Dear Public Service Director,

There are 428,000 children in the US foster care system. Of these children, there are 112,000 currently awaiting adoption. Older youth are overrepresented in the foster care population, as they generally wait longer to be adopted and have lower overall adoption rates.

Since 2003, the Ad Council has partnered with the Children’s Bureau and AdoptUSKids on a national adoption recruitment campaign to encourage adoption from foster care. PSAs have been developed with a specific annual focus including, teens, Spanish-language, sibling groups, and children 8 and older. The consistent tag line, “You don’t have to be perfect to be a perfect parent,” has been used to communicate a humorous angle to the seemingly challenging task of adopting a child from foster care, reassuring prospective parents that even if not ‘perfect,’ they have the ability to provide the stability and security that children in foster care need and deserve.

The latest PSAs in this award-winning campaign ask prospective parents to consider adopting older teens in foster care. The new PSAs portray lighthearted scenarios that echo the campaign’s notion that “when it comes to parenting, there are no perfect answers.” The PSAs reveal this message through relatable bonding moments when parents explore creative “multiple choice” solutions to parenting challenges, such as a father helping his daughter improve her grades in French class, and a mother with a cat allergy trying to accommodate her son’s request for a family pet. These new humorous PSAs reassure potential parents that teens in foster care don’t need perfection; they need the commitment and love a permanent family can provide. The PSAs direct audiences to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

We thank you for your continued support of the Adoption from foster care campaign. With your assistance, we can help find adoptive families for children and youth waiting in foster care.