

*Campaign for 1,000*



# History

- Fall 2012: Governor McDonnell included new funding for innovative adoption practices in his proposed budget
- Spring 2013: the General Assembly voted on a budget that included **\$1.5 million** in new funding for recruitment and post-adoption support
- Inspired by their personal journey, Janet and Ryan Kelly are appointed as the Campaign leads



# Campaign for 1,000

- This campaign is dedicated to matching 1000 families with 1000 children who are waiting to be adopted.
- So far, over **800** children have been matched but there is more to do...every day in Virginia, **1.4** foster children become available for adoption.
- We want families to wait for children and not have children waiting on families.



# Campaign for 1,000

- Campaign was kicked off on the steps of the Executive Mansion on 5/17.
- In July and August, 8 regional events were held around the Commonwealth.
  - Over 900 attendees
  - At least 300 indicated they would like to learn more about adoption
  - Multiple, positive print and televised stories



# Who are the children?

- “T” was Virginia’s “Longest Waiting Youth”. He entered foster care at the age of 6 months and waited **172** months for a family before he turned 18 last week.
- “J” has been waiting **168** months and was recently matched with a loving family. He is now the “Longest Waiting Youth”.
- “E”, adopted at age 12, waited **99** months for his family.



# Who are the children?

- **4356** children in foster care (8/1/13)
- Only **73%** of children exit foster care with a permanent family
- Currently, there are **879** children in foster care who have not been placed in an adoptive home.
- Of those waiting children:
  - **48%** are part of a sibling group
  - **40%** are 13 and older
  - **44%** are members of a minority



# Innovation

- **Extreme Recruitment (September 2013)**
  - Family Search & Engagement
- **General Recruitment (October 2013)**
  - Market Segmentation
  - Faith-Based Recruitment
- **Post-Adoption Support (November 2013)**
  - Targeting underserved areas in the state
  - Focus on trauma and attachment



# Social Media

- **100 Kids, 100 Days**
  - Kicked off on July 1<sup>st</sup>
  - Today, we are highlighting Luke
  - Over 800,000 unique visitors

[twitter.com/VirginiaAdopts](https://twitter.com/VirginiaAdopts)

[facebook.com/VirginiaAdopts](https://facebook.com/VirginiaAdopts)



**100 KIDS  
100 DAYS** 76

#100Kids100Days | #VAdopts

**VIRGINIA ADOPTS**

Luke is a sweet, kind-hearted child who carries his stuffed "dog-dog" everywhere. Could you be the protective, nurturing family he needs? #VAdopts

For more information about Luke or other children available for adoption call 1-800-DO-ADOPT today.

[www.VirginiaAdopts.Virginia.Gov](http://www.VirginiaAdopts.Virginia.Gov) | [VAdopts@governor.virginia.gov](mailto:VAdopts@governor.virginia.gov)  
Facebook: Virginia Adopts | Twitter: @Virginia Adopts



# Other Activities

- Focus groups to identify barriers and then develop solutions to improve adoption timeliness
- Honor adoptive families in November with event celebrating National Adoption Month
- Training on Family Search & Engagement
- Training on “trauma-informed” case management
- Leadership Institute

**Questions?**