



FOSTER TOGETHER'S

2024 IMPACT REPORT

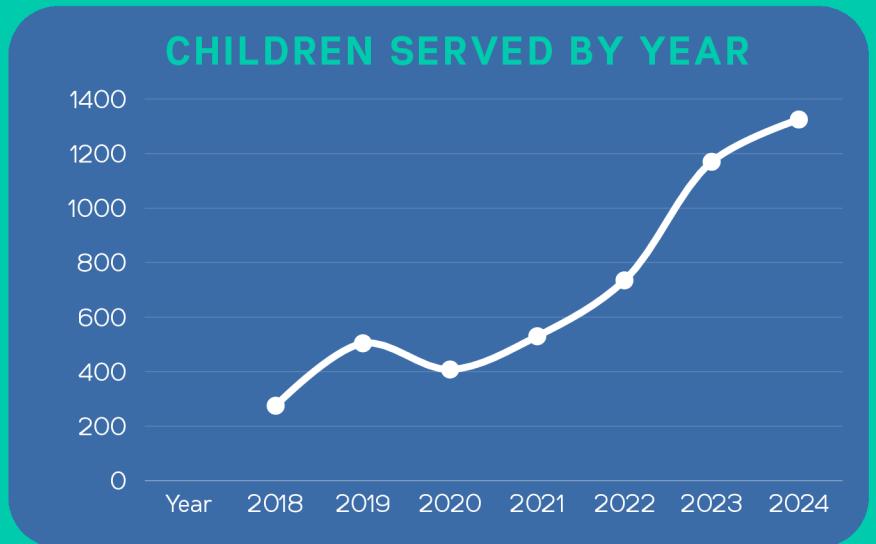
MEASURED IMPACT ON ST. LOUIS AREA FOSTER FAMILIES



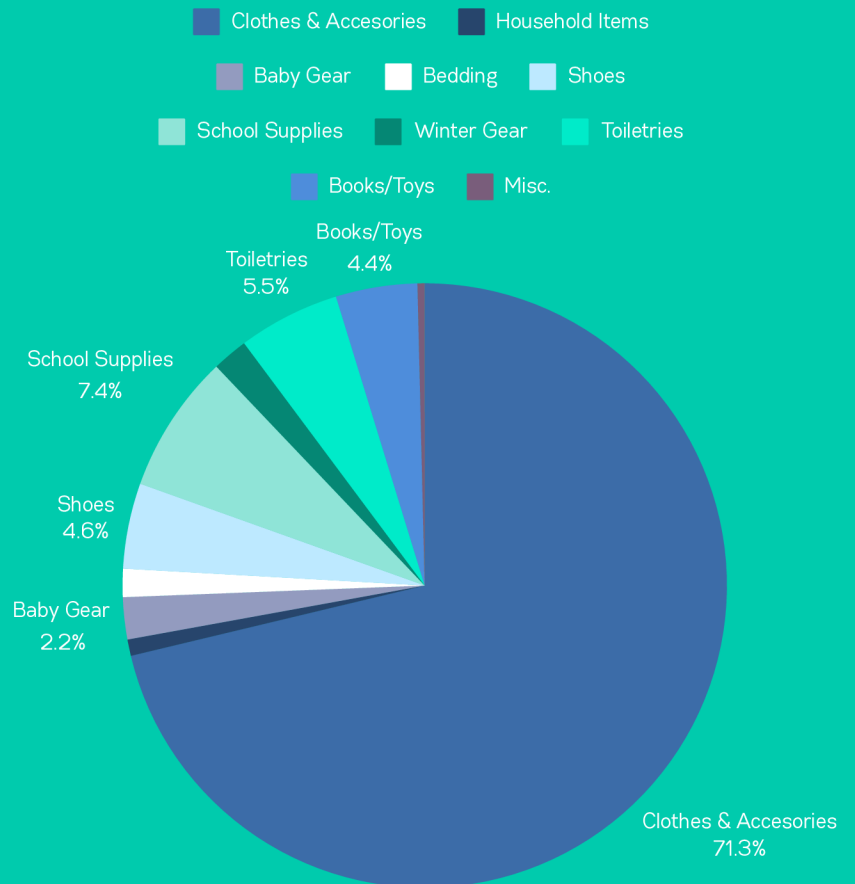
January 2025

FOSTER TOGETHER BY THE NUMBERS 2024

OVERVIEW

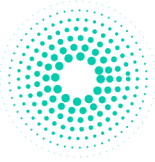


BOUTIQUE ITEMS GIVEN FOR 2024



2024 FUNDING SOURCES





ABOUT FOSTER TOGETHER

Foster Together is a 501c3 non-profit based out of St. Louis, created to provide free resources to families impacted by foster care in St. Louis and its surrounding communities. From clothing and shoes, to new car seats and beds, Foster Together helps children in foster care, children reunifying with biological families, and adopted children within the first year of adoption.

