



# ANNUAL REPORT

## FY 2024

JULY 2023 - JUNE 2024





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# MESSAGE FROM OUR FOUNDER



**Leah Stauffer**  
**Founder & CEO**

I am happy to report we had a successful 2024! Our many achievements are listed in the following pages, yet I wanted to send my gratitude to all of our donors, supporters, team and volunteers. We received generous donations that allowed Half a Million Kids to make many strides toward our goal of getting kids adopted. We have been able to recruit talented people who are ready to forward our mission with greater reach.



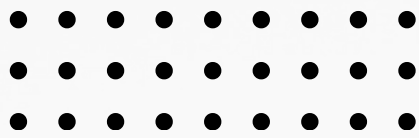
# MISSION AND VISION

## MISSION

Our mission is to place every child eligible for adoption into a safe, permanent, loving home through our results based 3- Phase Plan. We intend to return foster care to its original purpose, a short-term safety net for kids awaiting reunification with their birth family or other permanency outcome. We aim to support caseworkers and will revolutionize the group home setting for those children who need to remain in foster care. We started with a commitment to foster children and have come to learn of the intersection of these children with the child sex trafficking industry. We have integrated into our mission a commitment to end child sex trafficking born out of the child welfare system and will blunt one of the major pipelines for traffickers and keep these children safe.

## VISION

Our vision is a world where all children have a loving family and are safe. Foster children are historically underserved and lost in the system facing a multitude of challenges compared to the general population, such as PTSD, abuse, neglect, teen pregnancy, overprescribed medications, incarceration, homelessness, substance abuse problems and being sex trafficked. Getting the children eligible for adoption into loving homes can positively change the trajectory of their lives, both individually and generationally, impact the lives of the families that adopt them and improve society as a whole by decreasing the impact and cost to society. When foster children are adopted, they have the opportunity to thrive mentally, physically, spiritually, emotionally and increase the opportunities for their future including good health and mental health care, enrolling in great school systems, going to college or trade school, getting married, having a family and creating new generational opportunities for their children. We see a world where children are safe and happy with opportunities for a bright future, where they are loved and supported in a forever family or family environment while awaiting reunification.



# COLLECTIVE IMPACT MODEL

## HALF A MILLION KIDS

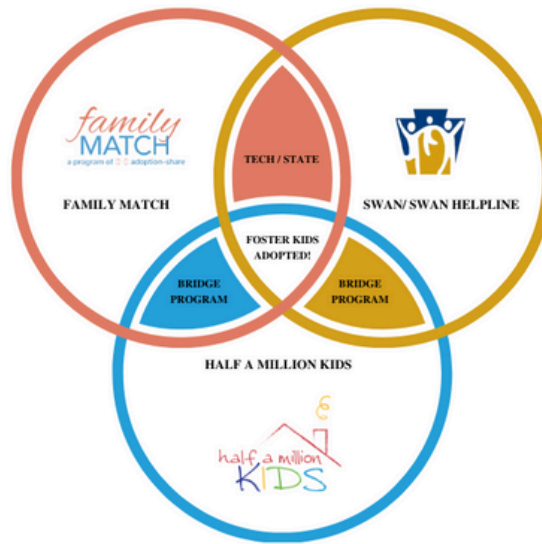
*“Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. Most funders, faced with the task of choosing a few grantees from many applicants, try to ascertain which organizations make the greatest contribution toward solving a social problem. Grantees, in turn, compete to be chosen by emphasizing how their individual activities produce the greatest effect. And when a grantee is asked to evaluate the impact of its work, every attempt is made to isolate that grantee’s individual influence from all other variables.” (Stanford Social Innovation Review)*

Initially, HMK’s 3-Phase Plan was designed to create results as an organization based on our own individual mission, goals and programs. However, as a grassroots and community organization, we found funding is difficult to attain. While we created small yet impactful results, we were not considered impactful enough for big scale funding which is required for our bold mission and integrated plan. While we are an organization contributing to the system, not an agency, there are more than 100 foster and adoption agencies in the 6 county Philadelphia region doing essentially the same function. This illustrates what individual impact looks like compared to teaming up, standardizing, reorganizing and streamlining for Collective Impact. Curiously, this challenge compelled us to look at our organization as a shared mission rather than individually. Through our research, attending events, collaborating with organizations that share our mission to help foster children, we have been able to transform the approach to our model while preserving our important mission and 3 Phase Plan using the Collective Impact methodology.



