



National Council
For *Adoption*

2010

Annual Report



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**NATIONAL COUNCIL FOR ADOPTION
2010 ANNUAL REPORT
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Dear Friends of NCFA,

Since our founding 30 years ago, the National Council For Adoption (NCFA) has been an authoritative voice for adoption in the United States. I am particularly proud of the wonderful work NCFA has completed this year and am happy to report we have performed excellently in all of our initiatives: education, research, training programs, and government relations. Our research and education programs continue to lead the way in promoting sound, ethical adoption policies and practices for infant adoption, adoption out of foster care, and intercountry adoption. Additionally, through our advocacy efforts, we continue to be the voice for the approximately 500,000 children in foster care, millions of adopted people living in our country, and millions upon millions of orphaned children around the world.

The internal changes we have made, including naming longtime NCFA staff member Chuck Johnson as the permanent president and CEO, all contribute to the long-term solidity of our organization. Like me, Chuck's personal adoption story drives him to make NCFA a better, stronger organization. Together we are focused on strategic planning for 2011 and building the future of NCFA. We are positioning ourselves to increase our impact in the adoption community through the help we provide children, birthparents, and families. I am pleased that Chuck takes our mission as seriously as I do.

I would like to thank and give special credit to NCFA's member agencies for their support and principled advocacy, as well as their leadership and counsel among their clients. Without the backing of our member agencies, NCFA would not benefit from their collective concerns in the practice of adoption or with the uplifting stories of successful adoptive families. NCFA is proud to represent the interests of our member agencies as well as all parties to adoption and looks forward to continuing this work in 2011.

I also want to thank my fellow members on the NCFA Board of Directors for their valued leadership. Their unwavering devotion to our organization inspires me.

Thank you to all of you standing alongside NCFA and supporting our work. We could not do it without you.



Sincerely,

A handwritten signature in blue ink that reads "Stan Swim". The signature is fluid and cursive.

*Stan Swim
Board Chair*

Dear Friends of NCFA,

Thank you for your unending support of the National Council For Adoption (NCFA) and your belief that every child deserves a nurturing, permanent family. Despite the unforeseen changes 2010 brought to NCFA, we have seen remarkable new achievements as we pursue our mission of promoting a culture of adoption through education, research, and legislative action.

As an introduction to the friends of NCFA that I have yet to meet, I have been associated with NCFA for over 20 years; first as the director of a member adoption agency and then as a staff employee beginning in 2003. I was named acting CEO in February 2010 and served in this capacity until August of this year. At that time I was announced permanent president and CEO of NCFA. My long time commitment to NCFA aids me in understanding the history and mission of this organization and grants me the ability strategically plan for our growth in the future. As a father by adoption, this issue is my passion and I am honored to work with NCFA on behalf of children in need of families, birthparents, and adoptive parents.

This report includes up-to-date and valuable information about NCFA's work in 2010 and our strategic planning for 2011. As you read it, I hope you will share my spirit of gratitude to our institutional and individual donors; without them, our work would not be possible.

The past year has been full of positive accomplishments for NCFA. In July, to help promote awareness for children needing to be adopted out of foster care, we held Kids at Heart in Washington D.C. We invited 500 children waiting to be adopted out of the Washington, D.C. foster care system and their foster parents to watch a baseball game at Nationals Park. That same month we also held our National Adoption Conference, which was the most widely attended conference in NCFA history. In November we celebrated our 30th Anniversary at the Willard Hotel in Washington D.C.; this was a particularly special time for us as we had the opportunity to look back on our years of service to the adoption community and renew our commitment to our mission with more vigor and urgency than ever before.

My priorities in this job are to ensure the short-term and long-term financial stability of NCFA. We have come such a long way this year, and I plan to continue facilitating our excellent staff in their work. I also want to see that our workplace is and remains productive, satisfying, and fun. We all feel privileged to do such important work!

As we head into 2011, I am reminded that our mission is our core and it deserves greater societal prominence. Infant adoption, adoption out of foster care, and intercountry adoption are positive options which change lives for the better. There is much more work to do on behalf of children and families and NCFA looks forward to rising to the challenge.



Sincerely,

A handwritten signature in blue ink that reads "Chuck Johnson". The signature is written in a cursive, flowing style.

Chuck Johnson
President and CEO

FULFILLING AND SUSTAINING OUR MISSION

Throughout 2010, the National Council For Adoption (NCFA) continued to strengthen its programs and fulfill its stated mission. While the upheaval challenging economic times affected us in numerous ways, our sense of responsibility, vision, and stewardship remained steady. Our mission remains our focus and has been the same since our founding in 1980:

The National Council For Adoption (NCFA) is a research, education, and advocacy organization whose mission is to promote the well-being of children, birthparents, and adoptive families by advocating for the positive option of adoption. NCFA is an adoption advocate and expert in the halls of power and the courts of public opinion, on behalf of all parties to adoption and its member adoption agencies around the country.

NCFA is wholeheartedly committed to our three areas of focus: promoting the positive option of domestic infant adoption, adoption out of foster care, and intercountry adoption. Each of these areas of focus has its own communications campaign with a corresponding website: ichooseadoption.org (domestic), familiesforall.org (foster care), and hagueadoption.org (Intercountry Adoption Journey), respectively. Detailed information on each campaign can be found in the “Communications” section of this report.

In addition, NCFA remains committed to the Infant Adoption Training Initiative (IATI). IATI is our federally-funded program whose primary purpose is to train pregnancy and health counselors to present adoption as an option to women with unintended pregnancies. More information on IATI can be found online at www.infantadopt.org, or within the “Training and Agency Services” section of this report.

The main NCFA website, www.adoptioncouncil.org, continues to be an excellent resource for detailed information about our organization. The website design allows for easy access to comprehensive information on the option of adoption, NCFA’s research and publications, and current and pending state and federal adoption legislation.

We hope you will agree that everything you see in this report is an example of our commitment to fulfilling our mission, and ultimately making a significant and positive impact on adoption, children, and families.



GOVERNMENT RELATIONS AND POLICY ANALYSIS

Federal Legislative Highlights

NCFA rarely endorses specific pieces of federal legislation. Instead, NCFA focuses on informing legislators of critical domestic and intercountry adoption concerns and supporting potential legislation that would result in an improvement to the lives of children, families, and birthparents.

During 2010, the 111th United States Congress considered action on five important child and family welfare issues that are of significant interest to NCFA, including: 1) families for foster children and/or orphans; 2) an improved, permanent adoption tax credit; 3) birth parent assistance; 4) a national putative father registry; and 5) foster care mentoring.

NCFA supports the principles behind the following bills and we are monitoring the progress of each one. We have endorsed the Families for Orphans Act and the Foreign Adopted Children Act, the Help HAITI Act of 2010, and the International Adoption Simplification Act. In addition, we have submitted letters of support for the pro-adoption principles in many other legislative initiatives.

Families For Orphans

Families for Orphans Act (FFOA) (H.R. 3070, sponsored by Watson [D-CA] and Boozman [R-AR]; S. 1458, sponsored by Landrieu [D-LA] and Inhofe [R-OK])

Foreign Adopted Children Equality Act (FACE) (H.R. 3110, sponsored by Watson [D-CA] and Boozman [R-AR]; S. 1359, sponsored by Landrieu [D-LA] and Inhofe [R-OK])

NCFA contributed to the drafting of both FFOA and FACE. If passed into law, FFOA would establish the Office of Orphan Policy, Diplomacy and Development within the U.S. Department of State, and would provide the office with the diplomatic authority to help the millions of children orphaned worldwide and the millions of vulnerable children who have lost one parent or are at risk of losing parental care.

FACE, if passed into law, would amend the Immigration and Nationality Act (INA) to set forth automatic citizenship criteria for a child adopted outside the United States by a parent who is a U.S. citizen. Such a child would be considered a U.S. citizen since birth, and would be deemed a “U.S. citizen at birth” after the approval of an application filed within the U.S. or with a U.S. embassy. FACE would also authorize the Secretary of State to make grants to nongovernmental agencies to promote permanent parental care for orphans. Additionally, FACE would direct the Secretary of State to initiate a study to identify global best practices for preserving and reunifying families and providing permanent parental care for orphans and carry out a global best practices pilot program.

