ADOPTION FROM FOSTER CARE

CAMPAIGN OVERVIEW

Since 2004, the Ad Council has partnered with the U.S. Department of Health and Human Services' Children's Bureau and AdoptUSKids on a national adoption recruitment campaign to encourage the adoption of children and teens from foster care.

There are nearly 109,000 youth under the age of 18 waiting to be adopted. Teens have lower adoption rates than younger children, and often wait longer to be adopted. But no matter their age, all kids need a supportive and loving family, and the teenage years are an especially critical time for parental help and guidance.

PSA DESCRIPTION

Featuring real families, the latest campaign PSAs showcase adoptive parents talking about how they were also "adopted" by their teens and celebrate the reciprocal nature of adopting a teen from foster care. The PSAs feature the tagline "You can't imagine the reward," reassuring prospective parents that adopting a teen can also help parents grow in new and life-changing ways.

TARGET AUDIENCE

Adults ages 35 to 60-years-old, specifically prospective adoptive parents that have considered adopting but have not yet started the process.

CAMPAIGN OBJECTIVE

Encourage the adoption of children and teens from the U.S. foster care system and increase the number of potential families inquiring about adoption.

CALL TO ACTION

Visit AdoptUSKids.org or call 888-200-4005 to learn more about the adoption process.

PSAs:

To preview and download campaign PSAs, visit www.AdCouncil.org.

ISSUE FACTS

369K
children in the U.S. foster care system

109K
youth under the age of 18 are currently waiting for adoptive families

20K
youth 'age out' of foster care without the love and support of a family each year

6%
of adoptions in 2022 were of youth ages 15-17

IMPACT STATS

39K
children who were once photolisted on AdoptUSKids.org and have been placed in adoptive homes since the AdoptUSKids project began in 2004

900K
children and youth that have been adopted from the U.S. foster care system since 2004