MISSION AND VISION

Foster Together's mission is to equip and support children and families impacted by foster care.

To that end, all services, development, staffing, and events are designed to specifically support that goal.

To ensure that we're supporting our mission, we'll review our past year's strengths and challenges, and look forward to future goals in 2025 and beyond.



"Foster Together is always there when I need them. They are the best." - Foster Mom Barbara A.





2024 BY THE NUMBERS - ITEMIZED

A Continual Pattern of Growth

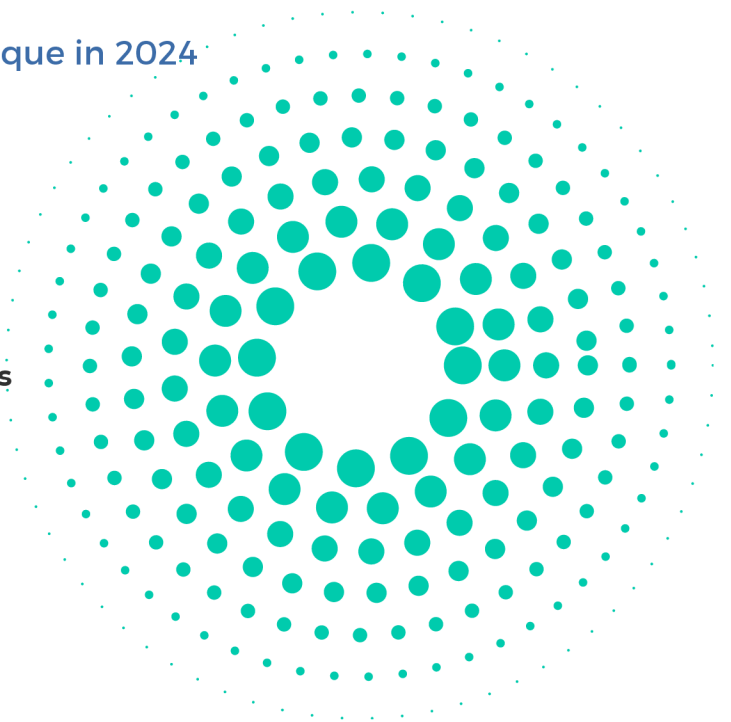
Since opening in 2018, Foster Together's annual growth has been undeniable. 2024 proved no exception with double digit growth in the number of children served and a 25% increase in the number of free deliveries to children placed with new foster families.

Children Served in 2024

- Number of Children Served - **1,325**
(Total Children served since opening in 2018 = **4,947**)
- Zip Codes Served - **91**
- Counties Served - **14**
- Volunteer Hours - **2500+**
- Number of children who received resources delivered free of charge - **186**

Highlighted Items Given Out at the Boutique in 2024

- Packs Diapers/Pullups - **532**
- Cans/Bottles of Formula - **228**
- Packs of Baby Wipes - **353**
- Teen/Adult Items - **3,629**
 - Socks - **805 Pairs**
 - Underwear - **166 Packs**
 - Clothing Teen/Adult Clothing - **2552 Pieces**
 - Bras - **171**
- Infant/Child Items - **21,587**
 - Socks - **4,252 Pairs**
 - Underwear - **427 Packs**
 - Clothing Infant/Child - **17,736 Pieces**
- Baby Gear & Accessories - **478**
- Laundry Detergent - **171**
- Sippy Cups & Bottles - **355**
- Water Bottles - **154**



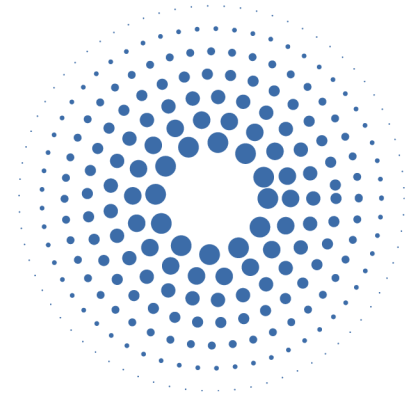
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Items Given Out at the Boutique in 2024 (Continued)

