



# Dear ones

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Your latest update from Dearing House Child Advocacy Center

## What's in a brand?

My grandfather used his brand for many years to distinguish his cattle from those of other ranchers. Today, branding means something totally different for programs like Dearing House. Branding for non-profits is a way to identify and reinforce the mission and values of the organization.

At Dearing House, our "brand" is hearing, helping, and healing victims of child abuse.



When you see our logo, read our letters, or visit our Facebook page and website, does it reinforce a positive image of Dearing House as a solution to the problem and a valuable service to abused children in the community?

Cowboys like my grandfather took pride in their brand and the quality of their livestock. Our brand is built on a promise Dearing House made to the community in 2003 to **put the needs of children first**, and it connects our staff, donors, and partner agencies to our on-going efforts to help kids heal from abuse and trauma. Your financial support and words of encouragement are vital to our brand, our goals, and most importantly, the children in our community! Please share your thoughts and ideas with us at [dearinghouse@sbcglobal.net](mailto:dearinghouse@sbcglobal.net) or [www.dearinghouse.com](http://www.dearinghouse.com) and get frequent updates on Facebook! Maggi

### ONE LUCKY COWBOY

\$1900 raised for  
Dearing House



Christmas came early for one lucky cowboy. The Kaw Tribal Police sponsored a drawing for a custom made saddle on December 22 with proceeds benefitting Dearing House. What are the odds that ticket #1 belonging to **Kay County Deputy Lewain Learned** would be drawn from 950 tickets sold? We would be excited for any winner, but Lewain is "one of our own," and has helped us help victims many times. We are grateful for all who sold and bought tickets, and for the dedication of Kaw Tribal Police Chief Tony Coleman as well as the generosity of saddle maker Ray Talsma for making all this possible!

What in the world is....

## Welcome Wednesdays

What do you think of our new furniture? Oh, you haven't seen it yet? Here is a sample of the color scheme. What do you think?



Dearing House is starting the new year with a new look, and we **welcome you any Wednesday in February between 4 and 5 p.m.** for a quick tour of our renovations. We're celebrating **12 years of service to children and families this year!**

Do you know someone who doesn't know about us? Would you invite a friend to come along for the visit? They will be amazed to learn all the ways we are helping kids be safe. We appreciate you sharing your enthusiasm for Dearing House with your friends and colleagues by inviting them to Welcome Wednesdays!

Our website has been updated! It is professionally designed, and includes much more news and photos. We will be constantly updating it. Watch our nationally recognized video, and read up on answers to parents questions about our services. Check it out at [www.dearinghouse.com](http://www.dearinghouse.com) (We chose to hold off on pictures of the new furniture until after Welcome Wednesdays, but they'll be added soon!)

## What's New?



See our national award-winning video on children facing and overcoming their fears!



And you can make safe and secure donations on the website...quickly and easily, too!

What we do when....

## A child goes to court



**Children do have to go to court.** Dearing House provides legally-defensible recordings of the forensic interview of each child. While these interviews are helpful in the court process, we can never promise or assume that a child victim will not have to go to court.

**What we DO promise is that the child will not be alone or ill-prepared.** Jessica Freeman, Family Advocate at Dearing House, stays in touch with the family for the weeks if not months prior to the court date, and is present with the child at the hearing. The District Attorney has highly trained staff...and a friendly court dog...who focus on helping the child

feel comfortable, and strong in the courtroom. In many cases, it can be helpful and healing for the child to be heard by a judge and jury. Facing the offender is never easy, but showing the world that he or she is brave enough to face fear, can be part of our mission of *hearing, helping, and healing.*