



OVERVIEW OF EVERY CHILD

House Committee for Human Services and Housing

May 15, 2019

Every Child aims to provide love, care, and support for vulnerable children and families in Oregon in partnership with Oregon's Department of Human Services.

As a federation model with community-based efforts led by local leaders in 17 counties and counting, Every Child invites Oregonians to engage with the foster system through volunteer and foster family recruitment, volunteer coordination, and by supporting foster families. The locally based community mobilization work is enhanced by the Every Child Service Center that provides statewide marketing, inquiry response, data management and analysis, technical assistance, and consulting. By 2022, Every Child will be in all 36 counties in Oregon.

INQUIRIES THROUGH EVERY CHILD

Every Child Oregon receives 50 percent of foster/adoption inquiries through the Every Child website, and also fields volunteer inquiries from Oregonians interested in getting involved with the foster system.

Community Inquiries Through Every Child

Year	Total Inquiries	Foster + Adopt	Volunteer	Other
2017	2,444	905	1,065	474
2018	2,926	948	1,240	738
2019, to date (4/29/19)	1,160	329	541	290

Average Inquiries Per Day

Year	Total Inquiries/Day	Foster + Adopt/Day	Volunteer/Day	Other /Day
2017	6.70	2.48	2.92	1.30
2018	8.02	2.60	3.40	2.02
2019, to date (4/29/19)	9.83	2.79	4.58	2.46

FOSTER FAMILY RECRUITMENT in 2017-2019 BIENNIUM

In the 2017-2019 biennium, Every Child launched the first statewide marketing campaign, focusing on seven counties called #ShowUpOregon. From a data perspective, these campaigns proved the importance of regular messaging and marketing for foster family recruitment efforts statewide, created a data baseline for future marketing, and honed strategies that work for engaging Oregonians on a large scale.

In 2018, Every Child Oregon increased inquiries from communities of color by 14 percent, increased foster family inquiries in total by 5 percent, and developed an online marketing strategy that both celebrated the community's response and invited individuals, families, businesses, faith communities, nonprofit organizations, and civic groups to show up for kids in foster care in radical ways. Every Child experiences a bump in inquiries across the state when campaigns are underway.

Inquiries Comparison

Campaign Status	Date Range	Total Inquiries	Foster + Adopt	Volunteer	Other
Prior to Campaign (58 days)	7/8/18-9/3/18	326	118	148	60
Show Up Campaign, Round 1 (58 days)	9/4/18-10/31/18	590	211	267	112
Prior to Campaign (75 days)	11/2/18-1/15/19	453	157	181	115
Show Up Campaign, Round 2 (75 Days)	1/16/19-3/31/19	882	216	420	246
Total Inquiries On Campaign		736	214	344	178
<i>Total Inquiries Off Campaign</i>		<i>390</i>	<i>138</i>	<i>165</i>	<i>87</i>

FOSTER FAMILY RECRUITMENT in 2019-2021 BIENNIUM

In the 2019-2021 biennium, Every Child will pivot from short campaign surges to a model that intensifies marketing messaging during seasons of greatest engagement from Oregonians. The effort will expand from seven counties to all counties.

With this new (and increased) marketing effort, Every Child will have 273 days/year of marketing efforts with break periods to evaluate, adjust, and re-launch. Given this plan and a projected increase in inquiry volume (estimated at four percent), Every Child expects the following inquiry numbers in the 2019-2021 biennium.

Year	Dates	Total Inquiries	Foster + Adopt	Volunteer	Other
Projections Year 1	7/1/19-6/30/20	3,530	1,080	1,621	829
Projections Year 2	7/1/20-6/30/21	3,671	1,123	1,686	862 4%+
2019-2021 Biennium Projected Total	7/1/19-6/30/21	7,202	2,202	3,307	1,693

Every Child Oregon currently experiences a 22 percent matriculation rate of foster family inquiries that convert into certified foster families.¹ Recognizing that certifications may take 12-18+ months to complete, Every Child projects 209 new certified foster families will be certified from July 1, 2019 to June 30, 2020. With a projected increase in the matriculation rate of five percent, Every Child projects the number of certified foster families to increase between July 1, 2020 to June 30, 2021.

Year	Dates	Matriculation Rate	Est New Certifications
Projections Year 1	(7/1/19-6/30/20)	22%	209
Projections Year 2	(7/1/20-6/30/21)	26%	292
2019-2021 Biennium Projected Total	7/1/19-6/30/21		501

¹ Oregon's Department of Human Services reports an 8-10 percent matriculation rate of inquiries received outside of Every Child.