

Minister for Children, Young People and The Promise  
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Convener  
Education, Children and Young  
People Committee  
The Scottish Parliament  
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By Email to:  
[ecyp.committee@parliament.scot](mailto:ecyp.committee@parliament.scot)

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12 May 2025

Dear Convener

I am writing to you today to ask for your support and inform you that the new National Foster Care Recruitment Campaign was launched this morning by the First Minister. It has been developed in partnership with COSLA, The Fostering Network, Social Work Scotland, The Promise Scotland, and local authorities.

The Scottish Government is committed to increasing the number of foster carers in Scotland and The Fostering Network estimates that we require at least 400 additional foster carers to ensure that children and young people who cannot live with their birth parents are cared for in alternative family settings, where they can grow up feeling safe, loved and supported.

This new campaign is a key part of our work to Keep The Promise, a cross-party commitment. It aims to present fostering as a viable and rewarding option to people from all walks of life, including those with experience working with children, those experiencing life transitions, and people from communities currently under-represented in fostering. Research and consultation have informed the creative approach, which focuses on realistic, relatable stories and reassurance that support is available every step of the way. The campaign will be visible across a wide range of media, including television, radio, print, and social media, helping to reach prospective foster carers across Scotland.

During the campaign, a national helpline operated by The Fostering Network has been put in place to support prospective carers with initial questions and direct them to their local authority. The helpline number is 0141 204 1400, and further information can be found at [www.thefosteringnetwork.org.uk](http://www.thefosteringnetwork.org.uk). Local authorities will also receive campaign materials and toolkits to ensure a joined-up approach. More details about the campaign can be found at [fostercare.campaign.gov.scot](http://fostercare.campaign.gov.scot).

I would be very grateful for your support in promoting this campaign within your constituency. Encouraging more people to consider fostering, particularly those who may never have

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thought it was something they could do, can have a transformational impact on the lives of children and young people across Scotland.

Together, we can help ensure every child has the stable and nurturing home they deserve. Thank you for your continued support.

Yours sincerely,

**Natalie Don-Innes MSP**  
**Minister for Children, Young People and The Promise**

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