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# National Adoption Center®

*There are no unwanted children, just unfound families®*

E-Newsletter

June Edition 2011



Dear Friend,

I am proud to lead an organization that has helped more than 23,000 children find permanent homes since 1972. When I reflect on what that number means, it takes my breath away: 23,000 families formed, 23,000 youth who will be supported as they transition into adulthood, 23,000 more dreams fulfilled. From the adoption of Alison in 1975, a little girl with Down syndrome to 12 year old Corey, featured below as a Wednesday's Child on NBC10, each family formed is a new beginning for a hopeful child.

As the Center approaches its 40<sup>th</sup> anniversary, we continue to connect children and families, educate and support permanence for children. We do this successfully by continually re-evaluating and refining our programs and exploring our future plans with a critical eye. We'll soon be starting a comprehensive strategic planning process that will establish our key priorities for the next three to five years. The result will be a roadmap including a shared organizational vision and goals, and strategies for achieving them. We are excited about this project and will keep you informed of our progress.

Warmly,

Ken Mullner

Executive Director



**TEE TIME!**



Love golf?

July 25, 2011

TEE-OFF FOR KIDS!

Waynesborough Country Club

Paoli, Pennsylvania

July 25, 2011

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## EVENTS

### Great Turnout at the All-Ages Match Party

The Center hosted an all-ages match party on Saturday, June 4<sup>th</sup> at Tall Pines Day Camp in Williamstown, NJ. Fifty children, ranging in age from three to 19 years, and 24 prospective families attended the day long party. Prospective families and children got to know each other through interactive activities including kick and wall ball, bingo, and arts and crafts. The smiles and laughter were proof that everyone had a fantastic day! More than 70% of the youth received one or more inquiries from a prospective parent(s). Match parties continue to be one of the most effective strategies to help find forever families for children in need.



Enthusiastic Wawa volunteers from New Jersey helped to make the day special for all!

## FEATURED YOUTH





On April 27th, due to the Center's longstanding partnership with NBC10, Alex, 18, from NJ had the opportunity to work with Chef Brian Duffy on the 10!Show. The duo whipped up some delicious creations in the kitchen. Alex, who wants to be adopted, is outgoing and has a great sense of humor. He likes to look out for others: "If I feel that somebody older is taking advantage of a younger person, I'm going to step in and try to help," he says. Alex looks forward to attending college and is willing to work hard to reach his goals.

Learn more about Alex. Call 215-735-9988 ext 311 or [smartinez@adopt.org](mailto:smartinez@adopt.org)

## A FOUND FAMILY

### Corey's Dream Came True!

Fifteen year old Corey was featured in 2008 on Freddie Mac Foundation's Wednesday's Child. Host Vai Sihakema met with him at the University of Delaware to share his love for football and talk about his desire to be adopted. Soon after Ms. Phimlee, Corey's foster mother, decided that she wanted to legally adopt Corey and make them a forever family.

Ms. Phimlee says she remembers the day Corey's adoption became legal. "There was not a dry eye in the room." Corey says he loves his family and

knows this is where he belongs.

The Wednesday's Child program, sponsored by the Freddie Mac Foundation, is a great recruitment tool. In fact, over 62% of the children featured on Wednesday's Child Philadelphia now have a permanent home.



Picture Perfect!



Corey showing off his Michael Jackson impersonation to Wednesday's Child host, Vai Sikahema.

## VOLUNTEER/ INTERN SPOTLIGHT

Malini Ragoopath, a recent graduate of Temple University, has been NAC's stellar marketing intern since September 2010. The following are excerpts from a recent conversation with Malini.

Why did you want to intern at NAC?

I knew nothing about adoption coming into this experience and I was curious about it, especially the teen recruitment and match parties that you do. I wanted to learn more about non-profit marketing and how it differs from corporate marketing.

What has been most meaningful from your work experience at NAC?

I have really enjoyed learning about grassroots marketing - this is something that you don't typically learn in business school. Also, the whole idea about



"aging out" of the system really affected me. What resonates the most is the idea of not having a support system, a family, and having to go out into the world alone. I feel lost after having just graduated from college and I have a family.

What will you take with you from this experience?

The drive and passion of NAC's staff and knowing that their work makes a social impact. This carries over into everything that they do. It would be so easy for me to go work for an insurance company or another for-profit business, but I know it wouldn't be satisfying. I want to go into the non-profit sector because I want to

make a difference.

Share one idea to enhance NAC's marketing communication strategies.

NAC is certainly implementing a lot of what I have learned in school such as webinars and their social media efforts, to name a few.

One suggestion to help grow NAC's facebook fan base would be for them to make their facebook page more interactive. For example draw people in with contests, or do a sweepstakes campaign, etc...mimic more of what for-profit companies do to sell their products.

We couldn't do all that we do without the incredible dedication and generosity of our volunteers and interns, like Malini.

## PHILLIES SHOUT OUT

THE PHILLIES ARE WINNERS ON AND OFF THE FIELD



The Phillies once again have gone above and beyond! Paul, 13, was provided an opportunity to meet players Chase Utley, Shane Victorino and Wilson Valdez and enjoy an afternoon game during the latest Wednesday's Child taping sponsored by the Freddie Mac Foundation. However, Phillies' staff learned that meeting Jimmy Rollins was really Paul's dream. Jimmy was assigned to another event that day and couldn't meet Paul. So what did the Phillies do? They invited Paul back onto the field the following week to meet Jimmy AND stay for the game that evening! This is not the first time the Phillies have shown their incredible support for youth in foster care - last year, the Phillies' staff promised Miguel playoff tickets if they made it that far. They made good on that promise and Miguel was the happiest kid in the world watching the game from great seats!

Thank you, Phillies, for your generosity and for helping make dreams come true for our children in need.

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