There was no major legislative action on FFOA or FACE during 2010; nonetheless, both bills remain a priority for NCFA. FFOA has encountered resistance from several anti-adoption groups and surprisingly, some pro-adoption organizations. Some adoption critics of FFOA claim it is too supportive of intercountry adoption; others claim FFOA does not support intercountry adoption enough. Despite these setbacks, we will continue to support FFOA and FACE through our involvement with the Families For Orphans Coalition. More information on the Families For Orphans Coalition and NCFA’s involvement in attracting attention to the children worldwide who are growing up without loving, permanent families can be found on our website at www.adoptioncouncil.org.

Permanent Extension of the Adoption Tax Credit

Adoption Tax Relief Guarantee Act of 2009 (H.R. 213, sponsored by Wilson [R-SC]; S. 2816, sponsored by Bunning [R-KY] and Nelson [D-NE])

This bill, if passed, would make the adoption tax credit a permanent part of the tax code and amend current laws to allow individuals to claim the credit in the year the adoption expense was incurred instead of the year the adoption was finalized. NCFCA has advocated for the adoption tax credit since 1996 and is committed to fighting for its continuance in the future. Throughout 2010, NCFCA was consulted by multiple Congressional offices regarding the adoption tax credit and advised Congressional staff on the importance of making the credit a permanent part of the tax code.

The adoption tax credit was set to sunset on December 31, 2010; however, due in part to NCFCA's support of the credit, it was extended until December 31, 2011 and established as refundable under the Patient Protection and Affordable Care Act. We believe this is a positive step toward maintaining a long-standing culture of adoption but will continue to advocate for making the adoption tax credit permanent. Katie Caldwell and Nicole Callahan analyzed the adoption tax credit and other financial incentives in *Adoption Advocate*, Issue 20, Jan. 2010. In addition, Herbert Newell, M.A. wrote on the benefits of the adoption tax credit in *Adoption Advocate*, Issue 21, February/March 2010.

Birthparent Assistance

Birth Parent Assistance Act of 2009 (H.R. 1505, sponsored by Schmidt [R-OH])

Pregnant Woman Support Act (H.R. 2035, sponsored by Davis [D-TN]; S. 1032, sponsored by Casey [D-PA])

NCFCA advocates for the passage of these bills as they promote support services for birthparents. If passed, the Birth Parent Assistance Act would authorize the Secretary of Health and Human Services to provide certain services for birthparents considering adoption. The services would be provided either directly or by grant to or contract with: a) state or local governmental entities; b) public or private agencies or organizations, including licensed child welfare or adoption agencies or adoptive family groups and faith-based organizations. The bill specifies such services for birthparents as: (a) post-adoption legal services; (b) individual, group, and family counseling; and (c) training of mental health professionals, social workers, and staff at hospitals and other appropriate birth care facilities relating to their interaction with birthparents and adoptive families.



The Pregnant Women Support Act, if passed, would authorize the Secretary of Health and Human Services to make grants to increase public awareness of resources available to pregnant women during pregnancy and to support new parents. It would amend the Public Health Service Act to allow the Secretary to make grants for the purchase of ultrasound equipment for examinations of pregnant women. It would prohibit a health insurance issuer offering individual coverage from imposing exclusion for pregnancy as a "preexisting condition" or from imposing a waiting period or otherwise discriminating against a woman on the basis that she is pregnant. It would also provide for continuation coverage for newborns and would amend title XXI (State Children's Health Insurance Program) (CHIP, formerly known as SCHIP) of the Social Security Act to allow states to extend health care coverage to an unborn child. Health facilities that perform abortions would be required to obtain informed consent from a pregnant woman seeking an abortion. The bill would direct the Secretary to provide for higher

education pregnant and parenting student services offices and programs to work with pregnant or parenting teens to complete high school. The bill would authorize grants for services to pregnant women who are victims of domestic violence, dating violence, or stalking. The Act also would force states to require a pregnancy determination for homicide victims. It would grant responsibility to the Secretary to provide for support services for pregnant women, mothers, and children. It would amend the Internal Revenue Code to increase and make refundable the tax credit for adoption expenses. Additionally, it would authorize appropriations to carry out the special supplemental nutrition program for women, infants, and children (WIC program). It would amend the Food Stamp Act of 1977 to increase the eligibility threshold for food stamps. It would authorize appropriations to carry out the Child Care and Development Block Grant Act of 1990 and support grants to provide eligible mothers with education on the health needs of their infants through visits to their homes by registered nurses. Finally, it would authorize grants for collecting and reporting abortion surveillance data.

National Putative Father Registry

Protecting Adoption and Promoting Responsible Fatherhood Act of 2009 (S. 939/H.R. 6298, sponsored by Landrieu [D-LA]/H.R. 6298 sponsored by Richardson [D-CA])

The bill, if passed into law, would establish a national registry containing contact information submitted by the putative father of a child. The bill would require that states provide notification to putative fathers listed in the registry of any proceedings related to a pending or planned adoption of the child, any proceeding to terminate the putative father's rights, any proceeding related to the entry of the child into state custody, or any establishment of paternity. During 2010, NCFCA worked closely with the American Academy of Adoption Attorneys and the global law firm of Akin Gump Strauss Hauer & Feld LLP to bring attention to this important bill.

Foster Care Mentoring

Foster Care Mentoring Act of 2009 (S. 986, sponsored by Landrieu [D-LA])

This bill would grant money to states for the establishment or expansion and the operation of programs to provide mentoring for children in foster care. The bill amends Part B (Child-Welfare Services) of Title IV of the Social Security Act to direct the Secretary of Health and Human Services to award such grants and allows operation of the mentoring programs through public and private community entities. In addition, the bill would authorize a grant award directly to a political subdivision if the subdivision serves a substantial number of foster care youth.

The bill also prescribes program implementation guidelines, including: (1) application requirements; (2) training; (3) screening; (4) educational requirements; (5) federal and nonfederal share of funds for the program; (6) considerations in awarding grants; and (7) use of funds. The bill would set forth a maximum grant amount to be awarded to a state or political subdivision. It would also authorize the Secretary to award a competitive grant to an eligible entity to establish a National Hotline Service or website to provide information to individuals interested in becoming mentors to youth in foster care. Furthermore, the bill would instruct the Secretary of Education to implement a program to provide for the discharge or cancellation of the federal student loan indebtedness of an eligible mentor.

NCFCA has issued a letter to Senator Landrieu's office in support of this Act.

Support for Haitian Orphans

Help HAITI Act of 2010 (H.R. 5283, sponsored by Fortenberry [R-NE])

The purpose of this bill is to normalize the immigration procedures for over 1,000 Haitian orphans who were already in the process of being adopted by U.S. citizens prior to the January earthquake and were granted "humanitarian parole". The bill accomplishes this goal by giving the Haitian children who came to

the United States this year the same green card and citizenship path they would have had if they had come through the normal international adoption route.

NCFA was an active, visible, and vocal advocate for orphaned Haitian children following the January earthquake. We endorsed the Help HAITI Act because without it, children entering the states under the January 18 Humanitarian Parole would have to wait two years before becoming permanent legal residents. On December 1, 2010, NCFA's hard work paid off when the Help HAITI Act was passed by the 111th Congress.

Simplification of the International Adoption Process

International Adoption Simplification Act (S. 1376, sponsored by Klobuchar [D-MN])

This Act restores immunization and sibling age exemptions for children adopted by United States citizens under the Hague Convention on Intercountry Adoption and ensures their admission into the United States. Specifically, this bill allows families to adopt older siblings (age 16 and 17) when adopting a younger sibling and remedies the requirement for needless and potentially dangerous vaccinations for children being adopted from Hague countries. NCFA endorsed this legislation in 2010 and is happy to report that it was recently passed by both the House of Representatives and the Senate.

State Legislative Issues and Activity

NCFA is closely monitoring state legislative issues regarding all aspects of domestic adoption. One issue that has been of particular interest to NCFA during 2010 is pending legislation in New Jersey and Michigan that we believe would violate a birthparent's right to privacy. Written testimony from Chuck Johnson opposing the individual changes has been submitted to committees in both states.

NCFA opposes arguments for "mandatory openness" in adoption and supports mutual consent. The NCFA position is that identity openness is beneficial when each party (adopted person and birthparent) first agrees to the release of his/her identifying information to the other. NCFA strongly supports mutual consent, not only because in recent history adoption agencies provided many birthparents with promises of privacy, but also because mandatory openness runs the risk of the unintended social consequence of discouraging potential birthparents from considering the positive option of adoption. NCFA's mission includes advocating for the positive option of adoption and fostering a society that educates women facing unintended pregnancies about the positive option of adoption. Legal policy enforcing mandatory openness risks undermining the adoption community at large.