- Bed in a Bag (in Boutique) - **81**
- Blankets - **346**
- Sheets (in Boutique) - **131**
- Duffle Bag Kits - **150**
- School Supplies - **2,754 Items**
- Winter Items - **629 Total Items**
- Pairs of Shoes - **1,697 Pairs**
 - **239 Adult** (146 Athletic)
 - **999 Child** (313 Athletic)
- Toiletry Items - **2,133**
- Toys - **989**
- Books - **627**

- Total items given out in boutique - **40,386**
- Value of goods given out in boutique: **\$143,331.37**



Specialized Foster Together Programs



Safe Seats - New Car Seats Provided - 122

- \$14,849.35 spent
- Avg Per Seat = \$121.72



Safe Slumber - Requests Fulfilled For New Bed Frames/Mattresses - 70

- Most included: bedding sets, pillows and mattress protectors
- \$12,387.33 spent
- Avg Per Request = \$176.96

VALUE OF ALL ITEMS GIVEN TO CHILDREN IN 2024
(CAR SEATS, BEDS, & BOUTIQUE ITEMS) -
\$170,568.05



FOSTER TOGETHER EVENTS

Events have become a significant way for Foster Together to make an impact, benefiting children in foster care while also strengthening and supporting the foster community in the St. Louis area.



Growing the foster community is invaluable as it allows more children to find stable care during impossibly unstable times. Supporting foster families on this journey is crucial to this goal.



Foster Together Events

ANNUAL BACK TO SCHOOL EVENT

Gives school supplies to children in foster care.

81 Children Served

EXPLORE FOSTERING

Teaches adults who are interested in becoming foster parents how to get started.

23 Adults Served

SHOW ME HEALTHY KIDS

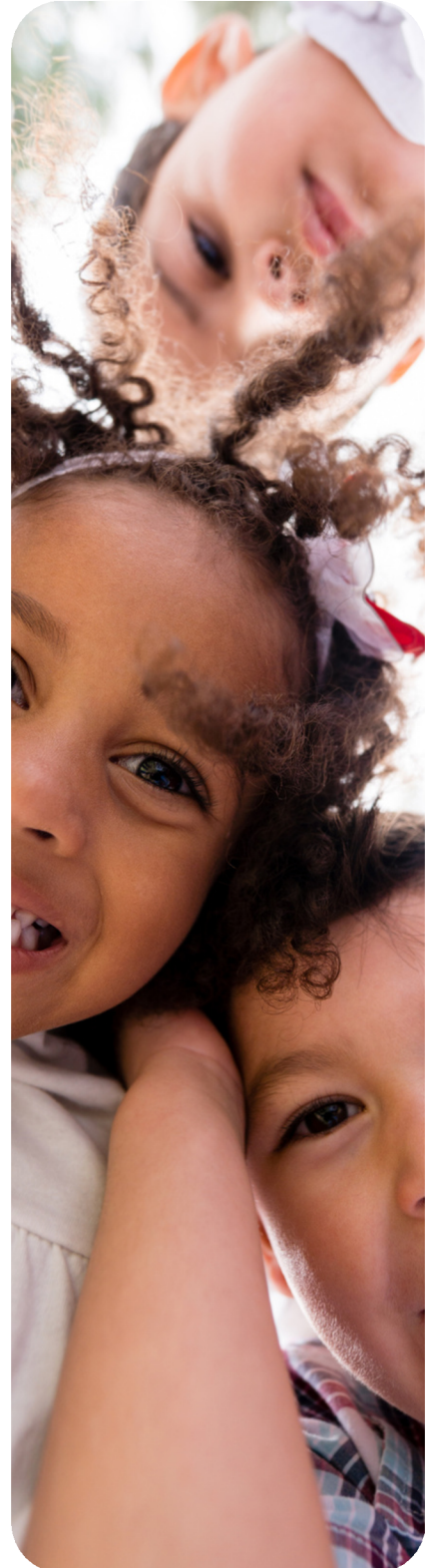
Helps foster families navigate healthcare and available resources.

