



SOS CHILDREN'S
VILLAGES
ILLINOIS

#OurHopeTheirDreams

www.sosillinois.org

Their Dreams



“Through our collective imagination, we have the power to envision and create new opportunities for each child we serve, renewing in them a capacity to dream and maximize their fullest potential.”

-Tim McCormick, CEO, SOS Children’s Villages Illinois

Introduction: A Story We Need to Tell

At SOS Children’s Village Illinois, “we build families for children in need, we help them shape their own futures, and we share in the development of their communities.” We want every child to belong to a family and grow with love, respect, and security.

This is a story that is close to our hearts, but one that needs to be told in Chicagoland and throughout the country. **We now have a unique opportunity to do just that, and you can help us. Tell the story as a brand ambassador of a large-scale public awareness campaign to highlight the programs and services provided to Illinois’ most vulnerable children and families.**

This March 2016, SOS Children’s Villages Illinois, through its corporate partnership with Wintrust Financial, will capture the imagination of a child in a mural design spread across The Mural Building, located at 1735 N. Ashland Avenue, Chicago, Illinois 60622, and viewable from the Kennedy Expressway. Wintrust developed the mural in honor of our commitment “not only to the physical, mental, and emotional well-being of a child, but also his or her capacity to dream.”

The mural puts children in foster care, an often times marginalized group of society, in front of the nearly 327,000 vehicles traveling on the Kennedy, one of the busiest roads in Illinois, each day. It is anticipated that the mural will be viewed by an estimated 1 million drivers during its month-long campaign.



It’s Time to Share our Story

We will provide you with the tools you need to tell this important story. In this press kit you’ll find:

- **Campaign goals**
- **Foster care facts**
- **SOS Illinois facts**
- **Important dates & sample social media messaging**

By joining in this effort as a brand ambassador from **March 1 – March 31, 2016**, you will have the power to spread the word about the work we do to offer each child a place to call home and space to heal. By keeping brothers and sisters together, with a full-time, professional Foster Parent in an individual home, we rebuild a loving family life. It is your turn to be a storyteller. It is your turn to make a difference. Ways to help include:

- Regram, retweet, and share our posts.
- Use our sample messaging to create original posts.
- If you’re not on social, ask a friend to get involved.

Campaign Goals: Help us Grow

SOS Children’s Villages Illinois needs your likes and follows on social media to reach an even wider audience. **Help us reach:**

- **1,000 likes on Facebook**
- **500 followers on Twitter**
- **100 followers on Instagram . . .**

Remember: one click, one like, or one share makes an impact!

Why the Need for SOS Illinois

Foster Care Nationally

- There are approximately 400,000 children living in foster care in the U.S.
- Three out of every four children in foster care are separated from their siblings.
- For every year that a child remains in foster care, on average the child will move homes at least two times a year.
- 46% never graduate from high school and only 3% obtain a college degree.
- According to a national survey, 25% of foster youth reported that they had been homeless at least one night within 2.5 to 4 years after exiting foster care.

How SOS Illinois Makes the Difference

At SOS Children's Villages Illinois, our focus is keeping brothers and sisters together to continue growing as a family. The SOS homes belong to the children; if there is a change in Foster Parents, the children remain in the same home, at the same school, with the same services and support staff. We also provide comprehensive services and support to youth, preparing them for success as caring, productive, and self-reliant adults.

Village Model

SOS Children's Villages Illinois is built on a 67-year international tradition of caring for children and families by providing safe and stable homes for children in foster care. Our Village Model of Care is built on four pillars:

1. Children live together with siblings.
2. Children receive care and support from a full-time, professionally-trained Foster Parent.
3. Children grow up in private, single-family homes.
4. Children benefit from the support of a Village, an intentional community.



Successful Outcomes

- In 2015, 535 children received care and support from SOS Illinois staff.
 - 100 new children found a home at our Villages.
 - 49 sibling groups were united and live today as a family.
- 100% of SOS Children's Villages Illinois children complete a high school education.
 - In 2014, 97% of youth attended 90% or more days of school.
 - In 2015, four students graduated high school; all are currently enrolled in college or have secured full-time employment.
- SOS Illinois Foster Parents serve an average of 6.2 years, compared to the national average of one year for foster parents in traditional care.

SOS Children's Villages Illinois Facts

SOS Children's Villages, the parent organization of SOS Children's Villages Illinois, began in Europe in 1949 providing aid to children abandoned during World War II. Today, SOS Children's Villages is the largest non-denominational child welfare agency in the world with over 550 Villages in 133 countries.

SOS Children's Villages Illinois operates as its own 501(c) 3 with four sites in Illinois:

- An 18-home Village in Lockport, Illinois.
- A 19-home Village in the Auburn Gresham neighborhood of Chicago.
- A 14-home Village in the Roosevelt Square community of Chicago.
- A short-term shelter called Casa Tepeyac, located in the Back of the Yards neighborhood of the City of Chicago.

