

# MARE Inc. Annual Report

Fiscal Year 2010 (July 1, 2009- June 30, 2010)

Massachusetts Adoption Resource Exchange- Finding adoptive homes for children in foster care with YOUR help since 1957



“We adopted our daughters from foster care in 2004. Through the MARE website, I learned what we would have to do. Our daughters are now 10 and 11 years old...and they are our *greatest joy* in life.”

“MARE is near and dear to our hearts.”

-Leslie S.

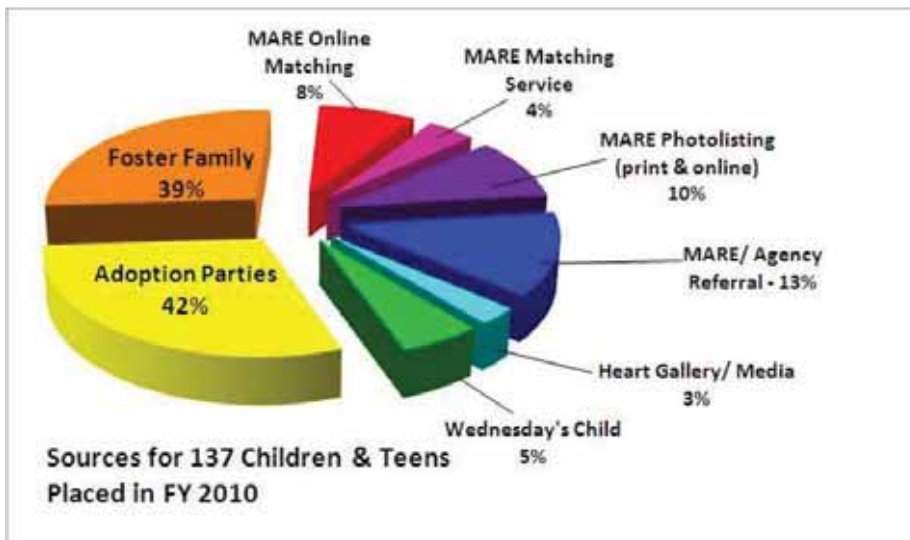


Photo by Jay Groccia

## MARE Assisted Placements..... 137

### Average Time Registered with MARE before Placement:

**1.6 years**

Boys: 1.89 years

Girls: 1.08 years

### Average Age at Time of Placement: 8.0 years

Caucasian Children: 8.41 years

Children of Color: 7.70 years

### New Child Registrations: 261

### Children Photolisted: 287

### New Homestudied Family Registrations: 178

### New Families who Contacted MARE: 2,284

### Total Number of Inquiries to MARE: 9,501

## Financial Statements FY 2010 (7/1/09 - 6/30/10)

### Public Support and Revenue

|  |           |
|--|-----------|
| Commonwealth of Massachusetts Department of Children & Families (DCF)..... | \$530,000 |
| Total Contributions & Grants.....  | \$592,636 |
| Special Events.....  | \$91,588  |
| Other Revenue.....   | \$24,826  |

**Total Public Support & Revenue.....\$1,214,705**

### Expenses

|                               |           |
|-------------------------------|-----------|
| Program Services.....         | \$953,106 |
| General & Administrative..... | \$152,670 |
| Fundraising.....              | \$78,997  |

**Total Expenses.....\$1,184,773**

Increase in Unrestricted Net Assets.....\$29,932

Decrease in Temporarily Restricted Net Assets.....(\$35,860)

**Change in Net Assets.....(\$5,928)**

This statement represents selected financial data. Complete copies of the audited financial statements are available under Financial Information at [www.MAREinc.org/What-Is-MARE.html](http://www.MAREinc.org/What-Is-MARE.html). MARE is audited by Joseph P. Costello, CPA, Braintree MA and is funded in part by the Massachusetts Department of Children & Families.

## Finances

MARE's financial health improved significantly in FY 2010. Through a combination of careful economizing and increased fundraising, MARE was able to ride out the ongoing economic recession in sound shape. Although fundraising is always a challenge, we were delighted with the fun and financial success of our first **Walk for Adoption – A Walk Home**, at Jordan's

Furniture in E. Taunton. The Walk drew over **300 walkers**, who collected donations from over **800 supporters**, to bring in over \$60,000. An added benefit of the Walk for Adoption was that it educated a new audience about adoption from foster care, and the need for more families and funds, all through the friend-to-friend fundraising and team-building. Unfortunately, MARE's Car Donation Program continued to decline, as the recession prompted people to hold onto their cars longer, and not donate them until the vehicles are older and less valuable. But our outreach to corporations and foundations continued to expand.



Photo by Ken Kotch

Walkers at MARE's 1st annual Walk for Adoption



## Online Public Education Services

MARE launched an updated website in FY 2010. The new design features easy-to-navigate drop-down menus, making it more convenient for prospective adoptive families to learn about adoption from foster care, and about some of the children who are waiting for loving homes. Of the 9,501 inquiries received in FY 2010, 38% came directly through our On-Line Matching program, while another 26% were sparked by MARE's website.

