



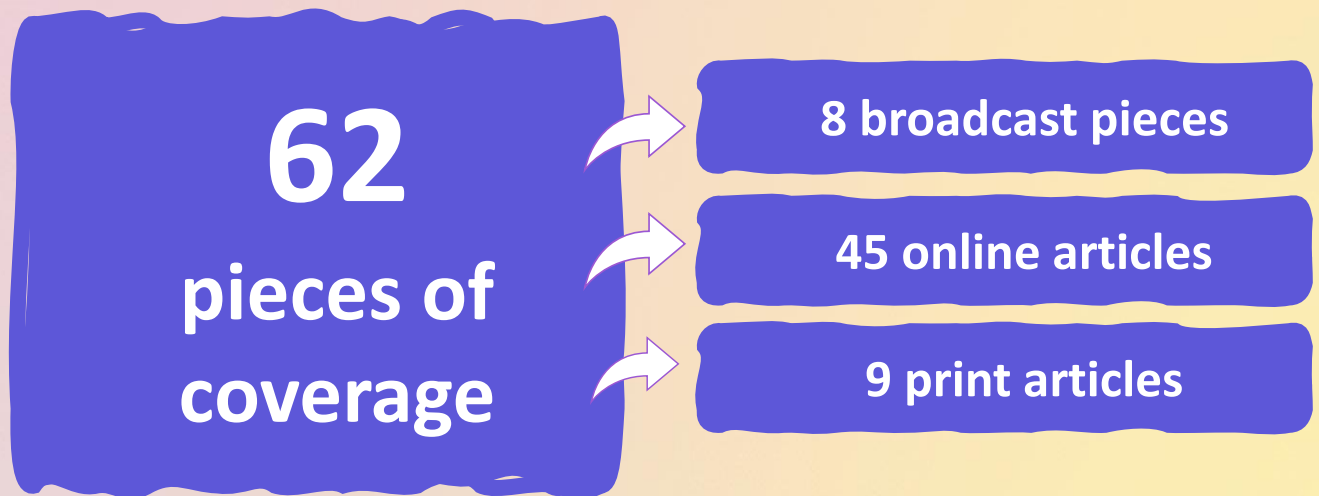
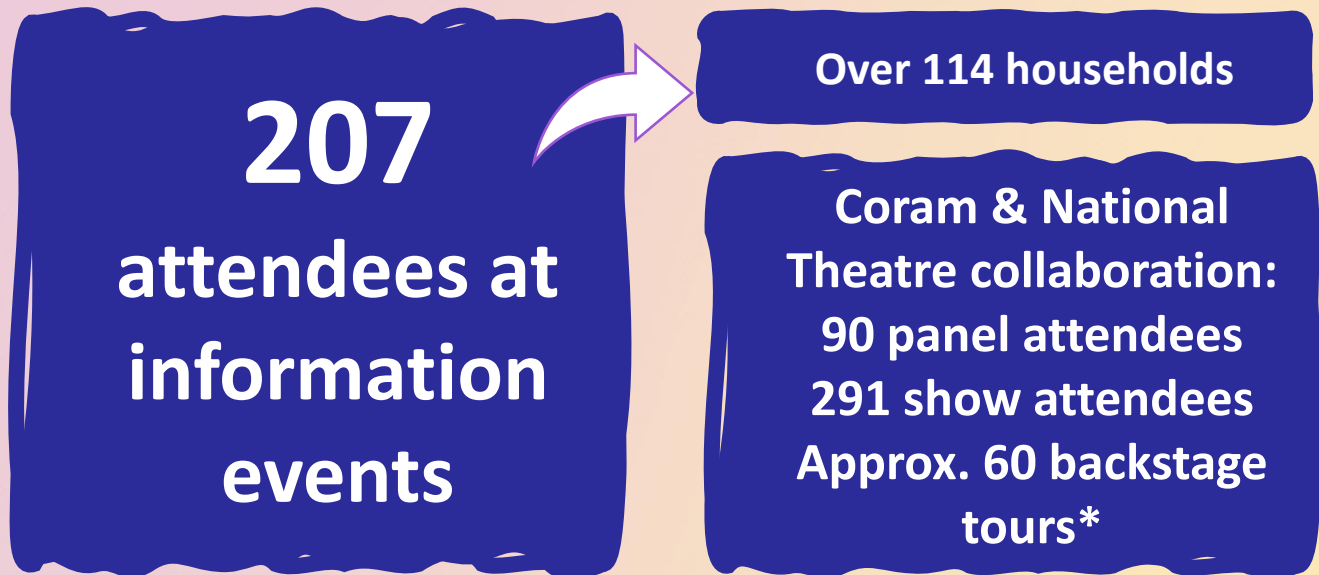
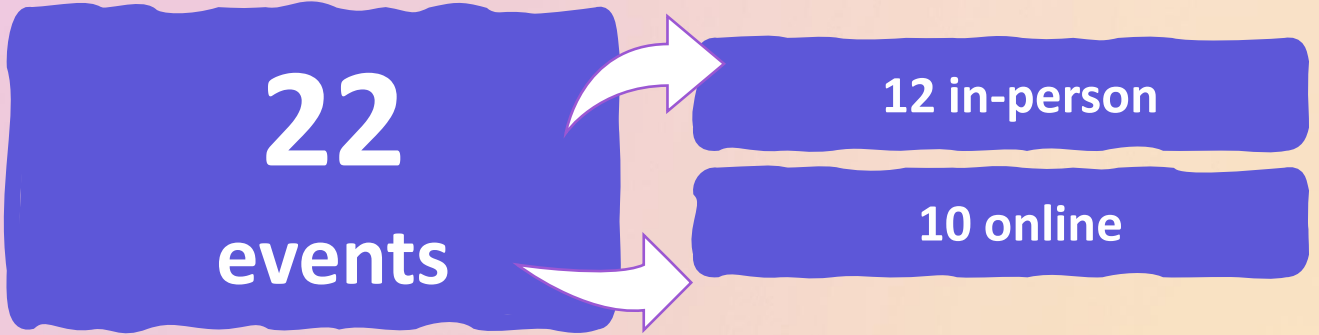
# Big Adoption Day 2025

