

Helping raise children in foster care



The Crisis

On any day, more than 500,000 children, removed from their homes due to abuse, violence or neglect, are raised in a foster care system that is under-funded and stretched beyond capacity. Placed outside of their community, subjected to multiple placements, and with more than 30,000 aging-out annually, the lives of these children are too often tragic. Over 80% who never find a permanent home end up living in poverty, prison, homeless, or struggling young parents.

About iFoster

The system is failing our society's most vulnerable children by not finding them permanent families and providing the support needed to transition into healthy, productive adults. iFoster addresses this crisis at scale by targeting three systemic issues of chronic under-funding, insufficient support, and lack of influence through its three program areas that stabilize, strengthen, and empower a robust, vibrant community.

Launched October 2010, iFoster is a place for those in or emancipating from foster care to come together to support each other, share trusted information, and leverage the strength of millions of voices, and billions of dollars in purchasing power, to improve their lives and the lives of the children they volunteer to raise.

iFoster is a free members-only community for transition-age youth, caregivers, and support organizations in foster care.

iFoster Membership



Our Impact

In our first 6 months since launch:

- **~\$3M in savings achieved** for members covering children's basic needs and enrichment
- **14% of iFoster Members transact each day**, almost 5x the rate of typical e-commerce
- **Over 200,000 children directly supported** by member caregivers
- **Every child in foster care** reachable through government, association, and agency members

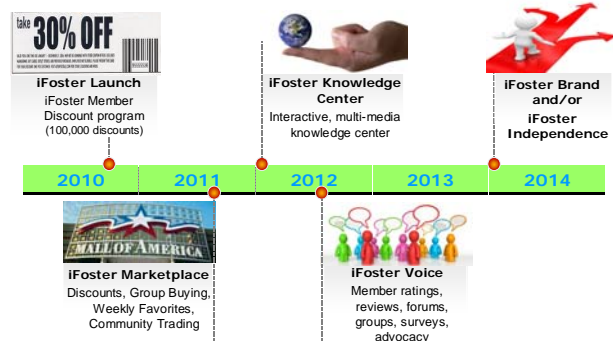
Our Programs

Stabilize – iFoster Marketplace targets the \$1Billion funding gap for children's basic needs (food, clothing, school supplies, incidentals) by leveraging the \$3 billion purchasing power of caregivers. iFoster negotiates discounts, group buying, and facilitates community trading.

Strengthen – iFoster Knowledge Center provides interactive support and multi-media information on the foster care system, how to's for raising a child in foster care, and preparing for independent living and emancipation. (*Launching Q1/2012*)

Empower – iFoster Voice engages and organizes the community around common concerns and builds a collective voice in the advocacy for children in foster care. Tools such as ratings and reviews, groups, and forums build community.

Community and program evolution



Member Discount Program

Our first program can save an average household \$4,500 a year with discounts at national and local retailers, grocery stores, healthcare providers (medical, dental, vision), restaurants, movie theatres, and attractions. Below is a sample of the over 100,000 current discounts with new deals added daily.

General	
BJ's Wholesale Club	2 for 1 membership
Office Depot	Employee discount
Sam's Club	\$25 gift card w memb.
Sears	20% off
Food	
Groceries	100s of mfg coupons
Restaurants.com	80% off (\$2 buys \$25)
Olive Garden, Outback, Red Lobster, <i>and more</i>	Specific discounts
Health	
DentalPlans.com	10% off
Eye Benefits	Up to 50% off exams, eyewear, contact lenses, LASIK
Pharmacy Card	Up to 65% off
Weight Watchers	Over 25% off
Education	
eBooks	20% off on subjects
Kaplan Test Prep	10% off SAT, ACT
Magazines (over 1,000)	15% off
Turbo Tax	15% off

Computers and Electronics	
Best Buy	10% off storewide
Dell	Up to 30% off
Hewlett Packard (HP)	Employee discount
Panasonic	Employee discount
Clothing	
Aeropostale	25% off
Ed Hardy	25% off clothing
BedHead Pajamas, Macy's, Sports Authority	15% off
Footlocker	\$15 off of \$75
Kmart, Target	10% off storewide
Entertainment	
Amusement parks (Disney, Knott's Berry, SeaWorld, Six Flags, Universal, etc.)	12% to 45% off admission
Blockbuster	Up to \$15 off rentals
Broadway & Concert tickets	10% off
Movie tickets	25% to 37% off
Petco	10% off
Southwest Vacations	Up to 50% off hotels
Sports Tickets	10% off MLB, NBA, NFL, NHL, NCAA



Coming Soon

New Website, New Functionality:

- Group buying opportunities
- Weekly favorite deals around the web
- Location-based community trading center
- Twitter, Facebook and email notifications

Group Buying Deals we're working on:

- Beds and cribs
- Laptops and netbooks
- Unlimited phone and data plans
- Apartment / dorm "in-a-box"

iFoster

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