



SOS CHILDREN'S  
VILLAGES  
ILLINOIS

2019

brand ambassador  
digital tool kit

## This April and May, we are breaking new ground in foster care.

At SOS Children's Villages Illinois, we are committed to the groundbreaking work of preventing child abuse and family separation, supporting siblings in foster care, and forging paths towards loving, forever families. Centered on the Village model of care, we are dedicated to providing programs, services, and advocacy year-round for the unique needs of the communities we serve. During April and May specifically, we honor Child Abuse Prevention Month and Foster Care Awareness Month by amplifying our voices with the help of our friends and supporters. As brand ambassadors, you provide the important work within your own networks, peer groups, and workplaces to not only educate others on the what we do at SOS Illinois, but to further the conversation on the ever-transforming landscape of foster care. In this kit, you'll find important dates, statistics, and strategies that will be helpful as you join us in #RaisingSuperheroes in the months ahead. It is only with your words that we are able to tell our story, and it is only with your love that we are able to transform lives.

Thank you for your dedication to furthering our mission and helping us break new ground in foster care. **We could not do it without you.**

A handwritten signature in black ink, appearing to read 'Tim McCormick', with a stylized, cursive script.

Tim McCormick, Chief Executive Officer

# important dates

## & #hashtags

### **April is Child Abuse Prevention Month**

April 5 - Wear Blue Day #WearingBlueForSOSIllinois  
*Wear your best blue to show your support*

April 10 - National Sibling Day: #SuperSiblings  
*Share about your siblings on social*

April 28 - National Superhero Day: #RaisingSuperheroes  
*Share about your siblings on social*

### **May is Foster Care Awareness Month**

May 1 - Dining & Conversation: #Voices4FosterCare  
*Join the conversation with supporters and stars*

May 6 - Mother's Day Makeover Event  
*Send well-wishes to our Moms being pampered*

May 11 - Birth Mother's Day: #BirthMothersDay  
*Help us show our support for biological moms*

May 12: Mother's Day: #MothersDay  
*Share our special stories of our Foster Moms*



A young boy with short brown hair is shown from the chest up, wearing a yellow t-shirt and a black cape. He is wearing large, orange-tinted goggles and has his right arm raised, pointing towards the sky. The background is a bright, hazy sky with soft clouds, suggesting a sunny day. The overall mood is hopeful and aspirational.

**10** ways to join us in  
**#RaisingSuperheroes**  
in April and May



# #10

## SHARE OUR STORIES ON SOCIAL AND BEYOND

During Child Abuse Prevention Month and Foster Care Awareness Month, we will be sharing important information and statistics about child safety, violence prevention, and the foster care system. Our reach can go far beyond our friends and followers with your help. Commit to sharing one, two, or more posts a week on each platform on which you are active. This is an easy way to raise brand awareness while also spreading important resources that can make a major impact! Links to all of our social platforms can be found by clicking on the icons on the final page of this kit.



# #9

## LEND YOUR VOICE TO OUR #SUPERSIBLINGS

Up to 75% of siblings are separated in foster care. At SOS Illinois, we know how important brothers and sisters can be. We unite siblings in care to preserve familial bonds and help safeguard children from further trauma. Join us in spreading our message about the importance of siblings by sharing why your siblings are important to YOU! On April 10 -- National Siblings Day -- create a quick video on Facebook, Snapchat, Twitter, or YouTube about the important bonds you have with your brothers and sisters, making sure to use the hashtag #supersiblings in your post. Don't forget to tag us so we can share it with all our followers, too!



# #8

## CREATE VISIBILITY OF OUR MISSION

We love when supporters ask how their workplaces can join up with SOS Illinois during Child Abuse Prevention Month and Foster Care Awareness Month. Of the many ways to be involved, offering us space to display resources and promotional materials in your lobby, storefront, or entryway can create an awesome visual impact. You may also choose to include information about us in newsletters, email blasts, and publications during this time. We would love any exciting way to show off our partnership in support of this important time of year! Let us know your ideas for collaboration by reaching out to [info@sosillinois.org](mailto:info@sosillinois.org).



