

**County** Robeson  
**Department of Social Services**

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**Project Title** Recruitment of Foster and Adoptive Families

**Category** Innovations in Services to Customers  
(Please select one)

### **Project Description and Summary**

**What did you do?**

**Describe your program or project. What did you do? What is the history behind the program/project? What did you hope to accomplish? What was your timeline? Your budget? How did you identify your objectives? How well did you use available resources?**

In 2015 our agency recognized that the cost of foster care in our county had been steadily increasing and hit an all-time high at the end of the 2015-2016 fiscal year. Based on the previous year, the projected cost of foster care for 2016-2017 in our county was \$1,916,008.00. After research we learned that we were having to rely heavily on high cost placements because our current foster home availability could not meet the demand of children coming into care. Many of our foster parents had

adopted children who had been in their homes and had tapped out at the state's maximum child capacity in a home, therefore leaving us with fewer homes available for placement. In June of 2016, we reached out to a marketing agency to create a website and logo that would allow us to reach families that reflect the demographics of our county and children in care.

This website would serve multiple purposes. First, information needed including foster parent packets and links to foster parent orientation was only a click away and when interested families and individuals called inquiring about becoming a foster or adoptive parent they were referred to this web-site. Secondly, it allows families interested in adoption access to documents and resources available to assist them in this process. Next, it provides a portal to share upcoming events and information for current adoptive & foster parents. We are also able to share information with the public about up-coming events that staff will be attending to answer any questions. The last piece of the web-site (still in the development phase) is for individuals who can't commit to fostering or adopting but would like to contribute or fund extra-curricular activities such as piano lessons, dance, baseball or other activities that provide considerable cost to foster parents a way to make a difference in the life of one of our children. This web-site has allowed us the technology to be portable at a host of different community events and connect families with resources in the fostering and adoptive process.

Our budget was \$5,000.00. The total cost of website, logo, banners and brochures we were able to come in under budget at \$3,910.00. This project was funded with Adoption Promotional Funds.

### **Project Success and Impact**

#### **What was the outcome?**

**Was your program/project a success? What was the impact? How did you measure the impact? How widespread is the impact of your program/project? How were you able to overcome obstacles and challenges? Did your program/project meet your established objectives?**

Since our web-site went live in January 2017, we have seen a significant increase in the number of inquiries each month. Depending on the events that licensing and adoption staff attend we receive anywhere from 8-15 inquiries a month. Although it is a little too early to look at the data, we

can say we have seen a significant increase in inquiries. We feel our agency's appearance has been enhanced at community events with this resource available to us. Some of the obstacles initially was how to get our new web site out to the community. Recently, the county administration was able to share a link to the new website on the county's Facebook page, which allowed us to reach a significant percentage of our community.

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