National Council For Adoption Announces
The Hope Challenge
Growing Hearts and Building Families

July 19, 2012 – Alexandria, VA – The William E. Simon Foundation has awarded National Council For Adoption (NCFA) a $50,000 outright gift and a $50,000 challenge grant for the iChooseAdoption public awareness campaign. The grant funds will support NCFA’s 2012-2013 iChooseAdoption project, which aims to reach young women facing unintended pregnancy with the positive option of adoption.

“We are thrilled that this partnership with the William E. Simon Foundation will allow us to make an even greater impact on the lives of children, birthparents, and adoptive families,” said Chuck Johnson, president and CEO of NCFA. Lauren Koch, director of development and communications added, “We could think of no better name than ‘The Hope Challenge’ for this campaign because of the unique opportunity that Americans all across the United States have to bring hope and healing to young women while growing more families through adoption.”

The William E. Simon Foundation will match all donations from new and increased private donors up to $50,000 through April 2013. While the funds received from the Foundation will be designated specifically for the iChooseAdoption campaign, the funds raised through The Hope Challenge can also be used to support NCFA’s foster care and intercountry adoption programs. The Hope Challenge comes at a very exciting time for NCFA, as it recently launched a summer initiative to extend the Adoption Tax Credit, and prepares for fall events such as Kids at Heart for youth in foster care, and National Adoption Month.

To make an immediate online donation to The Hope Challenge, click here or contact Lauren Koch at (703) 299-6633 or lkoch@adoptioncouncil.org

Founded in 1980, the National Council For Adoption (NCFA) is an adoption advocacy nonprofit that promotes a positive culture of adoption through education, research, and legislative action. Through its core areas of focus—infant adoption, adoption out of foster care, and intercountry adoption—NCFA serves children, birthparents, adoptive families, adoption agencies, U.S. and foreign governments, policymakers, media, and the general public as the authoritative voice for adoption. More information is available on our website, www.adoptioncouncil.org. Connect with NCFA online on Facebook, Twitter, and Flickr.