities and our *Stand Up for Children* has only just begun!

On April 21, 2020, we are excited to come together to celebrate the 12<sup>th</sup> anniversary of Michigan's *Child Abuse Prevention Awareness Day* event in recognition of Child Abuse Prevention (CAP) Month. The Children's Trust Fund (CTF) sponsored rally begins at 11:00 a.m. on the steps of the Capitol Building. State of Michigan legislators, key prevention partners and performing artists will reinforce the prevention message through their performances, music and presentations. Media from across the state will be present. After the rally, participants will plant a pinwheel garden (just down the road in front of our Capital) in support of child abuse prevention. The pinwheel is the symbol of Prevent Child Abuse America's (PCAA) *Pinwheels for Prevention*<sup>™</sup> national campaign. Each pinwheel signifies the free spirit of a happy childhood. The event will also include a Legislative Education Day component, so that CTF grantees and other child advocates have an opportunity to share with legislators about prevention needs and current, critical programming happening across the state in all 83 counties within Michigan!

CAP Month will also be promoted and supported by our 73 CTF local council partners in their communities throughout Michigan (list included in section). Many will plant pinwheel gardens, host a variety of educational programs, and engage in awareness activities. Parent groups, faith-based communities, and child and family advocates will also be engaged in their own CAP month activities such as community walks, family fun fairs and community education sessions.

Please make time to look through the information that we have provided in the CAP Month Toolkit to assist you in your *Power of One* work, not only during CAP Month but throughout the year. We hope the materials will help as you advance your own prevention campaign and calls to action. If you need further assistance in implementing your efforts, feel free to contact the CTF office at 517-241-0042.

With the best interests of children in mind,

Suzanne Greenberg  
Executive Director  
Children's Trust Fund  
Michigan's Chapter--Prevent Child Abuse America