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Dave Thomas Foundation for Adoption Announces Best Adoption-Friendly Consumer Products Businesses

(Dublin, OH – April 30, 2007) The Dave Thomas Foundation for Adoption today announced the Best Adoption-Friendly consumer products businesses in America, based on adoption benefits offered to employees. Number one on the list is Timberland (Stratham, NH), followed by Avon Products (New York, NY); Hasbro, Inc. (Pawtucket, RI); Springs Global US, Inc. (Fort Mill, SC); and Microsoft Corporation (Redmond, WA). In addition to ranking #1 in its industry, Timberland also ranked #1 in New Hampshire and #3 in the overall Top 100 list.

Timberland offers employees two weeks paid leave and up to \$12,000 per adoption, which includes \$2,000 for special-needs children. Michele Hooper, manager for procurement, adopted her daughter from China and used her paid leave to travel for the adoption process.

“I was very appreciative of everything Timberland had to offer when I adopted my beautiful daughter,” she said. “Using a combination of lifestyle leave and vacation time, I was able to take six weeks of paid leave along with two unpaid weeks. With Timberland’s \$12,000 reimbursement and the federal tax credit, my daughter’s adoption was almost entirely paid for – a huge relief for a single mother.”

Rita Soronen, executive director of the Foundation, said roughly 64% of Americans have had a personal experience with adoption. “The Best Adoption-Friendly Workplaces in America lists recognize employers who excel at supporting their employees who adopt by providing financial assistance and paid leave.”

The Foundation composed the Best Adoption-Friendly Workplaces in America lists after CEOs and human resource executives from 762 U.S. companies participated in either a direct mail or online survey. Employers were ranked based on their adoption benefits, such as the amount of financial reimbursement and paid leave available to employees who adopt. The Foundation also recognized the top 10 by size and companies who support the cause of adoption and adoptive families in other ways (go to www.AdoptionFriendlyWorkplace.org to view each list). Survey respondents offer financial reimbursement ranging from \$500 to \$20,960 and paid leave ranging from one to 16 weeks with averages of \$4,700 in financial reimbursement and five weeks of paid leave.

The Foundation partnered with several organizations to extend the survey’s scope: *Employee Benefits News*, a SourceMedia publication that is the leading source of information for benefits decision makers; National Restaurant Association; the Ohio Chamber of Commerce, and the Wisconsin Manufacturers & Commerce. Each extended invitations to subscribers/members to participate in the survey.

According to Hewitt Associates LLC, a global outsourcing and consulting company providing human capital management services, the number of employers offering adoption benefits is increasing. The company's *United States Salaried Employee Benefits 2006-2007* study reported a steady rise of companies offering adoption benefits, from 12% in 1990 to 45% in 2006.

Soronen said organizations recognize the value of adoption benefits – to both the employee and the company. “The monetary support is tremendous for the adoptive parent, and having time off to bond with their child is vital,” she said. “As for the employer, adoption benefits are an affordable way to enhance employee recruitment, retention and goodwill. We find that most employers are surprised at how little adoption benefits cost the company.”

The DTFA commissioned Harris Interactive Inc., a worldwide research firm, to conduct a national attitude survey about adoption benefits. Harris reported 95% of Americans believe companies should offer adoption benefits, but only a small percentage of people actually use them (*National Adoption Attitudes Survey*, June 2002). The Foundation's data indicates utilization rates are generally less than one-half of one percent of the company's employee population.

Dave Thomas, who was an adopted child and founder of Wendy's Restaurants and the Dave Thomas Foundation for Adoption, started the adoption benefits in the workplace initiative more than 15 years ago. He simply began calling other CEOs to suggest they add adoption benefits to their human resource packages because, as he said, “It's the right thing to do.” Thirty-nine percent of the employers surveyed by the Foundation agreed with Dave. They also cited multiple other factors that influenced their decision to offer adoption benefits, such as employee requests for adoption (40%), equity for adoptive parents (52%), a family-friendly image (61%), and a competitive work/life benefits package (62%).

The Foundation offers a free toolkit for employers to guide them through the process of proposing and establishing an adoption benefits policy. Order online at www.AdoptionFriendlyWorkplace.org or by calling toll-free (877) 777-4222.

About the Dave Thomas Foundation for Adoption

The Dave Thomas Foundation for Adoption is a non-profit 501(c)3 public charity dedicated to dramatically increasing the adoptions of the more than 140,000 children in North America's foster care systems ready and waiting to be adopted. Created by Wendy's founder Dave Thomas, who was adopted as a child, the Foundation spearheads programs such as Wendy's Wonderful Kids, which puts adoption recruiters in all 50 states and Canada to find permanent, loving families for children in the foster care system, and Adoption-Friendly Workplace, which encourages employers to offer adoption benefits to their employees.

The Foundation also works with adoption advocates and officials to streamline the adoption process and make adoption more affordable for families. As the only Foundation dedicated exclusively to foster care adoption, we are driven by Dave's simple value: Do what's best for the child. To learn more about the Foundation's work, please visit www.DaveThomasFoundationforAdoption.org.

About the Survey Methodology

The 100 Best Adoption-Friendly Workplaces List was compiled using data collected from 762 U.S. employers. The Dave Thomas Foundation for Adoption extended an invitation to participate by mail to 31,000 business leaders and human resource executives, via advertisements in human resource trade journals and through surveys at human resource conferences. Rankings are based first on the maximum amount of financial reimbursement per adoption, which includes any additional support for special-needs adoption, and second on the maximum number of weeks of paid leave per adoption. Employers who offer both are ranked higher than those providing only monetary support. Employers who have identical ranking criteria are listed alphabetically.

Contact:

Rita Soronen
Executive Director
Dave Thomas Foundation for Adoption
(614) 764-8482
rita_soronen@wendys.com

Image: Michele Hooper, Timberland's manager for procurement, and daughter Jocelyn.

2007 Best Adoption-Friendly Workplace List Industry Leaders: Consumer Products

Industry Rank	Employer	U.S. Headquarters	Number of Employees	Financial Assistance for Adoption <i>*includes additional assistance for special needs adoption</i>	Maximum Weeks of Paid Leave for Adoption
1	Timberland	Stratham, NH	5,600	\$12,000*	2
2	Avon Products, Inc.	New York, NY	6,500	\$10,000	8
3	Hasbro, Inc.	Pawtucket, RI	6,000	\$6,000*	6
4	Springs Global US, Inc.	Fort Mill, SC	7,000	\$5,000	6
5	Microsoft Corporation	Redmond, WA	41,000	\$5,000	4

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