

ChildFund®

Because we need each other.



Hope
is what we do.

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

“Hope” TV 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 viewers 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 viewers. 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 written in a cursive style with a long, sweeping tail on the final letter.

Christine Ennulat
Senior Manager, Brand and Communications
ChildFund International

TV PSA SCRIPTS

“Hope” (:60)

NARRATOR V/O: You know what hope is? Hope is action. Carving a path forward even when it's hard. And kids who still know how to dream, they are the best path finders of all.

So at ChildFund, hope means helping children worldwide grow up healthy, educated, skilled, and so all those other good things can come true for them, safe. And that means safe at home, at school, online. Hope means walking that path together, all of us. Hope includes you.

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TV PSA SCRIPTS

“Hope” (:30)

NARRATOR V/O: At ChildFund hope means helping children worldwide grow up healthy, educated, skilled, and safe. And that means safe at home, at school, online. Hope means walking that path together, all of us. Hope includes you.

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“Hope” (:15)

NARRATOR V/O: At ChildFund, hope means helping children worldwide grow up healthy, educated, skilled, and safe. Hope includes you.

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AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.causewaypsa.com/CF>

NO END DATE FOR USE

"Hope" (:60, :30, :15)

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

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