"CHILDREN ARE THE WORLD'S MOST VALUABLE RESOURCE AND ITS BEST HOPE FOR THE FUTURE."

— JOHN F. KENNEDY

GFWC Juniors' Special Program: Advocates for Children is designed to encourage all Women's, Junior, Juniorette, and International Affiliate clubs to make a difference in our world by becoming advocates for children. Members may choose to organize projects that benefit children in their community, state, or the world.

Clubwomen can become advocates by working to:
- Ensure that children are protected from harmful situations
- Encourage healthy physical and emotional lifestyles
- Impact policy to improve children's lives

While project ideas are numerous, clubs are encouraged to educate themselves regarding current issues facing our children:
- Child Abuse
- Health issues
- Poverty
- Cyberbullying
- Teen dating violence
- Childhood obesity
- Texting while driving
- Depression and suicide
- Foster care and adoption
- Limits on screen time
- Childhood safety issues

GFWC has partnered with like-minded organizations that advocate on behalf of children everywhere. Refer to the Partnership section for activities designed especially for GFWC clubs.

IDEAS

**Pediatric Unit Playtime:** Ask members to donate items such as coloring books, small jigsaw and cube puzzles, Play-Doh, and other small toys for hospitalized pediatric patients to enjoy during their stay in your local pediatric unit.

**Furniture Safety:** Raise awareness in your community and help save a child's life by planning a program about the dangers of furniture tip overs and other hazards in the home. Distribute anchoring kits to help secure heavy furniture.

**Screen Time Awareness:** In this age of digital media, children are being exposed to cell phones, tablets, and electronic screens as early as infancy. Too much screen time for children can lead to issues such as obesity, irregular
sleep schedules and shorter duration of sleep, behavioral problems, loss of social skills, violence, and less time for play. Educate the members of your club about the new guidelines for screen time use for young children.

**Child Advocacy Ribbons:** Create awareness ribbons in royal blue and attach them to bookmarks or business cards to be left at local libraries, businesses, or health care centers with information about your local Child Advocacy Center and the services they provide.

**Children’s Choking Awareness:** Toilet Paper Roll Safety Project — consists of attaching a decorated toilet paper roll to cardstock paper with the following statement: “Any toy or toy part that can pass through is a choking hazard for children less than three years of age.”

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**TUTU WONDERFUL PARTY**

The GFWC Statesville Woman’s Club (NC) supported Girls on the Run, an organization that inspires girls to be joyful, healthy, and confident using a fun, experience-based curriculum that integrates running. Clubwomen hosted a “TuTu Wonderful Party” to fashion tulle tutus to donate for young girls to wear in their 5K race.

**CHILDREN IN CRISIS**

The GFWC Junior Woman’s Club of Williamsburg (VA) continued a highly-regarded project within the club and among the community that provided luggage with a personal monogram for each child in the James City County Foster Care Program. Since children in foster care are extremely transient, club members wanted to give them a sense of security and a place for all of their belongings.

**HALLOWEEN COSTUMES CLOSET**

GFWC Plymouth (PA) offered new and used Halloween costumes to children for a town parade. At the end of September, flyers were distributed announcing the event and requesting donations of costumes. Members had purchased costumes at bargain prices after the previous Halloween. Two distribution days allowed children to try on and select the perfect costume. Parents were encouraged to return the costumes so they could be repaired and cleaned to be ready for the next year.

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**GFWC ADVOCATES FOR CHILDREN WEEK**

To raise awareness for GFWC’s child advocacy efforts, GFWC has declared the fourth week in October as GFWC Advocates for Children Week. All GFWC Women’s, Junior, and Juniorette clubs are invited to participate by planning events related to the Juniors’ Special Program. Try a new project or a previously successful one. It’s up to you! Consider your club’s interests and community needs.

Contact your Governor/Mayor to request they proclaim this week as “GFWC Advocates for Children Week” for your state/city.

- Sunday, October 21 - Saturday, October 27, 2018
- Sunday, October 20 - Saturday, October 26, 2019

**GFWC AZ CARES FOR KIDS**

GFWC Arizona (AZ) developed a Cares 4 Kids program, presenting each club with a starter kit (24 large plastic bags, program inserts that could be personalized with the club name, and over 80 children’s items, such as coloring books, bubbles, and toys). Clubs were encouraged to be creative filling their bags (toiletries, art, emergency supplies, etc.) and choosing where to distribute bags. Over 700 bags have been delivered to domestic violence shelters, emergency centers, etc.
GFWC PARTNERSHIPS

GFWC partners are organizations with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs’ specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC’s collective impact, make sure to write GFWC in the memo line on your donation check.

Direct any questions regarding donations to GFWC partners to Juniors’ Special Program Chairman or GFWC Programs Department at Programs@GFWC.org.

