



Lutheran Social Services of Illinois

Impact Central Illinois

July 1, 2022 – June 30, 2024

Final Report on Funding

In July 2022, Impact Central Illinois grant Lutheran Social Services of Illinois (LSSI) \$110,000 for our foster care programs in Peoria. We began by using this funding to recruit foster parents for our Therapeutic Foster Care (TFC) program and then with permission shifted the focus to foster parents in general for traditional foster care as well.

Over the course of the grant, we requested reimbursement for a total of \$109,152.56. This money allowed us to do the following:

- Work with Cumulus Media to run radio and digital ads at local stations and locations.
- Put up stands for six months at Northwoods Mall to advertise becoming a foster parent. This also included opportunities to table at the mall to reach more families.
- Host a Lunch and Learn about TFC and Foster Parent Recruiting with potential recruiters and community members, as well as Peoria staff.
- Participate in the Peoria World Wide Day of Fun Recruitment Event
- Provide giveaway promotional items from Advantage Promotions at community events like a Trunk or Treat, Pumpkin Fest, and Turkey Trots, and Christmas related events.
- Work with Central States Media in Peoria to run ads for a curated list on YouTube, Facebook, and Instagram. We also had radio advertisements and a billboard through them. They created content for these platforms.
- Hosted our first Foster Fair at Bradley Park in June 2024.

Because of the funding from Impact Central Illinois, in 2023, LSSI received 60 inquiries for therapeutic foster care. People heard about the program through the following avenues:

- 35 saw Facebook ads
- 7 heard ads on the radio
- 5 saw a flyer in the community
- 7 came from word of mouth
- 6 came from events in the community

None of this would have happened without this funding and support from Impact Central Illinois.

The support of Impact Central Illinois cannot be overstated. The last two years of this funding has been critical to LSSI's foster care programs in Peoria. Thank you for this meaningful support.