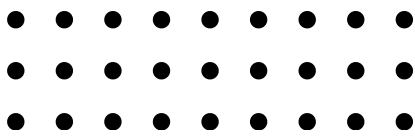
# COLLECTIVE IMPACT PARTNERS

COLLABORATION OF HALF A MILLION KIDS,  
FAMILY MATCH & SWAN HELPLINE



**Half a Million Kids and Adoption-Share's Family-Match Program** are teaming up to support agencies and families to increase the number of successful matches and to help increase the diversity and number of prospective foster and adoptive parents, while also strengthening local agencies ability to recruit and support families who are willing, capable, compatible, and ready to meet the needs of children in care including but not limited to the hardest to place children in foster care. By leveraging Adoption-Share's Family-Match technology and Half a Million Kids' relationships, Bridge Program, and recruitment campaigns, the program aims to increase the number of children achieving relational permanency and improve the overall adoption process in Pennsylvania.

**SWAN - State Wide Adoption Network in Pennsylvania.** Half a Million Kids is in conversation to collaborate and support the SWAN Network with Matching Tech as well as using our Bridge Program to support the SWAN Helpline and their affiliate Agencies to further assist families in search of their new child to get through the adoption process.



# COLLECTIVE IMPACT PARTNERS

**Willow Tree Projects** is a non-profit 501c3 organization focused on taking meaningful action to end the global atrocity of human trafficking by developing technology to aid organizations and law enforcement, educating the masses, and supporting survivors. HMK has teamed up with the Tech Team at Willow Tree Projects to create the HMK Matching Tech 2.0 to act as a resource tool for Agencies and Government Organizations to get foster children adopted and blunt the major pipeline of trafficking occurring through the child welfare system.

**CPAC - Center for Combatting Human Trafficking (CCHT)** is a nonprofit leading the fight to combat the scourge of human trafficking that is facing communities, urban and rural, across this country by encouraging policymakers to do more to draft and pass legislation that addresses this growing threat to our country. HMK and CCHT are committed to preventing this atrocity out of the child welfare system. Through our research, information and lived experience in the field as well as CCHT's reach, we can help mold policy to protect these children before they are trafficked.

**CB Community School** has a mission to engage, educate, and ensure that vulnerable students, who are currently involved in or were formerly involved in the child welfare or juvenile justice system, learn, heal, and grow into caring, confident, competent citizens of the world. HMK has partnered with CB to help the foster students of the school and also empower them through our program. We have done multiple events with the school and are finding many ways to increase our collaboration to reach more foster children.

**Being Beautiful Foundation (BBF)** is a nonprofit 501c3 organization dedicated to improving the lives and outcomes of youth in foster care by providing safe, secure and loving homes for children who have suffered from abuse or neglect and were placed in foster care. BBF programs provide housing, food and clothing, therapeutic services, and life skills training for up to 8 children per household. The House Parent model combines the successful elements of larger congregate care programming along with the personal love, care and attention of traditional residential family style living. This model, of currently 3 homes having served over 170 children over ten years, has been acknowledged with the Award of Excellence by the Governor of Pennsylvania as well as nationally recognized. HMK has partnered with BBF to scale their model in Montgomery County, first to counties in our Pilot Region and then the state and country. By engaging real estate partners to purchase or build homes we expect to expand the BBF House Parent Model to over 30 homes in the 6 County Pilot Region. Click the below links to see national recognition of BBF.

[Today Show](#)

[CBS Game Changers](#)

# HMK 3-PHASE PLAN



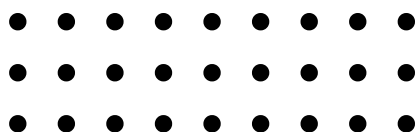
Our 3-Phase Plan focuses on our Pilot Region in the 6 county Philadelphia Region with emphasis on Montgomery, Delaware, Chester, Bucks, Philadelphia and Berks Counties. In our Pilot Region, there are nearly 6500 children in foster care and 2200 of them are eligible for adoption meaning the parental rights have been terminated and these children are never going home. ([papartnerships.org](http://papartnerships.org) 2023 Child Welfare Report).

Our Plan consists of Phase 1, a Multi-Media Awareness and Recruitment Campaign to attract more families/individuals to foster and adopt. These leads will be referred to vetted agencies. We will then document a replicable model and run a celebrity driven national campaign to attract leaders in other cities to replicate what was achieved in the Philadelphia Region.

