

**ASSOCIATION OF FUNDRAISING PROFESSIONALS
GREATER HOUSTON CHAPTER
NATIONAL PHILANTHROPY DAY®
2019 AWARDS APPLICATION**

**APPLICATION FORM
(THIS FORM SHOULD BE THE FIRST PAGE OF THE PDF SUBMISSION*)**

Award Category: OUTSTANDING COMMUNICATIONS PARTNER

Nominee's Name: FOX 26 Houston | KRIV and Sally MacDonald

Associated with (firm or organization): FOX 26 Houston | KRIV

Contact Person: D'Artagnan Babel Position: General Manager

Mailing Address: 4261 Southwest Fwy.

City: Houston State: TX Zip Code: 77027

Phone: (713) 479-2600 Fax: N/A

Email: dbebe@fox.com Website: <https://www.fox26houston.com/finding-families>

Nominator's Name: Traci Patterson Position: Director of Marketing and Public Relations

**Nomination Facilitator Name: Lisa Garces Position: Sr. VP of Advancement

Associated with (firm or organization): DePelchin Children's Center

Mailing Address: 4950 Memorial Drive

City: Houston State: Texas Zip Code: 77007

Phone: (713) 802-7795 Fax: N/A

Email: lgarces@depelchin.org

Approval for AFP to post winning application on website for training purposes. Yes No

* Enumerate each criterion and address each one in narrative form using no more than three (3) pages, single-spaced (12-point font with 1-inch margins).

** This is usually the development professional facilitating the nomination. This person will be the "host" from the nominating organization for the award winner and will be the main point of contact for the winner.

OUTSTANDING COMMUNICATIONS PARTNER: KRIV FOX 26

Narrative Adoption is not about finding children for families, it's about finding families for children. KRIV FOX 26 is one of Greater Houston's longest serving television broadcast companies in our area dedicated to making a difference in the lives of foster and adopted children. FOX 26 and DePelchin Children's Center have partnered to spotlight these children in hopes that one day their dreams of a "forever family" will come true.

Children featured on the Fox 26 segment Finding Families are in the care of the Texas Department of Family and Protective Services due to abuse and neglect. The parental rights of these children have been terminated; therefore, we are seeking an adoptive family for them. Children featured are all ages, races, and ethnicities. The biggest population of children in foster care are sibling groups and older school-age children. Many segments feature older children due to this population having lower adoption rates than younger children and often experience a longer wait for adoption.

For nearly two decades, we have had the privilege of meeting foster children who are tougher than we could ever be and who have entrusted FOX 26 and DePelchin Children's Center through Child Protective Services to help them find a forever home. There are 29,927 youth in the foster care system in Texas, and roughly, 8,523 or 17% of Texas' foster care population is between 15 and 18 years old. In Greater Houston, about 3,506 children ages 0-17 are currently waiting for adoptive families. Since the inception of the program, FOX 26 has featured nearly 200 individual children or sibling groups, one Saturday morning each month at 5 am and 7 am and ongoing on its digital and social media throughout the month. The children that this partnership focuses on are those who are typically older school aged children and Fox 26's investment results in a media valuation of \$96,000 annually.

This ongoing community partnership with DePelchin Children's Center is a valuable tool helping build awareness and advocacy around the growing need and importance of adopting children, especially older school-aged children, from foster care. The Fox Finding Families reports offer a glimpse into a child's life in foster care who wants more than anything to be adopted.

Through television, digital and social media, these channels (FOX26houston.com) attract 2.75 – 3.75 million page views per month and more than 1.5 million active visitors each month on desktop and mobile platforms, helping to realize DePelchin's vision that every child deserves a permanent home and a permanent family. This type of exposure results in tens of thousands of views and hundreds of responses from individuals and families interested in becoming prospective parents of a featured child or other children waiting in the system. Fox Finding Families also brings other benefits to DePelchin Children's Center. Fox Finding Families enhances the DePelchin Children's Center brand and the ability to share public opportunities to take action and to help make a difference in the lives of foster and adopted children and the families who care for them. There are often individuals and organizations wanting to support children through volunteerism, in-kind and monetary donations and this platform helps direct individuals to other way in which support them.

Evidence of broad-based community support and description of impact. FOX 26 supports events sponsored by organizations representing groups in the community providing them with on-air, web and/or social media event marketing features to encourage fundraising efforts and to create community awareness efforts. Some of them include:

International Mother's Day Soirée hosted by LCAHouston International Society News Magazine. The magazine and the event serves as a catalyst for change highlighting businesses, community leaders and philanthropic mothers from various ethnic backgrounds to promote diversity in the community and to strengthen the relationships between nonprofit organizations. The event-recognizes mothers from various ethnic backgrounds and professions to bridge the gap between the ethnic and mainstream community. The first Soirée, held in 2013, paved the way for diversity highlighted in Houston, and received special congressional recognition from House of Representatives for empowering the community. The event raised almost \$650,000.