## Impact Snapshot



cvaa  uk **coram**

# Snapshot of Impact



\*As of 28<sup>th</sup> January 2025

# Coverage Examples

**BBC NEWS**  
Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture  
England | Local News | Kent

## Adoptive parents needed urgently by local agencies

**BIG ISSUE**  
News | Advice | Culture | Opinion | Life | Vendors | Get Involved | Big Issue Group

## James O'Brien on being adopted and why he hasn't met his birth mum: 'So much of life is luck'

Radio presenter James O'Brien speaks to the Big Issue about his adoption story, and why he feels that adoption makes people 'extraordinary and ordinary' at the same time

ISABELLA MCRAE | 28 Jan 2025

**What's On Glasgow**  
What's On | New Events | Popular Events | Festivals

[CLICK HERE TO ADD YOUR EVENT](#)

## Hopeful parents across Glasgow are invited to adoption event

Kibble Adoption, the newly launched service from the children's care charity, is inviting people to join them for an event that highlights the benefits of adoption for both parents and children.

**Sunderland Echo** News you can trust since 1873

News | Sunderland AFC | Homes & Gardens | Retro | Best In | Lifestyle | Your World | Sport

## Big Adoption Day returns to encourage people to consider adopting in the North East

By Nicola Storey [Contributor](#)

Published 7th Jan 2025, 11:50 GMT | Updated 7th Jan 2025, 15:36 GMT

Together they are highlighting the work they do to find loving adoptive families for children in care, and the benefits of adopting through a VAA. Adoptive parents, Danielle and Jake, are also encouraging people to find out more about adopting through a VAA, like they did.

**The Chronicle** @ChronicleLive · 18 Dec 2024

## Couple open up about meeting their little girl for first time ahead of Big Adoption Day event

[chroniclelive.co.uk/news/north-eas...](https://chroniclelive.co.uk/news/north-eas...)



# Digital Impact

There were 38% more website sessions on VAA websites in January 2025 compared to January 2024\*

Not all agencies who participated saw an increase in web traffic but most agencies did.

