

# The Children's Center

## AGENCY-LEVEL MESSAGE MAP

### ELEVATOR SPEECH

We're passionate about healing Detroit's most vulnerable children and youth. Through our team of clinicians, social workers and educators, we help children and families overcome behavioral, emotional, educational and physical challenges so they can heal, grow and thrive. We also collaborate with local child-serving organizations and our community to help families get the services they need, when they need them most.

### WHAT WE DO

Our team of professionals work with children who struggle with behavioral, emotional, educational and physical challenges and may have experienced trauma.

### WHY IT MATTERS

Children are the future. But when trapped in a cycle of abuse, neglect, and poverty, it's challenging, if not impossible, for them to reach their full potential.

### HOW WE DO IT BETTER

We know Detroit families. We've been serving our community since 1929, and care for more than 7,500 Detroit children and families each year.

SUPPORTING MESSAGES / PROOF POINTS

A

We don't just treat a child's specific issue. We look at all factors – family, school, and social environments – so we can treat the whole child.

B

We work with the family who raises the child. We examine the barriers in their relationships and lives at home, in school, and within the community.

C

We provide evidence-based care to guide diagnosis and treatment to help families overcome their struggles.

D

Left untreated, childhood mental disorders are likely to lead to a downward spiral of school failure, limited employment opportunities and poverty in adult hood.

E

Approximately 50% of students age 14 and older who are living with a mental illness drop out of high school. This is the highest dropout rate of any disability group.

F

A child is abused or neglected every 47 seconds. 80% of sexual abuse victims are abused by someone they know. The average age is 9.

G

We offer a full array of services that tackle the health, behavior and social issues critical to a child's success.

H

We're not only excellent care providers, but also work with State policy and law-makers to advocate for critical issues affecting the children and families we serve.

I

We're constantly expanding our services to meet our families' needs. In the last few years alone, we've opened a crisis center, expanded our autism services, and launched a successful Head Start program.

### STORY TO SHARE

By the time Kinita reached 16, she had given birth to two beautiful little girls by her stepfather. Kinita's mother and family turned her and her babies away when the stepfather was sent to prison. In her darkest hour, Kinita found The Children's Center. We helped Kinita get back into school, find a place to live, and taught her important life skills. Kinita graduated from Catherine Ferguson Academy and was accepted by seven area colleges. She's now pursuing a degree in criminal justice, so that she can fight for the rights of children someday.

**HOW CAN YOU HELP?** Take our free, one-hour tour to learn about how we help children and families heal, grow and thrive. Call 313.262.1220.