

# “Building Brighter Futures”

A Radio Public Service Announcement



Dave Thomas  
Foundation  
*for Adoption*

Finding Forever Families for Children in Foster Care

## DAVE THOMAS FOUNDATION FOR ADOPTION

The Dave Thomas Foundation for Adoption is a national nonprofit public charity dedicated to finding permanent homes for the more than 120,000 children waiting to be adopted from foster care in the United States. Created by Wendy's® founder Dave Thomas, who was adopted, the Foundation implements evidence-based, results-driven national service programs, foster care adoption awareness campaigns and innovative grantmaking.

To learn more, visit [davethomasfoundation.org](http://davethomasfoundation.org).



*There are more than*  
**420,000**  
**CHILDREN**  
*in the foster  
care system in the  
United States.*

# Learn more about the Dave Thomas Foundation for Adoption

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Dear Public Service Director,

Right now, more than 120,000 children, through no fault of their own, are waiting to be adopted from foster care in the United States — [a 20% increase since 2012](#).

Our nation's child welfare system is being stretched far beyond its capacity as families are devastated by the opioid crisis and other issues. Unresolved through policy and evidence-based, innovative practices, this problem has far-reaching impacts. Last year, more than 20,000 teens turned 18 or 21 and aged out of care without a permanent home. With nowhere to turn for support, many are at a higher risk of negative outcomes, such as homelessness, unemployment and early parenting, which can happen to a child who can't go home and simply say, "I need some help."

Created in 1992 by Wendy's® founder Dave Thomas, who was adopted, the Dave Thomas Foundation for Adoption is the only public nonprofit charity in the United States focused exclusively on foster care adoption.

Through our signature program, [Wendy's Wonderful Kids®](#), the Foundation provides funding and establishes innovative co-investment partnerships with states to support the hiring of adoption recruiters who implement an evidence-based, child-focused recruitment model. The model is proven to be up to three times more effective at serving children who have been in foster care the longest, including teenagers, children with special needs and siblings.

With support from the Foundation's generous donors, the Foundation has helped find forever families for more than 10,000 children across the United States. But there is more work to be done to serve children still waiting to be adopted who need our help the most.

On behalf of the Dave Thomas Foundation for Adoption, thank you for supporting this public service campaign and for sharing our message.

All good wishes,



Rita L. Soronen  
President & CEO  
Dave Thomas Foundation for Adoption

## Building Brighter Futures

Please inform your audience about the importance of foster care adoption by airing the Dave Thomas Foundation for Adoption's new PSA campaign, "**Building Brighter Futures**" (:60, :30, :30 or :15).

The PSAs encourage listeners to visit [davethomasfoundation.org](http://davethomasfoundation.org) to learn more.

We hope you will air this campaign, **which has an end date of April 30, 2022**, as soon and as often as possible. Together, we will achieve the vision that every child has a permanent home and a loving family.

If you have any questions, please contact the Foundation's distribution representative:

Shaliza Thomas  
Connect360 Multimedia  
212-624-9187  
[sthomas@c360m.com](mailto:sthomas@c360m.com)



**"Building Brighter Futures" — Korie and Zach's Story (:60)**

**Narrator V/O:** Korie and Zach lingered in foster care for years, longing for a permanent place to call home. They lost hope.

**Zach V/O:** I felt alone in the world. I didn't feel loved. Every day felt like a lost cause. I thought, "who would want to adopt an older child?"

**Korie V/O:** I thought, "I'm going to end up on the streets. That's just how it's going to be."

**Narrator V/O:** Thankfully, Korie and Zach's journey changed when they were adopted with help from the Dave Thomas Foundation for Adoption.

**Korie V/O:** It's really difficult to wonder how you're gonna make it. I'm not gonna have that problem now ... I just won't ... because I have a family.

**Narrator V/O:** Today, Korie and Zach have bright futures. But every year, thousands of youth age out of foster care with no permanent family and no safety net.

Learn more at [davethomasfoundation.org](http://davethomasfoundation.org)

**"Building Brighter Futures" — Korie's Story (:30)**

**Narrator V/O:** Korie lived in more than 30 foster homes before she was 16.

**Korie V/O:** I thought, "I'm going to end up on the streets. That's just how it's going to be."

**Narrator V/O:** Thankfully, Korie was adopted with help from the Dave Thomas Foundation for Adoption. She earned a college scholarship and has a bright future.

But every year, thousands of youth age out of foster care without a permanent, loving family.

Learn more at [davethomasfoundation.org](http://davethomasfoundation.org)

**"Building Brighter Futures" — Zach's Story (:30)**

**Narrator V/O:** For five years, Zach moved in and out of foster care.

**Zach V/O:** I felt alone. Every day felt like a lost cause.

**Narrator V/O:** Thankfully, Zach was adopted with help from the Dave Thomas Foundation for Adoption.

Today, he is studying to be a teacher ... just like his mom.

Zach has a bright future. But every year, thousands of youth age out of foster care without a permanent family.

Learn more at [davethomasfoundation.org](http://davethomasfoundation.org)

**"Building Brighter Futures" — Narrator (:15)**

**NARRATOR V/O:** Every year, thousands of youth age out of foster care with no permanent family and no safety net.

Visit [davethomasfoundation.org](http://davethomasfoundation.org) to give children lingering in foster care a brighter future.

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://www.c360m.com/PSAConnect/dt/>

**This PSA campaign has an End Date of April 30, 2022.**

"Building Brighter Futures - Teen Voices" (:60, :30, :30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign: <http://psa.c360m.com/?p=C140898>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [stthomas@c360m.com](mailto:stthomas@c360m.com) or by phone at (212) 624-9187.



## 501(c)(3) Certificate:

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: APR 22 1997

Employer Identification Number:  
31-1356151  
EIN:  
17053089881007  
Contact Person:  
D. A. DOWNING  
Contact Telephone Number:  
(513) 241-5199  
Our Letter Dated:  
December, 1992  
Addendum Applies:  
No

DAVE THOMAS FOUNDATION FOR ADOPTION  
C/O ROH MUSICK  
PO BOX 256  
DUBLIN, OH 43017-0256

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

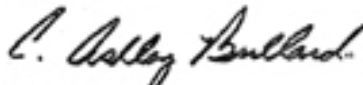
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director



Dave Thomas  
Foundation  
*for Adoption*<sup>®</sup>

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