

## News Release

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### **Rotary Duck Race Success and Agency Partnership Model Helps to Boost Funds for Local Child Abuse Reduction Initiative**

The 47,175 ducks have been dried off, the winning tickets have been redeemed for prizes, the losing tickets recycled, and the \$235,875 raised is about to be distributed to agencies in need. Another Rotary Duck Race over for the year. Not so fast!

Because of a unique partnership between the Duck Race, which funds agencies for projects in our community to fight child abuse, and Success By 6, a community-wide initiative aimed at reducing child abuse in Lane County, Success By 6 was able to garner matching funds from the Meyer Memorial Trust to significantly boost the funds available to help parents and kids.

How did this work? In May, the Meyer Memorial Trust agreed to give Success By 6 a \$500,000 grant on one condition: They must raise an equal amount from local sources over three years. Doris Towery, development director at Lane County United Way (and also a member of the Duck Race steering committee) had an idea: Since four of this year's five Duck Race recipient agencies were awarded grants directed at the prevention of child abuse, how about asking Rotary to partner with the United Way so that Rotary and Success By 6 could leverage funds raised through Duck Race ticket sales towards the Meyer Memorial Trust's matching requirement? The nine local Rotary Clubs in the Eugene/Springfield area said yes. Meyer Memorial said yes. Even the Oregon Lottery Commission got on board and expedited the approval process.

"This partnership was a win-win for the Duck Race, for United Way, and ultimately for the kids in our community," said Scott Palmer, local attorney, and "Uncle Pappa Duck" of the 2002 Great Rotary Duck Race. "We were able to nearly double our fundraising

efforts, raising more money than ever before to fight child abuse and neglect right here in our community.”

The \$500,000 from the Meyer Memorial Trust will be used to fund a parent support phone line – a telephone service staffed by trained parent educators to help parents with a variety of parenting questions – as well as to fund parenting education classes.

The Success By 6 initiative, convened by the United Way of Lane County, includes specific strategies to help strengthen families in addition to the parent support line. The strategies include parenting education and support for all families; universal screening and home visits for all births; a public education campaign called “Cherish Every Child”; and, researching and evaluating progress. The most recent work of the initiative includes the development and distribution of a parenting guide called “Children Do Come With Directions.” The guide is available at local pediatricians’ offices, Family Resource Centers, and at a variety of social service agencies in the community.

More information about Success By 6 is available at [www.cherisheverychild.org](http://www.cherisheverychild.org).