# #7

## TAKE OUR CAUSES TO THE STREETS

Getting the word out about SOS Illinois, Child Abuse Prevention Month, and Foster Care Awareness Month means hitting the streets. This April and May, join us as a Volunteer Advocate to spread the word about our community across the city of Chicago and beyond. You will be supplied with awareness ribbons and business card-sized handouts to pass off to people commuting through the city, and will be asked to share why we are asking for their voices this Spring. Whether you grab a group of coworkers during your lunch break, head out on your own on a busy Saturday afternoon, or involve your whole family, we are grateful for your willingness to network face-to-face with those in our community. To sign up as a Volunteer Advocate or Advocate Group, contact us at [tcisarik@sosillinois.org](mailto:tcisarik@sosillinois.org) to secure resources, maps, and best practices.





# #6

## HOST A DRIVE TO BENEFIT OUR COMMUNITIES

Child abuse and the foster care cycle can often be traced back to a lack of sustainable, accessible resources. As we work to break the cycle of foster care, having necessary resources available can help strengthen families at-risk of separation or preparing for reunification. This April and May, consider hosting a drive at your workplace, local library, fitness center, or other communal location where friends and supporters can contribute. Necessary items include bed linens, professional clothing, children's books, and much. Need ideas on wish lists for drives? **Click here** to contact our staff at Casa Tepeyac to learn their greatest needs.



# #5

## PARTICIPATE IN WEAR BLUE DAY

On April 5, we will be wearing blue to show that we stand against child abuse and are working towards making Illinois a safer, healthier state for families everywhere. Join us by wearing your favorite blue outfit or accessory and snap a photo of yourself for social media. Tag us to let us know that you are [#WearingBlueForSOSIllinois](#) and are doing your part to end child abuse.



# #4

## HOST US AS VISITING SPEAKERS

SOS Illinois offers a wealth of information and expertise on child welfare, fostering in Illinois, and our unique model of care. Looking to bring in guest speakers for a "lunch and learn", community involvement fair, or parent education class? Let us know how we can support your needs while also sharing great information about our mission. We would love to collaborate on programming or speak in front of a group of your peers! Reach out to us at [info@sosillinois.org](mailto:info@sosillinois.org) to request a speaker.



# #3

## EMPLOY THE TEENS & ADULTS WE SERVE

Having access to supportive, meaningful employment at a young age is a crucial tool in building independence and professional development for the teens and young adults in our care. Building work experience now helps to prevent furthering the cycle of foster care later. Consider reaching out to SOS Illinois regarding internship and entry-level opportunities fit for high school students or recent graduates. In addition, families served through Casa Tepeyac also benefit from learning about sustainable employment for adults of all ages, especially opportunities that request Spanish-speaking or bilingual professionals. Reach out to [info@sosillinois.org](mailto:info@sosillinois.org) to let us know you're hiring!



# #2

## TURN YOUR FACEBOOK BLUE FOR A WEEK

Online and social media visibility is so important as we work to spread the word about SOS Illinois, Child Abuse Prevention Month, and Foster Care Awareness Month. This April and May, commit to "turning you Facebook Blue" for a week in honor of mission to build the future of foster care. Download the profile and header graphics here to let your friends know that you are helping to raise awareness this spring. Don't forget to tag us in your photo so that we can count you as our advocate this April and May!



# #1

## WRITE TO THE SOS ILLINOIS SUPERHEROES

Everyone loves to receive special letters, cards, and pictures in the mail. During April and May, grab a group of friends, family, or coworkers, and create a packet of letters to be delivered to all the superheroes at SOS Illinois: the children and families we serve, and our Foster Parents. Let our superheroes know that we you are here to support them, empower them, and encourage them to reach their goals. Want to write letters or mail cards to our Foster Parents for Mother's Day or Father's Day? We would be happy to distribute them during our parties and celebrations.

Cards, letters, and pictures can be mailed to our Downtown Administrative Office:  
**SOS Children's Villages Illinois**  
**216 W. Jackson Blvd., Suite 925**  
**Chicago, IL 60606**



# CONNECT WITH US

Click each icon to be connected to our platforms and pages