Outreach

Outreach is another important part of NCFA government relations, particularly because NCFA does so much work with fostering sound, ethical intercountry adoption processes. After the November 2010 elections, NCFA wrote a letter to the newly elected members of the House of Representatives to offer our services advising on domestic and intercountry adoption policy.

Below is a list of the ways NCFA remained involved in intercountry adoption policy during 2010:

January 2010: NCFA launched the "Heart to Haiti" web-based information page to disseminate accurate information to interested individuals.

January 2010: NCFA met with the staff of the co-chairs of the Congressional Coalition on Adoption Institute in Senator Landrieu's office to discuss pending intercountry adoption legislation.

March 2010: Attended the Center for Adoption Policy Conference in New York City.

March 2010: Participated in a roundtable discussion of the prevention and prosecution of fraud in intercountry adoption hosted by Rep. Albio Sires

April-May 2010: Worked closely with the Russian Ministry of Education and the U.S. Department of State in response to Russia's threat to suspend intercountry adoption.

April 2010: Attended the Christian Alliance for Orphans Conference in Minneapolis, Minnesota.

June 2010: Attended National Day at the Russian Embassy in Washington, DC.

July 2010: NCFA hosted the Intercountry Adoption Summit in conjunction with the 2010 National Adoption Conference.

September 2010: Chuck Johnson, president and CEO, was a featured presenter at the Beyond Borders Conference in San Antonio, Texas

September 2010: NCFA hosted a 17-member delegation from the China Center for Adoption Affairs (CCAA) in an effort to educate CCAA staff and child welfare officials regarding the benefits of intercountry adoption.

November 2010: NCFA provided Hague compliance training to the central authority in Rwanda.

November 2010: NCFA hosted a Romanian delegation participating in the Department of State's International Visitor Leadership Program (IVLP).

November 2010: Chuck Johnson, president and CEO, was a featured presenter on the Trends in Intercountry Adoption at Utah Valley University.

Throughout 2010: NCFA was selected by the Russian Embassy as the organization to receive all inquiries regarding Russian intercountry adoption concerns. In addition, NCFA served as a confidential advisor to the U.S. Department of State in response to the threatened suspension of intercountry adoption and the development of a bilateral intercountry adoption agreement with Russia.

Throughout 2010: NCFA has worked with the U.S. Department of State regarding participation in a pilot intercountry adoption program with Guatemala.

Throughout 2010: NCFA participated in the Intercountry Adoption Workgroup, sponsored by Harvard University School of Law.

Throughout 2010: NCFA consulted with Congressional offices regarding intercountry adoption legislation.

Throughout 2010: NCFA participated in the Hague Working Group; a stakeholders' group led by the Hague processing unit of the National Benefits Center.

Throughout 2010: NCFA participated in the Department of State's Adoption Stakeholder meetings.

Throughout 2010: NCFA served as a sponsoring organization of the Council on Accreditation (COA) and regularly participates in COA meetings and events.

Throughout 2010: Chuck Johnson, president and CEO, participated on the Executive Committee of the Families For Orphans Coalition.

Throughout 2010: NCFA has continued to serve as a consultant to the Center for Disease Control (CDC) regarding the impact of tuberculosis screening policies on intercountry adoption.

Throughout 2010: NCFA met with delegations from Brazil, Kazakhstan, Russia, Mongolia, Kyrgyzstan, Romania, and Ukraine to discuss current intercountry adoption concerns.

Hague Adoption Convention Stakeholder

NCFA has achieved broad recognition as a stakeholder in the Hague Adoption Convention of 1993. In 2009, the U.S. Department of State, the Office of Citizenship and Immigration Services, and the National Benefits Center (which serves as the Hague processing arm for the U.S.A.) all officially recognized NCFA as an adoption stakeholder. Pursuant to this status, NCFA was able to participate in the following activities in 2010: 1) NCFA participates monthly with the U.S. government's relevant Executive Branch offices in a standing conference call; 2) NCFA attends other related U.S. government events and meetings; 3) NCFA is a sponsoring organization of the Council on Accreditation, the federally appointed Hague-adoption accrediting entity; 4) NCFA is routinely consulted on matters involving intercountry adoption; 5) NCFA constantly

monitors intercountry-adoption activity; 6) NCFA visits regularly with officials from other governments' central authorities; 7) NCFA occasionally participates in international delegations regarding adoption issues (most recently in November 2010).

RESEARCH AND PUBLICATIONS

Publications

NCFA is proud to produce two noteworthy publications that educate policymakers, families, child welfare specialists, and other interested parties on today's most relevant child welfare and adoption issues: the *Adoption Advocate* and the *Adoption Factbook*. The *Adoption Advocate* remains our flagship monthly research publication and research director Elisa Rosman, Ph.D., has taken measures to ensure that it remains a noteworthy publication. The *Adoption Facebook V*, slated for release in February 2011, is a comprehensive publication of adoption issues with a centerpiece article presenting original research on infant adoptions in the United States not compiled by any other entity.

NCFA has consistently released one *Adoption Advocate* per month throughout 2010 (with the exception of July). Each month the *Adoption Advocate* has a different topic of focus exposing our readers to a broad range of current adoption issues. Below is a list of each *Adoption Advocate* published in 2010.

- *Adoption Advocate* No. 20: 2010 Adoption Legislative Issues
- *Adoption Advocate* No. 21: TAX BENEFITS FOR ADOPTION: The Adoption Tax Credit
- *Adoption Advocate* No. 22: ADOPTION USA: Summary and Highlights of a Chartbook on the National Survey of Adoptive Parents
- *Adoption Advocate* No. 23: Continuum of Child Welfare Services to Promote Permanence for Children
- *Adoption Advocate* No. 24: What's Working in Foster Parent Recruitment: Stories from the Field
- *Adoption Advocate* No. 25: Domestic Adoption, Facebook and Privacy
- *Adoption Advocate* No. 26: Summary Report of NCFA's National Adoption Conference, July 7-9, 2010
- *Adoption Advocate* No. 27: Back to School: A Guide to Making Schools and School Assignments More Adoption-Friendly
- *Adoption Advocate* No. 28: Examining Intercountry Adoption After the Earthquake in Haiti
- *Adoption Advocate* No. 29: The National Council For Adoption: Celebrating 30 Years of Principled Adoption Advocacy: 1980-2010
- *Adoption Advocate* No. 30: Celebrating the Gift of Adoption



Throughout 2010, extensive research and writing efforts have been dedicated to the next edition of *Adoption Factbook V*. We look forward to disseminating this comprehensive adoption publication in February 2011. *Adoption Factbook V* is divided into nine sections. Below is a list of each section.

- Section 1: By the Numbers: Adoption Statistics
- Section 2: Information For Adoptive Parents
- Section 3: Foster Care
- Section 4: International Adoption

- Section 5: Birthparents
- Section 6: Legislative Issues
- Section 7: Health Issues in Adoption
- Section 8: Adoption and Evaluation Outcomes
- Section 9: Putative Father Registries

Research

NCFA recently completed the Harris Interactive Poll on Public Opinions Concerning Adoption. Data collection took place in April 2010 and a report was sent to The William E. Simon Foundation, major funders of the Infant Adoption Revival Project (IARP). Results from this poll suggest that 41 percent of Americans express interest in adopting a child. .

NCFA also recently collaborated with Dr. Nicholas Zill on a cost benefit analysis of foster care adoptions. The project, entitled, “Cost-Benefit Analysis of Increasing Adoptions of Youth from Foster Care,” uses data from the National Survey of Adoptive Parents to construct statistical profiles, or “pictures”, of the different types of adoptive families. Dr. Zill also used data from the 2007 National Survey of Children’s Health, which provided parallel information on the development and well-being of children in foster families and single-parent families who have not been adopted. By comparing the circumstances, health, behavior, and services used by adopted and non-adopted young people, he provides estimates of the costs saved and fiscal benefits provided to state and federal governments by adoption.

