

FOR KIDS' SAKE - PREVENTION MATTERS

Knowledge is Power

One of the most important aspects of Roof-Sit is the opportunity for all mall visitors to access all kinds and sorts of quality prevention information at no cost – just by stopping by our headquarters in the food court. We display a wide variety of booklets and pamphlets which address all aspects of child development and family dynamics, as well as many and varied resource materials discussing social problems.

We truly believe that knowledge is power and are pleased to offer the public complimentary access to these materials. If you don't find what you need, or would like to order extras, we're happy to help – just ask.

Information is also readily available on all our child abuse prevention programming – is your school, day care center, staff or service club interested? Again, you have only to ask – and please do!!

The Beat Goes On . . .

Roof-Sit is now in its seventeenth year, and many of its most ardent supporters weren't even born when it all began!! Pictured here are moms and daughters who truly believe. . .

"It Shouldn't Hurt To Be A Child."

Sally Traffon's daughter Shari and granddaughter Lizzie have never missed a Roof-Sit Walk – nor have mom Kelly and daughter Kathryn Shaw.

Hats off to all parents who lead the way and kids who follow – contributing to a better tomorrow for all kids.



Sally Traffon with daughter Shari and granddaughter Lizzie



Kelly Shaw and daughter Kathryn

FOR KIDS' SAKE

Summer 2011

Volume 1 Issue 12

COMMUNITY ROOF-SIT 2011

September 18-23, 2011

A newsletter published by
The St. Clair County
Child Abuse/Neglect
Council, Inc.

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Summer 2011 is in full swing, and the St. Clair County Child Abuse/Neglect Council is also in full swing – planning Roof-Sit 2011! Roof-Sit has become a wonderful fall tradition in St. Clair County and shortly after the school bells ring in September, Chuck Santoni, WSAQ Radio, will pack his duds and prepare to spend six days atop the Birchwood Mall in support of child abuse prevention services. This unique event, sponsored by our Council, WSAQ Radio and the Birchwood Mall is the 'talk of the town' for the full week – and we hope you're on board to join in the fun again this year.

In spite of the continuing difficult economy, our Council continues its nonstop prevention programming, as well as forensic interviewing services each year for more than 150 alleged child sexual abuse victims. Our services are highly valued by our professional community as a valuable vehicle in collaborating on these tragic situations

and moving more quickly towards solutions. Roof-Sit allows us to continue these services, as one hundred percent of our forensic interviewing budget is fundraised each year.

Chuck Santoni, the ever affable roof-sitter, will ride skyward to the mall roof top aboard a Fort Gratiot fire truck aerial ladder on Sunday, September 18, 2011. As always, the large crowd which Chuck has led from Lakeside Park to the mall will cheer him upward as he leaves solid ground for his week-long rooftop stay. From that moment on, Chuck becomes the consummate child advocate – encouraging WSAQ listeners all day, every day (beginning at 6:00 a.m.) to pledge, donate, or just support every kid's right to be safe, cared for and valued.

We invite you to join us – tune in and turn on to kids in support of the belief that. . .

"It Shouldn't Hurt To Be A Child."

Visitors - Up On the Roof



Chuck Santoni loves to entertain guests during his week-long stay on the roof – it makes the days go by faster and adds variety to his usual companions – the birds and the bees!! Chuck here is joined by Pauline Repp (Mayor, City of Port Huron) and below, the Fab Four: Mike McCartan, Prosecutor Mike Wendling, Debra Johnson and Sheriff Tim Donnellon. Mayor Repp just happened to 'drop in' one day for an early morning visit, while the Fab Four spent an entire day roof-top and received over \$21,000 in pledges from supporters countywide.



Chuck appreciates the 24/7 support of his many, many friends and colleagues as he lives roof-top (no, he never comes down!) for six days. From sunrise to sunset well wishers visit, call, or stop by just to say hi, drop off a treat, or make a pledge. Roof-Sit is a 'good thing' and thanks go out to each and every one who supports Chuck's firm belief that. . .

"It Shouldn't Hurt To Be A Child."



