

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm Supervisor, District 1 and Kirk Uhler Supervisor, District 4

DATE: January 12, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$750 in Revenue Sharing monies to *KidsFirst* to benefit child abuse prevention programs, as requested by Supervisor Rockholm (\$250) and Supervisor Uhler (\$500).

ACTION REQUESTED

Approve appropriation of \$750 in Revenue Sharing monies to *KidsFirst* to benefit child abuse prevention services, as requested by Supervisor Rockholm (\$250) and Supervisor Uhler (\$500).

BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked to approve appropriations to help support *KidsFirst*. Since its inception in 1989, *KidsFirst* has provided child abuse prevention services to more than fifty thousand children. *KidsFirst* promotes the health and well-being of children, families and communities by providing services such as; health insurance enrollment assistance; coaching and support for parents; therapeutic services for children and grown-ups; youth activities, family events, information, and referrals to countless community resources. The mission of *KidsFirst* is to end child abuse affording all children to live in a safe, healthy and nurturing home. The funds designated towards this popular program will help to defray operational costs of the organization.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

December 2009

Superv. F. C. (rocky) Rockholm
Placer County Board of Supervisors
175 Fulweiler Ave Ste 206
Auburn CA 95603-4543

Your support for children's
safety is the gift that will
last a lifetime!

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Dear Supervisor Rockholm,

The season of celebrations is upon us! And as you plan the details of gathering your loved ones to celebrate your family traditions, we ask you to make a charitable gift to keep children safe through the holidays and throughout the new year.

One mother's story... In years past, every time we had a family event, it ended in fights. I'm happy to say that at a family gathering we hosted recently, we had a good time and even our relatives noticed the difference in our family. My name is Gina*, I have 3 daughters: ages 5, 8 and 10. KidsFirst has really helped me alot. They helped me get health insurance for my girls, taught me how children grow and develop and last December I graduated from the KidsFirst year-long Parent Leadership Academy. I have found out about a lot of things, made new friends, and learned about many things happening in our community. I have started to help out with organizing activities at my children's school and I'm involved with the PTA. I tell other parents that we all have kids at the school and we need to help out. Now, when I see someone who needs help, I do whatever I can to help them and I tell them where they can find help for their family: KidsFirst

KidsFirst has served over 12,000 children and families
in the last 12 months. We know that child abuse is...



EDUCATING
ADVOCATING
CHANGING LIVES

KidsFirstNow.org

DEC 7 2009

100% preventable. Our proven programs are protecting children from unintentional injuries, illness and abuse; improving parents' knowledge and skills; strengthening communities; and saving taxpayers millions of dollars. Every dollar invested in KidsFirst, not only promotes the success and health of children, but also saves our community a minimum of \$4 in remediation costs. Few saving plans have that kind of return!

"Yes, child abuse happens throughout Northern California. KidsFirst has led the way in providing programs that advocate for the protection of children in our communities. Our office is honored to partner with KidsFirst and support the outstanding, nationally recognized, and research-proven services they provide not just to the community, but to other agencies in the region. Because of KidsFirst, I am certain that some situations that might be on track to our office for prosecution are otherwise averted, and in that situation, everyone wins."

—Scott Owens, Placer County Assistant District Attorney

To those of you who have donated to KidsFirst, please accept our sincere gratitude on behalf of the children and families you have protected. To those of you who haven't made your first gift to end child abuse, now's the perfect time. Save postage and donate online at www.endchildabuse.org. Each donor's support is critical, as the requests for KidsFirst services continue to increase.

We sincerely wish that all your family celebrations are healthy, safe and create fond memories!



Scott Myers
Board President



DeAnne Thornton
Executive Director

P.S. Rest assured that your donation will be used wisely and well, because 86 cents of every dollar donated to KidsFirst goes to child abuse prevention programs.

P.S.S. If you're 70 1/2 years young, did you know Congress extended the IRA Charitable Roll-over transfers distributions through December 31, 2009? Call us for details.

KidsFirst

7311 Galilee Road, Suite 105, Roseville, CA 95678 916/772-2272

www.endchildabuse.org

