

OPEN A DOOR.
CHANGE A LIFE.

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CHANGE A LIFE.

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CHANGE A LIFE.



AJ



JENNA



JORGE



KAYLIE



KATE



KATHERINE RINGSMUTH

J445:
CREATIVE
CAMPAIGN
MESSAGING



SARAH VAN DER VAART



XINWEI

OPTICA CREATIVE

MEET THE AGENCY

8

THIS IS HOME.



UNDERSTANDING FOSTER CARE
ADMINISTRATION AND SUPPORT
IN SHEBOYGAN COUNTY.

INTRODUCTORY

In the mid-20th century, the U.S. government promoted foster care as an alternative to orphanages to care for children in need. In 1971, the **Wisconsin Foster Parent Association** (wfapa.org) supported foster care at the state level. Today, foster care plays an essential role in caring for children in need of a stable home environment. In Wisconsin, foster care is administered at the county level.



FROM POLICY TO PLACEMENT

In Sheboygan County, its Health and Human Services department administers the **Sheboygan County Foster Care (SCFC) program**, which recruits and supervises foster care and offers accessible resources for existing and potential poster parents. Most children placed in Sheboygan country are those who have been removed from their parents or primary caregivers. In order to find safe places for the children to live, Sheboygan Human Services staff connect potential foster families with children in need. Though the **primary goal** is ultimately **reunification**, foster care may result in guardianship or adoption by relatives or foster families.

Foster parents are licensed and trained to make sure the children stay connected to their communities. According to the Wisconsin Department of Children and Family, the licensed foster parents **receive a foster care payment to reimburse** for the care of a foster child, called the **Uniform Foster Care Rate**. Besides the support from the government, there are **non-profit organizations** such as **Kindred Heart Families, Inc.**, that provide essentials to children in foster care and reduce the financial burden of providing foster care.



“A NATION’S
STRENGTH LIES IN
THE WELL-BEING OF
ITS CHILDREN.”

RALPH WALDO EMERSON

THE FOSTER CARE INDUSTRY

EACH COUNTY APPROACHES OUTREACH AND EDUCATION SLIGHTLY DIFFERENTLY, BUT COMMON THEMES INCLUDE: RAISING AWARENESS OF THE ONGOING NEED FOR FOSTER HOMES, CLARIFYING THE TYPES OF FOSTER CARE AVAILABLE, AND MAKING THE ONBOARDING PROCESS APPROACHABLE.

DANE COUNTY (POPULATION: ~500,000)

Dane County provides a highly informative and user-friendly online experience. Their website clearly explains:

- The urgent need for foster care in the community.
- Different types of foster care (e.g., short-term, long-term, respite).
- The importance of foster parents in creating stability for children.
- The tone emphasizes community responsibility and support, making the process feel meaningful rather than intimidating.

KENOSHA COUNTY (POPULATION: ~169,000)

Kenosha's foster care page offers a straightforward overview with easy access to:

- Licensing information
- Contact points for questions
- Basic eligibility expectations

However, the messaging is more procedural and less narrative-driven compared to Dane County. The emotional impact and storytelling elements are minimal, which could affect engagement.

POLK COUNTY (POPULATION: ~44,000)

Polk County highlights the personal connection between prospective foster parents and social workers. Their site emphasizes:

- Direct human contact, inviting families to reach out to a real person.
- Required training and ongoing support.
- The tone is warm and relational, which may feel less overwhelming for first-time families, but provides less depth on types of foster care roles.

WAUKESHA COUNTY (POPULATION: ~408,000)

Waukesha County has a clear and direct explanation of how to become a foster parent.

Outlines key requirements such as:

- Background checks
- Financial stability
- Home safety and an appropriate bedroom space
- Participation in required training

SHEBOYGAN COUNTY (POPULATION: ~118,000)

Sheboygan County's foster care information is supportive and welcoming, but lacks some of the clarity and motivational elements seen in Dane and Waukesha Counties.

Specifically, Sheboygan could strengthen its messaging by:

- More clearly communicating the current need for foster parents.
- Highlighting different types of foster care roles to help families self-identify where they fit.
- Offering a more streamlined onboarding pathway with clear next steps and visible calls to action.

THERE ARE

ONLY

23

FOSTER

FAMILIES

IN **ALL** OF SHEBOYGAN COUNTY.

HUMANITY IS THEIR STRATEGY

SHEBOYGAN COUNTY FOSTER CARE:
BRAND ANALYSIS

HUMANITY LEADS
AT SCFC.

MISSION OVER MARGIN

ORGANIZATIONAL IDENTITY &
CORE MISSION

Sheboygan County Foster Care (SCFC) stands as the heart of child protection within Sheboygan County's Division of Children and Family Services. Led by Director Becky Zach and her dedicated team. SCFC manages investigations of "abuse and neglect, licensing, and placements of children" who are facing emotional, behavioral, and medical challenges across Sheboygan County in eastern Wisconsin. Currently, only 23 foster families serve the county, making recruitment and retention absolutely critical. Despite these heavy constraints, the agency's core mission remains steadfast: ensure safety, create stability, and instill hope — keeping Sheboygan children connected to their local school systems, their families, as well as their communities throughout the entire placement process.

Unlike private, for-profit agencies, SCFC emphasizes purpose and integrity first rather than profits. Even though SCFC operates under significant restrictions — including prohibitions on: fundraising; photos of children (taken and/or posted on social media); and new social media accounts (such as Instagram, TikTok, Twitter, etc.) — they continue to build trust through education and transparency. In addition, their message focuses on community responsibility and compassion, while combating the notion that foster care agencies are financially motivated; the concept of 'Support. Not Salary!' defines SCFC's brand message.

After speaking with the SCFC staff, our team believes their primary audiences are faith-driven, middle-class residents aged 35-65 — especially those who value family, service, and moral duty. These individuals — typically teachers, police officers, and current parents with their own children — respond well to authenticity and the promise of building strength within their own community. Despite SCFC's limited resources and the persistent social stigma surrounding foster care, SCFC's core identity remains powerful. Their 'brand' isn't built on marketing, but rather on humanity. Through empathy, honesty, and storytelling, SCFC works tirelessly to uphold its mission: to protect children, strengthen families, and rebuild communities.

SUPPORT NOT SALARY.



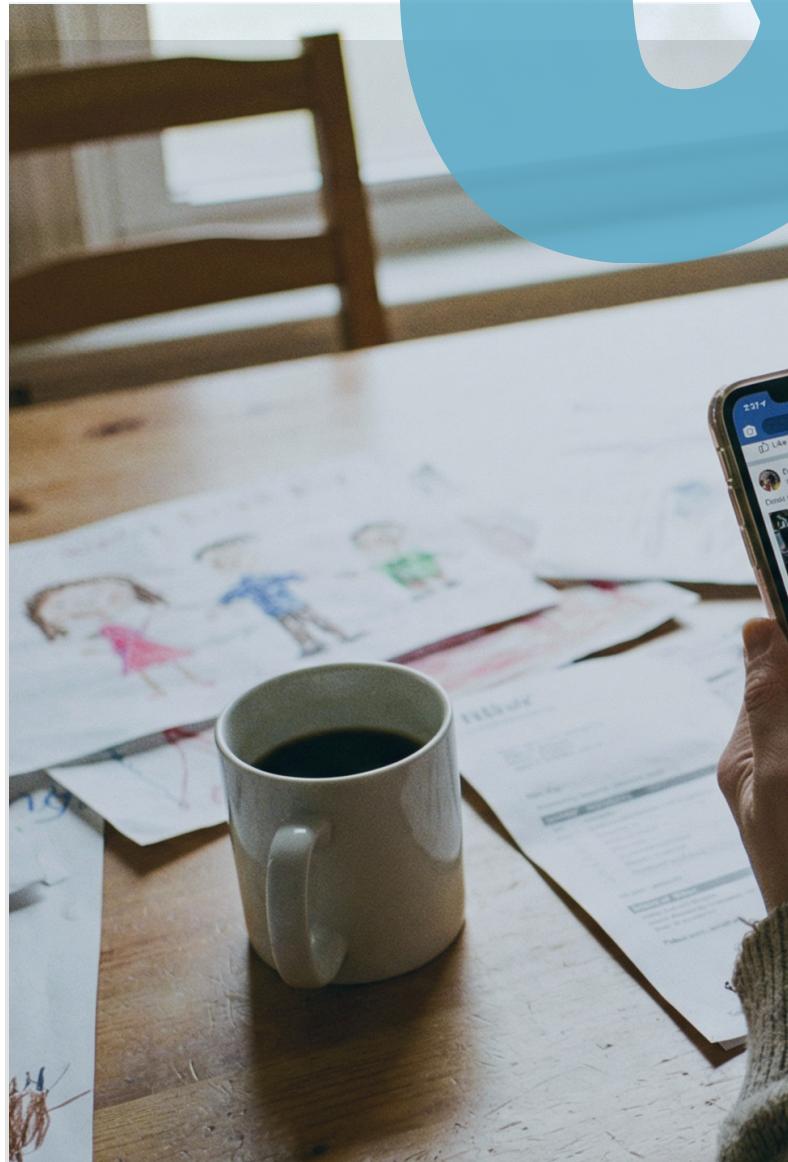
THE WHO?