## Agency observations...

“We had 16 people attend which is particularly high for us. It is also a high conversion rate. Out of the 8 households who attended we had 3 consultations resulting in 2 stage one assessments which have just started.”

“ We have recently engaged a number of people with large Instagram / TikTok followers to assist and share stories and posts. Three followers with a combined follower audience over 120k shared our stories about Big Adoption Day so we had an increase in engagement and interactions from non followers.

“ In January 2025 we had 1,482 visits to the website from Big Adoption Day campaigns on social media

“Combined coverage total reached 48K accounts, with 1.4k likes and a total of 1.5k engagements across all channels. During the period of the collaboration (27th Nov to 16th Jan) we had a total of 1.9M page & profile impressions, mostly on Facebook.”

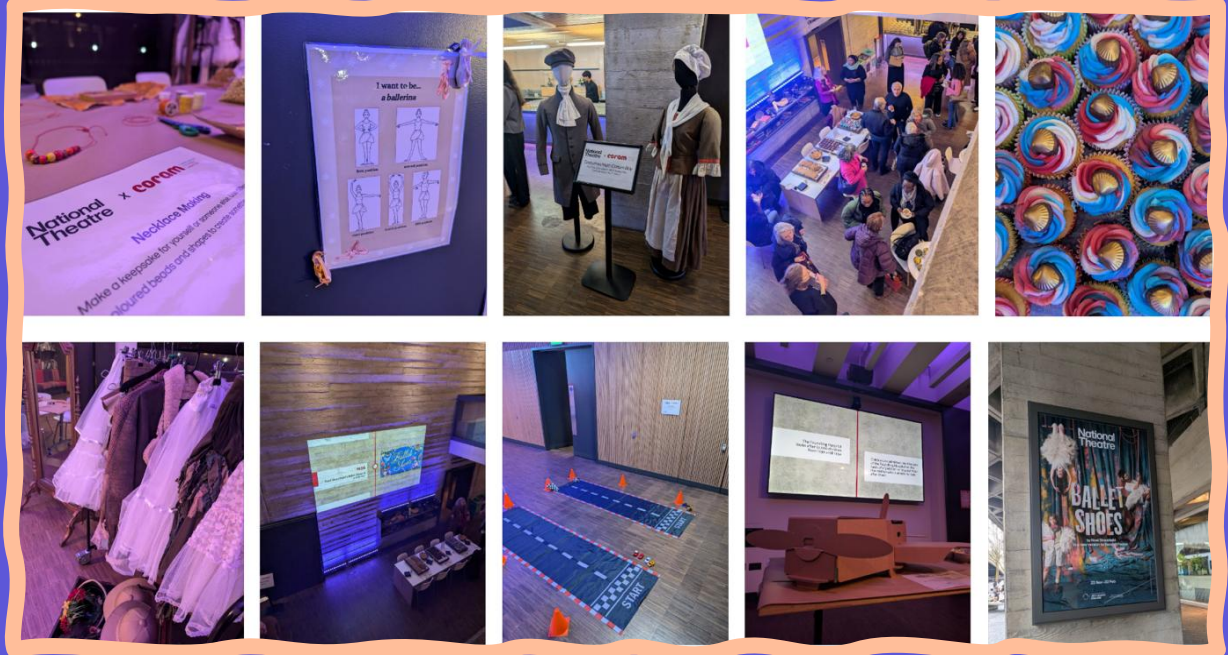
“ We had 3 new ROIs connected to Big Adoption Day attendees by the end of January

# Coram & National Theatre Collaboration



Combined coverage total reached 48K accounts, with 1.4k likes and a total of 1.5k engagements across all channels.

During the period of the collaboration (27th Nov to 16th Jan) Coram had a total of 1.9m page & profile impressions, mostly on Facebook.



