

Support "CARE 4 Kids" and End Child Abuse in Your Community!

Who? those interested in gaining exposure and ending child abuse

What? donate a percentage of proceeds to children at risk

Where? at your business or online

When? you decide - a specific day, week, month...

Why? to help families in crisis and to grow your customer base



"CARE for Kids" keeps children safe and families strong.

Children's Relief Nursery

(CRN) works with children in the first, most important years of life. Our mission is to prevent abuse and neglect in children birth through four by partnering with caregivers committed to strengthening their families. Education for parents and relief for families under stress promote healthier solutions. Since 2001, we have provided family support services at no cost to high-risk Multnomah county families. We are building a community where children are safe.

Early Intervention is Key to Family Success

Children's Relief Nursery's program is based on the nationally successful Relief Nursery model, providing intensive child and family interventions to prevent child abuse and provide support and encouragement to parents with challenging life circumstances. The model includes center-based therapeutic classes and respite childcare, early parent education, support for positive and nurturing parent/child interactions and regular home visits. Voluntary parent participation, combined with individualized goals, have the most positive result.

Parent-Child Relationships are Critical to Development

The earlier in a child's life that intervention is started, the more effective it is. Safe and secure nurturing is the key to learning and social-emotional development. When parents and caregivers show responsive early care, critical bonding occurs and babies thrive. Responsive care is meeting the child's needs for focused attention, understanding their cues and providing warm touches, as well as supplying the basic physical needs for shelter, food and clothing. Parents in our program learn that positive interactions with their child greatly affects his or her later capacity for compassion, self regulation, control over emotions, learning and cooperative behavior. Quality care and secure attachments are the building blocks for healthy brain development that promotes each child aspiring to their full potential.



**Safe Children
Strong Families**

Children's Relief Nursery

Communities
Aiding
Relief
Efforts
4Kids

It's one way to increase your sales while making a difference.

Children's Relief Nursery (CRN)
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(503) 283-4776 | www.crn4kids.org



The Benefits of "CARE 4 Kids" with Children's Relief Nursery

- *Expose your business to new potential customers that are already loyal to Children's Relief Nursery (CRN) and have shown support for companies that partner with us.*
- *Align yourself with an organization that is making a difference in Portland.*
- *Make the statement that you and your business are supporting child abuse prevention – actively working to make your community a safe place.*
- *Know that you are helping families in crisis build a stable, nurturing environment where their children can grow.*

Results Reported

Columbia Sportswear's "Ten for Ten" campaign included CRN as one of its designees to receive 10% of proceeds during ten days in October. The Nursery sent out an email to CRN supporters encouraging them to shop at Columbia Sportswear. A total of \$18,000 in revenue from CRN supporters came in through the promotion, resulting in a \$1,800 tax-deductible donation to the Nursery.



Portland Truffle designed a special Valentine box of chocolates where 30% of the proceeds went directly to CRN. Portland Truffle was promoted through the Nursery website and an email was sent to friends of CRN. 53% of new customers for this product came directly from CRN friends and 35% of sales were generated directly from the Nursery website.

Trixie's Beauty Bar had an evening of pampering and support to fundraise for CRN. The Nursery sent an email to CRN supporters and many clicked through to Trixie's website to learn more. Thanks to those generous supporters, Trixie's Beauty Bar was able to donate \$397 in cash and \$200 worth of toys & other necessities for children at risk.

For more information or to sign up today, contact Elena at (503) 595-4506 or elena@crn4kids.org.

Donate a portion of your proceeds:

5%, 15%, 30%, other % or give a portion from the sale of a specific item for one day, a week, the month...

Consider sponsoring an event!

OR include CRN's wish list in your next mailing.