Blue Carpet Scholarship Awards Gala hosted by Student and Family Empowerment Diversity Communities (SAFE), a non-profit organization that serves high school students with disabilities--emotional, mental, and physical disabilities. The organization works to stop the stigma, reduce the drop out and suicide rate for at-risk high school students with disabilities. They also motivate and equip students to become self-sufficient recognizing their maximum potential and to achieve their academic goals while also learning to become a disability advocate. The scholarship awards gala, now in its 5th year, is a graduation celebration for students with unique abilities. The event also raises awareness of youth disability issues and funds to continue supportive programming for students with disabilities in high schools.

Houston's Heroes Awards Luncheon hosted by Crime Stoppers of Houston to honor outstanding individuals and organizations who have given exemplary service to make Houston a safer place to live, work, learn and play. For nearly 40 years, Crime Stoppers of Houston has focused on solving crime through the famed Tip Line, 713-222-TIPS and reducing overall criminal activity by preventing it through educational community programming. The non-profit, which fundraises year-round, raised over \$200,000 at this event to help further advance the Crime Stoppers' mission of public safety.

Evidence of encouragement and motivation given to others to take leadership roles in philanthropy. In addition to airtime, FOX 26 is committed to giving back to individuals, children, families and communities. The company supports a culture of caring allowing its employees time and opportunities as volunteers with their charity or cause of choice. Through the years, reporters have transitioned in and out of the FOX 26 team with many of them gravitating to the child welfare cause—learning, promoting and sharing complex issues and stories of children abandoned, physically and emotionally harmed and removed from unsafe family situations into the custody of the State. These children are looking for safe, nurturing homes with forever families. Finding Families is a sustained program and interest area where many employees land often for their tenure at the station feeding their passion of helping children and families together.

For 5 years, Lone Star Emmy Award winner and morning news anchor Sally MacDonald and a host of camera operators work collaboratively as volunteers to interview and film children

hoping for adoption and to produce Fox Finding Families. Throughout the year, FOX 26's other employees uplift communities through their participation in Community Outreach events sponsored by organizations representing groups in the community interested in a myriad of causes and issues as speakers, participants, committee members, reading enrichment, workshop hosts and leaders, panelists and emcees. Here are a few events they have supported:

Yates High School Senior Awards, Houston ISD-C.E. King High School Career Day, Sheldon ISD-Emma Bowen Foundation, Year of Joy Children's Skate Event, Duke Elementary School, Alvin ISD-CTE Meeting Friendswood High School, Friendswood ISD-School Talk, Massey Ranch Elementary, Pearland ISD-Writing Workshop, Texas Southern University-Mr. and Ms. Texas Southern University Scholarship Pageant, Camp Aranzasu-Special Needs Camp for Kids, Santiago Early Childhood Pre-K Center-Super Girls Shine Foundation, Mentorship for Girls, Letter Bee Showcase, De Santiago Pre K Center, Annual Gala, Boys & Girls Club of Brazoria County, Cinco Ranch High School Speaker Day, Katy ISD, Northampton Elementary Career Day, Klein ISD, Yates High School Awards Banquet, Miss Houston Pageant, San Jacinto College, M.E.N Inc. Gala, Reading with the Pros, Grover Elementary, Fort Bend ISD, Brazosport College Career Day, Lake Jackson, TX, Grover Elementary Reading Day, Fort Bend ISD, All Ears Listening and Language Center, Second Annual Team Up for Kids and K9s with Lance McCullers Jr & Jose Altuve, Parish School Fundraiser, Baylor Scholarship Evening Dinner, Virtuoso Gala for STEM, Free Speech for Students and Faculty, Sam Houston State University, Boys & Girls Club Gala, Burbank Middle School Career Day, Houston ISD Speaking/Writing Workshop, Texas Southern University.

Bio About the Nominee (SHORT): In 2009, KRIV FOX 26 became the fourth television station in Houston (behind KHOU, KTRK-TV and KPRC) to broadcast its local newscasts in high definition. KRIV newscasts are the fastest growing in the Houston area ratings. The station's newscasts perform well among young women 25-35, and teenagers—key audiences for KRIV. KRIV, virtual and UHF digital channel 26 is a FOX owned-and-operated television station licensed to Houston, Texas. The station, owned by the FOX Television Stations subsidiary of FOX Corporation, is part of a duopoly with MyNetworkTV owned-and-operated station KTXH (channel 20). The two stations share studios on Southwest Freeway in Houston.

