

ADOPTION EXCHANGE ASSOCIATION

2014
ANNUAL REPORT



MISSION STATEMENT

Because all children need families, the Adoption Exchange Association serves its members by stimulating innovative solutions, eliminating barriers, advocating, educating, and sharing excellent practice. Our central goal is to assist and encourage our members nationwide as they find adoptive families for all children and youth who wait in foster care.

LETTER FROM CEO & PRESIDENT

Thank you for your interest in and support of the Adoption Exchange Association (AEA). We are proud to share with you our accomplishments for 2014.

2014 was a wonderful year of growth and new opportunities for AEA. Through its newsletter, bi-monthly Member Forums, and site visits, the organization continued to bring more important services, support, best practices and collegial relationships to its member agencies across the United States.

At the same time, AEA completed its twelfth year operating AdoptUSKids with its partners across the country on behalf of the Children's Bureau. The organization also celebrated the 10th anniversary of the "You Don't Have to Be Perfect to Be a Perfect Parent" campaign, in partnership with the Children's Bureau and the Ad Council.

A lot accomplished; a lot remaining to be done to find and support adoptive families for each and every child who waits in foster care. AEA looks forward to continuing its efforts in 2015.

Rachel A. Pratt
Chief Executive Officer

Ernesto Lopereno
President, Board of Directors

AEA MEMBERS

AEA's members from across the United States continued to be actively engaged with the organization in 2014.

Member benefits include:

- Monthly newsletter.
- Member Forums six times per year.
- Access to the member-only portion of the AEA website for an archive of Member Forums, special opportunities, meeting notes, and more.
- Periodic member surveys designed to improve services to all AEA members.
- Standards & Ethics for Member Agencies.
- Organization's link on the AEA website.
- Discounted registration at the AEA Conference.
- Opportunities to author articles or submit information for the AEA newsletter.
- The chance to participate in the planning of the AEA conference.
- And more...

2014 Members

Premier Members

Adoption Advocacy of South Carolina

Adoptions Unlimited, Inc.

Coalition for Children, Youth & Families

Massachusetts Adoption Resource Exchange

New York Council on Adoptable Children

Northwest Adoption Exchange

Seven Homes

The Adoption Exchange

Three Rivers Adoption Council

Organization

Adopt America Network
Adoption Advocacy of South Carolina
Adoption Rhode Island
Adoptions Together
Child Saving Institute
Consortium for Children
DCCCA
Eckerd Youth Alternatives
Family Builders by Adoption
Family Connections Adopt
Family Design Resources
Foster & Adoptive Care Coalition
Iowa KidsNet
Kansas Children's Service League
Latino Family Institute
Maryland Department of Human Resources
Michigan Adoption Resource Exchange

National Adoption Center
North Carolina Division of Social Services
New York Council on Adoptable Children
Spence-Chapin Services to Families and Children
Virginia Department of Social Services

Small Organization

Children Awaiting Parents
Families Like Ours, Inc.
Florida's Adoption Information Center

Individual

Dixie van de Flier Davis
Joe Kroll
John Levesque
Kamilah Bunn
Sondra Draper
Stephanie Pettaway

AEA PROGRAMS AND INITIATIVES

AEA Newsletter and On-Line Communications

AEA sends out a monthly e-newsletter that is also available through the AEA website. In addition to member highlights and a message from the CEO, AEA shares relevant topics of interests to its members.

In 2014, AEA also established a password protected member only section to the website. This section includes meeting notes, audio recordings of Member Forums, special offers and other content available only to AEA members.

Member Site Visits

AEA continued visiting and meeting with its member agencies in 2014. These visits inform AEA about the current climate for adoption across the country and help us to offer relevant member programming to our members.

