You Can Make a Difference

How Can You Make a Difference?

- In addition to displaying the CTF License Plate materials in your dealership and encouraging your customers throughout the year to purchase the specialty license plate, we would like to invite you specifically to partner with CTF in the prevention of child abuse and neglect this April. **April is Child Abuse Prevention month across the state and nationally.**
- As a special promotional strategy your dealership could offset the cost of purchasing our plate during the month of April (cost is $35 per plate). CTF would work directly with your dealership on this special promotional effort. We would also connect promotional efforts with the local Child Abuse and Neglect (CAN) Council in your respective area.
- CTF would then ensure that your dealership is acknowledged on our website, in our News Brief, and at our Annual Signature Auction Event on May 16, 2012. We would include complimentary tickets to the event.

What is the Children's Trust Fund?

The Children's Trust Fund (CTF) was created in Michigan law to prevent child abuse.

- Established by Public Act 250 of 1982 as Michigan's only statewide nonprofit organization solely dedicated to the prevention of child abuse and neglect.
- CTF does not receive a state appropriation. Rather it is funded by interest income from a restricted trust fund, direct donations, grants, specialty license plate sales, income tax campaign and fundraising events.

What Does the Children's Trust Fund Do?

- Funds more than 73 local child abuse and neglect prevention councils in addition to 25 community-based nonprofit, direct service programs across the state, including childhood development programs, respite care, home visitation programs, and parent education.
- Provides training, technical assistance and support to our statewide prevention network.

Why Should You Get Involved?

- Optimal child development is at the core of community and economic development.
- Effective child development efforts lay a strong foundation for a child's successful growth and development.
- When we don't make the healthy growth and development of our children a top priority, we jeopardize our entire future.

Thank you for caring!