2019 Kids’ Chance Awareness Week

Media Kit

What is Kids’ Chance Awareness Week?

Kids’ Chance Awareness Week is an initiative designed to highlight existing programs and state organizations by providing our followers with a focused timeframe to be engaged with and raise awareness about Kids’ Chance and our mission.

Kids’ Chance believes that we can make a significant difference in the lives of all children affected by workplace injuries by helping them pursue and achieve their educational goals. We strive to raise #MoreMoneyforMoreKids and Awareness Week is an important part of achieving that goal.

Kids’ Chance of America is a 501(c)(3) organization established for the purpose of creating, assisting and supporting Kids’ Chance state organizations and other similar programs that provide educational opportunities and scholarships for the children of workers seriously injured or killed on the job. We believe that by investing in our children’s future, we can provide them with the opportunity to be successful in the workplace so that they can make a difference in the world.

For more information about Kids’ Chance, please visit our website at www.kidschance.org.

About the Media Kit

In order to help our community spread the Kids’ Chance mission, we have put together a media kit for Awareness Week. This kit contains the following:

1. Suggested Content (3 stories)
2. Suggested Activities for Companies and State Organizations
3. Suggested Social Media Posts
4. Template Governor’s Proclamation
5. Template Governor’s Proclamation Cover Letter
6. Template Awareness Week Press Release
7. Kids’ Chance Seal
8. Kids’ Chance Awareness Week Facebook Cover Photo
9. Kids’ Chance Awareness Week Twitter Profile Header

Don’t forget to let us know what you’re doing on behalf of Kids’ Chance! We will collect and post these activities on our website.

If you have any questions at all, please contact the Kids’ Chance office at admin@kidschance.org or 484-945-9903.
Kids’ Chance state organizations provide scholarships to children whose parent has been seriously or fatally injured on the job. All decisions at the state or national level are measured against this guiding principle: **More money for more kids!**

**What Makes Kids’ Chance Awareness Week Special?**

Scholarship applications increased significantly in 2018, but we know there are more students in need of assistance. Kids’ Chance Awareness Week is designed to increase visibility through special outreach events in each state that will spread the word about Kids’ Chance scholarship opportunities. Now in its fifth year, the week also taps into the following we’ve built to advocate for the mission.

**How Can I Get Involved?**

Kids’ Chance Awareness Week is November 11-15, 2019. Here’s what you can do to show your support:

- Spread the word about Kids’ Chance Awareness Week through social media using #KidsChance.
- **Add our banners** to your social media channels during Awareness Week.
- Place the [Kids’ Chance seal](#) on your site and link it back to www.kidschance.org.
- [Contact the Kids’ Chance organization in your state](#) to find out what special Awareness Week events are planned. Kids’ Chance is now in 47 states.
- If you or someone you know is eligible for a Kids’ Chance scholarship, please [contact us via our Planning for the Future form](#).

Together, we can continue to reach more kids impacted by a parents’ workplace injury or death and help them achieve their educational aspirations.

To learn more about Kids’ Chance, please visit [www.kidschance.org](http://www.kidschance.org).


What happens when a child loses a parent to a work-related fatality? How do families cope with a dramatic decrease in income because Mom or Dad cannot return to work due to an injury? In many cases, pursuing higher education seems unattainable. No student should be denied the opportunity to pursue an education due to lack of finances.

That's where you come in. At Kids’ Chance, we believe that by investing in our children’s future through scholarships, we can provide them with the tools to be successful in the workplace. Kids’ Chance of America is committed to identifying eligible scholarship applicants across the country. We would like to invite you to take part in the Planning for the Future Initiative to help us find students in need!

What is the Planning for the Future Initiative and How Can I Help?

The Planning for the Future Initiative is an all-inclusive program designed to reach potential scholarship applicants. We understand that attending college isn’t the only educational future students could choose, and our scholarships are available to students choosing any accredited post-secondary educational program.

We are looking to provide industry professionals, specifically those who spend time in regular communication with seriously and fatally injured workers and families, with a simple tool to identify children in need. We collect and maintain contact information for these scholarship applicants so that we can reach out to them when the time comes to start considering life after high school.

Collectively, Kids’ Chance organizations have awarded over 7,300 scholarships, and with your assistance, we can continue to grow that number. Please share this program with your colleagues who come in contact with injured workers or their families, especially those that have children who could be eligible for a scholarship. Planning for the Future materials can be found on our website, and Planning for the Future cards may be requested by contacting our office at admin@kidschance.org.
Meet Our Scholarship Recipients

Every time a scholarship is awarded to a deserving student, the Kids’ Chance family grows. Read three of their stories below:

**Tasha, Kids’ Chance of Maryland:** “The Kids’ Chance scholarship was a tremendous blessing for me. It contributed to funding my undergraduate and graduate college experience. I was able to connect with other students across the state of Maryland with similar stories. We found comfort, strength and camaraderie among each other. I was even able to serve as a student representative on the board of directors for Kids’ Chance.”

