



“IF NOT US” RADIO PSA

AGENCY CONTACT

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Ever Thought?

Project “If Not Us”
:30 Radio

VO: Ever thought that your home is not complete?

VO: Dreamed of raising a child?

VO: Want to have a child of your own, but think adoption is not for you?

VO: Well, giving a loving home to a beautiful child can **soooo** be for you.

VO: Project “If Not Us” is seeking loving families for older African -American children in DC, Prince George’s and Montgomery counties.

VO: Visit our website **adoptions together dot org** to learn more.

VO: A desire to love a child *is* a reason to adopt.



Adoptions Together • Project “If Not Us”
10230 New Hampshire Avenue Suite 200
Silver Spring, MD 20903
Tel: (301) 439-2900 • Fax: (301) 439-9334
Email: IfNotUs@adoptionstogether.org

This publication was made possible by grant number 90-CM-0967 from the U.S. Department of Health and Human Services.

Project “If Not Us” • (301) 439-2900 • www.AdoptionsTogether.org



Give An Older African-American Child A Family

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My Name Is Shaakira

Project “If Not Us”
:30 Radio

CHILD: My name is Shaakira. I’m 13 years old.

CHILD: I live in foster care – been here since I was 2.

CHILD: Two other children went home with their new families today.

CHILD: I may be a little older but I’m a good child, do well in school, (kinda cute!) and want a family to love me too.

CHILD: A desire to love a child is a reason to adopt – Give an older African-American child like me a family!

ANNCR: To learn more, go to **adoptions together dot org** or call 301-439-29 hundred.



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Adoption Is A Wonderful Way to Build A Family

Project “If Not Us”

:30 Radio

VO: Adoption is a wonderful way to build a family.

VO: Regardless of race, faith, gender, or sexual orientation, someone like you can make a dream come true for a child in foster care.

VO: For older children, finding a loving family is not always so easy.

VO: Project “If Not Us” finds permanent homes for older African-American children in the national capital region.

VO: To learn more, visit our website at adoptionstogether.org.

VO: A desire to love a child *is* a reason to adopt.



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Adoption Is A Beautiful Way To Create A Family

Project “If Not Us”

:30 Radio

- VO: Adoption is a beautiful way to create a family.
- VO: Professionals, married couples and individuals like you adopt more than ever before.
- VO: For older children, finding a loving family is not always so easy.
- VO: Project “If Not Us” is seeking families like yours to share their love with an older African-American child.
- VO: To learn more, visit our website at **adoptions together dot org**.
- VO: A desire to love *is* a reason to adopt.



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African-American Have A Strong Heritage

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- VO: The African-American family relationship is built upon the “it takes a village” concept.
- VO: Informal adoption meant raising relatives and caring for friends and neighbors.
- VO: Project “If Not Us” is committed to honoring this African-American family tradition.
- VO: We are encouraging African-Americans to formally adopt older African-American children living within the foster care system.
- VO: Visit adoptionstogether.org for more information.



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