Bi-annual Report

January-March 2019

Grant Agreement Number #157275

June 30, 2019



Prepared by Portland Leadership Foundation Dear Partners at Oregon's Department of Human Services (DHS),

The Every Child community is growing with great intentionality and force. Its love and compassion is shining, its relationships are deepening, and its impact is widening week-by-week. As the effort expands across Oregon, the threads of a community are forming a beautiful tapestry that's rising to care for its children.

In Lincoln County, since Every Child began work just four months ago, 11 new foster family applications have been submitted. In Wasco County, a faith community of just 50 went out of their way to provide a full lunch for their local DHS staff. And, in Polk and Yamhill Counties, community leaders decided to join forces to create one unified, stronger effort that served the needs of both counties. This is the meta-narrative of how community is rising up to respond to needs of children and families, and those who serve them.

Yet, we recognize that this narrative is created out of the humble and radically generous efforts of individuals and families across Oregon who are saying "YES!" Families like this one whom posted the most beautiful reflection on social media about how foster care is impacting their three-year-old daughter: "One of the most powerful parts [of foster care] is that we get to offer [our daughter] an expanded view of family. She sees that family can be much more than just our nuclear family unit. She views kids that have lived in our family as cousins. My hope is that she's developing a sense of compassion and empathy that she'll take with her."

It is stories like these that reflect the generational ripple effect of the community generosity captured through Every Child. Today we see how individuals, businesses, faith communities, families, civic groups, and nonprofit organizations affect the outcomes of children in foster care. The years to come will only further illuminate the historic shift in Oregon.

Since the grant with DHS began—now two-and-a-half years ago—Oregon is rising to both fight for and care for our most vulnerable kids in Oregon.

Perhaps most uniquely, Every Child blends relational, grassroots, community-led effort in counties across Oregon with providing comprehensive, data-informed statewide leadership to volunteer and foster family recruitment and engagement. In 2018, Every Child competed against 200 organizations worldwide to win technological investment and engineering assistance from Microsoft. This partnership helped Every Child to launch a new Customer Relationship Management (CRM) system to better track the engagement of businesses, faith communities, and individuals coming forward through this effort.

In tandem with technology infrastructure, Every Child launched the second wave of the #ShowUpOregon campaign, which led to staggering results: nearly doubling the number of foster family inquiries received during the campaign compared with the 75 days prior.

To date, more than 600 certified general applicant foster families have come forward through the recruitment efforts of Every Child—both at the local and statewide levels. And, we're not slowing down!

Thank you for trusting us in this work, and for your openness to innovation, community engagement, and creative solutions to meet the needs of children in foster care and those who care for them. We're all in!

For Oregon's Children,

Broke gray

Brooke Gray Executive Director of Government Partnerships, Portland Leadership Foundation

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Background

In 2012, the community in Portland initiated a new posture with Oregon's Department of Human Services (DHS) by actively caring for children in foster care and those who care for them, including DHS employees. Under the umbrella of Portland Leadership Foundation (PLF), the Embrace Oregon initiative emerged.

In its first four years, Embrace Oregon produced unprecedented results:

- 3,800+ volunteers involved
- 750+ tangible needs met for children in care
- 15,000+ Welcome Boxes made for children entering care
- 15 makeovers/beautification projects at DHS offices, totaling nearly \$400K in financial and in-kind donations
- More than 550 foster family inquiries since 2015 (21% of inquiries came from outside the Portland Metro in 2016)

In 2015, DHS asked PLF to expand Embrace Oregon's efforts under a new statewide brand: Every Child. With 11,191 children spending at least one night in foster care in Oregon and only 3,881 active foster homes available, it was clear that the crisis shortage of foster homes extended beyond Portland.

PLF launched Every Child as a pilot initiative in Lane, Jackson, and Josephine counties in Fall 2015 to serve the needs of children entering foster care across the state, in partnership with DHS. By 2016, Every Child was growing exponentially; by 2016, two local non-profit organizations—backbone organizations¹—emerged in District 5 and District 8 to lead this effort in the community.

Every Child was working. Developed as a statewide initiative that seeks to connect caring Oregonians with opportunities to support vulnerable children and families, Every Child strives to increase the recruitment and retention of families who are willing to open their home to children in crisis. The strategy is simple: invite Oregonians to contribute to the need in their community by providing tangible goods or services, volunteering or caring for a child. By providing easy ways to engage, community members who likely never would foster parent initially are interacting with child welfare in meaningful ways. And, many eventually step into foster parenting because of their experiences.

With a record number of foster families stepping forward in the Portland Metro area and quick success in Districts 5 and 8, DHS awarded Every Child a matching grant to expand to all 36 counties in the state of Oregon by 2022. The following is a detailed report of the progress made through Every Child's expansion efforts for January 1 - March 31, 2019, and results yielded.

¹ https://ssir.org/articles/entry/collective_impact

Executive Summary

Under the terms of grant agreement #152940, the Portland Leadership Foundation was charged with expanding the Every Child model to all 36 counties in the state of Oregon over the next five years. In light of the results over the last quarter, the Every Child Oregon team is excited to continue to grow and expand its efforts across the state. The hope is that 2019 will be another opportunity to surpass results in previous years in terms of foster parent and volunteer recruitment.

- County Expansion: By the end of the reporting period on March 31, 2019, Every Child has a presence in 19 out of 36 Oregon counties: Benton, Clackamas, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Jackson, Josephine, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Washington and Yamhill. Additionally, exploratory trips have already been made and work is beginning in Hood River and Wasco counties. Every Child affiliates are established in the following 12 counties as of March 31, 2019: Benton, Clackamas, Columbia, Deschutes, Douglas, Jackson, Josephine, Lane, Linn, Marion, Multnomah, Washington.
- Counter Narrative: In the first quarter of 2019, Every Child launched a second wave of our statewide "Show Up" marketing campaign and received **216 Foster & Adoption** inquiries, **420 Volunteer inquiries**, **166 Respite inquiries**, and **142 inquiries** from those interested in meeting Tangible Needs.
- Recruitment Outcomes: Every Child connected with 987 families across the state of Oregon in Q1 of this year and 97 new families were certified as foster care providers as a result of Every Child's efforts. The percentage of minority populations that inquired to become a Foster Parent or Adopt in Q1 (removing all who indicated they identified as White or non-identified) was 17.81%.
- Foster Family & Adoption Inquiries: In the first quarter of 2019, 264 contacts expressed interest in foster care or adoption.
- Additional Inquiries: From January 1 March 31, 2019, 471 contacts expressed interest in volunteering; 255 in meeting tangible needs; 267 in providing respite care; 119 in providing financial donations; and 320 in receiving newsletter updates. These numbers were on par with or exceeded the combined number of inquiries received in both Q3 and Q4 of 2018.
- Community Engagement: In Q1 alone, Every Child mobilized over 1,284 community members to engage with their local Child Welfare agency, either by volunteering their time or meeting a tangible need for children and youth in foster care.
- **Fundraising:** The Every Child Service Center and county affiliates **raised \$208,029**, 45% of which was in the form of individual donations or fundraising events, and 55% as grant funding

Reporting on Key Indicators



Reporting on Key Indicators

a. Number of Foster Family Inquiries

In Q1 of 2019, between January 1 and March 31, Every Child received 264 foster and adoption inquiries, which resulted in a 15% increase when compared with last year's average of 229 inquiries per quarter.

