



Dave Thomas  
Foundation  
*for Adoption*

Forever Families for Children in Foster Care

# Children Just Like Yours

A TV Public Service  
Announcement



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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 100,000 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).



**Learn more about  
the Dave Thomas Foundation  
for Adoption**

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Dear Public Service Director,

Children are placed in foster care after enduring abuse, neglect, parental drug use or other issues, and many have experienced countless layers of trauma, grief and loss in their lives. The priority of the foster care system is to keep families together. But when a judge has ruled that it is unsafe for a child to return to their family of origin, they need someone to step forward to adopt them. In the United States, more than 350,000 children are in foster care, more than 100,000 of whom are available for adoption.

But every day, more than 50 youth age out of the system without a permanent family, leaving them at a higher risk of experiencing homelessness, unemployment and other negative outcomes.

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 [Wendy's Wonderful Kids® program](#), the Foundation supports the hiring of adoption recruiters who serve children and youth most at risk of aging out of care without a family. We also work to remove barriers for families pursuing adoption by advocating for adoption and foster care benefits in the workplace, by supporting innovative grant-making and by promoting free educational resources.

We are committed to elevating the national conversation about the urgent need for foster care adoption and dispelling the myths and misperceptions that surround the children in care. And we diligently advocate for policies and practices that improve the systems with which children and families are involved.

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

## Children Just Like Yours

Please inform your audience about the importance of foster care adoption by airing the Dave Thomas Foundation for Adoption's new PSA campaign, "**Children Just Like Yours**" (:60, :60, :60, :30, :30, :30).

The PSAs encourage viewers to visit [davethomasfoundation.org](http://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 will have 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  
[stthomas@c360m.com](mailto:stthomas@c360m.com)



## TV PSA SCRIPTS

### "Children Just Like Yours" – Laura, Yamika, Wanda, Rylee (:60)

**Narrator:** More than 50 youth age out of foster care without a family every day. The Dave Thomas Foundation for Adoption finds safe, permanent homes for these young people before it's too late. Children just like yours.

**Laura:** The kids that I work with are fun. They're outgoing. They're silly. They're strong. They are determined, and they don't let anything get in the way.

**Yamika:** Energetic, happy and patient.

**Wanda:** Hopeful, loveable, smart.

**Rylee:** A lot of them have seriously just covered up. Like, they just don't allow people to truly see them. And when you really get to see them, and they start unfolding these bits of themselves and showing you bits of themselves, you just can't help but love them. Like, I love every youth I serve. They're just great. They really are.

**Narrator:** Learn how you can help at [davethomasfoundation.org](http://davethomasfoundation.org)

## TV PSA SCRIPTS

### "Children Just Like Yours" – Danelle (:60)

**Narrator:** The Dave Thomas Foundation for Adoption supports a network of adoption professionals who serve children in foster care who have been waiting for a family for years. Children just like yours.

**Danelle:** These kids are amazing. They really are. They're resilient. They're kind. They're athletic. They're creative. They have all these aspirations. When you truly believe that every child is adoptable, it ignites a passion in you. They deserve everything that has been taken from them. Their sense of identity. Their belonging. Their security. Their safety. And it doesn't matter how old we are. It doesn't matter, you know, that there may be a 17-year-old youth in the system, they still need somewhere or some place to call home. And it's our job to give it back to them.

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

### "Children Just Like Yours" – Anne, Bryonna, Ivy (:60)

**Narrator:** The Dave Thomas Foundation for Adoption supports a network of professionals dedicated to serving the longest-waiting children in foster care. These are children just like yours who need the love and support of a permanent family.

**Anne:** Persistent. I have kids who call me every single day. You know, wise beyond their years in a lot of ways and very naive in a lot of others. Yearning for connection. Vulnerable.

**Bryonna:** Strong, funny and resilient.

**Ivy:** The kids that I work with are the most amazing kids. They want families, and they deserve families.

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

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

### **NO END DATE FOR USE**

"Children Just Like Yours" – Laura, Yamika, Wanda, Rylee (:60)

"Children Just Like Yours" – Danelle (:60)

"Children Just Like Yours" – Anne, Bryonna, Ivy (:60)

"Children Just Like Yours" – Rylee (:30)

"Children Just Like Yours" – Danelle 1 (:30)

"Children Just Like Yours" – Danelle 2 (:30)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [sthomas@c360m.com](mailto:sthomas@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:  
11-1356151  
EIN:  
17051089881007  
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 RON 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).

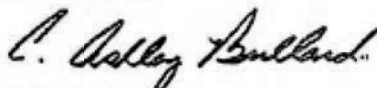
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the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