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Adoption Network Cleveland

Proposal for the Mentoring Program

Michael Stanley – Development Director

December 3rd, 2013

Ms. Bridget Deleon
The Saint Luke's Foundation of Cleveland, Ohio
4208 Prospect Ave.
Cleveland, OH 44103

Dear Ms. DeLeon:

On behalf of the board members of Adoption Network Cleveland, I invite you to consider the following proposal to aid in our expansion of a mentoring program. We have had great success in offering mentorship to our members and those in our local community touched by adoption. We have included a formal proposal document, a comprehensive budget, and all the appropriate forms to help your staff work with our agency to make the expansion of our mentoring program a reality. We are requesting a grant of \$50,000 for project support for FY2014. Please refer to the attached documents for detailed outlines and plans for our mentoring campaign.

Our mentoring program's success in the past has been based on serving the youth that need a sympathetic ear by training special people that have experience with the lifelong journey of adoption to become mentors, and they have led our mentoring program admirably. The current number of certified mentors is extremely helpful to the ANC members served, and we plan to reach out to others in our community touched by adoption. We seek to increase the number of mentor to mentee matches from 26 to 50, an increase of nearly 200% in the coming year. With your support, our agency can bring the kind of one-to-one care and advising that deters the social costs associated with the adoption process while giving people that have faced the same social challenges a deeper sense of meaning and accomplishment by working with youth in transition.

Long term goals include providing mentoring services to adult adoptees up to the age of 21 to further offset the tendency of social costs to those individuals who have dealt with the adoption system and we plan to hire new staff to meet the demands of almost doubling our current mentoring capacity. A grant of \$50,000 would allow our agency to place select applicants in a position to do the most good for the members we provide service, as well as the betterment of the community at-large. New equipment for our offices and staff salary/benefits as well as promotional costs for the mentoring campaign and related advertising could become a reality with your generosity.

Our current mentoring program will become the focus of the next fiscal year, and your help will allow the annual outcomes to match our most optimistic goals. If you would like to speak with any member of our staff to clarify terms listed in this proposal, please contact me directly at our offices by telephone at (216) 555-1234, or fax at (216) 555-4321.

Thank you for your time and consideration of The Adoption Network Cleveland's proposal.

Sincerely,
Michael Stanley Development Director

Executive Summary

Adoption Network Cleveland needs to hire new staff and provide support to double the current number of mentor to mentee matches by the end of 2014. The total budget for the mentor program is \$89,000 so we are requesting a grant of \$50,000 to grow our current mentoring program by almost 200%. Our mentors are certified to give counseling and have personal experience with adoption or foster care, and provide emotional support and guidance for youth in adoptive care. We are presenting this proposal to the Saint Luke's Foundation because your organization values nonprofits that support strong communities and resilient families. Our agency not only serves people in our mutual neighborhood, but the families that it supports makes that community stronger still.

Organizational Information

Adoption Network Cleveland (ANC) is a 501(c) 3 nonprofit organization serving the greater Cleveland community. The agency serves the public by offering adoption education and advocacy, assistance for adoptive parents, counseling and mentoring for adoptive children and support for adoptive adults and birth parents. The organization works closely with the Cuyahoga County Department of Children and Family Services and other local agencies like United Way of Greater Cleveland to provide support, education, and resources to anyone touched by adoption.

Our mission statement is to "Connect and empower individuals, organizations and communities impacted by adoption and foster care, and we provide a source of healing for those in need" (ANC 2013). The mandates the agency works to address are serving all those touched by adoption by creating a safe place for empowerment, providing peer support and education, and developing and advocating for best practices in adoption practice, policy and law, and to create and implement high quality programs and services based on those practices.

