



SOS CHILDREN'S  
VILLAGES  
ILLINOIS

# RAISING SUPERHEROES

#SOSILLINOIS #SUPERSIBLINGS



*“Each child we serve has the amazing capacity to rise above the toughest of circumstances brought into their life. The smallest accomplishments become momentous occasions and cause for celebration. In honoring these moments, we remind each child they are great beyond measure and have the power within themselves to achieve a life of true fulfillment.”*

-Tim McCormick, CEO, SOS Children’s Villages Illinois

## **Introduction: A Story We Need to Tell**

At SOS Children’s Villages Illinois, our mission is to build families for children in need, help them shape their own futures, and share in the development of their communities. At the very heart of our model of care is a focus on keeping brothers and sisters in foster care together. To help them continue growing as a family, sibling groups are cared for by a full-time, professionally trained Foster Parent in a single-family home in our Villages.

**This April and May SOS Children’s Villages Illinois will launch the Raising Superheroes campaign, which highlights the undiscovered talents of children in foster care; and we need your help to share our story.** At our Villages, we believe all children are superheroes for their incredible power to overcome adversity.

The reality is that many of the children who come to SOS Illinois have faced unimaginable hardships in their young lives, including separation from siblings. What we strive to provide is an important sense of family, safety, and every opportunity for healing and growth.

Some might consider their circumstances insurmountable, but we have the privilege to encourage and witness the children’s strength and optimism. Nurtured by Foster Parents and the resources and support staff in the Villages, the boys and girls in our care accomplish great feats of courage and ambition on a daily basis. Instead of being defined by their past, they look toward their futures and the many possibilities.

This is why we consider each child to be a young superhero in his or her own way. Even heroes cannot stand completely alone, however, which is why we want to tell the world about the importance of advocating for and championing the power and bravery of children in foster care.



## **It’s Time to Share our Story**

We will provide you with the tools you need to tell this important story. In this press kit you’ll find:

- **Campaign goals**
- **Foster care facts**
- **SOS Illinois facts**
- **Important dates & sample social media messaging**

By joining in this effort from **April – May, 2017**, you will have the power to spread the word about the work we do to offer each child a place to call home and space to heal. By keeping brothers and sisters together, with a full-time, professional Foster Parent in an individual home, we rebuild a loving family life.

It is your turn to be a storyteller. It is your turn to make a difference. Ways to help include:

- Regram, retweet, and share our posts.
- Use our sample messaging to create original posts.
- If you’re not on social, ask a friend to get involved.

## **Campaign Goals: Help us Grow**

SOS Children’s Villages Illinois needs your likes and follows on social media to reach an even wider audience. **Help us reach:**

- **1,500 likes on Facebook**

- 1000 followers on Twitter
- 800 followers on Instagram . . .

**Remember:** one click, one like, or one share makes an impact!

## Why the Need for SOS Illinois

### Foster Care Nationally

- There are approximately 400,000 children living in foster care in the U.S.
- Three out of every four children in foster care are separated from their siblings.
- For every year that a child remains in foster care, on average the child will move homes at least two times a year.
- 46% never graduate from high school and only 3% obtain a college degree.
- According to a national survey, 25% of foster youth reported that they had been homeless at least one night within 2.5 to 4 years after exiting foster care.

### How SOS Illinois Makes the Difference

At SOS Children’s Villages Illinois, our focus is keeping brothers and sisters together to continue growing as a family. The SOS homes belong to the children; if there is a change in Foster Parents, the children remain in the same home, at the same school, with the same services and support staff. We also provide comprehensive services and support to youth, preparing them for success as caring, productive, and self-reliant adults.

### Village Model

SOS Children’s Villages Illinois is built on a 68-year international tradition of caring for children and families by providing safe and stable homes for children in foster care. Our Village Model of Care is built on four pillars:

1. Children live together with siblings.
2. Children receive care and support from a full-time, professionally trained Foster Parent.
3. Children grow up in private, single-family homes.
4. Children benefit from the support of a Village, an intentional community.



### Successful Outcomes

- In 2016, 502 children received care and support from SOS Illinois staff.
  - 45 new children found a home at our Villages.
  - 58 sibling groups were united and live today as a family.
- 100% of SOS Children’s Villages Illinois children complete a high school education.
  - In 2016, 99.32% of youth attended 90% or more days of school.
  - In 2016, five students graduated high school; all are currently enrolled in college or have secured full-time employment.
- SOS Illinois Foster Parents serve an average of 4.9 years, compared to the national average of one year for foster parents in traditional care.

