



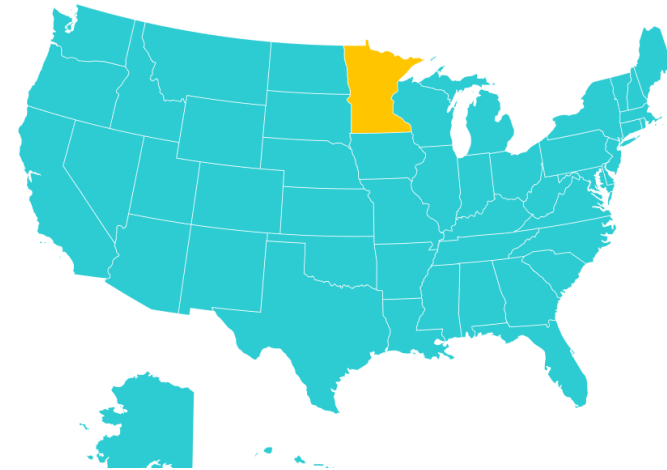
# QPI – Faith Based Recruitment and Retention

QPI Minnesota

# Why Faith Based is Needed?



## Minnesota



7,511

Children 0-17 in foster care

16%

Youth who are not with a family (in group/institution)

42%

Youth with 1 placement

28%

Youth with 2 placements

12%

Youth with 3 placements

18%

Youth with 4 or more placements

# Why Faith Based is Needed?



Minnesota

Faith Based

3600+

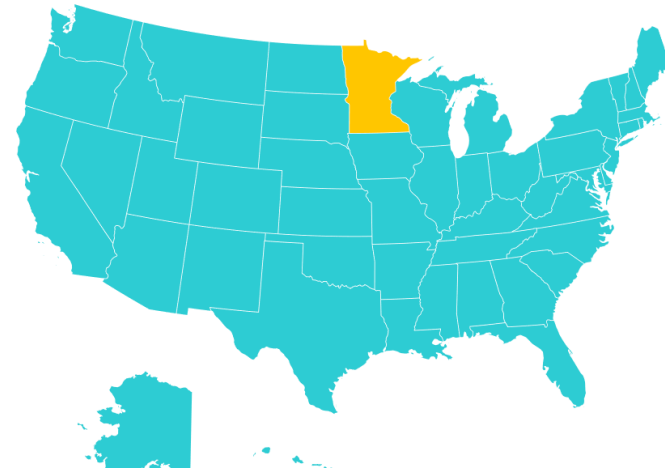
Faith Based Places of Worship

38%

Of Minnesotans practice religion

2.1 mil

Worshippers in Minnesota



Source: Pew research

# Why Faith Based is Needed?



1. The oldest institution in the Western world - A vast network of people and resources at hand.
2. Positions you to tap into faith communities and attract new populations of foster and adoptive parents.
3. Deepens capacity in the communities which we serve.
4. There are 3600+ churches in Minnesota. If 2/3 of these churches take one child in, we could eliminate or significantly reduce the need to recruit.

# Why Faith Based is Needed?



- Foster Parent dissatisfaction = increased foster parent turnover
- Increased Foster Parent turnover = Poor Child and Family outcomes



Reports of child abuse and neglect



Children in out-of-home care



Foster Homes are down

# Key initiatives to recruiting



1. Ask to be added to Church announcements
2. Fliers, Websites, short videos, Social Media
3. Collaborate with Faith Based Events
4. Faith Based Community outreach
5. Barbershop/Beauty Shop recruitment
6. Public service announcement on local cable channel
7. Word of mouth

# Do's and Don'ts



## Do's:

1. Dis-spell the myths about Fostering
2. Cast your nets wide
3. Locate/Collaborate
4. Attend Faith Based Summits
5. Create QPI recruitment Fliers
6. Showcase positive FC role models
7. Never forget why Foster Parents are needed

## Don'ts:

1. Don't focus on the negative aspects of FC
2. Don't Cold call Faith Based Organizations
3. Don't relay on email as your only communication
4. Don't expect 100% acceptance
5. Don't set unrealistic expectations
6. Don't try to be a Super Hero

# Questions for discussions

1. Why is it important for the public to understand the critical role and value of the Foster Parent?
2. What would make me care about this if I were not a Foster Parent?
3. With the above in mind, what should our key message be?