The agency has numerous stakeholders: corporate sponsors such as The Cleveland Clinic, Key Bank and Howard Hanna as well as many funding partners and affiliations. Adoption Network Cleveland also partners with Charter One, The Children's Guild of Cleveland, The Cleveland Foundation and Ronald McDonald House Charities. Program partners offering in-kind and monetary support include the Ohio Child Welfare Training Program, The Junior League of Greater Cleveland, Partners for Forever Families, and the Cleveland International Film Festival. The agency has 18 primary staff members as well as numerous volunteer staff and hundreds of current ANC members. The executive director is Betsie Norris, an adult adoptee, who has been on staff since the inception of ANC in 1988. She has previously served a three year term as board member of the National Adoption Congress and is trained as an RN with a specialty in child psychiatry and holds a certificate in nonprofit management from Case Western Reserve University. The organization focuses on inclusive and collaborative efforts within the agency and with our partners and works in and around the northeast Ohio community. It seeks to promote cooperation and synergy between individual members and staff, as well and between government and its partners. Another core value of the agency is having the courage to stand up for the

clients to gain identity rights and self-determination despite legal roadblocks and lack of mainstream acceptance.

Above all, the agency values trust and promoting a sense of security and hope with authenticity and honesty. The organization is partly governed by an elected board of active members though the executive director has the final say in the agency's affairs. Coordinators and other staff make day to day decisions and decide what projects and services to fund and evaluate.

Problem Statement

Adoption Network Cleveland serves hundreds of members touched by adoption with various services such as support groups, education for parents seeking adoption, guidance for adult adoptees searching for birth parents among others. One of the most important services that this agency provides is mentoring and counseling. ANC provides counseling for children in foster care and those children that have emancipated into permanent homes with adoptive parents. Although emancipated children have adoptive parents that provide the majority of their care, counseling has proven an effective tool in preventing adoptive children both in permanent homes and in foster homes from many problems that often manifest when not raised by birth parents. These problems include, but are not limited to – truancy from home and school leading to crime, gang involvement and poor school performance. Children that have been in foster care and adoptive care disproportionately suffer from homelessness, unplanned and juvenile pregnancy, and suicide.

Mentoring programs like the one at ANC can significantly lessen the risk of adoptive and foster children from developing tendencies that lead to the social costs listed above; problems not just for the children themselves and their parents, but costly to taxpayers who fit the bill for the additional crime and child services. The problem does not end in childhood; adult adoptees and children who were in foster care and never adopted disproportionately grow up to be involved with the same problems that manifest in childhood and are a more significant financial burden to those who care for them, including taxpayers, and much more likely to become homeless, incarcerated, or unemployed.

Currently, ANC does not have the manpower or resources to supply all adoptive children and children in foster care with counseling. ANC currently has one representative that works with adult adoptees, and one that organizes mentoring for children in permanent adoptive homes. While the counseling currently in place is of great value, more funding is required to expand the mentoring program for youth, with the eventual goal of supplying mentoring for adult adoptees up to the age of 21 and expand support groups for those on the lifelong journey of adoption. There are currently 26 mentor/mentee matches at ANC getting regular counseling, the goal is to reach 50 matches by the end of 2014, this will require additional project funding for the mentoring program to hire mentoring recruiters, additional staff, pay for promotional expenses, and general costs related to mentoring logistics and operations.

The U.S. Census Bureau states that 45% of emancipated youths are not getting a high school diploma or GED, and that in the 12 – 18 month period following legally becoming an adult, 39%

became unemployed and 19% did not hold any job during that time. Census data also shows that 18-33% of adopted children will experience incarceration; it explains that if 30% of 332 hypothetical youths (a figure used from emancipated youth in the county in 2008) were unemployed for a year, it would cost the state 21.5 million dollars and if 30% were incarcerated for an average of 2.7 years, 14.3 million dollars would be charged to the state. These figures build support not only for the mentoring care, but speaks to the benefit for the community as well. The Public Children's Service Association of Ohio (PCSAO) website contains information related to adoption's connection with unplanned pregnancy, truancy, poor school performance, etc. It includes statistics like 40% of emancipated young women become pregnant, mostly unplanned, within 5 years of becoming emancipated, juvenile or adult. When coupled with the average \$1400 per year assistance from the state for food stamps and other aid, the cost to taxpayers, the young mother or parents, and their children which require government assistance to care for is apparent.

Goal

To provide mentoring support to children in foster care, children in permanent Adoptive homes, and to provide mentoring and additional peer support for adult Adoptees and their families.