14 Adults Served

SUPPORT SHOWCASE

Empowers and supports the foster care journey

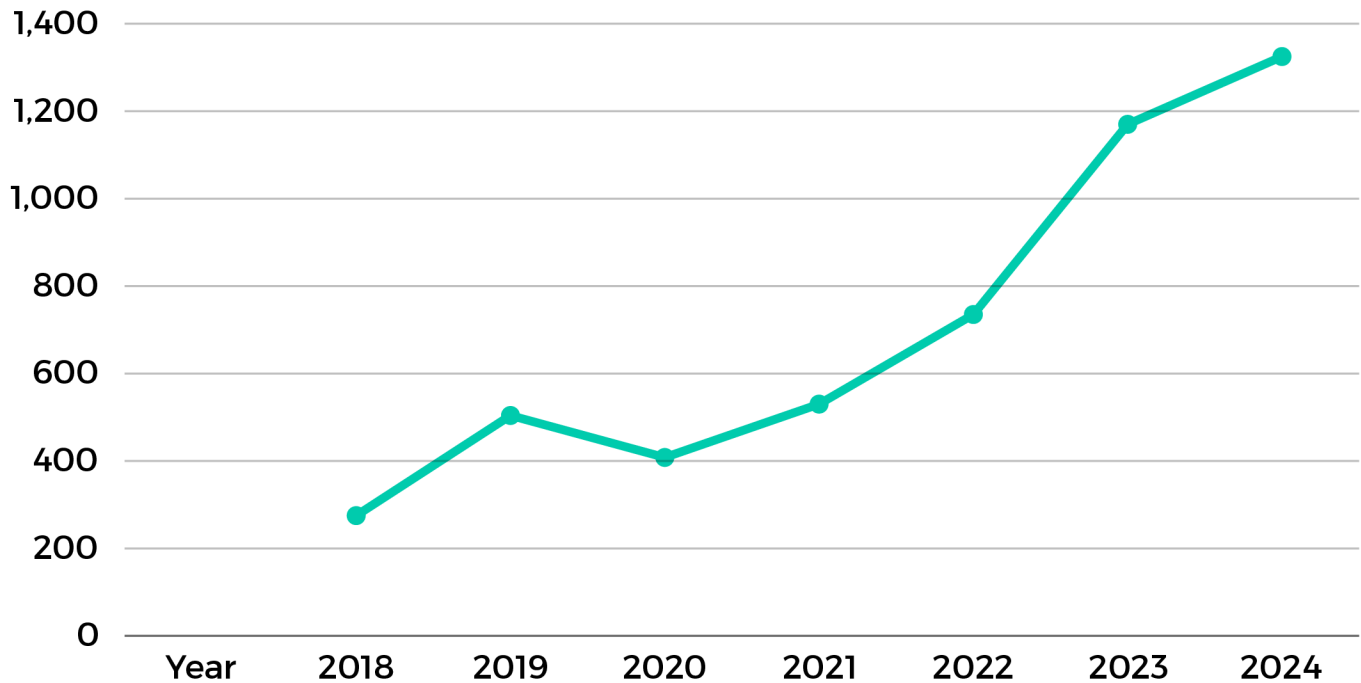
39 Adults Served + 8 Vendors





CHILDREN SERVED BY YEAR

Especially in the last 3 years, Foster Together has seen yearly transformative growth, minus a slight dip during 2020 owing to the pandemic. The total number of children in St. Louis area foster care served by Foster Together since opening in 2018 is **4,947**.



Being able to say YES to requests for clothes, car seats, beds, and more, empowers foster families to say YES more often to opening their homes to new children.



“Foster together has been so wonderful! Always caring and helpful. They truly go above and beyond. Thank you for helping fill the needs of foster families and walking with us through the journey ❤️”

- Foster Mom Candace T.





FUNDRAISING INITIATIVES

As a non-profit, Foster Together is constantly striving to grow its revenue streams through donor programs, fundraising events, community partnerships, and grant writing.

Circle of Hope



In November 2024, Foster Together kicked off a campaign to build our Circle of Hope - a monthly donor initiative to secure ongoing, reliable donations. That campaign added an additional nine new monthly donors for an extra \$495/month to Foster Together's revenue. Those monthly donors added to our existing ongoing donations gives Foster Together a foundation of \$16,320/year we can count on as we fund existing programs and build new ones. We will continue to develop this program further in 2025 to give even more stability to our operations.

Fundraising



Foster Together's largest annual fundraiser continues to be Rock of Ages, a musical bingo event that brings in funds from attendee ticket sales, corporate sponsorships, and silent auction items. 2024 saw the largest amount raised yet, almost \$31,000 from 350 attendees. 2025's event is scheduled for March 8, with the anticipation of raising an even larger amount from increased seating capacity and sponsorships.

