



**PREVENT
CHILD ABUSE IOWA**

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FOR PREVENTION
Protecting Children is Everyone's Business



Dear Potential Sponsor:

Sadly, 14,042 Iowa children were confirmed victims of child abuse last year. But fortunately for many Iowa families, Prevent Child Abuse Iowa provided prevention services to more than 57,000 children and nearly 10,000 adults through 144 projects in 90 Iowa counties.

For over 25 years Prevent Child Abuse Iowa has administered the Iowa Child Abuse Prevention Program providing grants statewide for the following services:

- crisis nurseries
- parent education
- respite child care
- sexual abuse prevention
- young parents support

Why should this issue matter to you? As a business and an individual, the short- and long-term impact of child abuse costs you thousands of dollars a year. The direct, short-term costs to society of child abuse are substantial, with the Iowa Department of Human Services spending more than \$300 million annually to respond to abuse.

As individuals and as a community, we must partner to protect our children, our future, and our nation's health, because protecting children is everyone's business. **I am asking you to please partner with Prevent Child Abuse Iowa to promote and support safe, healthy families by being a sponsor of our 4th annual fundraising event, Pottery for Prevention.**

Remember, "Protecting Children is Everyone's Business." You will benefit greatly by doing your part to protect Iowa's children. Please do your part very soon.

With much appreciation,

Lisa Golly

P.S. All Pottery for Prevention sponsorships are tax deductible.

PREVENTION is much less costly than treatment!

- \$60 covers the cost of 24 hours of respite care.
- \$100, or \$2.72 per person, pays for 36 children and adults to attend a sexual abuse prevention presentation.
- \$125 is all it takes for one young parent to receive parent support for a year.
- \$150 is what 24 hours of crisis nursery care costs.
- \$275 covers the costs of two parents attending a parent education class.
- **The cost of preventing tragedy in one child's life? Priceless.**