PARTY WITH A PURPOSE
DONATION DRIVE
EVENT
TOOLKIT
Thank you

Thank you for your interest in hosting an event to support the women, children, and families of Mary’s Place!

We want to help you be successful and hope that most of the things you will need are included here, but if they aren’t, please don’t hesitate to contact us—we welcome a conversation with you!

Contact info

Linda Mitchell
Communications Director
linda@marysplaceseattle.org

Included

- Information about Mary’s Place to help inform and inspire your guests
- Samples of our logo and guidelines for its use
- Information about our brand colors
- Ideas for types of parties/events/drives you might host
- Photos and videos of our amazing women and families
- Other resources we have available to help
About Mary’s Place

Mission

Mary's Place provides safe, inclusive shelter and services that support women, children and families on their journey out of homelessness.

What Mary’s Place Does

Mary’s Place provides a welcoming and accepting environment where women, children, and families who are experiencing homelessness can find day and night shelter, nourishment, hope, and resources to help them find employment and permanent housing.

And Why

Because no one's child should sleep outside.

Increasing numbers of women, children, and families are finding their way to Mary’s Place. Mary's Place is there, standing in the gap, providing emergency family shelter for families who have lost their homes to stay together, TONIGHT. And tomorrow, our housing and employment specialists will work with these families to help them find stable, permanent housing.

Our guests at Mary's Place range from young adults to seniors and represent diverse backgrounds in race, ethnicity, class, sexual orientation, education, and life experience. The children we see have often witnessed or experienced violence and are often experiencing hunger, dislocation, uncertainty, anxiety, and depression. Nearly half of the mothers we see have experienced domestic violence. All of our women and families live well below the poverty line, and many struggle with disabilities and depression.

At Mary’s Place:

- we provide a safe, warm place for families to come inside, together each night
- we meet basic needs: food, showers, laundry, and clothing
- we provide tools and resources to search for housing and jobs, and invite women and families to use our address and phone number to receive mail and calls from prospective employers
- we get children connected back up with their schools and provide transportation, school supplies, and after school (and summer) activities
- we help those recovering from illnesses by providing a safe place during the day in our rest bed room, families with critically-ill children receive additional medical care in a safe, caring environment in our Popsicle Place program.
Our Logo and Brand Elements

Horizontal:

<table>
<thead>
<tr>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARY’S PLACE</td>
</tr>
</tbody>
</table>

Vertical:

<table>
<thead>
<tr>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARY’S PLACE</td>
</tr>
</tbody>
</table>

Logos are available in .ai, .jpg, .eps, .png, .tif, and .pdf file formats.

The logo should NOT be used:

- squished or out of proportion
- in any other color than those shown below
- obstructed or used over the top of any other image

Our principal brand color is orange; accent colors include the five below, plus black or white:

Please contact Communications Director Linda Mitchell linda@marysplaceseattle.org, if you have any questions, or to have the logo you need (orientation, color, and file format) emailed to you.
If you hold a party, a drive, or an event to benefit Mary’s Place, please let us know or tag us on social media. We can help promote your event and will send thank you notes to everyone who attends and/or donates!

We are @marysplacewa on Facebook, Twitter, and Instagram

Party With a Purpose Themes

There are several fun party or donation drive themes that are proven crowd pleasers and provide needed resources to support the work of Mary’s Place. Below are the ones we are aware of and know create fun and funds, but don’t let this list limit your creativity! We can help you with ideas.

Staff Appreciation Party

Throw an appreciation party for your staff! Include an auction, bake sale, wine tasting, poker party, or other type of fundraiser.

Lingerie Party

Have guests bring new bras and panties for the Mary’s Place Lingerie Program. Underwear is always in demand, and we also need sizes for boys and girls, too!

Sock Party

The women and families at Mary’s Place are constantly changing cold, wet socks in the rainy and winter months for dry warm ones. All sizes needed and appreciated.

Bundle Up for Winter Party

Coats, hats, scarves, and gloves for kids and adults—all sizes needed, we can never get enough!

Back-to-School Party

We get lots of backpacks and school supplies, but we need lots of NEW clothes – jeans, graphic t-shirts, and tennis shoes - for our kids heading back to the classroom in early September.

Pampers Party

Kids and babies at Mary’s Place go through a lot of disposable diapers, wipes and pull-ups. We always need larger size 4, 5 and 6 diapers.
Holiday Gift Tags

Help us make the holidays special for the women, children, and families of Mary’s Place at our annual Holly Jolly Holiday Party!

Our Giving Tree Tags program is a great way for your group, organization, or company to get involved and help the homeless women and children of Mary's Place enjoy the magic of the holidays!

Chose Shoe Tags, Toy Tags, Mom Tags, Dad Tags - or any combination. Distribute the tags to your friends, your family, your co-workers, your church, your neighbors, your book club—your choice! Ask them to buy the item on the tag (or make a $20 donation for a pair of shoes) and deliver to Mary's Place.

**Shoe Tags:** We want to be sure that every homeless woman, man, and child have a new pair of shoes at Christmas. That’s upwards of 700 pairs of shoes! A cash donation of just $20 to Mary's Place will buy a gift card for a much-needed new pair of shoes! (Mary’s Place can use the donated cash to buy the shoe gift cards at a special price.)

**Toy Tags:** Each Toy Tag has an item written on the back that needs to be purchased. The moms, dads, and grandparents of Mary's Place will shop from among these items at our Santa Store and choose gifts to give to their children and grandchildren for Christmas. For most, this will be the only gifts they are able to give, or that their children will receive; and when their kids ask them if Santa will find them in their car, they can say yes.