Community Partnerships



Foster Together continues to grow exponentially through community partnerships. 12 large organizational partnerships brought in **\$69,969** in funds donated to our programs.

An additional 58 small business and individual partnerships added to Foster Together's resources through in-kind donations, donation drop-off locations, collection drives, and more.

Grants

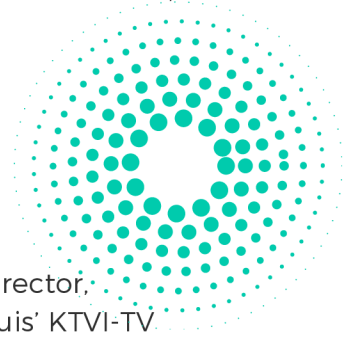


Foster Together has been incredibly blessed to have received over **\$60,750** in funds from grant applications that were awarded for 2024. This amount has increased an astonishing 1600% from the first year Foster Together received a grant in 2019. Identifying new grant opportunities and maintaining already identified sources will continue to be a mainstay for Foster Together's funding.



PR & SOCIAL MEDIA IMPACT & AWARENESS

Foster Together’s active and thriving brand awareness through PR and social media presence are a big part of helping spread the word about who we are and what we do. In 2024, we had huge mass media exposure locally through awards given to our organization’s team, in addition to record breaking numbers for Meta reach, visits, and follows. With the introduction of our TikTok channel, we saw huge impact not just in engagement, but in direct donations, opening a new audience and revenue stream for us.



2024 PR HIGHLIGHTS AND SUCCESSES



2024 saw Foster Together’s Executive Director, Laura Storm named the winner of St Louis’ KTVI-TV Fox 2’s **Remarkable Women!** This gave Foster Together massive exposure through both Fox 2’s TV channel, as well as its social media, and lent immense credibility to the work being done through Foster Together.

Foster Together was also chosen as St. Louis City SC’s Exceptional Neighbor, giving the organization incredible exposure both at the game and through STLSC’s social media channels.

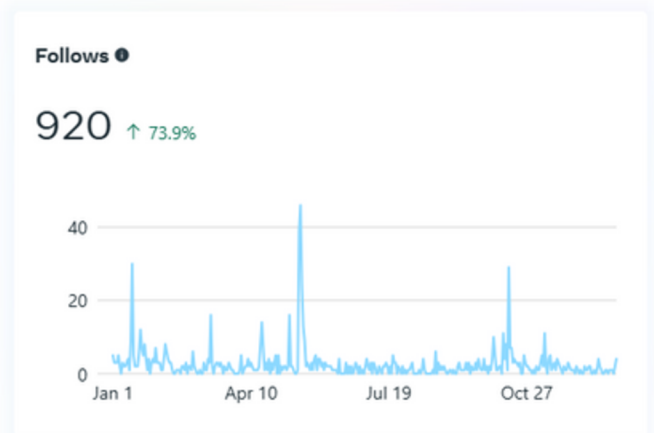
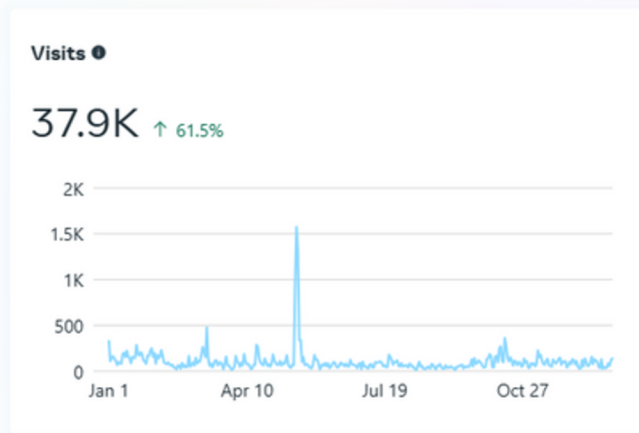
In addition to both these honors, Foster Together board member, Tyler Mazdra, was named a **2024 Angels In Adoption Honoree**, allowing him the opportunity to travel to Washington D.C. to receive his award as well as connect with difference-makers from around the country. He met and talked with Congressman Jason Smith and many others about the challenges facing foster and adoptive parents and the importance of the legislation impacting them. Tyler’s personal commitment to foster and adoptive care gave him a chance to spotlight Foster Together on a national stage.





