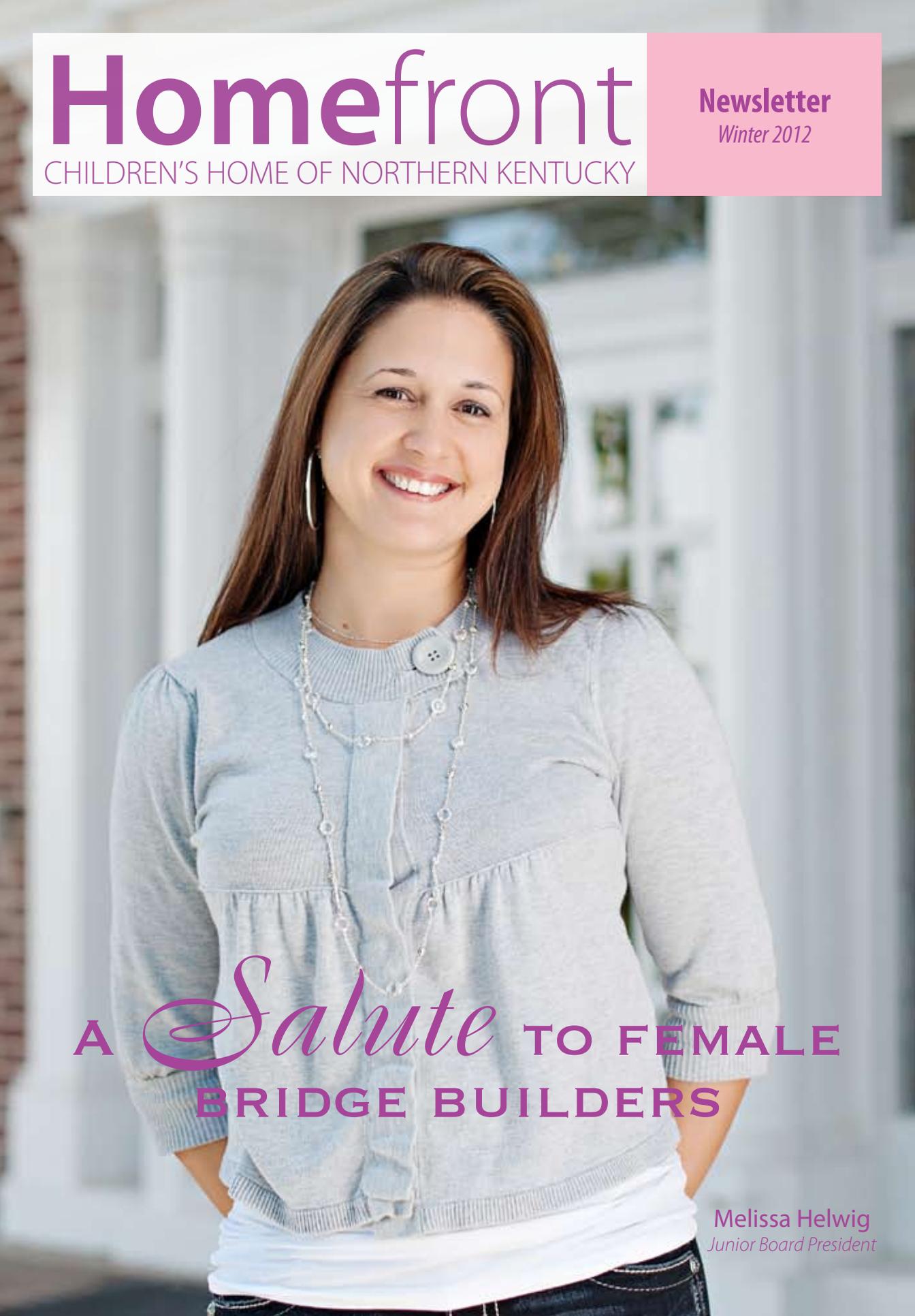


Homefront

CHILDREN'S HOME OF NORTHERN KENTUCKY

Newsletter

Winter 2012



A *Salute* TO FEMALE
BRIDGE BUILDERS

Melissa Helwig
Junior Board President

WOMEN'S CONTRIBUTIONS TO CHNK ... FROM THE BEGINNING



Sarah Shinkle
FOUNDRESS

It doesn't take a history major to discover the influence that women have played in the 130-year legacy of the Home. From the start, **Sarah Shinkle**, wife of founder Amos Shinkle, held a pivotal role in the establishment of the Home. Securing community support – often by door-to-door solicitation for start-up funds – was a task willingly embraced by Sarah and many of her female companions. When the original Home in Covington opened its doors in 1882, its daily operations were run by an all-female Board of Managers. The managers not only oversaw all aspects of providing care to the children, but also addressed the real financial and business demands of the new Home.

