



PAYROLL DEDUCTION TOOLKIT



Dave Thomas
Foundation
for Adoption[®]

Forever Families for Children in Foster Care

Lilliana, adopted at age 6

“After the failed adoptive placement in a two-parent home, I realized that I had a connection and love for Kyleigh. I decided to lay down my fear and moved forward with adoption.”

—Brittany, mom

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Kyleigh, adopted at age 14

Employer Information



More than **100,000 children** are waiting to be adopted from foster care in the United States.

These children were placed in foster care after enduring abuse, neglect, parental drug use or other issues, and many have experienced countless layers of trauma, grief and loss in their lives.

A national, nonprofit public charity, the Dave Thomas Foundation for Adoption is dedicated to dramatically increasing the number of adoptions of children waiting in North America’s foster care systems. Through its Wendy’s Wonderful Kids® program, the Foundation supports the hiring of adoption professionals, known as recruiters, who serve the longest-waiting children in care, including teenagers, children with special needs and siblings. A five-year, national evaluation revealed that children referred to the program are **up to 3x more likely to be adopted**.

When you invite your organization to support the Foundation through a workplace giving campaign, you give your employees an opportunity to do good and help create a strong workplace culture with a profound sense of community. Additionally, consumers are more likely to purchase products and services from organizations that have a commitment to corporate social responsibility.

Your partnership with the Foundation will help shine a light on the urgent need for foster care adoption and expand the reach of our life-changing programs, including Wendy’s Wonderful Kids, Adoption-Friendly Workplace and National Adoption Day.

In this toolkit, you will find tactics to launch a successful workplace giving campaign benefiting the Foundation. This includes:

CAMPAIGN LIAISON INSTRUCTIONS	PAYROLL DEDUCTION PLEDGE FORM	SAMPLE EMAILS	PROMOTIONAL CAMPAIGN POSTER	PAYROLL DEDUCTION SUBMISSION FORM
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Toolkit resources will prepare a member of your organization to lead the launch of a campaign and facilitate a payroll deduction program. When you host a workplace giving campaign benefiting the Foundation, you amplify our ability to find forever families for even more children waiting in foster care.

THANK YOU FOR YOUR SUPPORT!

Campaign Liaison Instructions

Thank you for leading and coordinating a workplace giving campaign benefiting the **Dave Thomas Foundation for Adoption**. Funds raised through your campaign will help advance the Foundation's mission.

This document outlines important steps and guidance for you to manage your campaign. Our goal is to make hosting the campaign as seamless as possible. If you have any questions, your Foundation contact is happy to help.

1 Preparation

- Appoint a person or a committee from within your organization to lead this campaign. This can be a team member from areas, such as Corporate Social Responsibility (CSR) / Environmental Social Governance (ESG) and Human Resources (HR), or a community engagement committee.
- Set your campaign dates.
- Establish participation and fundraising goals. For example:
 - ◇ We want 75% employee participation, even if the donation is just \$1 per pay or per week.
 - ◇ We want to raise \$xx,xxx each year through employee giving.
- Consider offering a match during your campaign's kickoff. For example:
 - ◇ If our organization raises \$x,xxx per pay period, we will match your gift.
- Plan an employee event during the campaign's kickoff to learn about the Foundation.
 - ◇ Communicate the timeline with your staff so they can plan accordingly.
- Consider implementing incentives and games for participation through raffles, trivia, daily prizes, etc. For example:
 - ◇ The shift and/or team with the most participation can win a gift card, team lunch, bragging rights, company swag, wearing jeans for a month, etc.

2 Kickoff

- Host a kickoff event to share why supporting the Foundation's mission is important (events could take the form of a "lunch and learn," social gathering, virtual touch base, etc.). Encourage senior leadership to be active participants in this campaign.
- Share the fundraising goals with your staff.
- Post fliers in breakrooms, bathrooms, in employee newsletters or on the company Intranet ... anywhere that would give your employees visibility to the campaign.
- Distribute fliers and donation forms.
- Share email reminders with staff.
- Communicate campaign progress every few days.
- Invite all employees to participate.
- Acknowledge and thank the staff who help manage this campaign.

Campaign Liaison Instructions

3 Wrap Up

- Collect registration forms and submit deduction information to your HR/payroll processing department.
- Record expected annual results.
- Send campaign results and copies of registration forms to your campaign contact at the Foundation for awareness. While your organization will process payroll deduction gifts directly, sharing your documents helps the Foundation's reporting. If you do not know who your campaign contact is, please reach out to: **Ashley Meruani**, Development Associate Director, Annual Giving, at ashley.meruani@davethomasfoundation.org.
- Celebrate the results and thank the staff for participating.
- Meet or talk with your campaign contact from the Foundation to discuss results and lessons learned.
- Set campaign and kickoff dates for next year!