In addition, NCFA partnered with Dr. Paul Placek to collect data on the number of infant adoptions in the United States. The project, entitled, “Infant Adoption Research” is an extensive analysis of information from intercountry adoption data from the Immigration and Naturalization Services, immediate relative visas data from the U.S. Department of State, and data on marital and non-marital births from the National Center for Health Statistics in order to present data on total infant adoptions. Findings from this project will be presented in *Adoption Factbook V*.

Additional major research plans are pending grant approval.

COMMUNICATIONS

Since launching our newly redesigned website, www.adoptioncouncil.org, in March 2010, we are pleased to report that we have had approximately 60,000 visits to our website.

We continue to bring focus to our four other websites, each of which receives excellent feedback and is tailored to a specific target audience in one of our three areas of focus. Our campaign for adoption out of foster care is Families For All, a partnership with Walmart, online at www.familiesforall.org. Our campaign for infant adoption and education about the positive option of adoption for women facing unintended pregnancies is iChooseAdoption, and can be found online at www.ichooseadoption.org. The Intercountry Adoption Journey program for Hague-compliant training aimed at prospective adoptive parents and agency staff is online at www.hagueadoption.org. The Infant Adoption Training Initiative, supported by a federal grant and detailed in section seven of this report (Training and Agency Services), is online at www.infantadopt.org.



In addition to these websites, NCFA launched a Facebook page, www.facebook.com/adoptioncouncil, and a Twitter account, www.twitter.com/adoptioncouncil.org in March 2010, to coincide with the launch of the newly redesigned NCFA website. With almost 800 followers, we post weekly, sometimes daily, or whenever relevant adoption information needs sharing. We share news stories, adoption testimonials, and important updates about intercountry adoption.

The communications team has also completed many successful publicity efforts this year. NCFA continues to have two ongoing public service announcement distribution efforts, both of which are very successful. The two public service announcements are subsets of our Families For All and iChooseAdoption public awareness efforts.

Families For All

Families For All (FFA) is a series of public service television announcements targeted for National Foster Care month. FFA features award-winning country music artist and NCFA's national adoption spokesperson, Rodney Atkins, and includes three separate television PSAs: a 30-second general PSA; a 20-second PSA specifically edited for the USA Network; and a NCFA/Walmart "co-branded" PSA. It continues to air nationwide and raise awareness for National Foster Care Month. In May 2010, over 600 Walmart locations streamed NCFA's Families For All public service announcement featuring Award-winning country music artist Rodney Atkins on "Walmart TV," its in-store TV network.

Even after almost two years, the PSA continues to receive regional airplay.

iChooseAdoption

The iChooseAdoption PSA, produced in 2007 and first released in 2008, was re-coded in 2009 for HD tracking. As of January 2010, the iChooseAdoption PSA had been broadcasted over 17,000 times on 363 television stations. The dollar value of these airings was equal to \$2,364,496.00.

Nielsen tracking for iChooseAdoption stopped in June of 2009. At that time the PSA had been consistently in the top 15 percent of all PSAs every month, achieving the top 8 percent of all PSAs in February of 2009. The PSA continues to receive regional airplay.

The development team is also writing grant proposals for distributing PSAs on a state-by-state basis through foundations. If approved, these grants would cover production, distribution, and tracking costs for new PSAs.

Heart to HAITI

In response to this outpouring of interest in Haitian orphans after the January earthquake, NCFA established "Heart to HAITI" our Adoption Information Network. The goal of "Heart to HAITI" was to bring together individuals interested in the state of adoption in Haiti by providing them with up-to-date information on Haitian orphans through a "Heart to HAITI" mailing list. Since its establishment on January 15, 2010, 1,900 individuals registered to receive emails through "Heart to HAITI."

Calls to Action

The National Council For Adoption initiated several “calls to action” in 2010. These “calls to action” are distributed to our member agencies and Adoption Allies, a total of almost 9,000 individuals. The 2010 “calls to action” were:

February 15 – “Call To Action” for Haiti

July 20 – “Call to Action” for The International Adoption Simplification Act (S1376 - Senate)

November 15 – Call To Action for The International Adoption Simplification Act (House)

December 1 – “Call to Action” for the Help Haiti Act of 2010

Editorial Pitches and Op-Ed Pieces

November 10: Support the Option of Adoption (editorial pitch)

February 1: *Washington Post* (Letter to the Editor on teen pregnancy by Dr. Elisa Rosman)

July 11: *The Times of Trenton* – NCFA co-authored Op-Ed piece entitled, “*Open birth records will mean fewer adoptions*”

Regional and National Press Release Distribution

The National Council For Adoption updates interested individuals on current adoption issues through press release distribution. The following is a list of the headlines of press releases distributed in 2010:

January 4: NCFA Names Two New Board Members

February 3: Adoption Coalition Supports Passage of FFO Act

March 30: NCFA Launches New Website

April 9: NCFA Reacts to News of Adopted Child "Returned" to Russia

April 13: NCFA Joins Russian Officials and International Adoption Community in Decrying Abandonment of Adopted Child

April 15: NCFA Confirms Russian Adoptions Rumor is False: Adoptions ARE still being processed by the Russian Ministry of Education

May 3: NCFA Celebrates National Foster Care Month

May 10: NCFA Takes Legal Action For Adopted Child Returned to Russia

May 11: UPDATE: Legal Update Regarding Russian Adoptee, Justin Hansen (AKA Artem Saveliev)

June 16: NCFA Hosts Event at Nationals Park for 500 Washington, DC-Area Foster Children

July 6: National Council For Adoption (NCFA) Hosts Intercountry Adoption Summit

August 4: Chuck Johnson Named President and CEO of NCFA

October 29: NCFA Celebrates National Adoption Month

November 11: NCFA Celebrates 30 Years of Adoption Advocacy and Inducts Adoption Hall of Fame Members

November 15: Congress Comes Together to Help Orphans Find Families

January-Present: Numerous 140-character messages on Facebook and Twitter about adoption-related world news and NCFA-related news, adoption stories, testimonials, and photos.

NCFA in the Media

The communications team is proud to announce that NCFA is actively involved with many major media organizations. In 2010, NCFA has been mentioned in print, on television, and on the airwaves. Particularly notable is the coverage we received regarding intercountry adoption with Russia.

November 10: That Nashville Sound (Rodney Atkins story)
November 21: Chicago Southtown Star (NCFA stat on unplanned pregnancies)
November 23: www.dissidentvoice.org (attack against adoption community with NCFA mention)
November 24: Wilton Bulletin (CT) (holiday story with Donna Conway mention)
November 30: McCook (NE) Daily Gazette (NCFA endorsement of Sen. Nelson's tax credit bill)
December 8: Ashbury Park (NJ) Press (NCFA opposition to NJ open records law)
December 9: CitytownInfo.com (story about NCFA research fellow Dr. Karyn Purvis)
December 10: www.examiner.com (Mary Robinson four-part interview on mutual consent)
December 17: Associated Press (story on 13-year low in intercountry adoptions)
January 5: Business Wire (Heidi Cox to serve on Texas Adoption Review Committee)
January 6: Type-A-Mom (reprint of NCFA Adoption Advocate on China adoptions)
January 11: Baptist Press (story on drop in intercountry adoptions)
January 12: State of Texas News (Heidi Cox named to Adoption Review Committee)
January 15: NBC Nightly News (Mary Robinson appeared on NBC's televised, national news speaking about the adoption process in Haiti)
January 15: Associated Press (Haitian earthquake and adoptions with Chuck Johnson quotes)
January 15: www.Foxnews.com (Haitian earthquake impacts adoptions with NCFA mention)
January 15: WAVE-TV (Louisville, KY) (local couple hit by Haitian crisis with NCFA mention)
January 15: WEAR-TV (Pensacola, FL) (Haitian earthquake and adoptions with NCFA mention)
January 15: WYFF-TV (Greenville, SC) (Haitian earthquake and adoptions with NCFA mention)
January 16: www.myTampa.com (Haitian earthquake and adoptions with NCFA mention)
January 17: Chicago Tribune (Haitian earthquake story with Mary Robinson quotes)
January 17: KOMO-TV (Seattle, WA) (Haitian earthquake and adoptions with NCFA mention)
January 17: Philadelphia Inquirer (Haitian earthquake story with Chuck Johnson quotes)
January 18: The Guardian (London, UK) (Haitian earthquake story with NCFA mention)
January 19: Boston Herald (Haitian earthquake and adoptions with Chuck Johnson quotes)
January 19: www.Parentdish.com (Haitian earthquake and adoptions with NCFA mention)
January 20: Lexington Herald Tribune (Haitian earthquake story with Mary Robinson quotes)
January 20: The Tribune (San Luis Obispo) (Haitian earthquake story with Mary Robinson quotes)
January 20: WVNS-TV (Ghent, WV) (Haitian earthquake story with NCFA statement mention)
January 21: www.heerald.ie (daughter texted NCFA contact info to her mother)
January 21: PR Newswire (Bethany Christian Services helps Haitian orphans with NCFA mention)
January 23: Roanoke Times (Haitian earthquake and adoptions with NCFA mention)
January 25: Business Wire (Heidi Cox named to Adoption Review Committee)
January 27: AFP (Paris, France) (Haitian earthquake story with Chuck Johnson quotes)
January 28: Roanoke Times (Haitian earthquake and adoptions with Chuck Johnson quotes)
January 29: ABC-TV News (Haitian earthquake and adoptions with Chuck Johnson quotes)
January 29: BBC World Service (Haitian adoption – live radio interview with Chuck Johnson)
February 1: Associated Press (Haitian arrests Americans story with Chuck Johnson quote)
February 1: Washington Post (Teen pregnancy letter-to-editor from Elisa Rosman)
February 2: CBS-TV News (Haitian arrests Americans story with Chuck Johnson quote)
February 2: Huffington Report (Haitian arrests Americans story with Chuck Johnson quote)
February 15: Chicago Tribune (Intercountry adoption story with Chuck Johnson quote)
February 17: Montgomery Co. Courier (Maryland) (former NCFA Hall of Famer receives recognition)
March 18: New Jersey Record Editorial (Open Records debate with Chuck Johnson quote)

