



## **FRIENDS OF FOSTER CHILDREN FOREVER CHANGES NAME TO FOSTERING SUCCESS**

NAPLES, Fla. – (August 2023) Friends of Foster Children Forever has changed its name to Fostering Success. The new name better reflects the organization’s mission to provide educational and enrichment opportunities that assist in the future success of foster children between the ages of zero to 23.

“The phrase ‘foster success’ has always been important to our organization. We have always had the goal to ‘foster success’ in anything that the children in our program have an interest in doing. Our program includes children who want to be lawyers, teachers, barbers, psychologists, electricians, and many more. No matter their path, we want them to be happy and successful. This name is the perfect fit” Chief Executive Officer, Ann Hughes, states.

Along with the name change is the organization's new logo and revamped website, [www.fosteringsuccess.net](http://www.fosteringsuccess.net). The Fostering Success logo introduces a modern, sleek look that represents the 5 counties in Southwest Florida where the foster children are placed including Collier, Hendry, Glades, Lee and Charlotte.

“One of our goals is to spread awareness and knowledge of foster children in our community. We believe this rebranding will assist in doing just that. The new logo and colors are eye-catching and will draw people in to see all we have to offer,” Marketing & Development Manager, Patrick DeMare IV explained.

The Naples non-profit organization was founded in 1999 by Cathy and Stan Appelbaum and Lynn and Les Schultzel. What started as a staff of one part-time director and a few volunteers is now a team of 7 full-time staff members, 49 Academic Mentors and over 150 volunteers. While initially supporting a handful of foster children, Fostering Success has fulfilled a record 2,300 requests in its 2023 fiscal year.

The organization is celebrating its 25<sup>th</sup> anniversary in 2024 and will host its annual gala at The Ritz-Carlton Tiburon on March 1, 2024, along with its Labor Day 5k on September 4, 2023, at Cambier Park. Tickets and sponsorship opportunities are now available.

### ***About Fostering Success***

*Fostering Success provides educational and enrichment opportunities that enable foster children to fulfill their potential. Each year over 750 children are helped by Fostering Success. For additional information visit [www.fosteringsuccess.net](http://www.fosteringsuccess.net) or call 239-262-1808*