



My Family Advisory Group

Terms of Reference

My Family is Care for Children's new digital and online project tool aimed at tackling the worldwide over-reliance on institutional care for orphans and vulnerable children. Utilising Care for Children's 24-year international experience and success, My Family will be used to empower effective, strategic and multinational partnerships to transform child welfare systems to focus on family-based services as a positive alternative to institutional care.

Purpose of the advisory group

The My Family advisory group is a small team of professionals with expertise and experience relevant to advising Care for Children's development and implementation of the 'My Family' tool.

Thomas Abbott, Care for Children's Head of Strategy, Information and Development, is responsible for the delivery of the My Family project on behalf of Care for Children. The advisory group will advise him on matters relating to:

- My Family as a digital product
- Digital and in-person hybrid training strategies
- Branding and messaging
- International relations, and engaging potential new project countries
- Fundraising opportunities

Workload expectations

Each My Family advisory group member participates in a voluntary capacity, and has no obligation to contribute to the work outside of the scheduled meetings.

A maximum of four half-day meetings will be scheduled annually with the full advisory group. Extra meetings with fewer members of the group may be arranged throughout the year at the will and availability of the relevant group members.

Expenses

Travel expenses to and from meetings can be claimed from Care for Children.

Confidentiality

Please assume that the content and ideas presented and discussed during the meetings are confidential, as many concepts will be preliminary, and won't have full approval of Care for Children's leadership team or Board of Trustees. If you would like to share My Family information with your personal networks, please check with Thomas Abbott first.