



Sponsorship Opportunity

Cultural Inclusion

Safe Kids Upstate



Safe Kids History

- Largest Coalition in South Carolina
- Almost 15 years of experience
- One of the most honored coalitions in the nation.



Safe Kids Upstate

Located on one of the busiest interstates in America, in one of the most rapidly growing areas of the country and the fastest in the state, Greenville stands out as a leader in today's economy. Home to internationally recognized industries and a strong workforce, it is a city poised to become even more of a leader in the 21st century economy



Sponsorship Benefits

- Partnership with Safe Kids Upstate, the community outreach arm of Children's Hospital of Greenville Hospital System University Medical Center
- Community branding as caring and safety conscientious organization



Making an Impact

- In 2008 we touched more than 58,917 people in the Upstate, one child, one parent at a time.
- Here are some examples .



Why Inclusion?

- Who's at risk?
 - Low income, minority families



Partners

- Head Start
- DSS
- Foster Parents
- Fatherhood Coalitions/Ministries
- March of Dimes
- Teen Pregnancy Groups
- School System
- Community Churches



Create Inclusive Programs

- Bilingual Staff
- Understanding Cultural nuances
- Bilingual safety materials
- Find champions to partner with you
- Advertise in cultural media (radio & TV)
- Promote diversity partners/celebrations



Safe Kids Summer Camp

- More than 1800 children attended the camp.
- Worked with more than 80 volunteers to coordinate this event, held during 3 different weeks in the :



10,000 Car Seat Checked Celebration



Diversity Outreach

- Hired Bilingual Minority Outreach Coordinator
- Developed Hispanic Car Seat Inspection Station
- Fostered Hispanic Media Affiliation
- Minority Representation in the following groups:


Hispanic-American Women's Association
American Red Cross Hispanic Outreach
Safe Communities Hispanic Outreach
Head Start
Family Connections-Hispanic
Child's Haven
GHS/Diversity Advisory Council
GHS/Minority Leadership Advisory Council
Leadership Greenville 34
SC Minority Affairs Commission
Greenville County Recreation District
SC Hispanic Chamber of Commerce
Graduate Greenville 34
The Alliance for Quality Education



Awards


- 2002 Safe Kids Worldwide Best Coalition
- 2002 SC Chamber of Commerce Vanguard Award for Advocacy
- 2003 Share Head Start Partner of the Year
- 2004 Safe Kids Worldwide Lead Organization of the Year
- 1997 Safe kids Worldwide Most Innovative Program





Awards

- 2005 Telly Award for School Safety Patrol Video.
- Child Advocate of the Year Award to Director from the SC Academy of Pediatrics
- 2007 Freddie Award for Child Passenger Safety video "Happy Traveling" (English & Spanish)
- Award from Homeland Security in recognition of Safe Kids Upstate's outstanding service to the community protecting children from



Thanks Sponsors

















Philanthropy Growth

Safe Kids
Update

Focused Direction for the Future



Children's Hospital

Top Priorities

**WATCHING,
CARING,
GROWING,
SERVING**

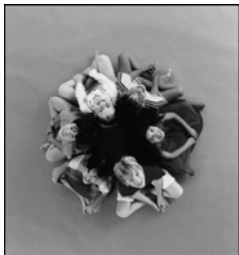
1. Diversity and at-risk outreach
2. Parent focused education
3. Booster seat education

Safe Kids
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Children's Hospital

Thank You

Together, we are reaching and teaching one family, one child at a



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