

The Global Day of Generosity

CAC'S Complete Guide for #GivingTuesday

December 1, 2020



Table of Contents

Our impact & mission	3
What is #GivingTuesday?	5
Why we need your support	5
Email Templates	6
Social Media Templates	7
Friends of CAC Fundraising	8
Images and Logos	9



Our impact and mission

The Children's Advocacy Center of North and Northwest Cook County (CAC) serves as the leading resource to empower and heal children who have been impacted by abuse and prevent violence against children. Founded in 1989, the Center provides investigative, advocacy, medical, and therapeutic services for children who have been sexually or severely physically abused and the non-offending members of their families. All services are provided at no cost to families in both English and Spanish.

In recent years, CAC expanded its services to include child victims of severe physical abuse and victims of, or witnesses to, other crimes. In 2001, CAC began offering the Safe from the Start Program, which serves children from birth through age 5 who have been exposed to violence, and their parents and siblings. This program offers specialized trauma assessments, comprehensive case planning, evidence-based therapeutic interventions, professional consultation and community education.

CAC has helped more than 11,000 children and their family members address and survive the trauma of sexual abuse, severe physical abuse and other forms of family violence.

Get in touch

If you have any questions, please contact Taylor Jacob, CAC Development Officer, at tjacob@cachelps.org or 847-885-0100 x229

**Founded
1989**

12,000 +
Children & Families served

Forensic & Advocacy Services



926

Total Clients in 2019

12

Years

Average Client Age
in 2019



66%

Female Clients in 2019



34%

Male Clients in 2019

Family Support Services



207

Total Clients in 2019

19

Years

Average Client Age
in 2019



77%

Female Clients in 2019



33%

Male Clients in 2019

Safe from the Start



142

Total Clients in 2019

3-5

Years

Average Client Age
in 2019



62%

Female Clients in 2019



38%

Male Clients in 2019

2019 Income Sources



45%
State



18%
Events



17%
Municipalities/
Townships



11%
Individuals



7%
Foundations

2%
Other





What is #GivingTuesday?

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past 8 years, this idea has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

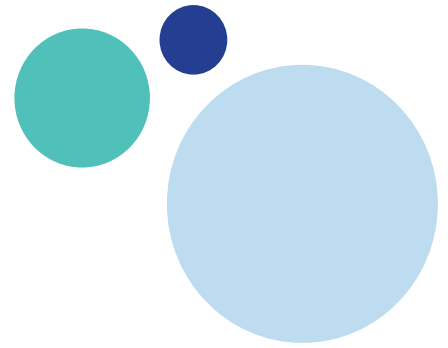
People can show their generosity in a variety of ways during GivingTuesday—whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, everyone has something to give and every act of generosity counts.

Why we need your support

CAC is excited to participate in GivingTuesday, but we need your help! As you know, CAC is the leading resource to empower and heal children and families who have experienced abuse and prevent violence against children. We help over 1,000 children and families each year by providing them access to free, quality care to help them build resiliency and a brighter future.

We need your help to spread the word about what CAC does for the community and how others can help by donating to our mission. Please tell your friends and family why you believe in our work and encourage them to support us, too!





Email Template

Hi [name],

This year I am participating in #GivingTuesday in support of the Children's Advocacy Center of North and Northwest Cook County. CAC helps children and families who have experienced abuse by giving them access to free, high-quality personalized care that enables them to build resilience and confidence to lead healthy lives.

In 2019, CAC helped over 1,000 children and families in 38 communities. They are expecting a rise in needs for their services due to children sheltering at home with their abusers throughout the pandemic. Together we can help these children find a safe place to begin healing.

Please join me in making a gift online today at cachelps.org/GivingTuesday.

Thank you,
[Your Name]



Social Media Templates

Twitter

Join me in helping kids who have endured abuse by giving to @ChildrensAdv this #GivingTuesday ! Give now at cachelps.org/GivingTuesday

Help kids who have been sexually or physically abused by giving to @ChildrensAdv on #GivingTuesday cachelps.org/GivingTuesday

Facebook

Join me in helping kids who have endured abuse by giving to @CACNW this #GivingTuesday! Give now at cachelps.org/GivingTuesday

Help kids who have been sexually or physically abused by giving to @CACNW on #GivingTuesday cachelps.org/GivingTuesday

Instagram

Join me in helping kids who have been sexually or physically abused by supporting @cachelpskids this #GivingTuesday. Learn more at cachelps.org/GivingTuesday



Friends of CAC Fundraising

Friends of CAC fundraisers are events or initiatives organized by an individual, company, or community organization that benefits CAC's work and clients. Acting independently and with CAC's approval, Friends of CAC fundraisers are an important resource for raising funds and increasing awareness of the organization.

Community connection and awareness is at the core of what we do. You can play an important role in strengthening that by organizing a Friends of CAC fundraiser in support of CAC. These events and initiatives are a great way to broaden our support base, increase awareness about the services we offer, and inspire people within your own network to support something you are passionate about.

Learn more about how to create your own Friends of CAC fundraiser by [downloading our Toolkit!](#)



Images and Logos

[Download](#) all of our branded #GivingTuesday logos and templates.
Learn more at cachelps.org/GivingTuesday