March 16: Christian Science Monitor (Intercountry adoption story with Chuck Johnson quote)
March 17: www.examiner.com (MTV Teen Pregnancy story with NCFA and iChooseAdoption link)
March 22: Star-Ledger (NJ) Editorial (NCFA as part of open records opposition)
March 26: AP (Chuck provided contacts for a story on special needs adoptions from China. Those contacts were quoted in the piece.)
April 9: Russia Today – “Is a Russian adoption freeze ahead?” (Chuck participated in a discussion on Russian television)
April 9: (All Things Considered) – “U.S. Mom Sends Adopted Son Back To Russia” (Larisa Mason and Chuck Johnson interviewed)
April 9: MSNBC – “Adopted boy, 7, sent back alone to Russia” (Chuck Johnson quoted)
April 9: Houston Chronicle – “Russia furious over adopted boy sent back from US” (Chuck Johnson quoted)
April 9: Impact Wire – “NCFA Reacts to News of Adopted Child Returned to Russia” (Chuck Johnson quoted)
April 9: Spero News – “US adoption advocates bemoan possible end to Russian adoptions” (Chuck Johnson quoted)
April 9: WSMV Nashville – “Tenn. Mom Sends Adopted Son Back To Russia” (Chuck Johnson quoted)
April 10: The Voice of Russia – “U.S. launches investigation in Russian child adoption case” (Chuck Johnson quoted)
April 12: USA Today – “U.S. seeks to defuse Russia adoption flap” (Chuck Johnson quoted)
April 12: ABC7 – “Russia Threatens to Stop Adoptions After Mom Sends Back Boy” (Chuck Johnson quoted)
April 12: Rossiyskaya Gazeta (Chuck Johnson quoted)
April 12: Paxalles (Blog) - “Larisa Mason, National Council For Adoption board member” (Chuck Johnson quoted)
April 13: FOX News – “Fallout From Russian Adoption Debacle” (Chuck Johnson talks with Shepard Smith during nationally televised segment)
April 13: FOX5 D.C. – (Chuck Johnson appeared on the morning news discussing a pending adoption freeze in Russia).
April 13: CBS News – “Sheriff: Family Was Afraid of Russian Boy” (Chuck Johnson quoted)
April 13: Huffington Post – “Torry Hansen, Woman Who 'Returned' Adopted Boy To Russia, Won't Talk” (Chuck Johnson quoted)
April 13: LA Times – “Mom in Russian adoption scandal isn't talking” (Chuck Johnson quoted)
April 13: The New York Times – “Child in Adoption Case Is an American Citizen, Not Russian, Experts Say” (Chuck Johnson quoted)
April 14: The Moscow Times – “Adoption Flap Not Expected to Last Long” (Chuck Johnson quoted)
April 15: NPR – “Russian Case Spotlights Potential Adoption Risks” (Chuck Johnson quoted)
April 15: NewsfromRussia.com – “What Makes US Foster Parents Hate Russian Children?” (Chuck Johnson quoted)
April 15: NEMS360.com – “Return of Russian child perplexes Tupelo agency families” (Chuck Johnson quoted)
April 16: Russia Today – “CrossTalk on Adoption: Playing with lives” (Chuck Johnson participated in televised discussion on Russian television)
April 16: Daily American - “Children need homes” (Chuck Johnson quoted)
April 16: DallasNews.com – “Families with Russian adoptions pending can only wait, hope” (Chuck Johnson quoted)
April 16: Las Vegas Sun – “US delegation to visit Moscow to discuss adoptions” (Chuck Johnson quoted)
April 17: The Roy Green Show (Canadian syndicated radio) – (Chuck Johnson interviewed about the state of adoption in Russia)

April 19: Star Telegram – “Gladney Center officials monitoring status of U.S.-Russia adoptions”
April 22: Virginian Pilot – “Russian adoption leads to struggle for Beach family” (Chuck Johnson interviewed)
April 23: USA Today – “Why Adopt in Russia?” (Chuck Johnson quoted)
April 28: The New York Times – “Lawsuit Highlights Disclosure Issues in Foreign Adoptions” (Chuck Johnson quoted)
May 6: NPR (Marketplace) – “The dark side of Chinese adoptions” (Chuck Johnson interviewed)
May 7: CNN.com – “Transracial adoptions: A 'feel good' act or no 'big deal'?” (Chuck Johnson quoted)
May 12: IOL Germany – “Adoption of Russian orphans slows in US” (Chuck Johnson quoted)
May 14: Shelbyville Times-Gazette - “Adoption agency asks to intervene in Hansen case” (Larisa Mason quoted)
May 17: Foster’s Daily Democrat – “Adoption agency wanted to send message to Russia” (NCFA mention)
May 18: Lebanon Daily News – “Wariness and uncertainty as Haiti adoptions resume” (Chuck Johnson quoted)
May 20: The Desert Sun – “Potential parents seek help from Congress, valley political leaders” (Chuck Johnson quoted)
June 2: RIA Novosti – “International adoption. Better understanding or moratorium?” (Chuck participated in a teleconference)
June 9: WILS AM (MI) – “Ebling and You” (Chuck Johnson interviewed about general adoption issues)
June 4: Seattle Times – “Sierra Leone parents seek answers in adoption case” (Chuck Johnson quoted)
June 13: Tears Room (Blog) - “How Biased Adoption Language Tears Families Apart” (NCFA mention)
June 24: The New York Times – Chuck Johnson’s letter to the editor “Talking About Adoption”
July 12: New Jersey Times (Op-Ed) – “Open birth records will mean fewer adoptions” (Chuck Johnson authored)
July 16: Washington Times – “All states urged to give adult adoptees their history” (NCFA mention)
July 18: The Tennessean – “Another adoption tragedy taints Tennessee” (Chuck Johnson quoted)
July 19: Kansas City Star – “Annette Baran, author, crusader for open adoption, dies at 83” (Chuck Johnson quoted)
July 22: PRLog.org – “Mrs. Southeast, Shannon Devine, Crowned Mrs. International 2010” (NCFA mention)
August 1: CNN International – “Russian boy in U.S. adoption case back in orphanage, attorney says” (NCFA mention)
August 4: The New York Times – “After Haiti's quake, a flurry of adoptions” (Chuck Johnson quoted)
August 6: TIME Magazine – “Finding Mom on Facebook” (Chuck Johnson quoted)
August 7: Associated Press (AP) – “US halts adoption of abandoned children in Nepal” (Chuck Johnson quoted)
August 15: News-Press.com Ft. Myers, FL. – “Adopted overseas as children, they're not US citizens at all” (Chuck Johnson quoted)
September 27: Daily Herald – “Campus Notes 9/27” UVU Adoption Conference (NCFA mention)
October 7: RHRealityCheck.org – “Adoption Tax Credit and White House Politics: A Gift from God or Sound Public Policy?” (Chuck Johnson cited)
October 12: Associated Press (AP) – “Adoptions from Ethiopia rise, bucking global trend” (Chuck Johnson quoted)
October 14: CCAInstitute/White House/Department of Health and Human Services – Video webcast on adoption tax credit including Chuck Johnson