Locally, SOS Children's Villages Illinois has achieved several awards, accreditations, and honors, including:

- Charity Navigator's highest rating of Four Stars (2006-2014).
- In November 2015, *Chicago Magazine* named SOS Children's Villages Illinois one of "Twenty Best Charities in Chicago."

Social Media Calendar and Sample Messaging

We will use each week of our campaign to share key messages about the unique model of care that SOS Children's Villages Illinois provides to hundreds of Illinois' most vulnerable children and families each year. Each week will focus social media conversations on a specific theme, with the goal of reaching new audiences and followers.

Use the calendar guide and sample messaging below, and **be sure to use the #OurHopeTheirDreams and #sosillinois hashtags throughout the month, and tag @Wintrust.**

Important Dates

- March 1, 2016 – Launch of #OurHopeTheirDreams
- March 4, 2016 – Chicago's birthday
- March 7, 2016 – National Be Heard Day
- March 31, 2016 – Last day of #OurHopeTheirDreams

Calendar At-a-Glance

- March 1 – March 6, 2016: Getting to Know SOS Illinois
- March 7 – 13, 2016: Keeping Brothers and Sisters Together
- March 14 – 20, 2016: Valuing Community
- March 21 – 27, 2016: Encouraging Children to Dream
- March 28 – 31, 2016: Making a Difference One Person at a Time



March 1 – March 6, 2016: Getting to Know SOS Illinois

This week we'll introduce the mural and our campaign goals. We'll be sharing facts about SOS Illinois and asking folks to keep an eye out for the

mural and support the organization by spreading word throughout the month.

Instagram: Regram our posts this week! Don't forget to use the hashtags #OurHopeTheirDreams and #sosillinois, and tag @Wintrust

Sample Tweet: Join me in helping @sosillinois reach 500 followers this month! They keep brothers and sisters in foster care together.
#OurHopeTheirDreams

Sample Tweet: Have you seen the great @Wintrust mural about @sosillinois on 90/94? Keep an eye out and show your support with a follow #OurHopeTheirDreams

Sample Tweet: DYK @sosillinois continues 67 year tradition of care for foster youth here in Chicagoland? Show support with a follow!
#OurHopeTheirDreams

Instagram (March 4): Don't forget to regram our post on Friday, March 4th, and tag @Wintrust

Sample Tweet (March 4): Celebrate Chicago's b-day by following a Chicagoland nonprofit that helps children in foster care. Follow @sosillinois!
#OurHopeTheirDreams

Sample Facebook post (March 4): It's Chicago's birthday today. Celebrate by supporting a great Chicagoland nonprofit that supports children in foster care. Follow SOS Children's Villages Illinois: [instagram.com/sosillinois](https://www.instagram.com/sosillinois) [facebook.com/soscvil](https://www.facebook.com/soscvil)
#OurHopeTheirDreams

Sample Facebook post: One important pillar of SOS Children's Villages Illinois' model of care is that children live together with their siblings. Not enough people know about their important work. Let's help change that by helping SOS Illinois reach their 1,000 follower goal this month. Follow them, ask five friends to do the same, and you'll be supporting Chicagoland families and children!
www.facebook.com/soscvil
www.instagram.com/sosillinois
#OurHopeTheirDreams

Sample Facebook post: If you haven't already seen it, keep your eyes peeled for a great mural on the Kennedy Expressway highlighting the work of SOS Children's Villages Illinois. In 2015 they helped 535 children in foster care in Chicagoland. Help spread the word and support children and families by helping them reach 1,000 followers this month. Act today! www.facebook.com/soscvi
www.instagram.com/sosillinois

March 7 – 13, 2016: Keeping Brothers and Sisters Together

National Be Heard Day is March 7th. Let's use this week to tell others about a very important part of SOS Illinois' model of care: keeping brothers and sisters together. Share national stats about sibling separation and the importance of sibling bonds.

Instagram: Regram our posts this week. Don't forget to use the hashtags #OurHopeTheirDreams and #sosillinois

Sample Tweet (March 7): Follow @sosillinois today. They hear and answer the call to keep brothers and sisters in foster care together.
#OurHopeTheirDreams

Sample Facebook post (March 7): Did you know today is National Be Heard Day? Did you also know 3 out of 4 siblings are separated in foster care? Help us tell people about the work of SOS Children's Villages Illinois to keep brothers and sisters in foster care, together. Help them be heard with a follow: www.instagram.com/sosillinois
www.facebook.com/soscvi #OurHopeTheirDreams

Sample Tweet: In 2015 @sosillinois united 49 sibling groups in foster care. Follow them today to support keeping siblings together!
#OurHopeTheirDreams

Sample Tweet: Did you know 3 out of 4 siblings are separated in foster care? Follow @sosillinois to support keeping siblings together
#OurHopeTheirDreams

Sample Facebook post: In 2015, SOS Children's Villages Illinois reunited and cared for 535 brothers and sisters. They are able to play together, grow together, and dream together. Support this hope and the dreams of more brothers and sisters. Follow them, and ask a friend to join you:
www.instagram.com/sosillinois
www.facebook.com/soscvi #OurHopeTheirDreams

March 14– March 20, 2016: Valuing Community

Tell your friends and followers about how SOS Illinois values community. Ask them to share with their networks how SOS Illinois impacts the Chicagoland community, and show support by following us on Instagram, Twitter, and Facebook.

