

September 20, 2018

Dear East Grand Rapids Families,

The EGR community's annual fundraising event, HEARTS of GOLD, will kick-off the week of September 23, 2018. This communication will provide information about the Hearts of Gold community event, the nonprofit organization that was selected for our Hearts of Gold support, and the many events planned next week as part of the East Grand Rapids' Hearts of Gold initiative. It is our hope your family will actively participate and support our community's Hearts of Gold efforts.

The East Grand Rapids' Hearts of Gold Committee, a community-based group of students and parents, announced their support of this year's nonprofit organization, the Children's Advocacy Center of Kent County (CAC). The Children's Advocacy Center of Kent County has led the local effort to recognize, report and reduce child sexual abuse since 1993. Along the way, they have helped thousands of children and families achieve healing and justice. The Children's Advocacy Center also offers extensive



community education through [Kids Have Rights](#), a prevention program to educate and empower students, school staff, parents and caregivers to recognize, prevent, and stop child sexual abuse. This program is provided throughout Kent County free of charge and is a program used by our three elementary schools. Our goal for this year's Hearts of Gold campaign is to raise enough resources and awareness to support 9,000 children throughout

Kent County. The CAC also partners with [Darkness to Light](#), a revolutionary sexual abuse-prevention training program that empowers organizations and individuals to protect children from sexual abuse. Click [here](#) to learn more about the Children's Advocacy Center.

*"It has been very inspiring to see the East Grand Rapids community come together to advocate for child sexual abuse prevention and raise funds for the Children's Advocacy Center of Kent County. Our goal is to eradicate sexual abuse from our community and with partnerships like Hearts of Gold, we are on a path to one day making that a reality."*

~ Tatum Hawkins, Development Coordinator, CAC

Hearts of Gold fundraising events will culminate in a community day of events and the East Grand Rapids Varsity football game on Friday, September 28, 2018, against South Christian High School at Memorial Field in East Grand Rapids. Next week, East Grand Rapids and South Christian students will engage in a friendly competition to raise funds in support of the Hearts of Gold mission. In addition, all proceeds from Hearts of Gold t-shirt and jersey sales will go directly to the Children's Advocacy Center. Hearts of Gold t-shirts are being sold in our school buildings through next week.

The information that follows outlines the activities that are planned in our schools and community during the Hearts of Gold week. For additional information about Hearts of Gold, go to the Hearts of Gold website by clicking [here](#) or find Hearts of Gold on Facebook by searching @egrheartsofgold. Please join me in supporting and building awareness for the children of Kent County.

Sincerely,

Dr. Heidi S. Kattula  
Superintendent






# Week of Events

## September 23-28, 2018

Hearts of Gold  
supporting



### School Events

-  Elementary students have received pledge cards and bags to collect funds by doing acts of service such as lemonade stands, babysitting, returning cans, or yard work in order to raise funds to donate to Hearts of Gold
-  Middle school students will do frozen yogurt sales at lunch hours September 24<sup>th</sup>-28<sup>th</sup> to raise funds
-  High school students will hold student fundraisers the week of Hearts of Gold

### Community Events & Community Business Sponsors

Several community vendors have graciously offered their support of the event and will participate in giving back promotions throughout the week. *(This will continue to grow this week!)*

#### Sunday, September 23<sup>rd</sup>

**NOCO Provisions** – 20% of brunch sales 10:00 am-3:00 pm. *(Must mention Hearts of Gold)*

#### Monday, September 24<sup>th</sup>-Friday, September 28<sup>th</sup>

**Kilwins Chocolates** – Donating Tips from the month of September

**Snapdragon Boutique** – 10% of sales Monday, September 24<sup>th</sup> - Friday, September 28<sup>th</sup> *(Must mention Hearts of Gold)*

**Jose Babushkas** – \$1.00 donation per student lunch Monday, September 24<sup>th</sup> - Friday, September 28<sup>th</sup>

#### Tuesday, September 25<sup>th</sup>

**Big Bob's Pizza** – 15% of sales from 3:00-10:00 pm

#### Wednesday, September 26<sup>th</sup>

**Lolë** – 10% of all sales

**Olives Guest Bartender Night** – 20% of all sales from 5:00-9:00 pm

#### Thursday, September 27<sup>th</sup>

**About Face** – 10% of all sales

**Derby Station** – 10% of all sales from 4:00-9:00pm

**Boys Freshman Soccer Game** at 4:00 pm at Mehney Field

**Freshman Football Game** at 4:30 pm at Memorial Field

**JV Football Game** at 6:30 pm at Memorial Field

**Boys Junior Varsity Soccer Game** at 5:30 pm at Mehney Field

**Boys Varsity Soccer Game** at 7:15 pm at Mehney Field

**Girls Varsity Volleyball Game** to be played on Gerken Plaza adjacent to Memorial Field @ 6:30 pm

#### Friday, September 28<sup>th</sup>

**About Face** – 10% of all sales

**The James Salon** – 20% of sales all day

**Rose's** – 10% of sales *(Must mention Hearts of Gold)*

**Rose's Express** – 10% of all sales

**Pregame Party** with DJ in Gerken Plaza from 4:00-6:00 pm

**Face Painting** in Gerken Plaza from 4:30-6:30 pm

**GR Yacht Club Taco Dinner** from 5:00pm to Game Time – \$5 per person or \$20 per family

**Cross Country Team** will run the game ball in from the CAC at approximately 6:55 pm at Memorial Field

**Hearts of Gold Football Game** – 7:00 pm at Memorial Field

**Hearts of Gold Check Presentation to the Children's Advocacy Center** approximately 7:00 pm at Memorial Field



### 2018 Hearts of Gold Sponsors



#### Gold Level

CH Robinson  
Cooper Davis Financial Group  
Katie Baxter Stein, Realtor  
River City Mechanical

#### Blue Level

Total Fire Protection

#### Pioneer Level

Michigan Office Solutions  
Rowster Coffee  
The Wonderful Company

#### Heart Sponsor

Christopherson Orthodontics  
Waxology