MARE also launched the *MARE Moment*, a monthly e-newsletter to let families and social workers know when Photolistsings of newly-registered children are available online or at local libraries and about successful matches of children with families. These success stories showcase some of the different MARE tools that social workers and MARE staff use to make these matches. The MARE Moment also provides more timely information on upcoming events, and new developments in recruitment for children awaiting adoption. The Massachusetts Adoption Resource Exchange Facebook page also began providing over 500 "friends" with more frequent updates.



Photo by Erin Curran



## Adoption Parties

**While online searching is convenient, relationships are built in-person.**

MARE organized 15 different **Adoption Parties and Informational Events** in FY 2010, to bring together social workers, waiting children and prospective adoptive families for education, networking, and matching. We offered more small-scale Adoption Parties, geared for 10 – 15 children with particular characteristics (i.e. developmental disabilities, or African American boys aged 9 – 12). We then invited only 15 – 20 homestudied families who are open to adopting children with those specific characteristics. We held a bowling party for "tween" boys, a hip-hop dance party, and a party at a therapeutic equestrian riding center for children with developmental disabilities. These targeted parties are giving these special children the chance to shine and really interact with adults who want to connect with them. And these are in addition to the larger regional parties that are open to the general public, with 50 – 100 children, and 60 – 300 adults. For the 2nd year in a row, Adoption Parties were our single most effective tool in making the matches that move children out of foster care and into loving families.



Photo by Nathan Fried-Lipski

Jacob, an aspiring chef, poses with WBZ-TV News anchor Jack Williams during a Wednesday's Child shoot.

## Child-Specific Media

Thanks to online services, the reach of MARE's child-specific media features expanded. Families who don't see *Sunday's Child*® in the Boston Globe or *Wednesday's Child* on WBZ TV can now find them online. MARE shares the links to these features each week through our Facebook page. While placements resulting from these features had dropped off over the past few years, we're now seeing more placements resulting from the wider exposure. These features led to 9 placements (7%) in FY 2010, compared to only 1 placement the prior year.

## Wendy's Wonderful Kids Program



Through the Wendy's Wonderful Kids Program, a signature program of the Dave Thomas Foundation for Adoption, MARE received funding for two Wendy's Wonderful Kids Recruiters, one in Boston and one in Springfield. Between them, our WWK Recruiters provided intensive recruitment services for a select group of 56 older youth awaiting adoption. These staff explore the children's records, seeking out any adults from their past who might become a permanent resource and connection in the future. They meet monthly with each child, supporting and assisting them in their search for a permanent "place to call home."

## Child Services Coordinators (CSCs)

FY2010 proved the effectiveness of MARE's recent reorganization into the regional Child Services Coordinator model. Social workers in each region have one dedicated contact person at MARE, coordinating all services for the children on their shared caseloads. These CSCs registered 261 new children, and created 287 Photolisting pages (including updated pages for children waiting more than one year). After registering a child, our CSCs then run a matching inquiry through our database of registered/homestudied families. They then review the homestudies of these potential parents, and forward the most likely families to the child's social worker. But even more important is the personal, human element. Our CSCs, who know the needs of the children, are suggesting matches to our Family Support Services Director, who knows the strengths of the many approved families. These informal conversations become internal MARE referrals which resulted in 9 placements- a new way of matching this year!

## Family Support Services Program

The Family Support Services Program was developed to help families progress through the lengthy adoption process to complete the homestudy/licensing so they can be matched with a child and move forward to adoption. This program has proven its effectiveness. By tracking families through each stage of the adoption process, from "looking for an agency" to "completed MAPP training," MARE was able to recognize when families were not progressing and help them get back on track. When a family completes the training and approval, they can register their homestudy with MARE so that we can proactively match them and recommend them to social workers for particular children. The number of registered families, as a result of these Family Support Services, increased by 70%!

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### Jack Williams Endowment for Wednesday's Child

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## Jordan's Furniture Events & Support

During FY 2010, Jordan's Furniture hosted and funded The Adoption Option, MARE's largest annual Adoption Party, at the Reading store. Jordan's also hosted and sponsored MARE's 1st Walk for Adoption at the E. Taunton headquarters. The Avon store treated adoptive and foster families to a private reception in the Enchanted Village holiday exhibit. Year round, Jordan's showcased Heart Gallery portraits in all four Jordan's Furniture stores. Additionally, Jordan's provided considerable financial support to fund MARE's work to find adoptive homes for children in foster care. Jordan's CEO Eliot Tatelman was a familiar face at the Adoption Option and at National Adoption Day celebrations. Through the combination of events, publicity, and donations, Jordan's Furniture played a major role in recruiting adoptive families.



# FY 2010 Supporters

Thanks to YOU, 137 children left foster care last year to grow up in safe, loving families.

## Individual Donors

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The Massachusetts Adoption Resource Exchange, Inc. (MARE) was founded in 1957 to find "a permanent place to call home" for the hardest-to-place children and teens in state foster care. MARE bridges the gap between families looking to adopt and local children in need of adoption. We build safe, stable families for the state's neediest children by giving them (and their need for adoption) the widest possible exposure to the general public while guiding and supporting potential adoptive families throughout the adoption process. MARE is a 501 (c)3 charitable organization, tax ID #04-2227431.

## Every Child Deserves a Loving Family

Massachusetts Adoption Resource Exchange - MARE

[www.MAREinc.org](http://www.MAREinc.org)

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