



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Embrace Texas

Funding Amount: \$1,000

Project/Promotion/Community Event: Child to Family Connection

Start Date: 7/10/2017

Completion Date: 11/14/2017

Location of Project/Promotion/Community Event: Hope Fellowship McKinney

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Narrative:

In November of 2017 nearly 100 perspective foster and adoptive parents and 32 volunteers and representatives from 6 agencies and 8 churches gathered at Hope Fellowship Church in McKinney with one goal; finding homes for Collin County children lingering in foster care. While the longterm impact of the event will not be fully known for 18 - 24 months, the event was a success. Volunteers arrived and were stationed by 6:00 pm, and families arrived promptly at 6:30 pm for check-in. A meal was served and the program began at 7:00 pm. Bruce Kendrick of Watermark Church welcomed guests and spoke briefly about the need for adoptive parents for children in foster care. Foster and adoptive parents Katrina and Tracy Smith shared about their adoption journey that involves adopting two older children after their own children were grown and out of the house. Diego Fuller, a rapper, former foster child, and adoptee shared about his journey through foster care and adoption at 17 years of age. Diego rapped for the audience and closed the assembly in prayer. During the breakout sessions 70% of attendees stayed in the main meeting space to speak with CASA volunteers, caseworkers and Embrace "Second Story" volunteers to learn more about specific children and view displays in the exhibit area, while 30% of attendees went to a smaller room to learn more about taking steps to become a foster or adoptive parent. Feedback provided in evaluations by both volunteers and attendees reported a very positive experience at the event and the intention to inquire about specific children or take steps towards foster parents licensing. Several volunteers even reported they would like to learn more and about foster care and adoption. The event dismissed promptly at 8:50 pm, but eager and engaged perspective families finally had to be ushered out the door close to 9:45 pm. It was very rewarding to see so many connections made.

An after-action review is scheduled for mid-January that will include event leadership and volunteers as well as two attendees. The tracking of families who attended is underway, although results will not be available for several more months. Inquiries were made by families about almost every child represented. In some cases the families have submitted their homestudies for children and begun the adoption process. The holiday season tends to slow progress in these areas, but will likely pick back up in January.

We set a goal of increasing attendance that was not achieved at this event. This event is made possible by a unique Memorandum of Understanding with the State and DFPS that allows Embrace access to child information for the purpose of diligent recruitment. While Embrace and our volunteers do all the footwork to identify children, send out videographers and photographers to capture images, prepare the displays and promote the event to the public, an employee of Child Protective Services is responsible for placing the event on the DFPS online calendar of Joint Information Meetings. Despite requesting the event to be placed on the calendar far in advance, and checking in regularly with CPS, and eventually escalating up the chain of command, the event was never listed. The event not being listed on this critical promotion outlet was detrimental to event attendance, and totally out of our hands. This issue was ultimately blamed on staff turnover at the State level, but the damage was done. While frustrating, this unique situation allows us to see the true impact of the grant dollars and resulting increased promotional efforts. At past events 70% of attendees reported learning of the event through the DFPS calendar, 20% through social media and 10% through church bulletins or announcements. In this case, 0% of attendees learned of the event through the calendar, 50% saw information on social media, 20% learned of the event through announcements or bulletins at their church, and 30% responded to the billboard or radio spots. These results show increasing impact in already established promotional channels and a very positive response to new channels (billboard and radio).

