

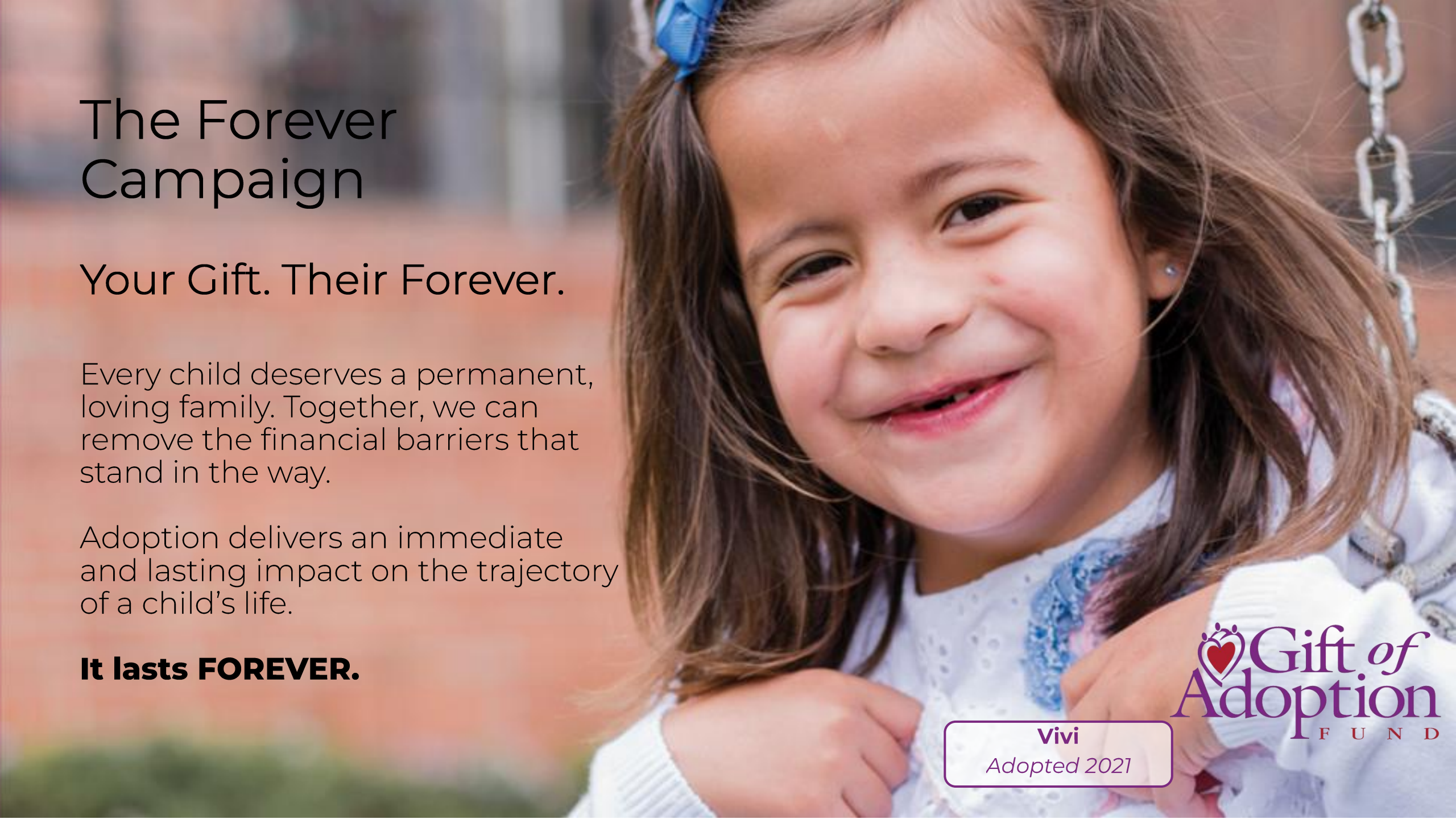
The Forever Campaign

Your Gift. Their Forever.

Every child deserves a permanent, loving family. Together, we can remove the financial barriers that stand in the way.

Adoption delivers an immediate and lasting impact on the trajectory of a child's life.

It lasts FOREVER.



 Gift of
Adoption
FUND

Vivi
Adopted 2021

Why Adoption Matters

Millions of children worldwide, including 100,000+ in the U.S., wait to be adopted by U.S. families.

Every day 5,700 children become orphans and 700 enter foster care - through no fault of their own

Our Actions Matter

- Unadopted children suffer poor life outcomes at alarming, yet **predictable rates** compared to their peers.
- Every child aging-out of foster care is estimated to **cost taxpayers ~\$300,000** in lost wages, incarceration, and downstream social service fees (Jim Casey Family Foundation)



23-29% of 19 to 21-year-olds were homeless upon leaving the system.



At 19, 60% vs. 87% graduate high school / obtain GED and 8-12% graduate college vs. 38% of Americans.



