

# Let's Celebrate National Kinship Care Month!

Toolkit to Raise Awareness and  
Celebrate Kinship Families

September 2025



**generations  
united**  
Because we're stronger together®

**GRANDFAMILIES & KINSHIP  
SUPPORT NETWORK**  
A National Technical Assistance Center



# Introduction

Join us in celebrating National Kinship Care Month—a time to honor the vital role of kinship families in keeping children safe, supported, and loved. Across the country, communities are raising awareness about both the strengths and unique needs of kinship families.

The Grandfamilies & Kinship Support Network at Generations United has created this toolkit with customizable resources to support your outreach. Use it to amplify and celebrate the impact of kinship care and spark conversations in your community.



Visit [www.GKSNetwork.org](http://www.GKSNetwork.org) for resources, webinars, and more.



Follow us on LinkedIn for National Kinship Care Month updates.

# Contents

**KEY MESSAGES**.....3

**SOCIAL MEDIA POSTS**  
*(with downloadable graphics)*.....4

**NEWSLETTER COPY**.....13

**EMAIL SIGNATURE**.....14

**ADDITIONAL RESOURCES**.....15

VIDEOS.....15

FACT SHEETS, DATA,  
AND RESEARCH.....16

INFOGRAPHICS.....17

OUTREACH BROCHURES.....18

# Key Messages

**Please use this messaging in your written communications to support consistency and collaboration in our awareness efforts.**



**Nearly 2.5 million children in the U.S. are growing up in kinship families.**

Kids in kinship families are being raised by grandparents, other relatives, or close family friends. These families keep children safe and loved, yet often go unseen and unsupported.

**Research is clear: when children can't stay with their parents, they do best with relatives.**

Kinship families offer greater stability and permanency, stronger connections to cultural identity, better mental health and behavioral outcomes, and deeper community links than non-kin foster families.

**Kin caregivers face unique challenges.**

Unlike parents, they do not have automatic legal rights—and they often step in unexpectedly, during a crisis, to raise a child they did not plan for.

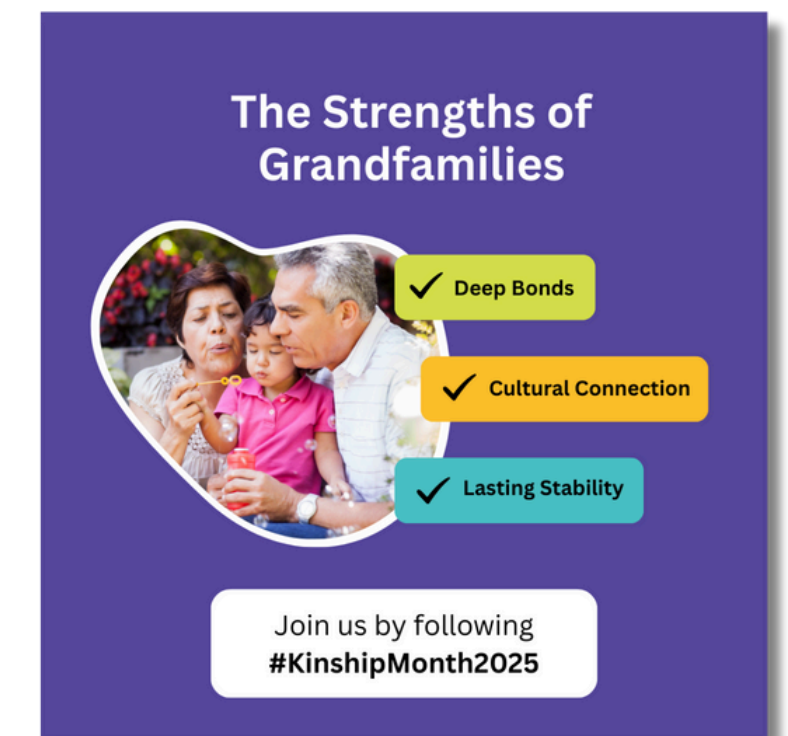
**Kinship families are strong—but systems weren't built with them in mind.**

Too often, caregivers face barriers enrolling kids in school, accessing healthcare, or securing stable housing. It's inequitable and unjust. It's time to redesign systems to recognize, respect, and support kinship families.

# Social Media

Throughout September, use and follow **#KinshipMonth2025** to join the national conversation. This hashtag connects everyone using the toolkit and highlights our collective impact in raising awareness about kinship families.

Of course, please share content of your organization's choice. If you need social media posts, simply copy and paste the ones on the following pages. We've also included graphics to download for Instagram, Facebook, LinkedIn, and X.