AUDIENCE

The typical Sheboygan County foster families are often married and already raising children of their own. The average age is between 35-55; they are usually in a career such as healthcare and social services, which indicate that they are motivated by community duty rather than financial needs. As far as lifestyle goes, there seems to be a pattern of them coming from a stable household with a long-term commitment to fostering the children they adopt. Our demographic makes an annual salary of \$75,000 or above. These families that adopt children from Sheboygan County tend to be engaged with their communities, including suburban and rural communities.

SHEBOYGAN COUNTY FOSTER CARE:
ANALYSIS OF PROSPECTIVE FAMILIES

PRIMARY FOSTER FAMILY DEMOGRAPHIC



WHO WE CONNECT WITH.
HOW WE CONNECT WITH THEM.

ACCESS

THE HOW?

CURRENT MEDIA PRESENCE & BRAND EXPRESSION

SHEBOYGAN COUNTY FOSTER CARE: CURRENT MESSAGING STRATEGIES

Sheboygan County Foster Care has a limited publicity budget. They currently utilize Facebook posts, where they post about community events, info sessions, foster parent testimonies, employee highlights, and “tidbit Tuesdays,” which share facts about foster care. Colors used on their Facebook are inconsistent, as in they do not follow a specific branding aesthetic. Sheboygan County Foster Care also makes yard signs with bold white text on a blue background and the Sheboygan County emblem. Sheboygan County Foster Care is not allowed to share photos of foster children in their media, but they seem to utilize stock images of happy families with children. They also have some informational flyers featuring testimonials, benefits of becoming a foster parent, and ways people can help. Overall, Sheboygan County Foster Care has minimal media presence with most messaging centered around their need for foster parents.



MULTIPLE CHANNELS. MINIMAL REACH.

AN EVALUATION OF: OUTREACH METHODS, VISIBILITY & ENGAGEMENT GAPS.

Sheboygan County Foster Care currently uses a couple different outreach methods to promote becoming a foster care parent. They are currently active on Facebook, where their page has 169 followers as of 11/04/25. They use Facebook to promote information sessions where citizens of Sheboygan County can learn more about becoming a foster parent and share other events, such as their holiday gift drives and resources for current foster parents. Additionally, they have a segment called "Tidbit Tuesday" where they post more in-depth information about becoming a foster parent every Tuesday. Previous topics include information about government resources foster parents receive, the ongoing trainings that are required for foster parents, and general information about Child Protective Services as a whole. Tidbit Tuesdays also bust common myths about foster care, such as the myth that foster parents need to be married, or foster parents need to own a house. Engagement on Facebook is low, with each post garnering around five likes and minimal comments.

Signage posted around the city has been another prominent form of outreach for Sheboygan County Foster Care. Yard signs are

posted around the county, stating that foster parents are needed with a phone number to call at the bottom. There have also been a variety of flyers posted around the county and in various government buildings. These flyers synthesize key information about foster care including the benefits, testimonials and contact information.

Another current initiative of Sheboygan County Foster Care has been tabling at local community events. They will set up a table with handouts and promotional materials at farmers markets and church events. The table is staffed with a representative from the Sheboygan County Foster Care office, and they are available to answer any questions or address concerns in-person at these tabling events. These events occur during weekdays, so attendance and engagement is low. Overall, Sheboygan County Foster care has numerous outreach methods, but the lack of well-integrated campaigns has limited the number of foster care parents in their system.

The Sheboygan County Foster Care website has limited information, lacks substance and visuals, and does not provide a good overview of foster care.

OUTREACH METHODS, VISIBILITY & ENGAGEMENT GAPS.

SHEBOYGAN COUNTY FOSTER CARE:
CATEGORY CREATIVE ANALYSIS

FOSTER
PARENTS
NEEDED IN
SHEBOYGAN

920-555-0100
920-555-0100
920-555-0100
920-555-0100
920-555-0100
920-555-0100
920-555-0100
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920-555-0100

OUTREACH
WITHOUT
IMPACT.

OUTREACH METHODS DO NOT
HAVE TO BE BORING.

CLOSE A GAP.
OPEN A DOOR.



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TRENGTHS

- Strong local reputation and high community **trust**.
- Deep emotional connection with families and a **clear mission** focused on reunification.
- Consistent visibility at community events and **positive engagement** when content becomes personal.

Sheboygan County Foster Care has a strong foundation for authentic outreach.

Its **personable staff** and **emotional resonance** with families are powerful differentiators that larger competitors may not match. Community presence also builds **familiarity** and **trust**.

W

WEAKNESSES

- Build credibility through empathetic digital storytelling and real community stories.
- Expand presence to other digital platforms to reach younger and more diverse audiences.
- Strengthen partnerships with churches, schools, and neighborhood organizations to deepen local ties.
- Improve website UX and streamline the application process.
- Highlight a unique selling proposition such as keeping children in their home neighborhood.

There is a major **opportunity to modernize** Sheboygan Foster Care's digital identity. A **strategy of storytelling, and educational messaging** can help address misconceptions and differentiate SCFC from larger statewide competitors.



OPPORTUNITIES

- Reliance on Facebook – limited media presence across other digital platforms.

- Low brand visibility, with minimal organic conversation about fostering.
- Informational tone that limits engagement.
- Public misunderstanding of foster care and limited networks.
- Recruitment and retention challenges driven by regulatory burdens and barriers to entry.
- Use testimonials from current foster parents.
- Translate materials to reach more families.
- Simplify the onboarding journey.

Most weaknesses stem from a narrow communication strategy and outdated digital infrastructure. Limited storytelling and unclear value proposition reduce the likelihood that potential foster parents.

TREATS

- Stronger competition from more established rivals with larger budgets.
- Persistent negative public perceptions of foster care.
- Funding instability limits sustained marketing efforts.
- Competing volunteer opportunities that require lower commitment.
- External threats mostly relate to public skepticism toward the foster system and competition for attention. Without proactive recruitment and better digital communication, potential foster parents may choose alternative volunteer paths or opt out of fostering entirely.

ANALYSIS.

CLARIFIES INTERNAL CAPABILITIES &
EXTERNAL FACTORS

A FOUR PART
STRATEGIC PLANNING TOOL.

WHAT WE KNOW NOW

THE REAL BARRIERS, MOTIVATIONS,
AND OPPORTUNITIES IN SHEBOYGAN
COUNTY FOSTER CARE.

1. Foster parents in Sheboygan County are overwhelmingly **motivated** by **service, stability, and community values**, **NOT financial incentives**.
2. Current messaging is heavily informational but **lacks emotion, storytelling, and clarity** about the need for foster families.
3. There are **ONLY 23 licensed foster families in the entire county**, emphasizing the **urgency of recruitment**.
4. Sheboygan's **digital presence** is **extremely limited**. **Facebook** is their **only active platform**, and **engagement is low** unless content feels personal.
5. Many **residents hold misconceptions** about eligibility, the process, and what foster care truly entails.

THE STRONGEST POINT OF DIFFERENTIATION:

Sheboygan keeps kids in
their neighborhoods,
their schools,
and their communities.

KEY RESEARCH

REWARD

THE REWARD

Becoming a foster parent is deeply rewarding.

Families have the opportunity to support a child through critical moments of growth, stability, and transition—knowing their presence has a lasting impact on a child's life and future.

IMPACT

THE IMPACT

Beyond practical support, foster parents experience a strong sense of purpose and connection. They help children remain in their own schools, neighborhoods, and communities while serving as a trusted, stable adult during a critical time. In doing so, foster families strengthen not only a child's life, but the broader Sheboygan community as well.

SUPPORT

THE SUPPORT

Sheboygan County Foster Care provides clear, step-by-step guidance throughout the entire fostering process. Foster parents receive predictable monthly reimbursement, access to local resources and community partners, and ongoing support from knowledgeable staff—ensuring families feel confident, prepared, and never alone.

WHY

FAMILIES

SAY, YES.

INSIGHTS

BENEFITS

THE OPTICA CREATIVE



WHEN VALUES ALIGN, ACTION FOLLOWS.

TARGET AUDIENCE
& AUDIENCE RELEVANCE

The campaign targets adults ages 30-55 years-old with stable incomes around \$75,000 / year, and strong ties to the Sheboygan County community. Our audience often works in healthcare, education, or social services, has experience raising children and/or raising kids, and lives in stable housing. This group of people are often motivated by community service, family values/morals, and communal responsibility rather than financial incentives.

