



**Wellroot**  
Family Services

# Leveraging Tax Credits

Georgia Fostering Success Tax Credit



# FOSTER CARE IN GEORGIA

**ASIA WILSON**

**ANF**



NEWS

THE RIGHT PATH



AUTHORITIES RELEASE NAME OF MAN SHOT, KILLED BY

10:15

89°

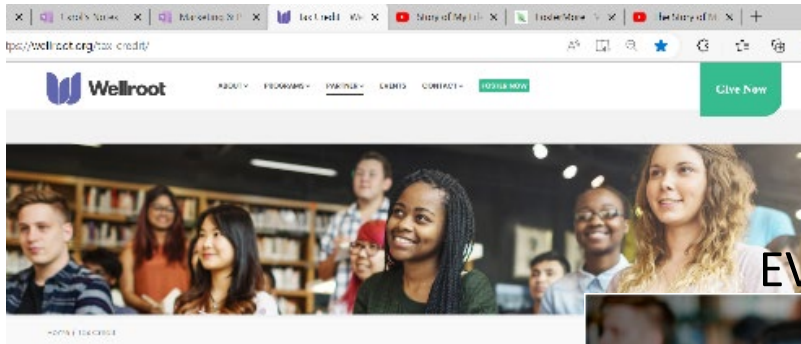


# Fostering Success Act

- Georgia legislatures passed House Bill 424 in 2022
- Tax credit for contributions to a qualified Foster Child Support Organization that can be used towards education, mentoring, and wraparound services for young adults transitioning out of foster care
- Provides up to **\$20 million** in state tax credits to offset donations to certified agencies
- Georgia taxpayers can redirect their taxes to Wellroot

# Integrated Marketing Plan

## WEBSITE



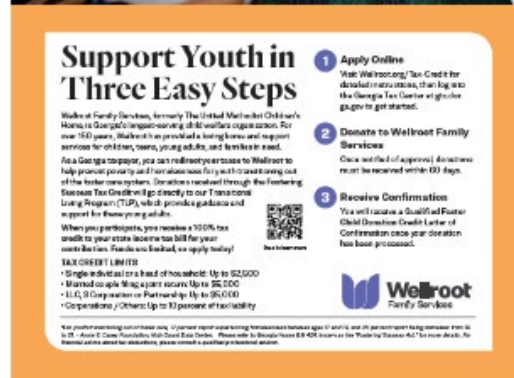
## EVENTS



## DIRECT MAIL/EMAIL



## SOCIAL



# Donors/Partners

- Website landing page
- Monthly e-newsletter, dedicated promotional email
- Printed newsletter, post card, donor letter
- Social media
- Personal outreach to partners, major donors and planned giving society members

# Community/Prospective Donors

- Four earned media news placements
- Op Ed: Atlanta Journal Constitution
- Partner email features: North Georgia UMC, Georgia Methodist Foundation
- Paid social
- Mailing to accountants and law partners



**The Atlanta  
Journal-Constitution**

# Fostering Success Tax Credit 2023



\$156K  
Approved

+30K

**New Donors**  
Ten NEW donors introduced to Wellroot's mission

+95K

**Incremental Growth**  
13 donors redirected their taxes to Wellroot in addition to their annual donation.

+138K

**Total Raised in 2023**  
28 donors completed the approval process to date in 2023



One in Six Youth\* Will End Up Homeless—  
Your Taxes Can Change That Outcome