

Statement on House Bill 1258

Child Placement Services –Advertising by Unlicensed Person – Prohibition
Senate Judicial Proceedings Committee
April 3, 2026

Position: SUPPORT

Maryland Nonprofits is a statewide association of almost 2000 nonprofit organizations and institutions of all types, serving individuals, families and communities across our state, and we join with MARFY in asking you to support this legislation.

House Bill 1258 addresses an important child welfare and consumer protection concern by prohibiting individuals or entities from advertising adoption or child placement services in Maryland unless they are a licensed child placement agency or a local department of social services. Adoption and child placement decisions are life-changing and permanent, and families must be able to trust that individuals or organizations offering services are operating within Maryland's regulated and accountable system.

Allowing unlicensed individuals or entities to advertise adoption services creates confusion for families and increases the risk that vulnerable parents and prospective adoptive families may be connected with intermediaries who are not subject to the same oversight, training standards, or ethical requirements as licensed providers. By establishing a clear standard that only licensed entities may advertise these services, House Bill 1258 helps protect children, families, and the integrity of Maryland's child welfare system.

This legislation also aligns Maryland with approaches used in other states that restrict adoption advertising to licensed or authorized entities to ensure accountability and transparency. Preventing deceptive or unregulated marketing practices helps ensure that adoption placements occur within systems designed to safeguard children's well-being and family stability.

House Bill 1258 is a targeted and commonsense measure that strengthens consumer protection while supporting safe and ethical adoption practices. Ensuring that only licensed providers advertise child placement services helps maintain public trust and protect families during critical decision-making processes. As amended in the House this bill was passed by a 131 to 4 margin.

We urge you to support a **favorable report** on House Bill 1258.



Maryland Nonprofits

*Strengthening organizations for
greater quality of life and equity*

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