Our agency's creative approach is designed to resonate with the everyday and values-driven residents of Sheboygan County, many of whom are faith-centered and civically involved in the community. By focusing on messaging that emphasizes compassion, duty, and local impact...Sheboygan residents will recognize a natural alignment with their predisposed beliefs.

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OBJECTIVE ONE

INCREASE THE NUMBER OF LICENSED FOSTER HOMES ACROSS SHEBOYGAN COUNTY.

- DONE BY MOTIVATING SERVICE DRIVEN ADULTS WHO WILL BE ABLE TO SEE THE FOSTERING AS A SUPPORTIVE, ACHIEVABLE, AND MEANINGFUL COMMITMENT TO THE BETTERMENT OF A LOCAL CHILD'S LIFE.

1

2

OBJECTIVE TWO

EDUCATE ADULTS ON THE URGENT NEED FOR FOSTER HOMES WHILST CORRECTING PRECONCEIVED MISCONCEPTIONS ABOUT THE FOSTER CARE SYSTEM'S ELIGIBILITY, EXPECTATIONS, AND PROCESS.



Our campaign reframes foster care FROM a distant social issue, INTO a community-based action that is tangible for ordinary families to take on.

TWO PRIMARY OBJECTIVES

WHAT WE WANT THE AUDIENCE TO DO

RECOGNIZING YOUR ABILITY TO MAKE
A MEANINGFUL DIFFERENCE.

THE CREATIVE CAMPAIGN IS DESIGNED TO
MOVE THE TARGET AUDIENCE FROM:

AWARENESS → CONSIDERATION → ACTION

Specifically, we want **ALL ADULTS** in Sheboygan County to:

- **Recognize that an immediate need for foster families in their community does exist.**
- **See themselves as fully capable and very well-qualified to foster children in their home.**
- **Reach out to Sheboygan County Foster Care to express their interest.**
- **Begin the licensing process with confidence and ease, knowing community support exists...every. step. of. the. way.**

Our creative messaging campaign emphasizes how foster a child is **not some abstract idea, but rather a clear, guided process** — one that is **accessible through countless county support and limitless resources**.



A MISSION MADE POSSIBLE.

2

EMOTIONAL RESPONSE

HOW THE CREATIVE
SHOULD MAKE
THEM FEEL

The creative campaign is intended to evoke feelings of empathetic responsibility, NOT guilt or overwhelming societal pressures.

The target audience should feel:

- Emotionally connected to the children within their community.
- A sense of purpose and moral duty, rooted in local/faith-centered values.
- Reassured (NOT intimidated) by the systems fostering process.
- Empowered by the *big idea*: "Even one small action can have a lasting impact."

We DON'T want to OVERWHELM OUR TARGET AUDIENCE, we are simply INVITING them into A ROLE that FEELS ACHIEVABLE and MEANINGFUL.

3

BEHAVIORAL OUTCOME

WHAT THE CREATIVE
SHOULD PROMPT
THEM TO DO

Through STORYTELLING ELEMENTS, SYMBOLIC IMAGERY, and A DIRECT CALL TO ACTION, the creative campaign ENCOURAGES the TARGET AUDIENCE to:

1. REFLECT ON their ABILITY TO HELP those in their community.
2. Reconsider PRECONCEIVED NOTIONS & ASSUMPTIONS about foster care.
3. COMMIT to taking that FIRST STEP toward participation.

By showing the TRUE IMPACT of fostering a child — keeping kids IN their communities — the creative feels locally & personally relevant to the target audience. While the OVERARCHING GOAL ISN'T to receive IMMEDIATE COMMITMENT from EVERY VIEWER, we are AIMING FOR INTENTIONAL CONSIDERATION that is FOLLOWED BY ACTION — from those who are able.

SHEBOYGAN COUNTY FOSTER CARE AGENCY:
POSITIONING **SLOGAN**

**OPEN A
DOOR.
CHANGE A
LIFE.**

Sheboygan County Foster Care's is positioned as a community-first county program in which ordinary families can make extraordinary differences.

The main focus of Sheboygan's Foster Care agency is to provide local children with care, a sense of stability, and belonging — keeping kids in their own community circles, organizations, neighborhoods, and school even while in a foster home.

...FROM an abstract system bound by an impersonal process....INTO community-driven action deeply rooted in compassion, empathy, and commitment.

BRAND POSITIONING

KEY AUDIENCE THE IMPACT OF OPENING YOUR HOME TAKEAWAY

Opening up your home — even for a temporary period of time — has the power to change a child's life, opening up doors to unknown and undiscovered opportunities. IMPACT isn't isolated to PERMANENCE.

² BRAND PERSONALITY SHIFT

NEED-BASED TO COMMUNITY EMPOWERMENT

The agency's focus should shift from away from scarcity and need-based messaging and toward empowerment appeals — translating SCFC's urgent help into compassionate, action-based change.



HUMANIZING THE FOSTER SYSTEM ³ BRAND DISTINCTION

The creative campaign centers itself around one symbolic action: 'OPENING A DOOR' — a simple act that then extends far beyond its literal meaning. This conceptual phrase highlights how humanity and kindness can create a lasting impression on the person who "walked" through that door with ease.



OPEN A DOOR. CHANGE A LIFE.

THE CAMPAIGN'S
CORE

ELEMENTS
IFYING

THIS LINE CARRIES A
DOUBLE MEANING.

OPENING YOUR HOME....

OPENS:

1. opportunities (current & future)
2. a potential to grow
3. a future not defined by instability or displacement

1. The front door as a "recurring visual" & a symbolic motif.
2. Community- focused & personal **storytelling focus.**
3. Realistic imagery → emotionally grounded.
4. **Clear yet highly encouraging 'calls to action'.**
5. **A fluid and consistent emphasis on civil service, relational stability, and localized impact.**

2

APPEAL & STYLE YOUR IMPACT IS COMPOUNDING

This campaign uses an empathetic, call-to-action tone that uses inspiring and heartfelt language to appeal to the human experience. Rather than rely on urgent and fear provoking messaging, our campaign choose to invite the Sheboygan community to reflect on their capacity for extending compassion and care.

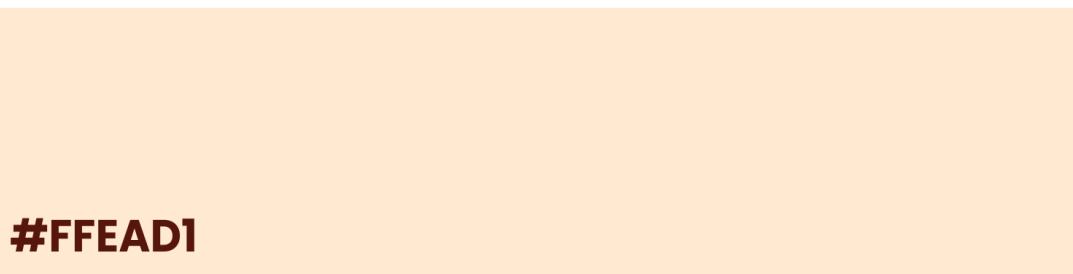
THE BIG IDEA

Fostering a child is **FAR** more than temporary care — it's **AFFECTION, LOVE, HOPE**. Your decision to foster...**CAN** and **WILL** change lives.

SELLING ³ THE RIPPLE EFFECT PREMISE

Fostering creates a ripple effect throughout the community — helping one child strengthen families, schools, and other broader institutions. Fostering a child in need is a deeply rewarding experience...many parents truly regret not acting sooner.

FOUNDATIONAL BRAND COLORS



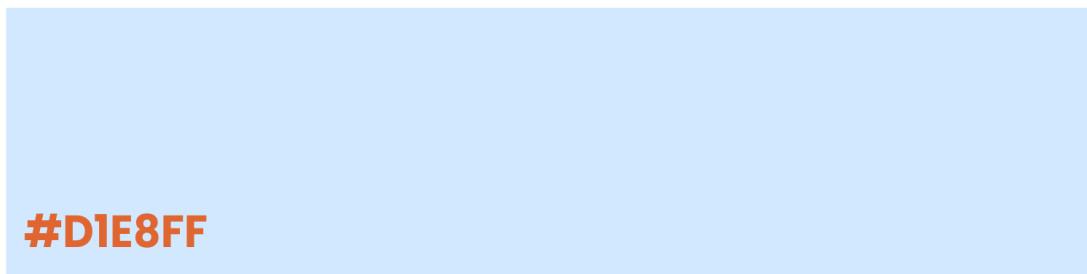
#FFEAD1



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SHEBOYGAN COUNTY'S FOSTER CARE AGENCY'S
NEWEST BRAND IDENTITY

OPEN A DOOR.