By age 21, **only 57%** will be employed.

The global orphan and foster care crisis has reached epidemic proportions – quietly harming the most vulnerable and remaining unmitigated until we deploy proven, scalable solutions capable of ending it.

The Impact of Action

Adoption prevents the tragic slide of children's lives, as families are the foundation for unleashing a child's potential.

It moves children from places of insecurity to safety, fear to belonging, uncertainty to having hope for the future.

**It's a win-win on a humanitarian
and economic basis**

38% of Americans seriously consider adoption

Yet just 1% complete an adoption. ◀

80% cite cost of adoption as a primary barrier
(\$35-\$50k avg.)

This is where Gift of Adoption comes in.



7-year-old Zhanna (foreground) lived in children's homes in Armenia for her entire life until she was adopted by a couple from Oregon in 2023.

About Gift of Adoption

Gift of Adoption is the **largest nondiscriminatory** charity providing adoption assistance grants, with priority on serving:

- children with critical medical needs
- children in or at risk of entering foster care
- children being adopted by a relative
- sibling groups
- older children



Jordan, age 16, pictured with her adoptive mom during the court proceedings where she was adopted out of foster care (by close family friends)

Gift of Adoption's long-term objective: no child eligible for adoption by a U.S. family goes unadopted because of financial barriers



Total Addressable Need

A 2025 Total Addressable Need study conducted by L.E.K.* substantiated that for vulnerable children eligible for adoption by U.S. families:

- 14,000 children face **financial barriers to adoption** into U.S. families annually
- 4,000 children are being served by GOA and peers each year
- 10,000 children remain unadopted each year

GOA's Commitment to Close the Gap

By 2030 GOA is committed to serving 1,200 children a year (up from 815 in 2025).

This is the **first milestone** toward serving 50% of the total addressable need (7,000 children/year, ~ 9x), so that, *alongside our peers, we **eliminate the financial barriers to adoption in the U.S. by 2045.***