4 Best Practices

- Run campaigns for no longer than two weeks. Keeping the campaign short is easier for your campaign liaison to manage and helps keep employees' attention.
- Invite employees to participate annually to maintain engagement. This allows staff to:
 - ◇ Receive annual updates.
 - ◇ Adjust their donations.
 - ◇ Join in to help if not already contributing or new to the organization.
- Use the resources provided in this toolkit to support communications.
- Have all the details needed for tax purposes. The Foundation is a 501(c)(3) and donations are tax deductible. Be sure to use the Foundation's EIN number #31 - 1356151.
- Remind employees that all donations raised through payroll deduction support the Foundation's mission and are considered unrestricted dollars.



Payroll Deduction Pledge Form

Support the Dave Thomas Foundation for Adoption Through Payroll Deduction

Pledge Form

(To be turned in to your campaign liaison or HR department)

Your donation is critical to help the Foundation find forever families for more children waiting to be adopted from foster care. Thank you for making a life-changing impact today.

CONTACT INFORMATION

**Indicates required fields*

NAME* _____
First Last

EMPLOYER _____ JOB TITLE _____

HOME ADDRESS* _____
Street City State ZIP

EMAIL* _____ PHONE* _____

I prefer NOT to receive regular communication from the Foundation.

GIVING OPTIONS

RECURRING PAYROLL DEDUCTION
I would like to give the following amount per pay period: \$5 \$10 \$15 \$25 \$ _____
Other

ONE-TIME PAYROLL DEDUCTION
I would like to give a one-time donation out of my next pay period: \$20 \$40 \$50 \$100 \$ _____
Other

ONE-TIME DONATION
I prefer not to contribute through payroll deduction, but would like to give a one-time donation today. Please include cash or check payable to the Dave Thomas Foundation for Adoption. # _____
Check \$ _____
Cash

SIGNATURE (required): _____ DATE: _____

LEARN MORE

davethomasfoundation.org/payrolldeduction



Dave Thomas
Foundation
for Adoption®

Forever Families for Children in Foster Care

(RETURN COMPLETED FORM TO CAMPAIGN LIAISON)

Payroll Deduction Communications

The following sample emails and promotional materials will provide your campaign liaison with messaging to encourage participation in payroll deduction. These emails and the campaign poster should be distributed from the campaign liaison or committee to their fellow employees.

SAMPLE EMAIL 1: INVITATION TO PARTICIPATE

Dear [Name of Employee],

At [Name of Organization], we are proud supporters of the **Dave Thomas Foundation for Adoption**, a national, nonprofit public charity dedicated to **dramatically increasing the number of adoptions of children waiting in North America's foster care systems.**

As part of the [Name of Organization] family, we invite you to help advance the Foundation's mission by donating a portion of your paycheck via payroll deduction. Every gift makes a lifetime of impact for children lingering in foster care.

Children like Dalton and Dawson, who spent more than three years in foster care afraid of being separated. Thankfully, the brothers were adopted by Robbin and Steven with help from the Foundation's supporters.

With your generosity, the Foundation can continue expanding its national awareness campaigns and programs, promote free resources, such as a step-by-step guide to adoption, advocate for adoption and foster care benefits in the workplace and more. Even setting up a deduction of \$5 per paycheck can change a child's life.

On behalf of the Foundation and the children and families they serve, thank you for your support.

Sincerely,
[Sender's name, position title]

Payroll Deduction Communications

SAMPLE EMAIL 2: INVITATION TO PARTICIPATE

Dear [Name of Employee],

At [Name of Organization], we are proud supporters of the **Dave Thomas Foundation for Adoption, and we encourage you to consider donating through payroll deduction.** Your contribution will support the Foundation's commitment to finding forever families for children waiting in foster care.

Children like Conner, who spent nearly half of his young life in care. "I didn't think I could have a family," he shared.

Thankfully, Conner was adopted by James and Jayme through the Foundation's Wendy's Wonderful Kids® program, which serves children who have been waiting in foster care the longest. A five-year, national evaluation of the program revealed that children referred to Wendy's Wonderful Kids are **up to 3x more likely to be adopted.**

You can help the Foundation continue to make an impact that strengthens families and communities for generations to come. Even setting up a deduction of \$5 per paycheck can make a lifetime of impact.

We invite you to sign up for automatic payroll deduction benefiting the Foundation today. On behalf of children still waiting in foster care, thank you for helping to make their dream of having a loving, permanent family come true.