**Keven, Kids’ Chance of Pennsylvania:** My father passed early in my life and this tragedy has showed me that you have to make the most of everything that life hands you, as our time is limited. With this scholarship from Kids’ Chance, I am able to attend Washington & Jefferson College. And I know that my father would be happy and proud with the dedication I have put forth so far in my education, if he were here today. Thank you so much for this amazing opportunity!

**Molly, Kids’ Chance of Louisiana:** “The Kids’ Chance scholarship allowed me to focus on my studies and enjoy my college years without having to stress about money. This scholarship also minimized the amount of student loans required for me to achieve my dreams. My father lost his life in a tragic workplace accident when I was 16 years old. My mother is a public school teacher and worked extremely hard to provide for my brother and me after my father’s death. I applied for this scholarship to help pay for my education and ease the financial burden on my mother.”

Take a look at the [Faces of Kids’ Chance gallery](#) and share the stories of our talented students. There is no better way to spread the Kids’ Chance mission.

If you are a current or past Kids’ Chance scholarship recipient in any of the 50 states, please consider [sharing your story](#). Doing so could inspire others like you to seek out our scholarship!
Suggested Activities for Companies and State Organizations

Here are a few activities that you can do at your company office or as a state organization to help spread the Kids’ Chance mission and raise awareness about our initiatives:

1. **Kids’ Chance Info Session**. Hold a brief info session to share the Kids’ Chance mission and initiatives with employees. Provide a prize or give-away to those who attend. State organization board members, it’s a great idea to have every board member do this at their own companies – it exponentially maximizes your reach.

2. **Planning for the Future Referral Competition**. Set up a competition for the week to see which employee can refer the most eligible families to Planning for the Future. Prizes can be given to top employees, top departments, or top performing state organization board member.

3. **Press**. Share any Kids’ Chance press, written during the week or otherwise, on social media and with Kids’ Chance of America. Remember to tag #KidsChance!

4. **Change Collection**. Encourage all employees or board members to bring in extra change all week. Jars with the Kids’ Chance logo and mission can be placed around the office for easy access. This can even be made into a competition with different departments keeping their own jars. All the change collected can then be donated to the respective Kids’ Chance state organization.

5. **Dress Down Day**. Have a casual office day where employees can only participate if they donate to Kids’ Chance or submit a referral to Planning for the Future.

6. **50/50 Raffle**. Hold a 50/50 raffle one day at the office with proceeds going toward Kids’ Chance.

7. **Pizza Lunch**. Have a pizza lunch day with chips and soda (just like college!). Employees can participate if they make a donation to Kids’ Chance or submit a referral to Planning for the Future.

8. **Bake Sale**. Get the kids involved and host a bake sale with proceeds going toward Kids’ Chance.

Don’t forget to share your activities and stories with Kids’ Chance so that we can add them to our site!
Suggested Social Media Posts

Post 1 – November 11

Kids’ Chance organizations have awarded over 7,300 scholarships across the country, totaling over $24,000,000.

Post 2 – November 13

“The Kids’ Chance scholarship has impacted me in the biggest way. It has given me a secure and worry free freshman year at the university I love.” - Alazay, KCTX Scholarship Recipient
Other Suggested Social Media Posts

Twitter Posts

- #KidsChance organizations provide scholarships to the children of workers who have been seriously or fatally injured on the job. Learn more at www.kidschance.org. #MoreMoneyforMoreKids #scholarships

- Have you or someone you know suffered a work related injury? Learn how #KidsChance can help http://goo.gl/ZW9UbF #planningforthefuture #scholarships

- Get involved with #KidsChance! Find out if there’s an organization in your state here: http://goo.gl/Wjnrbz #scholarships #giveback

- #KidsChance has helped many students over the years. Take a look at some of their stories: https://goo.gl/LEhkTE #MoreMoneyforMoreKids #FacesofKidsChance
**Facebook and/or LinkedIn Posts**

- It’s National Kids’ Chance Awareness Week! [We or I] support Kids’ Chance. They provide scholarships to the children of seriously injured workers. You can visit their website to learn more: [http://goo.gl/hwd2Hy](http://goo.gl/hwd2Hy) #KidsChance