### SOS Children’s Villages Illinois Facts

SOS Children’s Villages, the parent organization of SOS Children’s Villages Illinois, began in Europe in 1949 providing aid to children abandoned during World War II. Today, SOS Children’s Villages is the largest non-denominational child welfare agency in the world with over 550 Villages in more than 130 countries.

SOS Children’s Villages Illinois operates as its own 501(c) 3 with four sites in Illinois:

- An 18-home Village in Lockport, Illinois.
- A 19-home Village in the Auburn Gresham neighborhood of Chicago.
- A 14-home Village in the Roosevelt Square community of Chicago.
- A site offering family strengthening services called Casa Tepeyac, located in the Back of the Yards neighborhood of the City of Chicago.

Locally, SOS Children’s Villages Illinois has achieved several awards, accreditations, and honors, including:

- Charity Navigator's 3-star rating
- GuideStar Gold-level nonprofit
- Council on Accreditation (C.O.A.) Certified
- *Chicago Magazine* recognized SOS Illinois as one of the 15 charities in Chicago to be awarded "The Gold Standard" in 2012 and named SOS Illinois one of the "Twenty Best Charities in Chicago" in 2015.



### Social Media Calendar and Sample Messaging

We will use each week of our campaign to share key messages about the unique model of care that SOS Children's Villages Illinois provides to hundreds of Illinois' most vulnerable children and families each year. Each week will focus social media conversations on a specific theme, with the goal of reaching new audiences and followers.

Use the calendar guide and sample messaging below, and **be sure to use the #RaisingSuperheroes and #sosillinois hashtags throughout the month.**

### Important Dates

- April 1 – 30: Child Abuse Prevention Month
- April 2: Children's Book Day
- April 7: World Health Day
- April 10: National Siblings Day
- April 27: Tell a Story Day
- April 28: National Superheroes Day

### Calendar At-a-Glance

- April 1-9: #RaisingSuperheroes; Child Abuse Awareness Month
- April 10-16: #SuperSiblings; Keeping Siblings Together
- April 17-23: #SuperCommunities; Community Spotlights

- April 24-30: #RaisingSuperheroes; National Superhero Day

### April 1-9: Child Abuse Prevention Month General Awareness/#RaisingSuperheroes

Child Abuse Prevention Month focuses on spreading global awareness of the ways in which children are at risk for abuse. By learning active approaches we can all take towards ending or preventing child abuse, we contribute to more positive, hopeful narratives for children around the world. At SOS Illinois, we honor this month by celebrating the accomplishments of each child in our care, and the strength of the Foster Parents who raise them.

To round out the week, we focus on creating awareness around Child Abuse Prevention Month while tying in our unique #RaisingSuperheroes theme. Pick, choose, and promote one or more posts options each day!

#### April 1

**Facebook Post:** Share our post! Don't forget to tag two friends who will want to follow our #RaisingSuperheroes Campaign.

**Instagram Post:** Regram our post! Don't forget to use the hashtags #RaisingSuperheroes, #ChildAbusePreventionMonth, and #sosillinois.

**Tweet 1:** *DYK its #ChildAbusePreventionMonth? Follow @sosillinois to learn how they are #RaisingSuperheroes by employing loving #FosterParents!*

**Tweet 2:** *During #ChildAbusePreventionMonth, @sosillinois is changing the child welfare narrative by #RaisingSuperheroes. Learn how by following!*

#### April 2

**Facebook Post:** *On #ChildrensBookDay, we recall that some of our fondest Superheroes were raised by someone other than their parents. Batman was raised by Alfred Pennyworth, Superman was raised by Jonathan and Martha Kent. Similarly, the children in the care of SOS Children's Villages*

Illinois are raised by professionally-trained #FosterParents, dedicated individuals focused on providing loving care. During #ChildAbusePreventionMonth, we honor the resilience of each child in care, and the strength of the Foster Parents who support them. Talk about #RaisingSuperheroes! Learn more today:

[www.sosillinois.org](http://www.sosillinois.org)

**Instagram Post:** Regram our post! Don't forget to use the hashtags #RaisingSuperheroes, #ChildAbusePreventionMonth, and #sosillinois.

**Tweet 1:** #ChildrensBookDay reminds us of our favorite comic heroes! Learn how @sosillinois is committed to #RaisingSuperheroes by following!

