



CONNECT OUR KIDS

Using technology to improve foster care outcomes.

Connect Our Kids is a nonprofit technology company that keeps foster kids connected to their people – reducing harm and improving outcomes.

The Issue

- Most children in foster care are there for reasons of neglect. With the right supports, many could have stayed with their parents.
- One of the keys to helping struggling parents is to make sure they have supportive friends and family. But families in crisis can be ashamed or afraid to reach out for help.
- Children who do enter care often become disconnected from family and kin. This loss of belonging increases risks of harm, especially for mental health and sex trafficking.
- Foster children placed with safe family members are less likely to run away or be re-abused, and they keep their sense of who they belong to, and with--family, not traffickers.

The Opportunity

- Child welfare can keep kids safe and protected by focusing on building supportive relationships, rather than on removing children from families.
- Connect Our Kids' tools and training help make this possible.
- Our Family Connections tool helps a team build a visual map of the family's supports, engage with family and friends to enlist help, and build relationships.
- Our Why Relationships Matter on-demand training teaches teams about the crucial role of relationships in the developing child's brain, and how they can help safeguard those relationships.
- Our All Connected video series addresses trauma directly with youth and young adults, inviting them to a conversation about their relational health.
- Our training and support team provides our community with the skills and techniques needed to help children and families be in relationship and thrive.
- **With our support, users have doubled their rate of kinship placement, improved children's relational health, and kept families together.**

Our Approach

- We are a non-profit (501c3) technology company. We believe that relationships matter and we work to keep kids and families connected.
- We do not answer to investors; we answer to you, and the families you serve. Our mission drives everything we do.
- We license our tools to states, Medicaid plan providers, and large child welfare agencies; donors help us provide pro bono licenses to those who are working to connect children with their people, but are not yet able to purchase a license.

We are working to make children both physically and emotionally safer. Please join us!



Our Company

- Connect Our Kids is a 501(c)(3) company, incorporated in Virginia and headquartered in Falls Church, VA. Our mission is to keep kids and families connected and supported.

Our Co-founders

- Our co-founders, Dr. Jennifer Jacobs and Jessica Stern, launched Connect Our Kids in 2017.
- Jennifer is a graduate of the U.S. Military Academy at West Point, an Army veteran, former White House Fellow and Presidential Leadership Scholar. She is a nuclear engineer who was working in national security when she noticed parallels between software used in the intelligence community to map out terrorist networks, and what was needed to connect foster kids to supportive family networks.
- Jessica lived with a foster family as a child, and experienced firsthand the impact of a supportive community and extended family. With a background in communications and philanthropic fundraising, Jessica is passionate about creating meaningful connections for children. She met Jennifer and the idea for Connect Our Kids took off.

Our Team

- We have 12 core team members (5 full-time, 7 part-time), with a development team that fluctuates from 2-20 depending on needs and resources.
- Our volunteers include dozens of foster alumni, social workers, foster and adoptive parents, military veterans, innovative thinkers, college students, marketing professionals, members of the tech community, and lots of regular people who want to help kids.
- Our team has always worked remotely, reducing overhead costs and allowing for maximum team member flexibility. Members of our team are located across the U.S.

Our Supporters

- We are supported by over 300 individual donors, corporations, and foundations with both direct financial and in-kind support.

Our Awards

- We took first place in the 2018 Innovate for Good Challenge, sponsored by Accenture.
- We were selected as the Scores for Kids recipient for the 2017-2018 Washington Capitals hockey season, sponsored by Burke & Herbert Bank.
- Our co-founder, Jennifer Jacobs, was selected as a Breakthrough Leader by the venture philanthropy organization, New Profit, in 2019.
- Dr. Jacobs was selected as a 2025 winner of the prestigious AARP Purpose Prize.