- Kids’ Chance makes a significant difference in the lives of our scholarship recipients by helping them achieve their educational goals. Please consider getting involved with a Kids’ Chance state organization because the more support they get, the more students they can help! With 47 state organizations and affiliates, there are plenty of opportunities. [http://goo.gl/Wjnrbz](http://goo.gl/Wjnrbz) #KidsChance

- Have you or someone you know suffered a work related injury? Kids’ Chance can help with higher education by providing scholarship support. Submit a Planning for the Future form so that they can connect you to the right state organization when college time arrives! [https://goo.gl/LNvP3F](https://goo.gl/LNvP3F) #KidsChance

- Meet Ebeny, one of many of the students Kids’ Chance has helped: “Change is inevitable, no matter what a person does to try to avoid it. Sometimes it’s positive and I thank you all for your generosity, not just this time but for the past 3 years. This is my last year in college, and with the help of you all, so much burden has been lifted off my parent’s back. Words cannot express how thankful my parents and I are to have your support.” Learn how you can get involved with Kids’ Chance and help more students reach their educational dreams! [http://goo.gl/EMQaZD](http://goo.gl/EMQaZD) #KidsChance
Office of the Honorable [John Smith], Governor
State of ________
Proclamation

Whereas, the catastrophic injury or death of a parent or guardian can have a devastating emotional and financial impact on the family unit; and

Whereas, when the injury or death resulted from a work-related accident, workers’ compensation benefits are often insufficient to allow the children of the worker to pursue their educational dreams; and

Whereas, the State of ________ is fortunate to have Kids’ Chance of [State], a 501(c)(3) nonprofit that provides financial scholarships to children of seriously injured workers so that the children can pursue and achieve their educational goals; and

Whereas, Kids’ Chance of [State] has awarded scholarships to over _____ kids totaling over $______ since its inception in [year]; and

Whereas, Kids’ Chance of [State] is one of many Kids’ Chance organizations throughout the United States that make a significant difference in the lives of children affected by a workplace injury; and

Whereas, there are likely more students in need of assistance; and

Whereas, November 11-15, 2019 has been designated Kids’ Chance Awareness Week in order to increase the visibility of Kids’ Chance organizations across the country and to spread the word about Kids’ Chance scholarship opportunities.

NOW, THEREFORE, I, [John Smith], Governor of the State of ______________, do hereby proclaim November 11-15, 2019 as

KIDS’ CHANCE AWARENESS WEEK

in [State] and urge all citizens to become familiar with the services and benefits offered by Kids’ Chance of [State] in our state, and to support Kids’ Chance organizations across the country.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of The State of __________, this ___ day of ______________, 2019.
Kids’ Chance envisions a time when all children affected by a parent’s work related injury or death can pursue their educational dreams without financial burden.

In 2018, scholarship applications increased significantly but we know there are more students in need of assistance. Kids’ Chance Awareness Week is designed to increase our visibility through special outreach events in each state that will spread the word about Kids’ Chance scholarship opportunities.

We humbly ask that you join other state governors in proclaiming the week of November 11 through November 15 Kids’ Chance Awareness Week in our great state of [State]. I have attached a sample version of what could be included as the proclamation for your review.

Thank you for your consideration. We look forward to hearing from you.

Sincerely,

[Name]
President
Kids Chance of [State]
Template Awareness Week Press Release

FOR IMMEDIATE RELEASE

Contact: [First Last]
Email: [Address]
Phone: [XXX.XXX.XXXX]

**Kids’ Chance of [STATE] Spreads the Word with Awareness Week**

Kids’ Chance Awareness Week is a national initiative designed to highlight existing Kids’ Chance programs and state organizations across the country. It provides our supporters with a specified timeframe to be engaged with and raise awareness about our mission.

Kids’ Chance of [state] will be celebrating by [activity]. We will also be [activity].

Kids’ Chance organizations provide scholarships to children of workers who have been injured or killed on the job. Although we collectively reach hundreds of students each year, we know that there are more students in need of assistance.

The Planning for the Future initiative is designed to reach potential scholarship applicants, specifically those who are not yet of college age. Kids’ Chance of America collects and maintains their contact information so they can reach out when the time comes to start considering higher education. They can then connect these students to the right state organization to begin the application process.

Awareness Week is pivotal in helping us to identify these students. If you or someone you know is eligible for a Kids’ Chance scholarship, please [submit their information].

This week and every week, we are focused on this guiding principle: **More money for more kids!**

**About Kids’ Chance of [State]**
The mission of Kids’ Chance of [State] is to provide scholarships to children of workers who have been injured or killed on the job. Collectively, we have awarded over 7,300 scholarships across the country, totaling over $24,000,000 dollars. For more information, please visit our website at [website address].

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