MAPPING U.S. SUPPORT FOR ORPHANAGES ABROAD

Key Findings & Strategic Recommendations

APRIL 2020

Better Care Network

RO | ReThink ORPHANAGES

ACKNOWLEDGEMENTS

This mapping represents a first attempt at pulling together what data is available on this complex issue and to start to identify the key actors, strategic opportunities, and data gaps that must be addressed to understand fully the considerable scope and scale of U.S. support for orphanages abroad. It is hoped that it provides a good starting point for additional research and action. The mapping exercise was conducted before the start of the COVID-19 pandemic and the report was completed before the 2020 U.S. Presidential election.

Particular thanks are due to the following individuals who gave their time and insights to the research team:

Kristen Cheney
Associate Professor, Institute of Social Studies, Erasmus University Rotterdam

Allison Coble
Faith To Action Initiative

Sarah Gesiriech
Former U.S. Government Special Advisor on Children in Adversity

Philip Goldman
Founder and President, Maestral International

Christen Higgins Clougherty, Ph.D.
Executive Director, Nobis Project, Inc.

Gillian Huebner
Independent Consultant

Charles A. Nelson III, Ph.D.
Professor of Pediatrics and Neuroscience, Harvard Medical School, Harvard University

Karen Rasmussen
Director, Child Safe Horizons

CONTENTS

INTRODUCTION

An estimated 5.4 million children live in orphanages globally[1] even though approximately 4 out of 5 of these children still have at least one living parent.[2] Despite decades of research on how residential care harms their growth and development, children continue to be institutionalized in many areas of the world.

A combination of domestic factors and external drivers influence the continued separation of children from their families. These include widespread poverty, the lack of livelihood and educational opportunities, disabilities, poor basic social services, and limited government and charitable support for family care.[3] In addition, international tourists who visit and volunteer at these institutions perpetuate the demand for orphanages.[4] Among industrialized nations, the United States, Canada, Europe, and Australia are the major contributors of the people, money and resources that sustain residential care through a range of conduits, including high school and university study abroad and gap year programs and through funding and volunteer support from governments, faith-based institutions, international charities and well-meaning individuals. In turn, these pipelines of financial and volunteer

assistance are catalyzing younger generations of independent influencers who are using social media to create an emerging constellation of micro-advocacy and fundraising initiatives to build awareness and support for orphanages.

In the face of these challenges, there are also a growing number of promising strategies being designed, used and tested to redirect existing financial and volunteer resources away from residential care settings and towards more appropriate family care alternatives. To further these advances, the Better Care Network[5] and Save the Children UK established ReThink Orphanages in

1 Chris Desmond et. al, "Responses to Global Study Questionnaire" (forthcoming) as reported in: Manfred Nowak, *United National Global Study on Children Deprived of Liberty*, November 2019, accessed https://omnibook.com/view/e0623280-5656-42f8-9edf-5872f8f08562. The report noted the difficulty of accurately estimating the number of children living in institutions worldwide, adding that while the Questionnaire "added significantly to the available data of children in institutions, major limitations were found in the availability and quality of official data, with inconsistent definitions between studies and evidence of substantial under-reporting of children and institutions."

2   John Williamson and Aaron Greenberg, *Families, Not Orphanages* (New York: Better Care Network, 2010), https://bettercarenetwork.org/library/particular-threats-to-childrens-care-and-protection/effects-of-institutional-care/families-not-orphanages.

3 Ibid.

4 Orphanage Tourism: "Shedding Light on the Orphanage Scam," ReThink Orphanages, accessed August 6, 2019, https://rethinkorphanages.org/get-informed

5 ReThink Orphanages strategies are guided by the Convention on the Rights of the Child; the Convention on the Rights of Persons with Disabilities; the Guidelines for the Alternative Care of Children (welcomed by the UN General Assembly in 2009) and the 2003 Stockholm Declaration on Children and Residential Care.

GOALS OF U.S. MAPPING EXERCISE

| MAP CURRENT U.S. LANDSCAPE | ANALYZE DOMESTIC BARRIERS, OPPORTUNITIES & DATA GAPS | IDENTIFY KEY GOVERNMENT INSTITUTIONAL & OTHER LEVERS | BUILD EVIDENCE BASE TO DISRUPT SUPPLY CHAINS | RECOMMEND & PRIORITIZE STRATEGIES FOR CHANGE |

ELIMINATE SUPPORT FOR ORPHANAGES ABROAD AND REDIRECT CRITICAL RESOURCES TOWARDS FAMILY AND COMMUNITY STRENGTHENING
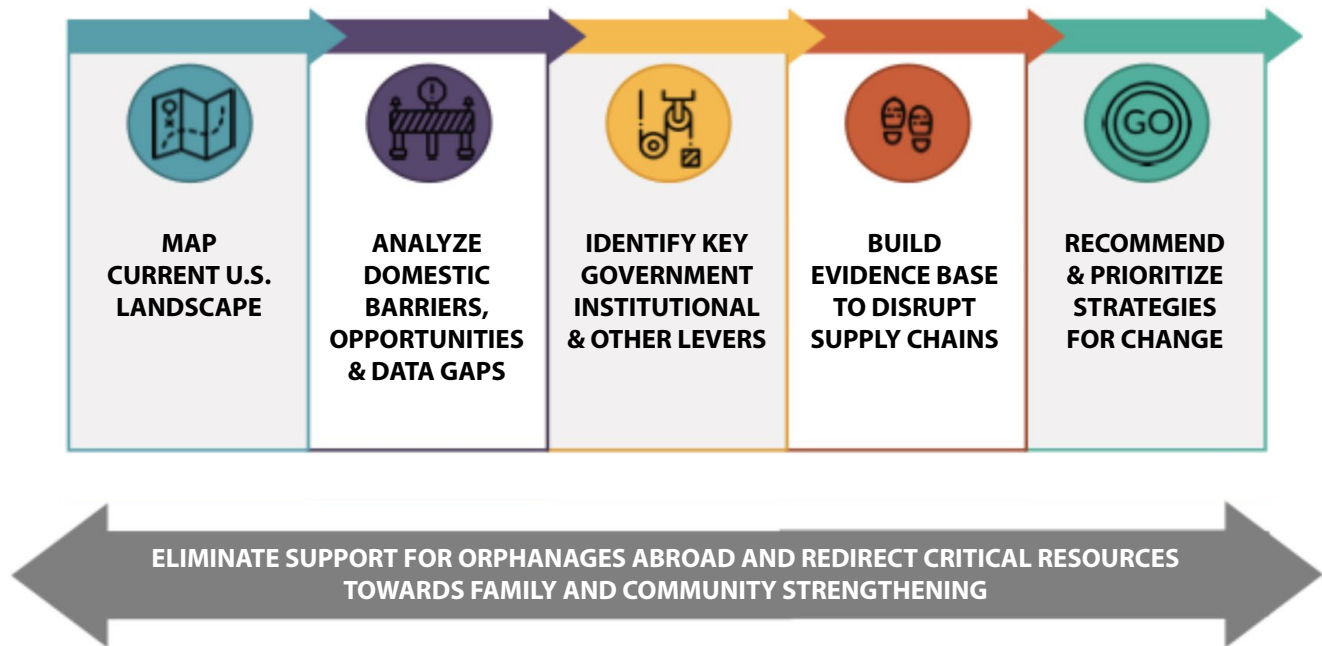
2013, formerly known as Better Volunteering, Better Care (BVBC), a global coalition that brings together diverse partners across the international aid and development, child protection, tourism, philanthropy, education and faith-based sectors to better understand and address the impact of volunteering, tourism and financial support for orphanages. In 2015, ReThink Orphanages Australia, the project's first country-specific hub, conducted a mapping exercise to explore how Australia's charitable, faith, education and tourism sectors contribute to the institutionalization of children worldwide and to make the case for subsequent national legislative and policy changes aimed at addressing these issues. Building on its success in Australia, ReThink Orphanages established two additional hubs in the United States and Europe to advance additional country-specific advocacy and engagement strategies.

In April 2019, the Better Care Network, on behalf of ReThink Orphanages USA,[6] commissioned the U.S.-based policy consultancy, ChildFocus, to begin documenting the ways in which the United States supports and perpetuates overseas orphanages. The following report lays out the results of this preliminary mapping exercise based on: an analysis of existing data; a literature review of U.S government publications and investments; a review of non-profit organizations and foundation activities; an analysis of key supply chains and stakeholders; and the identification of existing data gaps. The report also considers potential levers for federal policy change and includes general recommendations on other potential strategies to redirect critical volunteers and resources away from supporting orphanages and towards family-based care.

---

6   ReThink Orphanages USA brings together international and U.S.-based organizations representing child protection, international aid and development, travel, education and Christian faith communities working to prevent family separation and the unnecessary institutionalization of children. Partners include the Better Care Network, Christian Alliance for Orphans, Catholic Relief Services, Changing the Way We Care, Disability Rights International, Faith to Action Initiative, GlobalSL.org, GO Philanthropic Travel, Haverford College, Hope and Homes for Children, Hopeland, Lumos, Maestral, Save the Children, SOE and Tourism Cares.

EXECUTIVE SUMMARY

Approximately 5.4 million children live in orphanages, although the vast majority have at least one living parent or other family member who might be able to care for them with appropriate supports. Research shows that growing up in institutional care instead of family settings harms children, and yet child institutionalization persists for a number of reasons, including well-intentioned but misdirected financial and volunteer support for orphanages across a variety of U.S. sectors and stakeholders. Grounded in extensive desktop research, the purpose of this mapping exercise is to identify and analyze the main sources of support for orphanages abroad in order to: better understand the motivations and attitudes behind the decisions to provide these resources; ascertain key trends to inform effective communications and messaging strategies; and identify key organizations and influencers as potential partners in disrupting current orphanage supply chains and effectively re-directing support towards family-based care.

Based on this examination, the mapping exercise identified six main U.S. sectors that contribute most significantly to the support of orphanages abroad. These are: (1) high school, gap year and university study abroad programs; (2) the voluntourism industry; (3) faith-based institutions; (4) U.S.-based charities, foundations and individual donors; (5) the U.S. Government; and (6) "independent influencers," an informal network of individuals that support orphanages abroad outside of these more established support sectors.

Overall, the mapping exercise found that, while ReThink Orphanages USA and its partner organizations have made considerable progress in educating policy makers, the general public and other key stakeholders about the unintended consequences of orphanages, additional efforts are needed to change the widely held misconception that orphanages and other residential care institutions are "benevolent and necessary" options for children who have been separated from their parents. The mapping also highlighted the need for additional marketing and messaging research to change attitudes and build the necessary relationships to redirect the current flow of volunteers and resources across existing orphanage supply chains. Successful efforts to refocus these groups' support of family care alternatives will require several overarching strategies, including:

- **Creating a comprehensive federal policy agenda to advance legislative and regulatory changes, redirect government and public support towards family-based care for children abroad and develop a national advocacy action plan** to increase policymaker awareness of why orphanages harm children, build strong relationships with members of Congress and federal agencies, and influence the appropriate expenditures of foreign aid and other government resources.

- **Meaningfully engaging independent influencers and other young Millennial and Gen Z leaders by using targeted market research** to better understand the attitudes and motivations of American young people, how technology drives their advocacy efforts, the ways in which they interact with and influence their networks, and their current perceptions of orphanages abroad.

- **Building strong partnerships across the U.S. educational sector**, particularly high school, gap year, and university study abroad programs to engage students, administrators, foreign study advisors, educators and relevant national education associations in efforts to discontinue volunteer and financial support orphanages and focus instead on family care alternatives.

- **Addressing critical "data deserts" by partnering with foundations, universities and other research institutions and national associations** to track gap year, mission, voluntourism and other orphanage support trends and to expand data collection to gather further evidence of the ways in which U.S. supply chains are perpetuating the global orphanage industry.

- **Increasing anti-orphanage outreach and messaging capacity by leveraging U.S.-based communications, technology and social media expertise** to conduct additional public opinion and marketing research, build out key message components, and frame a compelling call to action that can be effectively adapted for multiple audiences.

U.S. SECTORS THAT SUPPORT ORPHANAGES ABROAD

U.S. VOLUNTOURISM INDUSTRY
International volunteer opportunities through for-profit, "for purpose" and faith-driven travel companies and university alumni programs.

FAITH-BASED INSTITUTIONS
US-based Institutions that send missionaries, faith-based volunteers and funding abroad.

INDEPENDENT INFLUENCERS
Millennial and Gen Z activists, celebrity champions, families that have adopted from abroad and others.

HIGH SCHOOL, GAP YEAR + UNIVERSITY PROGRAMS
High school exchange programs and service trips, gap year opportunities, and university-sponsored study abroad.

US-BASED CHARITIES + FOUNDATIONS
US-based non-profits and foundations focused on orphans and other children in adversity.

U.S. GOVERNMENT SUPPORT
Government funding, in-kind support, and U.S. government employees or military personnel who are encouraged to volunteer while stationed abroad.

KEY DEFINITIONS

FAITH-BASED ORGANIZATIONS: An organization, with or without nonprofit status, that provides social or human services and is either religiously motivated or religiously affiliated. Faith-based organizations may include religious congregations, non-profit organizations or projects affiliated with congregations, national organizations, or inter-faith coalitions.[7]

FAMILY-BASED CARE (OR "FAMILY CARE"): Includes all forms of parental child care or alternative care in which a child is raised by family members rather than in an institution. Family care includes parental care, kinship care, foster care and adoption.[8]

INDEPENDENT INFLUENCERS: The large and diffuse U.S.-based network of individuals who are supporting orphanages abroad outside of more established support sectors (such as faith-based institutions or universities), primarily using social media to promote advocacy, communications and fundraising goals.

ORPHANAGE: A residential institution where a group of unrelated children live together and receive care from paid or volunteer staff members. Other names used to describe an orphanage may include children's homes, shelters, safe houses, children's villages, transitional homes, and residential care institutions.[9]

RESIDENTIAL CARE: Group living arrangements for children in which care is provided on a temporary, mid-term or permanent basis by paid employees or volunteers who would not be regarded as traditional caregivers within the wider society. Orphanages represent one type of residential care.[10]

U.S. GOVERNMENT AGENCIES:

- Department of Education: the cabinet-level department that establishes policy, administers and coordinates federal assistance to education, collects data on U.S. schools, and enforces federal education laws regarding privacy and civil rights.

- Department of Justice: the cabinet-level department responsible for the enforcement of the law and the administration of justice in the United States.

- Department of State: the cabinet-level department responsible for carrying out U.S. foreign policy and international relations, including advising the President of the United States, administering the nation's diplomatic missions, negotiating treaties and agreements with foreign entities and representing the U.S. before the United Nations.

- Federal Trade Commission: the independent federal agency whose mission is to promote consumer protection and the enforcement of civil U.S. antitrust law through the elimination and prevention of anticompetitive business practices.

- Internal Revenue Service: the bureau under the Department of the Treasury that is responsible for collecting taxes and administering the Internal Revenue Code, the main body of U.S. statutory tax law.

- U.S. Agency for International Development: the independent federal agency that is primarily responsible for administering civilian foreign aid and development assistance.

ORPHANAGE VOLUNTOURISM: The practice of people volunteering in or visiting an orphanage while they are traveling abroad, including placements lasting a few months or more, mission trips, university field trips, days trips or shorter visits to watch cultural performances or interact with children. Orphanage voluntourism also includes those visits that are supported financially by businesses (e.g., tour companies, etc.) or faith-based institutions.[11]

---

7   Stephen Goldsmith, William Eimicke, and Chris Pinda, *Faith-based Organizations Versus their Secular Counterparts: A Primer for Local Officials,* (Cambridge: Ash Institute for Democratic Governance and Innovation, John F. Kennedy School of Government, Harvard University, 2006).

8   Julien Lovera and Martin Punaks, Reintegration Guidelines for Trafficked and Displaced Children Living in Institutions, (Portland: Next Generation Nepal, 2015).

9   "Orphanage Tourism: Shedding Light on the Orphanage Scam," Better Care Network, accessed August 6, 2019, https://rethinkorphanages.org/get-informed

10   Kathryn van Doore, Laura Healy and Megan Jones, Mapping Australia's Support for the Institutionalisation of Children Overseas, (May 2016).

11   "Orphanage Tourism: Shedding Light on the Orphanage Scam," Better Care Network, accessed August 6, 2019, https://rethinkorphanages.org/get-informed

METHODOLOGY

Data on the nature and extent of orphanage support in the U.S. remain extremely limited for several reasons. These include the absence of centralized government reporting requirements as well as non-profit and faith-based organization's lack of capacity/interest in tracking, aggregating and reporting on local volunteer supports and investments. Given these data gaps, ChildFocus used several alternative data sources to complete this mapping. These methods included interviews with experts from nonprofits, advocacy organizations and research institutions across the support sectors; extensive internet searches; on-line reviews of multiple studies and reports from the National Center for Charitable Statistics at the Urban Institute, Religious Landscape Study from the Pew Research Center; and other sources. ChildFocus also conducted a search of publicly available polling data through the Roper Center for Public Opinion Research at Cornell University as well as a search of U.S.-based funders and funding trends through Candid. Extensive searches were also conducted on social media outlets such as Facebook, Twitter, and Instagram and online funding platforms such as gofundme to understand how technology and social networking impact the support of orphanages. In July 2019, ChildFocus also presented its preliminary research findings to the members of the ReThink Orphanages USA and integrated that group's feedback into this report.

© SARAH TYLER/SAVE THE CHILDREN

LITERATURE REVIEW

Overview

An estimated 5.4 million children live in orphanages globally[12] and data suggest that 80 to 90 percent of children living in these institutions have at least one living parent.[13] Americans generally understand the term "orphan" to refer only to those children who have lost both their parents. However, UNICEF's definition of an "orphan" also encompasses the more than 124 million (~89%) of orphans worldwide that are "single orphans," meaning they have lost one parent.[14] The remaining 15 million (11%) of these children are "double orphans" who have lost both their parents. It should be noted that children in both categories may still have family and other community members who would be willing to care for them with adequate support, although there is no existing data on the overall number and capacity of potential caregivers. Data available from household surveys do show that the vast majority of children not living with a biological parent (94%) are living in family care. There is no doubt that families are overwhelmingly caring for children who are without parental care due to parental death or other reasons.[15]

Children end up in these institutions due to poverty, natural disasters, armed conflict, homelessness, family conflict and neglect, illness, discrimination, and disability.[16] Despite increasing evidence that documents the negative effects of institutionalization on children, the practice still persists in certain countries. The number of residential care facilities in Cambodia, for example, has increased by 75 percent between 2005 and 2010, despite recent efforts to help stem this growth.[17] Parents may also send children to institutions to provide better safety and care, including food, shelter, clothing, health care and education. However, repeated studies of this practice provide evidence that children are more harmed by living in these settings, especially if placed there on a long-term basis. Several studies also speak to the psychological, physical and societal harm caused by the long-term institutionalization of children.[18]

Impact of Voluntourism on Orphanages

Voluntourism, or volunteer tourism, is a form of travel that combines vacationing or holiday travel with service projects. With an estimated 10 million trips per year[19], voluntourism is a growing sector internationally. Though current data do not identify the number of trips to orphanages abroad, research indicates that over

---

12   Chris Desmond, Kathryn, Watt, Anamika Saha, Jialin Huang and Chunting Lu, "Responses to Global Study Questionnaire" (forthcoming) as reported in: Manfred Nowak, *United National Global Study on Children Deprived of Liberty*, November 2019, accessed https://omnibook.com/view/e0623280-5656-42f8-9edf-5872f8f08562.

