



PROTECTING KIDS. PROVIDING HOPE.

## 2020 Children's Rights Challenge on STRAVA and Virtual Benefit Event #1nation4children

- WHAT:** Children's Rights, a national non-profit organization, is partnering with the fitness tracking app STRAVA to launch the *2020 Children's Rights Challenge*.
- WHY:** We are raising funds and awareness to benefit Children's Rights and our mission to end the mistreatment, abuse, and neglect of children in government custody.
- ABOUT:** Children's Rights has worked for more than 25 years to create broad systemic change in child welfare, juvenile justice, healthcare, and immigration systems. Given all of the challenges we are facing today, this focus is more important than ever and we are more committed than ever. We are excited to launch **#1nation4children -- a new initiative that brings together corporate partners and individuals across the nation to help us drive our mission forward.**
- Children's Rights protects hundreds of thousands of the most vulnerable kids, trapped in foster care, immigration and juvenile justice systems. Systems that perpetuate cycles of poverty, abuse, and discrimination. The things that happen to children we protect should never happen to any child. How do we protect them? By investigating, exposing, and litigating human rights violations against them. **And we don't just help one child. We have helped 1.5 million children and counting. Will you join us?**
- HOW:** Approximately 50,000 people around the world will walk, run, swim, or bike a joint 500,000 hours during a two week period, each hour representing one of the half million children in foster care in the United States. It is estimated that each individual participant will need to do 10 hours of fitness over two weeks to help meet our goal.
- DONATE:** Corporate and individual sponsors are [invited to donate](#) a minimum of \$1 to Children's Rights for each hour a participant logs on the *2020 Children's Rights Challenge*. Our goal is to raise \$500,000 by Thanksgiving through STRAVA's community of members and Children's Rights supporters throughout the US.
- WHEN:** *Event Registration opens on September 15<sup>th</sup>*  
Sign up at <http://www.childrensrights.org/2020challenge>
- Join the Challenge on October 10<sup>th</sup> and log your fitness hours on the STRAVA App.*  
Hours logged between October 10–23, 2020 count towards the Challenge
- Attend the culminating benefit event with a performance by 2020 honoree, Cyndi Lauper*  
Wednesday, November 18<sup>th</sup> at 7:30pm.

#1nation4children @childrensrights

Registration and donations here: [www.childrensrights.org/2020challenge](http://www.childrensrights.org/2020challenge)



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### HOW TO HELP:

#### 1. REGISTER FOR THE CHALLENGE

- Download STRAVA [here](#)
- Join the Children's Rights STRAVA Club [here](#)
- *Be an Ambassador.* Consider forming a team! Encourage your friends, co-workers, and family to sign up too. The more people walking, running, swimming, and biking for Children's Rights- the more funds we will raise! Register to be an Ambassador here: [www.childrensrights.org/2020challenge](http://www.childrensrights.org/2020challenge)
- *Sign Up for the Challenge* the STRAVA App under the Challenges tab – opens 10/3

#### 2. BE A CHALLENGE AMBASSADOR \* optional

Want to do more? Visit [www.childrensrights.com/2020challenge](http://www.childrensrights.com/2020challenge) starting September 15, 2020 to set up a personal fundraising page. Invite your friends, family and colleagues to support your participation through small donations.

#### 3. ENROLL YOUR EMPLOYER + EMPLOYEES

Ask your company about being a 2020 Children's Rights Challenge sponsor using the [sponsor sheet here](#). Levels start at just \$1,000. The sponsor program is not only a great way to help children across the nation, there are employee engagement components that make it fun and meaningful for companies and their staff.

#### 4. LOG YOUR HOURS

From October 10-23, log your fitness hours on the Strava App under Challenges.

#### 5. SPREAD THE WORD

Share on social media tagging #1nation4children @childrensrights.

#### 6. CELEBRATE

Tune in for the culminating event on November 18 to see challenge winners and a performance by 2020 Inspiration Award Honoree, Cyndi Lauper!

#1nation4children @childrensrights  
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