



The “Blue Plate Special” Fact Sheet

The 6th Annual Citywide Child Abuse Prevention Awareness Campaign

April 2018

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.

According to Texas Department of Family and Protective Services, for FY2016:

- Children Protective Services confirmed 58,644 victims of child abuse/neglect, including 5,812 in Harris County
- Texas had 222 confirmed child abuse and neglect-related fatalities, including 35 in Harris County
- The Houston-Galveston metropolitan area had a 58.8 percent increase as compared to FY2015 with increases in drownings and vehicle-related cases

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 the month of April, Child Abuse Prevention Month, and donating a percentage of the proceeds to The Thread Alliance. The 6th Annual Blue Plate Special will begin on Sunday, April 1, 2018 and will conclude on Monday, April 30, 2018.

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 the book *I’m Glad I’m Me: Weaving the Thread of Love From Generation to Generation*; and maintaining the organization’s online presence – 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
- Feature each restaurant’s logo on The Thread Alliance’s Blue Plate Special website
- Promote each restaurant and “Blue Plate Special” dish with the restaurant’s logo and photos of the dish via press releases, media outreach, social media and advertising
- Invite participating restaurants to the kick-off party that includes many representatives of the local media

Restaurants will:

- Indicate the percentage of proceeds that will be donated to The Thread Alliance from each “Blue Plate Special” dish, with a minimum commitment of 20 percent and a minimum donation of \$500
- Determine the meal or dish offered as the “Blue Plate Special” and provide a logo and photo of the dish
- Promote its participation in the Blue Plate Special throughout the month of April 2018 via social media and in-house provided materials

The Thread Alliance is very proud of the following accomplishments:

- Since the development of Thread Alliance Grant in 2015, The Thread Alliance has awarded \$20,000 in grants to leading charity organizations in Houston that address the issue of child prevention, awareness, treatment or training
- Providing over 200 BabyLovies, which have been knitted by volunteers throughout Texas, to children in foster care
- Donating over 15,000 copies of “I’m Glad I’m Me” to the children of local nonprofits such as ESCAPE and Childbuilders, schools, events, churches and hospitals
- The 2017 Blue Plate Special campaign received more than 100,000 social media impressions and over 5 million media impressions resulting from media outreach and placed advertising

Mission Statement:

The Thread Alliance, a 501 (c) (3) non-profit organization founded by Sheila Aron, is dedicated to ending child abuse in our community. For those seeking child abuse prevention, intervention, or treatment information and services, The Thread Alliance provides a central registry of local, state, and national resources. Because everyone can – and needs to be part of the solution, The Thread Alliance promotes individual and community participation to create a safety net of “threads of love” to end child abuse. All children deserve a childhood free of abuse. The Thread Alliance is dedicated to this mission. For more information on The Thread Alliance and our founder Sheila Aron, please visit our website at TheThreadAlliance.org.