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FOR KIDS' SAKE - PREVENTION MATTERS

OUR STORY



2011 marks the 27th year of operation for the St. Clair County Child Abuse/Neglect Council – and oh, how far we've come in those 27 years! From meager beginnings, we now boast a first-rate facility which serves thousands with prevention programming each year, and hundreds of alleged child sexual abuse victims with forensic interviews. As with all small non-profits, the road has been rocky at times – however, luck has always been with us in the form of Roof-Sitters – unique individuals who, for reasons known only to them – subject themselves to one week of rooftop living, braving all elements to bring hope to thousands of listeners that one day soon – “It will never hurt to be a child.”

Chuck Santoni is that rare breed of Roof-Sitter who has helped this event grow and prosper in spite of a faltering economy, abysmal weather, national tragedies and the like. The funds from the event have remained right here at home and have helped pave the way for our services,

“Alone we can do so little - together we can do so much.” - Helen Keller

which are provided at no cost and are unduplicated in St. Clair County.

Roof-Sit 2011 is another opportunity to support the steady stream of children and families who visit our facility and the thousands who benefit from prevention programming. We thank you in advance for your generosity – whether you choose to be an Angel Investor, “get matched”, become a Star For Kids' Sake, support the Five by Five Event, make a large donation or a small one – our kids need you – speak up – advocate – educate – and listen to WSAQ Radio September 18-23, 2011 in support of the belief that...

“It Shouldn't Hurt To Be A Child.”

Those interested in volunteering to help with or donate to Roof-Sit 2011 can reply by mail or call (810) 966-9911.

E-mail: info@scstopchildabuse.org

▲ Donations: St. Clair County CAN Council
1107 Military St.
Port Huron, MI 48060

The St. Clair County Child Abuse/Neglect Council is located at 1107 Military St. in downtown Port Huron. Office hours are 9:00 - 4:00, M-F.

Visit our website at www.scstopchildabuse.org
e-mail: info@scstopchildabuse.org

COMMUNITY ROOF-SIT 2011

How you can participate in Roof-Sit 2011:

- ▲ Help Chuck kick off the event by collecting pledges or making a donation and walking in the Walk for Kids' Sake, September 18, 2011.
- ▲ Become an Angel Investor - \$1000, \$3000, and \$5000 sponsorships available. Details: (810) 966-9911 T-shirt sponsorships also available . . . \$400.
- ▲ Hold a special event (garage sale, casual day, penny collection).
- ▲ Visit the Mega Bake Sale - September 17, 2011
- ▲ Volunteer, buy a T-shirt, tell a friend, take up a collection - you decide, every penny helps!
- ▲ Be A Star for Kids Sake: Personalized Stars \$150 - \$250.
- ▲ Support Prosecutor Mike Wendling and Sheriff Tim Donnellon, Mike McCartan and Debra Johnson in the 5x5 Event, Sept. 19, 2011.

- ▲ Support your favorite school district and donate to Roof-Sit and get “matched” during match days for kids.

The St. Clair County Child Abuse/Neglect Council staff and volunteers will be there, as always, in the Birchwood Mall food court - hoping to see you, talk with you, and welcome your participation in the excitement Roof-Sit always generates. We are always humbled by the hundreds of men, women and children who visit Chuck and participate in friendly chatter between ground and roof.

The St. Clair County Child Abuse/Neglect Council, WSAQ Radio, and the Birchwood Mall are truly grateful for the heart-warming support local residents give this event year after year.

Let's join Chuck Santoni and give it our all - making Roof-Sit Seventeen the best ever in support of our belief that . . .

“It Shouldn't Hurt to be a Child.”

FOR KIDS' SAKE - PREVENTION MATTERS

THE PROBLEM

Much is being done to PREVENT child abuse and neglect, yet we must do more. As long as a single child is abused or neglected, this struggle cannot end.

No study can gauge the human toll that abuse and neglect inflicts on our children. Most physical injuries heal with time, but the emotional injuries can last a lifetime, leaving survivors to ask time and again: “Why was I hurt so badly by those who were supposed to love and protect me?”

There is no good answer.

The St. Clair County Child Abuse/Neglect Council, and others like it all across Michigan, are working for the day when no child has to ask that question.

Every step we take toward eliminating child abuse will improve the quality of life for children, families, and communities, and will provide a better future for all of us.