## General Post

Suggested Timing: First Week of September



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



### Caption:

September is National Kinship Care Month! 🎉 Help us honor the grandparents, other relatives, and close family friends stepping up to raise children whose parents cannot.

Explore the toolkit and join the celebration:  
[gksnetwork.org/kinship-month-2025](https://gksnetwork.org/kinship-month-2025)

#KinshipMonth2025



### Caption:

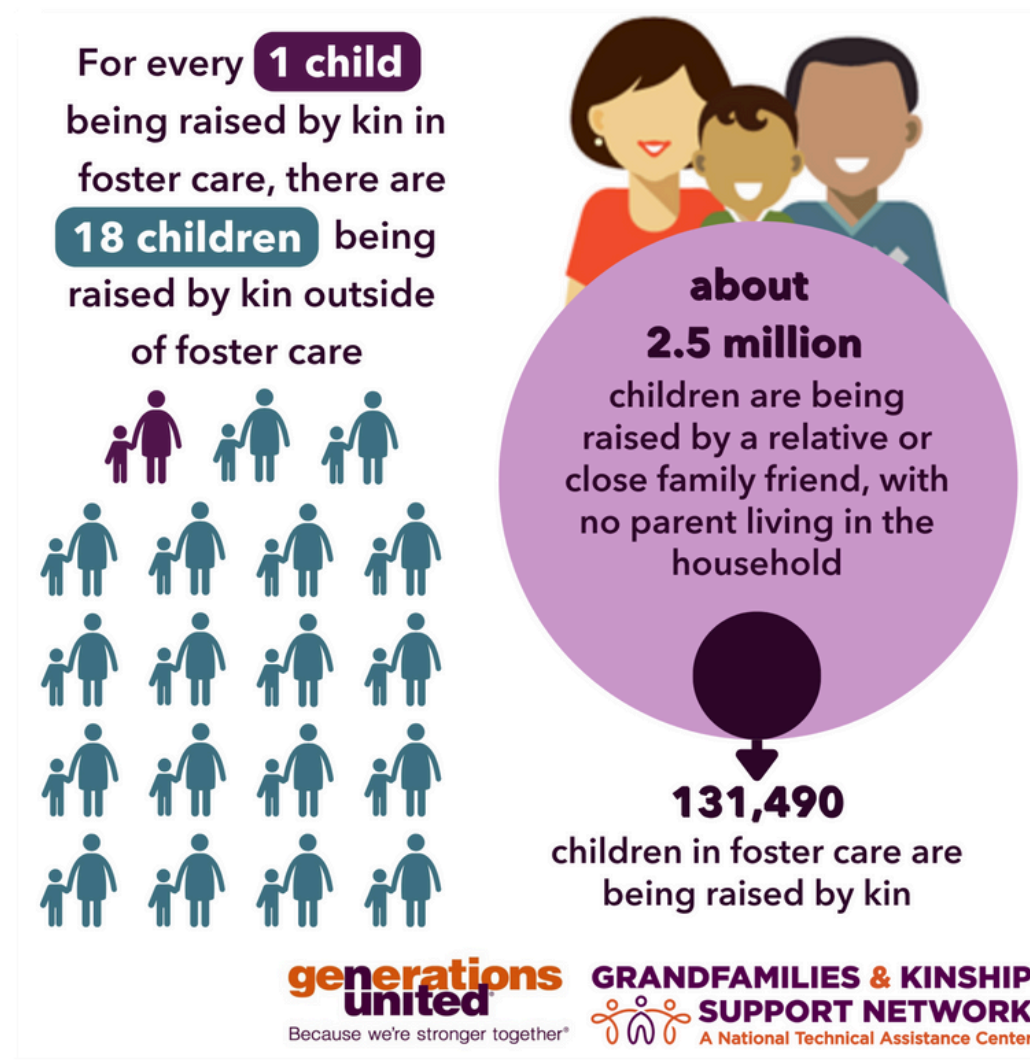
🎉 September is  
#KinshipMonth2025!

Let's celebrate the grandparents, other relatives and family friends who are stepping up to raise kids. 💜

Explore the toolkit & join the movement:  
[gksnetwork.org/kinship-month-2025](https://gksnetwork.org/kinship-month-2025)

## Education & Visibility

Suggested Timing: Early September



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



Did you know? Nearly 2.5 million children in the U.S. are growing up in kinship families—being raised by grandparents, other relatives, or close family friends. These families keep children safe and loved, yet often go unseen and unsupported.

During #KinshipMonth2025, we're raising awareness and recommitting to listen, uplift, and work with kinship families all year long. 💜

#KinshipMonth2025



👴👵 Did you know 2.5M kids in the U.S. are raised in #KinshipCare by grandparents, other relatives, or family friends?