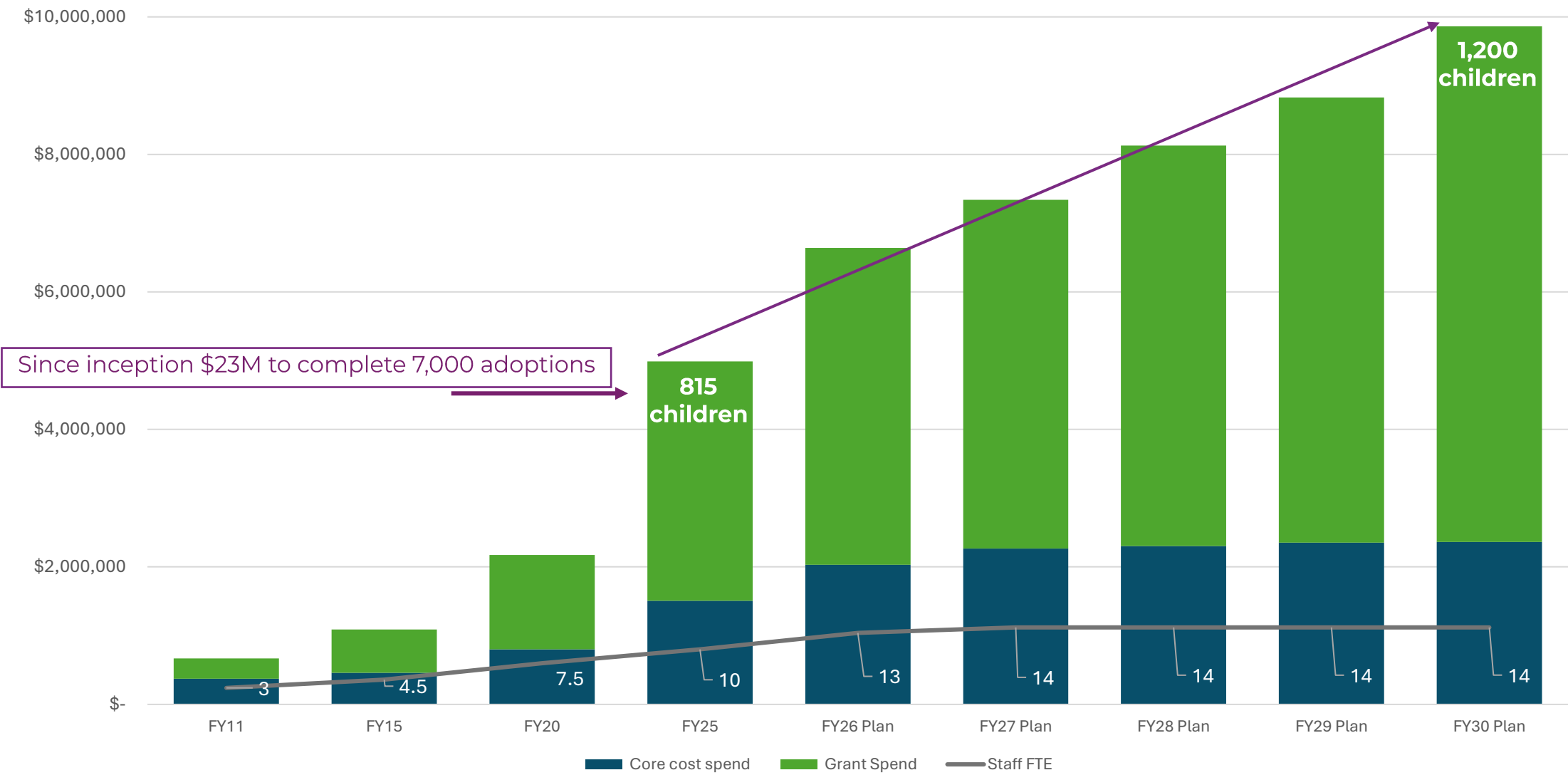


Rorey adopted from the U.S.A. in 2023

*L.E.K. Consulting is a top-tier global strategy and management consulting firm founded by former Bain & Company partners that helps organizations seize growth opportunities, improve performance, and make data-driven decisions. The firm is recognized for its analytical rigor, deep sector expertise, and actionable strategies that drive measurable impact.

FY26-30 Growth Plan

Over next 5 years providing \$28M to complete 5,000 adoptions



FY26-30 Growth Plan

FY26-30 Growth Plan Goals

- Award 1,000 grants to serve 1,200 children from 790
- Generate 1,300 qualified referrals from 880
- Grow average grant award to \$7,500 from \$5,000
- Increase annual revenues to \$10M from \$5M
- Make investments needed to build fundraising capacity and improve operating efficiencies

Accomplishing these goals
requires investment in
The Forever Campaign



Alexis, Valerie and Francisco, pictured here at ages 12, 11 and 4 are biological siblings adopted by their aunt in 2023 with the support of a GOA grant. Adoption made avoiding foster care and growing up together possible.

The Forever Campaign

The Forever Campaign is backed by and has 100% participation from the GOA National Board

It is a \$6M Campaign that provides investment to scale GOA's impact to reach 1,200 children/year by 2030.

- **\$500k Technology** investment to website, SMO/SEO + AIO/AEO marketing and operating efficiencies
- **\$2.5M Staff (\$500k per year)** investment to add 2 major gift fundraisers, 1 grant writer, and 1 marketing director growing GOA staff from 10 to 14 but doubling fundraising potential from \$5M to \$10M
- **\$3M Adoption Assistance Grants** investment so we can complete adoptions **NOW** for families who cannot wait while fundraising and marketing staff and initiatives gain momentum

**The Forever Campaign acts as a force multiplier –
scaling impact through FY2030 and beyond**

The Forever Campaign | Necessary Investments

Total Investment	Payable / 5 Years	Payable / 3 Years	# of Gifts	Total Gifts
\$1,000,000	\$200,000	\$333,333	1	\$1,000,000
\$500,000	\$100,000	\$166,667	1	\$500,000
\$250,000	\$50,000	\$83,333	4	\$1,000,000
\$125,000	\$25,000	\$41,667	6	\$750,000
\$100,000	\$20,000	\$33,333	14	\$1,400,000
\$50,000	\$10,000	\$16,667	16	\$800,000
\$25,000	\$5,000	\$8,333	22	\$550,000
				\$6,000,000

Your Multi-Year Donation
to the GOA Forever
Campaign

- ✓ Transforms the lives of 5,000 children, their families and their communities
- ✓ Transforms GOA's ability to dramatically scale impact through FY30 and beyond





You aren't just
helping families,
you are making....

Caidyn
Adopted 2016

**A Solution to the
Epidemic**

Address root causes to long-term instability and cycles of poverty for children

**Adoption Possible
for All**

Enabling adoptions for all qualified U.S. families and children who are at-risk

**Stronger
Communities**

Moving children from foster care or institutions strengthens communities

Scalable Impact

Investing in a proven impact model that can scale for broader and sustained impact as the landscape of adoption changes over time

Forever Campaign Gifts | as of July 6, 2026

53% of
Goal

Total Investment	Payable / 5 yrs	# of Gifts needed	Gift Chart	# Gifts in	\$ Gifts in
\$1,000,000	\$200,000	1	\$1,000,000	0	
\$500,000	\$100,000	1	\$500,000	1	\$600,000
\$250,000	\$50,000	4	\$1,000,000	2	\$500,000
\$125,000	\$25,000	6	\$750,000	1	\$125,000
\$100,000	\$20,000	14	\$1,400,000	8	\$800,000
\$50,000	\$10,000	16	\$800,000	14	\$700,000
\$25,000	\$5,000	22	\$550,000	12	\$300,000
Additional Gifts	Varied	25	\$0	25	\$160,640
			\$6,000,000		\$3,185,640