In Q1, 89% of contacts who expressed interest in foster care were female; 58% are between 30 and 49 years old; and 73% identify as White.

While 9% of foster care inquires during Q1, 2019 did not provide their ethnic identity, 8.71% identified as Latino, 4.17% Multiracial, 1.14% Asian, 3.41% Black, .38% Pacific Islander and .38% American Indian (see Figure 1). This is mostly reflective of the demographics of Oregon².

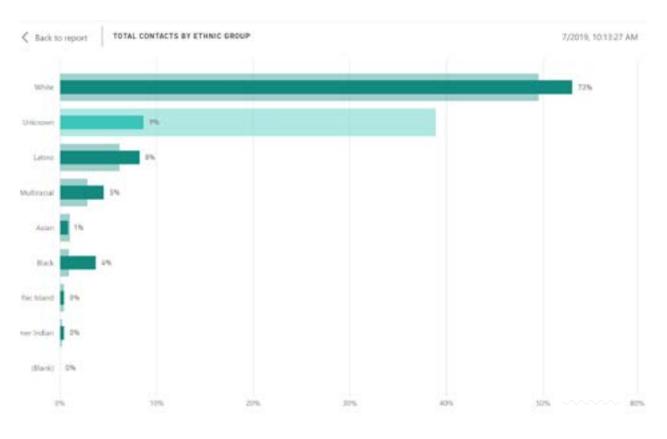


Figure 1. Q1 2019 Foster Parent Inquires by Ethnic Group

Source: Every Child Dashboard June 13, 2019

² Oregon's census data from 2016 reveals that 87% of Oregonians identify as White, 12.8% as Latino, 3.8% Multiracial, 4.5% Asian, 1.8% American Indian, and 2.1% Black, https://www.census.gov/quickfacts/OR.

By county, the following number of contacts expressed interest in fostering or adopting during Q1 of 2019:

- 1 in Curry
- 1 in Tillamook
- 1 in Union
- 2 in Baker
- 2 in Lincoln
- 2 in Umatilla
- 3 in Columbia
- 3 in Coos
- 7 in Polk & Yamhill

- 11 in Douglas
- 12 in Jackson
- 17 in Crook, Deschutes & Jefferson
- 18 in Linn & Benton
- 19 in Lane
- 24 in Clackamas
- 26 in Marion
- 29 in Josephine
- 37 in Washington
- 47 in Multnomah

There are notably higher numbers of inquiries coming from the more densely populated counties where there is also established Every Child work or where Every Child is set to launch in the coming months. This is particularly true in Crook, Deschutes, Douglas, Jackson, Jefferson, Josephine, Lane, Linn & Benton, Marion, Polk, Yamhill, and in the Portland Metro Area (see Figure 2).

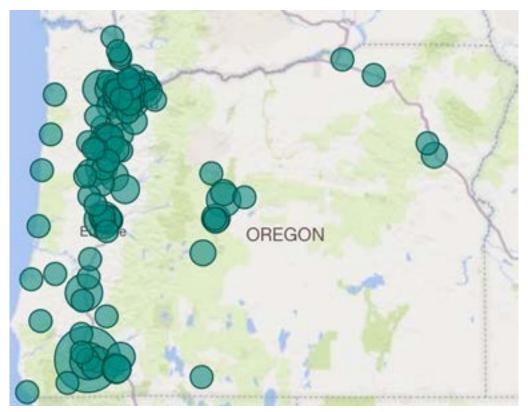


Figure 2. Concentration of Every Child Total Inquiries by Zip Code

Source: Every Child Dashboard June 13, 2019

b. Number of New Certified Foster Providers

Between January 1, 2019 and March 31, 2019, **97 new families have become certified foster** providers as a result of Every Child's efforts.

c. Every Child General Foster Provider Retention

The Every Child Service Center is currently working on developing processes to effectively engage identified foster providers, to contextualize communications based on the date they were certified and to update their record within the ECSC new CRM tool when they cease to be a foster provider, while providing services to engage and support families with children in foster care.

Additionally, the ECSC hosted focus group discussions (FGD) with foster care providers in the Portland Metro Area to better understand how Every Child can mobilize the community to more effectively support foster families. The results of this FGD have been used to inform a pilot for foster family support that will be launching in the Portland Metro Area in fall of 2019.

d. Number of Volunteers

In Q1 of 2019, Every Child affiliates in Benton, Columbia, Douglas, Jackson, Josephine, Lane, Linn, Marion, and Portland Metro counties mobilized 1,284 volunteers to support Oregon foster children and families, and DHS staff.

COUNTY	Q1
Columbia	35
Douglas	23
Jackson	60
Josephine	216
Lane	75
Linn/Benton	188
Marion	137
Portland Metro	550
TOTAL	1,284

Table 1. Number of Volunteers by County by Quarter

Source: Every Child affiliate quarterly report for Q1 2019

*Volunteers have also been mobilized in Crook, Deschutes, Jefferson, Polk and Yamhill counties, however, since these counties did not have a licensing agreement in place at the time of reporting, they are under no formal obligation to track or share data.

In addition to volunteer opportunities, Every Child invites community members to donate in-kind gifts in the form of meeting tangible needs and items donated towards DHS office makeovers, which totaled \$9,925.00 in Q1 2019. During Q1 2019 there were also two DHS office rooms that were renovated thanks to businesses and community members stepping up to collaborate.

e. Dollar Amount Raised to Fund Local Backbone Organizations

From January 1 - March 31, 2019, the Every Child Service Center and county affiliates raised \$208,029, 45% of which was in the form of individual donations or fundraising events, and 55% as grant funding (Table 2).