Objectives/Outcomes

- #1 To increase the number of mentor/mentee matches from 26 currently to 50 by the end of 2014.
- #2 To decrease the number of Cleveland area homeless juveniles from foster care and adoptive homes (runaways) by 15% by the end of 2014.
- #3 To hire a mentoring recruiter by June of 2014 and gain 25 additional mentors that meet mentoring criteria by the end of October 2014.

Methodology

Objective: To increase the number of one-to-one mentor-mentee matches within the ANC mentoring program from the current number of 26 to 50 matches by the end of 2014.

Activities / Steps / Tasks

- Hire mentoring recruiter
- Grow the mentoring program with additional training staff
- Advertise becoming a mentor online and create pamphlets/posters to attract new mentors

- Use additional funding for ANC sponsored field trips, picnics and entertainment outings to attract more mentors to the program
- Create a chair on the board of operations to speak for mentor/mentee population of ANC for Suggestions for improving, supporting, and growing the mentoring program

The proposal idea involves growing the mentoring program at Adoption Network Cleveland (ANC) to increase the number of mentor to mentee matches from the current number of 26 to 50 by the end of 2014. To accomplish this, funding is needed to hire additional staff and to cover additional costs related to growing the mentoring program. Permanent personnel required to sustain the growth of the mentoring program include a full-time mentoring recruiter to plan events, hire training staff and get ANC members and other qualified individuals to engage with the program on a regular basis. Also needed is a full-time assistant to the mentoring recruiter to help with advertising, coordinating with mentor training, and handling program logistics for meetings, clerical work, etc. A base salary of \$36,000 per year for the management position and \$27,000 per year for the assistant seems appropriate, with fringe benefits being allocated from the ANC operating budget. To meet the goal of more than doubling the mentoring program's capacity in a year, additional temporary staff is needed to train new mentors, the assistant mentoring recruiter, and the primary managing recruiter -throughout the second and third quarters of 2014. A full-time contract of 6 months needs to be established for a mentoring trainer to be paid \$15,000 for training services done within the contract period when standard training methods will be established for future instruction and new mentors will be most aggressively sought after and trained. After the third quarter of 2014, when the campaign for new mentors and high volume training phases are complete, the assistant mentoring recruiter will assume training duties for new mentors while the primary mentoring recruiter will assume the majority of administrative, advertising and logistical duties and the recruiting positions will be promoted to mentoring program management and assistant management. The change in duty and title along with a 10% increase in yearly wages will be awarded to mentoring staff once the mentor-mentee matches have held above 50 for 6 months.

Other direct costs related to the program budget include overhead such as advertising expenses to promote the mentoring campaign, office supplies for staff, mentoring campaign event site rental and catering, print and postage costs for mentoring campaign mailings, and mentoring campaign promotional materials including apparel and banners. A short budget is provided below for the 2014 fiscal year.

Evaluation Plan

To evaluate the efficacy and progress of our mentoring program, we will rely on statistics from the Ohio Department of Job and Family Services, as well as the Ohio Department of Children and Family Services. Other official numbers to evaluate the program will be drawn from the U.S. and United States Census Bureau and Ohio census agencies. These numbers related to the effect that our mentoring program has had on children in adoptive and foster care in the past, present, and future of the mentoring program will provide a testable and verifiable method analysis.

As the amount of mentoring and counseling Adoption Network Cleveland is able to provide increases, we expect that the rates of social costs related to children who grow up in foster and adoptive care will fall. Key aspects that we will focus on addressing are the amount of children that are homeless, and the amount of adults that become homeless that have been in adoptive and foster care. Other important figures will be the number of unplanned or underage pregnancies that happen to girls and women who have experience with adoption. Suicide rates and truancy from school are other factors that will be cross referenced against our increase in mentoring care and the future of our program. High school graduation rates for adoptive and foster care children will be looked at and rates of criminal behavior correlated to any connection with adoption of foster care.

By the end of 2014, the most obvious section of evaluation will be to assess if our campaign for doubling the amount of mentors has come to fruition. At the end of fiscal year 2014, we will provide explanations and justifications for new hires and campaigning to acquire a mentoring recruiter, and assistant for the recruiter and a mentoring trainer. Most important, evaluation will focus on if we have met our goal of 50 mentor/mentee matches by the end of 2014.

