



Radius Child & Youth Services™  
PREVENTION • INTERVENTION • RESEARCH

**TOGETHER,** *we're*  
*building futures*  
**FREE** *from*  
*child abuse*  
**#PlayYourPart**

**CHILD ABUSE  
PREVENTION MONTH  
CAMPAIGN GUIDE 2018**

**[WWW.RADIUSCHILD-YOUTHSERVICES.CA](http://WWW.RADIUSCHILD-YOUTHSERVICES.CA)**

# WELCOME



Thank you for joining October's Child Abuse Prevention Campaign in support of Radius Child and Youth Services. By raising awareness and funds, you are playing a part in building futures free from child abuse. We're excited to have you on board. All funds raised in our October campaign will go directly into providing timely, specialized treatment and services for kids and families affected by abuse. This campaign guide and toolkit will help coach you to success, but remember, we're always here to help.

A handwritten signature in black ink, appearing to read 'Allan Bishop'.

Allan Bishop  
Executive Director  
Radius Child and Youth Services


# WHAT'S INSIDE THE GUIDE



## TABLE OF CONTENTS

- 4** About Radius
- 5** Getting Started
- 7** Toolkit
- 8** Keys to Success
- 10** Company Fundraising Page  
*Here's How!*
- 12** Communication Tips
- 17** Helpful Tools  
*(posters, logos, social media graphics)*

## GUIDE

-  Example (Copy, Paste and Edit these for your own campaign)
-  Clickable Link
-  Click to Tweet

# ABOUT RADIUS

*Radius Child and Youth Services helps children, youth and families build their futures free from abuse, neglect and violence. Here's how:*

## CLINICAL SERVICES

- All services are free of charge and include: individual counselling (ages 3-18), group support, expressive arts group, and support groups for parents and caregivers.
- Specialized assessment and treatment that helps children and youth heal from the trauma of abuse.
- Abuse prevention and intervention through counselling and education to children (under 12) who have exhibited sexually concerning behaviour and adolescents who have engaged in sexually abusive behaviour. By intervening early with children and youth at risk of sexually harming, we are helping change their developmental path, teaching about healthy relationships and self-regulation, and helping to end abuse.

## TRAINING AND CONSULTATION

- We support peers and partner organizations to deliver excellence in programming and services.
- Sharing our expertise helps broaden our impact and ensures all Ontario children and youth have equal access to specialized care, resources and counselling.

## RESEARCH AND EVALUATION

- Program evaluation and research works to improve outcomes and contributes to best practice.

### *Our impact in 2017-2018*

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**432** *children, youth, and families/caregivers received our services*

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**5,000** *The number of direct service hours provided to children, youth and families*

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**20** *Short-term and long-term research and evaluation projects supporting evidence-informed practice.*

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# #PLAYYOURPART

Together, we can help kids and families live free from child abuse. Joining Radius' Child Abuse Prevention Month Campaign is simple, and we are here to help. Here's how you can #PlayYourPart:



## CHOOSE A CAMPAIGN CHAMPION

Your Campaign Champion will inspire and engage employees. This leadership role is a great way to connect with colleagues and celebrate your collective interest in building safe and healthy communities.

## RAISE AWARENESS AND FUNDS



You can raise awareness and funds through a personalized fundraising page for your company. Become a champion for kids and #PlayYourPart in building futures free from abuse. Setting up a company fundraising page is as easy as A, B, C...



- A. Create a *FREE* account and fundraising page at [www.canadahelps.org/en/fundraise/](http://www.canadahelps.org/en/fundraise/)
- B. Choose Radius Child and Youth Services from the dropdown list of registered charities
- C. Create your company page in just minutes. Tell your story, set your fundraising goal, upload images, and share instantly on social media.



## DOUBLE YOUR IMPACT!

Encourage your employer to match the funds raised by staff.

# #PLAYYOURPART



## PROVIDE PURPLE RIBBONS

Purple ribbons are a sign of support for Child Abuse Prevention Month. Encourage everyone to wear ribbons in your workplace on October 24, 2018.



## HOST AN EVENT

By hosting an event, you will engage the whole company. Whether a bake sale, dress down day or party, fundraising should be both fun and rewarding. Your event can be to celebrate the launch or completion of your campaign or to participate in Wear Purple Day on October 24, 2018.



## LEARN MORE

Engage your work team with a speaker from Radius Child and Youth Services. We'd love to meet you and share more about the work and mission of Radius. To book a speaker, please contact Margaret McConnell at [mmcconnell@radiuschild-youthservices.ca](mailto:mmcconnell@radiuschild-youthservices.ca).



## JOIN THE CONVERSATION

Using social media can help us inspire a wider group of people. A simple share, like, favourite or retweet can go a long way in bringing awareness to our cause. Have your business and colleagues follow us, join the conversation and help share our message!

