



Spring 2009

Dear Friend:

On behalf of the Child Abuse Prevention Fund at Children's Hospital of Wisconsin, I would like to ask for your consideration to support EMTEQ in their efforts to raise money for their 5<sup>th</sup> Annual Charity Golf Outing scheduled for Monday, August 10, 2009 at The Legend at Brandybrook in Wales, Wis. EMTEQ is a proud partner of the Child Abuse Prevention Fund at Children's Hospital of Wisconsin in which the money they raise will stay right here in our local community. Your in-kind or cash contribution will help us provide medical care and resources necessary to help abuse victims recover; and to provide and support initiatives that stop abuse from happening in the first place.

We appreciate your consideration to support EMTEQ and the only hospital in Wisconsin dedicated solely to the care and treatment of children. It is only through the generous support of our community that the Child Abuse Prevention Fund at Children's Hospital of Wisconsin can continue to provide these important programs and services to improve the health and well-being of children and their families. If you have any questions, please do not hesitate to contact me at (414) 266-7642 or by email at [tbissen@chw.org](mailto:tbissen@chw.org).

Sincerely,

A handwritten signature in black ink that reads "Tanya Bissen".

Tanya Bissen  
Special Events Manager  
Children's Hospital & Health System Foundation

Please direct donations to:

Kimberly Hoogland  
EMTEQ  
5349 S Emmer Drive  
New Berlin, WI 53151  
(262) 679-7175  
[khoogland@emteq.com](mailto:khoogland@emteq.com)

## About the Child Abuse Prevention Fund



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The Child Abuse Prevention Fund plays a unique, leadership role in the arena of child abuse prevention in Wisconsin.

The Child Abuse Prevention Fund is a special initiative of Children's Hospital and Health System.

### Mission

The Child Abuse Prevention Fund is committed to:

- Ensuring a safe environment for children through financial support of primary prevention activities throughout Wisconsin.
- Advocating support for children and families.
- Educating professionals and the public about the role of prevention in eliminating child abuse.

### History

The Child Abuse Prevention Fund was established in 1987 in response to the rise in incidence and severity of child abuse and neglect in Wisconsin. Founders include Jon E. Vice, Children's Hospital and Health System president and CEO; Thomas Bailey, former Milwaukee County supervisor and Allan "Bud" Selig, Major League baseball commissioner and former president of the Milwaukee Brewers. Since 1988, the organization has distributed more than \$8.1 million to support community-based prevention initiatives throughout Wisconsin.

### What we do

The Child Abuse Prevention Fund plays a unique, leadership role in the arena of child abuse prevention in Wisconsin. Our core services include:

- Fund-raising. Simply put, without your philanthropic support many prevention programs in our state simply would not exist. Most agencies that receive funding through the Child Abuse Prevention Fund are small, community-based social service agencies that do not have the staff to raise sustaining funds on their own.
- Stewardship and grant administration. Through a rigorous, volunteer-led grants review and oversight process, the Child Abuse Prevention Fund ensures that grant monies are well-spent on programs that have a positive affect on families in the communities they serve.
- Technical assistance. In addition to financial support, the Child Abuse Prevention Fund provides technical assistance and staff support to agencies starting new programs or wanting to expand or increase the effectiveness of existing programs.
- Community awareness. The Child Abuse Prevention Fund sponsors training sessions for professionals who deal with child abuse and engages in mass-media campaigns that heighten awareness of the issue of child abuse and the need for prevention.

Child Abuse Prevention Fund  
MS 3085  
PO Box 1997  
Milwaukee, WI 53201  
(414) 266-6300  
[www.capfund.org](http://www.capfund.org)



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Since 1988, more than 87 percent of programs funded through the Child Abuse Prevention Fund are still in existence today.

Your support of the Child Abuse Prevention Fund helps children across Wisconsin grow up safe and secure, in loving homes with responsive parents.

Effective parenting is not an instinct or a skill people are born with. In times past, extended families provided support and help as parents faced each of their children's developmental stages, challenges and rewards. Day-to-day support from more experienced parents was much more a fact of life. However, as families have moved further apart and have become more fragmented, that kind of support must be provided through different means.

Those means are educational programs supported through your gift to the Child Abuse Prevention Fund.

### **Types of programs supported**

Your financial gift to the Child Abuse Prevention Fund supports primary prevention programming that takes a variety of forms:

- One-on-one mentoring of new parents through home visitation.
- Group-based parent education classes.
- Family resource centers and “drop-in” programs.
- Media-based programs that provide newsletters, literature and audio-visual presentations for parents to study independently.
- Community awareness campaigns that dispel the myths of child abuse and neglect and point parents toward programs available to help them.

### **Stewardship and expertise**

When you give to the Child Abuse Prevention Fund, you can be sure that your dollars are being used effectively to support these important programs. As a statewide leader in child abuse prevention, the Child Abuse Prevention Fund has unparalleled expertise in the field, and the ability to evaluate, monitor and support programs that receive your charitable dollars:

- The Grants Review Committee, made up of 20 volunteers who work professionally with children and families, evaluates each request for funding and makes recommendations to fund the strongest and most effective programs.
- Agencies receiving funding provide reports to the Child Abuse Prevention Fund, demonstrating that the funded program is meeting its stated objectives.
- The Child Abuse Prevention Fund technical assistance program provides temporary, expert staff support to assist agencies in developing and strengthening prevention programs, ensuring their success.



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Every year in Wisconsin, there are more than 38,000 reports of child abuse and neglect.

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## What is primary child abuse prevention?

Primary prevention is prevention in its truest sense: education delivered *before* abuse has happened. Child abuse prevention programs supported through your gift to the Child Abuse Prevention Fund educate parents and caregivers about nurturing routines, normal child development, age-appropriate behaviors and expectations, non-violent discipline, stress reduction, anger management and age-appropriate communication. Primary prevention also includes community service campaigns with messages like “never shake a baby” that increase public awareness of the potential for abuse in their own homes and communities.

## Why is prevention important?

Prevention is important for the same reason that immunization is important: because it is better to never have a disease than to survive or cure one. Frankly, there is no “cure” for abused children. Parents can become better educated and learn better parenting skills before they have harmed a child. However, most children who are abused bear the psychological scars—and in some cases, physical scars—forever.

## How are prevention programs delivered?

Your gift supports agencies, often in your own community, that provide primary prevention programming in a variety of forms:

- One-on-one mentoring of new parents through home visitation.
- Group-based parent education classes.
- Family resource centers and “drop-in” programs.
- Media-based programs that provide newsletters, literature and audio-visual presentations for parents to study independently.

## How do we know it works?

Outcome research and feedback from parents and caregivers that participate in prevention programming tells us that it works. Many parents tell us that because of their educational experience:

- They realize that there are many alternatives to physical discipline.
- They realize that belittling their child results in lower self-esteem and compounded behavioral challenges in their children.
- They are excited when communication and discipline techniques learned through prevention programs result in a more positive response in their children.

In addition, the Child Abuse Prevention Fund monitors the outcomes of the programs receiving grants and provides technical assistance to ensure the most effective delivery of services.