These visits and meetings have created stronger bonds and relationships between members and AEA and, when held regionally or with more than one exchange, they are strengthening relationships between members. Recent meetings held include:

- Northern California (California Kids Connection and Consortium for Children)
- South Carolina (Adoption Advocacy)
- Participated in and facilitated two discussions during a regional meeting of The Adoption Exchange, including eight states (Colorado, Utah, Missouri, Nevada, New Mexico, Oklahoma, South Dakota, and Wyoming)
- Two new Kansas members who attended the special AEA meeting at NACAC Conference (Kansas City Children's Services and DCCCA)
- A strategic planning session with more than 25 members from across the United States during the NACAC Conference in Kansas City

Member Forums

AEA instituted a bi-monthly hour long telephone discussion group in late 2013. These member-only calls are facilitated discussions on topics of interest to AEA member agencies. Six calls were held in 2014 and included:

- Social Media (February), Pat Rhoads, AdoptUSKids
- Diligent Recruitment Plans (April), Rachel Pratt, AEA and Melody Roe, The Adoption Exchange
- Localization of the AdoptUSKids Media Campaign: you Don't Have to Be Perfect to Be a perfect Parent (June), Kathy Ledesma and Melissa Otero, AdoptUSKids
- Post Adoption Services (August), Tricia Cody, Ph.D., University of Texas at Austin
- National Electronic Interstate Compact Enterprise Webinar (October), Marci Roth, APHSA
- Support Services for Adoptive, Foster, and Kinship Care Families: Lessons from the Field (December), Mary Boo, NACAC

Stewards of Change

Several years ago AEA contracted with Stewards of Change (SOC), an organization focusing on interoperability across the fields of health and human services. This arrangement has generated revenue and deepened AEA's thinking about governance, technology, and the interconnectedness between adoption exchanges and other health and human service providers. Over the years AEA has participated in a variety of activities directly for the organization and with its government and non-profit contracts. During 2014 AEA assisted SOC and the State of New York to create a guide to data sharing inside of federal and state laws and regulations. AEA also provided graphic design assistance for a California conference on Open Data, and helped to develop the agenda for and facilitate the organization's annual symposium.

2015 AEA Conference

The 2015 AEA Conference Committee, supported by AEA staff, set to work in 2014 planning for the April 2015 conference. Hosted in the lovely and historic Charleston, South Carolina, the theme of the conference is “The Spectrum of Family Engagement: Recruit, Develop & Support.”

Professionals committed to permanent families for children in foster care understand their obligation to not only support families for children in foster care, but to invest their resources in supporting those families both before placement and after. The 2015 AEA Conference was envisioned as a wonderful opportunity to gather together in warm weather to learn best practices and new ideas from colleagues across the United States. The Conference Committee in 2014 reviewed and selected a mix of high-quality workshops, plenary sessions, and networking opportunities that focused on the best methods for not only finding loving families for children, but for then giving those new families the skills and support they need to be strong, healthy, and enduring. The Committee also planned a special luncheon for CEO’s and Executive Directors to share candidly and learn from the each other’s experiences.

Voice for Adoption

AEA serves as a founding Board member for Voice For Adoption whose mission is “Speaking out for our nation’s forgotten children.” AEA’s CEO served as VFA Treasurer from 2009 and was elected as President in December 2013. She continued to serve as President through 2014.

While Rachel Pratt’s role as President of VFA allows her to provide leadership for that organization, it also offers additional value for AEA members. In recent months, for example, AEA partnered with Voice For Adoption on two Member Forums, expanding AEA’s reach and enriching the discussion with more varied voices and knowledge.

Website Partnerships

AEA had agreements with 13 states to host their photolisting sites in 2014. All child cases registered on www.adoptuskids.org are simultaneously posted to pages that have the look and feel of each state’s website. This AEA service saves states and workers time and money in duplicative data entry.