13   Kevin Browne, et al, "Young children in Institutional Care in Europe," *Early Childhood Matters*, no. 105 (2005): 15–18.

14   Ibid.

15   Florence S. Martin and Garazi Zulaika, "Who Cares for Children? A Descriptive Study of Care-Related Data Available Through Global Household Surveys and How These Could Be Better Mined to Inform Policies and Services to Strengthen Family Care," *Global Social Welfare* 3, no.2 (2016): 51-74.

16   Samantha Lyneham and Lachlan Facchini, "Benevolent Harm: Orphanages, Voluntourism and Child Sexual Exploitation in South-East Asia," *Trends and Issues in Crime and Criminal Justice,* no. 574 (2019).

17   Ibid.

18   Christie Schoenmaker, Femmie Juffer, Marinus H. van IJzendoorn and Marian J. Bakermans-Kranenburg, "Does Family Matter? The Well-Being of Children Growing Up in Institutions, Foster Care and Adoption," in *Handbook of Child Well-Being,* ed Asher Ben-Arieh, Ferran Casas, Ivar Frønes, and Jill E. Korbin, (Dordrecht: Springer Netherlands, 2014), 2197-2228; Alan Carr, "A Systematic Review of Reviews of the Outcome of Severe Neglect in Underresourced Childcare Institutions," *Trauma, Violence & Abuse,* (2018): 1-14.

19   S. Milne, et.al, Voluntourism Best Practices: Promoting Inclusive Community-Based Sustainable Tourism Initiatives (Singapore: Asia-Pacific Economic Cooperation, 2018).

20% of voluntourism trips involve projects that benefit children.[20] In some cases, a volunteer's desire to "do good" creates a financial incentive for organizations to use illegitimate methods such as child trafficking to "manufacture" orphans to meet the demands of tourists and generate continued funds. Recruiters may persuade parents to place children in orphanages by offering money and education for the child and then force the children to present themselves as orphans. Children with disabilities are sometimes placed in institutions because of limited services and support in the community.[21] As a result, many privately-owned and unregulated orphanages have been established in popular tourist destinations to meet the demand of growing voluntourism.[22] Some orphanages also serve as recruitment sources for child sexual exploitation operations. For example, institutions are the third most prominent site of child sexual exploitation in South-East Asia. Exploitation may occur in orphanages, or these institutions may be used as a midway point in the trafficking process. Some orphanages maintain open door policies which give volunteers unrestricted access to take children on outside excursions and conduct private activities. This unregulated access to children may exacerbate attachment issues for children who have to form relationships with multiple volunteers on a regular basis.[23]

Limited Data Collection and Accountability

Limited data make it difficult to draw conclusions or understand the prevalence of voluntourism and its impact on the use of child institutions abroad. Many countries lack administrative systems to accurately track the number of children in institutional care. Because this is a largely unregulated system in most countries, there is no method to hold organizations accountable and to limit their use. The lack of data across countries makes it difficult to develop and promote a centralized and coordinated international strategy to discontinue the use of orphanages and redirect existing resources and supports toward family-based care.

© AUSTIN KEHMEIER ON UNSPLASH

---

20   Ibid.

21   *No Child Left Behind,* (London: Lumos Foundation and the European Commission, 2018), https://lumos.contentfiles.net/media/assets/file/LEAVEBEHINDPACKAGE.pdf

22   Samantha Lyneham and Lachlan Facchini, "Benevolent Harm: Orphanages, Voluntourism and Child Sexual Exploitation in South-East Asia," *Trends and Issues in Crime and Criminal Justice,* no. 574 (2019).

23   Tess Guiney & Mary Mostafanezhad, "The Political Economy of Orphanage Tourism in Cambodia," *Tourist Studies* (2011); Linda Richter and Amy Norman, "AIDS Orphan Tourism: A Threat to Young Children in Residential Care," *Vulnerable Children and Youth Studies: An International Interdisciplinary Journal for Research, Policy and Care* 5, no. 3, (2014).

KEY FINDINGS

OVERVIEW

With an overall population of 329 million people,[24] 50 states and the District of Columbia, five territories and a 2018 Gross National Income (GNI) of $20.7 trillion,[25] the United States encompasses a vast and disparate network of government entities, non-profit and faith-based institutions, and individuals who provide varying degrees of funding, volunteers and other resources to assist orphans worldwide.[26] The American government structure is large and complex, with three distinct federal branches (legislative, executive and judicial) designed provide the necessary "checks and balances" to ensure that no one individual, group or political party gains unlimited influence or control. The U.S. Constitution also limits the power of the federal government over the states, which retain the broad powers to regulate within their state boundaries. This shared power, among the federal government branches and between the federal and state governments, makes it particularly difficult to legislate, regulate or otherwise limit charitable or volunteer supports for orphanages abroad.

The U.S. mapping exercise yielded hundreds of individual examples of the different ways in which American citizens and institutions support the institutionalization of children abroad, but it uncovered little aggregate data on individual and organizational involvement with orphanages. Current data gaps include the estimated number of U.S. volunteers and the total amount of direct or indirect financial support orphanages receive from U.S.-based individuals, organizations and the federal government.[27] The reason

for this is that many of the organizations and individuals that are supporting orphanages abroad are not tracking and sharing the nature and extent of their activities, nor is data being systematically requested by the government, think tanks or other organizations. The lack of data at the local level is compounded by the absence of centralized tracking or data collection mechanisms at the national and state levels by government entities and private institutions (e.g., faith-based institutions, universities, etc.). With limited public understanding of the harms of orphanages, there is currently little demand, accountability or funding to track orphanage support. Our research did, however, identify critical information about key sources of support, influential government and institutional players, the attitudes driving financial contributions and volunteer efforts, and insights into potential strategies to redirect existing supports towards family care alternatives.

CRITICAL SECTORS AND STAKEHOLDERS: AN OVERVIEW OF COMMON THEMES

As in Australia, Canada and Europe, U.S. support of orphanages abroad are driven primarily by voluntourism, faith-based institutions, high school and university study abroad and gap year programs, U.S.-based charities and foundations, government support and independent influencers. Once again, widespread data gaps make it difficult to discern which of these pipelines have the most significant impact, determine the mix of financial and in-kind support

---

[24]   United States Census Bureau, "U.S. and World Population Clock," accessed August 5, 2019, https://www.census.gov/popclock/.

[25]   World Bank Group, "GDP (current US$)," accessed August 5, 2019, https://data.worldbank.org/indicator/ny.gdp.mktp.cd.

[26]   UNICEF, "Orphans," accessed August 5, 2019, https://www.unicef.org/media/media_45279.html.

[27]   In its publication, Dollars and Sense, the Lumos Foundation explored the U.S. Government's provision of foreign government aid to support orphanages abroad, but did not specify a total estimate of U.S. Government spending.

they provide, and map how these different sources of support intersect and interact with one another. However, the mapping research did identify the high-level findings shown in the graphic below.

- **Millennial and Gen Z remain the most critical target audience for education campaigns to change minds and behavior:** Not surprisingly, young people represent one of the most significant and actively engaged stakeholder groups across all the supply chains. It is critical to learn more about how best to influence this population with targeted messaging and other strategies designed to help eliminate orphanage support and to build and

sustain the necessary public awareness, political will, and government and non-profit infrastructure.

- **Institutional and organizational supply chain "hubs" are strong potential partners in efforts to eliminate orphanage support:** While U.S. networks are large and diffuse, each of the supply chains has a solid core of institutions, associations and coalitions with broad reach among their members. Prioritizing the engagement of these groups will be a critical driver of change and a cost-effective way to push out messaging campaigns across multiple audiences.

U.S. SUPPORT FOR CHILD INSTITUTIONALIZATION ABROAD: PRIMARY AUDIENCE SEGMENTATION
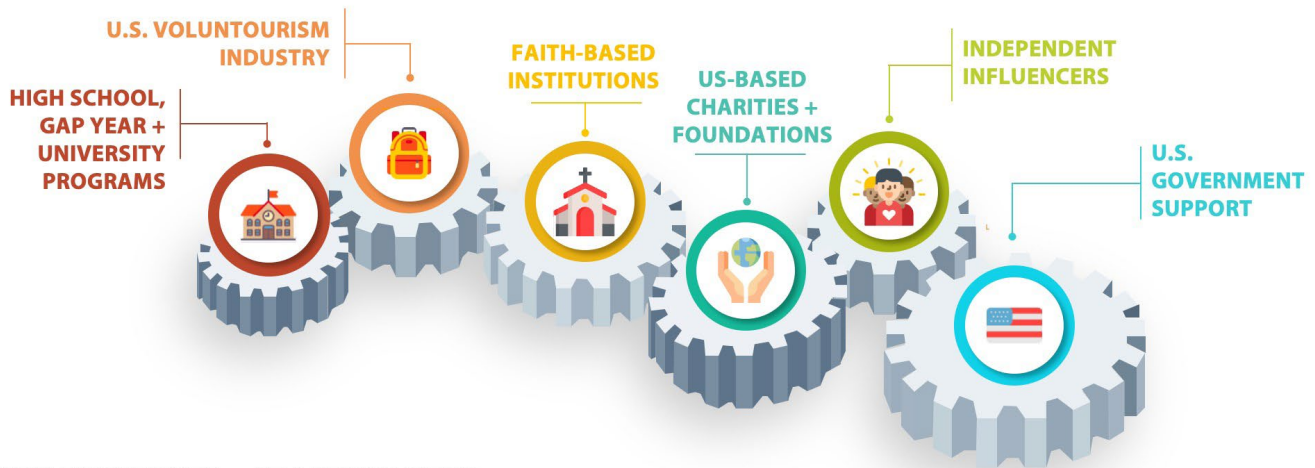
KEY AUDIENCES + STAKEHOLDERS

Solid boxes indicate stakeholder groups with a significant population of young people.

HIGH SCHOOLS	TOUR COMPANIES	FAITH-BASED INSTITUTIONS		JOURNALISTS & BLOGGERS	
COLLEGES + UNIVERSITIES	INDUSTRY ASSOCIATIONS	LOCAL CONGREGATIONS	US-BASED NON-PROFITS	PARENTS	DIPLOMATIC CORPS
GAP YEAR PROGRAMS	COMMUNITY SUPPORTERS	MISSIONARIES	INDIVIDUAL DONORS	CELEBRITY CHAMPIONS	MILITARY PERSONNEL
STUDENT PARTICIPANTS	**VOLUNTOURISTS**	**FAITH-BASED VOLUNTEERS**	**FOUNDATIONS**	**MILLENNIAL/GEN Z ACTIVISTS**	**PEACE CORPS VOLUNTEERS**

- **Well-intentioned stakeholders want to "do good" but often lack access to accurate information about the negative impact of orphanages:** Across the supply chain, the mapping research suggests that most stakeholders and volunteers are well-intentioned, mission/faith-driven and committed to helping children, but often lack access to accurate information on both the harms of institutional care and the benefits of family care alternatives. In efforts going forward, it will be important not to conflate the impact of the supply chains with the positive intentions of its stakeholders, as changing the attitudes and behaviors of these key audiences without

discrediting and dispiriting them will be critical in redirecting existing resources.

- **There are many potential opportunities to engage new "influencers" across the supply chains:** Research also identified a number of new messengers with a strong potential to influence audiences across each of the supply chains. Examples include professors interacting with students in university settings outside of the study abroad context, editors of on-campus publications, lay leaders

in local churches, editors of travel industry trade publications and others, all of whom could become more meaningfully engaged in ReThink Orphanages' communications and outreach efforts.

- **More research is needed on the intersections between orphanage supply chains:** The mapping research underscored that while each sector has its own unique sets of stakeholders, there are significant overlapping audiences across the supply chains. For example, a young person might be initially exposed to orphanage volunteering through a study abroad program, but then go on to start her own project as an independent influencer. A family that visits an orphanage on a short-term mission trip might return home to engage their local church congregation in ongoing fundraising efforts. Just as additional research is needed to further identify and map the key players and organizations in each of the target audiences, more focus is needed on the ways in which these stakeholder groups interact with and reinforce each other's activities.

U.S. AND STATE GOVERNMENTS

For contextual purposes, it is important to understand three basic fundamental realities about the U.S. government. First, the U.S. Constitution clearly enumerates the areas and rights which are reserved for the federal government and which are left to the States. In the U.S., child protection laws and the provision of child welfare services are primarily handled at the state level. The federal government influences state level child welfare policies and practices by establishing standards and criteria states must meet if they wish to access federal child welfare funding. While states are not required to accept federal funding and its corresponding requirements, most often they do. Secondly, because each State has its own laws and law enforcement agencies, it is possible that an action could be legal in one state and illegal in another. Finally, the laws that apply to U.S. citizens acting in multiple states, across state lines and internationally are passed and enforced at the federal level.

Domestic Child Protection

In FY 2018, the federal government provided an estimated $9.5 billion to states for child welfare services.[28] The majority of these funds are made available to states to support children in foster care (approximately $8 billion) and for ongoing assistance to children who leave foster care for another permanent family. The remainder of the funds (approximately $1 billion) is used to support a variety of smaller programs, including the prevention and treatment of child abuse and support for young adults emancipating from care. It is important to note that these funds are separate and apart from federal programs designed to help families meet housing, health care and child care needs. The funds are also provided in addition to federal food assistance and education programs. The federal agency with the main responsibility for the administration of child welfare programs is the Department of Health and Human Services (HHS), more specifically the Administration of Children and Families (ACF).

In SFY 2016, U.S. Child Welfare Agencies reported spending $29.9 billion in federal, local and state funds on child welfare services. 56% of all child welfare expenditures came from state and local government funding. The breakdown of how these funds are used is as follows:

CHILD WELFARE SPENDING

SOURCE: Child Trends
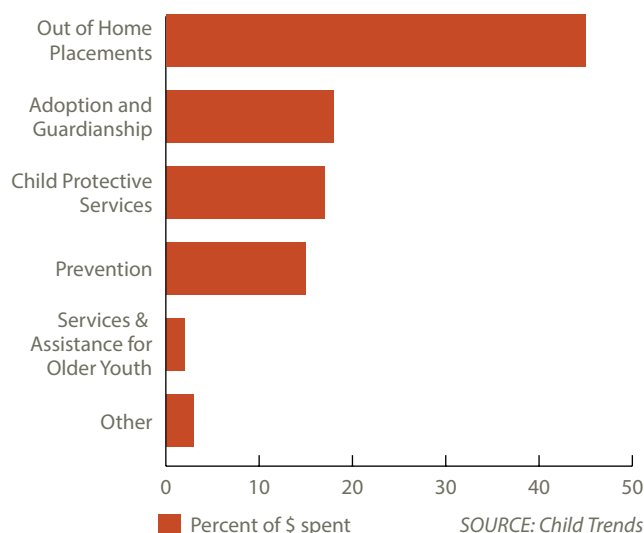
Each State's proportion of federal, state and local funds is different. For more information about what each state spends on child welfare services and the source of these funds, visit the National Conference of State Legislators website.

Foreign Assistance

In FY 2017, U.S. foreign assistance, broadly defined, totaled an estimated $49.87 billion.[29] In 2006, the State Department developed a framework that organizes U.S. foreign aid assistance around five strategic objectives. The chart below outlines these objectives and the corresponding share of the federal foreign aid budget:

OBJECTIVES OF U.S. FOREIGN ASSISTANCE – FY 2019

Peace and Security	$16.9 billion
Promoting Economic Growth	$4.6 billion
Investing in People	$11.2 billion
Governing Justly and Democratically	$2.8 billion
Humanitarian Assistance	$8.6 billion

Until 1990, most funding for foreign assistance programs was administered at the federal level by the United States Agency for International Development (USAID). Over the last several decades, at least 30 other federal agencies report funding their own foreign assistance programs out of their own budgets, administered by their own agency personnel (e.g., HIV/AIDS programs through the Center for Disease Control and Prevention). The bulk of foreign assistance programs overseen by

---

28   Emilie Stoltzfus, *Child Welfare Funding in FY 2018*, (Washington, DC: Congressional Research Service, 2018), https://fas.org/sgp/crs/misc/R45270.pdf

29   Marian Lawson and Emily Morgenstern, *Foreign Aid: An Introduction to US Programs and Policy*, (Washington, DC: Congressional Research Service, 2019), https://fas.org/sgp/crs/row/R40213.pdf

USAID (approximately 77%),[30] are delivered through project-based assistance in which USAID contracts with third party implementing partners for a time-limited project. The federal government maintains two online databases related to US foreign assistance: USAID Explorer and the State Department's foreignassistance.gov. Congress influences USAID's delivery of foreign assistance in two ways. First, it passes standalone pieces of legislation that authorize USAID to spend funds for specific purposes and programs (e.g., The United States Leadership Against HIV/AIDS, Tuberculosis and Malaria Act of 2003 authorized the President's Emergency Plan for AIDS Relief (PEPFAR)0. Secondly, Congress can also include instructions to the lead agency in the written reports which accompany the annual appropriations bills.

RELEVANT U.S. FOREIGN ASSISTANCE PROGRAMS - FY2019

Maternal and Child Health	$835 million
Nutrition	$145 million
Education	$1.03 billion
Food Security	$1 billion
PEPFAR	$6.05 billion
Trafficking in Persons	$67 million
Gender	$215 million
Vulnerable Children	$24 million

Legal Authority

FEDERAL AGENCY AUTHORITY

U.S support for children in adversity is addressed by more than 30 government offices in seven government agencies, including the Departments of Agriculture, Defense, and Labor, and the Peace Corps.[31] The federal agencies described in detail below are the main sources of legal authority over U.S. actors participating in orphanage voluntourism and/or the children they seek to serve:

- **Department of State:** The U.S. Department of State leads the U.S. foreign policy agenda through diplomacy, international advocacy and foreign assistance. In addition to representing U.S. interests at the United Nations and in relations with other countries, the State Department has several other important functions, including Foreign Service Officer Training, granting immigrant and non-immigrant visas; issuing passports; protecting and assisting U.S. Citizens living or traveling abroad, fighting HIV/AIDS; and combatting international crime (e.g., terrorism, illicit drugs, trafficking in persons, etc.).

- **United States Agency for International Development (USAID)**: USAID is the lead agency for U.S. international development and foreign assistance programs. USAID's mission is to "demonstrate America's goodwill around the world; increase global stability by addressing the root causes of violence; open new markets and generate opportunity for trade; create innovative solutions for once unsolvable development challenges; save lives; and advance democracy, governance, and peace."[32]

- **Internal Revenue Service (IRS)**: The IRS administers and enforces U.S. federal tax laws. In the Unite d States, charitable organizations organized and operated exclusively for charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and preventing cruelty to children or animals are exempt from federal tax (pursuant to 26 U.S.C. Sec 501(c)(3)). The IRS is the agency that approves and monitors the activities

---

30   Ibid

31   Gillian Huebner, "All About that Budget", *Linkedin* (blog), June 19, 2017, https://www.linkedin.com/pulse/all-budget-gillian-huebner/

32   USAID, "What We Do," last modified August 22, 2019, https://www.usaid.gov/what-we-do

of tax-exempt charitable organizations in the U.S. and abroad.

