

Child Focused Family Building

A guide for RAAs & Local Authorities

www.adoptionmatters.org/cffb

* Children are at the **HEART** of all we do. *

A photograph of two young girls. One girl, with curly hair and wearing a light-colored puffer jacket, is smiling and looking towards the camera. The other girl, with long dark hair in a ponytail and wearing a light blue knitted sweater, is hugging her from behind and looking down at her with a smile.



Our Mission

Our main aim is to find permanent families for children who are no longer able to live with their birth families. We also aim to provide a high quality, comprehensive and responsive support service to potential and existing adopters as well as those whose lives have been touched by adoption.

Our Values

At Adoption Matters we believe that children's welfare and needs are paramount and we aim for them to grow up in a secure and loving family who will best meet their long-term needs and who can help them to reach their full potential. In order to do this and in recognition of the lifelong impact of adoption, the agency provides a comprehensive adoption service for all the parties involved, offering support and advice to prospective adopters, adoptive families, children, adopted children and adults and birth relatives, and an information, support and intermediary service to adopted people and birth relatives.

All our activities are underpinned by a strong commitment to the following core values and principles:



Honest and fair

We undertake to treat every case fairly on its individual merits and to be honest and realistic in all our communications.



Celebrating difference

We work within a culture of respect and acceptance, treating everyone who engages with the agency fairly, professionally and with respect to people's right to confidentiality.



Ethical

We maintain strong family values and a compassionate, empathetic approach within all the work we do, embracing equally those who have religious beliefs of any denomination and those who do not.



Inclusive

We strive to ensure equality of opportunity, both for our adoptive families and amongst our staff and Trustees regardless of gender, race, religion, culture, heritage, age, disability or sexuality.



Flexible

We aim to continually develop and improve our services and increase engagement with our service users, using their feedback and suggestions to inform future developments.



www.adoptionmatters.org



About us

Adoption Matters is one of the largest voluntary adoption agencies in the UK, rated Ofsted Outstanding in our last 5 inspections. We have placed over 6,300 children with families and offer support to birth families and adopted adults. Our teams have specialist skills and experience in finding families for children who are waiting and through our diverse range of methods enables us a wide reach to help find the right families for children.

About the service

Child Focused Family Building works in partnership with Local Authorities and Regional Adoption Agencies to help identify families for children who wait longer. These include children with additional needs, sibling groups, single children aged over 4, children from dual and diverse heritage and children with experience of sexual abuse.

Our specialist child focused family building team work directly with Regional Adoption Agency (RAAs) and the Local Authority. Adoption Matters family finder and the RAA family finder will work together to understand the specific needs of the children waiting. There will be an allocated Adoption Matters family finder who will work alongside the named RAA family finder and the child's social worker.

Our service doesn't just offer an advertising and profiling service, we find and prepare the right family to meet the needs of the child.

We search for families within Adoption Matters existing adopters both approved and those currently in the enquiry / assessment process as well as campaigns targeting the general public through specific tailored marketing campaigns. Each child or sibling group is unique offering a bespoke campaign. A professional video and photographs are included as standard and we use a range of marketing methods to feature children on our website, through our partner organisations, our social media platforms and through PR and events.

The information available is honest and accurate providing a snapshot of the child's personality, likes, dislikes and the type of family required.

We know that this works: the holistic approach with the child at the centre helps show their personality, which allows potential families to make those early emotional connections.



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Tia likes reading, the colour pink and daydreaming.
But most of all...

Tia is described by her foster carers as a "ball of energy, a whirlwind who lights up any room she enters!"

Her favourite thing right now is make up and hair which she loves to do on herself, her sisters and her foster carers, even the man of the house! Tia recently visited a specialist hair salon which she absolutely loved so much so she asked the hairdresser if she could work there!

We are looking for a one or two parent family who can give Tia the energy, stability and encouragement she needs to become everything she wants and deserves to be.

Tia also loves gymnastics and she is very talented winning a recent inter-school tournament!

Tia would LIKE to be part of a FAMILY.

To find out more about Tia:
0300 123 1066
www.adoptionmatters.org/tia

Ofsted Outstanding since 2008
Ofsted Outstanding 2007-2008
Ofsted Outstanding 2010-2011
Ofsted Outstanding Provider



**adoption
matters**
A proud history of children's futures



Our service brings together:

Child-centred recruitment campaigns

Our marketing team run tailored marketing campaigns. Every campaign is unique to each child or sibling group, plans will be shared with you and approved prior to launch.

Experienced Social Work Support

Working directly with your teams to understand the needs of children in your care.

Assessment, preparation & approval

We have a dedicated social work team with extensive experience of placing children with high needs. Adopters will typically also have the continuity of working with the same social worker throughout their adoption journey.

Access to ongoing innovative, bespoke support

If the identified family is an Adoption Matters approved or prospective adopter, they will have the access to a wide range of training and support through our innovative Centre for Fostering and Adoption Support including four therapeutic consultations per year.

The process

We will meet with the RAA family finder and the child's social worker to gain an understanding of your needs. The child's social worker and/or the RAA family finder will then be asked to complete a referral form and provide the information required. Discussions around the responsibilities of tasks to be delegated by the RAA family finder to the Adoption Matters family finder.

We will meet with the child's social worker, foster carer and any other important professionals in their life to gain a real insight into the child's needs.

We will present you with the different recruitment options available to you. Once agreed, a specific family finding recruitment/marketing plan will be agreed for each child.

Our experienced marketing team have proven success in finding families for children with complex needs.



Child Focused Family Building Service

A guide for Regional Adoption Agencies
& Local Authorities



Child-Centred Recruitment

Through the child preparation work the information gathered ensures that we have an increased awareness of what the child needs now and what may be required in the future and this shapes the family finding activity. Families can also be assured that they have the skill set and qualities needed to parent the child they are responding to. Our experienced marketing team know that child-specific 'advertising' needs to be carried out in a sensitive and secure manner which is closely monitored. We will keep you informed at every stage, reporting what has worked well and we will be honest with you about what hasn't. We will provide you with detailed regular reports of enquiries received and if appropriate, reasons why the enquiries were not fruitful.

Preparing children

Preparing children for the planned move onto permanency is a vital step in the process of helping children on their journey before moving into their new family. From experience, we know this process helps the child in making sense of their situation at their own pace and that better preparation makes for better (permanent) outcomes.

Innovative, bespoke adoption support

We work closely with families, schools and other professionals to offer a holistic approach to adoption support offering a wealth of training, support, activities and peer to peer support through our buddy scheme. The child is at the heart of everything we do which is why we don't have a set list of options, each support plan is bespoke and tailored to the child's and adopters' needs.

Publicity Consent

It is essential before any family finding and recruitment can commence that full consent for publicity is agreed. This may be different for each child. We will discuss this with you during our initial consultation.

Interested?

Please contact us for more information including pricing:

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www.adoptionmatters.org/cffb



A proud history of children's futures

Head Office: 14 Liverpool Road, Chester, CH1 2AE.



Covering the whole of the North West, North East, Yorkshire and the Humber, Stoke, Staffs and Shropshire.



Email: info@adoptionmatters.org



0300 123 1066

www.adoptionmatters.org

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Registered Charity No. 512892

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The **only** adoption service in the UK rated 'Outstanding' by Ofsted **FIVE** times in a row.

Children are at the **HEART** of all we do. *



Ofsted 'Outstanding' since 2008 - the **ONLY** adoption service in the North of England rated Ofsted 'Outstanding' 5 times in a row



Members of:

