

BUILD FOR THE KIDS - BUTTERFLY CAMPAIGN QUICK FACT SHEET HIGH SCHOOL

Children's
TREATMENT CENTRE FOUNDATION
OF CHATHAM-KENT

BUILD
FOR THE KIDS

Help Us Finish the Butterfly Building for the Kids!

The Children's Treatment Centre Foundation of Chatham-Kent needs your help to raise \$500,000 to complete our community commitment of \$10 million for the new Children's Treatment Centre. This project will help thousands of children with disabilities and their families access vital services right here in our community.



Key Campaign Dates

- **Campaign Period: October 7 – 20, 2024** - Throughout these two weeks, students, teachers, and families can get involved through butterfly sales, events, and more!
- **Wrap-Up Celebration: October 20, 2024** (1-4 PM, Chatham Capitol Theatre)

We'll celebrate the campaign's success with a special movie event. Each school will select one student (and their family) to attend based on your school's preference.

How It Works

1. **Butterfly Sales:**
 - Students and families can purchase paper butterflies for \$2, \$4, \$6, \$8, \$10, or more through School Cash Online, making it easy to contribute.
 - Butterflies will be displayed in a prominent area within your school.
2. **Lead the Butterfly Campaign and Encourage Participation:**
 - **October 7 - 9:** Student Council or leadership teams are encouraged to take 10-20 minutes to introduce the campaign to their peers and promote participation. Think of fun ways to engage the student body, like contests or events.
 - **October 10 - 18:** Student leaders or staff can organize a butterfly display in a prominent area of the school (such as a hallway, foyer, or cafeteria). Add butterflies throughout the campaign as more are purchased. Get creative with how the display grows over time!
 - We encourage you to share photos of your displays with us at foundation@ctc-ck.com or tag us @ctcfoundationck

Campaign Resources

- **Campaign Video:** Share the campaign video with students to explain the Butterfly Campaign.
- **Butterfly Printouts:** The Butterfly Campaign Box includes enough butterflies for one per student. If you need more, you can download and print additional butterflies from the website.
- **Learn More:** For more detailed information about the campaign and the new Children's Treatment Centre of Chatham-Kent, visit the website.

All resources can be found by scanning the QR code or visiting <https://ctcf-ck.com/butterfly-campaign/>



SCAN ME

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BUILD FOR THE KIDS - BUTTERFLY CAMPAIGN LEADER'S GUIDE HIGH SCHOOL

Overview:

- The Butterfly Campaign supports the new Children's Treatment Centre of Chatham-Kent (CTC-CK), which helps children and youth with disabilities in our community.
- The CTC-CK's goal is to raise \$500,000 to complete the new building and provide essential furniture, equipment, and other necessary items.
- Students and families can purchase paper butterflies for \$2, \$4, \$6, \$8, \$10, or more. Butterflies will be displayed in a prominent area within your school.
- High school students have a unique opportunity to lead and get creative in supporting this cause.



Key Dates to Remember:

- **Campaign Begins:** October 7, 2024
- **Last Day to Donate:** October 18, 2024

About the Build for the Kids - Butterfly Campaign:

- **What is the Butterfly Campaign?** The Butterfly Campaign is a fun way for your school to raise money for the new Children's Treatment Centre in Chatham-Kent. By buying a paper butterfly, you'll support the CTC-CK and add to a beautiful display at your school. Each butterfly will come together to show how much we care.
- **What Does the Children's Treatment Centre Do?** For over 70 years, the Children's Treatment Centre of Chatham-Kent has been helping kids who need extra support. Here's how they do it:
 - **Physiotherapy:** Helps kids move better and feel strong.
 - **Occupational Therapy:** Teaches kids new ways to do everyday things.
 - **Speech Therapy:** Helps kids talk and understand others better.
 - **Audiology:** Takes care of kids' hearing and ear health.
 - **Social Work:** Helps families and kids handle challenges and find support.
 - **Music Therapy:** Uses music to help kids feel and express themselves.
 - **Recreational Programs:** Fun activities that are made just for kids who need extra help.
 - The new CTC-CK will help even more kids by providing these important services right here in our community.
- **Why Butterflies?** The butterfly symbolizes change, growth, and hope – all things the new CTC-CK will bring to the lives of children who use it.

How Can High School Students Get Involved:

This campaign offers an opportunity for high school students to take a leadership role. You can work with your Student Council, Leadership Class, or a specific department (such as Art, Social Studies, or Health) to spearhead efforts within your school. Here's how you can get involved:

- **Lead a School-wide Initiative:** Partner with your student council or leadership teams to organize events like fundraising days, or other activities that raise awareness and encourage participation across the school.
- **Create Department-Specific Projects:**
 - **Art Classes:** Design creative butterfly displays.
 - **Business/Marketing Classes:** Develop social media campaigns and strategies to raise awareness about the campaign within the school and the community.
 - **Social Clubs:** Create presentations to inform your school about the importance of supporting children with disabilities and encourage donations.
- **Host a Fundraising Event:** Consider hosting events like a themed dress day, or challenge each grade to see who can sell the most paper butterflies.
- **Get Creative:** Come up with your own ideas! Rally your friends to think outside the box for ways to increase awareness and donations.
- **Engage Your Family and Friends:** Encourage your families to contribute.
- **Spread the Word:** Use your social media platforms to share information about the campaign and its impact on the community. Tag us @ctcfoundationck!

Campaign Resources

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- **Butterfly Printouts:** The Butterfly Campaign Box includes enough butterflies for one per student. If you need more, you can download and print additional butterflies from the website.
- **Learn More:** For more detailed information about the campaign and the new Children's Treatment Centre of Chatham-Kent, visit the website.

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SCAN ME

Build for the Kids - Butterfly Campaign High Schools - Information to Share with Students/Leaders

Help Complete the New Children's Treatment Centre of Chatham-Kent!

The Children's Treatment Centre Foundation of Chatham-Kent (CTC-CK) is calling on high school students and their families to help raise \$500,000 to meet our \$10 million community goal for the new Children's Treatment Centre of Chatham-Kent. The **Build for the Kids – Butterfly Campaign** will support thousands of children with disabilities and their families, providing vital services right here in Chatham-Kent.

Key Campaign Dates:

- **Campaign Period:** October 7 – 20, 2024
During these two weeks, students, teachers, and families can get involved in various ways, from purchasing butterflies, attending events and leading school-wide initiatives.

How You Can Help:

- **Lead or Get Involved in School Activities:**
High school students are encouraged take a leadership role in this campaign. Student councils, leadership classes, or specific departments are encouraged to spearhead school-wide activities. This could include organizing fundraising events, decorating contests, or awareness initiatives.
- **Buy a Butterfly:**
You can purchase a paper butterfly for \$2, \$4, \$6, \$8, \$10, or more through School Cash Online. Your contribution will help fund the new Children's Treatment Centre of Chatham-Kent.
- **Create a School Display:**
Student leaders can work with staff to showcase butterflies in prominent areas of the school, such as hallways or foyers.
- **Celebrate Together:**
Let's make this a fun, community-wide event! The more we engage, the closer we get to reaching our goal and building a better future for the children who rely on the CTC-CK

Campaign Resources:

- Learn more about the campaign and watch our campaign video by visiting the Build For the Kids website at buildforthekids.ca

Thank you for your support in making a difference for children in our community!