COUNTY	Individual Donations	Fundraising Events	Grant Funds	Total Raised
Columbia	\$O	\$O	\$O	\$O
Douglas	\$352	\$O	\$0	\$352
Jackson	\$ 13,131	\$11,512	\$500	\$25,143
Josephine	\$7,442	\$O	\$0	\$7,442
Lane	\$10,875	\$O	\$0	\$10,875
Linn/Benton	\$75	\$O	\$0	\$75
Marion	\$O	\$O	\$0	\$O
Portland Metro	\$42,138	\$1,087	\$0	\$43,225
Service Center	\$6,017	\$O	\$114,900*	\$120,917
TOTAL	\$80,030	\$12,599	\$115,400	\$208,029

Table 2. Dollar Amount Raised by County, by Source for Q1 2019

Source: Every Child affiliate quarterly reports June 13, 2019

*The amount of grant funds raised by the Every Child Service Center does not include any funding received from DHS, but highlights additional funds raised.

Reporting on Additional Program Outcomes

Reporting on Additional Program Outcomes

a. Development or Implementation of Procedures for Engagement Between DHS and Community Partners

STRENGTHENING THE EVERY CHILD SERVICE CENTER

As Every Child expands across the state, communities are mobilized and empowered in each county to link arms with DHS in a unique and impactful partnership. The Every Child initiative was developed as a federated model in order to establish local ownership and ensure long-term sustainability. The intention of this structure is to respect the diversity, nuance, and local context of each county and allow for freedom to adapt and contextualize the Every Child model in a way that is responsive to local capacity, strengths, needs, and interest.

Over the last quarter, PLF continued to strengthen the Every Child Service Center (ECSC) to support local affiliates in brokering partnerships between DHS and the community-at-large. With the financial support of DHS through Grant Agreement #152940, the Every Child team enhanced the Service Center to maximize value for local affiliates by making investments in operational infrastructure, revising and strengthening the Every Child Handbook, launching county-specific marketing materials, templatizing new initiatives, continuing to provide a strong counter narrative through our storytelling platforms, and executing a statewide marketing campaign to recruit foster parents and community members to "Show Up" for Oregon's children.

One of the most exciting investments of the last quarter has been the development of a new Customer Relations Management (CRM) tool that increases capacity to respond to inquiries promptly and with an even higher level of customer service to prospective foster parents and volunteers.

Lastly, the ECSC is also continuing to enhance the development of the Statewide Learning Community and is investing in consulting, training, and equipping local affiliates to carry out the work of Every Child in their respective communities. All of these outcomes were made possible by DHS's continued support and investment in Every Child.

Counter-Narrative: Every Child remains committed to providing a strong counter-narrative to the stereotypes associated with foster care. Every Child launched the second wave of the Show Up Campaign, which ran from January 16 to March 31, implementing strategies to recruit foster providers and volunteers through billboards, radio, google ads, lawn signs, Facebook ads, and sharing consistent stories via social media and encouraging influencers to like, share and post their own content using the #showuporegon hashtag. During this reporting period, Every Child also had an additional four media appearances from affilaites and Every Child Oregon.

Social Media: Social media continues to be one of the most powerful tools in raising awareness about the need for more foster families in Oregon. ECSC and local affiliates are constantly sharing stories of collaboration, determination, and hope while inviting the community to link arms with their local DHS office and join the effort.

Every Child had 6,432 followers by the end of the reporting period. This was an increase of 799 followers in only 3 months, yielding an almost 14% increase (Figure 3). Embrace Oregon's Facebook following increased by 320 followers from 12,078 to 12,398 in Q1. **At the end of the reporting period, Every Child has a total following of 18,830 individuals.**

In Q1 of 2019, the Embrace Oregon and Every Child Facebook pages together received 44,734 engagements, and averaged 14,911 engagements per month. **The combined reach of all posts during Q1 of 2019 was 1,011,618 with an average reach of 337,206 people per month.** Posts in this quarter had an average reach of over 100,000 people more than previous quarters, which had an average reach of 229,156 people per month.

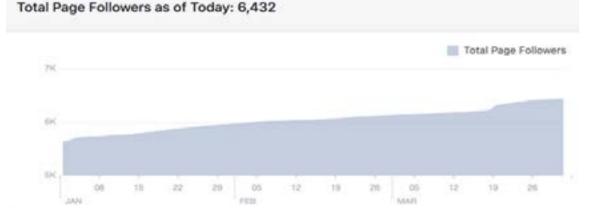


Figure 3. Every Child Facebook Page Followers from January 1 to March 31, 2019

Source: Every Child Facebook Insights June 11, 2019

CRM Database and Evaluation Tools: Every Child began working with Wipfli LLP, a Microsoft Gold Partner, multi-year Microsoft Dynamics Inner Circle and President's Club partner, in early 2019 to begin installing the Microsoft Dynamics 365 Nonprofit Accelerator built on the Nonprofit Common Data Model. This will allow Every Child to harness the power of storing data in Azure, leveraging Power BI to gain greater insights to be shared with DHS as Every Child continues to improve optics into the inquiries received throughout the state.

Consulting and Training: The ECSC is committed to provide on-going consulting and technical assistance to counties as they seek to embody the Every Child model and become fully established in their community. During Q1, the ECSC made regular visits to:

- Benton, Columbia, Coos, Deschutes, Douglas, Jackson, Josephine, Lane, Linn, Marion, Polk, and Yamhill counties for in-person meetings with local steering committees and affiliates to provide continued support and ensure sustainability.
- Curry, Hood River, Klamath, Lincoln and Wasco counties to begin or continue catalyzing Every Child expansion efforts in those communities.

Every Child Learning Community: As Every Child expands across the state, the ECSC has developed a community of learning to inspire innovation, build capacity, and share best practices and lessons learned.

- In February of this year, the ECSC gathered representatives from each of the affiliate counties for a one-day learning and training event that covered topics such as:
 - o Tactics for foster parent recruitment and support o Sharing best practices in community engagement and nonprofit management o Fundraising and development
- The ECSC continued to host monthly capacity building webinars for affiliate Directors and quarterly all staff conference calls to further build a community of practice among the Every Child affiliates and provide regular training opportunities for Every Child staff.

Affiliate Sustainability: The ECSC is committed to helping affiliates identify possible grant opportunities, brokering relationships with potential funders, and supporting the local Every Child backbone organizations in the application process with language and data points. To this end:

- The ECSC enlisted the support of a grant writer to research and identify possible funding opportunities in each of the counties and developed updated one-page guidance documents for each affiliate with contact information and important specifics about the foundations or possible grants.
- The ECSC contracted a seasoned grant writer to provide a detailed Grant Writing 101 training for all affiliate staff.

b. Relationships and Collaborative Works Completed, In Process, or Planned

Every Child Expansion

Under the terms of the grant agreement, PLF was charged with expanding the Every Child model to all 36 counties in the state of Oregon by 2022.

Just one year after Every Child officially launched in January of 2017, Every Child was present in 13 counties: Clackamas, Multnomah, Washington, Benton, Coos, Columbia, Jackson, Josephine, Lane, Linn, Marion, Polk, and Yamhill. In 2018, the goal was to continue to strengthen efforts in each of these counties, working to ensure long-term viability and sustainability. The Every Child Service Center dedicated considerable time, travel, and resources to provide technical consulting and support to Every Child Affiliates to ensure successful implementation of new initiatives and sustainability.