October 16: The Benton Spirit – “Judge Mathis is Coming to Benton Harbor” (Mathis’ involvement with previous Kids at Heart mention)

October 18: Center for American Progress – “The Adoption Option” (NCFA mention)

October 20: Associated Press (AP) – “Report: many adoptive families need more support” (NCFA mention)

October 21: The First Perspective (Canada) - “Major Child Welfare Groups Unite in Call for Reshaping Priorities in U.S. Adoptions Broad Support for New Report Showing Significant Need for Post-Adoption Services” (NCFA mention)

October 25: Associated Press (AP) – (Chuck Johnson and Lauren Koch interviewed for upcoming piece on Facebook and privacy in adoption)

October 25: CMT.com – “HOT DISH: Rodney Atkins' Family Values Boost Career” (NCFA mention)

October 31: The Argus-Press – “Report: many adoptive families need more support” (NCFA mention)

November 4: From Russia with Love (Blog) - (Chuck and NCFA mention)

November 5: Children’s Bureau Express (HHS) - “Making Classroom Assignments More Adoption-Friendly” (Sept. *Adoption Advocate* cited)

November 7: TheBoot.com – Rodney Atkins quotes including “I work for the National Council For Adoption.”

November 7: Family Law Professors (Blog) – “Ethiopian Adoptions Buck Global Trend” (Chuck Johnson quoted)

November 10: The Nation – (Chuck Johnson interviewed for upcoming piece on the state of intercountry adoption, etc.)

November 16: Desert News – “LDS Adoption Official Cited for Service” (Interview with Fred Riley about his induction into NCFA *Adoption Hall of Fame*)

November 20: WORLD Magazine – “Adoption obstacles: Tough challenges face those addressing an international orphan crisis” (Long interview with Chuck Johnson)

Throughout 2010: NCFA established and maintained a presence on two predominant social media outlets: Facebook and Twitter

NCFA Receiving Media Inquires:

The following is a list inquires received by NCFA:

New Jersey Reporter – (inquiry about pending open records law in NJ)

Associated Press – (China adoption story on adoption delays)

Freelancer Cathy Doheny – (China adoption story on family waiting to come to Marketplace (Am Pub Radio) – (Fraud in China adoptions)

Congressional Records – (updating database)

Features Syndicate – (story about Indian adult who was adopted and later returned)

Focus on the Family – (column about gay/lesbian bill on Capitol Hill)

2010 EVENT HIGHLIGHTS

In 2010, NCFA hosted three prominent events. First, we held our annual National Adoption Conference on July 7 – 9 at the Gaylord National Hotel & Convention Center in National Harbor, MD, just outside of Washington, DC. With almost 200 attendees, it was the most widely attended conference in NCFA history. Noteworthy guests included Michael Wear, of the White House Office of Faith-based and Neighborhood Partnerships, and Ambassador Susan Jacobs, Special Advisor for Children’s Issues for the U.S. Department of State. Other key government officials and leaders in the field of adoption were also in attendance. All three days of the conference had a specific area of focus; on Wednesday, the topics centered on transracial adoption, Thursday featured the Intercountry Adoption Summit, and Friday’s topics were geared toward adoption professionals and parents and focused on the intricacies of the adoption process. A list of each session from the 2010 National Adoption Conference is below:

Wednesday, July 7, 2010: Transracial Adoption

- “The Racial Disproportionality Movement: False Facts and Dangerous Directions”, delivered by Elizabeth Bartholet, Professor of Law and Faculty Director, Child Advocacy Program (CAP), Harvard Law School; author, *Nobody’s Children: Abuse and Neglect, Foster Drift, and the Adoption Alternative*
- “In Their Own Voices: Transracial Adoptees Tell Their Stories,” presented by Rita J. Simon, Ph.D., University Professor, School of Public Affairs and Washington College of Law, American University; author, *In Their Own Voices: Transracial Adoptees Tell Their Stories*
- “Preparing Families for Transracial Adoption: How to Assess and Prepare Them for the Journey Ahead,” presented by Jayne Schooler, Individual & Family Services Consultant and Contractor; author, *Wounded Children, Healing Homes: How Traumatized Children Impact Adoptive and Foster Families; Whole Life Adoption: Realistic Advice for Building a Healthy Adoptive Family* (with NCFA)



*Ambassador Susan Jacobs
2010 National Adoption Conference*

Thursday, July 8, 2010: Intercountry Adoption Summit

The Intercountry Adoption (IA) Summit was an all-day event packed with targeted presentations that fostered a positive, solutions-oriented dialogue between U.S. government officials and the adoption community.

Chaired by NCFA’s IA Committee, the Summit included a lively and thorough discussion of intercountry adoption, including an assessment of services provided to children and families and ways to improve upon them, reporting on current trends and practices, and a dialogue about the future of intercountry adoption.

Summit Moderators:

Marshall Williams, Gladney Center For Adoption, IA Committee Co-Chair

Larisa Mason, International Assistance Group (IAG), IA Committee Co-Chair

Summit Panelists:

Elizabeth Bartholet, Professor of Law and Faculty Director, Child Advocacy Program (CAP), Harvard Law School

Chuck Johnson, Acting CEO, National Council For Adoption

McLane Layton, President, Equality For Adopted Children (EACH)
William Rosen, Esq., Adoption Attorney, American Academy of Adoption Attorneys (AAAA)
Kathleen Strottman, Executive Director, Congressional Coalition on Adoption Institute (CCAI)

- “Updates from the U.S. Department of State (DOS) and Council on Accreditation (COA),” presented by William Bistransky, Adoption Division Chief, Office of Children’s Issues, U.S. Department of State (DOS) and Richard Klarberg, President & CEO, Council on Accreditation (COA)
- “Report from the U.S. Department of Justice (DOJ) on the Foreign Corrupt Practices Act (FCPA),” presented by Kathleen Hamann, Trial Attorney, Fraud Section, U.S. Department of Justice
- Keynote Address delivered by Ambassador Susan Jacobs, Special Adviser to the Office of Children’s Issues, U.S. Department of State
- “Report from the U.S. Citizenship and Immigration Services (USCIS),” presented by Carrie Rankin, International Operations, Adoption Unit, U.S. Department of Homeland Security, National Benefits Center (NBC) and Whitney Reitz, Branch Chief, Programs Department of Homeland Security, U.S. Citizenship and Immigration Services (USCIS)
- “Report from the National Benefits Center,” presented by Donna Campagnolo, Assistant Center Director, National Benefits Center and Amy Bourn, Supervisory Immigration Services Officer, National Benefits Center

Friday, July 9, 2010: Inside Adoption: A Seminar for Adoption Professionals and Adoptive Parents Alike

- “Understanding the Medical and Developmental Needs of Children Pre- and Post-adoption,” presented by Patrick Mason, M.D., Ph.D., INOVA Fairfax Hospital for Children; Director, International Adoption Center
- “Highlights from Adoption USA: A Chartbook based on the 2007 National Survey of Adoptive Parents,” presented by Karin Malm, Senior Research Scientist, Child Trends, Inc. and Sharon Vandivere, Research Scientist, Child Trends, Inc.
- “White House Update on Foster Care and Adoption,” delivered by Michael Wear, White House Office of Faith-based and Neighborhood Partnerships
- “The Post-Adoption Blues: Overcoming the Unforeseen Challenges of Adoption,” presented by Karen J. Foli, Ph.D., R.N., Assistant Professor & Division Director, Purdue University School of Nursing; Author, *The Post-Adoption Blues: Overcoming the Unforeseen Challenges of Adoption*
- “Foster Care Adoption: Toward A Cost-Benefit Analysis,” presented by Nicholas Zill, Ph.D., Research Psychologist
- “Adoption Ethics: Considerations for Professionals and Parents,” presented by Heidi Cox, Executive Vice President and General Counsel, The Gladney Center



*Michael Wear
2010 National Adoption Conference*

Kids at Heart

On Saturday, July 20, NCFA held Kids at Heart at Nationals Park. Kids at Heart is an annual event for children waiting to be adopted out foster care; its purpose is to raise awareness for the needs of these children. We invited 500 foster children, their foster parents, and social workers, to join us for a summer night of fun at Nationals Park in Washington, D.C. Before the game, our guests attended a roof top party where they received a free Kids at Heart t-shirt and enjoyed face painting, games, and received stickers and other fun trinkets. After the party, NCFA and children waiting to be adopted out of Washington, D.C. foster care took over two sections of Nationals Park and watched the Washington Nationals take on the San Francisco Giants, all wearing bright orange Kids at Heart t-shirts. We all enjoyed the many traditions of a baseball game – hot dogs and snacks and, of course, the 7th inning stretch! Kids at Heart at Nationals Park was a night to remember and for many of these children, their very first experience at a baseball game. Children were individually sponsored to attend Kids at Heart by hundreds of NCFA donors and this event would not have been possible without their gracious support.



