

The Power of 57 Cents Campaign Q&A

What is this campaign about?

The Power of 57 Cents is a fundraising campaign to support the programs and services at Annie Malone Children & Family Service Center. The goal of the campaign is to increase revenue in support of programs and enlarge the base of donors from which to raise those funds.

The 30 Day Challenge is a specific arm of the Power of 57 Cents campaign that challenges participants to make a two part commitment to support the programs and services of Annie Malone Children & Family Service Center. They must commit to an individual contribution of \$17.10 and get two other people to join them for the same amount within 30 days (between now and December 31).

What is Annie Malone Children & Family Service Center?

Annie Malone Children & Family Service Center is a 501 (c) 3 non-profit organization that has provided services to abused and neglected children and at-risk families in the St. Louis community for 121 years.

Where will the funds go? How will they be used?

Money raised through the 30 Day Challenge of the Power of 57 Cents Campaign will increase funds available to support program and operating costs. These funds will allow Annie Malone Children & Family Service Center to continue its services to at-risk families, abused and neglected children and in the St. Louis Community.

What kind of services and programs does Annie Malone currently provide?

Annie Malone provides residential care for children from birth to 18 years of age, which includes teen crisis services and juvenile court respite care. Annie Malone offers a transitional living program for youth between the ages of 16 and 21 years old. This program introduces youth to independent living – LIFE SKILLS (classes in financial management, budgeting to home management and dating), requiring school and employment retention. The agency also ensures that children from kindergarten through high school have a second

chance at succeeding academically through our Emerson Academy Therapeutic School. Student enrollment is referral based from the St. Louis Public School System. In addition, Annie Malone offers FREE parenting classes for those who are in jeopardy of losing their children. Parents in the St. Louis community who simply want to improve their interaction with their children are also welcome to register. It's a great way to learn about appropriate discipline and communication techniques.

How can people participate or learn more about the Power of 57 Cents?

To donate or get involved in the campaign, simply visit the website at www.anniemalone.com or call (314) 531-0120 for additional information. Make checks payable to Annie Malone Children & Family Service Center and mail to: 2612 Annie Malone Drive, St. Louis, MO 63113.

You may also request information be mailed to you about the Power of 57 cents and the 30 Day Challenge. Those who take the challenge must be committed to making an individual contribution of \$17.10 within 30 days and finding two other people to make the same commitment along with them. The Power of 57 Cents can make a huge difference in the lives of at-risk children and their families.

We ask that you re-evaluate how you use 57 cent each day. That bag of chips you have each afternoon or that cup of coffee or soda you have each day could go to help a child! Your commitment of .57 Cents each day would be equivalent to just \$208 for an entire year!

The mathematics are simple, the impact is powerful! Make a commitment today! Ask two relatives, friends, co-workers or neighbors to join you in your commitment to make a difference! When committed people work together, great things can happen.