



25th Anniversary Campaign

CELEBRATING 25 YEARS

\$11.7 million in adoption grants and 3,977 children ... home for good.



Gift of Adoption provides grants to complete the adoptions of vulnerable children – giving them permanent families and a chance to thrive.



Thea, Adopted from India in 2017.

“Without the grant I would not have been able to leave my life in Colorado for three months to travel to India and to bring my daughter home. The sooner she was placed in a loving family, the quicker she is able to catch up developmentally”

– Caroline, mom to Thea, Denver, CO

YOU CAN HELP TRANSFORM LIVES IN 2021

Adoption Matters: It Changes and Saves Lives

Every child deserves a loving family. Yet more than 153 million children are growing up in orphanages, on the streets or in foster care, including 400,000 in the United States. Unadopted children often suffer poor life outcomes, including homelessness, lack of employment options and early pregnancies. Overseas, unadopted children have a dramatically increased propensity to become victims of crime, trafficking, substance abuse and suicide. The probability of being adopted internationally is only 1.5%, and more than 23,000 children in the U.S. age out of foster care each year without a family. Adoption can prevent these tragic outcomes, as families provide the protection, nurturing love and foundation for a child to not only survive some of life’s most difficult circumstances, but also to thrive. (Sources: North American Council on Adoptable Children, National Foster Youth Initiative, U.S. Department of State Bureau of Consular Affairs, UNICEF.)

About the Children We Serve

Priority is placed on helping children facing what is possibly their only chance at adoption, including children at risk of separation from siblings, entering foster care, aging-out of an orphanage or with special needs. Children assisted through Gift of Adoption grants are adopted both domestically and internationally.

Who Are Our Grant Families

Many Americans seriously consider adoption, yet only 1% complete the process. Most often, the cost of adoption is cited as the barrier to moving forward. (Source: Dave Thomas Foundation.) Families served by Gift of Adoption are often led by educators, those who serve in medical fields or the military, and small business owners. These prospective parents have an average household income of \$50,000 and yearn for the chance to create or add to their families through adoption. Often, families encounter unanticipated expenses or timing challenges that lead to financial hurdles, like a match that happens very quickly or a delay due to NICU hospitalization. These additional challenges can put the adoption completion in jeopardy, potentially leaving a child in a foster home or waiting even longer to come home.

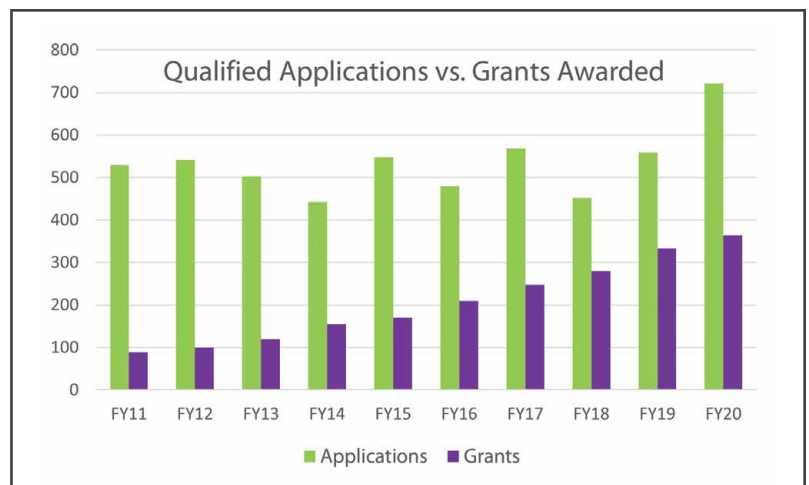
Gift of Adoption provides grants to complete the adoptions of vulnerable children—giving them permanent families and a chance to thrive.