Junior Board President **Melissa Helwig** joins Sarah Shinkle in her legacy of service to the Home. The leader of the all-volunteer ladies association finds herself at the helm as the historic group celebrates 75 years of service to residents and staff. "I'm inspired knowing that a group of women have come together to not only provide necessities for the boys in residence, but also act as role models. We are there as nurturers and caregivers for many kids who haven't always had that kind of presence in their lives," says Helwig. Melissa is humbled by the influence the ladies of the Junior Board have had on the community over the past 75 years, and she looks forward to the group's continued efforts with the Home to accomplish great things for hundreds of children and their families.

Working in close partnership with Melissa and the ladies of the Junior Board is CHNK's Recreation Therapist **Sara Warner**. Many of the proceeds raised by the Junior Board help fund the Therapeutic Recreation Program. While the program has been offered at the Home for 10+ years, it has been Sara's guidance over the past four that has allowed the program to grow and



Lisa Borland

MEMBER, BOARD OF TRUSTEES

"I joined the Board in 2008 at the suggestion of my father. A longtime supporter of the Home, he recommended that CHNK become the focus of my own interest in community outreach. As a mother of three boys – all now grown – I feel a special connection to the work being undertaken at the Home to reach out to children who so desperately need our help."

now offer each boy in residence the opportunity to take part in a recreation activity that appeals to his own interests and needs. Sara and Activities Coordinator **Amy Lindley** develop and run six different therapeutic programs on a rolling 12-week cycle: art, circus, equine, horticulture, music, and pet therapy. "We get so much further with the boys by offering a variety of therapies," explains Warner. "They bring out what's already inside the boys – leadership and communications skills, teamwork... we have big breakthroughs."

These women, along with many others, are building bridges to better futures at Children's Home of Northern Kentucky. They are staff members, trustees, members of the Junior Board, and



Sara Warner
THERAPEUTIC RECREATION
PROGRAM SUPERVISOR

volunteers. March is **Women's History Month**. With this issue of *Homefront*, we are asking for public tributes to the women, past and present, who've made a mark on our Home and community. Donors can make a gift in memory or in honor of wives, mothers, friends, and co-workers. Recognizing a woman who has served as an employee, a member of the Junior Board, or as a trustee – or simply a strong woman who has had a powerful impact in your own life - will mean even more bridges for children in crises. Complete the attached tribute envelope and return it to the CHNK Development Office by **March 31** for inclusion on our website's special **Salute to Female Bridge Builders** page. Together we will celebrate 130 years and counting of women on the forefront of hope and opportunity.



Teresa Bell

THERAPIST, INTENSIVE IN-HOME SERVICES

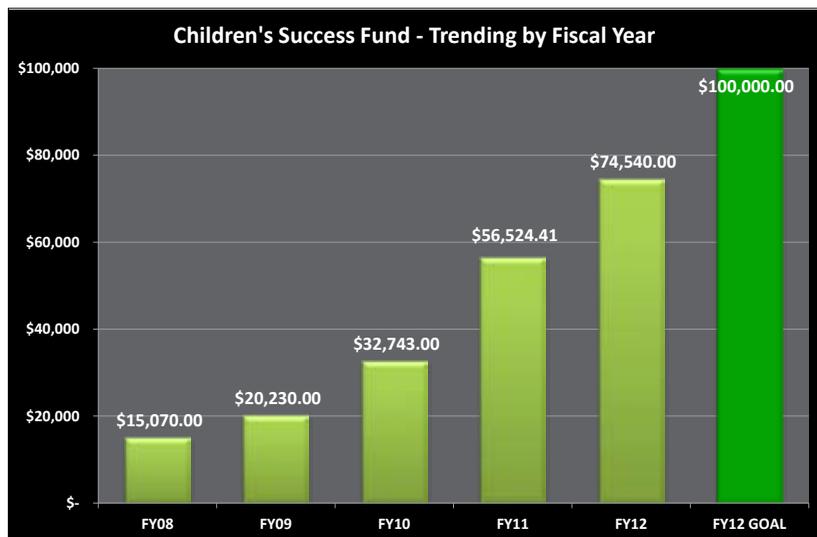
"Working at Children's Home allows me to work with children and families who may have forgotten, or never knew of, their intrinsic resources and potential to thrive. Advocating, not enabling, helps bolster the familial sense of self-sufficiency, which lasts long after their participation in IHS."