- **Department of Education:** In the United States, children are legally guaranteed access to a free public education which is funded by a combination of local, state and federal funds. The federal Department of Education is responsible for establishing policies on federal financial aid for education; distributing and monitoring those funds; collecting data and disseminating research on America's schools; and prohibiting discrimination to ensure equal access to education.

- **Department of Justice:** The federal agency charged with law enforcement in the U.S., the mission of the DOJ is to: enforce the law and defend the interests of the United States according to the law; to ensure public safety against threats foreign and domestic; to provide federal leadership in preventing and controlling crime; to seek just punishment for those guilty of unlawful behavior; and to ensure fair and impartial administration of justice for all Americans. Federal law prohibits an American citizen or resident to travel to a foreign country with intent to engage in any form of sexual conduct with a minor (defined as persons under 18 years of age). It is also illegal to help organize or assist another person to travel for these purposes. This crime is a form of human trafficking, also referred to as child sex tourism. Convicted offenders face fines and up to 30 years of imprisonment. Project Safe Childhood is a nationwide initiative to combat the growing epidemic of child sexual exploitation and abuse launched in May 2006 by the Department of Justice. Led by the U.S. Attorneys' Offices and the Criminal Division's Child Exploitation and Obscenity Section (CEOS), Project Safe Childhood marshals federal, state and local resources to better locate, apprehend and prosecute individuals who exploit children via the Internet, as well as to identify and rescue victims.

STATE AGENCY AUTHORITY

State governments have regulatory authority over several of the voluntourism supply chains primarily through sponsoring organizations' (e.g., faith-based institutions, charities, and colleges) status as "registered entities" in their states. Every state regulates charitable organizations in some fashion, but each varies in the scope and content of its regulation. Regulation may be through registration requirements for charities, professional solicitors or professional fundraisers. It may also take the form of civil and criminal sanctions. In 21 states, the regulatory body for charitable organizations is the State's Attorney General's office. In 23 others, these organizations are regulated by another office within the State (please see here for a full list and additional information on state reg and enforcement in the charitable sector).

The National Association of State Charity Officials (NASCO) is an association of state offices (including attorneys general, Secretaries of state and other offices) charged with oversight of charitable organizations and charitable solicitation in the United States.[33] State laws related to charities are mostly focused on preventing fraud and improper solicitation. As a result, the vast majority of enforcement actions are brought against individuals fraudulently posing as a charity or misrepresenting the charitable purpose for personal financial gain. The majority of states require a charity to register with the state regulatory authority before being permitted to solicit donations. Twenty-two states require charities to file independently audited financial statements, and most of the jurisdictions requiring such audits have a $500,000 revenue threshold before an audit is required.[34]

While all fifty states have legal authority to investigate alleged violations by charitable organizations, the capacity of the states to conduct investigations and enforce penalties varies greatly. In some states they have large, adequately financed divisions within the

---

[33]   National Association of State Charity Officials, accessed August 6, 2019, www.nasconet.org

[34]   Cindy M. Lott et al., *State Regulation and Enforcement in the Charitable Sector,* (Washington, DC: Urban Institute, 2016), https://www.urban.org/sites/default/files/publication/84161/2000925-State-Regulation-and-Enforcement-in-the-Charitable-Sector.pdf

Attorney General's office while in others they rely on a few individuals. Attorneys General are not the only state entities with authority over charitable organizations. Secretaries of state, state tax authorities, boards of education, insurance commissioners and other similar state officials have power to enforce certain rules that may apply to nonprofits engaged in certain activities.

As with the IRS, state laws regulating the activities of charitable organizations focus mostly on misrepresenting the purpose for which solicited money will be used, making false or misleading statements in the course of a solicitation, failing to file an annual financial report, and failing to register prior to soliciting in the state.

GAP-YEAR, STUDY ABROAD AND HIGH SCHOOL VOLUNTEER PROGRAMS

The federal government's regulation of the activities of high schools, colleges and universities is mainly through standards and criteria established by the U.S. Department of Education that an institution must meet in order to access federal funds for its academic and student financial aid programs. In order to receive federal student aid funding, a college or a university must be licensed in the state in which it operates, accredited by a recognized accrediting agency and certified by the Department of Education. It is important to note that while the federal government requires a college or university to be accredited by an approved accrediting entity in order for the institution or its students to receive federal funding, accreditation is a voluntary, non-governmental process. The accreditation process focuses on whether the institution has sufficient physical, human and financial resources to provide the promised degree to its students. It also looks at the quality of the faculty and curriculum prescribed for students. A cursory review of accreditation standards for colleges and universities reveals that there are no standards or requirements related to school sponsored volunteer programs. There are also very few limitations on high school, colleges and university participation in foreign exchange or study abroad programs.

© MATESE FIELDS ON UNSPLASH

U.S.-based gap year programs are encouraged to become accredited by the Gap Year Association (GYA), a public-benefit, non-profit member association founded in 2012. GYA is recognized by the U.S. Department of Justice and Federal Trade Commission as a Standards Development Organization. A review of the GYA standards reveals that there are no existing requirements related to school-based voluntourism. Instead, the majority of the standards are related to ensuring that those students taking a gap year are participating in programs that are adequately staffed, provide sufficient pre-travel training, and have protocols in place to handle emergencies.

YOUTH VOLUNTOURISM

Youth travel is one of the fastest growing segments of international tourism. Despite this trend, it is a market that is virtually unregulated in the United States. Recent high-profile deaths have resulted in the creation of advocacy organizations such Depart Smart and Protect Students Abroad calling for greater transparency

and regulation at the state and federal levels. Laws requiring youth travel organizations to publicly report adverse events such as serious injury and death have passed in Minnesota and Virginia. Similar legislation, the Safe Students Study Abroad Act (H.R. 2875) has been introduced several times in Congress but has not yet passed.

FAITH-BASED ORGANIZATIONS

The first amendment of the U.S. Constitution preserves the right of U.S. citizens to practice any religion and bars the federal government from passing any laws that inhibit this practice. The U.S. Supreme Court has been asked to interpret this foundational principle countless times over the last several decades, establishing a three-pronged test used to determine if a law is constitutional based on whether: (1) it has a primarily secular purpose; (2) its principal effect neither aids nor inhibits religion; and (3) government and religion are not excessively entangled.[35] Outside of the protections offered by the first amendment, churches and faith-based organizations are treated legally as any other non-profit. They are eligible to apply for and receive tax exempt status. They are not required to annually report using the Form 990 (see below).[36] For more information about this exemption, please see the IRS's guidelines on which tax-exempt organizations must file an annual information return.

Recently, there has been some debate over whether faith-based child placement organizations, such as Catholic Charities, should be required to place children with same-sex couples, a practice that would violate the Catholic Church's position on marriage. In many instances, these faith-based organizations have stopped providing certain services to avoid having to comply, but proposed legislation currently before Congress would allow organizations to legally exercise their conscience even if it is at odds with current federal laws and regulations. A review of laws regulating the activities of

churches revealed no specific policies on mission trips and other faith-based volunteer opportunities.

CHARITABLE ORGANIZATIONS

In order for a charitable organization to be eligible for tax exemption it must:

- Avoid any purpose that praises or calls for discrimination;
- Have obtained an official status as an association, corporation, or trust;
- Provide a reason to seek tax exemption;
- Have been in existence for three years before applying;
- Certify that earnings and funds raised by the outlet do not benefit a sole member;
- Use any profits for charitable activities;
- Avoid political involvement; and
- Have the sole purpose of meeting public needs.

The exempt purposes set forth in Internal Revenue Code section 501(c)(3) are *charitable*, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and the prevention of cruelty to children or animals. The term *charitable* is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tensions; eliminating prejudice and discrimination; defending human and civil rights secured by law; and combating community deterioration and juvenile delinquency.

Once these basic requirements are demonstrated to the Internal Revenue Service, the charitable organization is considered what is called a "501 (c)(3)" (a reference to 501(c)(3) of the Internal Revenue Code) and is permitted to solicit tax-deductible donations. An approved

---

[35]   IRS, "Filing Requirements", last modified August 7, 2019, https://www.irs.gov/charities-non-profits/churches-religious-organizations/filing-requirements

[36]   Ibid.

501(c)(3) must file the Form 990 annually. This form includes information about an organization's mission, programs and finances and allows the IRS to evaluate an organization's operations. Question 15 and 16 in Part IV of this form require that organizations report grants or donations over $5,000 to a foreign individual or organization.

ADOPTION AGENCIES AND ADOPTIVE PARENTS

Adoptive parents and adoption agencies very often form relationships with the orphanages and/or countries from which they have adopted children. These relationships continue over time with adoptive parents sending financial and in-kind support back to the orphanage for years after their adoption is completed. Adoption agencies similarly provide support to the orphanages for children not likely to be adopted.

The Intercountry Adoption Act (IAA) of 2000 (P.L. 106-279, Oct. 6, 2000, 114 Stat. 825) is the implementing legislation required by provisions of the Hague Convention on Protection of Children and Co-operation in Respect of Intercountry Adoption. Under the IAA's terms, agencies wishing to perform the defined "adoption services" in countries that are a party to the Hague must be accredited. The law also requires accreditation for "approved persons" (e.g., adoption attorneys acting independently of an agency). The U.S. State Department is deemed the central authority for the accreditation of agencies and is given the authority to contract with third party accrediting entities to fulfill its obligations. Finally, the law specifies a set of minimum standards that accredited agencies must meet and allows the State Department to add additional requirements as necessary to ensure best practice.

The actions of adoptive parents acting in their own behalf are specifically exempted, meaning they are not regulated by the IAA. In 2012, Congress passed the Universal Accreditation Act, which extends Hague Protections to all adoptions, regardless of whether the country is a Hague country or not. According to the International Adoption Accreditation and Maintenance Entity (IAAME), there are 140 accredited adoption agencies and 28 that have had their accreditation denied or cancelled. A review of the regulations related to the accreditation of adoption agencies does not reveal any specific regulation relating to donating to or volunteering at an orphanage.
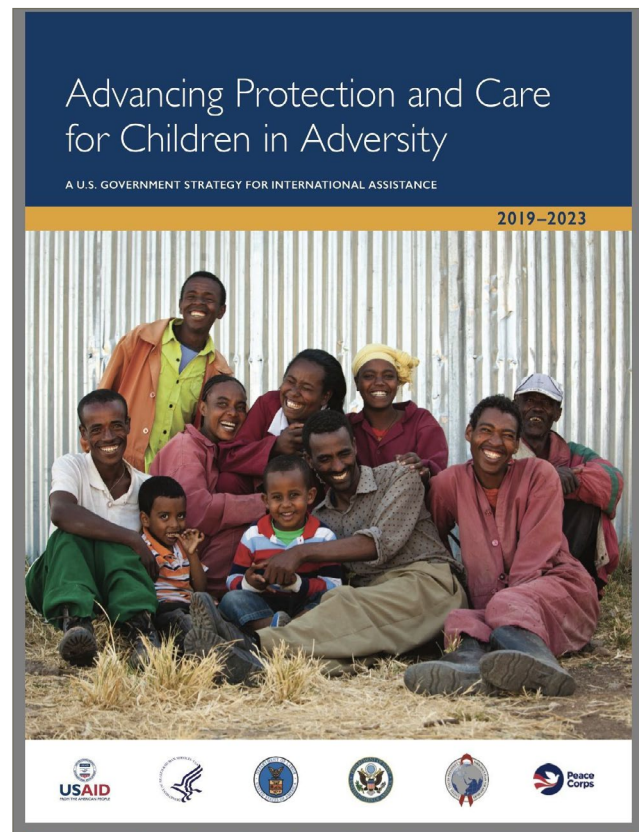
U.S. Government Agencies

- **USAID**: In 2005, Congress passed a law called the The Assistance for Orphans and Other Vulnerable Children in Developing Countries Act (Public Law 109-95). This law mandated USAID to appoint a Special Advisor on Children in Adversity to coordinate interagency assistance to vulnerable children worldwide. In 2012, the United States launched Advancing Protection and Care for Children in Adversity: A U.S. Government Action Plan for Children in Adversity (2012-2017), or

APCA, a whole-of-government strategic guidance that outlines the U.S. Government's commitment and approach to investing in the development, care, dignity, and safety of the world's most-vulnerable children and their families. Children in adversity include those who are living outside of family care; have been trafficked; are experiencing violence; are affected by, or are emerging from, armed conflict or humanitarian crises; have disabilities; are orphans; or are otherwise vulnerable, including those children with HIV/ AIDS, acute illness, or having been born prematurely. The plan sets out three strategic objectives:

-   **Build Strong Beginnings:** by promoting nurturing care for the most vulnerable newborns and young children, starting before birth, and by funding and supporting comprehensive and integrated programming in early childhood development to provide for children's health, nutrition, safety and security, responsive caregiving for social and emotional well-being, and opportunities for early learning.
-   **Put Family First**: by supporting those most vulnerable children who are or are at risk of living outside of family care by promoting, funding, and supporting nurturing, loving, protective, and permanent family care.
-   **Protect Children from Violence:** by promoting, funding, and supporting the protection of children from violence, exploitation, abuse, and neglect by investing in preventative and responsive programming.

In addition to launching APCA, USAID established the Center on Children in Adversity (CECA) to help coordinate its efforts. CECA places program support and learning at the heart of its efforts, working with U.S. Missions, civil society, the U.N. and the scientific community to systematically implement the Action

TRAFFICKING IN PERSONS REPORT
JUNE 2018
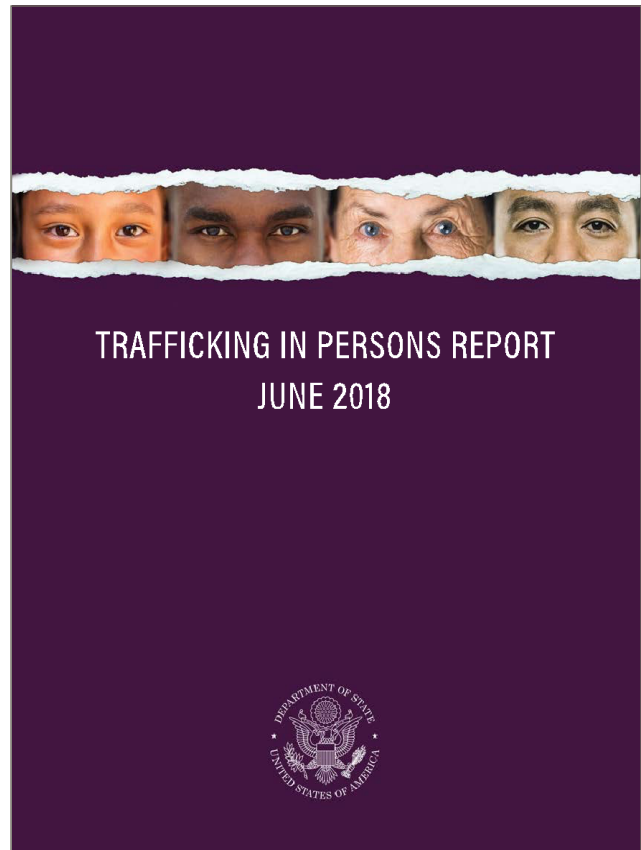
Plan, measure results and generate knowledge of what works in supporting children in adversity programming at scale.

In 2019, USAID released its renewed Strategy for Advancing Protection and Care of Children in Adversity. The Strategy sustains the commitment of U.S. Government partners to work within an evidence-based framework that reflects a broad range of international programming on behalf of the world's most-vulnerable children and their families. Much like the Action Plan, the Strategy "recognizes that health and development, education, and protection of children are inextricably linked to their care-giving environments and that the U.S. Government and its partners must invest in families and communities to achieve positive, measurable outcomes for children and adolescents."

•   **State Department**: The State Department has also begun to take active steps to shine a light on the harms of institutionalization and voluntourism.

The section of the State Department website on best practices for volunteering abroad lists several considerations, including a link to review "if your trip has you volunteering in an orphanage or working with children." The linked page contains a clear warning about harms of institutionalizing children and the link between orphanages and human trafficking:

The international community agrees that a family caregiving setting, or an alternative solution that is appropriate and culturally sensitive, is the most conducive environment for the growth, well-being, and safety of children. Removal of a child from the family should only be considered as a temporary, last resort. Studies have found that both private and government-run residential institutions for children, or places such as orphanages and psychiatric wards that do not offer a family-based setting, cannot replicate the emotional companionship and attention found in family environments that are prerequisites to healthy cognitive development. Yet, about eight million children worldwide live in these facilities, even though an estimated 80 to 90 percent of them have at least one living parent. The physical and psychological effects of staying in residential institutions, combined with societal isolation and often subpar regulatory oversight by governments, place these children in situations of heightened vulnerability to human trafficking.

This language comes from the agency's 2018 Trafficking in Persons Report, which highlights the connections between human trafficking and the institutionalization of children abroad. More specifically, it points out that the physical and psychological effects of orphanages, poor

government oversight, rigid schedules and social isolation results in heightened vulnerability to human trafficking. In addition, the report highlights the fact that institutionalized children's need for emotional support makes it easier for "child finders" to exploit children and manipulate their behavior[37]. In some cases, orphanages are directly complicit in sex and labor trafficking rings and efforts to raise money from visiting tourists. In others, traffickers force children to interact with or perform for tourists in order to elicit donations. The lack of background checks for orphanage volunteers also increases the risk of children's exposure to sexual exploitation.

The Trafficking in Persons Report also highlights how voluntourism directly facilitates child trafficking rings. As the report notes, voluntourism not only has unintended emotional consequences for children but "the profits made through volunteer-paid program fees or donations to orphanages from tourists incentivize nefarious orphanage

---

[37]   *Trafficking in Persons Report,* (Washington, DC: U.S. Department of State, June 2018), https://www.state.gov/wp-content/uploads/2019/01/282798.pdf

owners to increase revenue by expanding child recruitment operations to open more facilities."[38] Even after leaving orphanages, the lack of stable family and social relationships make children continuing targets of traffickers as they age out of these institutions. Residential care settings are also a common target for traffickers in the United States, who focus on children in foster care who have been placed in group homes and other institutions.[39]

To minimize the risk of trafficking for children living in orphanages and other residential institutions, the report suggests several government responses, including providing assistance to families to prevent their children's entry into care and encouraging family-based care options over institutions. In addition, governments can make efforts to ensure that foreign assistance prioritizes support for family-based care in accordance with the UN Guidelines

© SAVE THE CHILDREN

for the Alternative Care of Children, encourage additional oversight of organizations and charities "funneling money to residential institutions abroad," and help to educate well-intentioned individuals and groups about the trafficking risks that institutionalized children face.[40]

- **Other Federal Agencies**: Despite strong leadership by the State Department and USAID and ongoing promotion of the APCCA Strategy, there are still instances in which federal funds are being used to provide in-kind support to orphanages and federal employees are being encouraged to volunteer with local orphanages. In its report, Dollars and Sense, the Lumos Foundation recommended several ways that the US government could reorient some of its programming across multiple agencies to better reflect the goals of the Action Plan. For example, the U.S. Armed Services have carried out multiple recorded projects with orphanages abroad since 2013,[41] according to the DOD Security Assistance Management Manual (SAMM). Lumos also reports that U.S. Department of Defense "routinely funds reconstruction and other basic infrastructure work that support orphanages and other children's institutions. Such DOD programming can run counter to USAID programming in-country, hindering efforts to promote regional and local policies on child welfare reform and deinstitutionalization."[42]

U.S Government Legal and Regulatory Levers

As the above analysis demonstrates, there is very little existing federal or state regulation explicitly restricting any of the actors or activities which support orphanages or orphanage volunteering. To address this lack of regulation, ReThink Orphanages should consider

---

38   Ibid.

39   *Trafficking in Persons Report,* (Washington, DC: U.S. Department of State, June 2019), https://www.state.gov/wp-content/uploads/2019/06/2019-Trafficking-in-Persons-Report.pdf

40   *Trafficking in Persons Report,* (Washington, DC: U.S. Department of State, June 2018), https://www.state.gov/wp-content/uploads/2019/01/282798.pdf

41   Defense Security Cooperation Agency, DOD Security Assistance Management Manual (2012), Chapter 12, accessed August 6, 2019, https://www.samm.dsca.mil/chapter/chapter-12#C12.5.

