



Dave Thomas  
Foundation  
for Adoption®

Finding Forever Families for Children in Foster Care

Dear Public Service Director,

Right now, more than 120,000 children, through no fault of their own, are waiting to be adopted from foster care in the United States — [a 20% increase since 2012](#).

Our nation's child welfare system is being stretched far beyond its capacity as families are devastated by the opioid crisis and other issues. Unresolved through policy and evidence-based, innovative practices, this problem has far-reaching impacts. Last year, more than 20,000 teens turned 18 or 21 and aged out of care without a permanent home. With nowhere to turn for support, many are at a higher risk of negative outcomes, such as homelessness, unemployment and early parenting, which can happen to a child who can't go home and simply say, "I need some help."

Created in 1992 by Wendy's® founder Dave Thomas, who was adopted, the Dave Thomas Foundation for Adoption is the only public nonprofit charity in the United States focused exclusively on foster care adoption.

Through our signature program, [Wendy's Wonderful Kids®](#), the Foundation provides funding and establishes innovative co-investment partnerships with states to support the hiring of adoption recruiters who implement an evidence-based, child-focused recruitment model. The model is proven to be up to three times more effective at serving children who have been in foster care the longest, including teenagers, children with special needs and siblings.

With support from the Foundation's generous donors, the Foundation has helped find forever families for more than 10,000 children across the United States. But there is more work to be done to serve children still waiting to be adopted who need our help the most.

Please inform your audience about the importance of foster care adoption by airing the Dave Thomas Foundation for Adoption's new PSA campaign, "**Building Brighter Futures**" (:60, :30, :30 or :15). The PSAs encourage listeners to visit [davethomasfoundation.org](http://davethomasfoundation.org) to learn more. We hope you will air this campaign, **which has an end date of April 30, 2022**, as soon and as often as possible. Together, we will achieve the vision that every child has a permanent home and a loving family.

**Additional campaign information is available here:**

[http://c360m.com/EPK/37200DTF\\_radio](http://c360m.com/EPK/37200DTF_radio)  
<http://www.c360m.com/PSAConnect/dt/>

If you have any questions, please contact the Foundation's distribution representative:

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On behalf of the Dave Thomas Foundation for Adoption, thank you for supporting this public service campaign and for sharing our message.

All good wishes,

Rita L. Soronen  
President & CEO  
Dave Thomas Foundation for Adoption