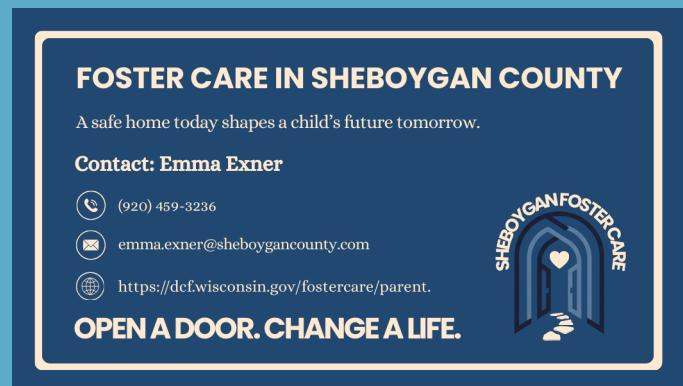
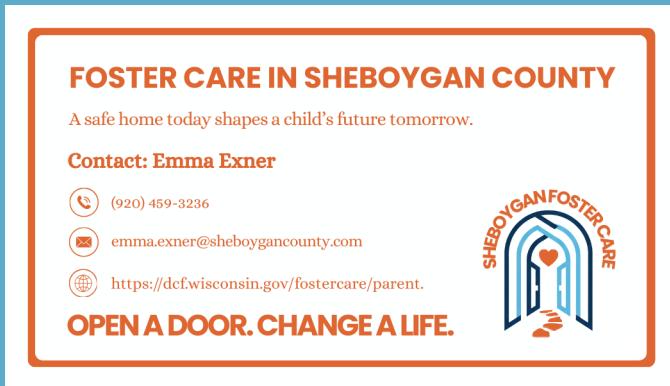
NEW LOGO

CHANGE A LIFE.



Open A Door. Change A Life.

OFFICIAL CONTACT CARDS

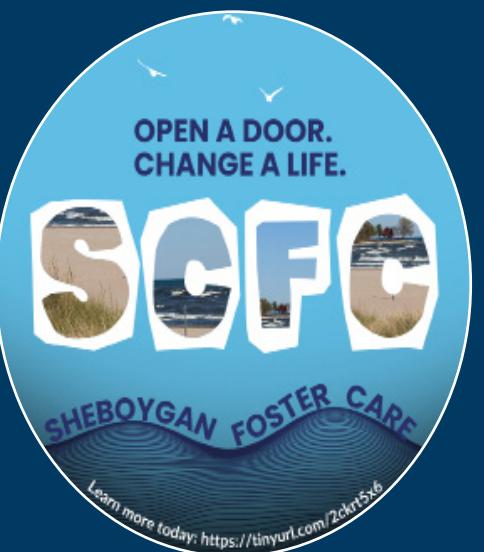


MOCKUP ONE



MOCKUP TWO

OFFICIAL STICKERS & BUTTONS



MOCKUP ONE



MOCKUP TWO

CREATIVE MESSAGING VIDEOS

MYTH-BUSTING



INFORMATIONAL



SCAN
↓
QR
CODES

EMPATHETIC



"ONE-PAGER"

FOSTER CARE 101: SHEBOYGAN COUNTY

WHAT IS FOSTER CARE?

Foster care is an opportunity for you to provide a temporary living arrangement for a child experiencing instability in their current living situation. The goal is to provide a **safe** and **nurturing** environment for the child while they work towards reunification with their biological parent(s). Foster children aren't "troubled", they are just experiencing conflict in their current situations.



WHY SHOULD I BECOME A FOSTER PARENT?

Becoming a foster parent is an **incredibly rewarding** experience, as you witness firsthand the growth of a child while knowing you are making a **positive difference** in their life. While being a foster parent, you will have direct access to local and state **resources** to support you and the child's journey. This includes a monthly stipend for groceries, an initial fund for clothing, and ongoing guidance from professional staff members.

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

Foster parents must be at least 21-years-old, complete a background check, and complete required trainings/licensing. You can view the full list of eligibility requirements on the Sheboygan County Foster Care website.

WHAT ARE THE NEXT STEPS?

You can take the first step toward becoming a foster parent **NOW!** Contact Foster Care Coordinator, Emma Exner, to get started and help a family.

EMAIL: emma.exner@sheboygancounty.com
WEBSITE: DCF.Wisconsin.gov/Fostercare/parent.
PHONE NUMBER: (902) 459-3236



"ONE-PAGER"

CUIDADO DE CRIANZA 101: SHEBOYGAN COUNTY

¿QUÉ ES EL CUIDADO DE CRIANZA

El cuidado de crianza es una oportunidad para brindar un hogar temporal a una niña, niño o joven que está viviendo una situación de inestabilidad en su hogar actual. El objetivo es ofrecer un entorno seguro y cariñoso mientras se trabaja hacia la reunificación con sus padres biológicos. Los niños en cuidado de crianza no son "problemáticos"; simplemente están atravesando momentos difíciles en su vida.

¿POR QUÉ SER PADRE O MADRE DE ACOGIDA?

Ser familia de acogida es una experiencia gratificante que le permite apoyar el crecimiento de un niño y marcar una diferencia positiva en su vida. Además, contará con recursos locales y estatales, apoyo económico y acompañamiento profesional continuo.

REQUISITOS

Los padres de acogida deben tener al menos 21 años, completar una verificación de antecedentes y cumplir con las capacitaciones y el proceso de licenciamiento requeridos. Puede consultar la lista completa de requisitos en el sitio web del Programa de Cuidado de Crianza del Condado de Sheboygan.

¿CUÁLES SON LOS PRÓXIMOS PASOS?

¡Puede dar el primer paso para convertirse en padre o madre de acogida **hoy mismo!** Comuníquese con la Coordinadora de Cuidado de Crianza, Emma Cimiglia, para comenzar.
EMAIL: emma.cimiglia@sheboygancounty.com
WEBSITE: dcf.wisconsin.gov/fostercare/parent.
PHONE NUMBER: (902) 459-3236



PAMPHLET #1

ADJUSTMENT TAKES TIME

Every child comes with their own history, strengths, and challenges. When they move into your home, it's common to feel a range of emotions. Building trust, setting new routines, and feeling secure may take time. Patience, empathy, and consistency go a long way.

YOU'LL BE PART OF A TEAM

Fostering is not something you do on your own. Foster parents work closely with:

- Case workers
- Therapists and counselors
- Teachers and school staff
- Birth parents (when applicable)

This team helps ensure the child receives the support, structure, and resources they need.



WHAT TO KNOW BEFORE FOSTERING A CHILD



Understanding the process of long-term foster care, including placement in a home that offers a child stability, availability, and the chance to grow and to support the home. Before you begin, here are some important things to know.

ROUTINES BRING STABILITY

Establishing routines in the home with your child can help them feel more secure and comfortable.

- Bedtimes
- Meal times
- Bath times
- Family responsibilities
- Daily responsibilities

This will help build structure and trust.

EXPECT A RANGE OF EMOTIONS

As children start to feel comfortable, they may experience a range of emotions—excitement, anxiety, sadness, fear, anger, or joy. This is a normal part of healing and adjustment. Foster parents are provided with training, tools, and support to help guide them through these feelings.

YOUR ROLE MAKES A DIFFERENCE

Whether a child eventually returns to their biological family, is adopted, or transitions to independent living, the care you provide during this time becomes part of their foundation. Long-term, the experience helps shape a child's story at a crucial point in their life.

BECOME A FOSTER PARENT TODAY!

- enrollment@sheboygancounty.com
- 1-800-472-5234
- <https://sheboygancounty.gov/child-care/1-800-472-5234>
- 1011 N 10th St, Sheboygan, WI

FRONT ONLY

PAMPHLET #1

LA ADAPTACIÓN LLEVA TIEMPO

Cada niño llega con su propia historia, fortalezas y retos. Al integrarse a tu hogar, es normal que haya un periodo de transición. Construir confianza, adaptarse a las rutinas y sentirse seguro puede tomar tiempo. La paciencia, la empatía y la constancia hacen una gran diferencia.

SERÁS PARTE DE UNA FAMILIA

Cuidar de un niño en crianza no es algo que hagas solo. Los padres de crianza trabajan en estrecha colaboración con:

- Trabajadores sociales
- Terapeutas o consejeros
- Maestros y personal escolar
- Familias biológicas (cuando sea apropiado)

Este equipo ayuda a asegurar que el niño reciba el apoyo, la estructura y los recursos que necesita.



LO QUE DEBES SABER

ANTES DE SER PADRE O MADRE DE CRIANZA



Elegir ser un padre o madre de crianza a largo plazo es una decisión significativa: brinda a un niño seguridad, estabilidad y la oportunidad de crecer en un hogar de apoyo. Antes de comenzar, aquí hay algunas cosas importantes que debes saber.