Paving the Way to \$100k

DEVELOPMENT NOTES

Money doesn't grow on trees. If it did, CHNK would never again have to hold a fundraiser or distribute donation envelopes. Surrounded by a park on one campus and 56 acres of farmland on the other, we'd have more than enough money to care for the hundreds of children and families we serve each year. Since our trees are only decorative, we rely on our annual appeal – the **Children's Success Fund** –



to help us afford the programming and people needed to build bridges to better futures.

This year, a six-figure goal was set for the appeal. **Ambitious? Yes.** But so was building a bridge to connect Covington to Cincinnati at a time when riverboats dominated the transportation scene. And so was building a home in the 1880s for children who had nowhere else to go. Our founder, Amos Shinkle, was one of the most ambitious men of his time ... and we're proud to follow in his footsteps 130 years later.

We are **75% of the way toward raising \$100,000** for the fund. Board members and employees alike have contributed, and so have many of you reading this Homefront – THANK YOU. **We need every bridge builder we can get, though.** Can you help? Maybe our earlier appeals got lost amid Christmas cards and wish lists for Santa. Maybe now, as many of us prepare for tax refunds or end-of-year bonuses, it's a better time to support the Home and its bridge-building legacy. **No gift is too small.** Join us in our stand against abuse, neglect, and at-risk behavior. Help a hurting, broken child cross a bridge to a better a future – a bridge to success.

Melinda Adams

THERAPIST, RESIDENTIAL TREATMENT

"I have a passion to facilitate a healing process; at CHNK I get that opportunity daily. I believe all children have a right to be free of emotional pain, but not all of them are that lucky. Every day I get the chance to make a difference in the life of a child. Sometimes that change is the smallest of small, but it's powerful."



Communications Sponsors

COMMUNITY SUPPORT FOR CHNK

Last year, our Home was honored to partner with four different sponsors who helped offset the cost of communicating with our supporters. Their generous gifts allowed us to make significant progress in how we not only share our story, but also how we raise much-needed funding. Just over the past year:

- Our revamped website (www.chnk.org) has had **2,660** unique visitors and over **13,000** page views since October
- Our facebook "likes" have increased from 70 (Nov. 2010) to 331 – a **373%** increase
- Email blasts – a new endeavor for the Home last year – now reach over **1,100** people with each distribution
- The *Homefront* newsletter reestablished its quarterly publication schedule and reaches almost **9,000** households and businesses
- Our annual **Children's Success Fund** – the Home's only direct mail appeal – has outperformed all prior years' campaigns
- When comparing calendar year 2010 to 2011, online donations grew by **625%**
- Support for the Home has gone not just national, but *global* - supporters represent **43 states** and **5 countries**

A new year is upon us, though, and we want to build bridges with more businesses and individuals who understand the key role that communication plays in continuing to grow CHNK's support base. Could you or your business be one of our 2012 communications sponsors? Sponsors making a minimum gift of \$25,000 get VIP treatment:

- Name/logo on all major printed publications (e.g., newsletters, annual report, event programs, etc.)
- Name/logo featured prominently on the CHNK website
- Shout-outs on the CHNK facebook page
- Tickets to all major Home events (e.g., Annual Meeting of the Board, Shinkle Society Gala, Charity Ball, etc.)
- **The satisfaction of knowing you're helping give a voice to the voiceless – we serve 700+ abused and neglected children and families each year**



"Toyota has been pleased to pioneer CHNK's Communications Sponsorship Program. The Home's online and print communications provide a vehicle for community education and financial support of programs that directly impact abused, neglected, and at-risk children. We're excited to be a part of building bridges to better futures with Children's Home of Northern Kentucky."

*Helen Carroll,
Community Relations Manager
with Toyota Motor Engineering
& Manufacturing, N.A., Inc.*

Could you be one of our 2012 Communications Sponsors?



These sponsors underwrite the cost of both our online and print communication efforts - including this edition of Homefront - so that our Home can easily and regularly stay in touch with you at **no cost** to the Home.

www.chnk.org



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♥ Artist ♥ MENTOR ♥ Confidant ♥ COMFORTER ♥ Sister ♥

Meet the Furry Female Friends of Rec Therapy!



Miss Whiskers the hamster, along with guinea pigs **Roxy** and **Riley**, are the stars of our Pet Therapy program for boys in Residential Treatment. Check out the inside article for more information on the Recreation Therapy options we offer at the Home.



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HEALER ♥ CONFIDANT ♥ SUPERHERO

Partner ♥ SUPPORTER ♥ Artist ♥ SURVIVOR ♥ Companion