

TROUBLE ON THE SCENE



As part of its mission to bring hope and comfort to those experiencing hardship, The Kennek Foundation raises funds to distribute plush Trouble the Dog toys to first responders. The goal is to get Trouble plush toys into as many first responders' vehicles as possible to be there for children in times of crisis.

How It Works:

- Solicit donations from individuals and corporations to support the program using information from the kits.
- Apply for a Victim Services/Community grant to support the purchase of Trouble plush dogs and books for children who are victims of a crime or accident.
- Make copies of the flyers from the kits to share with potential donors.
- Create a press release about the program using the template provided to generate interest and awareness via the media.
- Support the campaign on police and fire social media.
- Share the "In Their Words" testimonial flyer with potential donors.
- Distribute the "Ally in the Community" flyer to potential donors.

TROUBLE THE DOG®



*Comforting. Huggable.
Made in America.*

The Kennek
Foundation



The Kennek Foundation, a 501(c)(3) organization, is dedicated to bringing about hope, resilience and inspiration in the lives of those most vulnerable going through tough times. Its "Trouble on the Scene" program uses Trouble the Dog to help kids going through hardship. Trouble is an ultra-soft keepsake toy that is 100% made in the USA. He comforts children experiencing "trouble" in their lives -- big or small. Donations enable The Kennek Foundation to provide plush Trouble dogs to first responders, many of whom have seen first-hand the power this simple toy has to make a real difference for a child in the midst of a traumatic event.

"We have already utilized 25 Trouble trauma dogs in many ways ... giving them to children experiencing violence and abuse ... allowing kids to take Trouble home and keep him in their beds to give them a sense of comfort and safety. The Trouble Dogs delivered today will help us continue to offer comfort to kids going through the worst of the worst." ~ Captain Timothy Connolly, Commander, District C-11, Dorchester, MA

To find out how to bring Trouble to your precinct and help kids going through tough times, please email hope@thekennekfoundation.org or call (781) 631-0366.

TROUBLE ON THE SCENE

In Their Words



"We have already utilized 25 Trouble trauma dogs in many ways ... giving them to children experiencing violence and abuse ... allowing kids to take Trouble home and keep him in their beds to give them a sense of comfort and safety. The Trouble Dogs delivered today will help us continue to offer comfort to kids going through the worst of the worst."

- **Captain Timothy Connolly, Commander District C-11, Dorchester, MA**



"These plush dogs will be carried in State Police cruisers patrolling the cities and towns of the Merrimack Valley and available to comfort children who may have been involved in a motor vehicle crash or other critical incident. Calming children involved in a traumatic incident will help us break down barriers, determine if they are injured in any way and provide a soothing distraction and escape from a chaotic situation."

- **Lieutenant Eric Bernstein, Commander, Massachusetts State Police Barracks, Andover, MA**

"It is without question that donations like these, to the Andover Police and Fire Departments, help us to better serve the children in our community that have been affected by a tragedy or a significant incident. We appreciate these types of donations because they are a tool that we can use to help children and comfort them in their time of need."

- **Lieutenant Edward Guy, Andover, MA Police**



"We really appreciate The Kennek Foundation for making this donation of Trouble the Dog to the Peabody Police and Fire Departments, as we deal with children on many different levels of trauma and anxiety. These [plush] animals will help us to comfort them in a time of need."

- **Chief of Police Thomas Griffin, Peabody, MA**

"Here I am giving Tim "Trouble" and a book signed by the founder of such an amazing initiative. Our children are most important in what we all do in life."

- **Chief Nick Willard, Manchester, NH Police**

"Trouble is all about making a positive difference for children. We recently helped a young child, Lorelai, who took Trouble the Dog to the emergency room with her when she was experiencing respiratory complications."

- **Master Police Officer Tom Hendrickson, Hampton, VA**



Trouble the Dog: An Ally in the Community

Donations of plush Trouble Dogs to first responders in communities across the USA have shown that Trouble has a unique ability to comfort children in the midst of crisis



Boston Police Commissioner William Evans meets (3rd from left) with Sheila Duncan (right) to accept a donation for the Boston Police Family Justice Center.



"Trouble has a special energy. I've seen him in action – it works." – Officer Mike Roads (left), Marblehead, MA Police



The Kennek Foundation donated Trouble the Dog plush toys, thanks to a donation from the Lynn G.E. Employees Good Neighbor Fund, for officers to have in their cruisers as a resource in providing comfort for children in difficult situations.



North Andover, MA police received a donation of Trouble Dogs, thanks to Columbia Gas of Massachusetts, to send out "to the rescue" to comfort children in times crisis.