LAS RUTINAS BRINDAN ESTABILIDAD

La constancia ayuda a los niños a sentirse seguros. Ayudarás a establecer rutinas en:

- Tareas escolares
- Comidas
- Hora de dormir
- Expectativas familiares
- Responsabilidades diarias

Esto contribuye a generar estructura y confianza.

PREPÁRATE PARA UNA VARIEDAD DE EMOCIONES

Los niños pueden mostrar confusión, tristeza o alegría al adaptarse. Esto es normal. Los padres de crianza reciben apoyo y herramientas para guiarlos.

TU PAPEL MARCA LA DIFERENCIA

Ya sea que un niño eventualmente regrese con su familia biológica, sea adoptado o alcance la independencia, el cuidado que brindas durante este tiempo se convierte en parte de su base. Los padres de crianza a largo plazo ayudan a moldear la historia de un niño en un momento crucial de su vida.

¡SÉ UN HOGAR PARA UN NIÑO HOY!



emma.exner@sheboygancounty.



(920) 459-3236



<https://dcf.wisconsin.gov/foster-parent>



1011 N 8th St, Sheboygan WI

FRONT ONLY

PAMPHLET #1



MOCK-UP

PAMPHLET #2



GET IN TOUCH



(920) 459-3207



fostercaregroup@sheboygancounty.com



1011 N 8th St, Sheboygan, WI 53081

ADDITIONAL RESOURCES

Scan the QR codes to find out more.



Sheboygan County Foster Care



Wisconsin Department and Division of Families



Wisconsin Family and Resource Center



HOW TO BECOME

A FOSTER PARENT



FRONT

PAMPHLET #2



CONTÁCTENOS

 (920) 459-3207
 fostercaregroup@sheboygancounty.com
 1011 N 8th St, Sheboygan, WI 53081

RECURSOS ADICIONALES

Escanee los códigos QR para saber más.



Sheboygan County
Foster Care



Wisconsin
Department and
Division of Families



Wisconsin Family
and Resource
Center



CÓMO CONVERTIRSE

HOGAR DE ACOGIDA



FRONT

BACK

PRE-PLACEMENT TRAINING

Foster parents are required to complete a Pre-Placement training program prior to obtaining their license. This training is available online and takes about 6 hours to complete.

LICENSING PROCESS

The licensing process involves multiple interviews, background checks, and physical exams for all household members. It also requires information from references, a home inspection and documentation to ensure the licensing requirements are met.

During the licensing process, you will discuss what children will best fit into your family. The children's needs will be matched to your skill level, your family's characteristics and your parenting areas of strength.

FOUNDATION TRAINING

Following licensing, foster parents attend Foundation Training. This covers 9 topics relating to foster care. Foundation Training is a total of 30 hours and is offered virtually. This training must be completed during the initial licensing period (2 years). Following that initial period, 10 hours of training are required annually.

BASIC REQUIREMENTS

- Must be 21 years of age older
- Successful completion of a background check on all household member over age 12, fingerprints are required for foster parents
- Meeting State and local requirements for safety, space and care of children
- Have the skills, attitude and commitment to manage the many behaviors and feelings of children and youth
- The use of non-physical discipline methods to develop appropriate behaviors
- An ability to work cooperatively with the birth parents and Agency staff
- An understanding and acceptance of the temporary nature of foster care and an ability to help a child transition back to their home or move on to a permanent or adoptive home
- Having an income sufficient to care for you and your family (financial assistance is provided for the needs of the foster children)
- Submission of four favorable non-relative references and one favorable relative reference
- Completion of medical exams for all household members
- Completion of trainings within timeframes

STEPS

There are several steps to be completed in order to become a licensed foster parent and receive a foster placement.

01

Pre-Placement

An online training program prior to getting your license.

02

Foster Coordinator

Meet with the Foster Coordinator to discuss training and other procedures.

03

Licensing

A series of interviews, background checks, physical exams, references and a household inspection

04

Foundation Training

A total of 30 hours of training offered virtually across 9 topics.

05

Foster Placement

During licensure, your Foster Coordinator will determine which children will fit best in your home.

BACK

CAPACITACIÓN PREVIA A LA COLOCACIÓN

Los padres de acogida deben completar una capacitación previa a la colocación antes de obtener su licencia. Esta capacitación está disponible en línea y toma aproximadamente 6 horas en completarse.

PROCESO DE LICENCIA

El proceso de licenciamiento incluye varias entrevistas, verificaciones de antecedentes y exámenes médicos para todos los miembros del hogar. También requiere información de referencias, una inspección del hogar y documentación para comprobar que se cumplen los requisitos.

Durante este proceso, se hablará sobre qué niñas, niños o jóvenes encajan mejor con su familia. Las necesidades de los menores se emparejarán con su nivel de habilidad, las características de su familia y sus fortalezas como madre, padre o cuidador.

CAPACITACIÓN BÁSICA

Después de obtener la licencia, los padres de acogida deben tomar la Capacitación Fundamental. Esta cubre 9 temas relacionados con el cuidado de crianza. La Capacitación Fundamental tiene una duración total de 30 horas y se ofrece de manera virtual. Debe completarse durante el periodo inicial de licenciamiento (2 años). Después de ese periodo, se requieren 10 horas de capacitación cada año.

REQUISITOS BÁSICOS

- Debe tener 21 años o más.
- Aprobar una verificación de antecedentes para todos los miembros del hogar mayores de 12 años; se requieren huellas dactilares para los padres de acogida.
- Cumplir con los requisitos estatales y locales de seguridad, espacio y cuidado infantil.
- Tener las habilidades y el compromiso para manejar las conductas y emociones de niñas, niños y jóvenes.
- Usar métodos de disciplina no física.
- Poder trabajar en colaboración con los padres biológicos y el personal de la Agencia.
- Aceptar que el cuidado de crianza es temporal y apoyar la transición del niño a su hogar o a un hogar permanente.
- Contar con ingresos suficientes para su familia (se brinda apoyo económico para los niños en acogida).
- Entregar cuatro referencias no familiares y una familiar, todas favorables.
- Completar exámenes médicos para todos los miembros del hogar.
- Cumplir con las capacitaciones requeridas en los plazos establecidos.

ETAPAS

Hay varios pasos necesarios para obtener la licencia de acogida y recibir una colocación.

01

Precolocación

Una capacitación en línea antes de obtener la licencia.

02

Coordinador(a) de Acogida

Meet with the Foster Coordinator to discuss training and other procedures.

03

Licenciamiento

Reunirse con el Coordinador de Acogida para revisar la capacitación y otros procedimientos.

04

Capacitación Básica

Un total de 30 horas de capacitación virtual en 9 temas.

05

Colocación en Acogida

Durante el licenciamiento, su Coordinador de Acogida identificará qué niñas, niños o jóvenes son adecuados para su hogar.

PAMPHLET #2

MOCK-UP



PAMPHLET #3

Learn More About Foster Care

Scan the QR code to visit our website
and find out more and check out
available resources.



Sheboygan County Health and Human
Services
(920) 459-3207

Reach Out!

Sheboygan County Foster Care is
with you every step of the way. We
want foster parents to succeed.
Our team of experienced social
workers are available to answer
questions and assist new foster
parents through their transition.



First Time Foster Parents

What To Expect



Open A Door. Change A Life.

FRONT

PAMPHLET #3

Conoce más sobre el cuidado de crianza

Escanea el código QR para visitar
nuestro sitio web y acceder a
recursos.



Sheboygan County Health and Human
Services
(920) 459-3207

Comunícate con nosotros

El programa de Cuidado de
Crianza del Condado de
Sheboygan te acompaña en
cada paso. Nuestro equipo de
trabajadores sociales está
disponible para responder
preguntas y apoyar a las familias
de acogida en su transición.



Guía para familias de
acogida por primera vez

Qué esperar



Open A Door. Change A Life.

FRONT

BACK

What You Can Do

Practice Patience

Foster homes are a big adjustment for foster kids. They need time to feel safe within their new home, develop trust and form healthy bonds. Practicing patience can take pressure off of your foster child and allow them to adjust as they feel ready.

Create Consistency

Foster kids need consistency to learn that they can trust the safety of their new environment and the dependability of their new foster family. Structure and simple routines can go a long way for a foster child.

Stay Flexible

Demonstrate understanding to your foster child, especially as unexpected events occur. Staying calm and flexible shows the child that you are a safe and dependable caregiver.

How To Prepare

There are a few things every foster family can do to prepare for welcoming a foster child into their home.

Immediate Needs

The child may only have a few simple possessions, but be prepared to need to buy essentials like clothing and toiletries.

Establish Routines

Create clear routines and boundaries to help your foster child feel safe and secure.

Build a Support Network

Connect with other foster parents that can offer advice and understanding.



