

# Bloom Where You Are Planted

## Blossoming to Recruit Foster & Adoptive Parents

Recruiting foster and adoptive parents is a challenge. How do you get the attention of potential foster/adoptive parents with limited time, resources, and budget?

In Region 2, you get their attention with cookies, a canvas, and a little creativity.

Renee Woodworth, Region 2 foster care specialist and Misty Sorchevich, Region 2 adoption champion, brainstormed before their latest recruitment effort. They wanted to come up with a fun way to engage families while sharing foster care and adoption information.

### This is how they did it.

"Our library does a cupcake & canvas monthly that has been very popular," said Woodworth. "And I had seen other events popping up all over the area with different versions such as wine and canvas or coffee and canvas to appeal to different groups."

With that inspiration, they came up with *Cookies & Canvas*, a foster care/adoption recruitment event. Families/kids would be invited for a free painting lesson, free dessert, and the opportunity to take home their masterpieces—all while hearing more about general foster care and adoption information. Woodworth and Sorchevich also scheduled the event in April to take advantage of other activities during Child Abuse Prevention Month.

"We chose the theme *Bloom where You Are Planted* to tie it in with our hopes that when we place a child in a foster or adoptive home that they thrive (bloom)," continued Woodworth.



### It worked.

Seven people attended and a total of 13 people reached out to DCS. For a small rural county, this is HUGE!

"I think the people who attended appreciated talking to us in a casual setting," said Adoption Champion, Misty Sorchevich. "They asked some great questions leading to good discussions on fostering and adopting."

In addition, this "blossomed" into media opportunities. Adams Radio Group, which covers Lake, Porter, LaPorte, Newton, Jasper, Knox, and Starke counties interviewed Woodworth for the *Cookies & Canvas* event. Right after it took place, they called back to arrange an in-depth interview on "outreach and informational opportunities regarding foster care/adoption in northwest Indiana."



(Left to right)

Front, sitting: Renee Woodworth, RFCS & Misty Sorchevich, Region 2 Adoption Champion  
Back, standing: Kim Parker, Ivyl Wallace, Erik Tannehill, Heather Tannehill, Kelly Greer, Michael Kornaus, Stephany Kornaus.

Not Pictured: Andrea Brown, Starke County Library staff (she instructed the painting).

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On April 28, Region 2 Regional Foster Care Supervisor, Karen Crabtree and Sorchevich gave the interview. And to thank News Anchor/Reporter, Brent Brown for his interest and support, they presented him with a painting from the *Cookies & Canvas* event. (Featured on left)

The interview will be promoted during the first or second week in May, but once it is edited, it will go up on their websites in the >Region News *Makers* section. Once posted, the specific story link will be made available in Monday Notes.

### Advice to other regions...

"It is worth it to try something fun and different!" says Woodworth. "However, make sure you get all your approvals for funding done in advance and make sure the store you use for supplies will honor the Authorization to Purchase before you go shopping! Or, get donations. Also, make sure they get the Communications Department involved in advance for those media releases!"

*Congratulations to Region 2, Renee Woodworth, and Misty Sorchevich for a successful recruiting event.*



Display of foster care and adoption information.



The artists at work!

