

Pat's Place Awareness Campaign Boosts Community Engagement in Child Abuse Prevention Efforts

Initial results from the Everyday Heroes campaign point to success in educating the public and raising funds to support Pat's Place child advocacy services

July 19, 2021 (CHARLOTTE) – Nonprofit [Pat's Place Child Advocacy Center](#) recently wrapped up its first-ever public awareness and fundraising campaign called "[Everyday Heroes.](#)" which was targeted at educating the public about how they can help prevent child abuse as well as the role of Pat's Place in the community. The three-month campaign raised a total of \$94,230 with support from [43 sponsors and individuals](#), providing additional funds for Pat's Place operations and services, which include forensic interviews, medical exams, advocacy support and counseling at no cost to children and their families.

"Over the past year and a half, we haven't been able to host special events, which are such an important revenue source for us and a way to connect directly with our stakeholders," says Lori Avery, Pat's Place Chief Development Officer. "The Everyday Heroes campaign allowed us to raise awareness and funds in a different and creative way, while also helping reach audiences who are unfamiliar with our services or those we serve on a daily basis who are otherwise not engaged."

The inspiring and hope-filled Everyday Heroes campaign featured visual storytelling through various mediums and highlighted how every individual, from family and friends to professionals and community members, has the power and responsibility to keep children safe and help them heal from trauma. Below are highlights from the campaign, which ran from April to June 2021:

- A four-minute [campaign video](#) and individual videos were produced by partner Silent Images, featuring real-life Everyday Heroes addressing the importance of talking about child abuse and how anyone can be a hero for a child. The videos were used across digital platforms during the campaign to help educate the public.
- An [Everyday Heroes dedicated landing page](#) was launched on [patsplacecac.org](#).
- Eight Coffee & Conversations virtual webinars were held garnering 180 registrants and 103 participants (57% attendance rate). Pat's Place will continue the popular awareness series beyond the campaign.
- 13 spots featuring Clean Graffiti applications of "Everyday Heroes Stop Child Abuse. [patsplacecac.org](#)" were placed in high-traffic areas in Dilworth, South End, NoDa and Plaza Midwood by partner The Savage Way.
- 10 media placements about Pat's Place were earned across print, broadcast and online, resulting in 6.1 million potential impressions.
- Radio promotions about Pat's Place ran on WFAE 90.7, WPEG Power 98 and La Raza 106.1.
- Pat's Place garnered more than 134,000 impressions, more than 5,500 engagements and 142 new followers on its social media channels organically, plus a paid social media component garnered an additional 38,000 impressions.
- 230 campaign yard signs featuring "In This House We: learn the facts about child abuse, listen to children if something's wrong, act responsibly and report abuse, support Pat's Place" were distributed to community members.

- 50 Everyday Heroes T-shirts were sold through Custom Ink with all proceeds going toward the campaign.
- Five Everyday Heroes e-newsletters were sent to Pat's Place full database of supporters.
- Three digital billboard campaigns ran in three locations on Interstates 77, 85 and 485 resulting in 30,383 ad runs for approximately 539,000 potential impressions.
- A Free Little Library was built and installed on the front lawn of Pat's Place featuring educational books and materials for families about topics related to child abuse and trauma and how to speak to children about it.
- PARK @ Pat's Place, a new outdoor chalk zone and play space for children, was designed by artist Jacquelyn London (@jackpot_studio), creating an engaging, safe, small outdoor space for kids who come to the facility.
- Additional resources for the public were created and distributed including a [Start the Conversation guide](#), [Pat's Place fact sheet](#), [Pat's Place FAQs](#), [Everyday Heroes social media toolkit](#) and more.

From March to May 2021, Pat's Place has been conducting an average of 63 interviews per month, up from an average of 46 per month for the first eight months of FY 2021 (an increase of 37%). If this trend continues, Pat's Place will be on target to complete an annual record of more than 750 interviews over the next year. While it's likely that children returning to school and other activities helped provide more opportunities for safe adults to identify and report suspected abuse and exploitation, the Everyday Heroes campaign may have also contributed to reaching people who needed the information to take action.

"So many people recognize our orange and green Pat's Place sign on East Boulevard, but they didn't understand the impactful work the team at Pat's Place does and that they can help a child in their life too," Avery explained. "The campaign elements helped us tell our story in a meaningful and inspiring way, and I hope more people will stay engaged with Pat's Place and hold on to the important role we all play in children's lives to protect them and help them succeed."

Everyone can be a part of the solution to help stop child abuse. Community members, advocates and businesses are encouraged to get involved by speaking up and talking about child abuse. Community members can also help by making a donation to Pat's Place, participating in or volunteering for a special event or program (like the [Drive-Thru BBQ & Blue Jeans](#) event on Sept. 17, 2021), requesting a training, [signing up to receive updates](#), following @PatsPlaceCAC and the hashtag #PatsPlaceCLT on social media, and sharing statistics and stories from Pat's Place to help continue raising awareness.

If someone suspects any form of child abuse, they are [required to report it according to NC state law](#) by calling 911 or the Mecklenburg County Department of Social Services at 980.31.HELPS.

About Pat's Place Child Advocacy Center

Pat's Place, Charlotte's only child advocacy center, was established in 2005 to improve the system of protection for child victims of abuse. The Pat's Place team coordinates the investigation and treatment of referred cases in a comfortable and child-friendly environment through forensic interviews, medical exams, counseling and advocacy support at no cost to a child's family. The mission of Pat's Place is to protect and heal children, unite key partners and engage the community to end child abuse. The center on East Boulevard is named for Patricia "Pat" Wolfe,

an inspiring child advocate in the Charlotte community who passed away in May 2000. For more information on Pat's Place, visit patsplacecac.org and follow them on [Facebook](#), [Instagram](#) and [Twitter](#).