

2024 IMPACT REPORT

THE RACE TO BELONG







We are so grateful to continue our work to improve the experiences and outcomes for kids in foster care in Tennessee. Thanks to your support, we reached significant milestones and are holding onto hope for what this will mean for our state's most vulnerable youth.

Early in 2024, we laced up our running shoes to prepare for the Dairy Dash. As beneficiaries of this longstanding Nashville event, we were able to raise awareness and more than \$205,000 in critical funds in a new, moo-ving way.

Next, we shifted gears and sped to Bristol Motor Speedway to capture stories of kids in care seeking adoption through our I Belong Project™. There, we filmed our 1,000th video in the hopes of accelerating connections between incredible kids and loving, adoptive families.

We also diligently prepared for the launch of Every Child TN. This partnership with the Governor's Office, provides a statewide roadmap to recruit and retain more foster families. We revved our engines in support and made intentional hires to better serve families in all corners of our state.

With all that was new, we also turbocharged our commitment to core programming by hosting Next Steps recruitment events and continuing to bring on more Foster Friendly partners to WRAP around deserving foster, kinship and adoptive parents. Thank you for running the race with us.

We couldn't ask for better supporters to join us on the road to belonging.

Kristin Allender
Executive Director



CELEBRATING 1,000TH KID FILMED AT ICONIC BRISTOL MOTOR SPEEDWAY



I BELONG PROJECT™

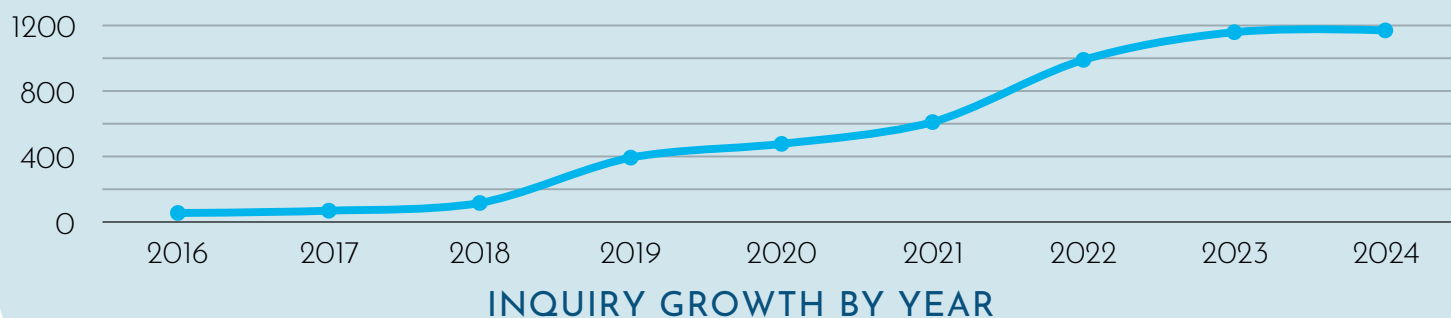
The I Belong Project™ uplifts the stories and voices of kids in foster care who are legally free for adoption. Capturing and sharing each story is done with the utmost dignity with the hope of connecting every child with a family.

199

KIDS FILMED ACROSS
THE STATE IN 2024

2024 SUCCESSES

- Filmed our **1,000th I Belong Project™** video while racing around Bristol Motor Speedway
- **Filmed 199** kids at 11 high-quality shoots, an increase of **260% from 2016 IBP launch**
- Received **1,133 inquiries** on children featured through the I Belong Project™
- Of **1,148** kids filmed since 2016, **50% have found forever families**





PREDATORS | FEBRUARY 



LADY VOLUNTEERS | JULY 



TITANS | DECEMBER 

AMPLIFYING THE MISSION

This year, we were off to the races... and found ourselves on the court, ice, field and more! We were honored to work with the **Tennessee Titans**, **Nashville Predators**, **Nashville Soccer Club**, **Bristol Motor Speedway** and **Lady Vols** to create unforgettable moments for kids. These incredible partners went above and beyond by using their platforms to share stories and increase our impact.



Off the ice, Nashville Predators player **Ryan O'Reilly** lent his voice to support **Foster Care Awareness Month** sharing how his parents fostered more than 40 kids in their home throughout his childhood.

Pictured Gov. Bill Haslam, Board Member Crissy Haslam, Kristin Allender, Ryan O'Reilly, Luke Evangelista



Garrett Ware is a talented videographer who attended his first IBP shoot in 2023. He has grown into a great advocate for our work by featuring TKB on his podcast, recruiting his church to become Foster Friendly® and more!

He shares his experience below.

“

I HAD A MISCONCEPTION THAT THE ONLY WAY TO HELP IN FOSTER CARE WAS TO ADOPT.

TENNESSEE KIDS BELONG FLIPPED THAT IDEA UPSIDE DOWN AND CHANGED MY PERCEPTION THE VERY SECOND I STEPPED INTO MY FIRST I BELONG PROJECT..

GARRETT WARE, IBP VIDEOGRAPHER



7,615

A map of Georgia showing its counties. Colored callouts indicate the location of various schools: blue for public schools, green for private schools, and yellow for charter schools. The callouts are placed over the following counties: Shelby, Fayette, Hardeman, McNairy, Hardin, Wayne, Lawrence, Giles, Lincoln, Franklin, Marion, Hamilton, Bradley, Polk, Monroe, Blount, Wilkes, Union, Knox, Anderson, Morgan, Cumberland, White, DeKalb, Fulton, Clayton, Jackson, Overton, Fentress, Scott, Campbell, Claiborne, Hancock, Sullivan, and Johnson.