And states—and children and families—benefit in many ways:

- Allows visitors to the state site to search for children based on the same search criteria used for the public “Meet the Children” search on www.adoptuskids.org. Search criteria includes: gender, minimum and maximum age, minimum and maximum number of children, and race/racial composition.
- Reduces worker caseload because, when a worker updates case information on www.adoptuskids.org, the changes automatically apply to the data posted on the state site.
- States receive technical support, eliminating the need for in-house database support and maintenance.
- AEA posts links from www.adoptuskids.org to the state’s Partner Photolisting in order to encourage traffic between sites.

- Partnership reduces the cost of photolisting by removing technical development costs, the cost of server space, maintenance, monitoring and hosting.
- Partnership reduces staff time required to register child cases: data is input once and then appears simultaneously on both the national and state photolisting.

AdoptUSKids

AdoptUSKids is operated as a partnership between the Children’s Bureau, AEA (grant coordination, campaign fulfillment, National Adoption and Foster Care Information Exchange System), Northwest Resource Associates (Digital Media including website and social media), The Adoption Exchange (National Resource Center for Diligent Recruitment), North American Council on Adoptable Children (family support), and University of Texas at Austin (evaluation). The project had three Federally-approved goals in 2014:

- Operate a high-quality, multi-faceted, national AdoptUSKids project that is responsive to the needs of States and tribes for assistance recruiting and retaining foster and adoptive parents for children in public foster care.
- Continue to be a strong partner with the Children’s Bureau in the development and implementation of the AdoptUSKids cooperative agreement.
- Work collaboratively within the Children’s Bureau’s T/TA Network to provide a seamless array of user-friendly, accessible resources and services to States, tribes, and grantees to promote continuous improvement in the delivery of child welfare services by building and supporting their capacity to achieve sustainable, systemic change that results in greater safety, permanency, and well-being for children, youth, and families.

2014 was a wonderfully successful year as indicated by the data as well as the fulfillment of key objectives. A small sampling of the span of AdoptUSKids activities and successes includes:

- **Implementation of the READiS model, Web Chat Feature, and the Family Intake Tracking Tool (FITT)**

After months of development, in early 2014, the AdoptUSKids Foster Care and Adoption Resource Specialist (FCARS) Team began implementation of a new model of interaction with families who contact AdoptUSKids to inquire about becoming foster or adoptive parents to children and youth in U.S. foster care.

The READiS (recruitment, engagement, assessment, development, information and support) model is intensive than the previous methods, calling the FCARS to assist inquirers to understand the experiences and needs of the children and youth who need families, the qualities and supports that families who adopt them need to develop, and the process to foster or adopt. As anticipated, some families that would have been referred to their states before the READiS model was implemented are choosing to not move forward. This saves time for both the families and the states.

In August, a chat feature was added to the AdoptUSKids website. The chat feature, staffed by the FCARS, affords families an additional way to have their questions about foster care and adoption answered. Families’ use of the chat feature came quickly and grew steadily 2014.

In November, the Family Intake Tracking Tool (FITT) went online. Primarily used by the FCARS to record family information, including how far along in the READiS model each family has progressed and to refer families to appropriate services in their home states, the FITT replaces the precursor RRT database and is much more robust. Over time, as intake information on more families is entered into the FITT, the AdoptUSKids Evaluation Team, and states themselves, will be able to identify the points in the process where families are most likely to discontinue the process to foster and adopt.

- **Inquiries about Adoption and Foster Care:** 23,695, or an average of 1,974 per month, up by about 25% from 2013. The total number includes:
 - Families from all 50 States, the District of Columbia, Puerto Rico, U.S. Virgin Islands, and U.S. military and ex-pat families and foreign nationals from more than two dozen countries
 - Inquiries by telephone and email
 - An average of 105 inquiries each month from Spanish-speaking families
- **Website visitors**
 - Average of 1 million daily unique visitors each month
 - View 6.5 million AUSK web pages per month
 - Stay on the site an average of 6 minutes
 - More than 55% of visitors each month are new to the site
- **Registered agencies**
 - New in 2014: 62 (average of 5/month)
 - Total 2002 – 2014: 1,473
- **Registered families**
 - New in 2014: 2,432, an average of 203/month
 - Total 2002 – 2014: 36,669
- **Children Registered**
 - New in 2014: 3,990, an average of 333/month
 - Total 2002 – 2014: 47,504
 - Actively registered on December 31: 5,293
 - 37% female; 63% male
 - 41% Caucasian; 37% Black or African American; 14% of Hispanic or Latino ethnicity (of any race)
 - 10% aged 0-8; 24% age 9-12; 66% age 13 and older
 - 23% (1,233) of all actively registered children are part of 489 photolisted sibling groups, including 59 sibling groups of 4 or more

