

“
**Before
I was
adopted...**
”



A TV Public Service Announcement



**Dave Thomas
Foundation
for Adoption®**

Forever Families for Children in Foster Care

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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.



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

ABOUT



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YOUTUBE

Dear Public Service Director,

In 2020, our world changed in ways we could never have imagined. It has been an incredibly difficult time for all of us. But for children in foster care waiting to be adopted, who have endured abuse, neglect and often countless layers of trauma in their young lives, the negative effects of the COVID-19 crisis have been profound.

Right now, more than 120,000 children are waiting to be adopted from foster care in the United States. They need a permanent, loving home before the clock runs out on their childhood.

Each year, more than 20,000 youth turn 18 or 21 and leave the foster care system without a forever family. With nowhere to turn for support, they are at higher risk of negative outcomes, such as homelessness and unemployment.

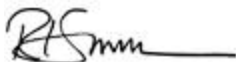
Created in 1992 by Wendy's® founder Dave Thomas, who was adopted, the Dave Thomas Foundation for Adoption is a national nonprofit public charity dedicated to dramatically increasing the number of adoptions of children waiting in North America's foster care systems.

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 generous donors, the Foundation has helped find forever families for more than 11,000 children. 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

Before I Was Adopted

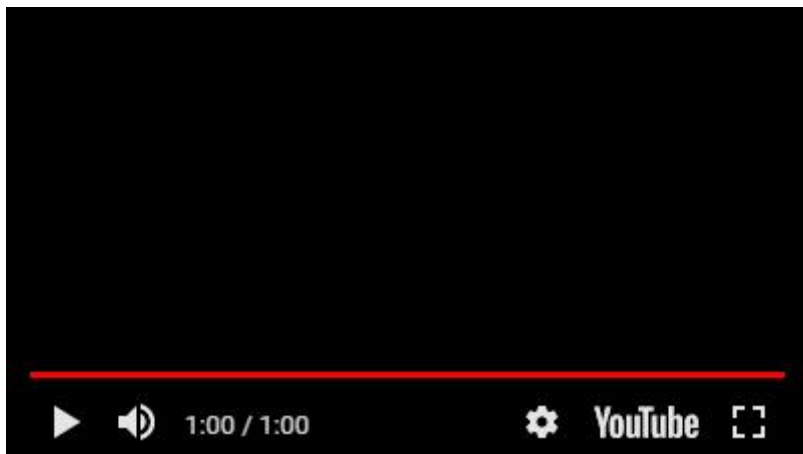
Please inform your audience about the importance of foster care adoption by airing the Dave Thomas Foundation for Adoption's new PSA campaign, "**Before I Was Adopted**" (:60, :30, :15, :60, :30, :15).

The PSAs encourage listeners to visit davethomasfoundation.org to learn more.

We hope you will air this campaign, **which has no end date for use**, 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



TV PSA SCRIPTS

"Before I Was Adopted - Learn More" (:60)	
<p>1. Shot of Lexi speaking, switch to shot of Lexi.</p> <p>GRAPHIC: "Before I was adopted..."</p> <p>Dave Thomas Foundation for Adoption® logo</p> <p>Lexi Adopted at 14</p>	<p><u>MUSIC UP AND UNDER</u></p> <p><u>LEXI O/C:</u> Before I was adopted, I kind of felt alone.</p>
<p>2. Shot of Conner speaking, switch to close-up shot of Conner.</p> <p>GRAPHIC: Conner Adopted at 12</p> <p>Dave Thomas Foundation for Adoption® logo</p>	<p><u>CONNER O/C:</u> I felt nervous that I wouldn't have a family.</p>
<p>3. Shots of LaShauna speaking.</p> <p>GRAPHIC: LaShauna Adopted at 13</p> <p>Dave Thomas Foundation for Adoption® logo</p>	<p><u>LASHAUNA O/C:</u> And I didn't think I was going to get adopted 'cause I knew I was getting older and older and older. I didn't think that was going to happen.</p>
<p>4. GRAPHIC: With help from the Dave Thomas Foundation for Adoption, Lexi, Conner and LaShauna now have the love and support of a forever family.</p> <p>Dave Thomas Foundation for Adoption® logo</p>	<p><u>NARRATOR V/O:</u> <i>With help from the Dave Thomas Foundation for Adoption, Lexi, Conner and LaShauna now have the love and support of a forever family.</i></p>
<p>5. Shot of LaShauna with cat, switch to shot of LaShauna speaking, switch to shot of LaShauna with mom.</p> <p>GRAPHIC: Dave Thomas Foundation for Adoption® logo</p>	<p><u>LASHAUNA V/O:</u> <i>When I did get adopted,</i></p> <p><u>LASHAUNA O/C:</u> it was like, "Wow, I get to settle and this is permanent."</p> <p><u>LASHAUNA V/O:</u> <i>It was like a bunch of feelings.</i></p>

TV PSA SCRIPTS

"Before I Was Adopted - Learn More" (:60) Continued	
<p>6. Shot of Conner with family.</p> <p>GRAPHIC: Dave Thomas Foundation for Adoption® logo</p>	<p>CONNER V/O: <i>After I was adopted, I felt amazing and happy.</i></p>
<p>7. Shot of Lexi walking with mom, switch to shot of Lexi with mom on swing.</p> <p>GRAPHIC: Dave Thomas Foundation for Adoption® logo</p>	<p>LEXI V/O: <i>Adoption changed me for the better. I feel as if I can be whoever I want to be.</i></p>
<p>8. GRAPHIC: <u>Every</u> child deserves a safe, loving and permanent home.</p> <p>Help the Dave Thomas Foundation for Adoption find homes for those waiting in foster care the longest.</p> <p>Dave Thomas Foundation for Adoption® logo</p>	<p>NARRATOR V/O: <i>Every child deserves a safe, loving and permanent home. Help the Dave Thomas Foundation for Adoption find homes for those waiting in foster care the longest.</i></p>
<p>9. GRAPHIC: Dave Thomas Foundation for Adoption® logo</p> <p>Forever Families for Children in Foster Care</p> <p>davethomasfoundation.org</p>	<p>NARRATOR V/O: <i>Learn more at davethomasfoundation.org.</i></p> <p><u>FADE SOUND AND PICTURE OUT</u></p>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/dt/>

NO END DATE FOR USE

"Before I Was Adopted - Give" (:60)

"Before I Was Adopted - Give" (:30)

"Before I Was Adopted – Lexi's Story – Give" (:15)

"Before I Was Adopted – Learn More" (:60)

"Before I Was Adopted – Learn More" (:30)

"Before I Was Adopted – Lexi's Story – Learn More" (:15)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at sthas@360m.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

DLN:
17053089881007

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

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

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).

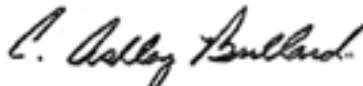
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the 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[®]

Forever Families for Children in Foster Care

davethomasfoundation.org