



BELONGING 188 LLC

PROJECT 188

The United Nations 2030 Sustainable Development Goals

National Emergency Call Center for Adoptees & Foster Care Individuals



MISSION & VISION

To provide adoptees and foster care individuals across the United States with 24/7 emergency support, protection from exploitation, and direct access to resources for housing, education, adoption processes, and mental health services.

A nation where no foster youth or adoptee feels alone, unsafe, or unsupported—and where the cycle of vulnerability leading to homelessness or trafficking is broken.



EXECUTIVE SUMMARY



The National Emergency Call Center for Adoptees & Foster Care Individuals (“Project 188”) is a 24/7 nationwide hotline and mobile app designed to provide immediate crisis support, advocacy, and resources for current and former foster youth, adoptees, and families.

Every year, 20% of young adults aging out of foster care face homelessness or sex trafficking, creating a national emergency. This call center will serve as a lifeline, connecting vulnerable individuals to mental health professionals, housing resources, legal advocacy, and adoption/foster care education.

Operating as a nonprofit or church ministry, Project 788 will combine crisis intervention with a centralized database and mobile application to ensure all adoptees and foster care individuals have equitable access to support, regardless of state.

PROJECT 188 DIRECTLY ALIGNS WITH THE UNITED NATIONS 2030 SUSTAINABLE DEVELOPMENT GOALS



1 NO POVERTY – REDUCE HOMELESSNESS AMONG FOSTER YOUTH

3 GOOD HEALTH & WELL-BEING – MENTAL HEALTH AND CRISIS SUPPORT

4 QUALITY EDUCATION – CONNECT INDIVIDUALS TO EDUCATIONAL PATHWAYS

5 GENDER EQUALITY – PROTECT YOUNG WOMEN FROM TRAFFICKING

10 REDUCED INEQUALITIES – EQUITABLE ACCESS TO ADOPTION/FOSTER RESOURCES

16 PEACE, JUSTICE & STRONG INSTITUTIONS – PROTECT VULNERABLE POPULATIONS

17 PARTNERSHIPS FOR THE GOALS – COLLABORATION WITH GOVERNMENT, NGOS, AND FAITH-BASED ORGANIZATIONS

PROGRAMS & SERVICES

24/7 EMERGENCY HOTLINE (188)

1

STAFFED BY TRAINED CRISIS RESPONDERS (SOCIAL WORKERS, THERAPISTS, PEER MENTORS)

2

NATIONWIDE TOLL-FREE NUMBER

3

IMMEDIATE SUPPORT FOR HOUSING CRISES, TRAFFICKING RISKS, MENTAL HEALTH EMERGENCIES

4

IMMEDIATE SUPPORT FOR HOUSING CRISES, TRAFFICKING RISKS, MENTAL HEALTH EMERGENCIES

INFORMATION & TECHNOLOGY SOLUTIONS



MOBILE APP & CENTRALIZED DATABASE

- Resource database by state (housing, adoption agencies, foster care offices).
- Secure chat function for silent crisis calls.
- “Adoption Navigator” portal: helps families understand adoption/foster requirements by state.
- Database for partner organizations and collaborators.



COMMUNITY PARTNERSHIPS

- Collaboration with shelters, anti-trafficking groups, child protective services, adoption agencies, and faith-based organizations.



TARGET BENEFICIARIES

- Primary: Adoptees, foster care youth aging out, at-risk foster youth.
- Secondary: Adoptive/foster parents, families considering adoption.
- Tertiary: Policymakers, advocacy groups, social workers, ministries, and nonprofits seeking centralized support systems.



COLLABORATORS & STAKEHOLDERS

- Federal Agencies: ACF (Administration for Children & Families), SAMHSA, HUD (housing).
- Nonprofits: Casey Family Programs, AdoptUSKids, National Foster Youth Institute.
- Faith-Based Partners: Churches & ministries supporting vulnerable youth.
- Tech Partners: Twilio.org, Google for Nonprofits, Microsoft for Startups.
- Advocates: Adoptee-led organizations, foster care alumni networks.



MARKETING AND BRANDING STRATEGIES



COMMUNITY OUTREACH

- Partner with adoption agencies, foster care organizations, schools, churches, and social workers to spread awareness.
- Provide flyers, brochures, and digital toolkits for professionals to give to youth and families.



SOCIAL MEDIA CAMPAIGNS

- Use storytelling: share real voices (anonymously if needed).
- Themes: "I belong," "I am heard," "I am safe."
- Leverage hashtags: #Belonging788 #AdopteeSupport #FosterCareHope

MARKETING AND BRANDING STRATEGIES



INFLUENCER & ADVOCATE PARTNERSHIPS

- Collaborate with adoptee advocates, foster care alumni, and thought leaders.
- Encourage them to share the hotline number and message.