Child to Family Connection: Nov. 2017

Costs	BUDGET			ACTUAL		
	Cost Per	Quantity	Total	Cost Per	Quantity	Total
Building usage	donated	1	\$0.00	donated	1	\$0.00
Janitorial fee	\$300.00	1	\$300.00	donated	1	\$0.00
AV/recording	\$300.00	1	\$300.00	donated	1	\$0.00
Table rental	\$200.00	1	\$200.00	donated	0	\$0.00
Linen rental	\$200.00	1	\$200.00	\$200.00	1	\$200.00
Centerpieces	\$0.00	0	\$0.00	\$5.00	25	\$125.00
Child displays	\$100.00	25	\$2500.00	\$100.00	8	\$800.00
Portraits/frames	\$30.00	25	\$750.00	\$30.00	3	\$90.00
Directional signage	\$30.00	3	\$90.00	\$30.00	0	\$0.00
Speaker gifts	\$40.00	3	\$120.00	\$100.00	1	\$100.00
Child profile packets	\$5.00	200	\$1000.00	\$2.25	225	\$506.25
Plated dinner	donated	200	\$0.00	donated	175	\$0.00
Billboard	\$400.00	1	\$400.00	\$400.00	1	\$400.00
Radio spots	\$500.00	1	\$500.00	\$600.00	1	\$600.00
Newspaper ad	\$300.00	2	\$600.00	\$450.00	0	\$0.00
TOTAL EXPENSE			\$6960.00			\$2821.25
Income						
Agency sponsorships	\$100.00	6	\$600.00	\$100.00	4	\$400.00
Church child sponsorships	\$100.00	10	\$1000.00	\$100.00	6	\$600.00
Grant Funds				\$1000.00	1	\$1000.00
TOTAL INCOME			\$1600.00			\$2000.00

We had a significant overall savings at this event due to increased in-kind donations from supporting churches and community partners, the ability to re-use many display items from previous events, a more affordable printing vendor, and the host church providing the tables, linens, and a/v recording at no cost. This increased engagement by the community not only offsets costs for the event, but bolsters agency recognition and raises awareness in the community. Not everyone is called to foster or adopt, but everyone can do something to care for these children. At Embrace we're passionate about creating a platform for connecting McKinney residents with the needs of children and families in our community.



CONSIDERING ADOPTION?

FREE Child to Family Connection Event

Monday, November 13

Hope Fellowship McKinney



The Second Story.org



CHILDREN ARE WAITING FOR ADOPTION



MEET THEM AT:

The Second Story.org





These are just some of the children represented in the event. You can easily see the difference a professional portrait makes (versus some of these that were taken with a phone). It can be very challenging to connect with the caseworkers and foster parents to coordinate the photoshoots. Additionally, some of the children are placed 3-5 hours away from DFW. For this event we began scheduling portrait sessions with children up to 6 months in advance. We also had a volunteer team produce videos of three children that were shown at the event and are being used as recruitment tools by their caseworkers and CASA volunteers.



The Second Story
@telltheirstory

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The Second Story
Published by Ashli Duplessis Young (11 - November 7 -)

Here's a video to share a little more about Jalin. Again, are you his family?
#telltheirstory



Jalin

This is "Jalin" by Embrace Texas on Vimeo, the home for high quality videos and the people who love them.
vimeo.com

635 people reached

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Claudia Elizondo Vilanova, Lynley N...

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Embrace Texas
Published by Denise Sprivy Kendrick (11 - November 6 -)

Bret, and many other children in our community, are lingering in foster care waiting for adoption. Join us next Monday, Nov. 13 to learn about how to adopt from foster care and to hear more about specific children who need forever families. This FREE dinner event is sponsored in part by La Madeleine French Bistrot, Hope Fellowship McKinney and McKinney Community Development Corporation. Register for your seats today!
http://www.eventbrite.com/e/child-to-family-connection-16...



4837 people reached

Boost Post

Active Boosts
Boosted on Nov 07
Audience: United States: Allen, F...
By Denise Sprivy Kendrick - Finished 34 days ago

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Laure Bauerle Wow. He's grown so much.

Mandy Chidichimo Aww Chidichimo

Community See All

Invite your friends to like this Page

3,327 people like this

3,297 people follow this

Aubry Ridpath and 891 other friends like this or have checked in

About See All



Promote your business locally to reach people directly to 100 E Louisiana St.

Promote Local Busin...

100 E Louisiana St
McKinney, Texas 75069

(469) 617-3174

Typically replies within an hour

Send Message

http://... Promote Website

Adoption Service - Education - Nonprofit Organization

Hours 9:00AM - 2:00PM

Closes in 5 minutes

People Also Like

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Adoption Services in McKinney, Texas

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