Additionally, in order to continue to expand the Every Child model across the state, six more counties were identified as areas of focus for 2019. Based on the numbers of children in care, as well as growing interest in the community, Deschutes, Douglas, Crook, Jefferson, Klamath, and Lincoln counties were selected. In addition to continuing to focus on expansion efforts in these aforementioned counties, in Q1 of 2019, the ECSC has also begun regular community mobilization efforts in Curry, Hood River, and Wasco counties. Below is a brief overview of the progress made in each of the counties that have been the focus of Every Child expansion efforts in the first quarter of 2019. **By the end of the reporting period, Every Child has an active presence in 19 counties.**

Growth Counties are counties where Every Child has an established affiliate in the community and there is a collaborative and dynamic partnership between DHS and the community.

Established counties include:

- Benton
- Clackamas
- Columbia
- Douglas
- Jackson
- Josephine

- Lane
 - Linn
- Marion
- Multnomah
- Washington

Since the last reporting period, there were makeovers of two different rooms at the new DHS Child Abuse Hotline, 1,284 volunteers mobilized, on average 190 foster families supported with respite care through Foster Parent's Night Out each month, monthly foster parent and volunteer recruitment events held, countless tangible needs of kids in care met, and \$87,112 raised by local Every Child affiliates in these 11 communities.

Training and Implementing Counties are counties where the affiliate receives training from the Every Child Service Center, and day-to-day operations transition to the local organization. Local affiliate organizations are responsible for fundraising to cover operational expenses. Once established, the affiliate will maintain community partnership with DHS, coordinate volunteer efforts, demonstrate hospitality and continue to build relationships.

Counties that are currently in the training and implementation phase include:

- Deschutes, Crook, and Jefferson
- Polk
- Yamhill

The Steering Committee in Central Oregon with representation from all three counties in District 10: Deschutes, Crook, and Jefferson identified Neighbor Impact as a fiscal agent and temporary backbone for Every Child Central Oregon. A formal MOU was issued by the Steering Committee and signed by Neighbor Impact in Q1 2019. This agreement provided critical infrastructural support to allow Every Child Central Oregon the ability to begin applying for grants and pursue other fundraising opportunities. While building out organizational infrastructure, Every Child Central Oregon has already begun foster family recruitment activities, launched a Foster Parents' Night Out, completed a makeover in the Prineville DHS office, begun a makeover of an outdoor visitation space at the local DHS office in Bend, provided hospitality to DHS, and met tangible needs of children in care.

Polk and Yamhill Steering Committees also joined forces in January 2019, deciding to combine efforts. By the end of Q1 they identified Reach Northwest, an existing nonprofit who was already operating Royal Family Kids and Teen Reach Adventure Camps, to serve as the backbone for both communities. The Confederated Tribes of Grand Ronde were represented on the Steering Committee and will be working in close partnership with Reach Northwest to establish Every Child initiatives for their community, as well. Both counties are engaging the community in opportunities to partner with the agency by making Welcome Boxes, Launch Boxes, dropping off goodies to DHS offices, and organizing makeovers of visitation rooms and lobbies. Yamhill is continuing to coordinate Foster Parents' Night Out (FPNO), while Polk is in the planning stages to launch FPNO in the near future.

Developing Counties are defined as counties where the local Every Child Steering Committee begins to unroll initiatives locally while identifying or establishing a non-profit organization that can serve as the local affiliate of Every Child. An Implementation Timeline and Work Plan is created, and once a backbone is identified a Licensing Agreement is issued and signed.

Counties in the Developing Phase include:

- Coos
- Curry
- Klamath

Planning Counties are counties where Every Child is laying the foundations for work in the community by seeking to identify the persons of influence and caring community members with the passion and motivation to bring about change in their society and form these individuals into a Steering Committee.

Counties in the planning phase include:

- Hood River
- Lincoln
- Wasco

Collaborative conversations have taken place with DHS leadership in these counties to better understand the context and key community stakeholders that should be consulted in the process. Community informational meetings have taken place and steering committees are being formed.

c. Recruitment, development, and support directed to foster homes

Rather than create a paradigm that says, "become a foster parent or do nothing," the spirit of Every Child is to invite the community to bring whatever they have to the table. In doing so, community members have opportunities to engage at whatever level is most comfortable and gain greater awareness of the needs of children and families intersecting with Child Welfare. As they have positive and meaningful experiences volunteering or meeting a tangible need, they are more likely to step into deeper and deeper levels of engagement until, over time, they are ready to become a resource for children in care.

Through statewide expansion efforts, Every Child connected with 987 community members in Q1 of 2019 (see Table 4). In addition to the 264 contacts who expressed interest in foster care and/or adoption, 471 were interested in volunteering; 267 in providing respite care; 255 in meeting tangible needs; 320 in receiving newsletter updates; and 119 in donating. Every Child has seen 97 new families become Certified Foster Providers between 1/1/19-3/31/19, though there have been challenges to effectively match data shared between DHS and the ECSC. These complications are currently being resolved.

	Reporting Period	Foster & Adoption	Volunteer	Respite	Tangible Needs	Newsletter	Donate	Total
4	Jan - Mar	264	471	267	255	320	119	987

Table 4. Total number of Every Child inquiries in Q1 2019 by type

Volunteer opportunities include:

- DHS Makeovers
- DHS Office Support
- DHS Staff Appreciation Events
- Foster Parents Night Out
- Mentoring
- Office Buddies
- Royal Family Kids Camp
- Support for Foster Families
- Transportation

Respite care opportunities include:

- Babysitting
- Childcare
- Respite Care for foster families
- Safe Families

Meeting tangible needs includes:

- Boxes of Love
- Emergency Needs from DHS Caseworkers
- Goods or Services for DHS Makeovers
- Goods or Services for DHS Staff Appreciation
- Launch Boxes
- Stock the DHS Snack Pantry
- Welcome Boxes

Development of New Foster Parent Support Initiative

Over the past few months Every Child has worked to draft a plan of support that will serve to build relationship and increase retention and general satisfaction of foster care givers. To do this, ECSC held focus groups, conducted by an outside facilitator, with both general and relative providers. The feedback from these focus groups created the framework for the plan of support that will become an expansion of "The Neighborhood."

The Neighborhood initiative will place foster care providers into a community of caregivers that are buttressed with support during the most challenging times of the foster care journey - the hello, the good-bye, and the peaks of challenge in between.

