



**"25 Men Who Think They Can Cook"**

*& Fundraise*

wo(men), children, family and friends  
encouraged to participate



**Childhelp**<sup>®</sup>

Founded in 1959 by Sara O'Meara and Yvonne Feddersen  
PREVENTION and TREATMENT of CHILD ABUSE

## 2020 "25 Men Who Think They Can Cook and Fundraise" Celebrity Chef Instructions

Thank you for participating in our 2021 (Arizona) 25 Men Who Think They Can Cook and Fundraise. Since the pandemic began our doors have remained open while some of our fundraising events have been cancelled, our hotline has seen a 46% increase from last year in our calls/text and chat. What better way to show your support than by opening your homes and sharing your favorite recipes in support of our mission.

### Benefit Details

Our goal is to raise **\$75K** and with your help we are hoping each Chef will raise at least **\$2K**. **THANK YOU FOR YOUR SUPPORT AND HELP IN REACHING THIS GOAL!!**

### STEPS TOWARDS BEING AN AMAZING VIRTUAL CHEF....

1. **Donation page-** Create your page at [www.childhelp.org/25men](http://www.childhelp.org/25men) (Become a fundraiser) following the [easy instructions](#). Enhance your page with your photo, videos and a personal message. You can also highlight any matching sponsors/donors here! If you need any help with this link or would like for Childhelp to create your page for you, please reach out to Kathy Emig. [kemig@childhelp.org](mailto:kemig@childhelp.org) cell 602-402-4241. [\[PDF Link Directions\]](#)
2. **Create your cooking video-** create a 2 to 5 minute cooking video or photos of you in the kitchen – feel free to get creative, upload the video to your donation page. In your video, share with your followers Childhelp's goal of raising \$75k to help children affected by child abuse in Arizona! **Share one or more Childhelp Facts provided below and encourage your viewers to share their support by posting your donation link in their social media!** To make your video use your smart phone, tablet, computer, video equipment or anything you can make into an MP4 or MOV file. Once complete, please forward your video to [kemig@childhelp.org](mailto:kemig@childhelp.org) by **May 15, 2021**. A video link will then be provided to you and you can upload (insert) it to your donation page. Please note: Videos can be uploaded at any time once your donation page is set up.
3. Our fundraiser kick-off will be on **Tuesday June 1, 2021** at which time you can begin sharing your donation link and will continue through **Wednesday June 30, 2021**.



## Chef Details

- **Have fun, be creative**-You chose the location, the recipe, your sous chef(s) and the format of your video or photos. Your video your way: Cooking your favorite recipe, talking about your recipe and showing a completed version, showing yourself (family) sitting down at the dinner table enjoying a meal (Dinner with a winner), the possibilities are endless. Be creative, be you. You may want to wear your Chef Apron/Chef hat from a prior event and/or even prior year metals. Share tips if you want: #1 Top Tip in the Kitchen, one secret ingredient, favorite family traditions as everyone enjoys your delicious food etc.
- Support your fellow Chefs (check out your competition), create some healthy competition.
- The more fun you have, the more fun your viewers will have and the more life saving money will be raised.
- **If you have questions feel free to call or email any time. We are so excited to have you be a part of our virtual benefit and this year we will have a great prize for the person bringing in the most money.**

## Chef Donation Link

The unique link to your Chef page is at the top of the donation page you created. You can share your page directly from your donation page via Facebook, twitter or email right above the “donate” button.

## Ways to promote your video through social media platforms

- Facebook/Facebook Live
- Instagram/Instagram Live
- Snapchat/ Snapchat Live
- TikTok
- Email/Group Chats
- Encourage your friends and families to share your video
- Post on your personal/business websites

## Childhelp Facts

Please choose one or more of the facts below to share in your video or as you are reaching out to raise funds.

### Child Abuse Statistics - Nationwide:

- 5 children die every day from child abuse and neglect.
- 3 million reports of abuse are made annually.
- 80% of child abuse fatalities are children under the age of 4.
- A report of child abuse is made every 10 seconds.
- Around 80% of child maltreatment fatalities involve at least one parent as perpetrator
- 1 in 4 girls and 1 in 6 boys are victims of child sexual abuse
- 1 in 3 children experience emotional abuse
- In one study, 80% of 21-year-olds who reported childhood abuse met the criteria for at least one psychological disorder.

- Children who experience child abuse & neglect are about 9 times more likely to become involved in criminal activity.

#### **Child Abuse Statistics - Arizona:**

- In 2019, 100 children died in Arizona due to abuse and neglect. That represents 12% of all child deaths in Arizona.
- In 2019, DCS investigated cases involving more than 82,300 Arizona children.
- 75% of children who died from abuse/neglect in Arizona were less than 5 years old

#### **Childhelp's National & Local Impact:**

- Over 11 million children have been served through 62 years of Childhelp programs and services.
- Childhelp provided services to 30K children/families in Arizona last year.
- In 2020, the multidisciplinary team at Childhelp Children's Center of Arizona performed more than 2,600 forensic interviews.
- The Childhelp National Child Abuse Hotline (1-800-4-A-CHILD) 1-800-422-4453 experienced an increase in volume due to the COVID-19 pandemic, with monthly spikes as high as 46% over the previous year.
- The Childhelp National Child Abuse Hotline received 112,006 calls, texts and chats in 2020.
- In 2020, the Childhelp National Child abuse Hotline received more than 2,600 contacts from Arizona.

#### **Childhelp Hashtags/Handles**

*Please tag Childhelp's pages on each platform when you share your posts!*

Childhelp National:

Facebook.com/childhelp

Instagram.com/childhelp

Twitter.com/childhelp

(or just @childhelp) for all 3

#### **Please use these hashtags**

#5toomany

#childhelpimpact

Thank you again for your support. If you have any questions or need any additional information or assistance, please do not hesitate to reach out to us:

[Kemig@childhelp.org](mailto:Kemig@childhelp.org) or 602-402-4241.