



# Adopt-A-Squad Program

## **A Brief History of REACH a Child:**

In 2007, when the town of Gays Mills, WI was flooded, REACH a Child Co-Founder Paul Gilbertson jumped at the chance to try and improve the situation for all the children affected by the disaster. A few hours later, he arrived at the scene only to be greeted by yellow police tape. Paul realized in order to “REACH a Child” at the time of crisis; he needed to team up with the people who arrive at the crisis first.

## **Our “BACK Packets” Program:**

At REACH a Child, a Wisconsin 501(c) 3 nonprofit organization, our “BACK Packets” program focuses on providing backpacks filled with 10-12 children's books for any first responders to give to children whom they are first to come in contact with at the scene of an accident, fire, domestic disturbance or other traumatic event. Police Officers and other First Responders are hailing our “BACK Packets” program as a fantastic “Crime Prevention” tool because of the positive relationships it helps develop between them and the children in their community.

## **Adopt-a-Squad Program:**

REACH a Child’s Adopt-A-Squad Program is a fantastic opportunity for any club, school or organization to connect with the Police Departments and First Responders serving their community.

## **Sponsor’s Responsibilities:**

- Appoint a liaison or volunteer coordinator who will be the contact person between the sponsored departments and the REACH a Child Program Director.
- Collect updates from officers, testimonials or news reports of how this program has impacted the children that they serve and share them with REACH a Child.
- The Adopt-a-Squad program is \$500.00 per year, which includes all of the books that a department will give out in the course of a year.
- Hold a “Buck & a Book Drive” to help replenish the supply of books given out over the course of the year & help fund the program.
- Contact local Newspaper, TV station and/or Radio stations to have them help you get the message out about the “Cause” that your organization is involved with.

## **REACH a Child’s Responsibilities:**

- REACH a Child will contact each sponsor and liaison monthly via its Newsletter to give updates of current events, projects and new program developments.
- REACH a Child will provide all of the necessary children’s books and will send them directly to the department liaison.
- REACH a Child will keep a log of the books utilized and address any questions and concerns that might surface throughout the course of the year.
- REACH a Child will provide a press release to be distributed to local media.
- REACH a Child will list sponsorship on website.