MARCH OF DIMES

Contact: Amy Richardson
Director of Volunteer Learning and Development
W: www.MarchofDimes.com
P: 914-997-4691 or 914-980-2487
E: ARichardson@marchofdimes.org

The March of Dimes needs You. Why? Our mission has never been more urgent. Premature birth is the #1 killer of babies in the United States, and those who survive may have lifelong disabilities. The World Health Organization has declared premature birth the leading cause of death for children under age five around the world. The March of Dimes is the only organization focused on premature birth and working to give all babies the opportunity to thrive, live the future they choose, and grow up to change the world. The March of Dimes is funding research, bringing information and comfort to families, and helping more moms have full-term pregnancies. Thanks for your support of March of Dimes programs in communities across the country.

EVERY WOMAN. EVERY BABY.

Blankets for Babies Project

March of Dimes hosts baby showers for military families through their mission: Healthy Baby Program. GFWC clubwomen can get involved by providing these families with baby blankets. Please help GFWC welcome these babies of military families with a special blanket of their own! Handmade blankets may be sewn or no-sew blankets, knitted, crocheted, or quilted, etc. For more information, please contact Meredith Repik at March of Dimes. Make sure to post and watch on Pinterest at “GFWC4Children.”

Prematurity Awareness

Help to “LIGHT THE WORLD PURPLE,” World Prematurity Day; November 17. Show your Purple Passion for Babies! Turn your Club House purple for preemies on November 17. Premature birth is birth that happens too soon, before 37 weeks of pregnancy. Babies born this early are more likely to die before their first birthday; those who survive are more likely to be readmitted to the hospital or to suffer lifelong health problems. Each year in the United States, about 1 in 10 babies is born prematurely. Each club can “Go Purple” with these four easy steps during November to raise awareness of the crisis of preterm birth during March of Dimes Prematurity Awareness Month:

- Promote March of Dimes Prematurity Awareness Month at a club meeting. Visit www.marchofdimes.org for current information.
- Celebrate and bring awareness by wearing purple at a meeting or activity.
- Invite a club member to share her March of Dimes mission story. Contact your local March of Dimes office to request a visit from an Ambassador Family or representative.
- Give a brief presentation on prematurity to raise awareness. Contact mrepik@marchofdimes.org for your March of Dimes Prematurity Awareness Month® and World Prematurity Day-Mission Engagement
Guide/Partner Opportunity

**March for Babies**

Hope, Remember, Celebrate. We hope for the day when all moms and babies are healthy and every step you take makes a difference. We remember those babies we lost and honor them with special tributes throughout the day. We celebrate with fun activities for your whole family and ours, including NICU graduates. The funds you raise gives hope to nearly half a million babies born too soon each year!

Find a March for Babies near you and register your club to gain access to online tools to help reach your goals, including customizable individual and team fundraising pages at www.marchforbabies.org. Be sure to include “GFWC” and your club in your team name.

As a team, set your fundraising goals (individual and Club). Goals are the key to a successful campaign. It’s a great way to motivate members and give them a target to shoot for or exceed! A good individual goal is $300 — many surpass this number. Make it a family outing to reach out and have an impact and give a fighting chance for all babies to be born healthy. At March for Babies, more than 3 million people join their family and friends in nearly 700 communities across the nation, and we need hands-on service to make it a success. Contact your local March of Dimes for more information.

**Volunteer**

Connect with your local March of Dimes office; they have volunteer needs from local market leaders, event committees to community programs helping families, your local March of Dimes staff may have a variety of volunteer opportunities for you, your club, and its members. To find your local March of Dimes office address and contact visit www.marchofdimes.org/contactus.

**Partners in Advocacy**

Make our voices heard on Capitol Hill and in state houses across the country. Become an eAdvocate, get informed, and take action to improve the health of women, infants, and children. Sign-up today at www.marchofdimes.org/advocacy.

Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly. If you are writing a check, please include GFWC and reference your club in the memo line.

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**ST. JUDE CHILDREN’S RESEARCH HOSPITAL**

**Contact:** Rich Peterson, Senior Liaison, National Groups & Organizations  
ALSAC/St. Jude Children’s Research Hospital  
**W:** www.stjude.org  
**P:** 901-288-1253  
**E:** rich.peterson@stjude.org

Hospital is leading the way the world understands, treats, and defeats childhood cancer and other deadly diseases. And families never receive a bill from St. Jude. Treatment, travel, housing, and food is all paid for—because all a family should worry about is helping their child live.

St. Jude continues the vision of its founder, Danny Thomas, that no child is denied treatment based on race, religion, or a family’s ability to pay. By sharing knowledge freely and exchanging ideas openly, it inspires more collaboration between doctors and researchers worldwide, and, as a result, more lifesaving treatments for children everywhere. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade.
WAYS TO DONATE
Call: Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly.