“

6th to 10th January 2025 –highest received enquiries per week since September 2024

13th to 19th January 2025 - received 31% increase in enquiries compared to 2024

# Full Coverage List

Outlet	Article Type	Coverage
Sunderland Echo	Online	<a href="https://www.sunderlandecho.com/community/new-year-new-family-local-adoption-charity-is-supporting-big-adoption-day-2025-4931055">https://www.sunderlandecho.com/community/new-year-new-family-local-adoption-charity-is-supporting-big-adoption-day-2025-4931055</a>
News4Trafford	Online	<a href="https://news4trafford.co.uk/2025/01/06/local-adoption-charity-is-supporting-big-adoption-day-2025/">https://news4trafford.co.uk/2025/01/06/local-adoption-charity-is-supporting-big-adoption-day-2025/</a>
The Guide Liverpool	Online	<a href="https://theguideliverpool.com/north-west-adoption-charity-to-support-big-adoption-day-2025/">https://theguideliverpool.com/north-west-adoption-charity-to-support-big-adoption-day-2025/</a>
Warrington Worldwide	Online	<a href="https://www.warrington-worldwide.co.uk/2025/01/07/local-adoption-charity-supporting-big-adoption-day-2025/">https://www.warrington-worldwide.co.uk/2025/01/07/local-adoption-charity-supporting-big-adoption-day-2025/</a>
The Shields Gazette	Print	Not available print
The Shields Gazette	Print	Not available print
Sunderland Echo	Print	Not available print
The Lancashire Times	Online	<a href="https://lancashiretimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025">https://lancashiretimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025</a>
The Yorkshire Times	Online	<a href="https://yorkshiretimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025">https://yorkshiretimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025</a>
North East Post	Online	<a href="https://northeastpost.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025">https://northeastpost.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025</a>
Cumbria Times	Online	<a href="https://cumbriatimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025">https://cumbriatimes.co.uk/New-Year-New-Family--Local-Adoption-Charity-Is-Supporting-Big-Adoption-Day-2025</a>
Chronicle Live	Online	<a href="https://www.chroniclelive.co.uk/news/north-east-news/adoption-day-2025-north-east-30605449">https://www.chroniclelive.co.uk/news/north-east-news/adoption-day-2025-north-east-30605449</a>
Sunderland Echo	Online	<a href="https://www.sunderlandecho.com/community/big-adoption-day-returns-to-encourage-people-to-consider-adopting-in-the-north-east-4933922">https://www.sunderlandecho.com/community/big-adoption-day-returns-to-encourage-people-to-consider-adopting-in-the-north-east-4933922</a>

Outlet	Article Type	Coverage
Shields Gazette	Online	<a href="https://www.shieldsgazette.com/community/big-adoption-day-returns-to-encourage-people-to-consider-adopting-in-the-north-east-4933907">https://www.shieldsgazette.com/community/big-adoption-day-returns-to-encourage-people-to-consider-adopting-in-the-north-east-4933907</a>
Blog Preston	Online	<a href="https://www.blogpreston.co.uk/event/big-adoption-day/">https://www.blogpreston.co.uk/event/big-adoption-day/</a>
Blackpool Gazette	Online	<a href="https://www.blackpoolgazette.co.uk/community/big-adoption-day-15-january-2025-preston-charity-caritas-care-joins-adoption-agencies-across-the-country-to-encourage-families-to-consider-adoption-4910331">https://www.blackpoolgazette.co.uk/community/big-adoption-day-15-january-2025-preston-charity-caritas-care-joins-adoption-agencies-across-the-country-to-encourage-families-to-consider-adoption-4910331</a>
Blog Preston	Online	<a href="https://www.blogpreston.co.uk/2025/01/preston-charity-joins-in-the-big-adoption-day-urging-people-to-consider-helping-children/">https://www.blogpreston.co.uk/2025/01/preston-charity-joins-in-the-big-adoption-day-urging-people-to-consider-helping-children/</a>
Lancashire post	Online	<a href="https://www.lep.co.uk/community/big-adoption-day-15-january-2025-preston-charity-caritas-care-joins-adoption-agencies-across-the-country-to-encourage-families-to-consider-adoption-4910332">https://www.lep.co.uk/community/big-adoption-day-15-january-2025-preston-charity-caritas-care-joins-adoption-agencies-across-the-country-to-encourage-families-to-consider-adoption-4910332</a>
Preston Community Network	Online	<a href="https://prestoncn.org/events/">https://prestoncn.org/events/</a>
That's TV Lancashire	Broadcast	That's TV Lancashire interview with Kate Knowles, Head of Children's Services on Friday 10 January. Pending Link.
BBC Radio London	Broadcast	<a href="#">BBC Radio London: Interview with Carol Homden, CEO of Coram. Carol discusses the current state of adoption and Coram adopter Erin shares her story (Erin at 1.11, Carol at 2.42)</a>
LBC	Broadcast	Interview with Carol Homden, CEO of Coram. Carol speaks to James O'Brien on the need to encourage more adopters to come forward, with more children waiting (link unavailable)
Radio News Hub	Broadcast	Interview with Carol Homden, CEO of Coram for Big Adoption Day, syndicated on news bulletins across regional and national radio stations (link unavailable)
Netmums	Online	<a href="#">We couldn't have children of our own but adoption is the best thing we've ever done' - features the story of Coram adopter Fiona</a>
Smiley Movement	Online	<a href="#">Demystifying Adoption: James O'Brien talks adoption representation and more for Big Adoption Day 2025</a>
Mother and Baby	Online	<a href="#">Real life families: Adoption stories - features two Coram adopter stories and one family who adopted through an Activity Day</a>

