



**Children's  
Home Society**  
*of North Carolina*

**Guilford County Foster Care**

# Children's Home Society of North Carolina

## **Mission:**

CHS promotes the right of every child to a permanent, safe, and loving family. We reduce child trauma, break cycles of poverty and neglect, and build strong families.

## **History:**

- Founded in Greensboro in 1902
- Largest private child and family service agency in the state, headquarters in GSO
- Strong permanence and child well-being indicators compared to other agencies
- Mission-driven problem solver aiming to help children in care have the best possible outcomes



# The Need

- Pandemic reduced # licensed foster families
- Number of children in care increased during same time
- Pre-pandemic, CHS placed 30% of referrals (80 children per year of 267 requests)
- Last year placed 16% of children referred (43 of 275 requests)
- Result = children placed in other communities, group settings, lingering at DSS
- Impact = additional trauma and harm to vulnerable children



# The Plan

- CHS currently supports 76 licensed foster families in Guilford County
- Continually need to grow network + additional need to replace family pool that was reduced during the pandemic
- CHS will conduct extensive targeted marketing campaign including direct outreach with churches and family-oriented community locations, social media, radio, billboards, and television
- Support families to apply and complete licensing process



# Request

CHS requests **\$350,000** for intensive foster family recruitment, training, and licensing activities to more than double the availability of foster homes for children in Guilford County



# Impact

Goals for this project include:

- Minimum of 4 marketing activities per month for 18 months (an activity is defined as a radio/tv spot, social media sponsored post, community outreach activity)
- We expect 75 inquiries for foster parenting in the first quarter and 105 inquiries in each subsequent quarter, for a total of **600 new inquiries**.
- We expect 40 applications for licensing in the first quarter, and 62 applications in each subsequent quarter, for a total of **235 new applications** for foster parent licensing.
- We expect **150 new licensed foster families**.
- Significantly increased capacity to place children in need of care





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*We believe in **family** as the best predictor of lifelong child wellbeing*