In addition to building the network of communication and resource so desperately craved by many caregivers, Every Child will expand on the already popular Welcome Box theme by creating larger "tool kits" packed with information, notes of support and helpful household items uniquely designed to address the needs specific to the hello, good-bye, and challenge phases of caregiving. Plans are in motion to begin the roll-out of this effort in September 2019.

Statewide Foster Parent Recruitment Campaign

Since the last reporting period, Every Child Oregon launched the second wave of the statewide marketing campaign that invited Oregonians to harness the power of "showing up" for children in foster care. The campaign leveraged radio, TV, billboards, print, and social media with targeted ads in Clackamas, Multnomah, Washington, Douglas, Deschutes, Josephine, and Marion counties from January 16 to March 31. The goal of the campaign was to increase recruitment of foster families and volunteer engagement across the state. From a data perspective, the campaign proved the importance of regular messaging and marketing for foster family recruitment efforts statewide, created a data baseline for future marketing, and honed strategies that work for engaging Oregonians on a large scale. As is evidenced in the table below, Every Child experiences a significant bump in inquiries across the state when campaigns are underway. During the #ShowUpOregon campaign in Q1 of 2019, Every Child received a total of 882 inquiries: 216 Foster & Adoption inquiries, 420 Volunteer inquiries, 166 Respite inquiries, and 142 interested in meeting Tangible Needs.

Campaign Status	Date Range	Total Inquiries	Foster + Adopt	Volunteer	Other
Prior to Campaign (58 days)	7/8/18-9/3/18	326	118	148	60
Show Up Campaign, Round 1 (58 days)	9/4/18-10/31/18	590	211	267	112
Prior to Campaign (75 days)	11/2/18-1/15/19	453	157	181	115
Show Up Campaign, Round 2 (75 days)	1/16/19-3/31/19	882	216	420	246
Average Inquiries On Campaign		736	214	344	178
Average Inquiries Off Campaign*		390	138	165	87

Table 4. Total number of Every Child inquiries in Q1 2019 by type

*Average is based on the mean.

Events

One of the innovative mechanisms to support both the recruitment and retention of foster families is Every Child signature events. These include "Explore Fostering Coffee Houses" (EFCH) which invite community members to interact with a panel of foster parents in a relaxed coffee house environment and to better understand what is involved in the foster care journey. EFCH are one of Every Child's most effective recruitment tools. They are hosted every month in the tri-counties and are also being hosted by other Every Child affiliates around the state. "Respite Mix and Mingles" are events that provide support to foster families by connecting them with community volunteers who are interested in providing respite. Lastly, Foster Meet Ups offer foster parents an opportunity to connect with other foster parents in their community in a positive and supportive environment. These events also give foster parents an opportunity to earn continuing education credits toward their certification hours and gain helpful tools and skills from knowledgeable guest speakers.

Foster Parents' Night Out (FPNO)³

In July of 2018, Every Child Oregon formally acquired Foster Parents' Out (FPNO) as an initiative to provide a monthly night of respite for foster parents and ultimately support the retention of these families. Since the acquisition, the ECSC has focused its efforts on creating a smooth transition process for FPNO sites and volunteers as well as building out organizational infrastructure to streamline and more effectively support the initiative. In Q1, the ECSC has made considerable investment in the following:

- Revising and strengthening the FPNO Manual
- Refining the FPNO volunteer training
- Developing organizational structure where Every Child affiliates can provide hands on support to FPNO sites
- Developing relationships with FPNO site leadership and coordinators
- Refreshing the FPNO brand by developing a new FPNO logo
- Developing new marketing materials for volunteer recruitment including a new FPNO promotional video

Visit link below to view the FPNO promo video:

www.dropbox.com/s/3khvzlq556bi80n/FPNOPromoVideo.mov?dl=0

The first full FPNO year has now been completed since the acquisition, with the following results:

- 516 children have been served on average each month
- 180 foster families have received respite on average each month
- 434 community volunteers have been mobilized on average each month
- foster families have received 563 hours of respite
- \$36,763.48 worth of in-kind donations have been received to support the events
- 19 total FPNO sites across the state

³ For full FPNO bi-annual report, see appendix

Recommendations

Since Every Child's inception, DHS has practiced collaboration, removed barriers, and embraced innovation, leading to the effectiveness of Every Child across Oregon. In the past year, DHS has assisted with some logistical challenges by:

- Amending the grant agreement to increase funding for technology, and to pilot new foster family recruitment marketing efforts and foster family support efforts.
- Deploying the Mobile Certification unit.
- Scheduling regular tactical update phone calls and participating in a once monthly Every Child Oregon strategy meeting.
- Mapping inquiry data to certification through a Data Sharing Agreement.
- Developing a point person for communication around the Every Child effort and new requests or proposals at Central Office, who attends monthly Every Child Oregon strategy meetings in Portland.
- In November 2018, Every Child Oregon and its affiliates were given a statewide donation receipt letter for in-kind gifts to utilize in the procurement of gifts or items for DHS offices in local communities.

As Every Child grows across Oregon, and increases its footprint in counties where it already exists, the following recommendations would assist with community mobilization work:

1. Technology Upgrade for Certification Process for Foster Families + Integration with Every Child Oregon's Customer Relationship Management (CRM) System: Currently, Every Child Oregon is working with Microsoft Philanthropies to develop a state-of-the-art CRM system on their newly released Common Data Model. This system tracks inquiries and the individual or organization's level of engagement with the organization through pass off to DHS. The ability to email and text individuals through the system, and to track what events and/or marketing efforts are working, will roll-out in the months ahead. Every Child Oregon desires for the user experience to be seamless as a foster parent inquiry transfers from interacting with the Every Child system and customer service level, to that of DHS's. Currently, DHS works within ORKids and much of the certification process is managed manually and completed on paper. Putting the application process online and creating a tool for Caseworkers to track progress of an application more seamlessly, would help provide synergy between the CRM system for community mobilization and engagement that is being developed by Every Child Oregon, the experience for foster parents walking through certification, and the agency's internal work.

2. Certification and Training Process:

- a. <u>Staffing</u>: Staffing for certification is consistently verbalized as a barrier in meetings with local DHS child welfare offices. The Mobile Certification Unit was a help yet is only able to assist with backlogged foster applications in one district every six weeks and bases their assistance on a specific formula that assumes the certification process occurs in a specific way across the state. As we shared news of a foster family recruitment campaign across the state, reticence from staff at the local child welfare offices was based on a lack of staffing to accommodate more applications. Every Child would recommend a permanent increased staffing allocation for certification in Every Child counties, at minimum.
- b. <u>Staffing of Foster Parent Recruiters:</u> Within some counties, positions have been allocated for "recruitment" or "community outreach" without clear guidance on deliverables associated with the role, or with division of responsibilities between Every Child affiliates and the DHS office. In counties where DHS Recruiter positions exist, Every Child recommends the agency and Every Child Service Center work together to develop clear division of responsibilities, outcomes, and best practices for collaboration to avoid inadvertent miscommunication, misunderstanding, or perceived competition.
- c. <u>Process:</u> Across the state, the process for certification varies in each county, as does the length of the process and the order of Foundations training classes. There is great variance in:

Last updated January 18, 2019

- · How "intake" is processed, and standards for follow-up to inquiries,
- When a certifier is assigned to a potential foster family, and how many people are involved with the family before the certifier is known,
- When in the certification process an application is given,
- The length of time for the certification process to be complete
- And, the frequency and order of Foundations Training classes.

