



JUNIORS' SPECIAL PROGRAM:

ADVOCATES FOR CHILDREN

i Visit www.GFWC.org/membership/club-manual/ for updates and more information.

MAKING A DIFFERENCE IN OUR WORLD THROUGH THE LIFE OF A CHILD



GFWC Juniors' Special Program: Advocates for Children is designed to encourage all General, Junior, and Juniorette clubs to make a difference in our world by becoming advocates for children. Clubs may choose to organize projects that benefit children in their community, state, or world.

Clubwomen can become advocates by working to:

- Ensure that children are protected from harmful situations
- Encourage healthy physical and emotional lifestyles
- Impact policy to improve children's lives

While project ideas are numerous, clubs are encouraged to educate themselves regarding current issues facing our children: child abuse, health issues, poverty, cyberbullying, teen dating violence, child obesity, texting while driving, depression and suicide, etc.

We have partnered with like-minded organizations that advocate on behalf of children everywhere. Refer to the Partnership section beginning on page four for activities designed especially for GFWC clubs.

THE "POWER" TO MAKE A DIFFERENCE:

***PREPARE:** Beginning projects or evaluating existing projects requires preparation before action.

- Research the needs of children in your area, as these might vary widely. Meet with community and education leaders to obtain statistics and data regarding children and their families. This should pinpoint an area or issue that needs action.
- Find organizations providing services to children. People who work with children understand current issues, and may suggest resources to help. Clubs may support, or help expand, a program that is currently making a difference in their community.
- Identify and allow club members to follow their passions to help ensure success.

***ORGANIZE:** After identifying a problem and solution, decide which action to take:

- Meet with the organization before gathering items to be donated.
 - Are items truly needed? Does the organization have the place to store items? Do they have the manpower to distribute items? If not, can club members serve to help meet this need?

Ask an organization what impact they could have on children's lives if they had additional funding. Determine if your club can help them obtain that funding.

- Avoid duplicating programs. Find ways to support or enhance existing programs.
- Assess ways to use club members' strengths to meet the needs of an organization.



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***WORK:** Now is the time to act! Consider these issues when putting a plan into action:

- How many people will you need? If you don't have enough members, invite potential members to your workday as a way to learn more about your club.
- Overestimate the time it will take to complete your project. Members rarely become upset when they finish a task early. Don't overwhelm members.
- Make sure participants can recognize when their task is complete.

***EVALUATE/EDUCATE:** Put your experiences to work. Let others know what you have learned and how they can help:

- Invite reporters for local newspapers, radio, or television to showcase your project. Provide them with your club name, and contact information for follow-up questions.
- Write a letter to the editor of your local newspaper thanking anyone who supported or helped with your project.
- Decide if part of the project can be continued, or if other action needs to be taken.

***REPORT:** Now is the time for your members to shine. Let others know what you have done to allow even more children to be touched by your **POWER** to make a difference!

- Follow District, State, and GFWC guidelines while reporting. Don't hesitate to ask for help.
- Identify clubs and states by name when reporting to GFWC. Include GFWC in club team name and on all personal checks/donations in order to be eligible for GFWC Partnership awards.
- Be thorough. Report all projects identifying what action was taken, total number of hours worked, and if possible, what results were produced.

GFWC COMMUNITY SERVICE PROJECTS

GFWC Community Service Projects are projects that members initiate and participate in to serve their communities—they do not include projects that relate to GFWC partners. These projects are specifically related to the Juniors' Special Program and may involve other members of the community, other organizations, or the individual club or members.



Direct any questions regarding projects that do not involve GFWC partners to the Juniors' Special Program Chairman or GFWC Programs Department at Programs@GFWC.org.



TEEN MAZE

The **GFWC Bremen Junior Woman's Club (GA)** hosted an interactive event that allowed the teens to experience the potential implications of positive and negative choices. The teens advanced to 17 various scenes and stations that were designed to give them a realistic view and experience regarding the consequences of poor choices such as early/unsafe sex, drug/alcohol use, texting and driving, failure in school, etc.



CHILDREN IN CRISIS

The **GFWC Junior Woman's Club of Butler (PA)** partnered with several local agencies that serve young adults transitioning from foster care to independent living. By bringing these groups together the club was able to provide six two-hour sessions on independent living which helped give these young adults the confidence to be productive citizens. The topics at the sessions included resume building, job searching, interviewing, relationships, social media, financial management, and cooking basics.

IDEAS

Host a "Coloring Contest": Join the Coloring Book craze.

