

# FAMILY FORMATION PARTNERS

*An Introduction to Working With National Council For Adoption*

## Who We Are

National Council For Adoption empowers and encourages all who are connected to adoption, so that all children can thrive in permanent, loving families.

Surveys show that nearly 40 percent of American adults have considered adopting at some point in their lives. Most never take the next step. Meanwhile, research from the Baylor University School of Business demonstrates that support from one's employer in family-building have a **strong positive connection** to an employee's job satisfaction, long-term loyalty, and overall wellbeing.

NCFA's goal is to bridge these two trends by offering employer-based educational resources with low barriers to entry, to help more hopeful parents understand their adoption options and pursue their family-building dreams.

## Get to Know Us

Try us out for **FREE** before you commit to a partnership! As an entry point to working together, an NCFA staff member will schedule a free, live, virtual lunch-and-learn, open to your entire team. This is an informal discussion about the basic steps to an adoption, coupled with personal lived experiences



Get an overview of adoption at Adoption Process 101

and encouragement. This allows you to gauge interest in adoption among your employees as well as see for yourself the relevance, quality, and empathy that have made NCFA's educational resources a leader in the child welfare field.

## Partnership Structure

Each Family Formation Partnership offers on-call access to NCFA staff for human resources advising toward establishing your organization as an adoption-friendly, family-friendly employer, along with direct personal assistance for individual adoption questions from your team.

It also offers your choice of adoption education webinars, giving your team easily accessible, compassionately-delivered information on their family-building options, with the opportunity for individuals to directly connect with staff experts afterward.

### Current webinar options include:

- Adoption 101
- Adoption Finance 101
- Grief & Loss in Family Formation
- Adoption of Children with Special Needs
- Adoption Options for Military Families
- Adoption 101 for LGBT Individuals
- Trauma-Informed Parenting
- Parenting a Child of a Different Race
- Adoption 101 for People Experiencing Infertility
- An Employer's Guide to Workplace Adoption Benefits

*“When employees perceive their organization to be supportive of their family in general, they're more satisfied with their jobs, more committed to their organizations, and less likely to leave...”*

*Harvard Business Review*



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# Partnership Options and Recognition

As a Family Formation Partner, you'll gain access to a network of adoption experts – with both decades of professional experience and profound lived experience – who can walk with your team members on their family-building journeys. You'll also cement your organization's reputation as a leader among adoption-friendly, family-friendly workplaces, furthering your own goals for recruitment, retention, and employee well-being. Your partnership will be recognized through NCFA's flagship events, publications, and digital properties.

## Platinum Partner - \$20,000

- Live, tailored presentation of four webinars of your choice for employees
- Year-long on-call access to NCFA staff for human resources advising and direct personal assistance with individual adoption questions
- Quarterly in-person or virtual moderated open forums for employees at various points in the adoption journey to come together, discuss their experiences, and get support
- Regular content supplied for your company-wide human resource newsletters, addressing topics related to adoption, fostering, special needs parenting building strong family connections, fostering mental health, and related issues

## Gold Partner - \$15,000

- Live, tailored presentation of three webinars of your choice for employees
- Six months of on-call access to NCFA staff for human resources advising and direct personal assistance with individual adoption questions
- Regular content supplied for your company-wide human resource newsletters, addressing topics related to adoption, fostering, special needs parenting building strong family connections, fostering mental health, and related issues

## Silver Partner - \$10,000

- Live, tailored presentation of two webinars of your choice for employees
- Three months of on-call access to NCFA staff for human resources advising and direct personal assistance with individual adoption questions
- Regular content supplied for your company-wide human resource newsletters, addressing topics related to adoption, fostering, special needs parenting building strong family connections, fostering mental health, and related issues

## Bronze Partner - \$5,000

- Live, tailored presentation of our flagship Adoption 101 live webinar
- One month of on-call access to NCFA staff for human resources advising and direct personal assistance with individual adoption questions
- Regular content supplied for your company-wide human resource newsletters, addressing topics related to adoption, fostering, special needs parenting building strong family connections, fostering mental health, and related issues

Partnership fees are payable via your corporate foundation's grant process, corporate social responsibility budget, or another appropriate vehicle of your choosing.

**Get started as a Family Formation Partner:**

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