



The Thread Alliance
7th Annual Citywide Child Abuse Prevention and Awareness Campaign
April 2019

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.

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 7th Annual Blue Plate Special will begin on Monday, April 1, 2019 and will conclude on Tuesday, April 30, 2019.

Proceeds from The Blue Plate Special will go to organizations in Houston that address the issue of child abuse prevention, awareness, treatment or training. 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 2019 via social media and in-house provided materials
- Inform all staff about Blue Plate Special details

The Thread Alliance is very proud of the following accomplishments:

- Since the development of Thread Alliance Grant beginning in 2013, The Thread Alliance has awarded \$90,000 in grants to leading charity organizations in Houston that address the issue of child abuse prevention, awareness, treatment or training
- Providing over 200 Baby Lovies, 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, local schools, events, churches and hospitals
- The 2018 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. Please visit our website for more information on The Thread Alliance and our founder Sheila Aron:

TheThreadAlliance.org.

Please join us on the journey to bring awareness to end child abuse. Thank you – we look forward to another successful Blue Plate Special.