In Phase 2 we empower the role of the social worker to have a more proactive and preventative approach rather than the current reactive strategy that is required due to systemic breakdowns. Social workers working with families prior to kids being removed from the home is an essential aspect of our plan as well as the growth, elevation and retention of caseworkers.

Phase 3 reimagines and revolutionizes the group home setting for those that truly need to be in foster care as they await reunification with their family. We have identified and will be scaling successful new models where foster kids are thriving rather than the current situation of jumping from home to home, oftentimes 10 or more times by the age 12 or living in prison-like, institutional type facilities. 37.4% of perpetrators (of abuse) were institution staff, 36.5% were foster parents, and 20% were relatives of the victim. ([New Jersey Office of Child Advocacy](#)).





# 3-PHASE PLAN ACCOMPLISHMENTS

## **PHASE 1 - MULTI-MEDIA CAMPAIGN TO ATTRACT MORE FAMILIES**

As we embark on our collaboration with Family Match to get a baseline, functioning Tech implemented in the State of PA in preparation for national rollout to match families with agencies and ultimately children, HMK has put Phase 1 on hold in order to support modernizing the antiquated foster system to be able to handle the influx of families from our campaign.

## **PHASE 2 - RETAIN, ELEVATE & EMPOWER SOCIAL WORKERS**

By partnering with Family Match we have been able to move the use of tech forward by using our connections at the state level to offer an innovative tool to start supporting families and caseworkers. In addition, we have begun using the Tech to do a soft launch of the Bridge Program to help shepherd families through the adoption process. We have also begun work on our HMK Matching Tech 2.0 beyond the current baseline tech, that will be ready to start coding in the coming months.

## **PHASE 3 - REVOLUTIONIZE GROUP HOME SETTING**

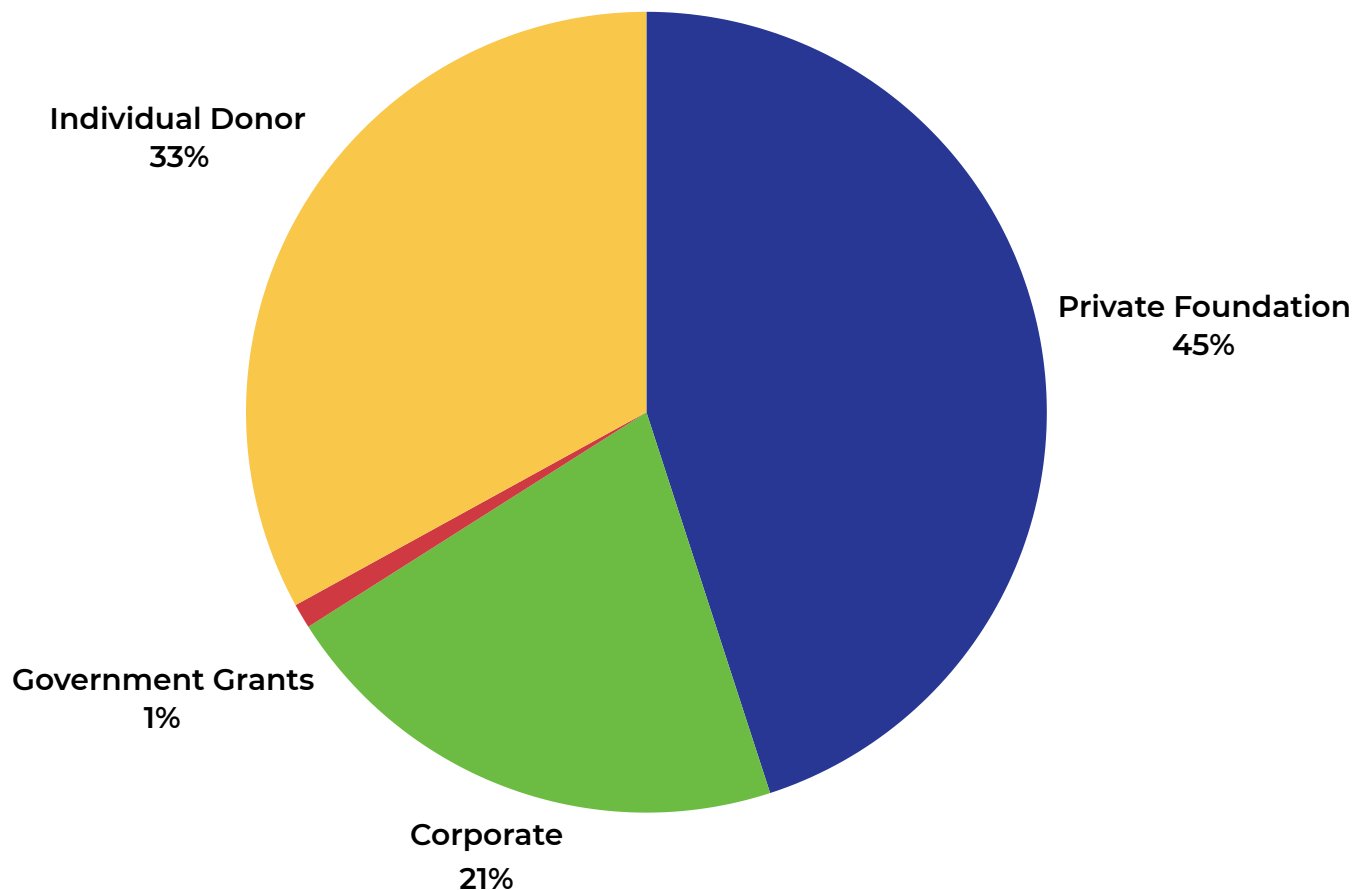
We have begun the process of scaling the Being Beautiful Foundation (BBF) by working with their Executive Team. Lisa MacDonald is spearheading our Development and Operations as well as project managing Phase 3, and preparing for real estate partners to purchase homes to scale the Being Beautiful Foundation House Parent Model while expanding their real estate portfolio.