This page: Trouble the Dog is bringing hope and comfort to children experiencing traumatic situations in Hampton, VA. "Trouble has some type of magical appeal that really draws the children in and allows them to open up and makes them feel comfortable." – Tom Hendrickson, Hampton Police (photographed with K9 partner, Buckshot, above)





Sgt. Robert Lubas of the Salem, MA Police Department and his K9 partner, Axle, have seen first-hand the power of Trouble the Dog to soothe children in crisis. Sgt. Lubas and Axle pose here with The Kennek Foundation's Sheila Duncan and Trouble the Dog.



"These plush dogs will be carried in State Police cruisers patrolling the cities and towns of the Merrimack Valley and available to comfort children who may have been involved in a motor vehicle crash or other critical incident. Calming children involved in a traumatic incident will help us break down barriers, determine if they are injured in any way and provide a soothing distraction and escape from a chaotic situation."
— Lieutenant Eric Bernstein (center),
Commander, Massachusetts State Police
Barracks, Andover, MA

MORE THAN A STUFFED ANIMAL

The Kennek Foundation's mission is to bring about hope, resilience and inspiration in the lives of those most vulnerable going through tough times. Toward that end, the Foundation's Trouble on the Scene program raises funds to enable us to distribute plush Trouble Dogs to first responders, many of whom have seen Trouble's magic first-hand. Please help us help children through your community's first responders.

Where there's Trouble, there's hope.



To make a donation, please contact The Kennek Foundation
thekennekfoundation.org/trouble-on-the-scene
hope@thekennekfoundation.org
(781) 631-0366

FREQUENTLY ASKED QUESTIONS

“Trouble on the Scene”

Q: What is the Trouble on the Scene program?

A: Trouble on the Scene is a program of The Kennek Foundation. Through the generosity of individual and corporate donors and grants, the program distributes plush Trouble the Dog toys to first responders to have on hand to distribute to distressed children at the moment of impact. Each child receives his or her very own Trouble plush and companion book, “Where There’s Trouble, There’s Hope,” as a keepsake. Officers cite Trouble’s large size and general “huggability” as being among the qualities that make this American-made toy uniquely comforting to children in crisis.

Q: Who runs the Trouble on the Scene program?

A: The Kennek Foundation launched and oversees the program. A 501(c)(3) organization, Kennek is dedicated to bringing about hope, resilience and inspiration in the lives of those most vulnerable going through tough times. Donations enable The Kennek Foundation to provide plush Trouble dogs to first responders, many of whom have seen first-hand the power this simple toy has to make a real difference for a child in the midst of a traumatic event.

Q: What is Trouble the Dog?

A: Trouble is an ultra-soft keepsake toy that is 100% made in the USA. He is uniquely soft and huggable and has an uncanny ability to comfort children experiencing “trouble” in their lives -- big or small.

Q: How does this campaign work?

A: It’s simple: The Kennek Foundation accepts donations toward the purchase of plush Trouble the Dog toys and books, and distributes them to first responders in the donors’ geographic areas of interest. The broad objective is to provide every child identified by a first responder as being in need of comfort during a time of crisis with his or her very own Trouble Dog and companion book, “Where There’s Trouble, There’s Hope.”

Q: How can I customize the concept for my community?

A: The Kennek Foundation provides a handout in MS Word format that can be customized with your information. In addition, we provide a template press release for customization and distribution to media in your region.

FREQUENTLY ASKED QUESTIONS

Q: How much does Trouble cost?

A: Within the context of the Trouble on the Scene program, the cost is \$50 per package, which includes a plush Trouble Dog, our newest children's book, "Trouble's in Trouble!" and a media campaign in the donor's geographic area of interest conducted by The Kennek Foundation acknowledging the donation.

Q: What inspired the idea of providing Trouble to first responders?

A: The overwhelming amount of news that suggests just how difficult life can be for so many children was the inspiration behind providing Trouble to first responders. Subsequent conversations with firefighters and police officers validated the concept and provided the motivation we needed to design a program for getting Trouble into the hands of as many children as possible at the moment of impact.

Q: Isn't Trouble just another stuffed animal?

A: Indeed, Trouble is a stuffed animal. However, as one of very few plush toys that is 100% made in America, Trouble is a keepsake-quality product. Perhaps even more importantly, he has a unique and inexplicable difference that sets him apart from the average plush toy. Maybe it's his size (he's 18"), his soft fur, his "squishiness," or those big eyes that draw children to Trouble. Whatever the reason, his power to soothe has been described as "magical."

Q: Are donations to The Kennek Foundation tax-deductible?

A: Yes! The Kennek Foundation is a 501(c)(3) charitable organization. All donations are tax-deductible.

Q: How can I find out more about this program?

A: Please visit The Kennek Foundation at <https://thekennekfoundation.org/trouble-on-the-scene/> or call (781) 631-0366.