- **Children Placed**

- New in 2014: 1473, an average of 122/month
- Total 2002 – 2014: 23,161
 - 42% female; 58% male
 - 39% Caucasian; 36% Black or African American; 15% of Hispanic or Latino ethnicity (of any race)
 - 31% age 0-8; 34% age 9-12; 34% age 13 and older (1% missing age due to placement date errors)
 - 44% (10,170) of all placed children were in 4,047 photolisted sibling groups, including 471 sibling groups of 4 or more

Social Media

AdoptUSKids and ARCRI continue to explore emerging social media strategies and assure a responsive system is in place to support these efforts. Social media results for the middle six months of 2013 of are highlighted below:

	1/1/14	12/31/14	# increase	% increase	Traffic to website
Facebook	39,878	103,775	63,897	160%	98,206
Twitter	12,804	16,766	3,962	31%	14,988
Twitter Pro*	732	1,146	414	57 %	139
Pinterest	683	989	306	45 %	915
Google+	69	144	75	108 %	199

- **National Adoption Month**

In collaboration with the Children’s Bureau and Child Welfare Information Gateway, the AdoptUSKids team planned and developed content for the 2014 National Adoption Month website to support adoption awareness and recruitment efforts, focusing on the importance of promoting and supporting sibling connections. The website content highlighted ideas from around the country on ways to recruit, develop, and support adoptive families for sibling groups; keep siblings connected even if they aren’t adopted together; highlight youth voices in raising awareness of the importance of sibling connections; and create system changes that support sibling connections. AdoptUSKids also helped plan and participated in the National Adoption Month Webinar entitled, “Promoting and Supporting Sibling Connections.”

- **National Resource Center for Diligent Recruitment at AdoptUSKids (NRCDR)**
 - The NRCDR is currently providing technical assistance to 18 jurisdictions (11 states and 7 tribes). The topics include customer service, market segmentation, and recruitment plan development.
 - The NRCDR recently released two tip sheets on using data to recruit foster and adoptive families. They can be found at Data-Driven Recruitment: Key Data Elements on Foster and Adoptive Families. A webinar will be held on February 25, 2015 to promote the use of these materials.
 - The Diligent Recruitment Navigator was launched in April 2014. Evaluation findings showed that we have had 182 unique users, 91 of which were from a state or county child welfare system (43 states) and 14 tribes had downloaded the tool. The NRCDR is currently seeking ways to continue to help jurisdictions implement the use of this tool to create meaningful diligent recruitment programs in every state.
 - The NRCDR launched a new website in May of 2014, offering a more direct way to communicate with and provide resources to states and tribes doing system change work regarding recruitment, development and support of foster and adoptive families in their jurisdictions.
 - In January 2014, the AdoptUSKids project brought together Diligent Recruitment grantees, Adoption Exchanges and states that have created promising family support programs to discuss how to integrate recruitment and family support. The meeting will result in creating products to help jurisdictions begin to create integrated recruitment and family support programs.