# CHILD ABUSE PREVENTION MONTH

*In support of Radius Child and Youth Services*



The CAPM Campaign toolkit provides the tools and tips to help you reach your goal. We've included some keys to success, fundraising page details, and communication samples and graphics. Together, we can make a difference. Thank you for joining the campaign!

# KEYS TO SUCCESS

## *Set Your Goal*

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All donations raised in your campaign go directly to providing therapy and support at Radius Child and Youth Services. Every dollar raised is meaningful. Here are some general costs to help you set your fundraising goal:



**\$60** *provides one hour of therapy*

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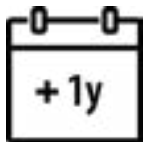
**\$500** *supports group therapy*

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**\$3,000** *Provides one year of individual therapy to a child or youth affected by abuse*

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**\$5,000** *Provides one year of specialized therapy for a family*

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**\$15,000** *Provides expressive art therapy for 20 clients*

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# KEYS TO SUCCESS

## *Spread the Word*

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The more people that know about your campaign, the more likely you are to reach your goal of raising awareness and funds. Remember to engage and inspire your network through social media, emails or an in-person event. Share your company's motivation for supporting children and youth affected by abuse. By choosing to #PlayYourPart, you can help unite your community around a common cause #ChildAbusePrevention.

## *Celebrate!*

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Take pride in your company's commitment to kids and families in your community. You're helping build futures free from abuse, and that's something to celebrate! Share your fundraising progress with your colleagues and network and thank them for being part of your success.

## *We're Here to Help*

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Our support does not end with this toolkit. Contact us with your questions, or just to say hello. We'd love to get to know you better!

# COMPANY FUNDRAISING PAGE

## *Here's how!*

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Radius uses CanadaHelps to help Campaign Champions create personalized fundraising pages for their workplace. You and your colleagues can make donations easily, quickly and securely.

It takes only minutes to create your personal CAPM fundraising page for Child Abuse Prevention Month in support of Radius Child and Youth Services. Here's how:

1. Login and create a **FREE** CanadaHelps account: [www.canadahelps.org/en/fundraise](http://www.canadahelps.org/en/fundraise).
2. Choose Radius Child and Youth Services from the drop down list of registered charities.
3. Choose CAPM 2018 from the drop down list of Radius' areas of support.
4. Set your fundraising goal and campaign start and finish dates.
5. List your company name as the page owner.
6. Complete your fundraising story and summary. You can create your own or use the samples below:

## *Fundraising Story (sample)*

“

1 in 3 girls and 1 in 5 boys will experience some form of abuse before their 18th birthday. Together we can help change that!

October is Child Abuse Prevention Month and [company name] is playing our part to support local kids and families affected by abuse, neglect and violence. We're raising awareness and funds for Radius Child and Youth Services. Radius provides specialized therapy and support to help children and youth heal from the trauma of abuse, and works to prevent child abuse from happening in the first place.

Please help [company name] reach our fundraising goal and ensure that kids received the support they need when they need it most.

Thank you!

”

# COMPANY FUNDRAISING PAGE

*Here's how!*

*Summary (sample)*

“ Radius Child and Youth Services has been providing help to children, youth and families for almost 40 years. They have accomplished great things and have been witness to thousands of inspiring stories of strength, resiliency and hope. But their work is far from done.

With 125,000 child maltreatment investigations per year in Ontario, we know that no city or community is left untouched. We ALL have a part to play in building brighter futures free from child abuse.

Radius serves children, youth and families throughout Halton, Peel, Toronto and Durham Regions with one-to-one therapy, group therapy, expressive arts programs and support services for parents and caregivers.

The Child Abuse Prevention Month Campaign raises awareness and funds to ensure kids and families receive the treatment and services they need, when they need it most.

To learn more about Radius' mission and work, please visit:  
[www.radiuschild-youthservices.ca](http://www.radiuschild-youthservices.ca)

”

7. Include some images. Upload your company logo, your favourite team photo, or the Radius logo.
8. Spread the word! Share on social media and email your colleagues and friends to ask for support. Follow the **COMMUNICATION TIPS** on page 11.



# COMMUNICATION TIPS

## *Launch your page*

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Once you've created your company's personalized fundraising page on CanadaHelps, it's time to launch!

- **DONATE** to your company's campaign to show your commitment and inspire others.



- Start with your **COMPANY EMPLOYEES**. Reach out to your colleagues announcing your company's participation in the Child Abuse Prevention Month Campaign. Introduce yourself as Campaign Champion for your company-wide initiative and invite them to play a part in a common goal to **#ChildAbusePrevention #PlayYourPart**

“

Dear Friend,

October is Child Abuse Prevention Month and [company name] is playing our part to support local kids and families affected by abuse, neglect and violence.

