

UC DAVIS CHILDREN'S HOSPITAL

Banking on Change for Children

An initiative to raise \$1.5 million for the
UC Davis CAARE Center

Mental Health Services and Research Endowment Fund

The UC Davis CAARE Diagnostic and Treatment Center

Children who become ill or injured as a result of parental abuse or neglect require extraordinary care. To meet the needs of these children, UC Davis Children's Hospital dedicated a specialized facility—the CAARE Diagnostic and Treatment Center—whose team of physicians, nurses, counselors and behavioral specialists utilize their expertise to alleviate the traumatic effects of abuse and neglect. Our team is also dedicated to prevention and early intervention through a program called Parent-Child Interaction Therapy (PCIT). A fledgling program just eight years ago, the UC Davis PCIT program has become an international model for preventing family violence and for building positive parent-child relationships.

Case for Support

PCIT has been proven as a successful program for helping, healing and restoring families. Parent-child relationships that are built on positive interactions are the critical key to preventing abuse or neglect, and for minimizing child defiance or lack of control. Through one-on-one counseling, parents or guardians begin establishing positive relationships with their children and learn skills for communication and discipline over a period of 20 weeks. Therapists in the program can work with as many as 36 families during each 20-week session.

In order to broaden the reach of PCIT and to ensure its ongoing integrity and vitality, Sacramento Commercial Bank has joined with the CAARE Diagnostic and Treatment Center to establish a Mental Health Services and Research Endowment Fund. The financial goal of this partnership is to raise \$1.5 million in the near-term from private sources. These charitable dollars will build a mental health services and research endowment fund which will eventually become an endowed faculty chair when the fund reaches its \$1.5 million goal.

The purpose of an endowment fund is to provide perpetual income for a donor-designated program. The gift money is used as the principle basis for an investment. The income generated by this investment is then used to support the donor-designated program; which for *Banking on Change for Children* is the Parent-Child Interactive Therapy Program of the UC Davis CAARE Diagnostic and Treatment Center, or its successor program(s). The benefits of endowment funds include:

- Annual income which is less volatile or vulnerable than grant or government funding
- A stable base for managing investment growth that typically produces larger income streams over time
- An asset base for successfully attracting competitive or additional funding

Key to the success of this initiative are individuals and businesses willing to pledge leadership gifts of \$25,000 or more, which can be paid in multi-year installments. However, if one business were to join the *Banking on Change for Children* initiative for each of the 4,000 children with substantiated cases of child abuse or neglect, it would only take \$375 per business to reach our goal. It costs far more per child to intervene – and even more over the life of that child for treatment, detention and possibly incarceration.

Getting Involved

Sacramento Commercial Bank warmly invites your involvement. With every financial pledge from another individual, business, organization or service group, we are one pledge closer to our goal and to fulfilling the needs of vulnerable children and their families. To learn more about how you can support *Banking on Change for Children*:

- Please contact Alan Anderson at (916) 734-9193 or alan.anderson@ucdmc.ucdavis.edu; or
- Visit any customer service representative at Sacramento Commercial Bank, 525 J Street in Sacramento