

Change Begins With Us.

CHILD-FRIENDLY INITIATIVE (CFI) is a grassroots, non-profit organization dedicated to improving the lives of children. CFI members all over the United States are working to transform their neighborhoods and communities into places that honor, respect and support families with kids.

Our Vision

CFI envisions a world where children are welcomed participants in the daily lives of the families and communities in which they live, a world where their contributions are recognized and encouraged and their unique needs are understood and met.

Our Mission

We believe that change begins with us. Therefore our mission is to support parents and communities in creating positive and respectful interaction with children of all ages, and providing for their needs.

"There can be no keener revelation of a society's soul than the way in which it treats its children."

--Nelson Mandela

Creating a Child-Friendly world...
one neighborhood at a time!



Take the Initiative!

Child-Friendly
Initiative

406 Cortland Avenue
San Francisco, CA 94110

(877) 448-0500

www.childfriendly.org

"When children are valued and their needs are met, society benefits; children thrive and communities unite."

—Michele Mason, Founder

"CHANGE BEGINS WITH US"

Visit our web site. We have loads of resources, links, and articles, and a forum for you to connect with other parents. Use our Child-Friendly Locator when travelling, and tell your friends about it!

Add a Business! Establishments that recognize the importance of their littlest customers should be rewarded for this. We send every business that is added to our database a checklist that enables them to apply for the Child-Friendly Seal of Approval.

Connect with other parents who want to see a more child-friendly world. Share community resources. Start an email list. Write letters to the editor. If you have great energy and want to start a chapter, apply on our website.

"I believe the child should be taught from the very first that the whole world is his world, that adult and child share one world, that all generations are needed."

—Pearl S. Buck

Our Programs

Do you have a group of friends who wants to make change happen in the world? Do you want to create a community that truly supports children and families? CFI can be a part of your plan.

THE CHILD-FRIENDLY LOCATOR

Users of our website, www.childfriendly.org, can nominate any child-friendly business for our database. This database can, in turn, be accessed by any visitor to our website free of charge and is a valuable resource for parents and businesses alike. Businesses who participate in our seal-of-approval program can be certified by our members and specially indicated in the database.

THE CHILD-FRIENDLY SEAL OF APPROVAL

When a business displays the seal of approval, they indicate to the public that they have taken steps to create a safe and supportive environment for children. Adults and children who see it immediately know that they can enter and conduct business with confidence and caring. Businesses who earn the Child-Friendly Seal of Approval are indicated as such in the Child-Friendly Locator.



THE CFI COMMUNITY CENTER

On our forum, chapters can advertise, explain or promote their goals, parents can discuss their concerns and connect with each other to share ideas and information. *Our forum is expected to launch in 2006.*

CFI SALUTES

Wonderful changes are happening in our world, and CFI endeavors to recognize these individuals and institutions that are making it happen. We believe that what you focus on expands, and so we shine the light!

EDUCATION AND RESOURCES

Not only does CFI educate businesses about children and families, it educates parents about helping their children have positive experiences in public places. We also endorse and/or recommend books, magazines, and other resources.

SPEAKER'S BUREAU

Members of our community and advisory board who give presentations on child-friendly theories and practices can be contacted through our speaker's bureau.

Join Us!

We welcome volunteers,
new chapter leaders
suggestions for CFI Salutes
recommendations of great materials
great public speakers
www.childfriendly.org