AWARENESS CAMPAIGNS

Tie launches or pushes to key dates:

- National Adoption Awareness Month (November)
- Foster Care Awareness Month (May)
- World Mental Health Day (October)

MARKETING AND BRANDING STRATEGIES



PRESS & MEDIA

- Issue press releases to newspapers, adoption/foster care magazines, and nonprofit newsletters.
- Pitch human-interest stories highlighting why the call center saves lives.



FUNDRAISING & PARTNERSHIPS

- Brand the call center as a national movement, not just a service.
- Use crowdfunding platforms with messaging like: "Be the voice that answers their call."
- Build corporate sponsorships with companies that support mental health and youth initiatives.



GRASSROOTS MARKETING

- Create bracelets, t-shirts, stickers with hotline number & message of belonging.
- Partner with schools, universities, and events to distribute them.

FINANCIAL PLAN



STARTUP COSTS

- Call Center Infrastructure (tech, VOIP, secure servers): \$500,000
- Mobile App Development: \$300,000
- Staffing & Training (first year): \$2,000,000
- Legal & Compliance (nonprofit registration, FCC hotline licensing): \$100,000
- Marketing & Outreach: \$250,000
- Total Initial Funding Need: ≈ \$3.15 Million

ANNUAL OPERATING COSTS

- Salaries & Benefits (staff, counselors, management): \$2.5M
- Tech & App Maintenance: \$250k
- Marketing & Community Outreach: \$200k
- Insurance, Legal, Admin: \$150k
- Total Annual Budget: ≈ \$3M

FUNDING SOURCES

- Federal/State Grants (ACF, SAMHSA, DOJ trafficking grants).
- Foundations (Casey Family Programs, Annie E. Casey Foundation).
- UN & International NGOs (aligning with SDGs).
- Corporate Partnerships (Google, Microsoft, telecom companies).
- Church & Faith Donations.
- Individual Donors / Monthly Giving Program.

LEGAL & COMPLIANCE

- Incorporate as a 501(c)(3) nonprofit or church ministry.
- FCC licensing for short-code "788" hotline.
- HIPAA compliance for handling sensitive data.
- Background checks for all crisis counselors.
- Partnership agreements with state agencies for data-sharing and resource referrals.

MARKETING & AWARENESS

NATIONAL LAUNCH CAMPAIGN: "NO FOSTER YOUTH ALONE

PARTNERSHIPS WITH SCHOOLS, ADOPTION AGENCIES, AND FOSTER CARE ORGANIZATIONS.

SOCIAL MEDIA + INFLUENCER CAMPAIGNS (ADOPTEE VOICES, FOSTER CARE ADVOCATES)

CHURCH & COMMUNITY OUTREACH EVENTS

CELEBRITY AMBASSADORS TO RAISE VISIBILITY

IMPLEMENTATION ROADMAP

YEAR 1:

- Incorporate nonprofit, secure 501(c)(3) status.
- Fundraise initial \$3M.
- Develop hotline infrastructure + pilot app.
- Build partnerships with 10 states for beta launch.

YEAR 2-3:

- Expand hotline nationwide.
- Scale app to include all 50 states.
- Secure ongoing federal funding + private partnerships.

YEAR 4-5:

- Launch "Adoption Navigator" fully integrated across states.
- Expand services to international adoptee crisis support.



MEASURING IMPACT



KEY METRICS:

- Number of calls answered monthly.
- Number of crisis interventions prevented (homelessness, trafficking).



KEY METRICS:

- App downloads and active users.
- Successful adoption/foster placements supported via database.
- Mental health referrals completed.



REPORTING:

Annual impact report shared with funders, partners, and government agencies.

CONCLUSION

An emergency call center dedicated to adoptees and foster care individuals provides a safe, compassionate, and trauma-informed space where voices can be heard, crises can be de-escalated, and lives can be redirected toward healing. Unlike general hotlines, this center addresses the unique challenges of identity, belonging, abandonment, trauma, and abuse that adoptees and foster youth often carry.

By operating 24/7, it ensures that no one feels alone in their darkest moments—whether they are dealing with mental health struggles, abuse, identity crises, or suicidal thoughts.

Ultimately, this initiative is not just about crisis management—it is about restoring hope, fostering belonging, and creating a national safety net that affirms every adoptee and foster individual's worth and humanity.



THANK YOU

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