42   Jamie Vernaelde, *Dollars and Sense: Supporting Children Outside of Family Care, Opportunities for US Government International Assistance,* (New York: Lumos Foundation USA, 2015), https://lumos.contentfiles.net/media/documents/document/2017/02/Dollars_and_Sense.pdf

developing and implementing an advocacy strategy that not only aims to limit the potential for abuse within the current system but also seeks to educate Americans about alternative ways to care for children. Because U.S. volunteers, donors and charitable organizations are governed by both state and Federal laws, ReThink Orphanages must decide whether to pursue a Federal advocacy agenda, a state advocacy agenda or both. The advantage of pursuing a state-by-state strategy is that, generally speaking, state legislatures and State Attorneys General are more likely to have the time and interest in regulating within these areas. The obvious downside is that ReThink Orphanages would have to replicate its advocacy efforts in 50 separate states, each with different levels of support and opposition.
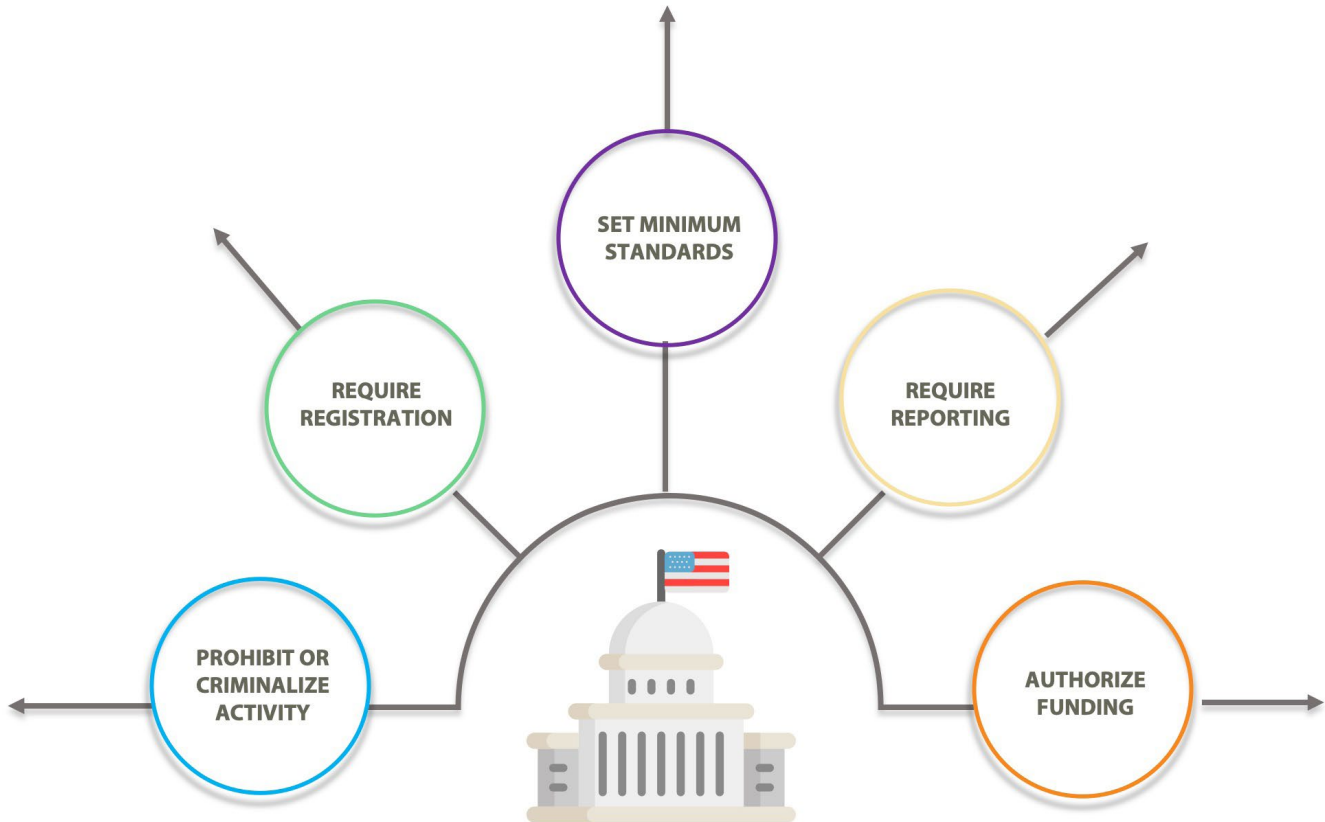
The obvious advantage of a federal strategy is that it applies to all U.S. citizens regardless of where they reside. Moreover, since the activity of the persons involved happens outside the U.S. borders, it can be argued that any regulation is more appropriately handled at the national level. Assuming ReThink Orphanages decides to move ahead with a federal advocacy agenda, the next thing to consider is which Federal government levers would be most effective. The first two areas of leverage belong to the Congress: the power to legislate and control the federal budget (often referred to as "the power of the purse"). The third lever belongs to the Executive Branch and includes all of the programs and activities conducted under so-called "Executive Orders."

U.S. Congress

Before deciding on the most effective levers of change, ReThink Orphanages must consider several current political realities which might impact its U.S.-based policy strategy, including:

- **Partisan Gridlock:** The level of discord in Congress continues to be high as a result of ongoing tensions between Republicans and Democrats. This means that very little is getting done legislatively. In such an environment, niche issues important to a smaller constituency are more difficult to advance. The key to

breaking this gridlock is convincing a small number of strategically placed Members of Congress on both sides of the aisle to take some action on this issue.

- **General Reluctance to Regulate Activity Beyond U.S. Borders:** Unless explicitly stated, laws passed by the U.S. Congress apply to U.S. citizens living inside the United States and actions taken on U.S. soil. There are, however, circumstances in which U.S. Congress has deemed it necessary for laws to have extraterritorial effect on U.S. citizens, U.S. Corporations and organizations and foreign persons working for a U.S. Corporation. In these cases, Congress must explicitly state that a law applies to U.S. citizens wherever they may be. This is usually done in cases where the act is deemed to pose a risk to U.S. national security or where the activity of the U.S. citizen violates universal human rights (for instance, trafficking in persons or sexual exploitation of a minor).

- **Budget Limitations:** For the last decade or more, Congress has been reluctant to authorize new spending programs. At the same time there is a desire to reduce government spending overall which leads to a "zero-sum-game" environment. Legislation that calls for new spending must be prepared to identify ways to offset costs through corresponding cut to existing programs.

- **Opposition to Restrictions on Orphanage Volunteering:** Orphanage volunteering has some powerful constituencies that influence Congress. Faith-based organizations in particular have been very effective in influencing policy development and are sometimes the tipping point for controversial proposals. Millennials have also become an increasingly powerful, well-organized voice in Washington. Both these groups will play an important role in any policy work to disrupt U.S.-based support for orphanages abroad.

- **Implementation and Enforcement:** It is often said that passing a federal law is only half the battle. As important are the efforts to enforce and properly

POTENTIAL CONGRESSIONAL LEVERS TO DISCOURAGE SUPPORT FOR ORPHANAGES ABROAD

SET MINIMUM STANDARDS

REQUIRE REGISTRATION

REQUIRE REPORTING

PROHIBIT OR CRIMINALIZE ACTIVITY

AUTHORIZE FUNDING

implement the law after it is passed. This could present a challenge in the case of voluntourism, given the diffuse nature of its supporters and the many different countries and circumstances in which orphanages operate.

Congressional Levers

Above are a few examples of how Congress has used its powers to advance other causes and suggestions for ways in which Rethink Orphanages similar strategies to reverse current trends in orphanage donations and volunteering.

PROHIBIT ACTIVITY

EXAMPLE: Section 307 of the Tariff Act of 1930 prohibits the importation of merchandise produced, in whole or in part, by prison labor, slaves, or the forced labor of children.[43] As a result of Section 307 and several refinements made over the last several decades, Customs and Border Protection has the legal authority to block and/or confiscate banned products. The Bureau of International Labor Affairs (ILAB) maintains a list of goods and their source countries which it has reason to believe are produced by child labor or forced labor in violation of international standards, as required under the Trafficking Victims Protection Reauthorization Act

---

[43]   Tariff Act of 1930, U.S. Code (1930), § 1307, https://www.law.cornell.edu/uscode/text/19/1307

(TVPRA) of 2005 and subsequent reauthorizations. The List of Goods Produced by Child Labor or Forced Labor comprises 148 goods from 76 countries, as of September 20, 2018. (see the prohibited list of goods here).

APPLICATION: The following are ways this lever could be used in the context of orphan voluntourism and donating to orphanages. Congress could prohibit:

- U.S. travel companies from offering travel packages that involve volunteering at an orphanage.
- accredited gap year programs and study abroad programs at accredited colleges and universities from including volunteering at an orphanage.
- donations made to orphanages from being a charitable purpose which qualify them for tax deductibility.
- individuals traveling with a U.S. passport from volunteering in an orphanage.
- 501(c)(3) organizations from operating programs related to orphanages.

FEASIBILITY: Advancing any of the above prohibitions would be difficult for two reasons. First, in order for Congress to prohibit the activities of U.S. citizens, there needs to be a general consensus that the activity has no value under any circumstances, such as in the cases of child labor or sexual exploitation of minors. What this mapping reveals is that the majority of U.S. citizens see volunteering at and donating to orphanages as admirable behavior and are often willing to dismiss the potential dangers of these activities as exceptions to the norm perpetuated by a small number of "bad actors." In circumstances such as these, where there is no public outcry for change and instead the potential for public backlash, Congress would be reluctant to push for blanket prohibitions. Secondly, many of the above options would be seen as difficult for U.S. Federal agencies to enforce. As discussed earlier, the youth travel industry, gap year and study abroad programs are

largely unregulated. Moreover, relevant federal agencies do not have sufficient tools to monitor or respond to all potential violations of Federal law, especially if these violations take place outside the U.S.

An example of the practical challenges involved in extending U.S.- based protection systems outside the U.S. would be the National Child Protection Act's background check program. Under this program U.S. based volunteer organizations are able to obtain national and state criminal history background checks on people who volunteer to work with children, the elderly and other vulnerable populations. At present, the program is only available to U.S.- based charities and relies heavily on these charities and local law enforcement to collect and submit fingerprints and other information needed to perform the background checks. If Congress were to consider extending this program to charitable organizations with programs and/or volunteers working outside of the U.S., they would need to consider whether it is possible to replicate the collection process for volunteers and organizations working abroad. They would also need to consider whether this extension would take away time, attention and resources from the primary support of U.S.-based volunteer programs.

CRIMINALIZE ACTIVITY

EXAMPLE: In 2003, Congress passed the Prosecutorial Remedies and Other Tools to end the Exploitation of Children Today (PROTECT) Act.[44] Among other provisions, the law criminalizes any removal of a child from the United States that obstructs the lawful exercise of parental rights. It also expands the prohibition on, and increases the penalties for, traveling in or into the United States or in foreign commerce to engage in illicit sexual conduct.

APPLICATION: The following are ways that this level could be used in the context of orphan voluntourism and

---

44   U.S. Congress, Senate, *Prosecutorial Remedies and Other Tools to end the Exploitation of Children Today Act* (PROTECT ACT) of 2003, S. 151, 108th Cong., introduced in Senate January 13, 2003, https://www.congress.gov/bill/108th-congress/senate-bill/151

donating to orphanages. Congress could make it illegal for a U.S. citizen to donate to or volunteer at an orphanage or for a U.S.-based charity to solicit donations or recruit volunteers at an orphanage.

FEASIBILITY: The main difference between a law that prohibits U.S. citizens from engaging in activity and one that criminalizes such an activity is that the latter specifies the criminal penalties for someone found guilty of such conduct. For example, if a person is found to have violated section 307 of the Tariff Act, they are not arrested, but their goods are confiscated. Given the severity of criminal prosecution, Congress reserves such penalties for the most egregious acts. For the reasons outlined in the above, it would be highly unlikely Congress would criminalize volunteering or donating to orphanages.

REQUIRE REGISTRATION/ACCREDITATION:

EXAMPLE: Accreditation is a tool used by the federal government to ensure compliance with best practice and basic quality standards. As mentioned above, the federal government currently requires that colleges and universities be accredited in order to be eligible to receive funds for student financial assistance. Similarly, adoption agencies must be accredited in order to perform as an adoption service provider. Hospitals in the United States must also be accredited in order to be eligible to receive reimbursement from Medicare and Medicaid.

APPLICATION: The following are ways that this lever could be used in the context or orphanage voluntourism and donating to orphanages. Congress could require that all:

- U.S.-based travel organizations who have travel programs that work with orphanages be registered and/or accredited by the U.S. State Department (or Department of Commerce).
- U.S.-based charitable organizations that solicit funds and/or operate programs in orphanages be registered and/or accredited with the U.S. State Department (or Department of Commerce).
- U.S. citizens who wish to volunteer in an

orphanage register and/or receive approval from the U.S. State Department.

FEASIBILITY: These options would be more appealing to Members of Congress than prohibition and/or criminalization because they would allow what is perceived by some to be a valuable activity to continue with regulation. In all the previous examples, the federal agency does not confer the accreditation directly, but rather contracts it out to a third party. In the case of adoption agencies, accreditation is required if an agency wishes to carry out the covered adoption service abroad. In the case of hospitals and colleges and universities, accreditation is not required to practice, but rather signals to potential consumers that the activities of the organization meet federal standards.

SET MINIMUM STANDARDS:

EXAMPLE: The Trafficking Victims Protection Act (TVPA) sets out a series of minimum standards a country must meet to prevent and address trafficking and establishes a four-tier ranking system to reflect the status of each country's efforts to meet the established standard. A country's tier placement is based on the extent of government action to combat trafficking. Governments that meet the minimum standards prescribed in the TVPA are placed on Tier 1. Tier 2 includes those government the

LOUIS VELAZQUEZ ON UNSPLASH

Department considers to be working to make significant efforts to meet the minimum standards. Governments that do not fully meet the minimum standards and are not making significant efforts to do so are placed on Tier 3. A country's placement on the Trafficking in Person (TIP) report list has the potential to impact a range of U.S. government action, from financial assistance to sanctions.

APPLICATION: To apply this lever, Congress could establish minimum standards related to the use or orphanages and/or volunteers in orphanages that countries would have to meet. Similar to the TVPA, countries would be eligible to receive financial and technical assistance in order to meet these standards and would also be judged on their willingness and progress in meeting them.

FEASIBILITY: This option would also be more appealing to Members of Congress than prohibition and criminalization because it puts the legal responsibility for regulating these activities in the hands of the governments where these activities are occurring. An additional benefit to this approach would be that the

degree and form of regulation could be narrowly tailored to the issues faced by each county. The challenge with this approach is that it would require an investment of federal funds for both the grant program and the newly created oversight role of the State Department. At present, Congress is reluctant to establish new offices and programs unless they are able to offset the cost of the new activities with cuts to existing programs.

REQUIRE REPORTING**:**

EXAMPLE: The Trade and Development Act of 2000 requires that the DOL's Bureau of International Labor Affairs (ILAB) annually publish findings on the worst forms of child labor. The Report provides critical data to foreign governments, NGOs, academics and policymakers working on labor and human rights issues. It also helps Congress and Executive Branch agencies that formulate labor and trade policy to do so in and informed manner. Finally, it acts as a blueprint for the Department of Labor's decisions about resource allocation.

On another level, the IRS currently requires that any charitable organization eligible for a federal tax exemption (commonly known as (501(c)(3)) and has more than $50,000 in income files an information tax form called the Form 990. Organizations that have contributed over $5,000 to foreign persons or entities are required to report these contributions on their 990. They are additionally required to fill out what is called a Schedule F form which details the amounts and recipients of these foreign donations. It is not entirely clear whether these provisions would cover donations to foreign orphanages, especially in situations where the orphanages may be run as subsidiary entities of the U.S.-based church or charity.

APPLICATION: The following are two ways in which Congress could use reporting requirement as a lever to regulate voluntourism and donations to orphanages. Congress could require that:

- the Department of State or USAID annually publish findings on the number of children living in orphanages worldwide; countries' efforts to reduce those numbers; the number of people

volunteering in orphanages abroad; and countries' efforts to ensure that volunteers working with children are properly screened.

- the IRS demand U.S. Charitable Organizations that qualify for a 501(c)(3) exemption to report all donations to foreign orphanages.

FEASIBILITY: Requiring State Department or USAID to report annually on issues related to voluntourism and donations to orphanages might prove difficult. First, federal agencies typically push back on legislation requiring annual reporting because it takes a lot of resources to produce these reports. In the case of the DOL report mentioned above, much of the data that is to be reported is collected and made publicly available by the United Nations and other international labor organizations. That is not the case presently for data related to children in institutions.

Congress might be amenable to requiring the IRS to collect information on donations to foreign orphanages. If collected, such data could help paint a more accurate picture of how many dollars are actually being spent. One potential challenge, however, would be that the IRS generally trusts organizations to be forthcoming with information about their activities and only audits an organization in circumstances where there is a suspicion of impropriety.

AUTHORIZE FEDERAL APPROPRIATIONS AND FUNDING**:**

EXAMPLE: The Federal government uses its funding to influence policy in three important ways. First, it can authorize and fund programs and activities designed to address a particular challenge. For example, the Department of Health and Human Services (HHS) currently funds a national photo listing and media campaign for children waiting to be adopted called AdoptUSKids. In addition to the photo listing, HHS also funds a national ad campaign aimed at finding "forever families" for children in foster care free for adoption. Second, Congress can include a provision in an annual appropriations bill that disallows federal funding to be used for a particular purpose. A relevant example

would be Sec. 19 of S. 1311) which prohibits federal funds from being used for the operation of, participation in, or partnership with any program that provides funding or resources to an organization that has the primary purpose of providing adult entertainment; and derives profits from the commercial sex trade.