## **CHRISTMAS GIFTS FOR FOSTER KIDS AT CB COMMUNITY**

Due to the generosity of Bridge Industrial, we used their donation to purchase \$200 gift cards for all the foster children at CB Community School!



# FINANCIAL ACCOMPLISHMENTS



In FY2024, due to the generous donations of all of our donors above, our charitable donations more than tripled previous years!

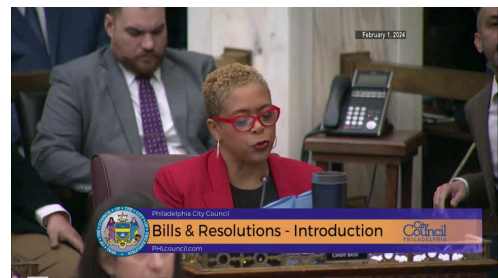
# GOVERNMENT AFFAIRS

Our 3-Phase Plan is innovative and bold and working with the government becomes extremely important to advance our mission. We were able to expand our reach to many government agencies in both parties who are concerned about the vulnerable population of foster children. By creating relationships with legislators in our local, state and federal government, we are able to not only bring awareness to the plight of these children, we can also move our plan forward for both funding and implementation of our Matching Tech 2.0 and Bridge Program as well as scaling Phase 3. We are building relationships with multiple legislators as well as local, state and federal agencies. Below is a partial list of some government officials we are working with or are in conversation with to forward the mission of Half a Million Kids.

## Relationship Building

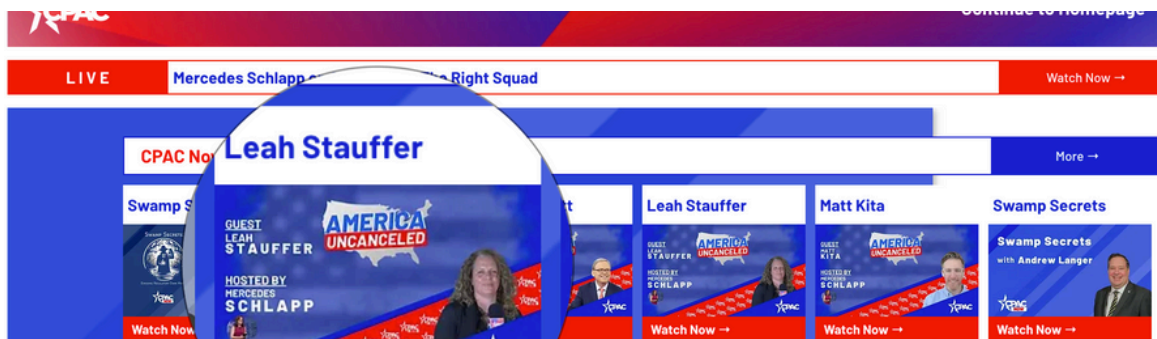
- Governor Shapiro Policy Planning Office
- Speaker of The House McClinton (PA)
- PA Senate Appropriations
- State Senators
- PA House Appropriations
- State Representatives
- County Commissioners in our Pilot Region
- Mayor Cherelle Parker & City Council Members
- Congress people in our Pilot Region
- Senator Casey (Establishing-Senator McCormick)
- Government Liaisons

