

# CONNECTING FOR KIDS

Winter 2004

Issue 1, Vol. 6

## Plan a 2004 Blue Ribbons for Kids campaign in your community

The Blue Ribbon campaign is a nationwide effort to bring awareness to child abuse and neglect prevention. It began in 1989 when a Virginia grandmother took a stand against the tragic death of her grandson. Since then, thousands of people across the nation have helped spread awareness by wearing or displaying the blue cause ribbon.

This year's Blue Ribbons for Kids theme celebrates the everyday heroes who have a positive influence on children's lives. We need your help spreading the word about child abuse and neglect prevention. The following list can help you organize a community awareness campaign:

- 1. Mobilize community support.**  
Join forces with local community groups that are concerned about the welfare of children.
- 2. Order blue ribbon materials.**  
Wisconsin social service agencies, schools, civic organizations and other agencies can order free blue ribbon pins and informational cards for their 2004 awareness campaign. Visit [www.capfund.org](http://www.capfund.org) and click on the Blue Ribbon Campaign button to the left. If your agency does not have Internet access, contact your local library to see if Internet access is available there, or call (414) 266-6300 to have an order form faxed to you.
- 3. Plan community awareness activities.**  
The 2004 Child Abuse Prevention Community Awareness Packet is available by visiting [www.preventchildabusewi.org](http://www.preventchildabusewi.org). This packet was developed to promote child abuse prevention activities during April and throughout the year. The packet includes materials and resources to support local child abuse prevention awareness efforts.
- 4. Implement the campaign with community business partners.**  
Ask local businesses to support your campaign by making a monetary or in-kind donation. In-kind donations are non-monetary and include products or services from a business.
- 5. Get media support.**  
Contact local newspapers, radio and television stations and ask them to feature stories about child abuse prevention and see if they will make a donation for ad space to help publicize your campaign.
- 6. Evaluation and wrap-up.**  
After the campaign has been carried out, evaluate your progress, seek feedback and apply for the Beyond the Blue Ribbon award. For more information, visit <http://wctf.state.wi.us>.
- 7. Continue your efforts.**  
Utilize what you learned from the campaign to help plan future child abuse prevention awareness activities.

## **Programs that Work: The Waukesha Women's Center**

One in 10 grandparents are the primary caretakers of a grandchild at some time in their lives. Between 1990 and 1998, the number of grandparents raising grandchildren rose by 53 percent. Grandparents raising grandchildren is nothing new but is a growing trend in our society. The Waukesha Women's Center created the Grandparents Parenting Again support group to assist grandparents who have returned to a parenting role.

Grandparents Parenting Again support group meets weekly and is designed to allow grandparents the opportunity to share their struggles parenting grandchildren and receive feedback from other group members. In addition, outside experts are invited to address common concerns, including aging, finances, legal issues and alcohol abuse.

"Many grandparents who are raising their grandchildren feel very isolated and find the needed support through this group," said Jenny von Helms, director of employment, volunteer and family support programs at the Women's Center.

A child psychologist meets monthly with the group to discuss child development and the special challenges the grandchildren face.

"Grandparents struggle with their grandchildren's behavior resulting from events that led to their current living arrangements," said von Helms. "Some of the children in these families are residing with their grandparents due to traumatic events such as the death or incarceration of a parent, or substance abuse by a parent."

The group facilitators partner with many outside organizations, including the Waukesha Department of Senior Services, University of Wisconsin Extension and the Waukesha school district to help grandparents get information and resources they need.

"The Women's Center has shown a genuine ability to address the needs of the community," said Jennifer Hammel, Child Abuse Prevention Fund director. "The Women's Center receives funding for the program through the Child Abuse Prevention Fund. This program is helping grandparents provide more stable, nurturing homes for children."

### **Parent resources available from the Child Abuse Prevention Fund**

The Child Abuse Prevention Fund publishes a wide range of parent resource materials. These materials are available free of charge for use in your primary prevention program.