CALENDAR OF EVENTS

- ▲ **September 17, 2011:** Mega Bake Sale, Birchwood Mall
- ▲ **September 18, 2011:** Family Fun - 12:30
Walk for Kids' Sake - 2:00
- Lakeside Park
- ▲ **September 18-23, 2011:** Chuck Lives Roof-Top
- ▲ **September 19, 2011:** Five by Five Event
- ▲ **Week Long Roof-Sit Special Events:**
 - ▲ Canisters – Local Retail Establishments
 - ▲ T-shirt Sales
 - ▲ Be A Star Sales
 - ▲ Match Days – For Kids' Sake
 - ▲ Prevention Education Display – Birchwood Mall
- ▲ **September 23, 2011:** 6:00 p.m. Chuck leaves roof!

LOOKING FOR ANGELS!



Angel Investor

Once again, Council offers three levels of Angel Investor commitments to Roof-Sit - \$1,000 - \$3,000 - \$5,000 – an excellent way for area businesses and service clubs to become involved and promote their services over the airwaves. Each level offers great promotional benefits, including T-shirt advertisements, on-air promos, mall signage and lunch on the roof with Chuck for \$5,000 donors. This is a popular and fun project for area businesses and service clubs – just ask

SAM'S Club and the local Fraternal Order of Eagles – they are loyal Angel Investors who love eating lunch roof top!!! For additional details, contact us at 810.966.9911.



Roof-Sit 2011 is sponsored by:



WALK FOR KIDS' SAKE

Each year, the Walk For Kids' Sake, led by Chuck Santoni from Lakeside Park to the Birchwood Mall, attracts more and more walkers advocating for kids and helping to kick off Roof-Sit. The event will take place Sunday, September 18, 2011, beginning at 12:30 pm with fun activities for kids and families, with the actual walk beginning at 2:00 pm. Enclosed in this newsletter is a pledge/donation envelope. Pledges and donations are a great way to help Chuck before he ever hits the roof! The largest group registering and walking will receive free pizza at the mall.

Please join us at Lakeside Park for the Walk For Kids' Sake - the atmosphere is casual and fun - and maybe best of all, delicious hot dogs and fries will be served up by Bill Schroeder - The Original Fry Guy! Donations will be accepted for the dogs and fries - even if you can't make the two mile trek to the mall - come by for dogs and fries - mmm good! Lots of fun activities and a local disc jockey will be rockin' on site - come on down - let's send Chuck upward with more support than ever before!

Five By Five Event September 19, 2011

The “Fab Four” are ready to hit the roof again for a full day, trying to obtain \$5,000.00 in pledges by 5:00 p.m. and get home for dinner on time. Yes, indeed, St. Clair County's top good guys, Prosecutor Mike Wendling and Sheriff Tim Donnellon, along with Mike McCartan, Community Mental Health's (CMH) Executive Director and Debra Johnson, CMH Deputy Director (CAN Council President) will join Chuck in challenging county residents to help reach their respective goals by dinnertime. Last year, the “Fab Four” raised a combined total of \$21,511.25 and, you ask, which team did the best? Well – listen in – we're sure you'll hear the answer and become keenly aware of the friendly rivalry between these two teams of generous community leaders who will again join together for a day of fun in support of their shared belief that...

“It Shouldn't Hurt To Be A Child.”

BE A STAR FOR KIDS' SAKE

Honor someone you love – be a Star for Kids' Sake! Each year at Roof-Sit time, we offer brushed stainless silver personalized stars (small - \$150.00, large - \$250.00) which are permanently displayed in the family waiting area of our facility. This is an awesome way to honor a friend, family member or group. Details are available at our mall headquarters.

NEW FOR 2011: “GET MATCHED”

Planning on donating to Roof-Sit 2011? How would you like to get matched? Well – here's how you can do that. Still in the planning stages is a new event which will feature a representative from one of St. Clair County's seven school districts rooftop for an hour or two as they “sing the praises” of their school's exceptional service to kids – while a local business matches the first \$1,000 in pledges to Roof-Sit on that person's (or school district's) behalf. A win-win situation for all involved – the highlighted school – the highlighted business and you – whose pledge during that time period automatically doubles!! All St. Clair County school districts and several area businesses have been contacted – make sure your school and/or business is involved!

For additional details, contact us at 810.966.9911.