



Committed to the end of child abuse.

## OUR PROMISES



We raise money to fund people and organizations doing viable research or work for the end of child abuse.



We build a powerful relationship with the media to deepen an ongoing conversation for and about the end of child abuse.



We create partnerships with people and organizations around the world who are committed to the end of child abuse.



We develop, train, and empower people around the world to build projects that contribute to the end of child abuse.

# FUNDRAISING OPPORTUNITIES

## The 1,000 Mile Journey

The 1,000 Mile Journey is a family-oriented 1-mile walk around the State Capitol with 1,000 or more people taking a stand for the end of child abuse. This fundraising event is an educational opportunity, media event for the end of child abuse, and opportunity to build partnerships with other non-profits in your state. We are committed to hosting this event in every state of the nation. You can bring The 1,000 Mile Journey to your state, call us and we'll tell you how. [www.1000milejourney.org](http://www.1000milejourney.org)



## Friends of Rainbird

Friends of Rainbird commit to a monthly financial contribution for one year, expressing an ongoing commitment to the end of child abuse. Your contribution helps Rainbird build a solid financial base on which to work and support our projects. Friends of Rainbird receive a monthly financial update to keep you informed about how your contribution is making a difference.

## Rainbird Dinners & Cocktail Parties

You can host a cocktail party or dinner in your home so that your friends, family, and colleagues can meet our founders, learn about Rainbird, and get educated about the current condition of child abuse. You'll have the opportunity to engage in a conversation for the end, network with others, build local projects, and become a financial contributor to the end of child abuse.

## Monthly On-Line Campaigns

Visit [www.rainbirdfoundation.org](http://www.rainbirdfoundation.org) every month and watch our latest PSA. Find out about our newest fundraising campaign and get involved with it too!

# PROJECTS

## The Statistics Program

While statistics don't report the actual condition of child abuse, they're a starting point. But, our starting point is 2 - 3 years behind. No one knows what's happening in real time. The Statistics Program will give us current statistics in the same year so that we can start to hold people accountable for the results and begin accurately assessing what we need to reform our systems and end child abuse.

## The Watchdog Program

Hundreds of thousands of children slip through the cracks each year. Watchdog is a computer program and phone app that empowers millions of people to report known or suspected abuses of children who are slipping through the cracks. This makes it possible for us to find and save children and reveal those who are lost in the system.

## The Leadership Training Program

Many people have good ideas for how to end child abuse. The Leadership Training Program takes your good idea and helps you turn it into a project. We'll help you build a solid plan, create a budget, support your financing and implementation, and train you in ongoing management. Our partnership will help you be effective at ending child abuse in your city, state, or country, and become a leader for the end of child abuse.

## The Public Service Announcement Project

We need a new global conversation for the end of child abuse. The PSA Project shakes up the way we view child abuse, alters our relationship to it and impacts the actions we take and the results we have. A new 2 - 3 minute video airs monthly, providing a thought-provoking conversation for the end of child abuse. Go to [www.rainbirdfoundation.org](http://www.rainbirdfoundation.org) to see the latest PSA.

## PARTNERS

National Organization to Protect Children  
**[www.protect.org](http://www.protect.org)**

Dane County Transition Schools  
**[www.dctseducation.com](http://www.dctseducation.com)**

Riverview Center  
**[www.riverviewcenter.poweredby365.com](http://www.riverviewcenter.poweredby365.com)**

Gen5  
**[www.generationfive.org](http://www.generationfive.org)**

## SPONSORS

a Really Big Life, inc.

Murphy Desmond, S.C.

Crow's Mouth Design

Broadbent Resources, Inc.

Preston Austin

Requisite Video Productions, LLC

The WearHouse

The Great Dane Pub & Brewing Co.

Revelation PR, Advertising  
& Social Media



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Blog at: [www.rainbirdspeak.org](http://www.rainbirdspeak.org)