- Form coloring teams of club members and special needs children. Use completed projects to host an art exhibit.
- Encourage assisted living residents to complete a coloring page. Then, host a competition enlisting the help of 'coloring experts' at your local elementary school. Allow them to judge the coloring pages and determine a winner. Ask your coloring judges to make an award for the winners.

Blankets for Babies: Encourage members to bring baby blankets to conferences. Members can 'rent' these blankets to use to stay warm when the conference meeting rooms are cold. Donate these gently used blankets and money raised to shelters or local police after the conference is completed.

Advocates for Children 'Juice Box' Challenge: Challenge clubs to donate at least one juice box per member to their local Child Advocacy Centers (CAC). Juice boxes help CAC staff build rapport with children as they discuss difficult issues.



CAPES FOR HEROES

The program Capes for Heroes provides capes for children with disabilities, life threatening illnesses and kids that just need to be empowered. **GFWC Dublin/San Ramon Women's Club (CA)** had 12 members that made 67 capes. The capes give deserving children an extra boost of strength and courage to make them feel like the superheroes they are.

GFWC ADVOCATES FOR CHILDREN WEEK

To raise awareness for GFWC's child advocacy efforts, GFWC has declared the fourth week in October as GFWC Advocates for Children Week. All GFWC General, Junior, and Juniorette clubs are invited to participate by planning events related to the Juniors' Special Program. Try a new project or a previously successful one. It's up to you! Consider your club's interests and community needs.

Contact your Governor/Mayor to request they proclaim this week as "GFWC Advocates for Children Week" for your state/city.

Sunday, October 23 - Saturday, October 29, 2016

Sunday, October 22 - Saturday, October 28, 2017

GFWC PARTNERSHIPS

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



Direct any questions regarding donations to GFWC partners to Juniors' Special Program Chairman or GFWC Programs Department at Programs@GFWC.org.



MARCH OF DIMES

Contacts: Gwen Carmon, National Director of Volunteer Diversity and Leadership Development; Linda Carter-Jones, Coordinator, Volunteer Leadership
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The March of Dimes needs You. Why? Our mission has never been more urgent. Premature birth is the #1 killer of babies in the United States, and those who survive may have lifelong disabilities such as intellectual disabilities, cerebral palsy, vision or hearing loss, and other chronic conditions. The World Health Organization has declared premature birth the leading cause of death for children under age five around the world. Prematurity also exacts a heavy economic toll, with U.S. employers paying more than \$12 billion in excess health care costs. The March of Dimes is leading the charge with our Prematurity Prevention Campaign. We're funding research, bringing information and comfort to families, and helping more moms have full-term pregnancies. Thanks to your support of March of Dimes programs in communities across the country, it's working: 231,000 fewer babies were born prematurely over the last seven years. But we can and we must do much more.

LEARN. GIVE. VOLUNTEER.

Fall - Prematurity Awareness

Help to "LIGHT THE WORLD PURPLE", World Prematurity Day; November 17. Show your Purple Passion for Babies! Turn your Club House purple for preemies on November 17. Premature birth is birth that happens too soon, before 37 weeks of pregnancy. Babies born this early are more likely to die before their first birthday; those who survive are more likely to be readmitted to the hospital or to suffer lifelong health problems. Each year in the United States, about 1 in 10 babies is born prematurely. Each club can "Go Purple" with these four easy steps during November to raise awareness of the crisis of preterm birth during March of Dimes Prematurity Awareness Month:

- Mention March of Dimes Prematurity Awareness Month at a club meeting. Visit www.marchofdimes.org/prematurity for current information.
- Wear purple at meeting or activity. Make it fun!
- Invite club member to share her March of Dimes mission story. Or contact your local March of Dimes office to request a visit from an Ambassador Family.
- Give a brief presentation on prematurity to raise awareness. Contact gcarmon@marchofdimes.org for your March of Dimes Prematurity Awareness Month® and World Prematurity Day-Mission Engagement Guide/ Partner Opportunity

Spring - March for Babies

Your support makes all the difference for all babies. The funds you raise is giving hope to nearly half a million babies born too soon each year!

As a GFWC member, you are encouraged to use this timeline to lead your Club to success as you support babies, help moms and fund raise.

Register your Club to gain access to online tools to help reach your goals, including customizable individual and team fundraising pages. Be sure to include "GFWC" and your Club in your team name.

As a team, set your fundraising goals (individual and Club). Goals are the key to a successful campaign. It's a great way to motivate members and give them a target to shoot for or exceed! A good individual goal is \$300 — many surpass this number. Get ready to march to help babies. Make it a family outing to reach out and have an impact and give a fighting chance for all babies to be born healthy. At March for Babies, more than 3 million people join their family and friends in nearly 700 communities across the nation, and we need hands-on service to make it a success. Contact your local March of Dimes for more information.

