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[Ron Green](#) and [Abbey Venable](#)

Mike Braun, Governor
Adam J. Krupp, Director

"Every child in Indiana thrives in a safe, loving, forever home."

If you suspect a child is being abused or neglected, call the Child Abuse & Neglect Hotline at 800-800-5556.

DCS partners with Upstream Collaborative and former NFL quarterback Jeff George to assist foster children and families across Indiana this Christmas

INDIANAPOLIS (Nov. 19, 2025) – The Indiana Department of Child Services (DCS) has announced a new partnership with [Upstream Collaborative](#) and Christmas QB, founded by former #1 NFL Draft Pick and Indiana native, Jeff George, to bring hope and joy to foster children and families this Christmas season.

Through this partnership, DCS and Upstream Collaborative will identify families and children currently being served in the Indiana child welfare system. Each selected family will receive Christmas gifts, essentials and retail gift cards, funded through the Christmas QB campaign, to ensure every child feels valued and remembered during the holidays. Jeff's goal is to help up to 2,000 families this Christmas.

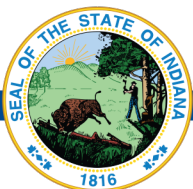
Upstream Collaborative, a nationwide network of nonprofit organizations dedicated to strengthening families and preventing foster care entry, will coordinate the distribution of resources across its member agencies. These agencies serve thousands of families each year through mentoring, crisis stabilization and family preservation.

"Partnerships like this demonstrate the power of community," said DCS Director Adam Krupp. "When state agencies, nonprofits and individuals unite around a shared mission, we create tangible change for children and families who need it most. We're grateful to Upstream Collaborative and Jeff George for their leadership and generosity."

Jeff George, the driving force behind Christmas QB, has used his platform for over 25 years to rally support for vulnerable families nationwide. He has donated over \$1 million dollars to help families each Christmas. His passion stems from his belief that every team needs a leader, and every family needs a quarterback.

"This is more than giving gifts, it's about giving hope," said George. "These children and families are heroes in their own right, and it's an honor to stand alongside DCS and Upstream Collaborative to make sure they feel seen, supported and loved this Christmas."

Ken Norwood, CEO of Upstream Collaborative, added, "Our mission is to keep families together and thriving. This partnership allows us to extend that mission in a powerful way, meeting practical needs while reminding families they're not alone."



Indiana Department of Child Services | 302 W Washington Street, Indianapolis, IN 46204 | 317-234-KIDS
www.in.gov/DCS | Child Support Bureau Kidline: (800) 840-8757 | Child Abuse & Neglect Hotline: (800) 800-5556

Mission: We champion Indiana's future by protecting children and strengthening families with compassion and determination.

Vision: Every child in Indiana thrives in a safe, loving, forever home.

Purpose: Ignite hope. Cultivate joy.

Donations for the Christmas QB campaign can be made through www.christmasqb.com with the proceeds going directly to families identified by DCS and Upstream Collaborative members. Together, this partnership reflects Indiana's growing commitment to strengthening families, preventing crises and ensuring that no child in the foster care system goes without hope or joy this Christmas.

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About Upstream Collaborative

Upstream Collaborative is a statewide network of nonprofit organizations working together to strengthen families, prevent child welfare involvement, and keep children safe and thriving in their own homes. The collaborative connects community-based and faith-driven organizations with public systems like the Indiana Department of Child Services to provide early intervention and wraparound support for families in crisis. Each member agency offers unique services, including fathering initiatives, mentoring services, family preservation, crisis stabilization, and reunification support, designed to keep families together and reduce the need for foster care placements. Among its Indiana members are organizations, New Mercies Ministries and Family Hope, which partner with local churches, volunteers, and community leaders to meet the emotional, relational, and practical needs of families across Indiana. Together, these partners represent a united movement focused on serving vulnerable families Upstream, before challenges become crises. Guided by compassion, collaboration, and faith, Upstream Collaborative works to create a future where every child grows up surrounded by the stability, love, and support of a thriving family.

About Jeff George

Jeff George is a former #1 overall NFL Draft pick and standout quarterback from Warren Central High School in Indianapolis, where he led his team to a state championship and became one of Indiana's most celebrated athletes. He went on to play college football at Purdue and the University of Illinois, where he earned All-Big Ten honors and set multiple passing records. Selected first overall in the 1990 NFL Draft by the Indianapolis Colts, George went on to play 12 seasons in the NFL with several teams, throwing for over 27,000 yards and 154 touchdowns. Beyond football, Jeff is a successful Indiana businessman, owning and operating several local ventures that support his community. He is also a devoted father of three adult children and a passionate advocate in the



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fight against breast cancer, honoring his late mother's memory by raising awareness and supporting research to help others affected by the disease.



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