Every Child would recommend a unified statewide certification process that could be communicated to the community consistently regardless of the county where a person resides.

- **3.** Access Agreement: Every Child recommends an Access Agreement that would allow EC Oregon staff to view ORKids to look up foster parents, review progress in the certification process, and identify foster families who came forward through Every Child but went directly to DHS for certification. This will allow us to most accurately determine foster family recruitment efforts that are effective.
- 4. Volunteer Process + CJIS Clearance: In 2018, Every Child has worked with the Volunteer Services department to troubleshoot challenges in the felt experience for volunteers and streamline processes across the state. As one of the key onramps for future foster families, volunteer services is critical to the community engagement model of Every Child. For the past two years, the volunteer services process has been slow, disjointed, and painful in many counties. With the rollout of CJIS background checks in late 2017, and the addition of two more training videos in late 2018, a laborious and unfriendly process has become unbearably cumbersome for many volunteers. In the Portland Metro area, volunteers currently wait between 2-6 months after attending orientation for clearance.
 - a. <u>Volunteer Process</u>: In counties with a Volunteer Coordinator, volunteers interested in being an Office Buddy, Driver, or helping in other regular capacities are required to go through a Volunteer Orientation, fill out an application, sign a position description, submit a photo, watch four videos online, fill out a form for a background check, and most often submit another application and fingerprinting for CJIS clearance. The process in each county is a little different, but the statewide process for volunteerism is prohibitive, and is not focused on positive volunteer engagement strategies. We're seeing more and more volunteers drop out of the process before completion, as a result; and have received increasing email correspondence from frustrated volunteers because of additional perceived "hoops" to jump through, poor communication, or unclear expectations. Every Child Oregon recommends that EC Staff have the opportunity to become "certified" to hold volunteer orientations. And, Every Child requests the opportunity to speak into a streamlined process for Every Child volunteers across the state, with implementation of new processes before January 2020.
 - b. <u>CJIS Clearance:</u> CJIS added another layer of complexity to volunteerism, and policy around CJIS clearance has major implications for the ongoing success of Every Child. If volunteers can no longer do tours or regularly serve at child welfare offices, the success of this effort will be compromised greatly. DHS has agreed that EC Staff and lead volunteers may go through the CJIS approval process and provide line-of-sight supervision to non-CJIS-approved volunteers in Child Welfare Offices. Every Child Oregon recommends that line-of-sight supervision requirements be drafted for EC staff, lead volunteers, and DHS staff responsible for escorting non-CJIS-cleared volunteers through the offices. Additionally, Every Child recommends that CJIS-approved Child Welfare staff assume the responsibility of line-of-sight supervision for project-based volunteers who do not interact with children.
 - c. <u>DHS Point Person</u>: With the allocation of a Community Resource + Foster Parent Champion, there is an opportunity to build on momentum. Every Child Oregon recommends a DHS employee at each child welfare office be appointed as a Point Person for local EC communication, volunteer and hospitality coordination, and tours of the offices.

- **5. Retention.** With increased focus on foster family retention, many organizations in the foster care support space, and recommendations coming from the Caregiver Support and Retention Workgroup (part of the Statewide Foster Care Steering Committee), it is possible for organizations to be unsure about commitments the agency is making, legislative priorities, pilot projects underway, and proposals submitted to DHS. It seems that changes—from Caregiver/Foundations Training to childcare reimbursements—are happening quickly. Every Child Oregon recommends that DHS host an annual meeting for foster family support organizations to share learnings, pilot projects, and for the agency to share vision and funding opportunities for the coming year (or utilizes an already existing event to pull all foster family support stakeholders together).
- **6. Statewide Campaign:** With the success of the Show Up campaign in Fall 2018 and Winter 2019, Every Child is excited to build on learnings to increase inquiries across the state. In Q1, Every Child recommended additional funding for expanding the marketing campaign beyond seven Oregon counties to 24, and DHS agreed. This new campaign will be nine months long and serve 24 counties, beginning in Fall 2019.

Appendix

Bi-annual Report

January-June 2019

Grant Agreement Number #157275

June 30, 2019



Background

Foster Parents' Night Out (FPNO) provides consistent monthly respite to DHS foster parents during the school year through scheduled four-hour events. There is a network of local faith communities throughout Oregon that currently host FPNO, which gives foster parents time off while trained volunteers care for their foster, adopted and biological children in a fun and safe environment. By providing quality respite care, FPNO strives to increase the retention rate of foster parents in the community.

FPNO began in Salem in 2006 and now has sites in 11 Oregon counties. Since 2012, FPNO has worked closely with Every Child Oregon, sharing many of the same volunteers and serving many of the same foster families. In late 2017, FPNO leaders approached Every Child Oregon about merging the two efforts and expanding FPNO across the state. After months of conversation and planning, FPNO is now an official initiative of Every Child Oregon. By 2022, Every Child Oregon will have active community engagement efforts in all 36 counties in Oregon; many of which will also have FPNO sites.

According to grant agreement #157275, Every Child Oregon, an initiative of Portland Leadership Foundation, was charged with strengthening and expanding FPNO over a two-year period. In this first year, Every Child is focusing on building infrastructure for existing FPNO sites. In the second year (August 2019-July 2020), Every Child will work to expand FPNO to a minimum of 14 counties.

Key Performance Indicators

Over the last six months, Every Child has built organizational infrastructure for existing and new FPNO sites to serve children and families more effectively. Part of this has involved revising and strengthening resources and processes such as the FPNO Manual, volunteer recruitment, volunteer training, and overall branding to create uniformity and standardization across all sites while ensuring child safety.

1. Logo

Every Child worked with Pivot Group, a digital marketing agency, to develop a new logo for FPNO which will help increase its brand recognition. This logo provides more consistency for families and children throughout Oregon, as well as others wanting to partner with FPNO sites in various ways – such as vendors, donors, or special guests. The logo captures the fun and excitement that kids enjoy while they are at FPNO while also representing the messiness, beauty, color, and life of foster care.

The main logo is to be used on invitations to foster families and marketing throughout the community to increase awareness about FPNO as a resource.



