



Blue Plate Special Fact Sheet
The 5th Annual Citywide Child Abuse Prevention Awareness Campaign

The Thread Alliance is a Houston-based non-profit organization dedicated to ending the cycle of child abuse. Our mission is to bring child abuse awareness to the forefront and provide a central registry of local, state, and national resources for those seeking child abuse prevention, intervention, or treatment information and services. By increasing awareness and volunteerism through individual and community participation, The Thread Alliance strives to protect every child from cruelty and neglect and make child abuse a thing of the past.

"In 2012 in Texas there were 64,000 confirmed child victims of some form of abuse. A child dies from abuse every 38 hours in the state." – Stop the Harm before It Starts by Dr. Christopher Greeley, National Board President of Prevent Child Abuse America.

According to Child Protective Services, there were 45 Abuse/Neglected related fatalities in Harris County in 2012. These statistics are unacceptable and The Thread Alliance wants to help lower these numbers by providing a central recourse for those affected, but cannot do so without the help of the community.

The Blue Plate Special is The Thread Alliance's citywide public awareness and education campaign encouraging Houstonians to take action against child abuse and toward healing. We hope your restaurant will support our efforts by offering a "blue plate special" to your customers during April, Child Abuse Prevention Month, and donating a percentage or flat dollar amount of the proceeds to The Thread Alliance. April 2017 will be the 5th annual Blue Plate Special. We are very proud of last year's success and the development of The Thread Alliance Grant in 2015, which donated \$1,000 to 10 local organizations.

Proceeds from The Blue Plate Special will help The Thread Alliance serve more families by providing training and workshops to community members; funding more research; growing The Thread Alliance's Safety Net; printing and distributing *I'm Glad I'm Me: Weaving the Thread of Love From Generation to Generation*; and maintaining the website – a key tool in providing prevention, intervention, and treatment information and services. Most importantly, the proceeds help The Thread Alliance toward achieving the ultimate goal of ending the cycle of child abuse.

The Thread Alliance will:

- Assist with marketing materials for in-restaurant promotion of The Blue Plate Special
- Provide local promotions prior to and during the month of April
- Feature each restaurant's name on The Thread Alliance's Blue Plate Special website

Each restaurant will determine:

- The percentage or flat dollar amount of each Blue Plate Special to donate
- The meal offered in your Blue Plate Special

For more information on the Thread Alliance, our 501 (c) (3) status, and our founder Sheila Aron, please visit our website at TheThreadAlliance.org.