- **Media Interviews**

During 2014 we effectively managed our responsiveness to media inquiries and increased our collaboration and support to state child welfare public information officers. We responded to and participated in more than 25 media interview requests. Among these opportunities to showcase the significant work done by AEA and partners on the AdoptUSKids and Adoption Recruitment Campaign and Response Initiative grants, two merit special mention. The first is an in-depth interview arranged by AEA board member, Kamilah Bunn, with Barbara Harrison, longtime host of NBC's Washington DC affiliate station's Wednesday's Child feature conducted in conjunction with the November launch of the national adoption recruitment campaign. The second interview of note, also in conjunction with the launch of the 2014 campaign, was with the Washington Post featuring two AdoptUSKids' volunteer spokespersons for the campaign, along with the AdoptUSKids national project director.

Adoption Recruitment Campaign and Response Initiative (ARCRI)

The Adoption Recruitment and Response Initiative (ARCRI) has six goals: 1) Achieve a measureable change in public perceptions about adopting children from the foster care system; 2) Increase the number of potential adoptive families inquiring about adoption; 3) Increase the number of children, especially older children, adopted from foster care; 4) Strengthen the AdoptUSKids response system that supports

States in managing the increased volume of inquiries due to the new media materials and national public service advertising campaign; 5) Increase the measureable penetration into the local markets of each State of the multi-media campaign; and 6) Realize a measureable increase in the utilization of emerging social media strategies in States.

2014 highlights of ARCRI activities and accomplishments are included below.

National Adoption Recruitment Campaign Strategy and Launch January 2014

The Ad Council in alliance with the volunteer advertising agency, Kirshenbaum, Bond, Senecal and Partners (kbs+) developed a campaign strategy and multimedia products that reflected the Children's Bureau focus on the target population of youth age 11 to 17. Public service advertisements (PSAs) were created with the goal of reaching prospective adoptive parents and include TV, radio, print, outdoor, and web banners. The PSAs featured the campaign theme, "You Don't Have to be Perfect to be a Perfect Parent." The campaign materials are national in scope but also designed and produced to be localizable by state and local child welfare agencies.

A Satellite TV and Radio Tour (SMT/RMT) was conducted to support and promote the campaign. The SMT/RMT Tour included pre-arranged interviews with both national and local media stations. A total of 37 interviews were conducted reaching an estimated audience of 5,705,111. Combined press outreach efforts, including the multimedia news releases, press outreach, and social media support, are estimated to have reached more than 184 million people.

National Adoption Recruitment Campaign Strategy and Launch November 2014

The Ad Council with the assistance of kbs+ developed a campaign strategy and multimedia products consistent with the previous body of work and featured the familiar tagline, "You Don't Have to be Perfect to be a Perfect Parent." This strategy also reflected the Children's Bureau focus on finding families for sibling groups that need adoptive families in which they can remain together, or be reunited if they are currently separated from one another in foster care. AdoptUSKids actively participated with the development and production of the campaign.

To further support and promote this campaign an SMT/RMT (satellite media tour/radio media tour) was conducted in November 2014. The tour included pre-arranged interviews with both national and local media stations in English and Spanish. A total of 32 interviews were conducted reaching an estimated audience of 4,064,682.

The National Adoption Recruitment Campaign received strong donated media results, ranking among the Ad Council's top 15 public service advertising campaigns, and preliminary reports show that the campaign received more than \$50,918,000 in donated media support in 2014.

The Children's Bureau at the Administration for Children and Families (ACF) and AdoptUSKids hosted a celebration of National Adoption Month that highlighted the 10th Anniversary of the National Adoption Recruitment Campaign, the launch of new campaign Public Service

Advertisements (PSAs), and recognized the 2014 Adoption Excellence Award Honorees. The event also featured a national photo exhibit of successful adoptive families, as well as current sibling groups available for adoption.

The event included an audience of almost 200 people and was also featured via a live Webcast. Live tweets were posted during the event resulting in 133 tweets that included the event hashtag and 74 retweets with impressions reaching an estimated 985,807 people. The national photo exhibit included photo submissions of successful adoptive families and sibling groups from 39 states.

