

# SOMEONE ELSE'S CHILD

## Overview

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May 2021

“History will judge us by the difference we make in the everyday lives of children.”

– Nelson Mandela



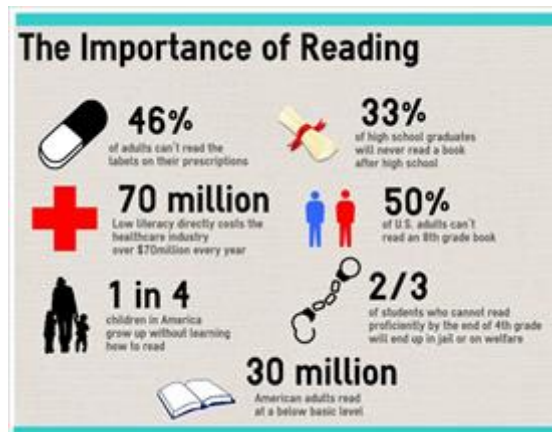
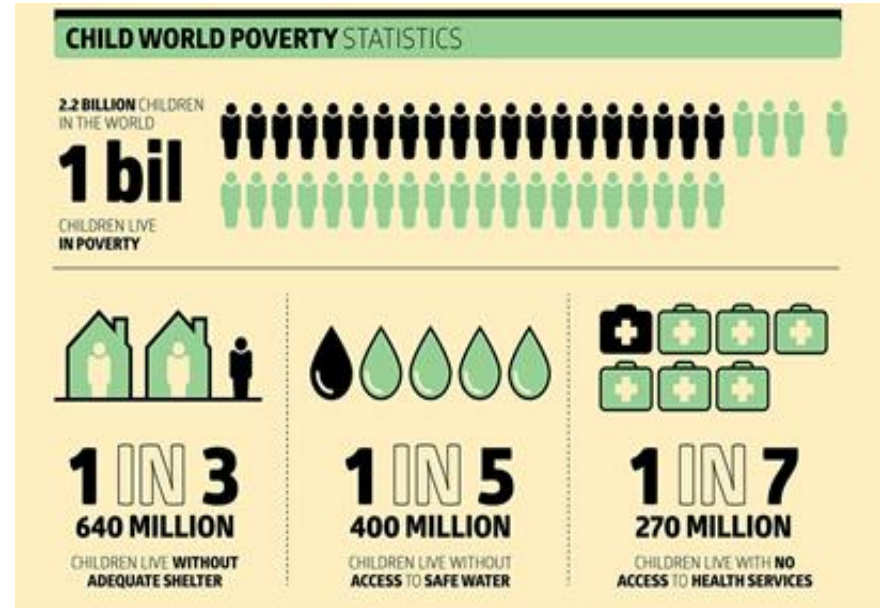
# Someone Else's Child

- Established in 1998
- Focused on underserved children and teens
- These children are often viewed as someone else's child, but they should not be viewed as someone else's problem....
- Guiding principle – we are all responsible for the underserved children in our community
- 2020 cast a bright light on societal challenges impacting kids & teens
- How can we move the needle?? Together

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# Challenges Abound

- 47% of fourth graders from low-income families read below the basic level
- Every year, over 2 million kids in America face a period of homelessness
- 57% of homeless kids spend at least one day every month without food
- Over 12% of Americans live in poverty; 19% of black families and 16% of Hispanic families
- About 17% children aged 3-17 years diagnosed with a developmental disability



# Vision

Ultimately, it is the responsibility of the community to ensure the well-being and future success of every child. Someone Else's Child (SEC) provides communities with a conduit to supportive, inclusive resources insuring each child has the opportunity to flourish.

SEC addresses economic disparities by creating systemic change: connecting disadvantaged youth with consistent opportunities to live, learn, grow and ultimately engage as contributing members of their own communities.

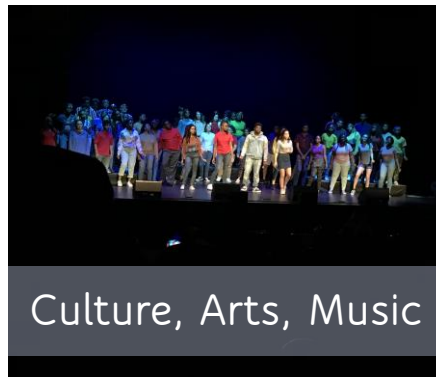
How can your organization build stronger communities through SEC?



