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Northern Kentucky
CHILDREN'S ADVOCACY CENTER
Community Foundation of Northern Kentucky

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Northern Kentucky Children's Advocacy Center honors Fidelity with Champions for Children Award

Fidelity employees agree that "It's Really About the Kids"

FLORENCE, Ky. – May 6, 2013 –The Northern Kentucky Children's Advocacy Center will present its Champions for Children award to Fidelity Investments® on May 16, 2013. The presentation will be made at Fidelity Investments in Covington during its Best in Class Reception, honoring the top Fidelity employees who volunteer in the community via The Fidelity Cares® program. Over 200 are expected at the event which will celebrate and emphasize the power of partnerships in the community.

The NKYCAC's Champions for Children Award recognizes corporations and individuals who have made significant volunteer contributions to the NKYCAC and who have demonstrated an ongoing commitment to support its core mission to keep children of abuse safe in Northern Kentucky.

"In only two years, Fidelity and its volunteers have had made a powerful impact for us," said Vickie Henderson, Executive Director of the NKYCAC. "They truly are champions for the children and families we serve, and have quietly, without fanfare, made enormous differences to people who really needed help."

One example of how impactful this partnership was to the NKYCAC occurred during the 2012 holiday season. Fidelity's Holiday Heroes responded to wish lists of families and children connected with the Center and solely provided 90 percent of their requested needs. But that was not all. "Fidelity went way beyond just helping those families—they also provided gift cards for families to help with meals and clothing," Henderson said. In addition, Fidelity volunteers have collected food items for the NKYCAC and donated toys and art supplies which launched its art therapy program. Also notable, Fidelity employees raised almost \$8,000 in 2011 for the Stewards of Children Child Abuse Prevention program with a jeans week fundraiser.



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to support children in Northern Kentucky

The partnership between Fidelity and the NKYCAC was initiated by employee Amy Wainio Brown, Director, Compliance, who is an individual volunteer for the NKYCAC as a member of the Advocates—a nationally recognized fundraising group for the Center. “Fidelity and its employees have a long history of philanthropic work and volunteerism. When I became involved with the Advocates, I was certain that others at Fidelity would share my passion for protecting the children in our community from abuse, and so I reached out to see how we could connect these two wonderful organizations,” said Wainio Brown.

“The partnership with the NKYCAC strengthens Fidelity’s core interest in focusing on education,” said Nicole Gordon, Manager, Community Relations. “The Center’s mission to support children directly helps these children overcome barriers to attend school and plays a significant role in keeping children in school by having a consistent environment at home. We are committed to helping the families and students in the communities where we work and live, and we believe this is an excellent partnership.”

Henderson agrees. “Research clearly shows that children who feel safe and protected are able to succeed in school, sports and grow into successful adults, she said.

“Fidelity is clearly committed to our community, and we witness first-hand their incredible generosity in partnering with us to serve children in Northern Kentucky,” Henderson said.

About the Northern Kentucky Children’s Advocacy Center:

The Northern Kentucky Children’s Advocacy Center is a nonprofit organization that provides services to children who have been sexually abused, severely physically abused and children who have witnessed violent crimes. In addition, the NKYCAC provides supportive services for non-offending parents, caregivers, siblings, family members and professionals. Our multidisciplinary team includes social workers, law enforcement, prosecutors, therapists, advocates and health care providers. Our child-focused, welcoming environment ensures that children are protected and that children and the non-offending adults who care for them can begin to heal. The Community Foundation of Northern Kentucky provides administrative and financial stewardship to the NKYCAC.

As the designated regional children’s advocacy center, we serve Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen and Pendleton counties. More information is available on our website, www.nkycac.org.

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