

CONTENT

Final Draft

OE

Step in to keep children safe and families together.

1st page

HEADLINE

Be Ethan's superhero

BODY

Dear {Name},

Ethan's not your typical 9-year-old. While he enjoys playing superheroes, he also gets himself to and from school and makes himself simple meals from what he can find in his nearly empty kitchen. He has to.

His mother, Maria, is doing everything she can to make ends meet, but life hasn't been kind. She's working two jobs already and has applied for a third, along with supplemental nutrition assistance. But it's still not enough.

"My son doesn't deserve this worry," she confesses. "But I don't know what else to do."

After a visit with Ethan's school guidance counselor, the school became concerned for his safety. After an investigation, it was clear that while Maria was struggling, she loved her son and just needed someone to help her fill the gap for her family.

I'm so glad they were referred to Bethany's HOMEBUILDERS® program. As I listened to their story, I was amazed at their courage, resilience, and faith.

Through six weeks of in-home coaching, I helped Maria connect with local resources like an after-school program and a local church community. Families there offered to help provide meals and watch Ethan when his mom works weekends.

Because people like you stepped in for them, they're no longer in danger of being separated.

Thank you for being the reason Ethan can keep *playing* superheroes instead of feeling the need to *be* one.

Katie Cook

Bethany Christian Services Homebuilders Specialist

P.S. {SALUTATION}, will you make a gift to help children and families like Ethan and Maria? Together, we can innovate programs like Homebuilders to keep families intact and thriving. Please, save a family and send your support today.

2 STATISTICS

93% of youth remained at home at the conclusion of services

97% of families completing services showed improvement in at least one intervention goal

SMALL BLURB FOR DONATE FORM AT BOTTOM

Families are God's idea! Will you lean into God's calling to help children and families?

2nd Page

HEADLINE

Step in to fill the gap for a family facing crisis

BODY

[Name], you know the power of family.

Children want their parents. Children *need* their parents to feel supported and to be okay.

Like you, our faith calls us to care for vulnerable children and families. So at Bethany, we ask this life-changing question: "How can we keep children safely *with* their families, not *from* their families?"

HOMEBUILDERS® is one way we're filling the gap for families facing crisis and keeping them together.

With your support, we're serving families at immediate risk of separation by providing them with a compassionate caseworker who meets them where they are. Together, we're giving families intensive skills coaching, community connection, and practical help tailored to their needs.

In moments of crisis, what matters most is simply being there. It's powerful when someone like you shows up for them. You give families hope when everything feels like it's falling apart. Your gift helps with urgent needs like crisis intervention, 24/7 dedicated support, and parental coaching.

[Name], this Christ-like care can only be offered because of you.

When you give to Bethany, you step in to fill the gap so families like Maria and Ethan's can stay together. You make families stronger and ensure they're not facing crisis alone.

Thank you for your generous heart for families.

CALL OUT

Our faith calls us to respond as Jesus would. Join us by stepping into a child's crisis.

ASK WITH DOLLAR HANDLES (REPLY DEVICE)

Yes, I want to step in so children and families facing crisis can stay together.

<< Ask #1 >>

<< Ask #2 >>

<< Ask #3 >>

<< Ask #4 >>

OFFICIAL LEARN MORE CTA AND URL/QR CODE

Learn how you can step in for families at

[Bethany.org/GivingTuesday](https://bethany.org/GivingTuesday)

Your gift will generously support Bethany's many services and programs to protect children, empower youth, and strengthen families. Thank you.