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For Immediate Release

SCAN Announces 2020 Hope is Here Campaign, Despite Not Hosting Fall Toast to Hope Gala

As the Risk for Child Abuse Skyrockets, SCAN Asks the Northern Virginian Community to Join Them in Their Mission to Prevent Child Abuse and Neglect with the Hope is Here Campaign

September 25, 2020 (**Alexandria, VA**) – SCAN of Northern Virginia has announced the beginning of its Hope is Here Campaign to raise awareness of the impact of isolation, virtual education, and increasing economic disaster on vulnerable children and their families. The increase of risk factors and absence of protective factors places children in these families at historic levels of risk for abuse and neglect.

Despite forgoing their annual in-person fundraising event, SCAN knows it can still save the day with the support of the Northern Virginia community! SCAN is directly reaching out to residents of Northern Virginia one mailbox, inbox, and phone call at a time, inviting them to join the virtual campaign, www.scanva.org/hopeishere.

“People are becoming fatigued by the thought of attending another virtual event,” says Leah Fraley, SCAN’s Executive Director. “Raising awareness about unreported child abuse is far too important. We must continue to work to give those children a better home – a better life. I know from experience.”

Throughout the next few months, Hope is Here will remind Northern Virginia residents that there is hope, and it starts with them. The campaign will also celebrate honoree McEnearney Associates Realtors, represented by Dave Hawkins and Michael Day, as a partner committed to the prevention of child abuse and an unfailing advocate in support of SCAN’s mission and work.

SCAN is committed to a future where all children can grow up free from abuse and enjoy a safe and happy life.

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About SCAN of Northern Virginia
SCAN (Stop Child Abuse Now) of Northern Virginia is the only region-wide organization focused on preventing child abuse and neglect. We believe every child deserves a safe, stable, nurturing home. Keeping children safe and helping them thrive require a continuum of prevention programs that engage families, professionals, and community members. With a core focus on the wellbeing of every child — and a deep understanding of the complexity of child development, abuse, and trauma — we work to empower the four groups surrounding a child:

- Families, including parents and other caregivers
- Advocates for children, especially for those already in the court system
- Child welfare professionals, such as CPS workers and educators
- Community members

We believe every one of these groups is on the front lines of prevention, and SCAN’s role is to engage and empower these adults to take an active role in the protection of children. Learn more at www.scanva.org or contact Brittany Bayliss, Director, Resource Development at bbayliss@scanva.org