

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
777 North Capitol Street, NE  
Washington, DC 20002-4290**

**RESOLUTION IN SUPPORT OF A REGIONAL FOSTER CARE MEDIA CAMPAIGN**

**WHEREAS**, the need for loving foster parents continues to grow in the metropolitan Washington region; and

**WHEREAS**, the Metropolitan Washington Council of Governments (COG) is committed to continuing its tradition of honoring invaluable foster parents and recruit additional resource parents for the region's waiting children; and

**WHEREAS**, as local governments continue to face extremely difficult fiscal constraints, we must be both pragmatic and strategic in our approach to maximize the number of resource homes with the scarce resources that are available; and

**WHEREAS**, the region's child welfare committees have recommended that COG partner with the Freddie Mac Foundation to develop a media campaign to both honor existing foster parents and assist in recruiting additional foster parents; and

**WHEREAS**, funding to support the regional media campaign will be provide to COG by the Freddie Mac Foundation.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:**

The Executive Director or his designee is authorized to seek consulting services with VPC, Inc. to produce video and audio segments, as well as purchase television and radio media buys, in an amount not to exceed \$45,000. No COG matching funds are required.

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COPY TESTE:

Nicole Hange, Board Clerk