Rocky Transitions

A Range of Emotions

Foster children are likely to experience a range of emotions when placed in a new home. It's an adjustment for everyone.

Difficulty Trusting

Many foster kids have trouble trusting others, especially if they experienced abuse or neglect. They may feel unsafe and have a hard time trusting you.

Reluctant to Open Up

Foster kids often need to feel assured that their new home is safe before they can form secure bonds. Give them time to open up.

BACK

Cómo puedes ayudar

Practica la paciencia

Adaptarse a un hogar de acogida toma tiempo. La paciencia ayuda a que los niños se sientan seguros y apoyados.

Crea consistencia

Las rutinas consistentes ayudan a que los niños confíen en su entorno y en su familia de acogida.

Mantente flexible

Mantener la calma y la flexibilidad ante situaciones inesperadas demuestra al niño que está seguro y bien cuidado.

Cómo prepararte

Hay algunas cosas que toda familia de acogida puede hacer para prepararse para recibir a un niño en su hogar.

Necesidades inmediatas

Un niño puede llegar con pocas pertenencias. Prepárate para comprar artículos básicos como ropa y productos de higiene.

Establece rutinas

Las rutinas y límites claros ayudan a que los niños se sientan seguros y protegidos.

Crea una red de apoyo

Conéctate con otras familias de acogida que puedan ofrecerte apoyo, consejos y comprensión.



Transiciones difíciles

Una variedad de emociones

Los niños en cuidado de crianza pueden experimentar muchas emociones al llegar a un nuevo hogar. Es un proceso de adaptación para todos.

Dificultad para confiar

Algunos niños pueden tener dificultad para confiar, especialmente si han vivido abuso o negligencia.

Dificultad para hablarse

Los niños pueden necesitar tiempo para sentirse seguros antes de crear vínculos fuertes.

PAMPHLET #3

MOCK-UP



PAMPHLET #4

Continuous Training

Following that initial period of Foundation Training, 10 hours of training are required annually for licensed foster parents. Training hours can be earned through a variety of methods.



About Us

Sheboygan County Foster Care works to provide temporary housing for children whose parents cannot care for them with the primary goal of reuniting foster children with their families

Long Term Foster Care

Foster care is often a long journey. Inside, you'll find a few things to expect as a long-term foster parent and the goal of foster care.

Contact Us:



Phone
(920) 459-3207



Email
fostercaregroup@sheboygancounty.com



Address
1011 N 8th St, Sheboygan, WI 53081

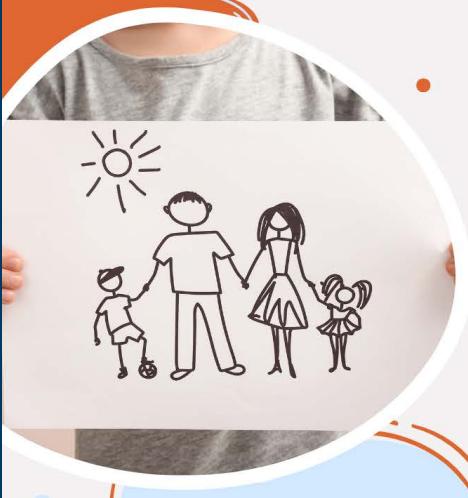


FRONT

PAMPHLET #4

Capacitación Continua

Después de completar la Capacitación Básica, las madres y padres de acogida con licencia deben realizar 10 horas de capacitación cada año. Estas horas pueden obtenerse por medio de diferentes tipos de cursos y actividades.



Sobre nosotros

Sheboygan County Foster Care trabaja para brindar alojamiento temporal a niñas y niños cuyos padres no pueden hacerse cargo de ellos, con el objetivo principal de reunir a las y los menores con sus familias.

Contáctanos



Telefono
(920) 459-3207



Correo Electronico
fostercaregroup@sheboygancounty.com



Domicilio
1011 N 8th St, Sheboygan, WI
53081

CUIDADO DE CRIANZA A LARGO PLAZO

El cuidado de crianza es un proceso largo. En este folleto encontrarás qué esperar como madre o padre de acogida a largo plazo y cuál es el objetivo del programa



FRONT

BACK

Providing Safety

Foster children arrive from a range of unstable environments. When being placed in a new home, they often experience a range of emotions. It's important to show foster children that you are a reliable and safe caregiver for them to depend on.

What does this look like?

- Staying calm when children are upset and responding consistently to their emotions.
- Setting clear boundaries.
- Giving them time to adjust.
- Simple routines like reading a book every night or snack time.
- Having empathy towards them and their situation.
- Supporting and encouraging them through maturity and major milestones.

It takes time, but patience and flexibility give foster kids the space to open up, learn to trust, and finally feel safe within their new environment.



What You Can Do

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc.

Establish Routines

Create clear routines and boundaries to help your foster child feel safe and secure. This creates a consistent and reliable environment.



Be Patient

Foster kids need time to feel safe within their new home, develop trust and form healthy bonds.



Build a Community

Connect with other foster parents that can offer advice and understanding.



The Goal of Foster Care

Foster care is not a road to adoption, but a temporary place of safety for children who await reunification with their biological parents.

Provide a stable and caring environment for children whose homes are unsafe.

Biological parents work to address issues that led to the foster placement, such as addiction or abuse.

Foster parents ensure children's basic needs are met, including physical, medical, and educational.

The primary goal is to reunite the child with their biological family once it is safe for them to do so.



BACK

Brindar Seguridad

Los niños en cuidado de crianza llegan desde entornos inestables. Al llegar a un nuevo hogar, suelen experimentar muchas emociones. Por eso es fundamental demostrarles que pueden confiar en ti y que eres una persona segura en quien apoyarse.

¿Cómo se ve esto en la práctica?

- Mantener la calma cuando los niños están molestos y responder de manera constante a sus emociones.
- Establecer límites claros y seguros.
- Darles tiempo para adaptarse.
- Crear rutinas sencillas, como leer un libro antes de dormir o tener una hora fija para la merienda.
- Mostrar empatía por ellos y por su situación.
- Apoyarlos y alentarlos en su crecimiento y en momentos importantes de su vida.

Lleva tiempo, pero la paciencia y la flexibilidad les dan a los niños el espacio para abrirse, aprender a confiar y, finalmente, sentirse seguros en su nuevo entorno.



¿Qué puedes hacer?

Los folletos son materiales impresos de cuatro o más páginas que contienen información detallada sobre una empresa, evento, producto, promoción u otros temas.



Establecer rutinas

Crea rutinas y límites claros para ayudar a que tu hijo de crianza se sienta seguro y protegido. Esto genera un entorno constante y confiable.



Tener Paciencia

Los niños en cuidado de crianza necesitan tiempo para sentirse seguros, desarrollar confianza y formar vínculos saludables.



Construir Comunidad

Conéctate con otros padres de crianza que puedan ofrecer apoyo, consejos y comprensión.

El objetivo del cuidado de crianza

El cuidado de crianza no es un camino hacia la adopción, sino un espacio temporal de seguridad para niños que esperan la reunificación con sus padres biológicos.

Brindar un entorno estable y afectuoso a niños cuyos hogares no son seguros.

Los padres biológicos trabajan para superar las situaciones que llevaron al cuidado de crianza, como la adicción o el abuso.

Los padres de crianza se aseguran de cubrir las necesidades básicas de los niños, incluyendo su bienestar físico, médico y educativo.

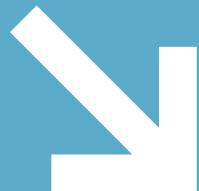
El objetivo principal es reunir al niño con su familia biológica cuando sea seguro hacerlo.

PAMPHLET #4

MOCK-UP



YOU
HOLD THE
KEY TO
THEIR
FUTURE.



