



# Here's How To Make Your Business Foster Friendly

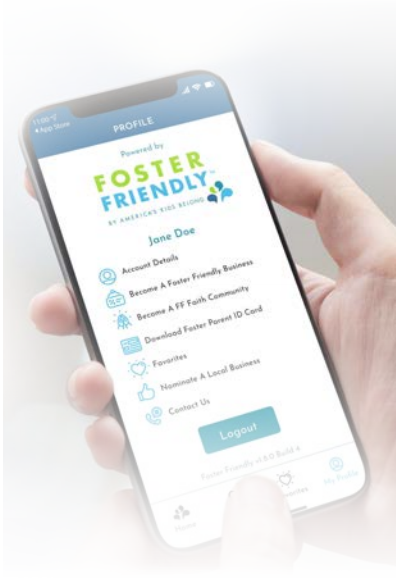
Support Virginia's Foster And Kinship Families With Exclusive Offers and Discounts

## Did You Know

A foster family can go from two kids at breakfast to five kids around the dinner table.

Nationwide nearly half of parents stop fostering within a year, and one of the top reasons is a "lack of social support."

The Foster Friendly App connects foster parents with community support, to help them foster longer and stronger.



## How We Acknowledge And Appreciate Foster Friendly Businesses

When your business joins our app we will:

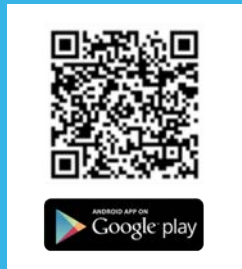
- Showcase your business on the app and our website
- Feature you on social media
- Offer free training for your staff
- If interested, VKB will produce a video case study to share the story of business' support and impact

## Supporting Foster Families Isn't Just A Heart Issue, It's A Smart Issue

- Foster care impacts many community social concerns
- Everyone can agree kids should be safe and have opportunity to thrive
- Foster families help create generational change

## Here Are Some Ways Businesses Are Supporting Foster Families

- **Restaurants** - Give on-the-go foster parents a break from meal prep with discounts or free kids' menu options
- **Salons** - Offer discounts on self-care services for busy moms or a chance for kids to feel their best.
- **Service Stations** - Gas cards or discounts on oil changes to keep those important family vehicles running smoothly.
- **Recreation** - Create an affordable family fun night.



## TAKE THE NEXT STEP TO MAKE YOUR BUSINESS FOSTER FRIENDLY

1. Use these QR codes to download the App to your phone or visit our website at [www.vakidsbelong.org](http://www.vakidsbelong.org).
2. Determine your offer.
3. Complete our business commitment form on the app or on our website, [www.vakidsbelong.org/business](http://www.vakidsbelong.org/business).
4. Once you're added to the app we'll send you our welcome package with a digital badge and Foster Friendly sticker to display.
5. Foster families will present their Foster Friendly discount cards at the time of transaction.
6. Be sure to share your Foster Friendly commitment with your employees so they know how to honor the discounts. It's also a good opportunity to educate employees about how to respond to families in a way that honors the families and kids.

## WHAT ELSE CAN YOU DO?

- Become a Corporate Sponsor
- Make your workplace Foster Friendly
- Advocate for VKB and foster families in your community

## ABOUT VIRGINIA'S KIDS BELONG

Virginia's Kids Belong is a 501(c)(3) nonprofit, headquartered in Richmond. Our mission is to dramatically improve the experiences and outcomes for kids in foster care. We do this by investing in four key focus areas:

**Foster Family Recruitment & Retention** - Every child deserves a safe, stable, supported family to grow, heal, thrive and find belonging.

**Permanency** - When reunification is not possible, our I Belong Project creates recruiting tools for kids eligible for adoption and shepherds them to help find forever homes.

**Community Engagement** - Our Foster Friendly App connects foster families with valuable community support, through business discounts, nonprofit service providers and local faith communities.

**Coalitions for Change** - We collaborate with government/political leaders, child welfare, business, faith communities, civic groups and partners to forge coalitions for change that improve the foster care ecosystem.

## Foster Friendly Contacts

If you need help creating your offer or have any questions, please contact your regional coordinator.

### Virginia Kids Belong

#### Eastern Region

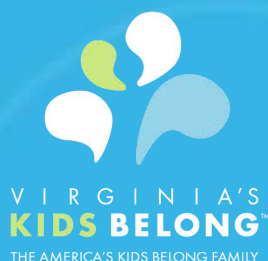
[Lauren@vakidsbelong.org](mailto:Lauren@vakidsbelong.org)

#### Southwest Region

[Matt@vakidsbelong.org](mailto:Matt@vakidsbelong.org)

#### Central Region/Statewide

[Karen@vakidsbelong.org](mailto:Karen@vakidsbelong.org)



[vakidsbelong.org](http://vakidsbelong.org)