



**Retail Orphan Initiative**  
 Helping Vulnerable Children Worldwide  
[www.RetailROI.org](http://www.RetailROI.org)

## Case Study

Safe Families for Children



### Nine companies partner with RetailROI to help *Safe Families for Children* provide hope for families in crisis.

Loss of a job or home. Sudden illness. Domestic abuse. Incarceration. When crisis strikes, many of us have friends and family we can call. But for some families, there is no safety net. As parents are struggling, children are particularly at risk for abuse or neglect. Many of these children end up in foster care, simply because they have no other place to go while mom or dad is coping with the crisis.

*Safe Families* expands the community safety net by providing parents in crisis with mentoring relationships and tangible support.

Since 2005, *Safe Families* has provided sanctuary to thousands of children whose parents are facing temporary setbacks. Through this unique program, parents in crisis voluntarily entrust their children to a *Safe Family* until they are back on their feet. Because the children are victims only of circumstance (and not abuse or neglect), they are never wards of the state, and parents can take back their children when they are ready.

By providing parents with the time and tools they need to recover from crisis, *Safe Families* helps deflect children from foster care, averts child abuse, and strengthens families.

A grant from RetailROI (made possible by SuperSaturday sponsorships from **Verizon**, **Kronos**, **Ignisis**, **Mercury Payment Systems**, **tekservePOS**, **Sprint**, **Oracle**, **IBM**, and **BTM**) has been instrumental in *Safe Families*' efforts to make real change for at-risk children in the United States. Specifically, this grant will help *Safe Families* expand their program nationally – from 5 to 24 states.

These companies have partnered with RetailROI and *Safe Families* by sponsoring SuperSaturday, RetailROI's premier retail and technology research event. All proceeds from these sponsorships directly benefit organizations dedicated to changing the lives of vulnerable children around the world.

By joining forces with RetailROI and *Safe Families*, these companies are providing hope for families in crisis by giving them the support they need to get back on their feet.

To find out how you can help RetailROI, go to: <http://retailroi.org/Donate>

To find out more about *Safe Families for Children*, go to: <http://www.safe-families.org>