For a list of materials, visit our Web site at [www.capfund.org](http://www.capfund.org) and click on the Parent Resources button on the left. For more information, e-mail [Jzahn@chw.org](mailto:Jzahn@chw.org) or call (414) 266-6300

## Grantseeker's Corner

### **When Time Runs Faster Than Money**

**By Jeremy Miner**

Director, Government Relations and Sponsored Programs  
St. Norbert College, DePere, Wis.

Ten months ago, Patrick was excited to be the recipient of a one-year grant award from a private foundation to help prevent child abuse in his community by developing some educational materials and training a team of outreach workers. The grant award provided the financial resources necessary for Patrick to hire two consultants with expertise in curriculum development and special education to implement the project.

But then, as “Murphy’s Law” would have it, some unforeseen circumstances delayed the onset of the project and, as a result, pushed back the timeline for completion by about three months. Patrick now finds himself in the situation where all of the funds will not be spent prior to the termination date of the award. In essence, time is running out faster than the grant money.

At this point, Patrick has three options, depending on the flexibility of sponsor’s grant award policies:

- **Ask for a “no cost extension.”**  
Patrick can go back to the sponsor and ask for a one-time, three-month “no cost extension.” This is a polite way of requesting additional time to complete the project at no additional cost to the sponsor. Specifically, he must write a letter to the sponsor that explains the reason for the extension, the proposed new expiration date, the amount of unspent funds, and any budget revisions.
- **Pay for consultant services upfront.**  
Because much of Patrick’s project is being performed by consultants, he can set up a “fixed price contract” and pay them a set fee in advance for services to be completed at a specified later

date. This contract will allow him to spend all of the funds during the granting period even though project activities will continue for a short while beyond the original timeframe.

- **Return the unused funds.**  
Patrick can continue the project up to the end of the granting period, and then return the unused funds to the sponsor. In practical terms, this means that he would lose a portion of the grant funding that he worked so hard to get—and quite possibly, the project would go unfinished.

In general, grants may not be extended merely to allow you to spend unobligated funds. However, in justified situations, sponsors may offer a one-time courtesy of extending the original grant award period by one, three, six, nine, or twelve months to allow more time to finish your project. While sponsors expect your project to be completed on time and on budget, in a forced choice scenario, they are typically more amenable to you asking for more time than asking for more money.

© Jeremy T. Miner, 2003. Grantseeker’s Corner is intended to inform, inspire, motivate and otherwise help sustain your grantseeking activities. We welcome your grant-related questions. Select questions may be answered in the future issues of Connecting for Kids. Send your questions to the Child Abuse Prevention Fund, Connecting for Kids, PO Box 1997, MS 3085, Milwaukee, WI 53201. Your submissions can be faxed to (414) 266-6139 or e-mailed to [capfund@chw.org](mailto:capfund@chw.org). To read past “Grantseekers Corner” articles written by Jeremy Miner, visit our Web site at [www.capfund.org](http://www.capfund.org) and click on the Professional Resources button on the left.

## Funding Sources

GuideStar is one of the nation's leading sources of nonprofit information. It offers the public free access to information on funding opportunities, as well as information on more than 850,000 nonprofit organizations.

GuideStar can be accessed by visiting [www.guidestar.org](http://www.guidestar.org). When you visit the site, you will first need to register (which is free); then, click on the search button in the upper left corner. This will take you to an "Advanced Search" page, where you can enter your criteria to find information on funding sources. The search engine allows you to locate an organization by keyword, name, activity, city, state, ZIP code, nonprofit type, revenue range, employer identification number or National Taxonomy of Exempt Entities (NTEE) code. You will also have free access to basic information about the nonprofits your search identifies, including a

summary, the mission statement and programs, contact information and the IRS Form 990.