Three boys waiting to be adopted out of foster care pose for a photo at Kids at Heart 2010

30th Anniversary Gala

In honor of NCFA's 30th Anniversary, we held our Bow Tie and Pearls 30th Anniversary Gala on November 18th at the Willard Hotel in Washington, D.C. This formal event began with a cocktail reception featuring the McLean Orchestra String Quartet. As our guests mingled and enjoyed the beautiful music, they were also given the opportunity to purchase raffle tickets, giving them the chance to win a Tiffany & Co. pearl necklace, Lucien Piccard watch, or a Madreperla organic pearl necklace. During the cocktail reception, guests were given a preview of the items that would soon be auctioned during our very first live auction. As guests made their way into the dining room for the awards dinner, they were welcomed by live music from the Regan Brough Jazz Trio. At each place setting was a Gala program, 30th Anniversary Article (available online), and a gift for each guest – pearl earrings for the ladies and a bow tie for the gentleman.

After welcome remarks, we held the raffle drawing, showed an inspirational 30th Anniversary Tribute video, held our first live auction, and honored several individuals who have made significant contributions to the adoption community. NCFA's Bow Tie and Pearls 30th Anniversary Gala was truly a remarkable event, and one we will not soon forget. With 230 supporters in attendance as well as a representative from the White House, United States Representatives and Senators, and government officials from the U.S. Dept. of State, we had the opportunity to mingle with old friends of NCFA, as well as meet many new supporters. A list of each individual we honored is below.



*From left to right: Awards table, Dining room, Chuck Johnson, Ruby Lee Piester Adoption Awardee Harold Brown, and Lou Stern
All 30th Anniversary Gala photos by Jennifer Schaaf, JOJO Photography & Film*

Mr. C. Harold Brown, Ruby Lee Piester Adoption Award

Adoption has been a lifelong passion for Mr. Brown and his selfless service to the adoption community has impacted countless lives. Since the founding of National Council For Adoption, he has provided wise counsel on policy, served as a member of NCFA’s Board of Directors, the Board of The Gladney Center for Adoption, and been a consistent contributor to many other adoption causes throughout his life. Of special note, as NCFA celebrates 30 years, is Mr. Brown’s role in preparing National Council For Adoption’s original charter and starting us on the path to 30 years of serving the adoption community.

Mr. Fred Riley, Adoption Hall of Fame Award

Fred Riley has been a faithful advocate for children with LDS Family Services since 1971. When he served as Commissioner, he established the world’s largest network of adoptive parents, Families Supporting Adoption, and created one of the first agency websites in the nation which allowed birthmothers to view parent profiles online. He has also served on numerous boards and task forces promoting child advocacy, including National Council For Adoption’s Board of Directors, where he was instrumental in promoting the cause of a positive experience for birthmothers.



Stan Swim, Fred Riley (Adoption Hall of Fame Awardee), Chuck Johnson

Mrs. Lillie Petit Gallagher, Adoption Hall of Fame Award

As the founding Executive Director of St. Elizabeth Foundation of Baton Rouge, Mrs. Gallagher has been of irreplaceable service to birthmothers and adoptive families not only with her outstanding experience and expertise in adoption practice, but by being a trusted friend and wise counselor to those she serves. She has been a consistent source of compassion to countless clients in her 21 years of service. Mrs. Gallagher also served an instrumental role in advocating for Louisiana legislation, which passed in 2005, requiring adoption education be incorporated into Louisiana schools’ Family Life Education curriculum.



Lillie Gallagher (Adoption Hall of Fame Awardee), Sen. Mary Landrieu, Chuck Johnson, Rep. Jim McDermott (Adoption Hall of Fame Awardee)

Rep. Jim McDermott, Adoption Hall of Fame Award

The Honorable Representative from Washington State has shown an unwavering commitment to caring for vulnerable children in his 22 years as a U.S. Representative. As a member of the Congressional Coalition on Adoption, Representative McDermott has been a constant advocate for the rights of foster children to a stable home and appropriate service and support in the U.S. child welfare system. Most recently, he successfully introduced and advocated for the Fostering Connections to Success and Increasing Adoptions Act of 2008 which brought much needed reform to the U.S. child welfare system.

Congressional Coalition on Adoption Institute, Friend of Adoption Award

The dedicated staff of CCAI shows daily its unrelenting commitment to eliminating the barriers that prohibit children from being adopted into loving families. CCAI works to fulfill its mission by educating federal policymakers including the Congressional Coalition on Adoption, the largest bipartisan caucus in Congress, by facilitating opportunities for expert dialogue and exchange of ideas, and by coordinating public and private efforts to raise awareness of the many needs of orphans and foster children.



Sen. Mary Landrieu, Chuck Johnson, Kathleen Strotman (CCAI Friend of Adoption Awardee)

TRAINING AND AGENCY SERVICES

Infant Adoption Training Initiative (IATI)

On September 30, 2006, NCFA was awarded the Infant Adoption Awareness Training grant for Health Region III, which includes Delaware, the District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia. NCFA's current president and CEO, Chuck Johnson, has served as the project director since the program's inception. Janelle Ison was hired in 2008 as the project's Training Manager and served in this role until February of 2010, at which time Megan Lindsey joined NCFA staff as training manager for the Infant Adoption Training Initiative (IATI). Jennifer Sampsell served as training coordinator assisting with grant administrative needs until June of 2010 when Adria Anderson took over in this role. Chuck Johnson remains active in his role as project director by overseeing curriculum, staff management, and program oversight. Various NCFA staff are loaned to the project on an as-needed basis. Additionally, 15 contracted Master Trainers conduct trainings throughout the region. Lastly, Dr. Joan Rycraft, at the University of Texas at Arlington, serves as the project's lead evaluator, along with her evaluation team of experts.

IATI remains one of the most important NCFA programs relating to training and agency services. NCFA is continuing work pursuant to a five-year grant first awarded on September 30, 2006, and extending through September 30, 2011. The typical annual federal grant amount for NCFA is \$750,000, but for the 2009-2010 grant cycle (Sept 30, 2009 – Sept 29, 2010) NCFA qualified for an award of \$780,000.

The IATI history extends work begun under an earlier federal grant when, in 2002, NCFA was awarded the original national grant by the U.S. Department of Health and Human Services, Administration for Children and Families to conduct the Infant Adoption Awareness Training Program (IAATP). In 2006 NCFA was designated as the Infant Adoption Training Initiative (IATI) Grantee for Health Region 3.

Because IATI has a separate grant year from the NCFA fiscal year, IATI files its own annual report. Most recently, a ten-page annual report was filed after the completion of the most recent year's work on the grant: September 30, 2009 – September 29, 2010. The report is filed as: "Program Narrative and Year-End Progress Report: September 30, 2009 – September 29, 2010 Infant Adoption Training Initiative by National Council for Adoption – Award #90CG2662." The report was submitted by IATI project director Chuck Johnson on October 27, 2010.

During the 2009-2010 training year (October 2009 – September 2010), 973 participants were trained in NCFA's *Consider The Possibilities* curriculum. The curriculum includes two-day, one-day and half-day training classes. Approximately 584 hours of classroom instruction were completed, while participants from 217 unique eligible centers were trained in some version of NCFA's *Consider the Possibilities* curriculum. Since being awarded the federal grant in 2006, NCFA has trained 2,849 individuals. Since 2002, the NCFA's IAATP and IATI programs have trained almost 20,000 individuals.

