

Grant Name Adoption Awareness Program

Mission/Project Summary Lutheran Counseling and Family Services of Wisconsin (LCFS), a Registered Service Organization (RSO) of the LCMS, seeks to expand the Adoption Awareness Program, promoting the life-affirming choice of adoption. The program equips the LCMS and the broader community, especially youth, with compassionate education, helping reduce the misunderstandings and address the stigma often surrounding adoption. Through Christ-centered outreach, LCFS connects birthmothers with loving, Christian families and promotes adoption as a courageous, godly decision that brings hope and stability to children and families.

Project Description and Details Rooted in adoption, Lutheran Counseling and Family Services of Wisconsin (LCFS) has cared for children since 1896, facilitating over 5,500 adoptions and connecting birthmothers with waiting Christian parents, including 27 families served in 2025. Our adoption program remains the cornerstone of our work, offering holistic, life-affirming support to birthmothers, adoptive families, and children. Expectant mothers receive coordinated care from the adoption specialist and a therapist with Training in Adoption Competency (TAC), addressing mental health needs before, during, and after birth. This integrated approach preserves life, serves families of all backgrounds, and produces stronger outcomes for mothers and children. LCFS stands apart by ensuring women facing unplanned pregnancies understand adoption as a life-affirming option, because how can someone be truly pro-choice without knowing all their choices? Many women are unaware of ethical, supportive resources and see only parenting or abortion as options. LCFS provides counseling, corrects misunderstandings, and raises awareness of adoption, empowering women to make informed decisions and access compassionate, trauma-sensitive support. Through its adoption-centered programs, mental health services, and proactive community engagement, LCFS delivers lasting outcomes-supporting children, empowering families, and fostering community trust. This integrated approach demonstrates LCFS's unique ability to combine clinical expertise with compassionate, life-affirming care, ensuring children thrive and families are equipped to navigate complex challenges.

The recipient must be affiliated with one of the following. Please select the one that applies to this request: Registered Service Organization (RSO)

Amount requested: \$5,000

Project Goals and Objectives LCFS seeks to expand the Adoption Awareness Program, a program that promotes adoption as a life-affirming, Christ-centered Choice while supporting birthmothers and families. At the 2025 National Youth Gathering LCFS, engaged over 4,00 teens, most of whom did not fully understand what adoption really means. Expansion of this program will reduce stigma, correct misinformation, and promote ethical, supportive adoption as a genuine option, expanding awareness, saving lives, and fostering healthier paths for mothers, children, and families.  
GOALS and OBJECTIVES  
~Raise awareness within the LCMS community, especially youth, about adoption  
~Reduce the stigma surrounding adoption, advocating for the sanctity of all human life beginning at conception  
~Connect birthmothers with loving, Christian families providing counseling,

mentorship, and educational resources

~Host workshops, church events, and youth programs to foster discussion and understanding

~Share success stories to inspire community engagement and highlight adoption's positive impact

One main objective is to offer adoption as a viable choice in the pro-choice movement. How can one be 'pro-choice' unless they know all the choices available?

#### Budget Outline and Financial Plan

Lutheran Counseling and Family Services of Wisconsin (LCFS) seeks support to launch and expand its Adoption Awareness Program, a comprehensive initiative designed to educate the LCMS community and the broader public about adoption as a positive, life-affirming option. LCFS is partnering closely with the LCMS- South Wisconsin District and multiple congregations that are actively pledging financial support and helping champion this program. Early conversations with churches and district leaders have generated unprecedented enthusiasm, reflecting deep interest in promoting ethical, Christ-centered adoption education throughout 2026.

The total projected program cost is \$253,600, with \$25,000 already committed or anticipated from LCMS congregations and individual donors, in addition to the \$5,000 requested from LWML Rocky Mountain District.

LCFS has also requested grant funding to consider this program.

A significant portion of the budget supports staffing and core adoption services, including wages, payroll, taxes, and benefits for the adoption coordinator and mental health professionals, along with the mandatory insurance and licensing required for adoption work. These costs ensure birthmothers, adoptive families, and adoptees receive expert guidance, counseling, and support throughout the adoption journey.

To expand public awareness, LCFS will invest in a targeted media outreach, including local TV and radio advertising, printed and promotional materials to distribute nationally. These platforms will communicate the positive and life-affirming nature of adoption to a national audience, with a focus on youth and young adults who lack accurate information about adoption as a viable choice.

Additional expenses included background checks, adoption-related court costs, travel for home studies and hospital visits, technology, and phone access required for 24/7 adoption support, participation in key conferences and trainings, and a professional marketing consultant who will assist in building a sustained, strategic awareness campaign.

Although the program expenses exceed the currently secured revenue, LCFS is actively seeking additional foundation, corporate, and congregational partners to fully fund the Adoption Awareness Program. With growing momentum and enthusiastic support across LCMS churches, this program is poised to reshape the public understanding of adoption and offer hope, stability, and Christ-centered care to mothers, children, and families throughout Wisconsin and beyond.

#### Additional Comments or Information