These families keep children safe and loved—but often lack support.


This #KinshipMonth2025, we're listening to, uplifting, and standing with them. 💜




# Education & Visibility

Suggested Timing: Anytime


**You can find kinship families in every:**



Socioeconomic Level



Racial and Ethnic Group






Geographic Area

**Kinship families are common, yet often invisible. Help them be seen.**

Join the movement:  
**#KinshipMonth2025**

[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)




Kin caregivers face unique challenges.

Unlike parents, they don't have automatic legal rights—and they often step in unexpectedly, during a crisis, to raise a child they didn't plan for.

They show up anyway. Let's show up for them. 💜

#KinshipMonth2025



Unlike parents, kin caregivers don't have automatic legal rights.

Most didn't plan for this — they step in during crises, often overnight.

They show up. Let's show up for them. 💜

#KinshipMonth2025

# Education & Strengths

Suggested Timing: Anytime



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



💜 Kinship families have powerful strengths. Their deep bonds, cultural ties, and resilience help children feel safe, stable, and seen.

With the right support, kin caregivers raise children with better mental health outcomes, stronger senses of identity, and lasting feelings of belonging — outcomes that outpace those of children placed in non-kin foster homes.

#KinshipMonth2025



Kinship families have powerful strengths. 💜

Their deep bonds help children feel safe, stable, & seen.

With the right support, they foster better mental health, stronger identity, & more lasting belonging than non-kin foster families.

#KinshipMonth2025



## Education & Strengths

Suggested Timing: Anytime



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



📊 Research is clear: when children can't stay with their parents, they do best with kin.

Kinship families offer:

- ✓ Stability & permanency
- ✓ Cultural identity
- ✓ Resilient mental health and behavioral outcomes
- ✓ Community connections

#KinshipMonth2025



When kids cannot live with their parents, they thrive with kin. Kinship families = stability, safety, identity, and belonging. The research backs it. 💜

#KinshipMonth2025

## Story

Suggested Timing: Anytime



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



💬 “I didn’t plan to raise my grandchild, but I wouldn’t change it for the world.”

So many families are formed by love, not legal titles. Were you raised by a grandparent, other relative, or close family friend—or are you raising a child that way now?

We’d love to hear your story. Tell us about it in the comments below. 💜

#KinshipMonth2025



💬 “I didn’t plan to raise my grandchild, but I wouldn’t change it for the world.”  
Families are built by love, not legal titles.

Were you raised by kin? Or are you raising a child that way now?  
Share your story below. 💜

#KinshipMonth2025



## Story

Suggested Timing: Anytime



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



Kinship families form in moments of crisis.

When parents are unable to care for their children—due to death, incarceration, substance use disorder, serious illness, deportation, or deployment—grandparents, other relatives, and close family friends step in to keep families together. 💜

#KinshipMonth2025



Kinship families form in times of parental crisis—

🕊️ Death  
🤒 Serious Illness  
🚓 Incarceration  
🏆 Deployment  
🌍 Deportation

When relatives step in, families stay together. 💜

#KinshipMonth2025

## Action

Suggested Timing: Anytime



[Download the graphic for LinkedIn, Instagram, or Facebook.](#)

[Download the graphic for X.](#)



💜 Kinship families are strong—but the systems meant to support families weren't built with them in mind. Too often, caregivers face barriers enrolling kids in school, accessing healthcare, or securing stable housing.

That's not just inconvenient—it's unjust. It's time to connect systems to recognize, respect, and support grandfamilies.

#KinshipMonth2025



Kinship families are strong—but systems weren't built for them.

School enrollment, doctor visits, and housing support are often out of reach.

That's not just hard—it's unjust. It's time for change. 💜

#KinshipMonth2025



# Newsletters

**Do you have a newsletter being distributed before September 30? Share this!**



## Newsletter Copy

About 2.5 million children in the U.S. are growing up in kinship families—being raised by grandparents, other relatives, or close family friends when their parents cannot care for them. These families provide stability, love, and cultural connection, but too often, they do so without the recognition or support they deserve.

This National Kinship Care Month, we're raising awareness, listening to kin caregivers, and committing to work alongside them to build stronger systems of support—this month and beyond. Organizations across the country are, too.

📢 Join the movement. Use #KinshipMonth2025 to help elevate the voices and experiences of kinship families.

# Email Signatures

**This month, re-vamp your email signature, which will highlight our collective effort to raise awareness and support kinship families.**



## Email Signature Copy

Join (ORG NAME) and others nationwide to celebrate National Kinship Care Month. Use #KinshipMonth2025 on social media to help elevate the voices and experiences of kinship families.