Year Round - Volunteer

Connect with your local March of Dimes office; they have volunteer needs from local market leaders, event committees to community programs helping families, your local March of Dimes staff may have a variety of volunteer opportunities for you, your Club and its members. To find your local March of Dimes office address and contact visit www.marchofdimes.org/contactus.

Partners in Advocacy – Make our voices heard on Capitol Hill and in state houses across the country. Become an eAdvocate, get informed, and take action to improve the health of women, infants and children. Sign-up today at marchofdimes.org/advocacy and select “Take Action”.

Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly. If you are writing a check, please include GFWC and reference your club in the memo line.



ST. JUDE CHILDREN'S RESEARCH HOSPITAL

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St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. And families never receive a bill from St. Jude. Treatment, travel, housing and food is all paid for—because all a family should worry about is helping their child live.

St. Jude continues the vision of its founder, Danny Thomas, that no child is denied treatment based on race, religion, or a family's ability to pay. By sharing knowledge freely and exchanging ideas openly, it inspires more collaboration between doctors and researchers worldwide, and, as a result, more lifesaving treatments for children everywhere. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade.

WAYS TO DONATE

Call: Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly.

Mail: If you are writing a check, please include GFWC and reference your club in the memo line. Please send it to the regional office near you; you can find the list at www.gfwc.org/what-we-do/partnerships.

Online: If you would like to give online, please visit www.stjude.org/gfwc to make your donation. You may elect to send an honorarium to GFWC to ensure notification of your gift.

WAYS TO HELP

Fall - September is Childhood Cancer Awareness Month

This year, parents of nearly 16,000 children in the U.S. will hear the words: “Your child has cancer.” One in five of those children won't survive. September is Childhood Cancer Awareness Month, and as a leader in the way the world understands, treats and defeats childhood cancer and other life-threatening diseases, St. Jude Children's Research Hospital will focus on raising awareness and funds for this very important issue.

Childhood Cancer Awareness Month provides St. Jude an opportunity to educate communities and supporters about what they can do to help these kids fighting for their lives. Throughout the month of September supporters can join our movement and help support the little warriors at St. Jude in their big fight against childhood cancer. New for 2016, GFWC has a National Team so your club can support St. Jude and GFWC by participating in a Walk/Run near you. Not a Walk/Run in your home town? Create a Virtual Walk team and join efforts with clubwomen around the country to help the kids of St. Jude.

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- Rally friends, family and community members and register for St. Jude Walk/Run to End Childhood Cancer. Visit www.stjude.org/walkrun to find an event near you;
- Volunteer at a St. Jude Walk/Run to End Childhood Cancer event near you by visiting www.stjude.org/walkrun and click on "volunteer";
- Mention Childhood Cancer Awareness Month at your club meeting. Visit www.stjude.org/September for current information; and
- Join us on social media @StJude and use the Hashtag #ShowYourGold to show your support.

**Note: stjude.org/September, @StJude and #ShowYourGold will be available for use each year beginning August and continuing through September.

Spring

Through our St. Jude dinners, golf tournaments and galas program, we are able to offer over 100 events across the country as a way for GFWC membership to engage with St. Jude. These events raise significant funds for St. Jude and allow us to continue our life-saving mission of finding cures and saving children. There are a variety of opportunities available:

Pre-Event Support

- Committee Leadership Roles – These roles drive our Sponsorship, Table and Ticket Sales, Auction Recruitment, Restaurant Recruitment, PR & Marketing, and Recruiting of Volunteers. Committee development is vital to the success of our events.
- Office Help – Our Lead staff need help with mailings, follow-up calls, computer data entry, goodie bags, favors, and event set-up and teardown

Day-of Event Support

- Event Guests – Events are open for you and your friends to purchase a Sponsorship or Ticket
- Volunteer – during our events, volunteers are needed to assist as Greeters, Registration – Check-In, Auction and Auction Solicitation for Bids, Spotters for Live Auction & Give to Live, and Auction Check-Out. (All volunteers are trained on their specific role.)

Year Round

To share information at club meetings or to learn more, please visit www.stjude.org/aboutus or www.stjude.org/waystogive or www.stjude.org/getinvolved. You may also visit www.stjude.org/volathome to find great activity ideas for your club to connect to the St. Jude mission.



We are continually working to develop partnerships with organizations whose missions and scope of work are germane to GFWC. Look for updates from the Juniors' Special Program Chairman in *News & Notes*, *GFWC Clubwoman Magazine*, and online at www.GFWC.org.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Juniors' Special Program: Advocates for Children projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Juniors' Special Program Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