Click [HERE](#) to Play Video Below  
**Philadelphia City Council**  
**HMK Resolution Announcement**



# PRESS AND PUBLIC RELATIONS

Our Founder was featured on **CPAC's Center for Combatting Human Trafficking; America Uncanceled** with Mercedes Schlapp about the plight of children in foster care and the intersection of sex trafficking and how HMK's plan can blunt a major pipeline of child sex trafficking. (Click [HERE](#) to listen)

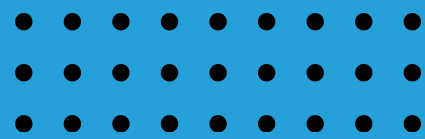


Leah was also featured on **Wake Up Patriots with Ed Henry** to share information about Half a Million Kids. (Click [HERE](#) to listen)



**PA Gubernatorial Candidate and Former Congressman Lou Barletta** acknowledges Half a Million Kids and all the work we are doing to help the foster children of Pennsylvania get adopted into safe, loving permanent homes. (Click [HERE](#) to listen)

*We are seeking a probono publicist for any and all media segments as saving the children is nonpartisan.*



# MEET THE TEAM



**LEAH STAUFFER**  
Founder & CEO



**DR CARLY SMITH**  
Chief Administrative Officer



**LISA MACDONALD**  
Development & Communications



**PAYTON LEESLEY**  
Assistant to the Founder



**JANE JOHNSTON**  
Bridge Program Advisor



**TIM KELLY**  
Creative Services



**NAVNEET NAID**  
Social Media Marketing

*We benefit greatly from the many talents and expertise of our Board of Directors, Advisory Board and amazing volunteers and interns that make valuable contributions along the way.*

**Special shoutout to the HMK Club at Academy of Notre Dame now in 2nd Year!**





# FUTURE PLANS AND FUNDING NEEDS FOR 2025

Half a Million Kids has made amazing strides in 2024 to further the mission of HMK and prepare for full Launch of all 3 Phases! We have built relationships with Collective Impact Partners, made connections with Government Officials on the local, state and federal level to implement Matching Tech and our Bridge Program, gotten our message out through podcasts and attended events where we have successfully networked with donors and organizations who are passionate about our mission and vision. When we look at where we were one year ago, we are so blessed that we have been able to get so close to fully launching our programs thanks to the generosity and support of so many and one of the most exciting things we were able to accomplish this year was to recruit a team that will help take us to the next level! While many are currently volunteering at HMK, they are eager to join full-time in 2025!

## **CAPACITY BUILDING**

### **OPERATIONS TEAM**

Assistant to the Founder (Volunteer to Hire - Q1/2025)  
Chief Administrative Officer - (Volunteer to Hire - Q1/2025)  
Creative Services - (Volunteer to Hire Q1/2025)  
Directors of Development & Marketing - (New Hires Q2-3/2025)  
Social Media Marketing Coordinator - (Volunteer to Hire - Q2/2025)

### **PROGRAMS TEAM**

Bridge Program Advisor - (Volunteer to Hire - Q1/2025)  
Director of Programs - (New Hire Q3/2025)

**PUBLICIST** - Ideally Probono - (New Hire Q2/2025)

### **TECHNOLOGY 2.0**

Design and Coding, Maintenance, Data Storage, Improvements, Enhancements



# **FUTURE PLANS AND FUNDING NEEDS FOR 2025**

**January - December 2025**

**\$635K**

## **Capacity Building**

<b>Operations Team</b>	<b>\$212,475</b>
<b>Programs Team</b>	<b>\$172,500</b>
<b>Technology 2.0</b>	<b>\$250,000</b>
<b>Publicist</b>	<b>Probono</b>

## **Capacity Building By Quarter**

<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<b>\$134,250</b>	<b>\$163,575</b>	<b>\$163,575</b>	<b>\$173,575</b>

## **How does HMK Fundraise?**

HMK reaches out to individual donors, foundations, private and public grant applications, government grants and corporate donations, grants and matching programs and grassroots events.



Thank you!



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Please follow us on all socials

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