National Adoption Month Activities: Summary of Effectiveness

The Children's Bureau planned and executed a range of National Adoption Month activities through its active collaboration with the Child Welfare Information Gateway, AdoptUSKids, and the Ad Council. Evaluation of each of these activities included measurement of the number of active participants, the total reach via electronic transmission, and response by families and professionals. Here is a summary of what was measured and the results:

- Launch of the multi-media National Adoption Recruitment Campaign (“You don’t have to be perfect to be a perfect parent”) which focused on recruiting families for siblings, was in both Spanish and English, and included:
 - Press release viewed more than 21,000 times and re-posted on more than 350 websites and media outlets
 - Media tour included 32 national and local TV and radio interviews, reaching over 20 markets nationwide
 - Launch was covered by a wide range of general interest and family centric blogs, with a combined unique views per month of 35 million
 - Estimated total reach from press coverage of launch is approximately 40 million people
 - The Facebook Q & A event reached nearly 34,000 people
 - Traffic to AdoptUSKids website following the launch increased 13% over the previous month, to nearly 2.2 million visits
- National Adoption Month website for families and professionals with the theme “Keep Siblings Together!”:
 - Has received nearly 50,000 visits, including 34,407 in November alone. 30% of the visits were from child welfare professionals
 - Traffic from the NAM website to the AdoptUSKids website was nearly double the number it had been in 2013, and included 94,800 views of the Meet the Children page, 78,751 views of the State photolisting pages, and a combined total of more than 92,000 views of the For Families, How to Adopt and State Adoption and Foster Care Information pages
 - The infographic received 1,465 page views during National Adoption Month, with 222 coming from the NAM website

- ACF-hosted National Adoption Month event in the HHS Great Hall:
 - Promotion of the event on Facebook reached nearly 17,000 people
 - More than 200 people from an estimated 35 public and private agencies attended the event in person (attendance was by invitation and limited to 225 people)
 - 39 States contributed 41 portraits of their waiting or recently placed sibling groups
 - 133 tweets of event activities were sent during the event, with an estimated reach of 185,000 impressions
 - Associate Commissioner JooYeun Chang recognized 13 families, individuals and organizations with Adoption Excellence Awards
- National Adoption Month webinar showcasing the NAM website and including compelling personal stories from a successful adoptive family and a former foster youth:
 - 339 people from 39 U.S. States and 2 Canadian provinces attended the webinar, more than 75% of whom were child welfare professionals
 - 75% of participants who responded to the post-webinar survey agreed or strongly agreed that it increased their knowledge and/or practical skills on the topic and that they will be able to apply what they learned in their work
- Moderated Facebook and Twitter engagement by AdoptUSKids with families and professionals focusing on adoption of siblings:
 - AdoptUSKids sent out 478 tweets and received 443 new followers, and with total potential reach in excess of 14 million people
 - AdoptUSKids Facebook page received 9,518 new likes during NAM

Campaign Localization Grants

The localization grants are intended to increase the measureable penetration of the National Adoption Recruitment Campaign into the local markets of each state. A host of activities were completed in 2014 in support of the ARCRI Localization Grants.

General activities for all grantees throughout 2014 included extensive media outreach, development of spokesfamilies to recruit new foster and adoptive families, and media interviews.

A strategic planning meeting was coordinated and hosted in Washington DC. The planning meeting served as an opportunity to review all Year 1 workplan activities and plan and discuss for all Year 2 activities. All of the localization grantees were in attendance (Northwest Adoption Exchange/Washington; The Adoption Exchange/New Mexico; Adoptions Unlimited/Illinois; and Adoption Rhode Island), as well as a representative from each of the states partnering with the grantees.