2024 SUCCESSES

- Our team hosted **57 events to recruit foster parents** throughout Tennessee
- Held **52+ Foster Friendly® Coalitions** to bring together multiple sectors to fill local gaps
- Launched **WRAP technology** with Promise 686 offering **free access to our faith partners**





**FOSTER
FRIENDLY**

2024 BUSINESS OF THE YEAR



“

WITH 3 BIOLOGICAL KIDS, 2 ADOPTED FROM FOSTER CARE AND 1 CURRENT PLACEMENT,

**WE FEEL SO SEEN AND WALKED
ALONGSIDE.**

THE DISCOUNT ON THE APP HELPS OUR BUDGET SO MUCH... ESPECIALLY BETWEEN
APPOINTMENTS, ACTIVITIES AND ALL THE THINGS FOSTER CARE & NORMAL LIFE ENTAIL.

HOLLY NICHOLS, TENNESSEE FOSTER MOM



MOST REDEEMED OFFER ON APP



50% OFF ENTIRE MEAL, ANYTIME



FRANKLIN, TENNESSEE LOCATIONS



510

BUSINESSES SUPPORT
FOSTER FAMILIES
THROUGH THE APP

4.5k

USERS REDEEM OR
OFFER DISCOUNTS

FOSTER FRIENDLY®

Businesses are catching the vision of Foster Friendly® in culture-shifting ways! This year we saw **110+ new businesses** join the Foster Friendly® App, while several existing companies doubled down on their commitments to serving foster parents throughout the state. Chick-fil-a's 50% discount off their entire menu proved to be a favorite among foster families in Middle Tennessee and secured their spot as the **Foster Friendly® Business of the Year**.

MORE THAN A DISCOUNT

A **statewide partnership with Tupelo Honey** created memorable moments during **Social Worker Appreciation Month** in March and **Foster Care Awareness Month** last May.

All Tennessee locations offered special receptions for social workers and foster parents to thank them for their incredible service. We are thrilled to see our state transforming into a place where foster parents feel seen and valued - *allowing homes to remain open to serve more vulnerable kids.*

“

HELPING FOSTER FAMILIES... THE ANSWER WAS YES
ACROSS ALL LOCATIONS IN TENNESSEE.

IT'S A NO BRAINER.

RAMI ZEORT, GENERAL MANAGER
TUPELO HONEY, FRANKLIN



Download the App

The Foster Friendly App® is available for Android and Apple users. Access the App to view the latest discounts, events and resources for foster and kinship families or to provide an offer as a business.

THE LONG GAME

FOSTER FRIENDLY® FAITH

600

FAITH COMMUNITIES
HAVE COMMITTED TO
HELP KIDS IN CARE

BELLEVUE BAPTIST CHURCH

We play the long game and have found the wait is more than worth it. Our Community Engagement Director, Katie Dunlap, has been building a relationship with Bellevue Baptist Church over the course of several years. They started supporting foster families with small events, but now have a multi-faceted ministry in place to meet tangible and intangible needs in West Tennessee.



They offer regular **Foster Parent Night Out** events, provide **freezer meals** for foster families, host **trauma training** for parents and volunteers, oversee **WRAP Teams**, open their space for **I Belong Project™** shoots, offer classrooms for **TN KEY classes**, and so much more. They are a shining light for the Memphis community. We are grateful for all they do to support kids in care and those who embrace them.

2024 SUCCESSES

- 21 WRAP Coordinators were trained to launch WRAP ministries in their area
- 102 new faith partners committed to make a difference for foster families this year
- Hired Community Engagement Managers in **Chattanooga, Jackson** and **Nashville**

THANK YOU

YOUR GIFTS HAVE IMPACT

2024 FINANCIALS



2024 TOTALS

Expenses	\$1,036,196
Income	\$1,102,055

2024 INCOME (BY CATEGORY)

■	Individuals	34%
■	Businesses	26%
■	Government/ECTN	22%
■	Non Profit/Misc.	10%
■	Faith Communities	4%
■	Grants	4%

2025 GOALS



Raise \$1,500,000 to
Reach More Rural Areas



Host **75 Recruitment
Events** for Foster Parents



Launch **150 WRAP
Teams** across TN



Increase Partners
Sharing IBP Videos



“

UNDER ALL THE QUIETNESS, SHYNESS AND BROKENNESS THERE IS STILL SOMEONE WHO
HAS HOPE AND HAS A BRIGHT LIGHT SHINING

CHRISTINA, 17 - WAITING TO BE ADOPTED IN TENNESSEE



SCAN TO WATCH

Meet some of the kids filmed through the I Belong Project™ in 2024. Listen to their words as they share their hearts and hold onto hope for a place to belong.

THANKS TO OUR BOARD & STAFF

Steve Martinez, Board Chair | Katy Valesky, Board Treasurer
Crissy Haslam | Mark Cate | April Britt | Chris Tyrrell | Ryan McBride

Kristin Allender, Executive Director

Aisha Ward | Amanda Griffin | Charlotte Richardson | Jake Burton | Jo Wafler
Katie Dunlap | Kaylin Campbell | Kristin Miller | Hilari Williams | Liz Zinke
Melissa Whitlock | Sarah Sullivan | Tiffany Kelley | Tracie Hantle | Tracy Taplin

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