Jeremiah, Adopted from U.S.A. in 2008 (above), Now (below)

The Need Has Grown

The number of children without families has increased both internationally and in the U.S. Costs to adopt have also increased over the past ten years, with a domestic adoption now averaging 26% more than in 2010. Total expenses now range from \$35,000 to \$55,000 per adoption. International adoptions are taking longer than ever—up to three years. In the U.S., more than 250,000 children have been placed in foster care in each of the last five reported years, with more than 100,000 children waiting to be adopted at any given time (Source: AFCARS). The good news is that as many as 25% of American families seriously consider adoption as a way to build their own families. Accordingly, applications for Gift of Adoption grants were up 29% in 2020*, yet currently we can provide this essential funding to just 2/3 of qualified applicants.



Gift of Adoption Impact

Gift of Adoption relies solely on the generosity of donors to fulfill our mission, with no state or federal funding to supplement these efforts. With a small staff and hundreds of volunteers across the U.S., we are a high impact organization with intentional growth strategies that have doubled our capacity for grants over the last five years. As of December 2020, as we move into our 25th year, more than \$10.6 million in adoption grants have been awarded, providing forever families for 3,637 children. We are the oldest and largest provider of grants awarded on a nondiscriminatory basis, a trusted partner in the adoption community and a highly credentialed nonprofit.



Jeremiah, Adopted from U.S.A. in 2008 (top), Now (above)

*Data as of FY20 (June 30, 2020)

Jeremiah is "a thriving thinker who is constantly looking for new things to explore."

– Dorothy, mom to Jeremiah, Minneapolis, MN

WITH YOUR SUPPORT, WE CAN CHANGE MORE LIVES

We know that the need for adoption grants is growing faster than our ability to fund these requests. So, we are launching this 25th Anniversary Campaign and seeking campaign funding of \$1 million - to help unite 525 children with their permanent families during 2021, a 12% increase over FY20.

Donors to the campaign have the opportunity to choose where they'd like to have the greatest impact – by directing their gift toward grants to prospective families or by leveraging their gift organizationally to create programs and donor opportunities that will grow the organization to new heights and sustain the mission over the long run.



Jenay, Adopted from U.S.A. in 2010 (inset),
Now (above)



Berhan & Hewan, Adopted from Ethiopia in 2008 (inset),
Now (above)



Garrett, Adopted from China in 2011 (inset),
Now (above)

THE CHILDREN AND FAMILIES OF TODAY... AND TOMORROW

Grants to Families to Bring Children Home

The aspirational goal of uniting 525 children with families represents the most grants awarded in the organization's history. Yet we know that children are waiting -- and removing financial barriers to adoption is the most cost-effective and direct way to ensure more children are adopted. Through this campaign we offer the meaningful opportunity for donors to direct their gifts to completing adoption grants that bring children home.

Capacity Building Through Development Initiatives

Our capacity to award grants is limited by the amount raised each year. We are shifting resources to expand beyond fundraising events, working hand in hand with our Chapter leaders to engage family foundations, corporations, community groups and individuals who believe that having a loving family is a basic right for children everywhere. Through new, strategic development efforts, supported by this fundraising campaign, we will drive the organizational capacity to be able to unite 750 children with families by 2025.

Endowing an Adoption Grant

Donors are invited to make a lasting impact by creating an endowed fund in their own name or in the name of a loved one. The principle gift, which will be held in perpetuity, ensures Gift of Adoption's ability to deliver our mission no matter the hurdles and economic conditions faced. Each year, earned interest income will be directed to complete an adoption grant in an area that is meaningful for the donor and his/her family for generations to come.

Gift of Adoption provides grants to complete the adoptions of vulnerable children—
giving them permanent families and a chance to thrive.

CELEBRATING NOW WHILE PREPARING FOR THE NEXT QUARTER CENTURY

Year Long Celebration

We will share updates on children served while celebrating volunteers, long-time supporters and influencers who have helped 3,637 children unite with their forever families.

25th Anniversary Campaign

\$1,000,000 to complete current year adoptions, expand development capacity and forge strategies to strengthen Gift of Adoption for the next 25 years.

Legacy Program

Invitations to include Gift of Adoption in estate plans or to establish an endowment to fund an adoption in perpetuity.



***With Your Support,
We Can Keep Helping
Children Come Home.***

Reagan poses in front of artist Kelsey Montague's Nashville Gulch Wings mural on a trip to Nashville, TN.