Page 5 of 9

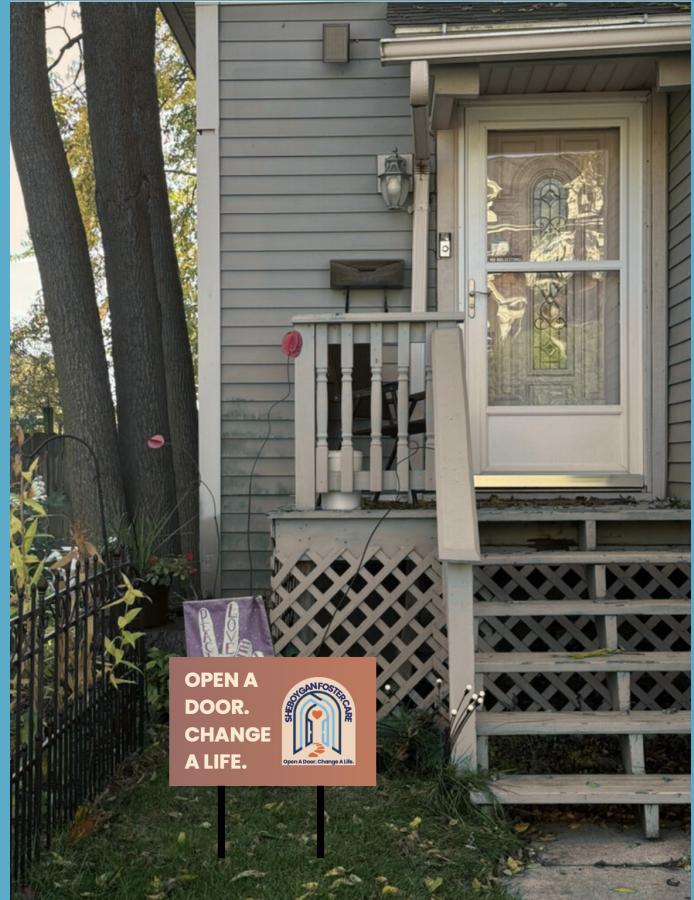
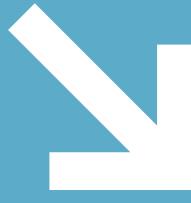
OPEN A
DOOR.
CHANGE
A LIFE.



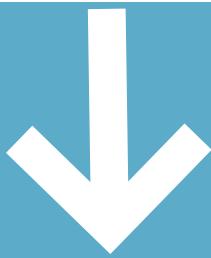
YOU
HOLD THE
KEY TO
THEIR
FUTURE.



YARD
SIGN
VISUALS



YARD SIGN MOCK-UPS



**TABLE
BANNER**



**TABLE
BANNER**

MOCK-UPS

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SHEBOYGAN COUNTY
FOSTER CARE

FOSTER CARE ISN'T WHAT YOU THINK IT IS.



Sheboygan needs foster parents.

- ✓ **CPS and foster care have different roles.** CPS helps families make positive changes, while foster parents give children a stable home during the process.
- ✓ **Children in foster care aren't "troubled,"** they're experiencing tough situations – not causing them.
- ✓ The ultimate goal of foster care is to reunify children with their families if it is safe to do so. **Help a family in need.**

OPEN A DOOR. CHANGE A LIFE.

More information at sheboygancounty.com
 Departments >> Departments F-Q >> Health and Human Services
 >> Child & Family Services >> Foster Care

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SHEBOYGAN COUNTY
FOSTER CARE

EL CUIDADO DE CRIANZA NO ES LO QUE CREES.



SHEBOYGAN NECESITA PADRES DE CRIANZA.

- ✓ **CPS apoya a las familias para lograr cambios positivos**, mientras que los padres de crianza brindan a los niños un hogar estable durante ese proceso.
- ✓ **Los niños en cuidado de crianza no son "problemáticos"**; están pasando por situaciones difíciles, no las están causando.
- ✓ El objetivo es reunificar a los niños con sus familias cuando es seguro hacerlo. **Ayuda a una familia.**

**ABRE CAMINOS. REGALA
NUEVOS INICIOS.**

Más información en **sheboygancounty.com**
Departamentos >> Departamentos F-Q >> Salud y Servicios Humanos
>> Servicios para Niños y Familias >> **Cuidado de Crianza**

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SHEBOYGAN COUNTY
FOSTER CARE

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More information at sheboygancounty.com

Departments >> Departments F-Q >> Health and Human Services

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SHEBOYGAN COUNTY
FOSTER CARE

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Más información en **sheboygancounty.com**
Departamentos >> Departamentos F-Q >> Salud y Servicios Humanos
>> Servicios para Niños y Familias >> **Cuidado de Crianza**

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Sheboygan Foster Care

Call (920) 459-3236
for more
information

YOUR
WELCOME
BECOMES
THE **KEY** TO
THEIR FUTURE.

**OPEN A DOOR.
CHANGE A LIFE.**



Open A Door. Change A Life.

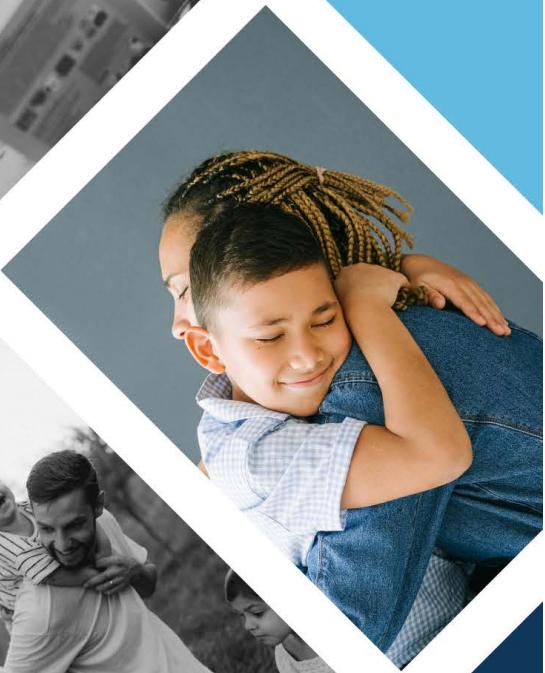
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Sheboygan Foster Care

Llama al (920) 459-3236
para más
información.

Un hogar hoy,
un futuro
mejor
mañana.

**ABRE CAMINOS.
REGALA NUEVOS
INICIOS.**



Open A Door. Change A Life.

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EVERY **2** minutes

1 child enters foster care.

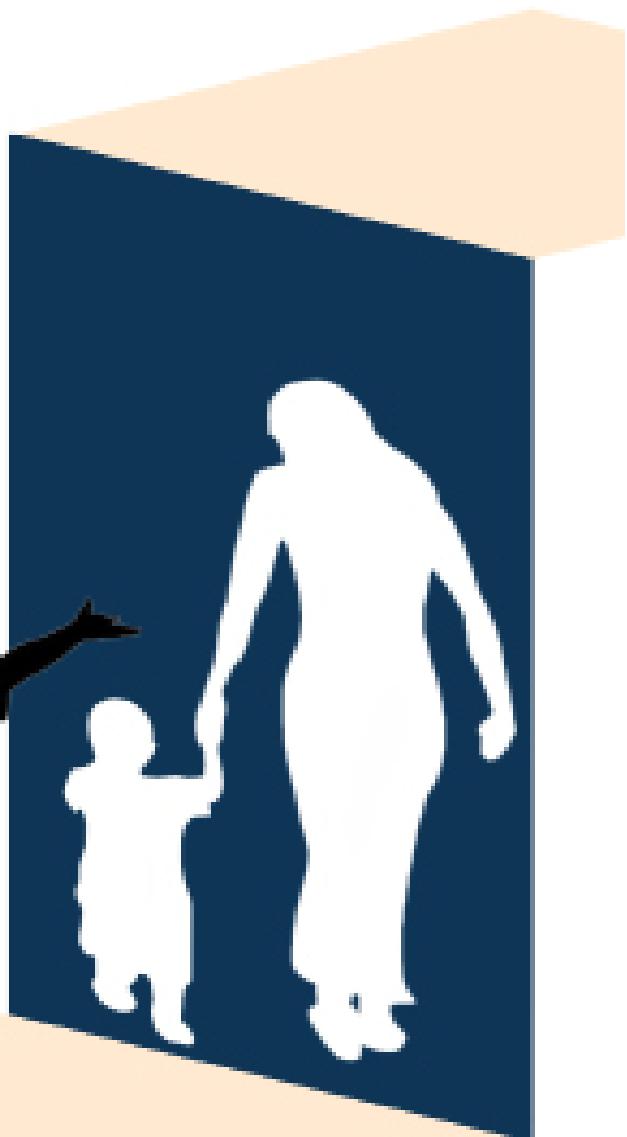
Sheboygan County
only has **23**
foster families.

The gap pushes children
away from their stability.

But your decision to step
forward closes that gap.



Scan the code
to learn more



OPEN A DOOR.
CHANGE A LIFE.



PRINT AD

CADA **2** minutos

1 niño entra en cuidado de crianza.

El Condado de Sheboygan solo cuenta **23**

familias de crianza.

Esta falta de hogares aleja a los niños de la estabilidad que necesitan.

Pero tu decisión de dar el paso cierra esa brecha.



Escanear para aprender



OPEN A DOOR.
CHANGE A LIFE.



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OPEN YOUR DOOR
BECOME A FOSTER FAMILY



OPEN A
DOOR.
CHANGE
A LIFE.

There are only 23 foster homes in all of
Sheboygan County. We need you.