Outlet	Article Type	Coverage
Social Care Today	Online	<a href="#">Big Adoption Day – Wednesday, January 15</a>
Big Issue	Online	<a href="#">James O'Brien on being adopted and why he hasn't met his birth mum: 'So much of life is luck'</a>
KM News	Broadcast	Kate Patel interview about Big Adoption Day ran on the KM news bulletins
Charity Today	Online	<a href="https://www.charitytoday.co.uk/diagrama-adoption-unites-agencies-to-promote-adoption/">https://www.charitytoday.co.uk/diagrama-adoption-unites-agencies-to-promote-adoption/</a>
In Your Area	Online	<a href="https://www.inyourarea.co.uk/news/diagrama-to-host-online-sessions-for-big-adoption-day-2025">https://www.inyourarea.co.uk/news/diagrama-to-host-online-sessions-for-big-adoption-day-2025</a>
Your world	Online	<a href="https://www.yourworld.net/caterham/news/big-adoption-day-january-15-2025-34199">https://www.yourworld.net/caterham/news/big-adoption-day-january-15-2025-34199</a>
The Isle of Thanet News	Online	<a href="https://theisleofthanetnews.com/2024/12/22/community-copperfield-court-kss-fundraising-pilgrims-hospices-thanet-earth-rtyc-camera-club-sek-diagrama-tesco-southern-water-and-london-array/">https://theisleofthanetnews.com/2024/12/22/community-copperfield-court-kss-fundraising-pilgrims-hospices-thanet-earth-rtyc-camera-club-sek-diagrama-tesco-southern-water-and-london-array/</a>
LBC	Broadcast	LBC Interview with Kate Patel – 12 Jan
KM TV	Broadcast	KMTV - 15th January - Kate Patel talks about the Big Adoption Day
Yahoo	Online	<a href="#">Charity invites hopeful Inverclyde parents to find out more about adoption</a>
What's On Glasgow	Online	<a href="#">Hopeful parents across Glasgow are invited to adoption event   News   What's On Glasgow</a>
Renfrewshire news	Online	<a href="#">Hopeful parents across Renfrewshire are invited to adoption event – Renfrewshire News</a>
Greenock Telegraph	Online	<a href="#">Kibble Adoption to host event for hopeful Inverclyde parents   Greenock Telegraph</a>
Falkirk herald	Online	<a href="#">Falkirk residents can attend event to hear benefits of adopting a child</a>
DNG Online	Online	<a href="#">New adoption service launched - DNG Online Limited</a>