Finally, the government can "earmark" funds from an already established account for a specific purpose, such as the $23 million appropriated each year for Vulnerable Children. Below is an example of the language which was included in the FY 2019 Conference Report:

> *"Vulnerable children — The Committee directs that not less than $23,000,000 be provided to support programs and activities that address the needs of vulnerable children, including childhood blindness programs.*
>
> *The Committee commends USAID for initiating the process to update the United States Government Action Plan on Children in Adversity (APCA), and supports USAID's objectives of building strong beginnings, putting family care first, and protecting children from violence, abuse, and neglect. The Committee expects USAID to plan and budget for activities that enable children to remain in or return to the care of their families, or when appropriate, other close family members, and decrease the percentage of children living in institutions. In carrying out these programs, USAID should partner with organizations that demonstrate an expertise promoting permanent family-based care, foster care programs in and outside of family networks, and preventing unnecessary family separation.*
>
> *The Committee directs the USAID Administrator to regularly update the Committee on APCA implementation."*

FEASIBILITY: This lever offers the greatest potential for several reasons. First, appropriations bills are a necessary part of the federal budget process and are passed on an

annual basis. As a result, they are given priority on the legislative calendar. Secondly, because federal agencies are dependent on funds received by the Appropriations Committee, the appropriations bills are often where the Congress can provide instruction on how these funds are to be used. One potential challenge, however, might be finding the funding to support a new funding appropriation given current budget restrictions.

Executive Branch

One strong example of the independent power of the Executive Branch is the "Action Plan for Children in Adversity." This strategy and its related policies and programs were not the result of any one federal law or act of Congress. Instead, each of the federal agencies with authority over the supply chains could do things to raise awareness of the downsides of volunteering at or donating to orphanages. A relatively easy step for the U.S. Department of Education, Department of State and IRS would be to add information pages to their websites and consumer guides on the harms of orphanages. For example:

- The State Department could offer legal and technical assistance to governments wanting to require special visas for voluntourism.
- USAID could add a code to its USAID explorer data base so as to allow better tracking of U.S. government assistance to orphanages.
- The Department of Justice could work with organizations with programs abroad to better select and train volunteers for service abroad.

Bi-lateral and Multi-lateral agreements are also important tools used by the Executive Branch as a means to promote universal standards in important area of global concern. While difficult to negotiate, conventions and treaties can serve as a critical driver of legislative action in the U.S. Congress. In 1999, for example, President Clinton signed the ILO Worst Forms of Child Labor Convention No. 182 which requires ratifying countries to take immediate action to prohibit

and eliminate the worst forms of child labor defined as: all forms of slavery, commercial sexual exploitation of children, and any work that by its nature is harmful to the health, safety, or morals of children. This treaty remains a bedrock of many subsequent legislative efforts to combat child labor.

Specific Policy Recommendations and Possible Next Steps

At present, there is not sufficient data or political pressure to persuade Members of Congress to ban voluntourism or prohibit U.S. Citizens from donating to foreign orphanages. Despite the State Department's acknowledgement that residential institutions are fertile

© JONATHAN HYAMS/SAVE THE CHILDREN

grounds for traffickers and USAID's clear preference for investments in family care over institutions, there is still a general belief among many Members of Congress that U.S. support for orphanages taking care of disadvantaged children is a good thing. Even those Members who support de-institutionalization are reluctant to take on the powerful constituencies, namely people of faith and young millennials.

The following are some immediate ways that ReThink Orphanages might engage the U.S. government as a partner in the effort to eliminate voluntourism and donations to orphanages:

- Ask Congress to authorize and fund a public awareness campaign aimed at educating Americans about the harms of orphanages and orphanage voluntourism. This campaign could be conducted in partnership with the U.S. State Department and link back to the State Department's website for more information.

- Encourage the U.S. State Department to use the link between trafficking and orphanages to justify use of Trafficking in Persons money to support the de-institutionalization of orphanages. Section 204 of the recently passed Trafficking Victims Prevention and Protection Act mandates that USAID incorporate child protection strategies and specifically those that get at the root causes of insecurity into relevant country development cooperation strategies.

- Work with the IRS to create a form/schedule that requires U.S.-based charitable organizations to report contributions to foreign orphanages.

- Engage with national organizations working to better regulate gap year, study aboard and other youth-focused volunteer programs.

- Ask Congress to dedicate some portion of the Orphans and Vulnerable Children appropriations to help support foreign governments in their efforts to regulate orphanage voluntourism.

HIGH SCHOOL, GAP YEAR AND UNIVERSITY STUDY ABROAD PROGRAMS

A growing number of students in the U.S. are participating in international travel, study, and volunteer opportunities through high schools, gap year, and university semester abroad programs. According to the Institute of International Education, 341,751 students studied abroad for academic credit in 2017-28, a 2.7% increase over the previous year.[45] In addition to the students who received academic credit for study abroad in 2017/18, 441 institutions reported that an additional 38,401 U.S. students participated in non-credit work, internships, volunteering, and research abroad.[46] There are no specific data available on how many of these students volunteered with orphanages.

High Schools

Over the past three decades, exchange programs and travel opportunities for high school-aged students and opportunities for school-sponsored volunteer and mission trips have become increasingly prominent.[47] There are two main categories of American high schools: public and private. Out of the approximately 15.3 million high school students in the U.S., nine out of ten of these students attend local public high schools or public charter schools which are free and available to children through the 12th grade.[48] Because public schools are administered and funded at the local level, largely through property taxes, the quality of public school education varies greatly, as do the family incomes of its

---

45   Institute of International Education, "Profile of U.S. Study Abroad Students, 2005/2006 to 2017/2018,", *Open Door Report on International Exchange,* accessed November 2019, https://www.iie.org/Research-and-Insights/Open-Doors. The Open Doors® Report on International Educational Exchange is published by the Institute of International Education, the leading not-for-profit organization and cultural exchange organization in the United States. IIE has conducted an annual statistical survey of campuses regarding the international students in the United States since 1919, and with support from the U.S. Department of State's Bureau of Educational and Cultural Affairs since the early 1970s. The census is based on a survey of approximately 3,000 accredited U.S. institutions.

46   Ibid.

47   Ibid.

48   "How Many Students in Private School," National Center for Education Statistics, accessed August 10, 2019, https://nces.ed.gov/ccd/quickfacts.asp.

students. The mapping research found that travel abroad is increasingly common,[49] especially in more affluent communities, although on-line funding platforms and the development of other "off the shelf" fundraising packages have made international travel more widely available in recent years.[50] Trips abroad take a variety of forms, from travel with music or sports programs to cultural exchanges and volunteer opportunities. With the exception of those teens who are homeschooled by their parents,[51] the remaining 1.5 million U.S. high school students attend private schools that charge tuition.[52] Private schools may include independent day and boarding schools and faith-based institutions such as parochial schools and Christian academies. Research on social media platforms identified countless anecdotal examples of private school-sponsored volunteer and mission trips with orphanages as well as "sponsorship" or "sister school" arrangements with schools and orphanages in other countries. In addition, an increasing number of public and private schools are requiring

their students to engage in public service activities for a certain number of hours in order to graduate and allow students to count domestic and international service trips toward those requirements. Our research also confirmed that high school students, teachers, school administrators and a growing number of private and accredited gap year advisors remain a strong potential audience for ReThink Orphanages's ongoing advocacy efforts, both through social media campaigns aimed at the Gen Z demographic and through education efforts and engagement with relevant high school-related associations and member organizations that represent parents, teachers, administrators, such as the National Parent Teacher Association, the National Association of Independent Schools, or the National School Boards Association.

Gap Year Programs

As the gap year experience has become more popular in the United States, the Gap Year Association was established to provide accredited programs to high school graduates interested in taking a gap year before enrolling in post-secondary education. While there is no official data on the number of students currently participating in gap year programs, the Associated Press estimates that approximately 30,000-40,000 American students pursue gap year opportunities within the U.S. and internationally.[53] While this is still a relatively small number compared to the almost 20 million American freshman students who enrolled in college in the fall of 2019, the Gap Year Association reports that "gap year interest and enrollment trends continue to grow" in the U.S.[54] A Google Trends mapping on "gap year" search

STEVEN LEWIS ON UNSPLASH

---

49   "TI News", *International Trade Administration, National Travel and Tourism Office*, last modified April 2, 2019, https://travel.trade.gov/tinews/archive/tinews2019/20190402.asp

50   See, for example, CIEE Global Navigator for High School Study Abroad.

51   Stephen B. Broughman and Nancy L. Swaim, *Characteristics of Private Schools in the United States: Results From the 2011-12 Private School* Universe Survey, (Washington, DC: US Department of Education National Center for Education Statistics, 2013), no.2013-316, https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2013316

52   "CCD Quick Facts", National Center for Education Statistics, accessed August 10, 2019, https://nces.ed.gov/ccd/quickfacts.asp

53   Adrienne Green, "How Common is a Gap Year," The Atlantic, published May 2, 2016, https://www.theatlantic.com/education/archive/2016/05/how-common-is-a-gap-year/480921/

54   "Gap Year Data and Benefits", *The Gap Year Association,* accessed August 10, 2019, https://www.gapyearassociation.org/data-benefits.php

interest in the U.S. also demonstrated an upward trend in recent years as college admissions become more competitive and the costs of university education rise.[55] The Gap Year Association has accredited programs such as CIEE, that offer students opportunities to volunteer in orphanages. They also partner with Go Overseas, a database for study abroad and gap year programs that prominently advertises and offer orphanage volunteer opportunities among its other offerings. A search on its database using the term "orphanage" supplies over 701 results. In addition, foundations such as Fund for Abroad Education fund students to take gap years and features several testimonials describing participants short-term volunteer trips to orphanages in Singapore and Ghana.
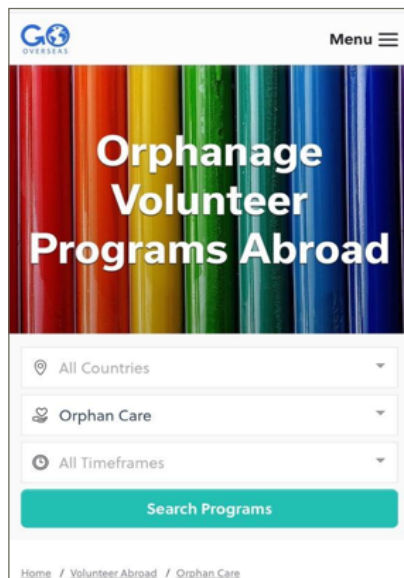
University Study and Travel Abroad

There are more than 5,300 colleges in the United States,[56] varying from small liberal arts institutions to community colleges to large public state universities. A large majority of U.S. colleges offer opportunities to study abroad through programs that allow students to spend a semester or a year studying in a country of their choice. The National Association of Foreign Student Advisors (NAFSA) found that in the 2016-2017 academic year, 332,727 American college students studied abroad, a 2.3% increase over the previous year.[57] Many study abroad programs offer local volunteering and public service options across a variety of issue areas, but there are no data available of the number of study abroad programs that specifically sponsor orphanage volunteering or visits. A search of CIEE, one of the most popular third-party study abroad and gap year organization websites, revealed the availability of orphanage volunteer programs across 12 countries. Other popular programs such as IFSA-Butler discuss the potential harms of orphanage volunteering on their websites, but nonetheless offer these programs to their students. Additional research is needed to learn more about orphanage volunteering among American college students, and two potential research partners are the International Institute of Education and the NAFSA: Association of International Educators as both organizations already regularly collect data on student demographics, current areas of study and other activities.

As mentioned earlier in this report, there is vast potential to engage the Gen Z population in advocating for the elimination of orphanages across all American supply chains. High school and university students are a particularly powerful sub-group of this population for a number of reasons, including their developmental stage, purpose-driven values, and exposure to travel and volunteer opportunities. University students are a particularly receptive audience for the poverty, social justice and racial equity-focused dimensions of child institutionalization discussions and have also shown previous success in pressuring their educational institutions to make programmatic and investment changes based on new information and research. Just as with other efforts focused on the faith-based and voluntourism communities, ReThink Orphanages might

---

55   Google Trends, "Gap Year," accessed August 10, 2019, https://trends.google.com/trends/explore?geo=US&q=gap%20year

56   Jeffrey Selingo, "How Many Colleges and Universities Do We Really Need," Washington Post, published July 20, 2015, https://www.washingtonpost.com/news/grade-point/wp/2015/07/20/how-many-colleges-and-universities-do-we-really-need/?noredirect=on

57   "Trends in U.S. Study Abroad," NAFSA, accessed August 10, 2019, https://www.nafsa.org/policy-and-advocacy/policy-resources/trends-us-study-abroad

consider consultative sessions and additional research to evaluate new potential strategies to effectively to mobilize these young adults. Such approaches could include social marketing campaigns targeted at young people, partnerships with leading U.S. Study Abroad organizations and engagement with public interest and club advisors in colleges and high schools. In addition, efforts might include building a national coalition of young people and the stakeholders and institutions that serve them, beginning with a focus at the university level where student organizing efforts and the infrastructure to support them are already in place.
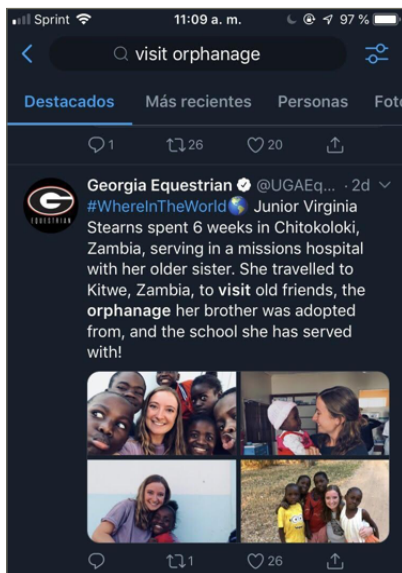
FAITH-BASED INSTITUTIONS

Overview

The United States has a stunningly diverse and complex faith landscape. Roughly 71% of Americans identify as Christian, but specific beliefs, practices, and norms differ greatly by denomination as well as by demographics and geographic area. Major Christian denominations include Protestants, Catholics, Mormons, Orthodox Christians, and Jehovah's Witnesses. Beyond Christianity, smaller numbers of Americans are affiliated with Judaism, Islam, Buddhism, Hinduism, and other faiths. Smaller factions within these denominations may also exist and can impact how citizens practice their faith (see the chart

below for a detailed breakdown of religious affiliation in America provided by the Pew Forum on Religious and Public Life).

Every major religious denomination in America supports or provides some level of service to vulnerable children and families abroad, whether those separated by war, famine, or disease, or children impacted by abuse or neglect. However, each denomination has a different organizational framework from which they conduct those missions. As research and public awareness efforts have helped to educate the faith community about the harm of orphanages, many larger denominations have shifted from supporting orphanages to a focus on family support and community development initiatives.

Christian Evangelical Protestant churches, the Catholic Church, and the Church of Jesus Christ of Latter-day Saints (the Mormon church) are examples of how differently faith groups approach international missions and orphanage work:

- Twenty-five percent of the U.S. population – more than 25 million people – are affiliated with an **Evangelical Protestant Church**. Evangelical churches are not organized under a singular organization but are often members of associations or conventions organized by doctrine and geographic area. For example, the International Missions Board of the Southern Baptist Convention (a faction within the Christian Evangelical Church) assists member churches with evangelizing abroad, a strategy that has included the establishment and support of orphanages. Its programs focus on starting new churches and spreading Christianity to communities not previously exposed to their beliefs and serving those who are hungry, ill, or displaced by war. Large churches such as The Foursquare Church (based in Los Angeles, CA) and Saddleback Church (Lake Forest, CA), among others, are independently supporting orphanages abroad. However, some denominations are beginning to embrace a culture of family care, including the Presbyterian Church-USA, the Reformed Church of

Summary Table: Religious Composition of U.S. Adults

% of U.S. adult pop.	2007	2014
Evangelical Protestant churches	**26.3**	**25.4**
Baptist in the evangelical tradition	10.8	9.2
Southern Baptist Convention	6.7	5.3
Independent Baptist in the evangelical tradition	2.5	2.5
Conservative Baptist Association of America	<0.3	<0.3
Free Will Baptist	<0.3	<0.3
General Association of Regular Baptists	<0.3	<0.3
Missionary Baptist in the evangelical tradition	<0.3	<0.3
Other Baptist in the evangelical tradition	1.1	1.0
Methodist in the evangelical tradition	<0.3	<0.3
Nondenominational in the evangelical tradition	3.4	4.9
Nondenominational evangelical	1.2	2.0
Nondenominational charismatic	0.5	0.6
Interdenominational in the evangelical tradition	0.5	0.6
Nondenominational fundamentalist	0.3	0.3
Community Church in the evangelical tradition	<0.3	<0.3
"Nondenominational Christian" in the evangelical tradition	<0.3	<0.3
Other nondenominational in the evangelical tradition	0.8	1.2
Lutheran in the evangelical tradition	1.8	1.5
Lutheran Church-Missouri Synod	1.4	1.1
Lutheran Church-Wisconsin Synod	<0.3	<0.3
Other Lutheran in the evangelical tradition	<0.3	0.3
Presbyterian in the evangelical tradition	0.8	0.8
Presbyterian Church in America	0.4	0.4
Other Presbyterian in the evangelical tradition	0.4	0.4
Pentecostal in the evangelical tradition	3.4	3.6
Assemblies of God	1.4	1.4
Church of God (Cleveland, Tenn.)	0.4	0.4
Apostolic Pentecostal in the evangelical tradition	<0.3	<0.3
Calvary Chapel	<0.3	<0.3
Church of God of the Apostolic Faith	<0.3	<0.3
Foursquare Church	<0.3	<0.3
Nondenominational Pentecostal in the evangelical tradition	<0.3	<0.3
Pentecostal Church of God	<0.3	<0.3
Pentecostal Holiness Church	<0.3	<0.3
Other Pentecostal in the evangelical tradition	0.9	1.1
Episcopalian/Anglican in the evangelical tradition	<0.3	<0.3
Restorationist in the evangelical tradition	1.7	1.6
Churches of Christ	1.5	1.5
Christian Churches and Churches of Christ	<0.3	<0.3
Other Restorationist in the evangelical tradition	<0.3	<0.3
Congregationalist in the evangelical tradition	<0.3	<0.3
Conservative Congregational Christian Conference	<0.3	<0.3
Other Congregationalist in the evangelical tradition	<0.3	<0.3
Holiness in the evangelical tradition	1.0	0.7
Church of the Nazarene	0.3	0.3
Free Methodist Church	0.3	0.3
Christian and Missionary Alliance	<0.3	<0.3
Church of God (Anderson, Ind.)	<0.3	<0.3
Wesleyan Church	<0.3	<0.3
Other Holiness in the evangelical tradition	<0.3	<0.3
Reformed in the evangelical tradition	<0.3	<0.3
Christian Reformed Church	<0.3	<0.3
Other Reformed in the evangelical tradition	<0.3	<0.3
Adventist in the evangelical tradition	0.5	0.6
Seventh-day Adventist	0.4	0.5
Other Adventist group in the evangelical tradition	<0.3	<0.3
Anabaptist in the evangelical tradition	<0.3	0.3
Pietist in the evangelical tradition	<0.3	<0.3
Other evangelical/fundamentalist	0.3	0.3
Protestant non-specific in the evangelical tradition	1.9	1.5