Contact:

emma.exner@sheboygancounty.com
(920) 459-3236



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**Abre tu hogar. Haz la
diferencia.**



**ABRE
CAMINOS.
REGALA
NUEVOS
INICIOS.**

**En todo el Condado de Sheboygan solo
hay 23 hogares de crianza. Te
necesitamos.**

Contacto:

emma.cimaglia@sheboygancounty.com
Tel: (920) 459-3236



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**WE WILL
WALK
WITH
YOU.**



**Sheboygan County
has only 23
foster homes.**

Take the first step to fostering
a child. We'll walk with you.
Open a Door. Change a Life.



PRINT AD

**NO
ESTARÁS
SOLO EN
ESTE
PROCESO.**



**El Condado de Sheyboygan
cuenta con solo 23 hogares
de crianza.**

Da el primer paso para cuidar a un niño. Estaremos contigo en cada paso del camino.

Abre caminos. Regala nuevos inicios.



PRINT AD

OPEN A DOOR. CHANGE A LIFE.

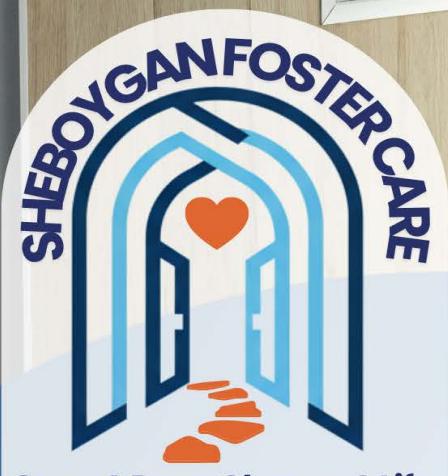


Open A Door. Change A Life.

Open your door to a child in need.
Join Sheboygan County Foster Care today.

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ABRE CAMINOS. REGALA NUEVOS INICIOS.



Abre la puerta a un niño que lo necesita.
Únete al Programa de Cuidado de Crianza de
Condado de Sheboygan hoy.

PRINT AD

OPEN A DOOR. CHANGE A LIFE.

Every open door offers a child safety, hope, and room to grow.



The ultimate goal of foster care is to reunify children with their families if it is safe to do so. Help a family in need.



Open A Door. Change A Life.

PRINT AD

ABRE CAMINOS. REGALA NUEVOS INICIOS.

Cada puerta abierta da seguridad y esperanza.



El cuidado de crianza busca que los
niños vuelvan con sus familias de
manera segura. Ayuda a una familia.



PRINT AD

OPEN A DOOR. CHANGE A LIFE.

Every open door offers a child safety, hope, and room to grow.

**AN OPEN DOOR
CAN BE THE HOPE
A CHILD HAS BEEN
WAITING FOR.**

**EVEN SMALL ACTS
OF CARE CAN
MAKE A LASTING
DIFFERENCE**



PRINT AD

**ABRE CAMINOS.
REGALA NUEVOS
INICIOS.**

Cada puerta abierta da seguridad y esperanza.

**HASTA EL GESTO
MÁS PEQUEÑO
DE CUIDADO
DEJA UNA
HUELLA
DURADERA.**



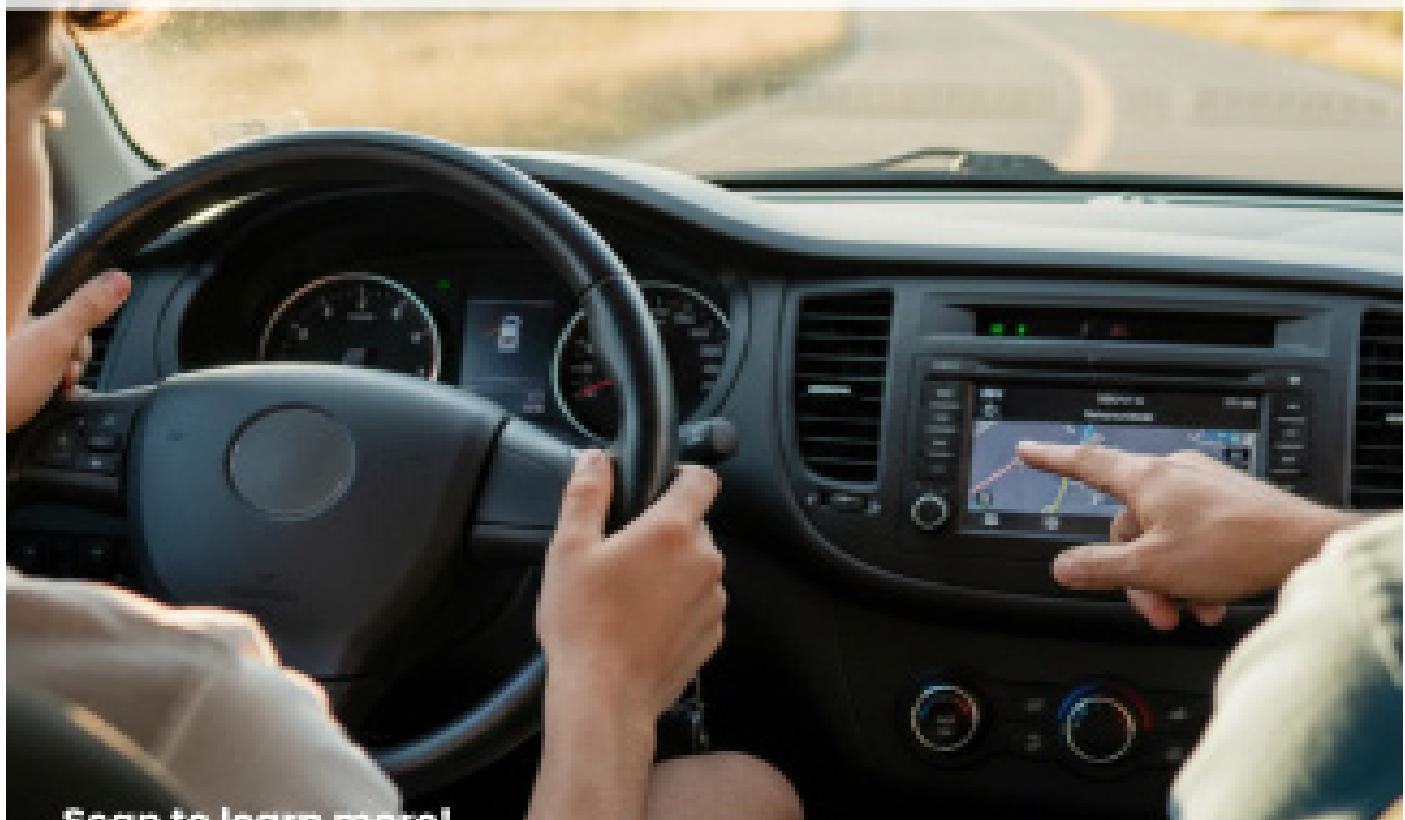
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YOUR KEY UNLOCKS THEIR FUTURE

Turn the key — start your foster journey today



Open A Door, Change A Life.



Scan to learn more!



Flexible Options for Every Lifestyle

There are a variety of foster care options designed to fit different schedules, needs, and lifestyles.

PRINT AD

**Tu apoyo puede
abrirle el camino**

Sé parte del cambio en la vida de un niño.



escanear para aprender



**Opciones flexibles para
cada estilo de vida**

Existen diferentes opciones de cuidado de crianza diseñadas para adaptarse a distintos horarios, necesidades y estilos de vida.

PRINT AD

OPEN A
DOOR.
CHANGE
A LIFE.

FOSTER PARENTS NEEDED

Visit dcf.wisconsin.gov/fostercare/parent or call (820) 469-8236 to open a door for a child in need.

WISCONSIN FOSTER CARE
open a door. change a life.

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**OPEN A
DOOR.
CHANGE
A LIFE.**

FOSTER PARENTS NEEDED

Visit dot.wisconsin.gov/fostercare/parent or call (820) 469-8236 to open a door for a child in need.

WISCONSIN FOSTER CARE
open a door. change a life.

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**YOU HOLD
THE KEY
TO THEIR
FUTURE.**

FOSTER PARENTS NEEDED

Visit dcf.wisconsin.gov/fostercare/parent or call (800) 432-3236 to open a door for a child in need.



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Con tu
ayuda,
su futuro
comienz
a hoy.

Se necesitan padres de
crianza.

Visita dcf.wisconsin.gov/fostercare/parent o llama al (920) 459-3236 para abrir la
puerta a un niño que lo necesita.



PRINT AD

OPEN A DOOR. CHANGE A LIFE.



Foster care is not a road to adoption, but the chance to change a child's life. Open your door to a foster kid in need. Open their world of opportunity.



PRINT AD

ABRE CAMINOS. REGALA NUEVOS INICIOS.



El cuidado de crianza no es un camino hacia la adopción, sino una oportunidad para cambiar la vida de un niño. Abre la puerta a un niño que lo necesita. Abre su mundo de oportunidades



**THANK
YOU**