Mail: If you are writing a check, please include GFWC and reference your club in the memo line. Please send to St. Jude Children’s Research Hospital at 501 St. Jude Place, Memphis, TN 38105, ATTN: Ashley Ramsdell.

Online: If you would like to give online, please visit www.stjude.org/gfwc to make your donation. You may elect to send an honorarium to GFWC to ensure notification of your gift.

WAYS TO HELP
September is Childhood Cancer Awareness Month
This year, parents of nearly 16,000 children in the U.S. will hear the words: “Your child has cancer.” One in five of those children won’t survive. September is Childhood Cancer Awareness Month, and as a leader in the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases, St. Jude Children’s Research Hospital will focus on raising awareness and funds for this very important issue.

Childhood Cancer Awareness Month provides St. Jude an opportunity to educate communities and supporters about what they can do to help these kids fighting for their lives. Throughout the month of September supporters can join our movement and help support the little warriors at St. Jude in their big fight against childhood cancer. GFWC has a National Team so your club can support St. Jude and GFWC by participating in a Walk/Run near you. Not a Walk/Run in your home town? Create a Virtual Walk team and join efforts with clubwomen around the country to help the kids of St. Jude.

• Rally friends, family, and community members and register for St. Jude Walk/Run to End Childhood Cancer. Visit www.stjude.org/walkrun to find an event near you.
• Volunteer at a St. Jude Walk/Run to End Childhood Cancer event near you by visiting www.stjude.org/walkrun and click on “volunteer.”
• Mention Childhood Cancer Awareness Month at your club meeting. Visit www.stjude.org/September for current information.
• Join us on social media @StJude and use the Hashtag #ShowYourGold to show your support.

**Note: stjude.org/September, @StJude and #ShowYourGold will be available for use each year beginning August and continuing through September.

Events
Through our St. Jude dinners, golf tournaments, and galas program, we are able to offer over 100 events across the country as a way for GFWC membership to engage with St. Jude. These events raise significant funds for St. Jude and allow us to continue our life-saving mission of finding cures and saving children. There are a variety of opportunities available:

Pre-Event Support
• Committee Leadership Roles – These roles drive our Sponsorship, Table and Ticket Sales, Auction Recruitment, Restaurant Recruitment, PR & Marketing, and Recruiting of Volunteers. Committee development is vital to the success of our events.
• Office Help – Our Lead staff need help with mailings, follow-up calls, computer data entry, goodie bags, favors, and event set-up and teardown.

Day-of Event Support
• Event Guests – Events are open for you and your friends to purchase a Sponsorship or Ticket.
• Volunteer – During our events, volunteers are needed to assist as Greeters, Registration – Check-In, Auction and Auction Solicitation for Bids, Spotters for Live Auction & Give to Live, and Auction Check-Out. (All volunteers are trained on their specific role.)
Trike-A-Thon
The St. Jude Trike-A-Thon is a fun, service learning program for daycares and preschools that teaches trike and riding toy safety while helping the children of St. Jude. Any advocate for children can make a difference with the St. Jude Trike-A-Thon. If you sign up to become a coordinator, St. Jude will provide everything you need to have a great event at a preschool or daycare in your area. Log on to www.stjude.org/get-involved to find out more.

Mask Straps for St. Jude Patients
Do you have seamstresses in your club? Consider meeting to assemble bags with materials to make mask straps for the children at St. Jude and having seamstresses taking the bags home to complete the project with their personal sewing machines. Mask straps are used to improve the comfort level for patients required to wear masks to prevent the spread of infection or protect our patients from infection. These mask straps replace the elastic band that comes standard on the mask. Patients report the flannel and fleece material feel much better against their cheek and causes far less rubbing than the original elastic band. Patterns and specific information for this project can be found at https://www.stjude.org/get-involved/other-ways/volunteer-at-the-hospital/how-to-become-a-volunteer/at-home-projects/mask-straps.html.

Waiting Room Fun Bags
Fill a sealed zippered plastic bag with fun things a child or teen can do as they wait to visit the doctor. Make bags age-specific but generic enough for a boy or a girl. Include things such as: crayons, markers, colored pencils, paper, coloring books, and stickers. Items may be sent to St. Jude Children’s Research Hospital, Attention Vilma Carnahan and Volunteer Services, 595 North Parkway, Memphis, TN 38105.

More Information
To share information at club meetings or to learn more, please visit www.stjude.org/aboutus or www.stjude.org/waystogive or www.stjude.org/getinvolved. You may also visit www.stjude.org/volathome to find great activity ideas for your club to connect to the St. Jude mission.

AWARDS
GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Juniors’ Special Program: Advocates for Children projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Juniors’ Special Program Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.

Refer to the Awards section of the Club Manual for more information, including the Award Entry Cover Sheet guidelines.