NCFA uses several marketing techniques to inform both the primary and secondary audience of IATI training opportunities. IATI staff and Master Trainers work closely to increase awareness of the training.

Examples follow:

- A. NCFA has created a mailing list that includes approximately 4,000 names/addresses of contact information for the staff in Title X centers, 330 Clinics, community health centers, pregnancy resource centers, hospitals, and social work and nursing staff. General information is mailed out on a regular basis directing prospective participants to trainings in their area. Mailers direct them to the Infant Adoption Training Initiative (IATI) website for information and registration.

Targeted training announcements with training dates listed are mailed to prospective participants in the training area. Four “marketing” brochures are in use and in regular rotation:

1. “What Do You Say to Her?” general marketing brochure – a full-color tri-fold that provides information about the origin, content, eligible audience, and how-to register information.
 2. “Register Today!” postcard with a short description of the program and how-to register information.
 3. “Register Today!” postcard with specific training dates listed and how-to register information.
 4. “Free Training!” conference-style mailer that provides general information about the training and registration information.
- B. Advertisements on training opportunities have been placed in professional trade journals, both in cooperation with other grantees and independently. A print advertisement was placed in an Arthur Miller Nursing publication this year in Virginia to increase awareness of training in an area where it has been less widely responded to.
- C. Master Trainer direct contact - Using knowledge of the community, Master Trainers regularly schedule and/or are contacted about trainings.
- D. Host contacts – Many of our trainings are hosted by adoption and health care professionals willing to assist in the recruitment using their network of local contacts. In order to encourage the irreplaceable value of recommendations from known, trusted sources, we supply willing hosts with posters, email-appropriate flyers, and brochures which can all be personalized to feature the specific local training(s).
- E. Participant referral resources – Upon completion of any training, participants are mailed a CEU certificate. New efforts have been made to include a pass-along resource advertising any upcoming local trainings for past participants to share with coworkers or other colleagues.
- F. Face-to-Face marketing – An experienced marketing professional was hired for the short-term project of delivering resource packets including a training description, a copy of our curriculum. Another example that met with success involved sending left-over training handbooks to Planned Parenthood centers located in the training region as a “preview” to the training, resulting in four centers contacting NCFCA to schedule a training.
- G. Web-based “teaser” training – A brief online training is now available to give potential training participants an opportunity to get a preview of training topics. We believe the information provided will encourage appropriate participants to seek the more thorough pregnancy counseling training and tools available in our face-to-face trainings.
- H. As part of registration, participants are asked to list “how you learned of the program” to which the following percentages are available for the most recent twelve month period:
- Co-worker : 40.9 percent
 - Work: 18.2 percent
 - E-mail: 15.5 percent
 - Work: 11.3 percent
 - Brochure : 4.3 percent
 - Mailing : 3.1 percent
 - Phone Call : 2 percent

- Poster : 2 percent
- Website : 1.6 percent
- Conference : 0.9 percent

All participants taking an NCFA-sponsored training are primary or secondary eligible participants (there were no ineligible participants). Primary eligible staff are given priority seating and are a primary target in nearly every recruitment effort. Special efforts have been made during 2009-2010 to connect with colleges and universities to reach appropriate students, staff, and alumni there. Due to the relationship between NCFA and the regional health training center, at least 12 Title X and 330 Clinic-targeted trainings are already scheduled for 2010-2011. Overall, given the success achieved this year with attendance, NCFA is satisfied that our marketing and recruitment plan is working and that special diligence has been exercised to maximize participation of the primary eligible audience.

Registration

NCFA shares registration and participant tracking software with grantees in other regions. The software tracks trainings by date and location, as well as provides Master Trainers easy access for generating sign-in sheets and name tags. In addition to providing their name, address, and work address, the registration process allows participants to list their job titles and the type of clinic or center in which they work. Participants are also asked to provide helpful marketing information, such as how they heard about the program.

Statistical Analysis of IATI Success

The University of Texas at Arlington panel reported on statistical findings about program effects upon training participants. According to the panel, the results of the pre- and post-tests for the trainings October 1, 2008 – September 29, 2009 continue to be very positive. Of the 788 trainees that completed both the pre- and post-tests, 740 had higher scores on the post-test than on the pre-test. Thus 94 percent of the trainees indicated an increase in knowledge. A paired t-test was run on the pre/post scores. The average score on the pre-test was 53.64 and on the post-test 73.92. This gave a statistically significant result of increase in knowledge of $p = .000$; meaning that the increase in knowledge was not by chance, but based on actual knowledge gained.

More details of IATI analysis are available in Chuck Johnson’s grant specific report filed on October 27, 2010.

Agency Relationships and Services

National Council For Adoption has member agencies in all fifty states with more than 250 branches or satellite offices. Our members include some of the largest adoption service providers in the U.S., including Bethany Christian Services, which is licensed in thirty states with multiple branch offices, and LDS Family Services, which is licensed in all fifty states. Each member agency is a crucial partner in our training programs.

Intercountry Adoption Journey (IAJ) Online Training Program

NCFA’s Hague-compliant online training program (www.hagueadoption.org), the Intercountry Adoption Journey, has become one of the leading online training tools for prospective adoptive parents and adoption professionals. NCFA adamantly believes that standards for ethical intercountry adoption benefit all interested parties, including adoptive parents, birthparents, the U.S. Department of State, as well as foreign governments and institutions.

In 2010, NCFA added two additional hours to the training, allowing prospective adoptive parents and adoption professionals to receive all 10 of the required training hours under the Hague Convention. Some leading adoption agencies in the U.S. require their adoptive families to take NCFA's Intercountry Adoption Journey online, giving NCFA thousands of referrals to our training each year.

IAJ trained almost 1,500 individuals and since its launch in 2008, has trained almost 9,500 individuals. The IAJ program continues to improve, providing top quality educational programs that generate significant revenue for NCFA.

Webinars

An exciting new development in 2010 was the creation of our online webinars. Our webinars provide best-practices training for industry professionals, one of which is a three-part series on assessing and preparing foster and adoptive parents. A separate webinar addresses ethics and the third webinar focuses on parenting the at-risk or traumatized child. These webinars will increasingly be used to educate the professional community as well as adoptive parents themselves. In 2011, we will begin a streamlined archiving process for all webinars.

Highlights from the 2010 webinar series:

- *March 2010* – “Navigating Adoption Ethics: Understanding Social and Legal Implications” moderated by Heidi Cox, The Gladney Center for Adoption and William Rosen, LaVida International
- *May 2010* – “Risk and Promise” presented by Dr. Ira Chasnoff
- *November 2010* – Encore of “Risk and Promise” presented by Dr. Ira Chasnoff



2011 STRATEGIC PLANNING PROCESS

As new president and CEO Chuck Johnson has evaluated NCFA's strategic priorities for the future, he has asserted that the mission will remain the core focus of NCFA's work, and that any changes will focus upon achieving our goals in a faster or more effective manner while maintaining and affirming NCFA as the authoritative voice for adoption.

NCFA plans to develop 2011 strategic plans for each of our three areas of focus: domestic infant adoption, adoption out of foster care, and intercountry adoption at the staff level in conjunction with a high-level strategic initiative at the board level in January 2011.

Under the new leadership of president and CEO Chuck Johnson, NCFA has made great strides in strengthening our financial position during 2010. While Chuck Johnson will continue to focus on the short-term and long-term financial stability of NCFA, we are pleased to report that NCFA's FY2010 financial audit shows a balanced budget. Chuck Johnson has underscored his commitment to leading NCFA to a sound and sturdy future through responsible stewardship of all funds.

Finally, Chuck Johnson firmly believes that no matter how well NCFA achieves its mission, we always have room to improve our programs and services, not only in terms of business plans and strategic plans, but also in our community outreach, visibility, and the fostering of an office environment that will ensure NCFA always is a desirable long-term employer with high employee retention rates. As president, Chuck Johnson remains committed to ensuring that NCFA remain a top-notch organization that operates under the highest level of integrity, respect, clarity, productivity, trust, satisfaction, fun, and enthusiasm for the NCFA mission.

NCFA's headquarters remain in the heart of Old Town Alexandria at 225 N. Washington Street, Alexandria, Virginia.

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