Outlet	Article Type	Coverage
EK News	Print	<a href="#">Cutting</a>
Greenock Telegraph	Print	<a href="#">Cutting</a>
Paisley daily express	Print	<a href="#">Adoption - PDE - 15.01.25.odp</a>
DWGO	Online	<a href="#">HOPEFUL PARENTS ACROSS DUMFRIES AND GALLOWAY ARE INVITED TO ADOPTION EVENT - DGWGO</a>
Evening express	Print	<a href="#">Cutting</a>
Evening telegraph	Print	<a href="#">Cutting</a>
MSN	Online	<a href="#">Falkirk residents can attend event to hear benefits of adopting a child</a>
BBC	Online	<a href="https://www.bbc.co.uk/news/articles/crke4v75gxd0">https://www.bbc.co.uk/news/articles/crke4v75gxd0</a>
Greater Birmingham Chambers	Online	<a href="https://www.greaterbirminghamchambers.com/resource/agency-launches-annual-campaign-to-mark-big-adoption-day-2025.html">https://www.greaterbirminghamchambers.com/resource/agency-launches-annual-campaign-to-mark-big-adoption-day-2025.html</a>
Express and Star	Online	<a href="https://www.expressandstar.com/your-world/2025/01/11/adoption-focus-celebrates-big-adoption-day-2025/">https://www.expressandstar.com/your-world/2025/01/11/adoption-focus-celebrates-big-adoption-day-2025/</a>
Buxton Advertiser	Online	<a href="https://www.buxtonadvertiser.co.uk/community/adoption-focus-celebrates-big-adoption-day-2025-4938024">https://www.buxtonadvertiser.co.uk/community/adoption-focus-celebrates-big-adoption-day-2025-4938024</a>

## Coram & National Theatre collaboration

Theatre Weekly	Online	<a href="https://theatreweekly.com/national-theatre-collaborates-with-coram-for-forthcoming-production-of-ballet-shoes/">https://theatreweekly.com/national-theatre-collaborates-with-coram-for-forthcoming-production-of-ballet-shoes/</a>
Theatre-News	Print	National Theatre collaborates with Coram for forthcoming production of Ballet Shoes
The Up Coming	Online	<a href="https://www.theupcoming.co.uk/2024/11/27/national-theatre-and-coram-join-forces-to-highlight-adoption-in-ballet-shoes-adaptation/">https://www.theupcoming.co.uk/2024/11/27/national-theatre-and-coram-join-forces-to-highlight-adoption-in-ballet-shoes-adaptation/</a>

Outlet	Article Type	Coverage
London Daily News	Online	<a href="https://www.londondaily.news/national-theatre-collaborates-with-coram-for-forthcoming-production-of-ballet-shoes/">https://www.londondaily.news/national-theatre-collaborates-with-coram-for-forthcoming-production-of-ballet-shoes/</a>
SW Londoner	Online	<a href="https://www.swlondoner.co.uk/entertainment/31122024-lively-and-inclusive-experience-review-of-the-national-theatres-ballet-shoes">https://www.swlondoner.co.uk/entertainment/31122024-lively-and-inclusive-experience-review-of-the-national-theatres-ballet-shoes</a>
Luxury London	Online	<a href="#">Luxury London: Brilliant things to do in London in December 2024</a>
The Times	Online	<a href="https://www.thetimes.com/culture/theatre-dance/article/why-do-we-dismiss-the-things-that-little-girls-love-the-return-of-ballet-shoes-tzlxpl3bd">https://www.thetimes.com/culture/theatre-dance/article/why-do-we-dismiss-the-things-that-little-girls-love-the-return-of-ballet-shoes-tzlxpl3bd</a>
Times Radio	Broadcast	Interview with Katy Rudd, director of Ballet Shoes. Katy mentions that the National Theatre is collaborating with Coram to raise awareness of adoption and celebrate adoptive families (link unavailable)
Big Issue	Online	<a href="https://www.bigissue.com/culture/theatre/ballet-shoes-national-theatre-coram/#:~:text=It%20was%20sort%20of%20revolutionary,the%20people%20you%20live%20with.%E2%80%9D">https://www.bigissue.com/culture/theatre/ballet-shoes-national-theatre-coram/#:~:text=It%20was%20sort%20of%20revolutionary,the%20people%20you%20live%20with.%E2%80%9D</a>
Ikon London Magazine	Online	<a href="https://www.ikonlondonmagazine.com/national-theatre-ballet-shoes-collaboration-coram/">https://www.ikonlondonmagazine.com/national-theatre-ballet-shoes-collaboration-coram/</a>