

Westham Life

OCTOBER 2017

making a difference Bill Pike

Dave Martin



Every child deserves a home

And The Children's Home Society Of VA

Rollingwood neighbor, Dave Martin, has a lot of expertise and experiences in assisting profit and nonprofit organizations with their marketing strategies. But, Dave states his work during this most recent year as the Chief Marketing Officer for the Children's Home Society of Virginia as the "most gratifying work I have done in my career."

For 115 years, the Children's Home Society of Virginia has worked tirelessly with the adoption and foster care process for children and prospective families. During this time frame, 13,000 children have been successfully transitioned into permanent, kind-hearted homes.

In his role as the Chief Marketing Officer, Dave has many responsibilities, but three are critical to the day to day operation of the Children's Home Society (CHS). Fundraising is always on



his to-do list as the Home Society depends upon grants, state funds, and private donations to meet the needs of the children and families they serve.

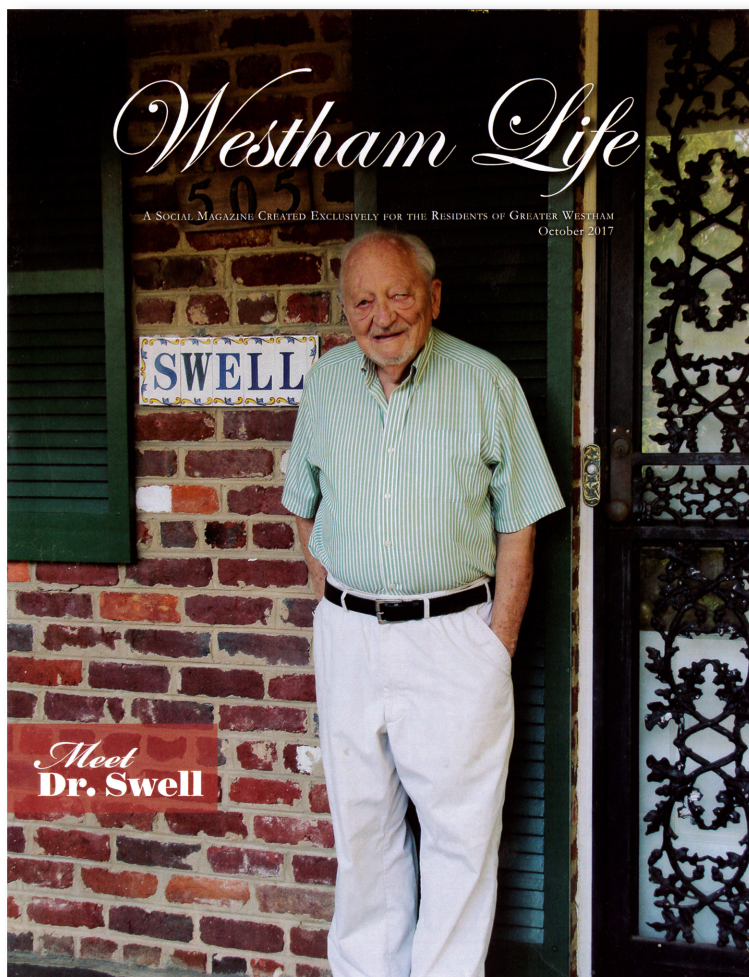
The second target for Dave is recruiting families for the adoption of children which ties into his third goal executing marketing strategies. Those marketing strategies are essential as they must resonate with a wide range of people. Some of Dave's strategies are designed to reduce misconceptions about the cost of adoption.

Each year, the Children's Home Society completes a rigorous accreditation and certification process. This helps the staff to maintain the quality of the training and transition programs for adopting parents. The CHS staff has expertise educating adoptive parents about trauma informed care related to adverse childhood experiences.

During a year, the Society's staff works with over 200 families in four core programs: Infant Adoption, Foster Care Adoption, Post Adoption Programs, and the Possibilities Project. Staff members with knowledge and skills in these areas are assigned to work with these children and families.

It is in this work by the staff that Dave also finds a great deal of satisfaction. In these situations when a child and a family are successfully matched, business models geared toward generating a profit don't stand a chance against the hearts of a child and his/her new parents.

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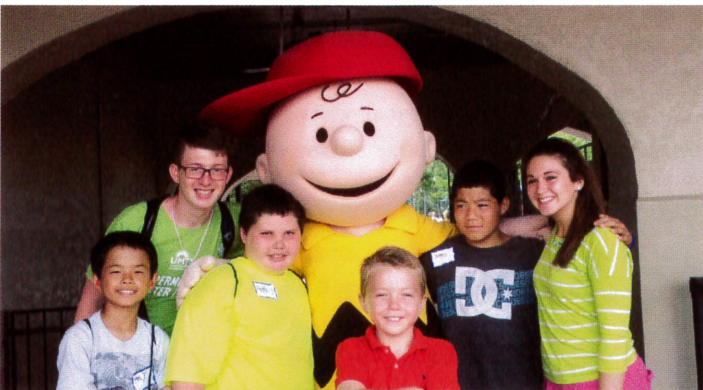
CHS Staff.



CHS Family Picnic staff with Dave.



CHS Family Picnic.



CHS Post Adoption Kids Club.



Honorable Anne Holton and President Nadine Marsh Carter.



Social worker Krista with waiting children.

Perhaps, you might be interested in how the Children's Home Society of Virginia could use your help. Dave notes there are four ways: adopting a child, making a financial donation, participating in special event nights with local restaurants where 10-15% of the profits for the night go back to the Society, or simply volunteering.

Also, staff from the CHS are available to conduct informational programs for churches and civic associations. Dave is happy to provide contact information for you.

Dave and his wife, Marian, and their three children have lived in the neighborhood since 2001.