**Tweet 2:** During #ChildAbusePreventionMonth, @sosillinois is changing the child welfare narrative by #RaisingSuperheroes. Learn how by following!

#### April 4: Foster Parent Focus

**Facebook Post:** Share our post! Don't forget to tag two friends who will want to follow our #RaisingSuperheroes Campaign and/or may be interested in becoming a professional Foster Parent!

**Instagram Post:** Regram our post! Don't forget to use the hashtags #RaisingSuperheroes, #ChildAbusePreventionMonth, and #sosillinois.

**Tweet 1:** #RaisingSuperheroes takes training! #FosterParents at @sosillinois receive comprehensive support to provide exceptional care.

**Tweet 2:** During #ChildAbusePreventionMonth, @sosillinois is changing the child welfare narrative by #RaisingSuperheroes. Learn how by following!

#### April 7: Early Foster Parents

**Facebook Post:** Share our post! Don't forget to tag two friends who will want to follow our #RaisingSuperheroes Campaign and/or may be interested in becoming a professional Foster Parent! Include #TBT.

**Instagram Post:** Regram our post! Don't forget to use the hashtags #RaisingSuperheroes, #ChildAbusePreventionMonth, and #sosillinois.

**Tweet 1:** Share our #tbt post with the following text: #FosterParents at @sosillinois have been #RaisingSuperheroes for over 25 years!

**Tweet 2:** During #ChildAbusePreventionMonth, @sosillinois is changing the child welfare narrative by #RaisingSuperheroes. Learn how by following!



#### April 8: World Health Day

**Facebook Post:** My friends at SOS Children's Villages Illinois know that providing comprehensive wellness services is an important part of #RaisingSuperheroes. On #WorldHealthDay, "like" them on Facebook to show your support for the health and nutrition programs they provide to the children and families in their care!

[facebook.com/soscvj](https://facebook.com/soscvj)

**Instagram Post:** Regram our post! Don't forget to use the hashtags #RaisingSuperheroes, #ChildAbusePreventionMonth, #WorldHealthDay, and #sosillinois.

**Tweet 1:** #RaisingSuperheroes means providing an environment of wellness. On #WorldHealthDay my friends at @sosillinois are doing just that!

**Tweet 2:** During #ChildAbusePreventionMonth, @sosillinois is changing the child welfare narrative by #RaisingSuperheroes. Learn how by following!

#### April 10-16: Keeping Brothers and Sisters Together/#SuperSiblings

Let's use this week to tell others about a very important part of SOS Illinois' model of care: keeping brothers and sisters together. Our Instagram Campaign and Competition,

#SuperSiblings, ties together our theme of #RaisingSuperheroes with our dynamic focus on sibling care.

**Task:** Choose one or more posts options each day to promote!

#### **April 10: National Siblings Day/#SuperSiblings**

**Facebook Post:** *Did you know 3 out of 4 siblings are separated in foster care? An important part of SOS Children's Villages Illinois is keeping siblings together! On #NationalSiblingsDay, follow SOS Illinois to show just how super your siblings are! Download, complete, and email the #SuperSiblings form to [communications@sosillinois.org](mailto:communications@sosillinois.org) by April 22 to be entered for an opportunity to win two tickets to the SOS Illinois fall signature event, Evening of Hope (\$600 value). Postcards will be shared on SOS Illinois' Instagram account beginning April 25, with voting active until May 2! Enter to Win details and rules available here: [sosillinois.org](http://sosillinois.org).*

**Instagram:** Download our #SuperSiblings Instagram form and tell us what makes your siblings super! Email your form to [communications@sosillinois.org](mailto:communications@sosillinois.org), and regram our Instagram post once it airs to get your friends to participate in the Enter to Win!

**Tweet 1:** *Part of #RaisingSuperheroes means keeping together #SuperSiblings. On #NationalSiblingsDay, follow @sosillinois!*

**Tweet 2:** *#FosterParents at @sosillinois are transforming the child welfare narrative by #RaisingSuperheroes. Learn how at [sosillinois.org](http://sosillinois.org)!*



#### **April 11: #SuperSiblings: A Model of Stability**

**Facebook Post:** Share our post! Don't forget to tag two friends who will want to follow our

#RaisingSuperheroes Campaign and/or can participate in the #SuperSiblings Enter to Win.