Future Funding Plan

In the future, Adoption Network Cleveland will continue to seek revenue for programs and projects through membership dues and donations to augment the grants and corporate sponsorship that currently support our organization. The Cuyahoga county government is the largest contributor to our budget, and we will continue to work with local government to ensure their continued support. We receive large contributions in the form of donations from our members, and plan to continue hosting fundraising events for members and the local community to generate additional funds.

The growth of our mentoring program will involve several large events that we hope will produce significant donations and spark new interest in giving to the agency. Our website is set up to receive donations as well, and the mail advertising campaign will grow with our mentoring project next spring. We hope that newly acquired mentors will encourage their friends and relatives to join our network and become donors themselves. Long-term goals for future funding include fees for mentoring services when the program has expanded to a scale whereby we can service as many children and adults as the county services currently serve, as well as the sale of products created through the mentoring program and adoption education courses to generate small but meaningful income for the agency.

BudgetName of Organization: Adoption Network ClevelandTotal Amount of Program/Project: \$89,000Total Amount Requested: \$50,000

<u>Income or Revenue</u>	<u>Anticipated</u>	<u>Committed</u>
Individual Member Contributions	\$7,000	\$5,000
Fundraising Events	\$3,000	\$1,500
Fees or Earned Income	\$0	\$0
Government Grants	\$0	\$0
The Cleveland Foundation	\$30,000	\$30,000
Foundations	\$50,000	\$0

Personnel Costs

<u>Position/Title</u>	<u>Other Funding</u>	<u>Request</u>	<u>Total</u>
Mentoring Program Recruiter	\$16,000	\$20,000	\$36,000
Mentoring Program Assistant Recruiter	\$17,000	\$10,000	\$27,000
<u>Mentoring Program Mentor Trainer</u>	<u>\$6,000</u>	<u>\$9,000</u>	<u>\$15,000</u>
Sub-total	\$39,000	\$39,000	\$78,000

Fringe Benefits

Mentoring Program Recruiter	\$9,000 XXXX	\$0	\$9,000
Mentoring Program Assistant Recruiter	\$6,750 XXXX	\$0	\$6,750

Mentoring Program Mentor Trainer	\$3,750 XXXX	\$0	\$3,750
Sub-total	\$19,500 XXXX	\$0	\$19,500
Total	\$19,500	\$0	\$19,500

***The fringe benefits will be taken from the general operating budget of the Agency when the mentoring campaign begins in 2014. Please see the section on methodology for further explanation.

<u>Non-Personnel Costs</u>	<u>Other Funding</u>	<u>Request</u>	<u>Total</u>
Advertising Expenses	\$5,000	\$0	\$5,000
Office Supplies	\$4,000	\$0	\$4,000
Campaign Site Rental	\$1,000	\$0	\$1,000
Campaign catering	\$600	\$0	\$600
Campaign Mail Print and Postage	\$400	\$0	\$400
Sub-total	\$11,000	\$0	\$11,000
Total	\$39,000	\$50,000	\$89,000

Attachments

Please see attached IRS 1099 form, Audited financial statement, and Adoption Network Cleveland list of Board of Directors and annual operating budget for the 2012 fiscal year.

Letters of Support

Marcia Sutcliffe – President of The Children’s Guild of Cleveland

Marcia Sutcliffe has provided support of in-kind donations by helping supply mentors for the ANC mentor program in the past. In addition, her Organization has donated funds to Adoption Network Cleveland In the past so she would be another sources for a Letter of Support.

James A. Ratner –The Cleveland Foundation Board of Directors - Chairman

Mr. Ratner is the leader of one of the foundations that has funded ANC in the past, the foundation he heads in locally based, and the mission/values of the foundation are in line with the goals of ANC and the objectives of the mentoring program.

References

Adoption Network Cleveland. (2013). Home Page. Retrieved from the Adoption Network Cleveland website: <http://www.adoptionnetwork.org>

Public Children Services Association of Ohio. (2013). Home Page. Retrieved from the Public Children Services Association of Ohio website: <http://www.pcsao.org/>

United States Census Bureau. (2013) Home Page. Retrieved from the US Census bureau Website: <http://www.census.gov/#>