BOARD OF DIRECTORS

Dixie van de Flier Davis, President

The Adoption Exchange, CO

Ernesto Loperena, Vice President

New York Council on Adoptable Children, NY

Marilyn Panichi, Treasurer

Adoptions Unlimited, IL

Jacqueline Wilson, Secretary

Three Rivers Adoption Council, PA

Darlene Allen

Adoption Rhode Island, RI

Kamilah Bunn

Metropolitan Washington Council of Governments, DC

Colleen Ellingson

Coalition for Children, Youth & Families, WI

Lisa Funaro

Massachusetts Adoption Resource Exchange, MA

Janice Goldwater

Adoptions Together, MD

Joseph Haynes

Adoption Advocacy of South Carolina, SC

Maria Quintanilla

Latino Family Institute, Inc., CA

Melody Roe

The Adoption Exchange, CO

Bob Rooks

Florida's Adoption Information Center, FL

Wendy Spoerl

Adopt America Network, OH

David Wing-Kovarik

Families Like Ours, WA

Localization Grantee site visits were completed to build stronger connections with the State Public Information Officers and their respective foster care and adoption managers. The site visits served as a vehicle to promote the National Adoption Recruitment Campaign, support localization efforts, and to help grantee jurisdictions with more robust outreach to State contacts with regard to the development of media spokesfamilies as effective recruiters of new foster and adoptive families.

Cluster meetings were held monthly and well attended by all grantees. The cluster meetings provided the opportunity to: further promote peer-to-peer learning and support; discuss available tools and resources; provide updates and information on the National Adoption Recruitment Campaign; discuss successes to date.

To date 49 requests have been made by more than three dozen jurisdiction for localization. Of all the requests, 33 have been approved; 8 are pending, and 8 were not approved by the corresponding State Adoption Manager. Localization activities were developed in support and in service to the States. Because we anticipated significant interest in localization by county and private community agencies, we established a protocol of obtaining a formal approval from the State Adoption Manager.

GOVERNANCE & ADMINISTRATION

The AEA Board of Directors continued to meet quarterly in 2014. More frequent meetings were held by sub-committees, including the Executive, Conference, and Finance Committees. In accordance with its by-laws, AEA maintained a Board of Directors—entirely composed of representatives from member agencies— that reflects the diversity of the United States.

AEA’s financial picture remains strong. The organization ended the year again with a cash reserve and positive cash flow. The Executive Committee approved the 2014 budget in December, 2013. AEA’s 2014 audit took place in early 2015 and the results were once again positive.

In 2014, several administrative functions that were put in place in late 2013 and early 2014 paid off in reduced staff time and improved quality of AEA operations. These include:

- Contracting on a month-by-month basis with ADP, AEA’s payroll service, for a Human Resources Audit and related services. This insures that AEA is and remains in compliance with all state and federal labor laws.
- Automating employee expense tracking, through a company called Certify, which links both with credit cards and Quickbooks, saving time for employees submitting expenses and those in the office processing them.
- A VoIP phone system was added at the end of 2013 and staff using the phone system report very high user satisfaction with call forwarding and messaging features.
- During 2014 AEA undertook a thorough review of its Standard Operating Procedures and Employee Handbook. Revisions to these critical documents were made and distributed to staff.

Facilities & Staff

AEA’s staff grew in 2013 and the organization moved into a larger office near Baltimore-Washington International Airport (BWI). 2014 was the organization’s second year in the office, which is closer to transportation and to the offices of its federal partners than the previous office. There is more office space, additional storage for supplies and materials, and a large conference room for hosting meetings.

While several AEA staff continue to travel and work from remote offices in other states, in 2014 the Maryland office was busy with activity, including meetings with AdoptUSKids partners, the Children’s Bureau, and other entities.

In 2014 AEA added a Chief Financial Officer to its staff. CFO John Zabetakis stepped in and immediately began adding value to the organization.

SUPPORTERS & FINANCES

In 2014 AEA continued to diversify its funding base, raising more dollars now than it did several years ago from indirect revenue, foundations, corporations, individuals, and the combined federal campaign. AEA also received at the end of 2014 a commitment of a contribution from an eBay auction of sneakers through a partnership between Nike and the Laika Entertainment and The Boxtrols. The Boxtrols funds will greatly enhance AEA's programs during 2015.