"My sister gave birth to our daughter Reagan at 24 weeks. We didn't know we were going to adopt her. We weren't in a place where we were thinking about adopting, we didn't have savings for adoption. The adoption took us by surprise. She was born substance exposed and was on track to live a completely different kind of life than she's currently living. Knowing that Gift of Adoption would help us do this...it made it possible"

– Missy, mom to Reagan, Sarasota, FL



Qian Zhi Xin, Adopted from China in 2019

CAMPAIGN BUDGET CHART

Individual and Major Gifts	\$405,000
National Board Contributions	\$200,000
Investor Board	\$180,000
Foundation Support	\$80,000
Corporate Contributions	\$75,000
Anniversary Event Revenue	\$60,000
Total Campaign Goal	\$1,000,000



Jacelyn, Adopted from USA in 2019



Dima, Adopted from Ukraine in 2019



Brielle & Dreydon, Adopted from Florida in 2019

OPPORTUNITIES FOR CAMPAIGN INVOLVEMENT

The 25th Anniversary Campaign engages donors in ways that are personally meaningful, combining our collective generosity to reach an impressive \$1,000,000 goal together. Campaign donors are invited to consider the following opportunities:

- Incremental and special 25th Anniversary celebratory donations from foundations, community groups and individual donors to support areas of greatest organizational need.
 - » Siblings, children in or facing foster care, older children, children with medical needs, geographic area of interest
- Investor Board membership: a pledge of \$7,500 (payable over three years at \$2,500 per year) to invest in organizational growth.
- Friend Membership: a pledge of \$3,000 (payable over three years at \$1,000 per year) to fund grants in chapter markets or to fund organizational growth.
- Cause Marketing Campaign: a commitment of \$25,000 or more to create a consumer driven campaign to raise awareness and funds.
- Endowment Gift: a commitment of \$100,000 or more to fund an adoption grant in your name or the name of a loved one each year.

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CAMPAIGN APPRECIATION AND RECOGNITION OPPORTUNITIES

\$100,000 Level

- Complimentary Presenting sponsorship of the 25th Anniversary Gather for the Gift
- 25th Anniversary keepsake
- Annual story of a child and family and longitudinal updates
- Customized impact report and/or family video - tailored to suit donor's purposes and preferences

\$50,000 Level

- Complimentary Title sponsorship of the 25th Anniversary Gather for the Gift
- 25th Anniversary keepsake
- Customized impact report and/or family video - tailored to suit donor's purposes and preferences

\$25,000 Level

- Complimentary Reception sponsorship of the 25th Anniversary Gather for the Gift
- 25th Anniversary keepsake
- Impact report and/or family video

\$10,000 Level

- Two complimentary tickets to Gift of Adoption events nationwide, including the 25th Anniversary Gather for the Gift
- 25th Anniversary keepsake
- Impact report and/or family video

\$7,500 Level/Investor Board

- Recognition as an Investor Board member
- Investor Board plaque
- Quarterly Investor Board newsletter
- Two complimentary tickets to Gift of Adoption events nationwide

\$5,000 Level

- 25th Anniversary keepsake
- Impact report on area of gift designation

\$3,000 Level/Friend of Gift of Adoption or Chapter

- Quarterly Friends newsletter
- Two complimentary tickets to local chapter events



Eric & Rebecca adopted Sadie, Max, Bailey & Melody with the help of Gift of Adoption (receiving grants in 2017, 2018, 2019 to adopt four kids. Pictured here with their fifth child Mady.

All those who contribute to Gift of Adoption's 25th Anniversary Campaign will be recognized on our website and in the 2021 Annual Report, unless opt out is preferred. Gather for the Gift is planned for October 14, 2021.

For more information please contact Sharon Komlofske or Julie Pendell.

Sharon Komlofske

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Andrea, Lucia, and Sofia, pictured with siblings, adopted from Colombia in 2020.
Front Cover: Henry, pictured with his family in 2020, Adopted from Burundi in 2019.



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