**Instagram:** If you haven't already, tag two friends in our #SuperSiblings Enter to Win post from yesterday; regram our post.

**Tweet 1:** *Keeping siblings together in care is part of the #SOSIllinois model. Learn more about how #SuperSiblings thrive: <http://buff.ly/2oc0UO6>*

**Tweet 2:** *#FosterParents at @sosillinois are transforming the child welfare narrative by #RaisingSuperheroes. Learn how at [sosillinois.org](http://sosillinois.org)!*

#### **April 14: #InternationalMomentofLaughterDay**

**Facebook Post:** Share our daily post and include the following: *Some of my greatest moments of laughter have been shared with my brother/sister/brothers/sisters/siblings. On #InternationalMomentofLaughterDay, I'm proud to support SOS Children's Villages Illinois, which strives to keep brothers and sisters under the same roof. Let SOS Illinois know one of the funniest moments you remember sharing with your siblings! #SuperSiblings*

**Instagram:** Comment on our Instagram post about funniest moments with siblings. Don't have siblings? Let us know a funny moment shared with a close friend or relative – extended family always counts!

**Tweet 1:** *#InternationalMomentofLaughterDay reminds of every LOL moment I've shared with my brother/sister/brothers/sisters/siblings. @sosillinois keeps siblings laughing together!*

**Tweet 2:** *#FosterParents at @sosillinois are #RaisingSuperheroes. Learn how: <http://buff.ly/2oc0UO6>*

#### **April 17-23: #SuperCommunities**

Tell your friends and followers about how SOS Illinois values community, especially through our generous Foster Parents, volunteers, and donors. Ask them to share with their networks how SOS Illinois impacts the Chicagoland community, and

show support by following us on Instagram, Twitter, and Facebook. Don't forget to plug our e-newsletter, which contains content specifically related to this week!

**Task:** Pick-and-choose one or more posts options each day to complete. Sign up for our e-newsletter.



### **April 18: Community atWork/#SuperCommunities**

**Facebook Post:** Share our post! Don't forget to tag two friends who will want to follow our #RaisingSuperheroes Campaign and/or may be interested in learning more about the dynamic ways SOS Illinois is involved in the Chicagoland community.

**Instagram:** Regram our photo from today and tag two friends in our post. Don't forget to use the hashtags #RaisingSuperheroes, #SuperCommunities, and #sosillinois.

**Tweet 1:** We are all responsible for creating #SuperCommunities. Learn how you can get involved at @sosillinois. <http://buff.ly/2oc5vjv>

**Tweet 2:** Check out how my friends @sosillinois are creating #SuperCommunities in #Chicagoland! [sosillinois.org](http://sosillinois.org)

### **April 24-30: National Superhero Day/#RaisingSuperheroes**

A milestone in our month of honoring the Superheroes in our care, National Superhero Day stands as a reminder of the mighty will and endurance of superheroes everywhere, both real and make-believe. As we transition into Foster Care Awareness Month, we emphasize the following: #RaisingSuperheroes takes strength, love, and perseverance. Our Foster Parents embody all those things!

**Task:** Pick-and-choose one or more posts options each day to complete. Don't forget to tag your friends in your Instagram #SuperSiblings picture when it is posted!

### **April 24: #SuperSiblings Photos**

**Facebook Post:** Share our post from today! Don't forget to tag two friends, and to participate yourself!

**Instagram:** Our #SuperSiblings photos are running from now until April 30! Like each photo that runs, and tag friends in your favorites! If you see yours popup, regram!

**Tweet 1:** The #SuperSiblings series is running on @sosillinois on #Instagram! Check it out: [Instagram.com/sosillinois](https://www.instagram.com/sosillinois)

**Tweet 2:** What makes siblings so super? My friends at @sosillinois know! Check it out: [Instagram.com/sosillinois](https://www.instagram.com/sosillinois)

### **April 28: National Superhero Day**

**Facebook Post:** Share our post from today! Don't forget to tag two friends, and to participate yourself!

**Instagram:** Comment on our post: Who is a Superhero in your own life? Tag two friends, and regram.

**Tweet 1:** On #NationalSuperheroDay, my friends at @sosillinois are proud to be #RaisingSuperheroes! Learn how at [sosillinois.org](http://sosillinois.org)

**Tweet 2:** #RaisingSuperheroes takes a lot of love. On #NationalSuperheroDay, I'm thankful for #FosterParents at @sosillinois.