



# Communities Connected *for Kids*

Connections - Feb. 6, 2025



## **IT ONLY TAKES ONE**

**ONE CONNECTION TO  
CHANGE A CHILD'S LIFE.**

*BE THE CONNECTION.  
BE A FOSTER PARENT.*



*Communities Connected for Kids transitioned last year's foster-parent recruitment and development campaign into #25in2025. Similar to last year's campaign, the goal for #25in2025 is to develop enough interest in foster care to help local recruitment partners find at least 25 new homes by the end of the year. Read on for information about how you can help.*

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## **Recruitment Campaign Rolls into New**

# Year with 12 Months of Activity

**Stuart** – CCKids is rolling out another year of outreach and education with its #25in2025 campaign - an extension of last year's campaign to add 25 new foster homes to Okeechobee and the Treasure Coast.

"This is an ongoing, yearly, campaign to raise and maintain awareness for foster care and our need for more homes," said Christina Kaiser, Community Relations Director for CCKids, the organization that oversees the child-welfare community in Indian River, Martin, Okeechobee and St. Lucie counties.

The 2024 campaign began half way through the year and fell short of its goal of 25 foster homes - but it was close, Kaiser said. In total, 23 foster homes were added in 2024, with 14 added after the official campaign start in May.

"It was a healthy start, and we're ready to keep going," Kaiser said.

This year's campaign had a soft launch in January but will formally kick off February 15 with a special breakfast to welcome all foster families recruited last year. The breakfast will serve as another opportunity for recruitment; CCKids has asked each invited family to bring a friend who might be interested in learning more about foster care.

This year's campaign will feature [monthly social media content](#) that can be adapted by partner agencies and shared from their own social media accounts. For example, CCKids is running a Valentine's Day countdown that targets individuals who may be thinking about becoming foster parents. That content can be found in the campaign portal on CCKids' home page, or by clicking [here](#).

The site includes recruitment-focused content for the year, as well as campaign logos and Zoom and Teams backgrounds.

Also included are a "25 Ways to Help" [document](#), which is outlined in the story below.

And like in last year's campaign, CCKids will encourage [#WearBlueDays](#) the fourth Saturday of every month. On that day, we ask you to take a selfie and post it to Facebook with the #25in2025 hashtag.

The [Starfish Society](#) is also back with an opportunity for supporters to get more involved. Keep reading to learn more.



# Help Make Waves; Join the Starfish Society



A foster home is often the difference between siblings staying together in care or being separated, or between a child living with a family or in a group home.

A robust network of foster homes is critical to the safety, stability and well being of children in the state's dependency system. But sadly few communities have found that magic number of homes.

Here on the Treasure Coast and in Okeechobee, the #25in2025 campaign offers the community many opportunities to help us get there.

“We created a list of 25 ways to help – from sharing campaign information on social media to selecting foster-care themes for Book Club,” said Christina Kaiser, CCKids community relations director. “Some of it might seem small, but one small act can make a huge difference—one connection can change the life of a child.”

Those who participate in at least six of the "25 Way to Help" are inducted into the [Starfish Society](#), a special group of people dedicated to helping our community gain foster homes.

"We are foster parents, employers of the child-welfare community, social workers, business owners, church leaders, teachers and more," Kaiser said.

Below is a complete list of the 25 Ways to Help. Review the list and then click [here](#) for more information about joining the Starfish Society.



## WAYS TO GET INVOLVED

There are many ways to help us reach our goal of adding 25 new foster homes by the end of the year. Select a few from the list below, and call us for information on individual actions.

- Become a foster parent!
- Like and follow CCKids on FB & Instagram.
- Introduce foster care related titles to book club!
- Use campaign hashtags.
- Share campaign posts.
- Participate in #WearBlue days.
- Attend a campaign event.
- Invite friends to attend events.
- Display campaign information in shop windows.
- Display foster care messaging on marquees.
- Sponsor a campaign activity.
- Refer us to possible sponsors.
- Attend a Chamber meeting with staff.
- Print campaign flyers and hang on community boards, as in libraries.
- Use campaign Zoom backgrounds.
- Share your stories, pictures and videos.
- Talk about our campaign to friends.
- Cover the cost of a dinner out for a foster family.
- Join the Starfish Society.
- Add our campaign and our families to your monthly prayer list.
- Invite us to speak at your next PTO meeting.
- Write letters of encouragement to our local birth parents.
- Write thank you letters to our local foster parents.
- Offer discounts to local foster families.
- Participate or call in to a foster-care roundtable.



*For more information or help getting involved in any of the listed "25 ways", call (772) 873-7800 and ask for Jerra Wisecup or Christina Kaiser, or scan the code for more information about our campaign.*





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