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FOR IMMEDIATE RELEASE

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Children & Families First Benefits from Mattress Firm's Foster Care Donation Program

(Wilmington, DE) - Children & Families First (CFF) announced that they've been selected to help launch Mattress Firm's Foster Kids Program in Delaware. Foster children in CFF's care will receive clothing, school supplies, shoes, and toys as beneficiaries of Mattress Firm's Foster Kids Program.

Mattress Firm's board of directors voted unanimously to select Children & Families First to help launch the Mattress Firm Foster Kids program in Delaware. This partnership will help to provide basic essentials to Delaware foster youth and also to bring awareness to the many youth who are in care. CFF Development Director, Elizabeth Dougherty, is delighted by this new partnership; "It's an honor for Children & Families First to be selected by Mattress Firm for this great program, but it's so much more than that. This is a reminder to our children in foster care that, regardless of their circumstances, people, even strangers, care about their well-being and want to help."

Throughout the year, the Mattress Firm Foster Kids program holds donation drives at select stores to collect essential items such as pajamas, clothing, shoes, holiday gifts and school supplies for foster children in need. Each drive collects several thousand essential items for foster youth. There is an additional Dollar Drive that raises thousands of dollars to be used toward the purchase of additional items and to provide extracurricular activities and life-shaping childhood experiences. After each drive, donations are distributed to our carefully chosen non-profit foster care partners.

Since 1919, CFF has partnered with over 3000 resource families and facilitated 2,518 adoptions. In 2015, 972 Delaware youth were in foster care with an average of 653 youth in care every month. That number is expected to grow as an estimated 600 Delaware babies will be born addicted, many requiring separation from their parents.

Mattress Firm is embracing the needs of the 400,000 children throughout the country who are in foster care. These children often suffer the effects of poverty, neglect, and abuse. That's why Mattress Firm is joining forces with local non-profit organizations and local communities in an

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effort to help these children beat the odds. Together with the community, Mattress Firm wants to provide children with the little things that often make a big difference: school supplies, shoes, clothing, and holiday gifts.

Delaware Mattress Firm supply drives dates:

SCHOOL SUPPLY DRIVE, JULY 11 - SEPTEMBER 4

SHOE DRIVE, SEPTEMBER 12 - OCTOBER 31

SECRET SANTA TOY DRIVE NOVEMBER 1 - DECEMBER 18

More About Children & Families First

In existence since 1884, Children & Families First (CFF) helps children facing adversity on their journey to adulthood. CFF uses proven methods to help families raise their children so they can flourish. Children & Families First strengthens Delaware families by delivering an innovative and effective continuum of community-based social services statewide. Services are provided in our five sites located in all three Delaware counties, as well as in homes, schools and other community locations. CFF employs 275 staff, and serves approximately 40,000 people each year.

CFF is positioned to meet changing community needs through replication of evidence-based practices and rigorous outcomes management. CFF is a member of the Alliance for Strong Families and Communities, the Children's Home Society of America, and a partner agency of the United Way of Delaware. CFF is accredited by the Council on Accreditation (COA). COA is committed to maintaining the highest level of standards and quality improvement in order to identify providers that have set high performance standards for themselves and have made a commitment to their constituents to deliver the highest quality services.

Children & Families First provides a comprehensive array of programs within these areas of service: Positive Parenting, Healthy Babies, Early Childhood, Supporting Teens, Community Schools, and the Workplace. Specific programs include the Nurse Family Partnership, Healthy Families America, Seaford House residential treatment center for adolescents, Functional Family Therapy, Intensive Outpatient therapy, Delaware Stars for Early Success (childcare), and Rise Up – Keep a Job.

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Children & Families First helps children facing adversity on their journey to adulthood. We use proven methods to help families raise their children so they can flourish. Children & Families First strengthens Delaware families by delivering an innovative and effective continuum of community-based social services. To learn more, please visit: www.cffde.org. For more information about the PRIDE model, please visit the Child Welfare League of America: www.cwla.org/pride-training/