



Oregon CASA Network

187 High Street NE, Suite #210, Salem, OR 97301
971-301-2998
info@oregoncasanetwork.org
www.oregoncasanetwork.org

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Media Contact: Cliff W. Gilmore 360.335.5246

cliffwgilmore@northofcenter.com

OCN RECEIVES NATIONAL GRANT TO RAISE AWARENESS OF OREGON'S MOST VULNERABLE CHILDREN

Portland, OR – July 19, 2019 – Oregon CASA Network has been awarded a \$31,710 Branding Campaign grant from the National Court Appointed Special Advocate/Guardian ad Litem (CASA/GAL) Association for Children. Funds will be used to tailor a national public awareness campaign about child abuse and neglect for local markets, and to distribute the campaign.

There are nearly 950 CASA/GAL programs nationwide, including 48 state offices, that recruit, train and support volunteers who advocate in court for the best interests of children who have experienced abuse or neglect. Their advocacy enables judges to make the most well-informed decisions for each child.

“Our CASA volunteers help turn the stories of abused and neglected children into stories of hope and possibility. But last year approximately 6,000 children in Oregon did not have an advocate. This campaign will increase public awareness and help us meet that need throughout the state.”

-- Debra Gilmore, CEO, Oregon CASA Network

National CASA/GAL has developed a broad-based national campaign, “Change a Child’s Story™.” It is distinguished from other campaigns in that its messaging is told from the point of view of children who have experienced abuse or neglect. The campaign shows the importance to these children of having a volunteer by their side to advocate for their best interests.

In Oregon, the campaign will run in the Oregonian and Oregonlive as well as OCN’s social media platforms. “Our CASA volunteers help turn the stories of abused and neglected children into stories of hope and possibility,” said Debra Gilmore, OCN Chief Executive Officer. “But last year approximately 6,000 children in Oregon did not have an advocate. This campaign will increase public awareness and help meet that need throughout the state.”

The “Change a Child’s Story™” campaign was developed with R&R Partners, a cause-driven marketing and advocacy agency that has worked on prominent social issues campaigns. R&R Partners conducted focus groups across the country to ensure the



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campaign would resonate with target audiences while being sensitive to the perceptions of those with experience growing up in foster care.

The federal grant funds distributed through National CASA/GAL are provided by the Office of Juvenile Justice and Delinquency Prevention, US Department of Justice, as authorized under the Victims of Child Abuse Act of 1990. In 2018, National CASA was awarded nearly \$10 million in federal grants.

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