Event & Drive Toolkit

MARY'S PLACE
Thank you

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

We want to help you be successful and hope that most of the information you’ll need is included here, but if it isn’t, please don't hesitate to contact us—we welcome a conversation with you!

Contact info

Linda Mitchell
Chief Communications Officer
linda@marysplacesseattle.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

*Mary's Place believes that no one's child should sleep outside.*

Mission

We provide 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 experiencing homelessness find day and night shelter, nourishment, hope, and resources to help them reach employment and permanent housing goals.

Mary's Place is standing in the gap, providing emergency shelter for families who have lost their homes to come inside to safety together tonight. And tomorrow, our housing and employment specialists will work with these families to help them find their way back to permanent housing.

Our guests at Mary's Place range from toddlers to seniors and represent diverse backgrounds in race, ethnicity, class, sexual orientation, education, and life experience. The children we see 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 – in 2020, we served 585 families and 1,225 children
- we meet basic needs: food, showers, laundry, and clothing – in 2020, we served 424,236 meals to the women and families at Mary's Place
- we provide tools and resources to search for housing and jobs – in 2020, 573 families moved to permanent housing
- we get children connected back up with their schools and connected to distance learning and provide school supplies, access to WIFI, and age-appropriate activities and outings to give a sense of normalcy
- pregnant women and new moms are supported and connected with education and health resources in our Baby's Best Start program
- families with medically fragile children receive additional medical support in a safe, caring environment in our Popsicle Place program
Our Logo and Brand Elements

Horizontal:

Vertical:

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

Please contact Chief Communications Officer 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 may share and help promote your event and send thank you notes to everyone who attends!

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 some ideas to create fun and funds, but don't let this list limit your creativity! We can help you with ideas, particularly now as these events have become virtual!

**Staff Appreciation Party**

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

**Lingerie Party**

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

**Sock Party**

At Mary's Place, the women and families are continually changing cold, wet socks in the rainy and winter months for dry, warm ones. All sizes are needed and appreciated!

**Bundle Up for Winter Party**

Coats, hats, scarves, and gloves for kids and adults—all sizes needed, when the cold weather hits, we can never get enough, particularly larger sizes.

**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, particularly boys and larger sizes!

**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 5 and 6 diapers. And pull-ups sizes 4t and 5t.
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.

During this pandemic, our 2020 Gift Tags program looked a little different. We will reevaluate for 2021 and update this information!

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

Chose Grocery 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.

**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, these will be the only gifts they are able to give or that their children will receive.

**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 their 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. Mail cash/check donations to Mary's Place at PO BOX 1711, Seattle, WA 98111–1711, or dropped off in person at 113 Dexter Ave N.
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 5 and 6), pull-ups (size 4t and 5t), 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, alcohol wipes, 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 group, workplace, neighbors, or organization to help collect items that Mary’s Place can use! Check our website for a current list of the most critical needs.

<table>
<thead>
<tr>
<th>YEAR-ROUND</th>
<th>FALL/WINTER ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toiletries (new, full, and travel size)</td>
<td>Winter Essentials (new and like new)</td>
</tr>
<tr>
<td>• shampoo &amp; conditioner</td>
<td>• winter coats, raincoats, jackets</td>
</tr>
<tr>
<td>• toothpaste, toothbrushes, and mouthwash</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>• body wash, body lotion</td>
<td>• blankets</td>
</tr>
<tr>
<td>• lip balm</td>
<td>• hand warmers</td>
</tr>
<tr>
<td>• brushes and combs</td>
<td></td>
</tr>
<tr>
<td>• pain relievers</td>
<td>SPRING/SUMMER ONLY</td>
</tr>
<tr>
<td>• make-up</td>
<td>Summer Essentials (new and like new)</td>
</tr>
<tr>
<td>• nailcare</td>
<td>• shorts, tank tops, summer clothes</td>
</tr>
<tr>
<td>Diapers and Wipes</td>
<td></td>
</tr>
<tr>
<td>• Larger sizes needed (5, 6)</td>
<td>• sunscreen</td>
</tr>
<tr>
<td>• Pull-ups (size 4t and 5t)</td>
<td>• sandals, flip flops</td>
</tr>
<tr>
<td>Clothing (new and like new)</td>
<td></td>
</tr>
<tr>
<td>• for women, men, children, and infants</td>
<td>SUMMER/FALL ONLY</td>
</tr>
<tr>
<td>• bras and underwear</td>
<td></td>
</tr>
<tr>
<td>Blankets, towels, and sheets</td>
<td>Back-to-School Supplies</td>
</tr>
<tr>
<td>• Twin-size sheets and blankets</td>
<td>• NEW jeans, graphic t-shirts, tennis shoes, socks, and underwear</td>
</tr>
<tr>
<td>• Towels of all sizes</td>
<td></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!

$30 – brings one child inside to safety and shelter tonight

$40 – purchases a copy of a birth certificate for a child in order to complete a rental application

$50 – pays for the application screening fees for a family's new home

$89 – pays for a State ID or Driver's License to complete a rental application

$100 – purchases a monthly bus card to get to and from work, doctor's appointments, and the grocery store

$250 – helps provide the masks, hand sanitizer, gloves, and disposable gowns to keep families healthy and prevent the spread of COVID-19 in shelter

$500 – helps pay for a security deposit or first month's rent for a family's new home

*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 Mary's Place women and families to use on your event invitation, website, or flyers. You can see many on 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!