Join your colleagues in raising money for therapy and supportive care by donating to our Radius CAPM Campaign. Radius Child and Youth Services provides specialized therapy and support so kids can heal from the trauma of abuse, and works to prevent child abuse from happening in the first place.

[link to your fundraising page]

Every donation can make a difference. Thank you for your support.

[Your Name]

”

# COMMUNICATION TIPS

## *Announce Your Campaign*



Once you've demonstrated your personal commitment and gotten your work place involved, officially launch your campaign on **SOCIAL MEDIA**. See below for samples:

“ One in three girls and one in five boys will experience some form of abuse before their 18th birthday. Together, we can change that. Join [company name] campaign and #PlayYourPart. [insert link to your personal page]  
@RadiusChild\_Yth #ChildAbusePrevention #PlayYourPart ”

“ October is Child Abuse Prevention Month and we're playing our part to help keep children and youth safe and healthy. Join [company name] in supporting Radius Child and Youth Services and help provide specialized therapy and services for kids and families affected by abuse. Donate to our campaign here: [insert link to your personal page]  
#ChildAbusePrevention #PlayYourPart ”

“ Help children and youth build futures free from abuse. October is Child Abuse Prevention Month and we're playing our part by raising funds for Radius Child and Youth Services. Help [company name] reach our goal by donating: [insert link to your personal page]  
#ChildAbusePrevention #PlayYourPart ”



**TIP!** Keep your **NETWORK UPDATED**. Post on social media regularly but vary your content. Rotate between thanking donors, sharing your progress, talking about your company's passion for supporting kids and families and asking contacts to get involved.

# COMMUNICATION TIPS

## *Continue Reaching Out*



Keep your community **UPDATED** and **FOLLOW UP** with potential supporters. See below for some samples:

### *Sample Email*

Dear Friend,

October is Child Abuse Prevention Month. As you know, [company name] has been raising money to provide critical therapy and services to children and youth affected by abuse. Many of you have already donated to our campaign and we are sincerely grateful for your support.

To check out [company name] fundraising progress or to make a donation, click here: [insert personal link]. All online donations go directly to Radius Child and Youth Services and ensure access to timely specialized children's mental health services for those affected by abuse.

For more inspiration, check out the work and mission of Radius here:

<http://radiuschild-youthservices.ca/about-us-2/>

Thanks!

### *Sample Social Media Posts*

“ Thanks to everyone who donated to our Child Abuse Prevention Campaign in support of @RadiusChild\_Yth. Check out our progress or make a donation at: [insert link to your personal page]

**OR**

Thank you to everyone who has supported [company name] #ChildAbusePrevention Campaign. We're almost at our goal of raising \$2,000 for @RadiusChild\_Yth. Check out our progress or make a donation at: [insert link to your personal page]. ”

# COMMUNICATION TIPS

## The Final Push



Let your network know that time is **RUNNING OUT** in your campaign. Tweet, share and post across your social platforms.

“ Our #ChildAbusePreventionMonth campaign in support of @RadiusChild\_Yth is almost over! Help bring treatment and services to kids who need it most. [insert link to your personal page]  
#ChildAbusePrevention #PlayYourPart ”

## Say Thanks!



Send an **EMAIL** to each donor that gave to your campaign!

“

Dear Friend,

Thank you for donating to our Child Abuse Prevention Month Campaign in support of Radius Child and Youth Services. Your donation will go directly towards providing specialized therapy and support for local children, youth and families affected by abuse, neglect and violence.

When children and youth receive the critical mental health support they need, there is a decreased risk of depression, anxiety, substance abuse, revictimization and post traumatic stress. Together, we're helping ensure these services and support are available to all kids and families when they need it most.

I encourage you to learn more about the work and mission of Radius Child and Youth Services at: <http://radiuschild-youthservices.ca/about-us-2/>

Thanks!

”

# COMMUNICATION TIPS

## Say Thanks!

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Thank your social network

“ THANK YOU to those who donated to [company name] Child Abuse Prevention Month Campaign in support of @RadiusChild\_Yth. Together, we helped bring services and support to kids and families affected by abuse. [insert link to your personal page] ”

#ChildAbusePrevention #PlayYourPart

# AFTER YOUR CAMPAIGN

## Our Promise

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After your campaign is over, we'll put your fundraised dollars to work providing therapy and support to kids and families affected by abuse. We'll report back to you with information about how your campaign is helping make a difference in your community.

## Thank You!

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Thank you for joining us in our mission to build futures free from child abuse, neglect and violence. With your support, more local children, youth and families will receive the specialized treatment and services they need.



# CONTACT US

*Together, we're building futures free from abuse,  
neglect and violence.*



*Have Questions?*

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We're always here to help.

**Margaret McConnell**

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