Bio About the Nominee (LONG): On August 15, 1971, KVRL Channel 26, signed on the air as operating as an independent station. It was the third UHF television station in Houston, and first two decades on the air, operated from studio facilities on Westheimer Road in Houston's Highland Village. In May 1978, Metromedia purchased the station and changed its call letters to the current KRIV-TV, named in honor of then-Metromedia executive Albert Krivin. In 1986, Australian newspaper tycoon Rupert Murdoch purchased KRIV and the other five television stations in the Metromedia group, all of which became the new television network, FOX Broadcasting Company. The station changed its on-air branding to the current FOX 26. In 1997, KRIV moved to a state-of-the-art digital facility near the Southwest Freeway and upgraded the look of its newscasts with a new set, graphics, news theme logo. With this upgraded presence in Houston, FOX 26 regularly challenging the market's Big Three stations—NBC affiliate KPRC-TV (channel 2), CBS affiliate KHOU-TV (channel 11) and ABC-owned KTRK-TV (channel 13)—in the ratings. In 2006, channel 26's website adopted the MyFOX website design. In 2009, FOX 26 became the fourth television station in Houston to broadcast its local newscasts in high definition. KRIV newscasts are the fastest growing in the Houston area ratings. The station's newscasts perform well among young women 25-35, and teenagers—key audiences for KRIV. The station, owned by the FOX Television Stations is part of a duopoly with MyNetworkTV, owned-and-operated station KTXH (channel 20). The two stations share studios on Southwest Freeway in Houston.



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Dear Evaluation Committee:

We appreciate the opportunity to support a nomination for the media outlet, KRIV Fox 26 for the 2019 Association of Fundraising Professionals Greater Houston Chapter's Outstanding Communications Partner award in recognition of their outstanding leadership and tireless efforts raising awareness about foster and adoptive children in our community.

So many individuals and families have a desire to give a loving home to a child through foster care and adoption, but are unsure of the process, the need, or their ability to accept the responsibility of a child in their home. Through Arms Wide Adoption Services' collaboration with Fox 26 and DePelchin, they are able to tell a story of children in our care while educating the public on children, especially older children in the care of Child Protective Services.

We appreciate the longstanding dedication that Fox 26 has for children in foster and adoptive care and their families.

Sincerely,

Arianne Riebel, LMSW, LCPAA

Director of Adoption & Foster Care Services
ARMS WIDE ADOPTION SERVICES

FULFILLING FAMILIES



May 30, 2019

Dear Evaluation Committee:

It is a great pleasure to support a nomination for the media outlet, KRIV Fox 26 for consideration for the 2019 Association of Fundraising Professionals Greater Houston Chapter's Outstanding Communications Partner award in recognition of their outstanding leadership and tireless efforts raising awareness about foster and adoptive children in our community.

The number of children in foster care are staggering. In 2019, the Texas Department of Family and Protective Service reports nearly 30,000 children ages 0-17 are in foster care, and more than 3,500 of them are in Greater Houston, currently waiting for adoptive families.

For nearly two decades, Fox 26 and DePelchin has worked to encourage and inspire individuals and families to reach out to become prospective candidates to adopt children and sibling groups in the care of Child Protective Services and featured on Fox Finding Families. This is an important resource in our community and we are grateful for their ongoing legacy of support.

Sincerely,

Dalen DiLieto

Dalen DiLieto

Texas Department of Family and Protective Services

CPS Program Director

Dalen.Dilieto@dfps.state.tx.us

2019 National Philanthropy Day® Awards Application Checklist

Please complete and sign a checklist for each application or category.

Organization Name: _____

Nominee: _____

— Honoree has been notified of application

— Nominee is available to be present on 11/15

Category: _____

Narrative:

— Three pages

— One inch margins

— Single spaced

— Criteria met and described in application

— 12 point font

Letters of Recommendation:

— Signed by outside organizations

— Minimum two recommendations provided (*cannot be signed by board chair or development staff member*)

— Included in pdf

Short Bio:

— 200 words or less

— Included in pdf

Long Bio

— 500 words or less

— Included in pdf

Photo:

— 3.5 megabytes

— Jpeg format

Logo (Outstanding Corporations only):

— Jpeg format

Budget (Outstanding Fundraising Program Only):

— Nonprofit's budget submitted in pdf

— Specific fundraising program budget submitted in pdf

Nominee's membership in AFP (Outstanding Fund Raising Executive Only)

— Confirmed membership

All applications are due to APF by 5pm on May 31. No exceptions will be made.

Application Completed By:

Traci Patterson

Signature