% of U.S. adult pop.	2007	2014
Mainline Protestant churches	**18.1**	**14.7**
Baptist in the mainline tradition	1.9	2.1
American Baptist Churches USA	1.2	1.5
Other Baptist in the mainline tradition	0.7	0.6
Methodist in the mainline tradition	5.4	3.9
United Methodist Church	5.1	3.6
Other Methodist in the mainline tradition	0.4	0.3
Nondenominational in the mainline tradition	0.9	1.0
Interdenominational in the mainline tradition	0.3	0.3
Other nondenominational in the mainline tradition	0.6	0.7
Lutheran in the mainline tradition	2.8	2.1
Evangelical Lutheran Church in America (ELCA)	2.0	1.4
Other Lutheran in the mainline tradition	0.9	0.7
Presbyterian in the mainline tradition	1.9	1.4
Presbyterian Church USA	1.1	0.9
Other Presbyterian in the mainline tradition	0.7	0.5
Episcopalian/Anglican in the mainline tradition	1.4	1.2
Episcopal Church	1.0	0.9
Anglican Church (Church of England)	0.3	<0.3
Other Episcopalian/Anglican in the mainline tradition	<0.3	<0.3
Restorationist in the mainline tradition	0.4	0.3
Disciples of Christ	0.3	0.3
Other Restorationist in the mainline tradition	<0.3	<0.3
Congregationalist in the mainline tradition	0.7	0.5
United Church of Christ	0.5	0.4
Other Congregationalist in the mainline tradition	<0.3	<0.3
Reformed in the mainline tradition	<0.3	<0.3
Reformed Church in America	<0.3	<0.3
Other Reformed in the mainline tradition	<0.3	<0.3
Anabaptist in the mainline tradition	<0.3	<0.3
Friends in the mainline tradition	<0.3	<0.3
Other/Protestant non-specific in the mainline tradition	2.5	1.9
Historically black churches	**6.9**	**6.5**
Baptist in the historically black Protestant tradition	4.4	4.0
National Baptist Convention	1.8	1.4
Progressive Baptist Convention	0.3	0.3
Independent Baptist in historically black Prot. tradition	0.5	<0.3
Missionary Baptist in historically black Prot. tradition	<0.3	<0.3
Other Baptist in the historically black Prot. tradition	1.8	1.8
Methodist in the historically black Protestant tradition	0.6	0.5
African Methodist Episcopal	0.4	0.3
African Methodist Episcopal Zion Church	<0.3	<0.3
Christian Methodist Episcopal Church	<0.3	<0.3
Other Methodist in the historically black Prot. tradition	<0.3	<0.3
Nondenominational in the historically black Prot. tradition	<0.3	0.3
Pentecostal in the historically black Protestant tradition	0.9	1.0
Church of God in Christ	0.6	0.6
Apostolic Pentecostal in the historically black Prot. tradition	<0.3	<0.3
United Pentecostal Church International	<0.3	<0.3
Other Pentecostal in the historically black Prot. tradition	<0.3	0.3
Holiness in the historically black Prot. tradition	<0.3	<0.3
Protestant non-specific in the historically black Prot. tradition	0.5	0.4

% of U.S. adult pop.	2007	2014
Catholic	**23.9**	**20.8**
Mormon	**1.7**	**1.6**
Jehovah's Witness	**0.7**	**0.8**
Orthodox Christian	**0.6**	**0.5**
Greek Orthodox	<0.3	<0.3
Russian Orthodox	<0.3	<0.3
Orthodox Church in America	<0.3	<0.3
Other Orthodox Christian	<0.3	<0.3
Other Christian	**0.3**	**0.4**
Metaphysical	<0.3	<0.3
Spiritualist	<0.3	<0.3
Unity Church	<0.3	<0.3
Other Metaphysical	<0.3	<0.3
Other in the "other Christian" tradition	<0.3	<0.3
Jewish	**1.7**	**1.9**
Buddhist	**0.7**	**0.7**
Muslim	**0.4**	**0.9**
Hindu	**0.4**	**0.7**
Other world religions	**<0.3**	**0.3**
Other faiths	**1.2**	**1.5**
Unitarians and other liberal faiths	0.7	1.0
Unitarian (Universalist)	0.3	0.3
Spiritual but not religious	<0.3	0.3
Deist	<0.3	<0.3
Humanist	<0.3	<0.3
Bit of everything, "own beliefs"	<0.3	<0.3
Other liberal faith groups	<0.3	<0.3
New Age	0.4	0.4
Pagan/Wiccan	0.3	0.3
Other New Age	<0.3	<0.3
Native American Religions	<0.3	<0.3
Unaffiliated	**16.1**	**22.8**
Atheist	1.6	3.1
Agnostic	2.4	4.0
Nothing in particular	12.1	15.8
Don't know/refused	**0.8**	**0.6**

Pew Forum on Religious and Public Life 2018

America, and two networks of churches, known as the World Evangelical Alliance and World Council of Churches, have been active in transitioning away from orphanage care in the direction of family-based care, through the support of organizations such as Faith in Action.

- There are over 70 million registered members of the **Catholic Church** in the United States, which has a long history of establishing and running orphanages worldwide. In recent years the church has worked to end this practice in support of family support centers through their humanitarian aid agency, Catholic Relief Services (CRS). CRS provides relief efforts in over 100 countries that focus on community development in the following areas: agriculture, emergency response and recovery, health, education, microfinance, water security, justice and peacebuilding, and youth. CRS has partnered with the Lumos Foundation and Maestral International to create Changing the Way We Care, a global advocacy and behavior change campaign to educate the public on the importance of family care. The campaign supports demonstration projects in seven countries to shift their child caring systems to family-based alternatives to orphanages. Although orphanages still represent an important part of the Catholic ethos, the CRS effort is a significant and influential development in the Catholic community.

- **The Church of Jesus Christ of Latter-day Saints** estimates that over 6.5 million of its members reside in the United States. Latter-day Saint (LDS) Charities is the humanitarian arm of The Church of

Jesus Christ of Latter-day Saints, which sponsors relief and development projects in 195 countries and territories. LDS provides assistance in eight main areas: food security, clean water, community projects, emergency response, immunization, maternal and newborn care, refugee response, vision care, and providing wheelchairs. Their projects are run with volunteer labor and operate independently and in cooperation with other charitable organizations and governments.

Though data are limited, interviews identified the largest faith-based group supporting orphanages abroad are members of Evangelical Protestant Churches. This group is particularly decentralized and heavily influenced by local or regional factors. Many churches are run independently or are organized in smaller regional groups with independent charters and rules. This presents several challenges in relation to this project. First, the independent nature of many churches makes it difficult to capture accurate data on the prevalence of orphanage support. In addition, individual churches have their own relationships across multiple countries that create a diffuse network of activities that is difficult to map, even for national church leaders.

Even within those larger denominations that have collectively moved away from supporting orphanages, individual member churches may establish individual relationships with an orphanage abroad. In addition, many individual influencers or nonprofits are inspired to do their work after attending a religious mission trip or hearing about mission work from their peers. One local church's contact with an orphanage can general multiple touch points, and the impact of those connections are nearly impossible to trace.

Faith-based for-profit and nonprofit organizations that work alongside places of worship also play a major role in shaping how international missions are carried out. Large organizations like Compassion International, Bethany Christian Services, Islamic Relief USA and World Vision, all have orphan care programs in other countries. These organizations market directly to places of worship to solicit donations and volunteers to support their work. There is no collective approach or vision across their efforts, and each organization is accountable to its own leadership, donors, and volunteers which shape how they support vulnerable children in other countries. There is also no central registry that collects information on faith-based organizations conducting international work beyond the data collected at the National Center for Charitable Statistics at the Urban Institute on the number of U.S. based nonprofits that conduct international work generally.

To inform strategies designed to educate faith communities about the importance of redirecting supports towards family-strengthening efforts, the mapping research highlighted the progress of several existing nonprofit organizations. ReThink Orphanages partners, the Christian Alliance for Orphans (CAFO) and The Faith to Action Initiative, for example, are already implementing effective and comprehensive strategies to educate the faith community on alternative solutions designed to redirect well-intentioned support from residential care and towards family-based care. These organizations have developed strong and deliberate relationships with faith-based stakeholders

and communities and continue to be the leading repository of guidance on expanding in-roads within these faith communities.

Overall, the mapping exercise made clear that significant additional research and partnerships are needed to better understand and change orphanage support patterns for individual religious groups, beginning with evangelical, Catholic, Mormon, and Mainline Protestant churches. Given the complex structures of these diverse faith-based institutions, ReThink Orphanages should continue to build on the work of its coalition partners to forge strong relationships across denominations, provide education about the harms orphanages cause and lay out a clear strategy to support family care.

ORPHANAGE VOLUNTOURISM

Tourism is a massive global industry with a powerful impact on world economic growth and development.[58] According to the United Nations World Travel Organization (UNWTO), there were 1.4 billion tourist arrivals in 2018, a 6% increase over the previous year. [59] All told, global tourism for business, leisure and other purposes generated $7.6 trillion in 2014, making it one of largest worldwide industries.[60] Youth make up a significant part of this global travel market, representing more than 23% of the more than one billion tourists traveling internationally each year and generating expenditures of $270 billion in 2017.[61] These young people are not only bringing their money to the travel industry, they are bringing their desire

to make a difference. The Wyse Travel Confederation, a global non-profit membership organization representing the youth, student and educational travel industry, found that a "clear trend in the youth travel market has been a shift from leisure travel towards purpose-driven travel, such as work and study abroad, volunteer and language learning travel."[62] A 2015 study indicated that over 80% of young volunteer travelers felt that their host family, host organization or host country had also benefited from their contributions as a volunteer.[63]

The United States is a key driver of global tourism. In 2018, a record 93 million U.S. Citizens traveled internationally with almost half of those travelers (41.8 million) heading to overseas markets, a 6% increase over the previous year. [64] In the same year, there were also significant increases in travel by U.S. citizens to regions with a high number of orphanages, including Asia (+ 6.3 million), Central America (+ 3.2 million), South America, (+2.1 million) and Africa (+432,000).[65] The U.S. is a top-traveling nation (second only to China), spending $135 billion per year in travel abroad.[66]

- **Data on U.S. International Voluntourism**: Over the last two decades, there has also been a proliferation of voluntourism or "transformative travel" opportunities.[67] Data from the Current Population Survey (CPS), a monthly survey of approximately 60,000 households, confirms that between 2004 and 2014, there were between 800,000 and 1,100,000 individuals in the U.S. who reported volunteering

---

58   Daniel Avery, "A Record Number of Americans are Traveling Abroad," *Newsweek*, published March 29, 2019, https://www.newsweek.com/record-number-americans-traveling-abroad-1377787

59   Tourist arrivals are defined as "overnight visitors."

60   "Data Gateway," *World Travel and Tourism Council,* accessed August 10, 2019, https://www.wttc.org/economic-impact/country-analysis/data-gateway/

61   "Facts and Stats", *Wyse Travel Confederation,* accessed August 10, 2019, https://www.wysetc.org/about-us/facts-and-stats/

62   Ibid.

63   Ibid.

64   Daniel Avery, "A Record Number of Americans are Traveling Abroad," *Newsweek,* published March 29, 2019, https://www.newsweek.com/record-number-americans-traveling-abroad-1377787

65   "TI News", *International Trade Administration, National Travel and Tourism Office*, last modified April 2, 2019, https://travel.trade.gov/tinews/archive/tinews2019/20190402.asp

66   "U.S. Travel Answer Sheet," *U.S. Travel Association,* last modified March 2019, https://www.ustravel.org/system/files/media_root/document/Research_Fact_Sheet_US-Travel-Answer-Sheet.pdf

67   The U.N. Volunteers annual report *Volunteers in Motion 2018* provides a general overview of the range of volunteer projects abroad, but does not mention any work in orphanages or any explicit point of view on orphanage volunteering.

internationally. While the data do not reveal *where* U.S. citizens travel internationally to volunteer, research from Washington University found that:

- Nearly 45% of the volunteers spent 2 weeks or less volunteering abroad, with 29% spending more than 10 weeks.
- Young people ages 15-24 made up 26% of the volunteers, with 20% of travelers being between the ages of 45 - 54.
- The majority of volunteers were white (85%), married (54%), and had at least some college education (75%).
- Voluntourism with religious organizations is prevalent among U.S. volunteers. 44% reported volunteering with a religious organization, while 11% reported volunteering with a social and community service group.[68]
- The types of activities reported included tutoring or teaching (28.6%), mentoring youth (26.6%), engaging in general labor (26.4%), counseling, medical care or protective services (21.15), and more.

While this research provides a general overview of American voluntourism, there has been no specific data collected on how many of the child and youth-focused activities described above are with orphanages. There are several reasons for this. First, with the exception of reporting requirements for grants to foreign entities, the U.S Government does not currently require U.S.-based companies or non-profit organizations to report on the number of U.S. citizens who volunteer abroad under the auspices of their programs. For-profit, so-called "for-purpose" and non-profit travel firms may track the number of clients participating in individual volunteer programs or visits with orphanages, but do not necessarily make that data available. With a few exceptions for larger and more well-resourced orphanages abroad, there is

also very little volunteer data made publicly available by orphanages themselves, either because they do not collect it, have not been asked for it or do not choose to share it.

- **Range of Voluntourism Providers**: Our research suggests that there are three main sources of orphan or "childcare" voluntourism options:

  - *For-profit and "for-purpose" travel companies:* include travel companies such as VolunteeringSolutions.com, International Volunteer HQ and on-line search engines such as goabroad.com, givingway.com and volunteerworld.com that combine travel and volunteer options. Larger mainstream travel corporations like TripAdvisor also offer orphanage volunteering in partnership with other travel companies.
  - *Non-profit and faith-based organizations*: include non-profit companies that offer trips combining travel excursions and volunteer and faith-focused options and mission trips, such as Cross Cultural Solutions, Global Volunteers, and One Orphan.
  - *Alumni-travel Programs through Universities:* in addition to opportunities for students to study and travel abroad, a growing number of American universities are offering travel and voluntourism opportunities for their graduates to promote alumni cohesion and fundraising and provide travel perks for University faculty. Internet research found that most major universities have travel programs, but there is no data on the overall number of these programs or how many offer orphanage volunteer options.

The mapping research also conducted a search of 20 volunteer travel sites to determine whether they offered any explicit information on the potential harms of orphanage volunteering. The majority explicitly

---

[68]   Benjamin Lough, "A Decade of International Volunteering from the United States, 2004-2015," (St. Louis: Center for Social Development, George Warren Brown School of Social Work, 2015), https://openscholarship.wustl.edu/cgi/viewcontent.cgi?article=1014&context=csd_research

OVERVIEW OF THE U.S. "VOLUNTOURISM" LANDSCAPE

FOR-PROFIT VOLUNTOURISM
e.g., GoAbroad.com; GivingWay; Volunteer Solutions; International Volunteer HQ, etc.

NON-PROFIT VOLUNTOURISM & MISSION TRIPS
e.g., Cross Cultural Solutions; Global Volunteers; Youthworks; One Orphan, etc.

U.S. TRAVEL ASSOCIATIONS & NON PROFITS
e.g., Tourism Cares; US Travel Association; American Society of Travel Agents; WYSE Travel Confederation, etc.

INTERNATIONAL TOURISM ORGANIZATIONS
e.g., United Nations Volunteers; United Nations World Travel Organization (UNWTO); World Travel & Tourism Council, etc.

POTENTIAL AUDIENCES

GOVERNMENT ENTITIES
e.g., Office of Travel and Tourism Industries (OTTI); National Travel and Tourism Office (NTTO); U.S State Department, etc.

THINK TANKS & ACADEMIA
e.g., Center for Responsible Travel; International Institute of Tourism Studies; Purdue Tourism & Hospitality Research Center, etc.

TRAVEL PUBLICATIONS & WEBSITES
e.g., Travel & Leisure; National Geographic; Conde Nast Traveler; Orbitz; Expedia, etc.

promoted volunteer opportunities, while several offered statements ranging from on how to find "ethical" orphanage volunteering opportunities to links to articles weighing in on the orphanage debate.

- **Travel Industry Efforts:** In prioritizing outreach strategies, it is also important to highlight the important work already underway in educating the voluntourism industry on the harms of orphanage volunteering , including ReThink Orphanages' partner Tourism Cares, a U.S.-based non-profit composed of leading travel associations and companies focused on making a positive impact through travel. In 2015, Tourism Cares commissioned Good Travels, a comprehensive research profile on the philanthropic profiles of American travelers. More than 55% of survey respondents indicated that they had donated time, dollars or supplies while traveling over the past two years. 64% of these "givers" also reported engaging in direct volunteer efforts in the localities in which they visited. In addition to industry-driven efforts, other non-profit organizations, such at the Center for Responsible Travel and thinks

tanks and academic centers such as the George Washington University International Institute of Tourism Studies are also strong potential partners in increasing industry-wide knowledge of on the institutionalization of children. Research also found multiple connections and references to the Building Bridges Coalition, a U.S.-based consortium of organizations, universities and think tanks promoting international volunteering. Despite its diverse membership and diverse working groups, a search of its site revealed only one article on orphanage volunteering.

- **U.S. Voluntourism**: **Key Stakeholder Groups**: In addition to social marketing efforts aimed directly at tourists, U.S travel industry players are promising potential audiences for ReThink Orphanages'education efforts on voluntourism. The graphic below illustrates the broad categories of organizations and stakeholders with the greatest potential role in future partnership and strategy development, some of whom are already actively involved efforts to deinstitutionalize children.

U.S.-BASED CHARITIES AND FOUNDATIONS

To effectively redirect existing volunteer and financial support for orphanages abroad towards family care alternatives, it is first important to begin documenting the complex financial and accounting trails of domestic and international financial support. Orphanages are funded by a variety of sources, including individual donations, national and international government aid, charities and foundations. Currently, there are no aggregate data available on the total number of U.S. organizations providing direct financial support or in-kind donations to orphanages abroad, but there are multiple examples of individual financial contributions and other ways in which U.S-based charities and foundations provide support for child institutionalization abroad. There are also several existing data sources to help guide the next phase of ReThink Orphanages' research on the individual and collective contributions of money, goods and services.
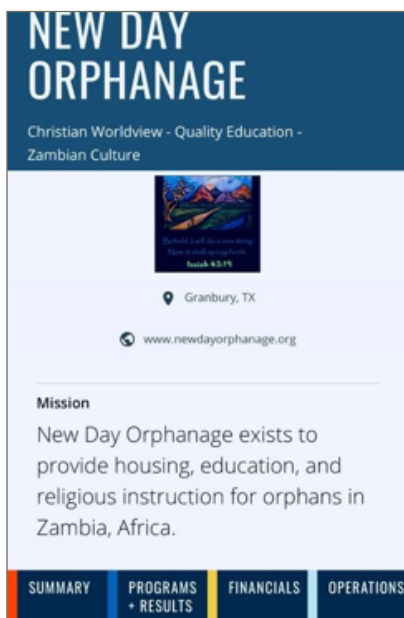
As mentioned earlier in this report, all U.S.-based non-profit 501(c)(3) charitable organizations and foundations are required to file an IRS form 990 detailing the organization's overall expenditures, salaries and relevant information about sub-contracting and grant activities. The IRS makes available the complete list of the 990

forms for the approximately 1.5 million registered U.S. charities, but there is currently no public database that allows a search by those charitable organizations that donate over $5,000 to orphanages abroad or orphanage voluntourism activities. While there are private databases such as the Foundation Center's 990 Finder to help identify relevant organizations, each form would have to be reviewed individually to track reportable donations made to children's institutions abroad.