The auxiliary logo, or emblem, is for use on the day of FPNO events. It will appear on signage and tshirts throughout events where children and volunteers are in attendance. This adjusted logo captures the essence of the FPNO brand, while also removing the labeling terminology of "foster" which is found in the main logo.



2. Manual

Every Child has revised and strengthened FPNO materials into a restructured FPNO Manual. The updates include: more robust guidance; planning resources, checklists and timelines; tools and resources for volunteer recruitment and tracking; FPNO site coordinator guidelines and responsibilities; foster family registration survey; and a collaborative list of best practices from existing FPNO sites.



3. Volunteer Training

Every Child has updated and refined the FPNO volunteer training. These revisions include additional training on engaging with children, trauma-informed care, and strengthened policies and procedures surrounding safety and best practices for serving with FPNO. See Appendix A for FPNO volunteer training slide deck.



On May 9th and June 22nd, Every Child held an FPNO training for trainers in Portland and Eugene. At these two events, leaders from each of the FPNO sites came together to become trained as FPNO volunteer trainers. Every Child modeled the new training and provided the necessary support to empower sites to conduct volunteer trainings on their own, without needing to bring in a trainer from outside. This allows for greater ownership, freedom, and flexibility for sites to equip members of their community to serve children through FPNO.

4. Structural Development

In partnership with local Every Child Affiliates, Every Child has established a new structure for FPNO management. The Every Child Affiliate in each county is serving as the local support for both the FPNO site coordinator and DHS liaison. The Every Child Affiliate helps increase awareness about FPNO as a resource for foster families and identifies community partners for the strengthening and expansion of FPNO. The Every Child Affiliate works in collaboration with the FPNO Coordinator with the Every Child Service Center. The FPNO Coordinator onboards new sites, provides technical

consulting and support for new and existing sites statewide, streamlines processes for sites, and tracks monthly reports. The FPNO Coordinator and Every Child Service Center have developed guidance materials and training for Every Child Affiliates to be able to more effectively support and onboard new FPNO sites.

5. Relational Development

Every Child has created and implemented a communication strategy to share updates with existing and upcoming FPNO sites. Through virtual and email communication as well as face to face meetings with each individual FPNO site's leadership, Every Child is sharing resources, navigating questions, and continuously establishing rapport.

6. Marketing Materials

In partnership with Pivot Group, a digital marketing agency, Every Child created marketing materials to strengthen existing sites' efforts and easily expand FPNO throughout the state. As FPNO continues to grow, this brand and logo will improve the recognition of official FPNO sites. The new marketing materials include an FPNO promotional video designed for volunteer recruitment, signage for the monthly FPNO events, t-shirts for volunteers, and a volunteer recruitment package which includes templates for the following: poster, informational postcard, announcement slide, and bulletin text.







Visit link below to view the FPNO promo video: https://www.dropbox.com/s/3khvzlq556bi80n/FPNO%20Promo%20Video.mov?dl=0

Site Structure

Prior to becoming an initiative of Every Child, FPNO sites were primarily faith community based. Upon its acquisition, Every Child developed three models for implementation as FPNO expands statewide.

• Faith Community Based

The FPNO site is hosted by a faith community site and is staffed primarily by volunteers who attend the FPNO host site faith community.

- Faith Community Hosted The FPNO site is hosted by a faith community, but is open to the volunteers from the community, regardless of faith affiliation or attendance.
- **Community Partner Hosted** The FPNO site is hosted by a community partner and is staffed by volunteers from the community.

Currently, FPNO sites are faith community based or faith community hosted, but in the coming year Every Child will expand to community partner hosted site options as well.

Outcomes

In early 2019, Every Child successfully onboarded three new FPNO sites increasing the active sites to **19 total in Oregon, spanning 11 counties**. Below is the aggregate data¹ for the months of January through June 2019 in addition to the previous months in the current FPNO season from September through December in 2018.²

of Children Month September 294 October 579 November 557 December 637 637 January February 412³ 575⁴ March April 682

632

159

516

Number of children served

Number	of volunteers

Monthly Average

May

June

Month	# of
	Volunteers
September	241
October	480
November	451
December	471
January	552
February	377 ³
March	546 ⁴
April	545
May	514
June	161
Monthly Average	451

Number of families served

Number of families served		
Month	# of Families	
September	96	
October	199	
November	194	
December	219	
January	218	
February	140 ³	
March	211 ⁴	
April	235	
May	222	
June	62	
Monthly Average	180	

Number of respite hours provided

Month	# Respite Hours
September	31
October	63
November	59
December	59
January	70
February	51 ³
March	66 ⁴
April	74
May	71
June	19
Total	563

¹ It is important to note that FPNO requires volunteers to make a nine-month commitment and invites mostly the same children and families to participate month after month to ensure consistency of relationship for the children and youth. The numbers reflected for children and families served as well as volunteers would be many of the same children, families, and volunteers returning to FPNO each month.

² FPNO sites are active for the school year, starting in September/October and concluding in May/June. September 2018 was the first month FPNO sites were active and serving families since the acquisition.

 $^{^{\}rm 3}\,$ Six FPNO sites cancelled due to severe weather during the month of February

⁴ Two FPNO sites cancelled events due to the overlap with spring break and scheduling conflicts

In-kind donations received

Month	In-Kind Donations
September	\$1,224.97
October	\$1,397.56
November	\$1,566.49
December	\$2,933.54
January	\$5,211.35
February	\$2,825.92
March	\$6,835.68
April	\$5,311.69
May	\$5,517.75
June	\$3,938.53
Total	\$36,763.48

Active sites in 2019

County	# of Sites
Benton	1
Clackamas	3
Columbia	1
Coos	1
Deschutes	1
Josephine	1
Linn	1
Marion	2
Multnomah	5
Washington	2
Yamhill	1
Total	19

The Impact of FPNO

While the data is encouraging, the real measure of success comes from the impact made by FPNO. What started as an event that gives foster parents the respite they need, has expanded to be a place where children connect with each other and committed volunteers, separated sibling sets reunite, and volunteers gain interest in becoming a foster parent.

Below are a few stories and photos from the last few months that share the positive effect FPNO has had on the children, families, and volunteers.

• A girl attending was literally hiding in corners when she first came to FPNO and her foster mom left in tears. By the end, this little girl was engaging and having a great time! We called her foster mom after an hour when she was coming out of her shell so she would not worry anymore and would be able to enjoy her alone time.

-FPNO Site Coordinator, Linn County

• Foster Parents Night Out was amazing for all of us. Our child didn't want to go but when I picked her up, she had had a ball!!! I went out and had dinner with friends. It was a good night for all of us. -Foster Parent, Clackamas County



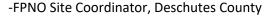


• From the exposure to the foster system through FPNO, 2 of our volunteers have already completed classes to be foster home placements and 3 have been certified, or are in process to provide respite care! There are also 2 others interested in pursuing classes to do foster care.

