

Generations United's 2025 State of Grandfamilies and Kinship Care Update

Amplification Toolkit

INTRODUCTION

This guide includes social media language and one initial graphic to promote **Generations United's 2025 State of Grandfamilies and Kinship Care Update — The Costs of Caregiving: Why Supporting Grandfamilies & Kinship Care is Good for Children and Our Nation's Economy** across [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

As new materials are created, they'll be added to this document and linked in a shared folder for anyone to download and share easily.

Please note:

We encourage everyone to post, like, share, and comment on GU's social content and partner posts.

Read the full report: www.gureport.org/2025-report

SOCIAL MEDIA CONTENT

Twitter	Facebook/LinkedIn	Instagram	Creative Asset
Post 1: Launch Post (10/16) NEW REPORT: Grandparents & relatives raising children save taxpayers \$10.5B a year by keeping kids out of foster care, but at great personal cost. Many live on fixed incomes, step in after trauma or loss, & get little support. Families need help now. Read: https://www.gureport.org/2025-report #Grandfamilies #KinshipCare #Economy	Post 1: Launch Post (10/16) NEW REPORT: Grandparents and relatives raising children save taxpayers more than \$10.5 billion each year by keeping children out of foster care, but they pay a heavy personal price. Many caregivers live on fixed incomes and step in with little warning to care for children who have faced trauma, substance use, or loss. They stretch every dollar to provide stability, love, and hope, yet most receive little to no support. These families need help now. Generations United's 2025 State of Grandfamilies & Kinship Care Update, The Costs of Caregiving: Why	Post 1: Launch Post (10/16) NEW REPORT: Grandparents and relatives raising children save taxpayers more than \$10.5 billion each year by keeping children out of foster care, but they pay a heavy personal price. Many caregivers live on fixed incomes and step in with little warning to care for children who have faced trauma, substance use, or loss. They stretch every dollar to provide stability, love, and hope, yet most receive little to no support. These families need help now. Generations United's 2025 State of Grandfamilies & Kinship Care Update, The Costs of Caregiving: Why	Post 1: Launch Post (10/16)  https://drive.google.com/file/d/10nuuWbPYJntLssWzBG3bh0AieRuPZbBp/view?usp=sharing [Click to download graphic] Alt text:

	<i>Supporting Grandfamilies & Kinship Care is Good for Children and Our Nation's Economy</i>, shines a light on: • National data on the economic and social impact of kin caregivers • The challenges families face in providing stability and care • Policy solutions that are cost-effective, targeted, and bipartisan-friendly • State-by-state data on children being raised by kin Read the report: https://www.gureport.org/2025-report Together, we can ensure every caregiver and child has the support they deserve.	<i>Supporting Grandfamilies & Kinship Care is Good for Children and Our Nation's Economy</i>, shines a light on: • National data on the economic and social impact of kin caregivers • The challenges families face in providing stability and care • Policy solutions that are cost-effective, targeted, and bipartisan-friendly • State-by-state data on children being raised by kin Read the report: https://www.gureport.org/2025-report Together, we can ensure every caregiver and child has the support they deserve.	A joyful grandmother embraces two smiling children outdoors. The text overlay reads, "Grandparents and relatives raising children save the government \$10.5 billion but pay a heavy price." The Generations United logo appears in the lower right corner with the tagline "Because we're stronger together."
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