Many charitable organizations, however, include more detailed information about their budgets and activities in their annual reports. This information is compiled and made available through Candid, a searchable database that provides a detailed financial overview of every U.S. 501(c)(3) non-profit and grantmaking organization. While it does not allow researchers the ability to aggregate data, each individual non-profit profile includes a summary of data on programs, financial information, charting impact questions, demographic information about the populations and locations served, grant information, social media channels as well as links to information on leadership, staff and board members.

A preliminary search of U.S.-based non-profits using the word "orphanage," for example, yielded more than 8,500 results, many of them for small non-profits established to serve one particular orphanage abroad. A similar search tool is available for U.S-based foundations. Through Candid, The Foundation Center Online maintains a comprehensive searchable database of 140,000 U.S. grant makers which allows advocates access to critical information about U.S.-based foundation and U.S. agency support of orphanages abroad. A recent search of the database using the search word "orphanage" conducted on January 28, 2020 revealed 17,614 grant makers providing 143,878 grants totaling $22.7 billion in funding to more than 11,836 non-profit organizations across the world. A closer analysis of the recipients, however, made it clear that not all of these organizations were necessarily orphanages. For example, there were multiple U.S.-based child welfare organizations on the list, such as Children's Home Society of Florida, First Place

for Youth and New York Foundling, that either began as orphanages but now subcontract with state and local governments to provide an array of child welfare and foster care services, including residential or group homes. In addition, there were multiple international organizations, such as Smile Train and Birthright Israel that may sponsor programs or services that impact institutionalized children, but do not necessarily provide direct support for the institutions themselves.

Efforts to disrupt U.S. support of orphanages abroad would benefit greatly from a targeted independent research project that reviews all of the grants listed in the Candid database to map the flow of resources between U.S.-based charities and foundations and individual orphanages abroad. While painstaking, this effort would accomplish three goals: (1) establish a database of the largest U.S organizations supporting orphanages to better target education and engagement efforts; (2) help identify the common characteristics of supporting organizations to shape messaging and outreach strategies; and (3) begin the process of building a more accurate national estimate of the overall amount and sources of financial support from U.S.-

based non-profits. In addition to developing a better understanding of which organizations are most actively involved in orphanage volunteering and support, ReThink Orphanages and its partners should continue their education efforts with grantmaking affinity groups such as the Elevate Children Funders Group, a network of philanthropic organizations that support children and youth facing adversity including those affected by issues of violence, abuse, exploitation and neglect.[69] In addition, ReThink Orphanages might also consider forging a relationship with more right-leaning funder collaboratives, such as the Philanthropy Roundtable, a group of grantmakers that fund a range of international and faith-based projects, including orphanages.

INDEPENDENT INFLUENCERS

The U.S. mapping highlighted an additional category of "independent influencers," the term this report has coined to describe the large and diffuse network of individuals who are promoting or contributing to orphanages abroad outside of more established supply chains. Using a variety of different advocacy, communications and fundraising strategies, this broader group primarily includes Millennial and Gen Z activists along with a smaller number of celebrity champions, American parents who adopted their child(ren) from an orphanage abroad, on-line journalists and bloggers, and others with an interest in helping children in adversity.[70]

By definition, independent influencers are each driven by their own values and experiences, but they tend to share several distinguishing characteristics. First, they communicate largely through social media channels, enabling them to create and control "their own message" without aligning themselves with established organizations or broader social marketing campaigns. Second, independent influencers have a "cafeteria approach" to their charitable efforts, picking and choosing the social media platforms they use, selecting which messages that

---
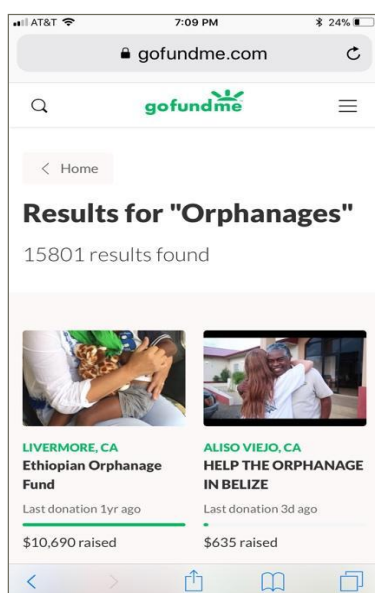
[69]   For more information about the Elevate Children Funder Group, please see https://elevatechildren.org/about/?tab=history

[70]   It is important to note that while there are also independent advocates in the above categories above who are advocating solutions to eradicate orphanages, this paper focuses only on those perpetuating the global orphanage industry to better understand how to disrupt and redirect their efforts.

align with their philosophies and, in some cases, forging direct relationships with overseas orphanages without a charity "middleman." Although they may have been initially introduced to orphanage volunteering through another experience, such as mission trip or semester study abroad, they are reaching out to engage their own "micro-networks" comprised of family, friends and colleagues, some of whom would not be exposed to orphanages on their own. Finally, independent influencers tend believe strongly in the value of their opinions, welcome on-line exchanges, seek recognition for their causes, and be active on more than one social media platform.

- **Millennials and Gen Z**: The mapping research sifted through multiple examples of younger U.S.-based independent influencers who advocate and fundraise for individual orphanages across the world. A search of the word "orphanage" on gofundme.com, for example, revealed 15,801 campaigns to raise money for orphanage volunteering trips, general operating support and other discrete projects. There are dozens of YouTube videos promoting volunteering opportunities, logging volunteer experiences, overseeing construction projects and testimonials of orphanage volunteer experiences. On Twitter, #orphanages pulled up hundreds of posts updating followers on voluntourism and fundraising efforts. Without effective messaging targeted at this population, these younger advocates are likely continue directing financial, volunteer and advocacy support towards orphanages abroad, attracting additional supporters as they go. In light of their age and sheer numbers, they hold enormous potential to change the orphanage narrative and redirect critical support to family-based care. More sophisticated and segmented social media strategies will be helpful to determine how best to target this diverse group. Research by organizations such as Frameworks Institute or social media partnerships with Participant Media should also be considered to enhance communications efforts with this influential demographic.

In addition to utilizing the free and low-cost services available through Google for Non-profits to maximize reach to potential supporters and donors and exploring the purchase of specific ad banners, additional strategies are needed to convince U.S.-based international social media companies to partner with ReThink Orphanages and its coalition partners help reduce the institutionalization of children as both a moral imperative and as a means of enhancing their standing as good corporate citizens. For example, Google recently hired a Senior Human Rights Counsel to advance digital social justice movements, Facebook has hired a Director of Human Rights Policy to work "in developing nations and with governments and civil society organizations across the world," and other companies are following suit, particularly in the face of data breaches and recent criticisms of not doing enough to disable hate speech.

- **Celebrity Champions**: Actors and athletes represent another small but extremely high-profile segment of U.S. advocates for orphanage support and volunteering. Whether motivated by their faith or social justice principles, we include these individuals as independent influencers because their celebrity status attracts an enormous social media following with the potential to influence millions of fans. NFL Superstar, Tim Tebow, for example, attracts 4.8 million twitter followers and uses his celebrity to promote his Foundation which supports orphanages in East Asia, South America, and Haiti. Actress Angelina Jolie, who adopted her

oldest son from a Vietnamese orphanage in 2002, has made worldwide support of children her main platform, making highly publicized visits to orphanages in Haiti and Cambodia and making grants to organizations that offer residential care options through the Jolie-Pitt Foundation.

Independent influencers have used social media to create a powerful constellation of advocacy and fundraising efforts and diverse perspectives with the potential to either support or impede orphanage support and volunteering. Given the young age of many of its stakeholders and rapidly developing technologies, this pipeline is likely to grow in size and influence over time. Taming the "wild west" of this supply chain will require a unique set of marketing segmentation, social media and messaging strategies designed to change the opinions and behaviors of independent influencers and potentially other stakeholders as well.

OTHER KEY THEMES

To better understand the attitudes and motivations behind the U.S. support of orphanages abroad across the various sectors and stakeholders described above, several additional themes surfaced consistently across the mapping research.

- **Limited Federal Regulation of Charitable Activities Abroad**: As noted in previous sections, the U.S. Government does little to regulate the charitable or volunteer activities of U.S. citizens or non-profit organizations abroad. While the government has several statutory and regulatory levers at its disposal, the ability to travel, pursue business opportunities and support charitable causes abroad are highly valued and rarely

limited. As a result, significant levels of public and political pressure will be needed to influence an effective, government-wide response to the institutionalization of children abroad, especially when many residential institutions are legal enterprises sanctioned by foreign governments and charities. As explained earlier in this report, there are explicit restrictions on the types of illegal activities in which U.S. Citizens are prohibited from engaging abroad (e.g., terrorist activities, use of child labor, other human rights violations, etc.), but there are few regulations that define the scope and limitations of interacting with charitable enterprises. For example, citizens would not necessarily be prohibited from volunteering with an unregistered charity abroad or even one that falls short on licensing or regulatory requirements.

- **Diffuse Government and Charitable Institutions**: Constitutionally, legal and regulatory powers are shared among the 50 states, 3,141 counties[71] and 35,879 city and town governments,[72] all of different sizes and political influence. A diffuse structure is also common among some of the nation's non-profit institutions. While many of the nation's largest charities have national offices that guide the general scope of local activities, non-profit organizations with the greatest budgets and reach often have multiple state and local offices. The American Red Cross, for example, has a national office in Washington D.C. and 600 locally supported chapters.[73] Similarly, the United Way has 1,200 local offices throughout the country.[74] The same is true for most faith-based organizations that tend to have centralized

---

71   "How Many Counties in the United States?", *U.S. Geological Survey,* accessed August 10, 2019, https://www.usgs.gov/faqs/how-many-counties-are-there-united-states

72   "2012 Census of Governments - Organization", *United States Census Bureau,* last modified February 1, 2018, https://www.census.gov/data/tables/2012/econ/gus/2012-governments.html

73   "A Comprehensive Guide to Starting and Sustaining a Red Cross School Club", *American Red Cross,* accessed August 10, 2019, https://www.redcross.org/content/dam/redcross/atg/PDF_s/Volunteer/H20978.CIAB_MainDocument.pdf

74   "About Us," *United Way,* accessed August 10, 2019, https://www.unitedway.org/about

national leadership and governing bodies but leave much of the decision making to local leaders and congregations. While federal and state governments regulate the activities of these charitable organizations, particularly their ability to qualify as tax-exempt entities, this power is generally not used to restrict the legal activities or viewpoints of the non-profits once tax-exempt status has been approved. Any educational and public will-building campaigns must take into account the complex partnerships of federal and local governments and charitable institutions to maximize their efficacy and reach.

- **Racial Equity, Social Inclusion and the Voices of "Lived Experience"**: The U.S. has a long and painful history of colonialism, slavery, and institutional racism that remains at the front and center of today's continuing struggles for civil rights, racial equity and social inclusion. As in many other countries, deeply imbedded racism impacts every aspect of American culture and life. Even when advocacy efforts focus on the need to redirect financial and volunteer support away from orphanages and towards family care as a means to strengthen families, communities and cultures, there has been increasing skepticism of the messengers for these initiatives, especially when the call for change comes from Western-led and funded, predominantly white, NGOs. Efforts to influence U.S. attitudes across all the sectors discussed above will need to be highly sensitive and responsive to stakeholders' diverse perspectives on racism, segregation and family separation and how those barriers play out in the international arena, ensuring that any calls to action also come from those who are most directly impacted by orphanages, such as young adults who grew up in these institutions, and advocates from and currently

working within individual countries to promote family-based supports.

- **Strong American Orphanage Narrative**: Despite the harms of residential care, there are still those who regard orphanages as an essential tool to "rescue" children from abusive families, give them safety and stability, and inculcate "strong moral values." These institutions are still seen as part of the social fabric of American culture, and many older adults have known family members and friends who grew up "successfully" in these settings. In fact, one recent poll found that 87 percent of Americans surveyed believe that orphanages still exist in the United States.[75] Even though American orphanages have long been supplanted by a government-supervised foster care system that relies mainly on family-based care, the public instinct to "remove children" from "harmful and chaotic environments" persist even in the face of today's family preservation efforts. Reinforced by the archetype of orphans who "pull themselves up by their bootstraps" to overcome challenges and succeed in society, orphanage nostalgia also re-emerges periodically in public policy discourse as a potential solution to relieve the overburdened foster care system.

---

[75]   "New Opinion Poll Shows Americans in the Dark About Orphanages; Unwittingly Fueling 'Orphan Industry' with Grave Effects on Children," *Catholic Relief Services,* November 29, 2017, https://www.crs.org/media-center/news-release/new-opinion-poll-shows-americans-fueling-orphan-industry

- **Persistent Data Gaps:** In addition to the lack of quantitative data on the individuals and organizations that support orphanages abroad described earlier in this paper, there is also a dearth of public opinion data on American attitudes towards orphanages abroad, views on the role of federal government assistance in supporting them, and opinions on family-based alternatives to institutional care in the international context. A recent search of the Roper Center for Public Opinion Research at Cornell University found only one relevant poll, a 2017 survey commissioned by Catholic Relief Services (CRS), to assess public understanding of the use of orphanages abroad. The research found that 90% of Americans surveyed believe that orphanages provide a vital service for children in low-income countries. Six in ten Americans said they would consider providing financial support to an overseas orphanage, and close to half of respondents agreed that they would rather give money to an orphanage than to a family living in poverty.[76] Additional public opinion research will be needed to better understand the roots of current perceptions and behaviors and inform the successful development of public media campaigns to counteract them.

- **Silos Between International and Domestic Child Advocacy Efforts**: Child-focused public policy efforts in the United States tend to be siloed for a number of reasons, mostly due to the structure of laws, legislative committees and government funding streams. Just as U.S.-based child advocates tend to self-segregate across domestic issue areas (e.g., child welfare, child care, education, children's health, runaway and homeless youth,

juvenile justice, etc.), there is a similar chasm between organizations working on domestic and international children's issues. This disconnect results in missed opportunities to promote research on the harms of residential care settings, highlight best practices in family strengthening efforts, and coordinate educational and political will-building activities that could effectively reduce the over-reliance on group care both in the U.S. and abroad.

- **Growing Influence of Millennials and Gen Z**: There are roughly 83 million millennials and 90 million[77] Gen Z citizens in the U.S. Together, these two demographic groups comprise approximately half of the overall U.S. population. While internet searches show that some American young people are learning about and actively supporting the deinstitutionalization of children in favor of family-based alternatives, others are promoting and participating in orphanage volunteering. Millennials and Gen Z often prefer to direct and control their own advocacy and fundraising efforts, a trend which has generated a new and powerful group of "independent influencers." To gain insight into the most effective ways to communicate the harms of orphanages, the Better Care Network developed and tested a pilot campaign targeted at young people in the UK and the US, predominantly aged 18-22 years old.[78] The aims of the campaign were to increase awareness of the issues caused by short-term volunteering in overseas orphanages and reduce the number of young people planning to volunteer at orphanages in the future. The campaign also focused on shifting the thinking of three segments of young people with different levels of experience and attitudes about orphanage volunteering.[79]

---

[76]   Ibid.

[77]   Millennials are those young people born between 1981 and 1996. Gen Z refers to the generation born between 1996 and 2010: https://www.statista.com/statistics/797321/us-population-by-generation/

[78]   "Moving Away from Orphanage Volunteering: An Evaluation", *Better Care Network,* (December 2019).

[79]   The segments were: *Segment 1 'Unwoke':* Segment 1 represents young people characterized by both a lack of awareness of the potential harms of volunteering abroad in orphanages and close-mindedness to the possibility. *Segment 2 'Woke' and Reactive*: Segment 2 are people who volunteer abroad and are either aware of, or open-minded to, the potential of volunteering in orphanages to be harmful. They may doubt the impact of orphanages but feel they are a 'necessary evil' and still want to volunteer there because they do not see a better alternative. *Segment 3 'Woke' and Active*: Segment 3 is highly aware of the potential harms of orphanages as well as other types of volunteer abroad opportunities.

Based on in-depth interviews with young people who had engaged with the campaign, pre- and post-surveys and media and social media content analysis, the evaluation found the campaign to be generally effective in changing people's attitudes and intentions to volunteer in orphanages. The analysis also suggested that additional research would be useful to understand how to better engage those young people who lacked awareness or were close minded about the harms of orphanage volunteering. In addition, it found that any future campaigns should be more intentional about laying out alternative volunteer opportunities to help children, especially in those countries where appropriate social safety nets are not already in place.

As ReThink Orphanages and its partners increase their efforts to engage Millennials and Gen Z populations in redirecting orphanage volunteering and financial support towards family care alternatives, the learning from this study and additional market research will be critical in developing more effective strategies to change minds and behavior. This process should include further exploration of already available market research on Millennials and Gen Z spending, charitable giving and other key trends through comprehensive non-profit resources such as the Pew Research Center, Do Something Strategic and Nonprofit Hub.

- **Mixed Messages on Orphanage Volunteering**: In searches of the most popular U.S. online search engines (i.e., Google, Bing, Yahoo, Ask and AOL Search, respectively), there is significant and widespread message confusion surrounding orphanages and orphanage volunteering. These viewpoints vary considerably, from prominent articles and blogs about why orphanages hurt children's growth and development to advice on how to discern a "good" orphanage from a "bad" orphanage to ads for "ethical" volunteer opportunities. These conflicting messages make it difficult to make informed decisions about what positions and organizations are worthy of support. In addition to using public opinion and messaging research to craft targeted messages on how all types of support for residential care harm children, more learning is needed about the ways in which these messages are transmitted, particularly through the internet and social media, to ensure clarity, consistency and prominence.

- **Parallels with the U.S. Residential Care Debate**: As in the international arena, U.S. advocates and policy makers are also focused on how to reduce the over-reliance of residential care and re-direct funding, services and policies towards family care, including support of programs designed to prevent foster care involvement, reunification services and foster care placements with kin and other foster families. For the past two decades, the U.S. child welfare policy has focused increasingly on strategies to preserve families and increase family-like placement settings, but there is still a significant over-reliance on the use of residential or "congregate" care facilities, including group homes for older youth and supervised independent living settings where youth live in their own apartments. In 2018 alone, 13% of children in the U.S. foster care system were still being placed in group homes or residential care settings.[80] While there are no longer orphanages in the United States, some current residential care settings share distinct similarities with orphanages abroad, including centralized care and administration, on-site staffing, education and meals, and long-term stays without meaningful efforts to reunite children with their parents or other family members.

