

FOR IMMEDIATE RELEASE

Contact:

Brianna Koster, L.S.W.

Help, Inc.

1465 Hoopes Ave

Idaho Falls, ID 83404

Phone: (208) 522-5545

[bkoster@helpincidaho.org](mailto:bkoster@helpincidaho.org)

### **Local Non-Profit Seeks Community Support as a Finalist in the Pepsi Cola *Refresh Everything* Grant Program**

Idaho Falls, ID – June 3, 2011 – Help, Inc., a leader in Eastern Idaho’s fight against child abuse, is sending out a plea for help to the community in its effort to win a grant to support and expand its operations in a ten-county region.

On June 1<sup>st</sup>, the Agency was notified that it has been selected to participate in the final stage of the Pepsi Cola *Refresh Everything* Program, making it eligible to be awarded a grant of up to \$50,000 from the Pepsi Cola organization. But, it needs community support to make it possible.

The world of non-profits isn’t what it used to be. Many of the usual sources of support for non-profits are drying up as national and state governments battle to balance budgets in these times of economic difficulty. As many of the traditional funding sources disappear, agencies like Help, Inc. have had to lean more heavily on the generosity of donors within the communities it serves.

But, Help has found a way that community members can support it without reaching into their pocketbooks.

Help, Inc. now finds itself in competition with other causes and programs from around the nation for these funds. It is asking the generous people of Bonneville, Jefferson, Madison, Fremont, Teton, Butte, Custer, and Lemhi Counties to help it “win” this grant money by casting their votes in support of its cause.

Voting runs from June 1<sup>st</sup> to June 30<sup>th</sup>, ending at 11:59:59 that evening. Every person is allowed to vote once a day from now until June 30<sup>th</sup>. Those who drink Pepsi products may be able to give an additional boost to Help Inc.’s efforts by “*power voting*” on the site.

If the agency is able to win grant dollars from this competition, the funds will be used to maintain and expand all the programs currently offered that work collectively toward the prevention and ultimate eradication of child abuse from the communities it serves, to include serving and supporting families at special risk of abuse, providing family and

victim-friendly conditions and properly trained personnel to interview and conduct forensic exams of the victims of alleged child abuse.

A personal plea from the Board and Staff of Help, Inc.:

We humbly ask the support of our neighbors and friends by logging on to the *Refresh Everything* website (see below) to cast their votes in favor of our cause. We encourage you to do so. We hope that everyone will consider the serious nature of child abuse and the adverse affects it has on our communities. There is a crucial need for the services offered by Help, Inc. Please take the time to vote on our behalf. We are grateful for the support we receive from our neighbors in Southeast Idaho and commit to you that your efforts, if successful, will be honored by the trustworthy use of these funds to continue the fight to prevent and remediate child abuse in our communities.

To vote: [www.refresheverything.com/stampoutchildabuse](http://www.refresheverything.com/stampoutchildabuse)

For additional information about Help, Inc.: [www.helpincidaho.org](http://www.helpincidaho.org)