

ChildFund®

Because we need each other.



Hope
is what we do.

ChildFund helps children worldwide grow up healthy, educated, skilled, and safe.

“Hope” Radio Public Service Campaign

:60, :30, :15



Dear Public Service Director,

At ChildFund, we believe "hope" is action – carving a path forward even when it's hard. And that's a message the world needs right now, in these uncertain times.

What hope looks like for ChildFund – and has for over 85 years – is helping millions of children living in poverty worldwide to grow up healthy, educated, skilled and safe.

Our new PSA, "Hope," inspires listeners with a window into how ChildFund does this – and reminds them that we're all in this together ... that we need each other, that *each of us* matters.

By airing these new "Hope" ChildFund PSAs (in 60- 30- and 15-second lengths) as often as possible, you can deliver this uplifting message to your listeners. The spots can be aired immediately and have no expiration date.

Hope includes you! Thank you in advance for supporting this campaign and making a meaningful difference for children in need.

Sincerely,

A handwritten signature in black ink that reads "Christine Ennulat". The signature is fluid and cursive, with a long horizontal stroke at the end.

Christine Ennulat
Senior Manager, Brand and Communications
ChildFund International

RADIO PSA SCRIPTS

“Hope” (:60)

MUSIC UP AND UNDER

FEMALE NARRATOR V/O: You know what hope is? Hope is action. Carving a path forward even when it's hard.

MALE NARRATOR V/O: And kids who still know how to dream, they're the best path finders of all.

FEMALE NARRATOR V/O: So at ChildFund, hope means helping millions of children living in poverty worldwide to grow up healthy, educated, skilled, and so all those good things can come true for them, safe.

MALE NARRATOR V/O: And that means safe at home, safe at school, and safe online.

FEMALE NARRATOR V/O: Hope means walking this path together, all of us. Because when we work together, we can do so much more.

MALE NARRATOR V/O: That's right, hope includes you.

FEMALE NARRATOR V/O: ChildFund, because we need each other.

MALE NARRATOR V/O: To learn how ChildFund works with children in 23 countries to help them achieve their full potential, visit childfund.org, that's childfund.org.

FADE SOUND OUT

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RADIO PSA SCRIPTS

“Hope” (:30)

MUSIC UP AND UNDER

MALE NARRATOR V/O: At ChildFund hope means helping millions of children living in poverty worldwide to grow up healthy, educated, skilled, and safe. And that means safe at home, at school, and online.

FEMALE NARRATOR V/O: Hope means walking this path together, all of us. Because when we work together, we can do so much more.

MALE NARRATOR V/O: That’s right, hope includes you.

FEMALE NARRATOR V/O: ChildFund, because we need each other.

MALE NARRATOR V/O: Learn more at childfund.org.

FADE SOUND OUT

“Hope” (:15)

MUSIC UP AND UNDER

FEMALE NARRATOR V/O: At ChildFund hope means helping millions of children worldwide grow up healthy, educated, skilled, and safe. And that means safe at home, at school, and online. ChildFund, because we need each other.

MALE NARRATOR V/O: Learn more at childfund.org.

FADE SOUND OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://causewaypsa.com/CF/>

NO END DATE FOR USE

Hope (:60, :30, :15)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=B144031>

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com.

ChildFund.[®]

Because we need each other.

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