Event & Drive Toolkit

MARY'S PLACE
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
Chief Communications Officer
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

*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 who are experiencing homelessness can find day and night shelter, nourishment, hope, and resources to help them find employment and permanent housing.

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 young adults 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
- we meet basic needs: food, showers, laundry, and clothing
- we provide tools and resources to search for housing and jobs
- we get children connected back up with their schools and provide transportation, school supplies, and age-appropriate after school (and summer) activities
- 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:

![Logo Image]

Vertical:

![Logo Image]

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
- the orange logo should not be used on a black background

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

Please contact Chief Communications Officer Linda Mitchell
linda@marysplacesseattle.org if you have 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 some we’re aware of and know create fun and funds, but don’t let this list limit your creativity!

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 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 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-up size 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!

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!

Choose Grocery Tags, Toy Tags, Parent Tags - or any combination. Distribute the tags to your friends, family, co-workers, neighbors, at your church or book club! Ask them to buy the item on the tag (or make a $20 donation for a grocery voucher at Safeway) and deliver to Mary’s Place.

**Grocery Tags:** Each Grocery Tag provides a $20 grocery voucher for a family to use at any Safeway store.

**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.

**Parent Tags:** Like Toy Tags, these Parent 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. Grocery 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.
Items we can provide to assist with your Mary’s Place Giving Tag campaign:

- Family 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>• handwarmers</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>• sunglasses</td>
</tr>
<tr>
<td>• bras and underwear</td>
<td>SUMMER/FALL ONLY</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</td>
</tr>
<tr>
<td></td>
<td>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!

$35 brings a child inside for one night of shelter

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

$100 enables our healthcare team to bring one medically fragile child and their family inside to safety through our Popsicle Place program

$200 allows five families to obtain a copy of their child’s birth certificate to complete a rental application

$500 provides a week’s worth of milk for the kids in all our shelters

$1,000 supports one guest through our Empower U Internship program to gain culinary skills by providing a permit and resources to start, and staff guidance for three months

$1,500 enables 50 kids, moms, dads, and grandparents to be inside safe shelter tonight

$3,000 helps a family pay outstanding rent and utilities to ensure they can keep their home and not fall back into homelessness

*Gift cards to any grocery stores such as Safeway, Fred Meyer, Target, or to any drug store, 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](https://www.facebook.com) or [Instagram](https://www.instagram.com) 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!

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