

*We are*  
**5,000  
STRONG**

CHILD ABUSE IS PREVENTABLE  
JOIN US AT [90BY30.COM](http://90BY30.COM)

## Child abuse is preventable.

Everyone has a role to play in keeping children safe.

Support 5,000 Strong and find your role.

Our goal is to reduce child abuse in Lane County 90% by 2030.

How are we going to get there?

With community-driven strategies that stop child abuse before it starts by supporting parents, connecting kids to caring adults, and engaging community members.

### Welcome Baby Bundle

A gift filled with necessities, resources, and information for parents, available to families with new babies in South, West, East, and North Lane County.



### Roots of Empathy

Elementary school-age children learn empathy through interactions with an infant - and will create a more civil, understanding society as adults.



### Parent Cafés

Peer-led conversations where parents support parents - a safe, non-judgmental space for sharing.

### K(no)w More

A website and media campaign that helps each person, business, or organization find a role in supporting kids.

**Join 5,000 of your neighbors and support 90by30 today at [90by30.com](http://90by30.com)**

90by30 is a community-campus partnership with dedicated community members working to inspire each of us to support families and ensure all kids are safe, nurtured, and connected. Friends of 90by30 is a nonprofit that raises funds and awareness for 90by30. All gifts are tax deductible. EIN 81-5449576.

**90by30**  
REDUCE CHILD ABUSE  
90% BY 2030 IN LANE COUNTY

# A gift to 5,000 Strong is a gift for the future

## Safe Families for Children

A faith-based program that aims to keep children out of foster care by providing respite care to families in crisis.

## Child Abuse Prevention Month

Communities across Lane County join a nationwide effort each April to shine a spotlight on child abuse prevention.

## Upcoming Strategies

In the next year, each of 90by30's strategies will see expansion across Lane County. Additionally, 90by30 Regional Leadership Teams are undergoing training to develop 40 Developmental Assets programming (a framework of positive supports and strengths that young people need to succeed), and teams are working toward implementation of Grandparent Mentors, a program designed to harness Lane County's rich resource of concerned and involved adults.

## Friends of 90by30 is a non-profit that supports the work of 90by30



Friends of 90by30 raises funds and awareness for 90by30's goal to reduce rates of abuse and neglect in Lane County 90% by the year 2030 through the implementation of proven prevention strategies.

Help 90by30 make Lane County a safe and supportive place for every child!

## Become a Member of 5,000 Strong

Your donation directly benefits 90by30's prevention efforts in the region you choose. Ninety percent of the funds raised through 5,000 Strong go to our Regional Leadership Teams to pay for programs like Roots of Empathy, the Welcome Baby Bundle, and Parent Cafés. Ten percent goes to help us maintain our infrastructure and support our volunteers.

### How To Give

#### Online

Donate by credit card online at [www.friendsof90by30.org](http://www.friendsof90by30.org)

#### Offline

Fill out the donation form at [bit.ly/90by30donate](http://bit.ly/90by30donate) and mail a check to:  
Friends of 90by30  
P.O. Box 41613  
Eugene, OR 97404