



# 5 reasons to give \$5



## HOW CAN I HELP?

### I am an individual

- Give \$5.
- Get 5 friends to give \$5.

### I am a school

- Ask teachers, students and parents to give \$5.
- Ask teachers, students and parents to get 5 friends to give \$5.
- Create a contest for students.

### I am a business

- Host a 5 reasons to give \$5 Campaign in your business.
- Promote this campaign through posters (supplied by PCAK).
- Promote this campaign through newsletters.
- Challenge other businesses to meet or exceed your \$5 goal.

### I am a place of worship

- Promote this campaign through newsletters/bulletins.
- Ask members to give \$5.
- Ask members to get 5 friends to give \$5.
- Challenge another place of worship in a contest.
- Challenge age groups/classes to a contest.

### 5 reasons to give \$5

1. \$5 will educate 10 new parents on the dangers of shaking a baby.
2. Over 1,700 parents, caregivers and concerned citizens called 1-800-CHILDREN last year requesting parent support or child abuse prevention information.
3. 63,678 children were reported to the Kentucky Cabinet for Health & Family Services as being the victim of abuse or neglect last year.
4. One out of three abused or neglected children will later abuse or neglect their own children, continuing the cycle of abuse.
5. 23 children died in Kentucky last year, as a direct result of child abuse or neglect.

# HOW DO I GET STARTED/ HOW DOES THIS WORK?

Whether I am an individual, businesses, organization or place of worship

-The 5 reasons to give \$5 campaign can begin anytime after April 1<sup>st</sup> and will conclude April 30<sup>th</sup>.

-Download the 5 reasons to give \$5 poster or other materials to promote this campaign among your friends, business or group from the PCAK website at [www.pcaky.org](http://www.pcaky.org).

-At the conclusion of or during your campaign, you may contact PCAK to receive a self addressed envelope for mailing your collections. You may direct people to give online using a Visa or MasterCard at [www.pcaky.org](http://www.pcaky.org). Arrangements to pick your collections up may be arranged for certain geographic locations.

-You may also contact PCAK for other child abuse prevention materials you wish to utilize.

## I HAVE QUESTIONS!

Please contact Janna Estep Jordan at [jestepjordan@pcaky.org](mailto:jestepjordan@pcaky.org) or 859-225-8879 for more information.

## ABOUT PCAK

Founded in 1987, Prevent Child Abuse Kentucky is a 501 (c) (3) non-profit organization serving the entire state of Kentucky through child abuse prevention programs, education, public awareness and advocacy. You may go to [www.pcaky.org](http://www.pcaky.org) to learn more about PCAK's programs and services.

According to the 2008-2009 Form 990, PCAK spends \$0.96 of every dollar donated on programs and services. Studies show the national average to be \$0.20 to \$0.25 of every dollar (Stanford School of Business).