**Mom and Dad Tags:** Like Toy Tags, these Mom or Dad Tags have an item written on the back that needs to be purchased for a child to give to his or her mom, dad, or grandparents for Christmas. The kids of Mary's Place have a great time shopping and wrapping gifts for their families!

Please make sure the gifts are unwrapped and attach the tag securely when you drop them off at Mary's Place. Shoe Tag cash/check donations can be mailed to Mary’s Place at PO BOX 1711, Seattle, WA 98111–1711, or dropped off in person to 113 Dexter Ave N. Please don’t buy actual shoes; we buy discounted shoe store gift cards with your cash donation.
Items we can provide to assist with your Mary’s Place Giving Tag Campaign:

- Family’s stories
- Copy for your newsletter
- Flyer
- Giving Tags
- Anything else you need, just ask!

Email info@marysplaceseattle.org or call Mary’s Place at (206) 621-8474 to request tags.

**CLUBS**

Use your party as an opportunity to sign up a group to form a Mary’s Place Club that delivers the items once a week, once a month, once or quarter or just once – we need it all.

**Baby Care Club** – baby food, formula, diapers (size large), wipes, Sippy cups, pacifiers, and teething cold packs.

**Book Club** – crossword and other puzzle books, reading books, picture books, chapter books, parenting books, coloring books.

**Cold Club** – aspirin, sinus medicine, Tylenol, Kleenex, cough medicine, throat lozenges, and for children: infant and/or children’s liquid Tylenol or ibuprofen or chewable tablets, saline spray and bulb syringes.

**Condiments Club** – mustard, mayonnaise, ketchup, salt, pepper, Tabasco sauce, relish, cooking seasonings, peanut butter and jelly.

**Homework Helper Club** – kid appropriate snacks, school supplies and backpacks.

**Kids Craft Club** – coloring books, art supplies, glue, scissors, craft paper, pencils, paints, and smocks.

**Night-Night Club** – blankets, pajamas, stuffed animals, nighttime storybooks.

**Salad Toppings and Croutons Club** – salad dressings, croutons, bacon bits, and seasoning.

**TP Club** – toilet paper, Kleenex, paper towels and napkins.

If you have ideas for other Clubs, let us know!
Drives

Ask your club, workplace, or organization to help collect items that Mary's Place can use!

<table>
<thead>
<tr>
<th>YEAR ROUND</th>
<th>FALL/WINTER ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toiletries (new, full &amp; travel size)</td>
<td>Winter Essentials (new &amp; like new)</td>
</tr>
<tr>
<td>• shampoo &amp; conditioner</td>
<td>• winter coats, rain coats, jackets</td>
</tr>
<tr>
<td>• Toothpaste &amp; toothbrushes</td>
<td>• sweatshirts, hoodies, fleece</td>
</tr>
<tr>
<td>• Deodorant</td>
<td>• warm pajamas</td>
</tr>
<tr>
<td>• feminine hygiene products</td>
<td>• hats, scarves, gloves, mittens</td>
</tr>
<tr>
<td>• soap</td>
<td>• blankets</td>
</tr>
<tr>
<td>• lip balm</td>
<td>• wrapping paper &amp; bows</td>
</tr>
<tr>
<td>• brushes &amp; combs</td>
<td></td>
</tr>
<tr>
<td>• pain relievers</td>
<td></td>
</tr>
<tr>
<td>• Band Aids</td>
<td></td>
</tr>
<tr>
<td>Diapers &amp; Wipes</td>
<td>SPRING/SUMMER ONLY</td>
</tr>
<tr>
<td>• Larger sizes needed (4, 5, 6)</td>
<td>Summer Essentials (new &amp; like new)</td>
</tr>
<tr>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>• oatmeal packets, boxes of cereal</td>
<td>shorts, tank tops, summer clothes</td>
</tr>
<tr>
<td>• individually packaged kids snacks</td>
<td>bathing suits</td>
</tr>
<tr>
<td>Clothing (new &amp; like new)</td>
<td>• sunscreen</td>
</tr>
<tr>
<td>• for women, men, children, &amp; infants</td>
<td>sandals, flip flops</td>
</tr>
<tr>
<td>• bras &amp; underwear</td>
<td></td>
</tr>
<tr>
<td>Art Supplies</td>
<td>SUMMER/FALL ONLY</td>
</tr>
<tr>
<td>Blankets</td>
<td>Back-to-School Supplies</td>
</tr>
<tr>
<td></td>
<td>• NEW jeans, graphic t-shirts, tennis shoes, socks and underwear</td>
</tr>
</tbody>
</table>
Fundraiser

And there’s always the good, old-fashioned fundraiser to support the work we do at Mary’s Place and our family shelters!

$57 provides 6 kids with a fun outing to movies, museums, and fun playtime to forget about homelessness and just be kids.

$104 provides 4 children with a school backpack, lunch-box, school supplies and transportation to school.

$267 provides 20 babies with a full day’s supply of diapers, wipes, and formula.

$510 provides 85 women with nursing services this year.

$714 provides 56 moms and kids with a night of safety, shelter, dinner, showers and laundry services in our Emergency Family Shelter, including weekends!

$1,090 provides 40 women with new bras and panties.

$1,566 provides 40 women with six weeks of day shelter, food, and resources.

Gift cards to McDonalds, Starbucks, or any grocery store, drug store, or restaurant are always welcome!

Resources

We have many touching and beautiful photos of our woman and families to use on your event invitation, website, or flyers. You can see many at our facebook or Instagram page.

We also have several wonderful videos that might be just right for your event. Let us know the kind of pictures you’d like and we can provide them!

Thank you for your interest in helping Mary’s Place, we hope you will partner with us!