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# Focus & Value



“Children are our greatest untapped resource.”

- Dalai Lama



# 2020 Highlights

“Don’t Let a Good Crisis Go to Waste.”

- Winston Churchill

- Collaborated with over 30 nonprofits and other organizations globally to improve the lives of underserved children
- Established a community focused internship program for teens
- Integrated The Real Program into SEC to enhance our shared emphasis on literacy
- Invested over \$500,000 in children/teen causes; \$1,000,000 projected for 2021

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- Corporate sponsorships address economic justice issues
- Targeted to underserved, first generation, and lower income high school and college students
- Internships can include working at for-profit and not-for-profit companies or for your own organization
- Paid internships can support corporate diversity, equity, and inclusion initiatives
- This is a unique opportunity for businesses to collaborate with an entrepreneurial non-profit to support and help craft a socially relevant program

# Corporate Sponsors Build Corporate Culture



The Carsey-Wolf Center's new Impact Media Internship Program, generously funded by a UCSB alumnus, equips undergrads with the production skills they need to effectively support humanitarian and environmental organizations as media interns. Through this exciting program, students will support local organizations by helping them to tell compelling, timely stories about their work. The program will provide students with an invaluable opportunity to gain real-world media production experience.

Student participants who are selected for the program will enroll in FMS 109EA "Impact Media," a 4-unit spring term Film and Media Studies course. The aim of the course is to give students the multi-platform storytelling skills and impact strategies needed to create professional media that influence behavior, drive innovation and promote positive change within communities. Students who participate in the program will have the opportunity to apply for scholarship support for their living expenses while they work in unpaid internships in summer or fall 2021, either in the Santa Barbara area or in their local communities. The Carsey-Wolf Center will provide internship placement assistance to students in the program.

The Impact Media Internship Program is open to undergraduate students from all majors by application only.

This program is generously funded by Mike and Diane Christian, the managing director and founder of [Someone Else's Child Foundation](#).

[Click here to apply](#)

**Spring term 2021**

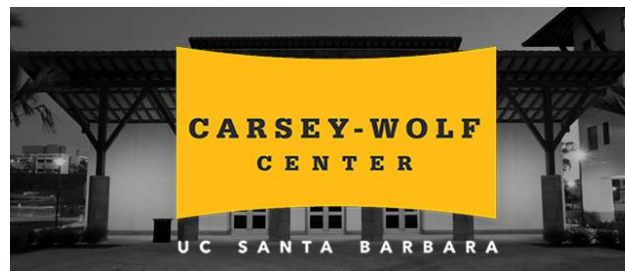
**Instructors:**

**Ian Kellett and  
Chris Jenkins**

**FMS 109EA  
MW 9 – 10:50 AM**

For 2021, the program will be conducted remotely.

Application deadline: Tuesday, February 16, 2021.



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# Benefits to Your Company

- 75% of Millennials want to work for a socially responsible organization. A corporate sponsorship can enhance your company's brand awareness, reputation, and perception.
- SEC will highlight sponsors on their website and at all events.
- Support specific internship initiatives that are additive to your company's mission and corporate goals. Enhanced standing in the community.
- Potential co-branding opportunities.
- Internships may strengthen a company's diversity, equity, and inclusion efforts.
- Opportunity for leaders and managers of sponsoring companies to provide mentoring and a formal platform to share their expertise.
- Boost corporate giving by sponsoring donation match programs.
- SEC has a low expenses structure - high % of dollars go directly to supporting kids...
- Donations can be directed to specific SEC initiatives - literacy, internships, Africa, etc. and SEC can pivot quickly to accommodate new mission-driven initiatives.
- Positive social media exposure from SEC and opportunities for exposure with SEC-promoted community projects and initiatives.
- Customizable volunteer opportunities for a company's employees.
- Improved recruiting, morale, and retention of employees because of the social impact of sponsorship and community involvement.



# Process to Establish Corporate Sponsorship

