

Devereux

COMMUNITY BASED CARE OF OKEECHOBEE & THE TREASURE COAST

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News & Media

Devereux CBC celebrates successful campaign launch

Port Saint Lucie – If attendance is any indication, then Devereux Community Based Care's latest public relations campaign is off to a good start.

The nonprofit organization responsible for child-welfare services in Indian River, Martin, Okeechobee and St. Lucie counties launched its Devereux CBC for Sanctuary campaign this month during a series of four community breakfasts.

Most of the events were standing room only, and all four exceeded attendance records for the past year by more than 15 percent.

“That’s critical when you’re trying to get the word out about something,” said Christina Kaiser, community relations director for Devereux CBC. “In this case, we want to raise awareness and support for a community initiative that we believe will greatly benefit our system of care and the children and families served by it.”



That initiative is called Sanctuary4Kids, a planned six-bed assessment center being spearheaded by Guardians for New Futures, a grassroots organization established to meet the unfunded needs of children in foster care. Sanctuary will give children a safe and comfortable place to wait while child-welfare professionals find a foster home for them.

“The placement process can sometimes last several hours,” Kaiser said. “Children sometimes wait that time out in an office or at a McDonalds. A place like Sanctuary4Kids would offer children a place to do homework, eat a hot meal or sleep.”

In a show of support, Devereux CBC planned its 2016 community outreach activities around the project and launched the resulting campaign during its spring breakfast series.

Campaign organizers hope the increased awareness will drive financial support for both the center and its ongoing, day-to-day operations. More than \$200,000 has already been raised to build the center, and significant in-kind contributions have been pledged to offset expenses. But additional funding is necessary both for its initial opening and to keep the facility running once it opens.

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