Sincerely,
[Sender's name, position title]

Payroll Deduction Communications

SAMPLE EMAIL 3: THANK YOU FOR PARTICIPATING

Dear [Name of Employee],

Thank you for your generous support of the Dave Thomas Foundation for Adoption's mission and for sharing the organization's belief that every child needs a safe, loving and permanent family.

Right now, more than 100,000 children are waiting to be adopted from foster care in the United States. Their young lives have been filled with fear and instability. But, with the support of generous donors like you, the Foundation is working every day to find forever families for children who have been waiting in foster care the longest.

Like siblings **Isaiah, Jordan and Sophia**, who lingered in care for years, often separated from one another.

Thankfully, they were adopted by Shane and Adrian through the Foundation's Wendy's Wonderful Kids® program, which serves children waiting in foster care who are too often overlooked. That includes teenagers, children with special needs and siblings.

So far, [Name of Organization] has [# of employees giving at organization] signed up for payroll deduction benefiting the Foundation. **Our goal is to raise [\$ amount projected for the year through payroll deductions].** With support from employees like you, we are making a life-changing impact for children in our community in partnership with the Foundation.

On behalf of [Name of Organization], thank you for your generosity. Together, we can make sure that every child has the love and support of a permanent family.

All my gratitude,
[Sender's name, position title]

Payroll Deduction Communications

PROMOTIONAL CAMPAIGN POSTER

**EXCITING
NEWS!**



We have launched a workplace giving initiative to benefit:



Dave Thomas
Foundation
for Adoption®

WORKPLACE GIVING CAMPAIGN TIMING:

Right now, more than 100,000 children are waiting to be adopted from foster care in the United States. The Dave Thomas Foundation for Adoption is a national, nonprofit public charity with a deep belief that every child needs a permanent home and a loving family. Through its Wendy's Wonderful Kids® program, the Foundation supports the hiring of adoption professionals, known as recruiters, who serve the longest-waiting children in foster care. A five-year, national evaluation revealed that children referred to the program are **up to 3x more likely to be adopted.**

Children like Niyah and Elias (pictured left), who were placed in foster care as infants. The siblings lingered in the system for more than three years and were almost separated. Thankfully, they were adopted by Kameca and Jamar, with help from the Foundation's generous supporters.

Can we count on you to join our workplace giving initiative and help the Foundation serve more children who are too often overlooked?



Every dollar counts ... even a contribution of \$5 per paycheck could **change a child's life.**

Scan the QR code to complete the payroll deduction pledge form.

For more information about this year's campaign, please contact:

Payroll Deduction Submission Form

Finding forever families for children in foster care ... because of you.

Thank you for supporting the Dave Thomas Foundation for Adoption's mission. The funds you raise are critical to the continued expansion of our programs, including Wendy's Wonderful Kids®, which serves children who have been waiting in foster care the longest.

Together, we can achieve Dave Thomas' vision that every child will have a permanent home and a loving family.

Please send questions and/or supporting documentation via email, if applicable.

Contact

Jackie Moats
614-977-0026
jackie.moats@davethomasfoundation.org



**Dave Thomas
Foundation
for Adoption®**

If you would like to make a payment via ACH, please visit www.davethomasfoundation.org/payrolldeductionfunds

Payroll Deduction Funds Submission Form

Total raised \$

Location

Company name

Payments contact

Email

Phone **Fax**

Company address

City / State / Zip

Pay period dates

Number of payroll participants

Please email a copy of payroll donors and amounts with remitted funds to Jackie Moats at jackie.moats@davethomasfoundation.org. If mailing form, please attach the copy.

Please enclose a copy of this form with your check or money order and **mail to:**

Dave Thomas Foundation for Adoption
4900 Tuttle Crossing Blvd.
Dublin, OH 43016

The Dave Thomas Foundation for Adoption is a 501(c)3—EIN # 31-1356151— all donations are tax-deductible to the extent allowed by law. Donations raised through payroll deductions are post-tax contributions and are considered unrestricted dollars that support the Foundation's mission.



I moved a bunch. I really didn't want to move that much.
I didn't think I could have a family.



— Conner (center), adopted at age 12, with his family

About the Foundation

The Dave Thomas Foundation for Adoption is a national, nonprofit public charity dedicated to finding permanent homes for the longest-waiting children in North America's foster care systems. Created by Wendy's® founder Dave Thomas who was adopted, the Foundation implements evidence-based, results-driven national service programs, foster care adoption awareness campaigns and innovative grantmaking. To learn more, visit davethomasfoundation.org.



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