## Additional Resources

# Videos

The Grandfamilies & Kinship Support Network produced several videos that help build awareness of who kinship families are, including their strengths and needs. Three of the videos share real stories from actual kin caregivers. Find more videos on the Network's [YouTube channel](#).

We will be sharing these videos from our [LinkedIn](#) account this month. Look for them and re-share as you see fit, or you are welcome to share them on your own.

### **Who are Kinship Families & Grandfamilies?**

Two-minute video introducing grandparents and other kin who raise children when parents can't. It also provides an overview of the Grandfamilies & Kinship Support Network.

### **Kinship/Grandfamilies Thrive with Perseverance**

Grandmother Rosalie Tallbull speaks about raising her grandchild: "I don't want other grandparents to go through what we went through."

### **Kinship/Grandfamilies Thrive with Peer Support**

Grandfather Keith Lowhorne speaks about raising his grandchildren: "This could happen to anyone."

### **Kinship/Grandfamilies Thrive with Love**

Santana Lee speaks about raising her cousins: "I understood the assignment."



## Additional Resources

# Fact Sheets, Data, and Research



### **National Kinship Data**

Compiled by the Grandfamilies & Kinship Support Network

### **GrandFacts**

Fact sheets for each state and several tribes and territories that provide kinship families with program information specific to where they live

### **Summary of National Research**

Shows that children thrive in kinship families

### **Strengths and Challenges of Kinship/ Grandfamilies**

Fact sheet available online and for download



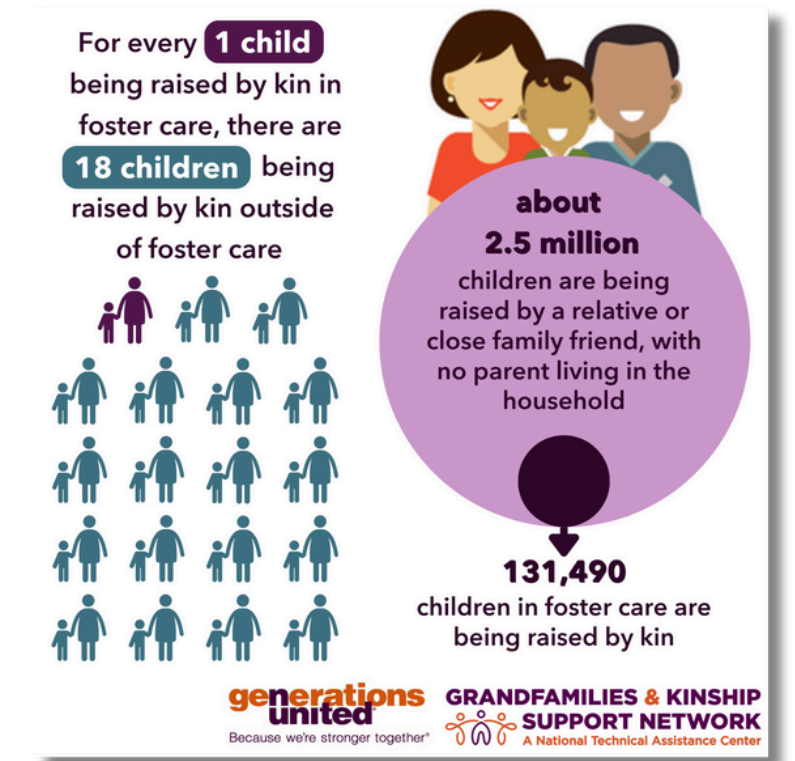
## Additional Resources

# Infographics

Need a quick way to explain who grandfamilies are? Click on the titles to download the infographics.



## How Children in Grandfamilies Thrive



## How Many Children Are Being Raised in Grandfamilies

Version 2

## **Additional Resources**

# **Outreach Brochures**

You can introduce kinship families to professionals in many of the systems and organizations that touch their lives — aging, child welfare, education, Family Resource Centers, nutrition/food programs, and TANF — by sharing these system-specific brochures.

**Kinship Matters to Aging**

**Kinship Matters to Child Welfare**

**Kinship Matters to Education**

**Kinship Matters to Family Resource  
Centers**

**Kinship Matters to Nutrition**

**Kinship Matters to Temporary Assistance  
for Needy Families (TANF)**



# Thank you for celebrating!

The Grandfamilies & Kinship Support Network: A National Technical Assistance Center (Network) helps government agencies and nonprofits in states, tribes, and territories work across jurisdictional and systemic boundaries to improve supports and services for families in which grandparents, other relatives, or close family friends are raising children whose parents are unable to do so. For more information, please visit [www.GKSNetwork.org](http://www.GKSNetwork.org).

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