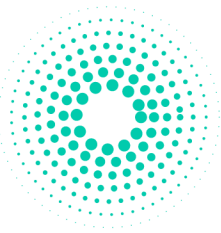
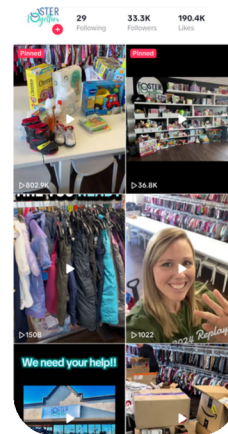
2024 SOCIAL MEDIA HIGHLIGHTS & SUCCESSES

f @ Meta (Facebook & Instagram) Results



🎵 2024 TikTok Results

- 33.3K** Followers
- 1.2M** Viewers
- 190K** Likes





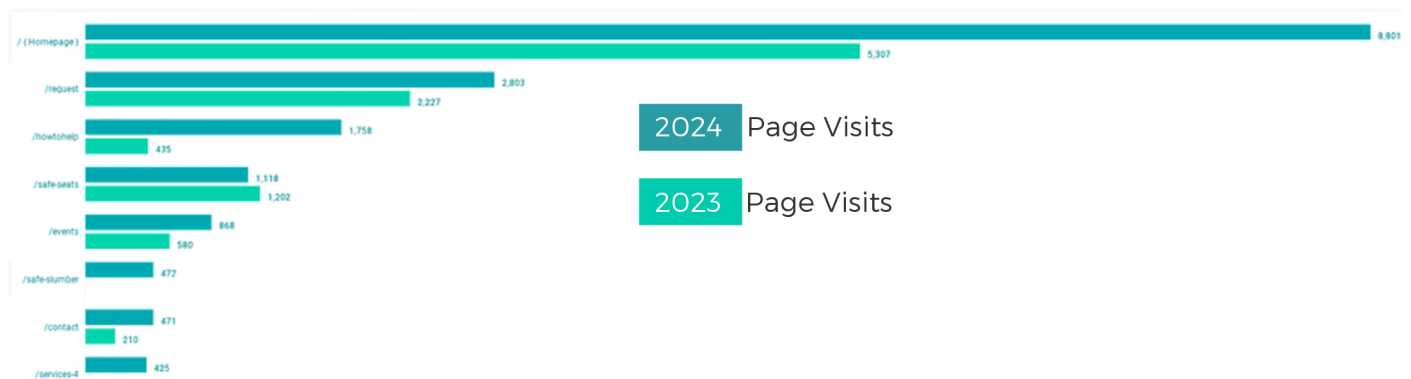
GOOGLE BUSINESS PROFILE/WEBSITE

Having a robust online presence is crucial to being able to connect with families looking for resources for children in foster care. We see most people discovering us through Google searches, where the majority of the traffic comes from

searching “foster” from their mobile device. 4th quarter saw an almost 30% increase in GBP interactions of 1,142. **Our website has seen a dramatic 98% increase in site traffic from 2023 to 2024 - to almost 30,000 site visits in 2024.**

Top www.foster-together.org Page Views 2023 vs 2024

Page Visits



Social media and our online presence connect us to audiences, easily allowing multi-channel, two-way communication to build awareness and spur action.





2025 GOALS & LOOKING FORWARD

Foster Together has sustained incredible growth since its inception in 2018 thanks largely to impeccable leadership, focused vision, and passionate, active volunteers.

Under the leadership of executive director, Laura Storm, Foster Together plans to continue achieving monumental growth for 2025 by adding more emphasis on donor relations, developing a Young Professionals board, creating a Friends In Fostering mentorship program, and adding an additional fundraising event.

We will continue to strive for excellence in all programs we offer, recruiting and empowering dedicated volunteers, growing new community partners, and reaching foster families who don't yet know about Foster Together's resources available to them. We will live out our mission to support St. Louis area foster families - fostering hope, fostering love, and building community as we Foster Together.



So often we reach out for help our cries land on deaf ears. It was a shock and a surprise to find a package on my doorstep when I came home today. It was filled with all kind of awesome Treasures that I had asked for. It's so expensive to have a baby and the things that you come out of pocket...Thank you just does not seem like enough. I am humbled by your graciousness. And on top of all of that it was delivered! Thank you so much. - Foster Mom Erika G.





CONTACT US

If you would like more information about Foster Together, we invite you to contact us at info@foster-together.org, www.foster-together.org, or call/text us at **314.789.3340**.

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Executive Director



EMILY STELZER
Director of Operations



REBECCA KADLEZ
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