Fueled by the growing body of research on the negative impact of residential care on children's

---

[80] "The AFCARS Report," (Washington, DC: U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau, October 2019), https://www.acf.hhs.gov/sites/default/files/cb/afcarsreport26.pdf
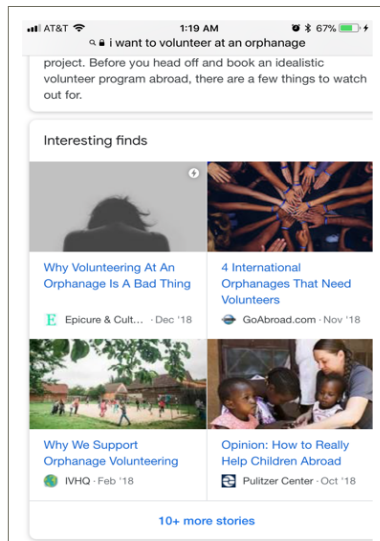
well-being and sense of identity, this national debate came to a head recently with the passage of the Family First Prevention Services Act, a new law that substantially limits federal funding for all but a few qualified residential treatment programs. While the new law continues to generate debate about what role residential care should play in a healthy child welfare services continuum, the growing awareness of the need to support family care will help to create a more receptive environment for messages focused on the importance of family care in other countries.

Public perceptions of the institutionalization of children abroad may also be increasingly influenced by the inhumane conditions experienced by children and families being held at the U.S.-Mexico border. While these children are being housed in temporary detention facilities instead of long-term residential care settings, the grim realities of their care and their prolonged and inhumane separation from parents and other family members have, quite obviously, been both widely publicized and criticized within the U.S. and across the world. This negative attention on institutional care in many of

its forms may provide an additional catalyst for a broader American conversation on the continued risks of child institutionalization abroad.

- **Entrenched "Child-Saving" Ideologies:** As in many other Western countries, the U.S. has a deeply rooted tradition of "child saving," an amalgamation of religious and philosophical beliefs grounded in the notion that there is a basic moral responsibility to protect children from harm. While this ideology has helped support the development of effective child protection policies, it has also been used as a justification for needlessly separating poor children and children of color from their parents and communities. While additional research is needed to better understand how these ideologies influence public opinion on orphanages overseas, the mapping exercise found dozens of references to the need to "come to the rescue" of children in poor countries, as reflected in one recent op-ed which asserted that "for some international children, the only hope of protection and security, the sort that only a family can give, is in being adopted by a giant-hearted American family who is willing to go to extraordinary measures to give them a chance at life."[81]
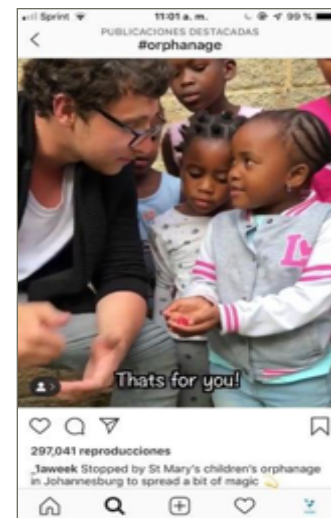
81   Mary Vought, "Our State Department can Continue Helping the World's Orphans," *The Washington Examiner,* published September 11, 2017, https://www. washingtonexaminer.com/our-state-department-can-continue-helping-the-worlds-orphans

STRATEGIC RECOMMENDATIONS

The mapping exercise suggested five broad categories of potential recommendations for ReThink Orphanages USA to consider in planning the next phase of its work:

1. **Build out a comprehensive federal policy agenda:** Following the 2020 Presidential election, ReThink Orphanages USA should consider designing and implementing a 5-year federal policy agenda that prioritizes specific strategies for legislative and regulatory changes that shift support away from orphanages and towards stronger family care options. Building on the specific recommendations included on page 34 of this mapping report, the plan should be grounded in additional targeted interviews with key U.S.-based and international children's advocates, federal and state policy makers and their key staff members, and other

federal and state government officials. A carefully sequenced policy agenda will help advocates develop a common messaging strategy and action plan that will increase government awareness of why orphanages harm children, build strong relationships with members of Congress and federal agencies, and encourage foreign aid and other government supports for family care alternatives abroad.

2. **Prioritize engagement of independent influencers and other young leaders:** Given their sheer numbers, skill in using social media as an effective platform for change, and growing opportunities to travel abroad, American millennial and Gen Z populations have the most significant potential to re-direct U.S.-based support for orphanages abroad, now and in the coming decades. Building on the research that the Better Care Network has already conducted, additional market research is needed to better understand the attitudes and motivations of American young people and how technology drives their advocacy efforts.

3. **Build strong partnerships across the U.S. educational sector:** more targeted efforts are need to engage high school, gap year, and university study abroad programs as well as relevant national education associations in efforts to discontinue volunteer and financial support orphanages and focus instead on family care alternatives. To capitalize on the power of this critical demographic, ReThink Orphanages should also consider building a student-focused coalition that brings together key stakeholders across the high school, gap year, and university study abroad communities in an effort to educate their peers and the broader public,

engage the leadership and alumni of educational institutions and develop and promote alternative volunteer opportunities.

4. **Address Critical Data Deserts:** Without the ability to collect, track and share basic data on how public and private U.S. entities support orphanages globally, ReThink Orphanages will continue to face roadblocks in designing targeted strategies to effectively change attitudes and behaviors, influence policy change and secure public and private funding sources to support its efforts. In partnership with university and other research institutions and national associations that track gap year, mission, voluntourism and other trends, an expanded data collection infrastructure is needed to gather evidence of exactly how U.S. relationships are perpetuating the orphanage industry abroad, with particular focus on the money trail of public and private funds being used to directly and indirectly support these institutions.

5. **Strengthen Messaging and Communications Capacity:** In an already saturated American media market, the overall strength of ReThink Orphanages' message will determine its ability to change minds and behaviors and bring a more critical and sustained public focus to the harms of child institutionalization. U.S.-based communications, technology and social media expertise will be needed to conduct appropriate public opinion and marketing research, build out key message components, and frame a compelling call to action that can be adapted for many multiple audiences. Additional efforts will also be needed to define and promote more specific and concrete pathways for supporting family-base care alternatives, including specific recommendations for sanctioned programs, appropriate volunteer and mission activities, and opportunities to build direct relationships between reputable family support organizations and U.S.-based faith-based, charitable and government institutions.

© SYLVIA NABANOLA/SAVE THE CHILDREN

CONCLUSION

In addition to the recommendations above, the mapping exercise pointed to several overarching lessons about the efficacy and reach of current strategies to discontinue U.S. support for orphanages abroad. First, the research highlighted the progress Rethink Orphanages and its coalition partners have made in identifying the sectors that most actively support child institutionalization and engaging critical stakeholders across each of these areas. In addition, collective efforts to build a solid action plan for research, policy and practice change have shown early success in disrupting these pipelines and building increased support for alternative family-based care. The mapping exercise also highlighted the role of ReThink Orphanages and its partners in effectively communicating the harm that orphanages cause and re-focusing well-intentioned support towards more effective strategies to improve outcomes for children.

MOVING AWAY FROM ORPHANAGES: LESSONS LEARNED FROM U.S. MAPPING

EFFECTIVE STRATEGIES ALREADY UNDERWAY

Strong Messaging and Communications
Messages about orphanage harms and family strengthening alternatives beginning to permeate US market.

Targeting Critical Supply Chains & Key Partners
Advocates have targeted critical support pipelines and continue to engage new constituencies.

Expand Research Base & Messaging Frames
Significant additional research and data is needed to better understand the flow of money and people and re-frame messages accordingly.

Strong Evidence Base & Action Plan
A growing qualitative and quantitative research base is driving preliminary implementation of strong action plan.

Direct Advocacy for U.S. Policy Change
Targeted lobbying and legislative advocacy will be needed to influence federal government action.

Increased Investment in Technology and Social Media
Additional tech-focused support will be vital for future communications and advocacy.

Greater Focus on Independent Influencers
The power of Millennials, Gen Z and other independent influencers will continue to grow along with technological advances.

POTENTIAL STRATEGIES MOVING FORWARD

At the same time, the research revealed new insights for ReThink Orphanages to consider as it expands its work. Most significantly, the research made it clear that younger Americans, particularly Millennials and Gen Z populations, will continue to be the most powerful drivers of strategies to eliminate support for the institutionalization of children over the next 50 years and beyond. To take advantage of these potential opportunities, ReThink Orphanages should build on its current research to explore further the ways in which American young people think, communicate and make decisions to take action. As younger generations increasingly take the driver's seat in the orphanage debate, new messaging frames must be adjusted to meet changing needs. Increased investments in technology, social media, and marketing expertise will also help advocates expand their efforts to educate independent influencers and engage them as movement leaders.

The mapping exercise also points to the need for more direct quantitative research on the nature and extent of orphanage support. Increased collection and reporting of data will be indispensable in helping advocates track the trail of money and other resources being directed to orphanages abroad and adjust their strategies accordingly. A more pointed federal policy agenda is also needed. The U.S. Government may hesitate to interfere in the activities of citizens and organizations abroad, but the issue of the institutionalization of children is gaining more traction in the domestic policy context, buoyed by domestic discussions on residential care and conditions for children in detention facilities at the U.S.-Mexico border. Meaningful legislative and regulatory change will require more direct education and relationship building with members of Congress and the Administration, particularly after the 2020 Presidential election. We hope that current momentum and the research and recommendations included in this mapping exercise will help provide a useful roadmap to help stop U.S. support for orphanages abroad and to ensure that every child has the opportunity to grow up in supportive families and communities. ❧

BIBLIOGRAPHY

American Red Cross. 2013. "A Comprehensive Guide to Starting and Sustaining a Red Cross School Club." Accessed August 10, 2019. https://www.redcross.org/content/dam/redcross/atg/PDF_s/Volunteer/H20978.CIAB_MainDocument.pdf.

Avery, Daniel. 2019. "A Record Number of Americans are Traveling Abroad." Newsweek. https://www.newsweek.com/record-number-americans-traveling-abroad-1377787.

Better Care Network. 2019. "Moving Away from Orphanage Volunteering: An Evaluation."

Better Care Network. "Orphanage Tourism: Shedding Light on the Orphanage Scam." Accessed August 6, 2019. https://rethinkorphanages.org/get-informed.

Broughman, Stephen B., and Nancy L. Swaim. 2013. "Characteristics of Private Schools in the United States: Results From the 2011-12 Private School Universe Survey." *DCUS Department of Education National Center for Education Statistics* no. 2013-316, https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2013316.

Browne, Kevin, Catherine Hamilton-Giachritsis, and Shihning Chou. 2005. "Young children in Institutional Care in Europe." *Early Childhood Matters*, no. 105: 15–18.

Carr, Alan. 2018. "A Systematic Review of Reviews of the Outcome of Severe Neglect in Underresourced Childcare Institutions." *Trauma, Violence & Abuse:* 1-14.

Catholic Relief Services. 2017. "New Opinion Poll Shows Americans in the Dark About Orphanages; Unwittingly Fueling 'Orphan Industry' with Grave Effects on Children." https://www.crs.org/media-center/news-release/new-opinion-poll-shows-americans-fueling-orphan-industry.

Cornell Law. 1930. "Tariff Act of 1930." U.S. *Code*. https://www.law.cornell.edu/uscode/text/19/1307.

Defense Security Cooperation Agency. 2012. "DOD Security Assistance Management Manual: Chapter 12." Accessed August 6, 2019. https://www.samm.dsca.mil/chapter/chapter-12#C12.5.

The Gap Year Association. "Gap Year Data and Benefits." Accessed August 10, 2019. https://www.gapyearassociation.org/data-benefits.php.

Goldsmith, Stephen, William Eimicke, and Chris Pinda. 2006. "Faith-based Organizations Versus their Secular Counterparts: A Primer for Local Officials." *Ash Institute for Democratic Governance and Innovation: Harvard University John F. Kennedy School of Government.* https://www.innovations.harvard.edu/faith-based-organizations-versus-their-secular-counterparts-primer-local-officials.

Google Trends. 2019. "Gap Year." Accessed August 10, 2019. https://trends.google.com/trends/explore?geo=US&q=gap%20year.

Green, Adrienne. 2016. "How Common is a Gap Year." *The Atlantic.* https://www.theatlantic.com/education/archive/2016/05/how-common-is-a-gap-year/480921/.

Guiney, Tess, and Mary Mostafanezhad. 2011. "The Political Economy of Orphanage Tourism in Cambodia." Tourist Studies.

Heubner, Gillian. 2017. "All About that Budget." *Linkedin* (blog). https://www.linkedin.com/pulse/all-budget-gillian-huebner/.

IRS. "Filing Requirements." Last modified August 7, 2019. https://www.irs.gov/charities-non-profits/churches-religious-organizations/filing-requirements.

Institute of International Education. "Open Door Report on International Exchange: Profile of U.S. Study Abroad Students, 2005/2006 to 2017/2018." Accessed November

2019. https://www.iie.org/Research-and-Insights/Open-Doors.

International Trade Administration. "TI New." *National Travel and Tourism Office.* Last modified April 2, 2019. https://travel.trade.gov/tinews/archive/tinews2019/20190402.asp.

Lawson, Marian, and Emily Morgenstern. 2019. "Foreign Aid: An Introduction to US Programs and Policy." *Congressional Research Service.* https://fas.org/sgp/crs/row/R40213.pdf.

Lott, Cindy M., Elizabeth T. Boris, Karin Kunstler Goldman, Belinda J. Jones, Marcus Gaddy, and Maura Farrell. 2016. "State Regulation and Enforcement in the Charitable Sector." *Urban Institute.* https://www.urban.org/sites/default/files/publication/84161/2000925-State-Regulation-and-Enforcement-in-the-Charitable-Sector.pdf.

Lough, Benjamin. 2015. "A Decade of International Volunteering from the United States, 2004-2015." *Center for Social Development, George Warren Brown School of Social Work.* https://openscholarship.wustl.edu/cgi/viewcontent.cgi?article=1014&context=csd_research.

Lovera, Julien, and Martin Punaks. 2015. "Reintegration Guidelines for Trafficked and Displaced Children Living in Institutions." *Next Generation Nepal.*

Lumos Foundation and the European Commission. 2018. "No Child Left Behind." https://lumos.contentfiles.net/media/assets/file/LEAVEBEHINDPACKAGE.pdf.

Lyneham, Samantha, and Lachlan Facchini. 2019. "Benevolent Harm: Orphanages, Voluntourism and Child Sexual Exploitation in South-East Asia." *Trends and Issues in Crime and Criminal Justice*, no. 574.

Martin, Florence, and Garazi Zulaika. 2016. "Who Cares for Children? A Descriptive Study of Care-Related Data Available Through Global Household Surveys and How These Could Be Better Mined to Inform Policies and Services to Strengthen Family Care." *Global Social Welfare* 3, no. 2: 51-74.

Milne, S., E. Thorburn, R. Hopkins, and F. Moscoso. 2018. "Voluntourism Best Practices: Promoting Inclusive Community-Based Sustainable Tourism Initiatives." *Asia-Pacific Economic Cooperation*.

National Association of State Charity Officials. Accessed August 6, 2019. www.nasconet.org.

National Center for Education Statistics. "CCD Quick Facts." Accessed August 10, 2019. https://nces.ed.gov/ccd/quickfacts.asp.

National Center for Education Statistics. "How Many Students in Private School," Accessed August 10, 2019. https://nces.ed.gov/ccd/quickfacts.asp.

Richter, Linda, and Amy Norman. 2014. "AIDS Orphan Tourism: A Threat to Young Children in Residential Care," *Vulnerable Children and Youth Studies: An International Interdisciplinary Journal for Research, Policy and Care*, vol. 5, no. 3.

Schoenmaker, Christie, Femmie Juffer, Marinus H. van IJzendoorn, and Marian J. Bakermans-Kranenburg. 2014. "Does Family Matter? The Well-Being of Children Growing Up in Institutions, Foster Care and Adoption." *Handbook of Child Well-Being*, edited by Asher Ben-Arieh, Ferran Casas, and Ivar Frønes. https://doi.org/10.1007/978-90-481-9063-8_179.

Selingo, Jeffrey. 2015. "How Many Colleges and Universities Do We Really Need." Washington Post. https://www.washingtonpost.com/news/grade-point/wp/2015/07/20/how-many colleges-and-universities-do-we-really-need/?noredirect=on.

Stoltzfus, Emilie. 2018. "Child Welfare Funding in FY 2018." *Congressional Research Service*, Washington, DC. https://fas.org/sgp/crs/misc/R45270.pdf.

UNICEF. "Orphans." Accessed August 5, 2019. https://www.unicef.org/media/media_45279.html.

United States Census Bureau. "2012 Census of Governments – Organization." Last modified 1 February 2018. https://www.census.gov/data/tables/2012/econ/gus/2012-governments.html.

United States Census Bureau. "U.S. and World Population Clock." Accessed August 5, 2019.https://www.census.gov/popclock/.

United Way. "About Us." Accessed August 10, 2019. https://www.unitedway.org/about.

USAID. "What We Do." Last modified August 22, 2019. https://www.usaid.gov/what-we-do.

U.S. Congress, Senate, 108th Congress. 2003." S. 151: Prosecutorial Remedies and Other Tools to End the Exploitation of Children Today Act (PROTECT ACT) of 2003." https://www.congress.gov/bill/108th-congress/senate-bill/151.

U.S. Department of Health and Human Services. 2019."The AFCARS Report." Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau, https://www.acf.hhs.gov/sites/default/files/cb/afcarsreport26.pdf.

U.S. Department of State. 2018. "Trafficking in Persons Report." https://www.state.gov/wp-content/uploads/2019/01/282798.pdf.

U.S. Geological Survey. "How Many Counties in the United States?" AccessedAugust 10, 2019. https://www.usgs.gov/faqs/how-many-counties-are-there-united-states.

U.S. Travel Association. "U.S. Travel Answer Sheet." Last modified March 2019, https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_US-Travel-Answer-Sheet.pdf.

Van Doore, Kathryn, Laura Healy, and Megan Jones. 2016. "Mapping Australia's Support for the Institutionalisation of Children Overseas."

Vernaelde, Jamie. 2015. "Dollars and Sense: Supporting Children Outside of Family Care, Opportunities for US Government International Assistance." Lumos Foundation USA. New York, https://lumos.contentfiles.net/media/documents/document/2017/02/Dollars_and_Sense.pdf.

Vought, Mary. 2017. "Our State Department Can Continue Helping the World's Orphans." *The Washington Examiner*. https://www.washingtonexaminer.com/our-state-department-can-continue-helping-the-worlds-orphans.

Williamson, John, and Aaron Greenberg. 2010. "Families, Not Orphanages." *Better Care Network*. https://bettercarenetwork.org/library/particular-threats-to-childrens-care-and-protection/effects-of-institutional-care/families-not-orphanages.

World Bank Group. "GDP (current US$)." Accessed August 5, 2019. https://data.worldbank.org/indicator/ny.gdp.mktp.cd.

World Travel and Tourism Council. "Data Gateway." Accessed August 10, 2019. https://www.wttc.org/economic-impact/country-analysis/data-gateway/.

Wyse Travel Confederation. "Facts and Stats." Accessed August 10, 2019. https://www.wysetc.org/about-us/facts-and-stats/.

Zeanah, Charles, and Kathryn L Humphreys. 2020. "Global Prevalence of Institutional Care for Children: A Call for Change." *The Lancet* 4, no. 5: 343-344. https://doi.org/10.1016/S2352-4642(20)30055-9.