



**Build Families. Protect Children.**

*The Advocates for Children Capital Campaign*

**MEDIA KIT**



## WHO WE ARE

Advocates for Children provides services to children and families who have been the victims of abuse and neglect. We offer multiple layers of personal care through an array of programs to reduce the incidence of child abuse. Advocates for Children serves 11 Northwest Georgia counties offering safety, comfort, and hope to over 13,000 children and families every year. Our vision is for every family in our community is building a life where they are safe, thriving, and loved.

## CAPITAL CAMPAIGN

To help us realize our vision for families, we have launched a strategic capital campaign to raise \$4.6 million to invest in our much-needed growth over the next three years. Through the generosity of our corporate partners and individual donors, we are already on the road to meeting our goal having gained \$3 million dollars to date. As we work to raise the additional funds needed, we are grateful for an anonymous matching gift in the amount of \$500,000 which will become available as soon as we independently raise \$600,000 towards the capital campaign.

*"With our region predicted to experience population growth of nearly 21% over the next few years, Advocates must act now to improve and expand its services and ensure children and their families can grow and thrive in north Georgia."*

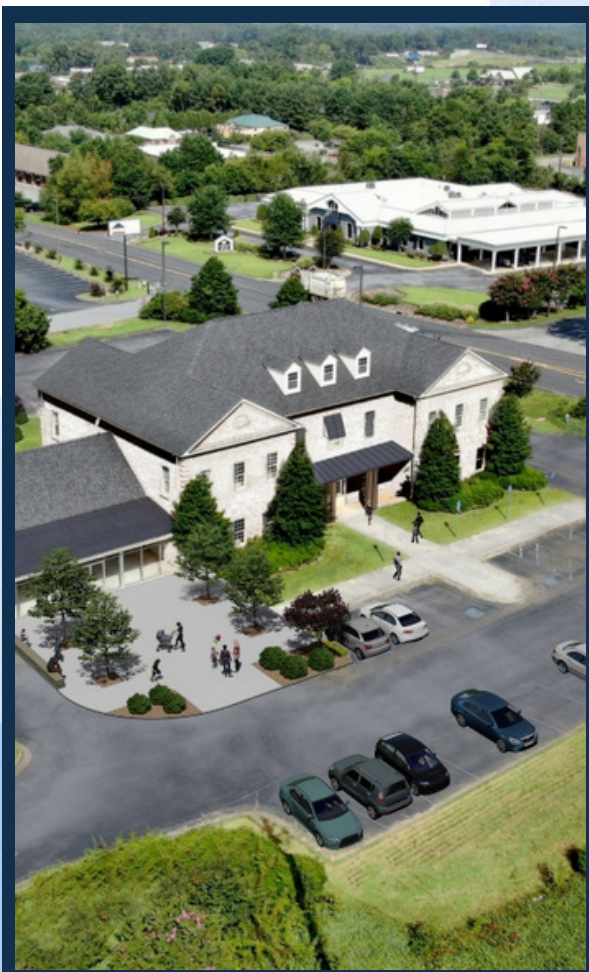
RACHEL  
CASTILLO  
PRESIDENT AND CEO,  
ADVOCATES FOR CHILDREN



## CAMPAIGN PRIORITIES

1. Purchase a building to consolidate our locations and create a central headquarters to house all the Advocates' prevention, education and advocacy programs. Families will gain convenient access to services and have their needs met at one trauma-reducing location.
2. Renovate our existing property located at 113 Douglas Street to create a safe home and residential living space for more children in foster care or who are experiencing homelessness.
3. Invest in our endowment fund to provide operating revenue for maintaining our property and facilities.





## ADVOCATE'S NEW HOME

Located at 827 Joe Frank Harris Parkway in Cartersville, the new home of Advocate's for Children will allow advocates to bring our programs under one roof for the first time in our agency's history. The new Advocate's for Children offices are currently being renovated to meet the needs of Advocate's for Children's programs and families and is scheduled for completion in summer of 2023.

*"Few causes are as significant as preventing and decreasing the trauma of child abuse. So many children need us and we must stand in the gap for them."*



JUD MCGIVAREN  
BOARD CHAIRMAN,  
ADVOCATES FOR CHILDREN

## UNDER ONE ROOF

Upon completion of the renovation of our new location, the former bank building will house the following programs under one roof:

- Children's Advocacy Center
- Court Appointed Special Advocates (CASA)
- Supporting Kids on the Road to Excellence (SKORE)
- Rainbows
- RISE Program
- Hope in Your Home
- Advocates for Children Administrative Offices

## DURING 2021:



**571** MOTHERS RECEIVED SUPPORT, REFERRALS TO RESOURCES, AND COMMUNITY RESOURCE GUIDES FROM THE HOPE IN YOUR HOME PROGRAM

**471** CHILDREN BRAVELY SAT IN AN INTERVIEW ROOM TO TELL THEIR STORY OF ABUSE OR NEGLECT



**14,585** CHILDREN AND ADULTS WERE SERVED THROUGH OUR COMPREHENSIVE PROGRAM OFFERINGS



# CAPITAL CAMPAIGN LEADERSHIP

Rob Hankinson, Co-Chair  
Red Top Brewhouse CEO  
Glenn Jordan, Co-Chair  
Chick-fil-A Owner/Operator  
Carrie Trotter  
Tilley, Deems & Trotter, Partner  
Matthew Gambill  
State Representative, Georgia General Assembly  
Parrish Construction Group, Business Dev. Manager  
Jud McGivaren\*  
RenovationX, CEO & Founder  
Patrick Nelson\*  
Bartow Co. Community Redevelopment Coordinator  
Glenn Merritt\*  
Raymond James, Financial Advisor  
Vicky Newman Durham  
Community Leader  
James Jarrett  
Shaw Industries (retired executive)  
Rachel Castillo  
Advocates for Children, President & CEO  
\*indicates service as Board of Trustees,  
Advocates for Children

## MEDIA CONTACT

Carla Lavender  
Development and Capital Campaign Director  
carla@advochild.org  
770.387.1143 ext. 201  
Mailing Address  
P.O. Box 446  
Cartersville, GA 30120



**Advocates**  
*for* **Children**



## OUR HISTORY

In 1983, a group of concerned community members in Bartow County recognized the need for a children's shelter in Cartersville, Georgia. After thoughtful research and support for Bartow's newest program, our ambitious founders realized their vision was a possibility by opening the Flowering Branch Children's Shelter.

Over the past four decades, Advocates for Children has continued to meet the needs of children and families in Bartow and 10 surrounding Georgia counties by adding a total of eight programs designed to support the physical health and emotional well-being of children and their families.



**Build Families. Protect Children.**

*The Advocates for Children Capital Campaign*