Instagram: Regram our posts this week. Don't forget to use the hashtags #OurHopeTheirDreams and #sosillinois, and tag @Wintrust

Sample Tweet: This month join me and follow @sosillinois to support children in foster care in Chicagoland. Ask 5 friends to join you!
#OurHopeTheirDreams

Sample Tweet: Follow @sosillinois to support the brothers and sisters in foster care that they support in Chicagoland. #OurHopeTheirDreams

Sample Tweet: Join me in following @sosillinois today and support the brothers and sisters in foster care that they help in Chicagoland
#OurHopeTheirDreams

Sample Facebook post: This month, tell someone you know about SOS Children's Villages Illinois, a nonprofit that supports brothers and sisters in foster care in Chicagoland. Show your support by following SOS Children's Villages Illinois, and ask five friends to join you! www.facebook.com/soscvi
www.instagram.com/sosillinois
#OurHopeTheirDreams

Sample Facebook post: They say it takes a village to raise a child. Follow SOS Children's Villages Illinois and support the work they do in their Villages in Chicagoland to help brothers and sisters

in foster care thrive and keep dreaming.
www.instagram.com/sosillinois
www.facebook.com/soscvl #OurHopeTheirDreams

March 21 – 27, 2016: Encouraging Children to Dream

This week, celebrate and support children's imaginations and futures. Inspire your network to get involved by asking them to share their childhood dreams and tag others they know who support the dreams of SOS Illinois brothers and sisters.

Instagram: Regram our posts this week. Don't forget to use the hashtags #OurHopeTheirDreams and #sosillinois, and tag @Wintrust

Sample Tweet: Who supported your childhood dreams? Support the dreams of #sosillinois children by following @sosillinois right now! #OurHopeTheirDreams

Sample Tweet: Help @sosillinois support the dreams of brothers and sisters in foster care. Ask someone you know to follow them today #OurHopeTheirDreams

Sample Tweet: Every child needs heroes who support their dreams. Follow @sosillinois to be a hero to brothers and sisters #OurHopeTheirDreams

Sample Facebook post: Do you want to help encourage children's imaginations and their dreams for the future? You can do that for the brothers and sisters of SOS Children's Villages Illinois with a simple follow. Spread the word and help tell this important story! www.instagram.com/sosillinois www.facebook.com/soscvl #OurHopeTheirDreams

Sample Facebook post: Children need the freedom to imagine and dream. If you agree, follow SOS Children's Villages Illinois to help them renew hope in brothers and sisters in foster care, and encourage them to dream about the possibilities! www.instagram.com/sosillinois www.facebook.com/soscvl #OurHopeTheirDreams

March 28 – 31, 2016: Making a Difference One Person at a Time

Our Foster Parents are individuals who make an incredible difference to the brothers and sisters in our care. This final week, celebrate their dedication and the importance of one person in making a difference.

Instagram: Regram our posts this week. Don't forget to use the hashtags #OurHopeTheirDreams and #sosillinois

Sample Tweet: 24/7 devotion to the well-being of the children in their care. Applaud @sosillinois foster parents with a simple follow! #OurHopeTheirDreams

Sample Tweet: One person, infinite impact. Support SOS Illinois foster parents by asking someone you know to follow @sosillinois today! #OurHopeTheirDreams

Sample Tweet: .@sosillinois foster parents devote 2-3 years to full-time care of brothers and sisters. Take a moment to commend them. #OurHopeTheirDreams

Sample Facebook post: One person, full-time care of up to six brothers and sisters, 24 hours of every day: SOS Children's Villages Illinois Foster Parents make a difference. If you agree that they are amazing individuals, show your support by taking one moment to follow, and ask a friend to join you! www.instagram.com/sosillinois www.facebook.com/soscvl #OurHopeTheirDreams

Sample Facebook post: If you're unsure whether one person can make a difference, take a look at the individuals who serve as Foster Parents at SOS Children's Villages Illinois. They care for up to 6 brothers and sisters every hour of every day and help them flourish. Proof that one person can make a difference. You can make a difference and support them with a simple follow. Act today! www.facebook.com/soscvl www.instagram.com/sosillinois #OurHopeTheirDreams