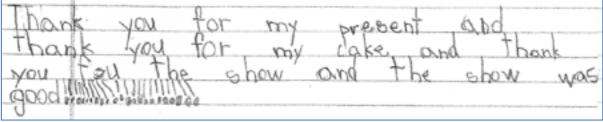
-FPNO Site Coordinator, Columbia County



• We had an amazing gal from the community come in and do a guided paint night for the kiddos. Initially, several of the kiddos were nervous and a bit insecure about their abilities and by the end it was so incredible to see how proud they were of what they created! They each beamed as they showed off their work to the volunteers and we got to compliment their unique creations and encourage them!







 We closed out the FPNO year with a special dinner event. We invited the parents to stay and see what FPNO looks like and get a chance to meet each other. One of the great things about FPNO is that the children make friendships and want to stay in touch. Also, the volunteers were able to exchange information with those who wanted to set up summer babysitting dates. -FPNO Site Coordinator, Multnomah County

• Thank you! FPNO has been a huge gift to our children and our marriage. We don't have family in town so having a reliable date night at least once a month makes a big difference. We look forward to seeing you in the fall, hopefully with new little foster love(s) in tow. Thank you for being such a graceful servant to the foster care community. And for bringing so many volunteers together and into these kids lives. Thank you for including bio kids and giving them something to look forward to each month as their lives can feel a bit turbulent with all the craziness of sharing their space, parents, and time. Our kids have had so much fun and talk frequently about all their favorite leaders. -Foster Parent, Benton County

Dear FPNO Crew Thank you all for the Car, crestals, guns, candy, and ec Thoughtty every molth that time of your into US

Appendix A







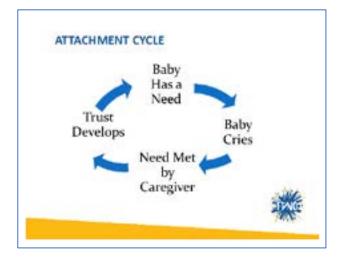


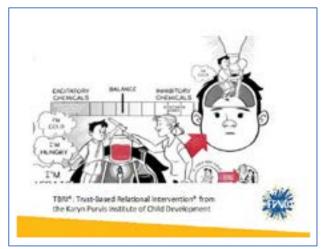


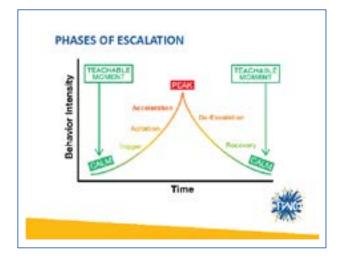
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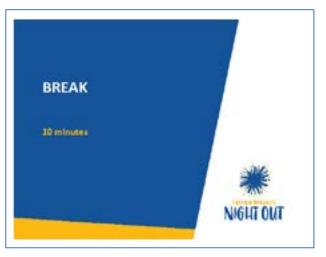




BIG FEELINGS

- Interse emotions that swell up and burst out as quickly as reflex
- Don't be phased by outbursts, but help children figure out what's really going on
- · Respond, don't react





A TYPICAL FPNO EVENT

- Site Goordinators assign you to an age group or station
- · Registration: happy chaos
- · Themes/special guests







VOLUNTEERING AT FPNO

- Submit Volunteer Application to Site Coordinator
- · Submit and pass a criminal history background check
- · Attend this training
- · Be at least 16 years of age
- · Make a minimum of an 8-month commitment
- · Why we don't bring our own children?



FOOD AT FPNO

- · Snacks are readily available
- · Possibility of kids hoarding food
- · Beware of food sensitivities/food anxiety
- No organized prayers at meal times · Don't wait until all the kids are
- served
- · Sit at tables with kids; intentional questions
- · After kids are done eating, prepare some games or activities



RULES & EXPECTATIONS

· Arrive early

- · Wear FPNO shirt
- Limit Cell phones
- · Volunteers may not give individual gifts to children
- · Getting frustrated with a child
- · A volunteer connects with a child that moves
- Partnering with DHS

CONFIDENTIALITY, SAFETY AND SECURITY GUIDELINES

- · In the community, wait for children or a family to approach you
- · Be sensitive when using social media (don't "check-in" on social media)
- · Use only first names of kids and voluntéers on name tags
- · Do not share details about the children you spend time with at FPNO
- · The Information that FPNO receives is not to be shared with other ministries at the church





INCIDENT REPORTING

- If you observe an incident or injury. report it immediately to your Site Coordinator
- · Fill out an incident report as thoroughly as you can, including what happened and what action you took
- Foster parents must sign them at the end of FPNO and they are sent to DHS
- · Complete an incident report if a report of abuse or neglect is made



MANDATORY REPORTING

- When a child discloses abuse or neglect, it is your responsibility to call the child abuse hotline or police and report it immediately
- Be a listener instead of an investigator
- Never promise to keep a secret
- Write what you heard on an incident report and call the hotline with your Site Coordinator as soon as you can. DO NOT include foster parents in this process.



ENGAGING CHILDREN EFFECTIVELY

- · Prevention is the best
- Schedule
- Transition Warning
- · Get on their level
- · Ask for their hands
- Butterfly Hug
- Preparing Yourself







BEHAVIOR SCENARIOS

You are a volunteer in the preschool group and the time has come to transition from the bouncy house room to the next group activity. One child is refusing to get out of the bouncy house to put on their shoes and line up.



BEHAVIOR SCENARIOS

You are in the gym with the teenagers and notice out of the corner of your eye two high schoolers playing basketball. They begin to get aggressive with one another, using strong language and pushing one another.



BEHAVIOR SCENARIOS

It is meal time and you have your plate of food in your hand. When going to find a seat, you notice an elementary aged child sitting in the corner by themselves, head buried in their hands on their knees.





FPNO'S IMPACT



One family who joined our FPNO in October has been outspoken about how much they appreciate the monthly time off. Having two biological kids and three foster kids, it is nearly impossible to find someone who can watch all the kids for a night. FPNO has given them the resplic they craved. Their five girls smile literally all night long, and each of them has made at least one specific connection with a volunteer who they run to when they walk in the door and play with for the rest of the night. In December, this family had plans on Saturday, but when their girls found out that they would be missing FPNO, they had their family reschedule so they could make it! Direct quote from the girls— "We can't miss the furnest event ever, dad!"

FPNO Site Coordinator, Yamhill County

NEXT STEPS

- Mark your calendar for FPNO dates and communicate any dates you are unavailable beforehand
- Be in communication with Site Coordinator for volunteer assignment

Thank you for joining us to support the foster families in our community!