In addition, GuideStar has a subscription-based tool called "Grant Explorer." The program is a comprehensive grant resource and features more than 42,000 private foundations and 680,000 grants of at least \$5,000. Grant Explorer contains detailed information about funding opportunities and is organized in a user-friendly, easy-to-search way. Subscribers can search for funders according to types of programs funded, locations of programs funded, funder name, grant size and several other criteria. A grantee search allows users to see which foundations have awarded grants to a specific public charity. The subscription is available for \$499 a year, or \$49 a month.

## Upcoming Conferences

### **Providing Respectful Support to Diverse Families**

Feb. 27  
UW Extension  
West Allis, Wis.  
Cost \$6  
Phone: (414) 290-2421  
Email: [Cynthia.muhamar@ces.uwex.edu](mailto:Cynthia.muhamar@ces.uwex.edu)

### **Fulfilling the Promise – A home visitor and parent educator conference**

March 9-10  
Olympia Resort  
Oconomowoc, Wis.  
Cost: \$135  
Phone: (888) 391-4255  
Web site: [www1.uwex.edu/ces/flp/conference](http://www1.uwex.edu/ces/flp/conference)

### **Twentieth National Symposium on Child Abuse**

March 16-19  
Von Braun Center  
Huntsville, Ala.  
Cost: \$425  
Phone: (256) 327-3791  
Web site: [www.nationalcac.org](http://www.nationalcac.org)

### **Together for Children- 17th annual Wisconsin Conference on Child Abuse and Neglect**

April 14-16  
Hotel Mead and Conference Center  
Wisconsin Rapids, Wis.  
Cost \$150  
Phone: (715) 346-3838  
Web site: [www.uwsp.edu/extension/conferences/tfc](http://www.uwsp.edu/extension/conferences/tfc)

### **Spreading the Magic of Prevention**

May 16-19  
Disney World Resort  
Orlando, Fla.  
Cost: \$295  
Web site: [www.preventchildabuse.org/news/conf.htm](http://www.preventchildabuse.org/news/conf.htm)

## **Announcements**

### **Children's Service Society joins Children's Hospital and Health System**

Children's Service Society of Wisconsin joined Children's Hospital and Health System, effective Jan. 2004. Children's Service Society is a private, not-for-profit, statewide child welfare agency dedicated to meeting the needs of children and families. Their mission is to build, sustain and enhance a nurturing environment for Wisconsin children. Last year, Children's Service Society served more than 20,000 children.

The affiliation between the two organizations immediately provides more comprehensive programs to meet the physical, mental health and social services needs of children and adolescents. Consistent with the missions and visions of both organizations, this affiliation optimizes services to children and families in Wisconsin. The new collaborative structure allows the organizations to maximize the strength and outreach of Children's Hospital and Health System's current programs and explore and execute innovative services based on the needs of children and families.

Children's Hospital and Health System is only too aware of the damage caused by child abuse and neglect, and the organization is working on many fronts to help end it. The Child Abuse Prevention Fund is a special fund-raising initiative of Children's Hospital and Health System. Since 1988, the organization has distributed more than \$5 million to support community-based prevention initiatives throughout Wisconsin. The Child Abuse Prevention Fund is committed to ensuring a safe environment for children through financial support of primary prevention activities throughout Wisconsin, as well as educating professionals and the public about the role of prevention in eliminating child abuse.

### **The Wisconsin Children's Trust Fund is requesting proposals from Milwaukee**

The Wisconsin Children's Trust Fund will award a grant of \$100,000 for a family resource center to strengthen and support families in Milwaukee, specifically within ZIP codes 53210 and 53216. The grant consists of \$30,000 for capacity building expenses and \$70,000 for operating expenses for July 1, 2004, until June 30, 2005. Notice of Intent to Apply is due Feb. 27, and the proposal deadline is March 19. The grant award will be announced April 16, with contract startup date set for July 1, 2004.

To receive application materials, contact the Children's Trust Fund, 110 East Main St., Suite 614, Madison, WI 53703, or call (608) 266-6871.