AEA is grateful to its supporters. Please consider joining them and helping make AEA's work possible. You can make a tax-deductible gift on-line with a credit card or send your check to the Adoption Exchange Association, 605 Global Way, Suite 100, Linthicum Heights, MD 21090.

2014 Supporters

Government

The Children's Bureau of the US Department of Health and Human Services

Foundations, Corporations, & Non-Profit Sponsors

Aetna Foundation Matching Gifts Program

Cassidy via The Isthmian Gallery

Weber Messick

Individuals

Colleen Ellingson

Jill A. Jones

John Levesque

Anne London

Deborah Mayhew

Stephanie Johnson Pettaway

Bob Rooks

Robert and Amy Stensberg

Many generous individuals through the Combined Federal Campaign including:

Isiah Nelson

Jane L. Holy

Carolyn Watkins

Lanell Moore

Royce Brumfield

Brittany L. Dixon

Alan Wetzstein

Roberto Medina

Karen Gibbs

Robert Jarvis

Monica Hampton

Joshua Rudd

Kimberly Moore

Mark Wold

Jared Bonman

Erin Stockdale

Dale E. Lange

Tiffany Schmuker

Kristine F. Fumia

Christian Guzman

Jennifer L. Nevius

Kathy Hash

Andrea R. White

Jarimaris Garcia

Jena L. Silva

Linda Cooke

Vernon Simpson

Ernestine B. Howard

Edward Campbell

Angela Pederson

Briana Terry

Brandon Owens

2014 Financial Information

Consolidated Statement of Activities

With summarized financial information for 2013

Revenue	Amount 2014	%	Amount 2013
Federal Cooperative Agreement	\$5,414,704	97.06%	\$5,085,899
In-Kind Services	\$17,662	0.32%	\$18,602
Direct and Indirect Contributions	\$34,862	0.63%	\$40,813
AEA Conference & Program Fees	\$99,069	1.78%	\$173,442
Dues from AEA Members	\$10,137	0.18%	\$7,248
Other	\$1,443	0.03%	\$1,419
Total	\$5,577,877	100%	\$5,327,423

Expenses	Amount 2014	%	Amount 2013
AdoptUSKids & ARCRI Program Services	\$5,161,346	93.00%	\$4,856,411
AEA Member Services	\$196,978	3.55%	\$189,372
Management & General	\$191,281	3.45%	\$169,888
Total	\$5,549,605	100%	\$5,215,671

	Amount 2014	Amount 2013
Change in Net Assets	\$28,272	\$111,752
Net Assets, beginning of year	\$426,036	\$314,284
Net Assets, end of year	\$454,308	\$426,036

Consolidated Statements of Financial Position

As of December 31

Assets	Amount 2014	Amount 2013
Cash and cash equivalents	\$789,265	\$446,198
Grants receivable	\$545,949	\$938,858
Program fees and other receivables	\$63,634	\$100,534
Prepaid expenses and deposits	\$8,352	\$14,446
Furniture and equipment, net	\$0	\$1,355
Total Assets	\$1,407,200	\$1,501,391

Liabilities and Net Assets

Liabilities	Amount 2014	Amount 2013
Accounts payable	\$595,672	\$1,019,062
Deferred revenue	\$287,285	\$0
Accrued compensation absences	\$69,935	\$56,293
Total Liabilities	\$952,892	\$1,075,355

Net Assets	Amount 2014	Amount 2013
Unrestricted	\$445,397	\$416,709
Temporarily restricted	\$8,911	\$9,327
Total net assets	\$454,308	\$426,036
Total liabilities and net assets	\$1,407,200	\$1,501,391

www.adoptea.org

AEA

Adoption Exchange Association
605 Global Way, Suite 100
Linthicum, MD 21090
Ph 410.636.7030 • info@adoptea.org