



## EVENT & DRIVE TOOLKIT

Thank you for your interest in hosting an event or drive to support the women 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

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**Chief Communications Officer**  
**[linda@marysplaceseattle.org](mailto:linda@marysplaceseattle.org)**

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- Information about Mary's Place to help inform and inspire your community
- Ideas for types of parties/events/drives you might host
- Samples of our logo and guidelines for its use
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## **Mary's Place believes that no one's child should sleep outside.**

### **Mission**

We ensure that no child sleeps outside by centering equity and opportunity for women and families.

### **At Mary's Place**

- We provide a safe, warm place for families to come inside together each night
- We meet basic needs: shelter, food, showers, laundry, and clothing
- We provide tools and resources to search for housing and jobs and connect families with healthcare services
- We get children connected with their schools and provide transportation, school supplies, and age-appropriate after-school (and summer) activities and outings
- Families with medically fragile children receive additional support in a safe, caring environment within our Popsicle Place program
- We provide a safe, welcoming space at our Women's Day Center for women to get their basic needs met, connect with resources, and find community and hope
- Our mobile team connects with families living unsheltered throughout King County to meet their unique needs and barriers to quickly regain housing stability
- We support families on the verge of homelessness through rental assistance and other supports they may need to stay safely housed



## What Mary's Place Does

Mary's Place works with families experiencing or on the verge of experiencing homelessness to regain housing stability. Across five emergency shelters in King County, we keep families together, inside, and safe when they have no place else to go, providing resources, housing and employment services, community, and hope. Additionally, we operate a Women's Day Center in downtown Seattle that serves over 100 women each day with necessary resources and community.

Due to the continued economic toll of the COVID-19 pandemic, along with increasing rents and growing inflation, there are more families in need of support than ever before. Our shelters are at capacity each night and the number of calls to the emergency family intake line has never been higher. To meet the increasing need, Mary's Place has a dedicated mobile outreach team who works with unhoused families where they are, often in cars or tents, to address barriers to housing with resources and flexible funding.

But our priority is to keep families in their homes. Our team of prevention & stability specialists works to keep families from falling into homelessness with cost-effective rental assistance and other supports. Preventing homelessness reduces trauma and ends the generational cycle of homelessness.

Our guests at Mary's Place range from infants and children to young adults and seniors and represent diverse backgrounds in race, ethnicity, gender, language, sexual orientation, education, and life experience. The children we work with are often experiencing food insecurity, dislocation, uncertainty, anxiety, and depression. Nearly half of the women we serve have experienced domestic violence. All the women and families we serve live well below the poverty line, and many struggle with disabilities, depression, and trauma.

# PARTY WITH A PURPOSE THEMES



There are several 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 for drives and fundraisers, but don't let this list limit your creativity!

Reach out to [giving@marysplaceseattle.org](mailto:giving@marysplaceseattle.org) and we can help get you started.

## **Community Fundraiser**

As part of a holiday or birthday party, staff appreciation party, book club gathering, or community group meeting—you can organize a fundraiser to encourage donations in a way that is meaningful to you and your community.

## **Lingerie Party**

Have guests bring new bras and panties for the women we serve across our Women's Day Center and Family Shelters. Underwear is always in demand, and we also need sizes for boys and girls!

## **Bundle Up for Winter Party**

In the cold weather months, we need new or like-new coats, hats, scarves, gloves, and hand/footwarmers for kids and adults. All sizes are needed but larger sizes and coats for babies are in high demand.

## **Back-to-School Party**

We get lots of backpacks and school supplies, but we always 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 sizes 4t and 5t.

## **Gift Card Raiser**

Gift cards are always in high demand at Mary's Place, specifically for our mobile outreach team working with unsheltered families throughout the community all year long. \$10 and \$25 gift cards to drug stores and grocery stores like Safeway, Fred Meyer, and Walmart are so helpful to support these families to get medications, groceries, and gas.

**Get your group together to assemble kits of needed supplies for the women and families staying at Mary's Place, and for those who have just found housing!**

This is a great remote volunteer opportunity, and we have a variety of themed kits you can purchase or collect items to fulfill. This can be a one-time opportunity, or you can have your group continue the love and provide them to our shelters on a regular basis!

These are suggested items to include in the kits. Depending on your group's capacity, you can select from these suggestions or create your own!

### **Baby's Best Start Bag**

Diapers (size 5 and 6 are most needed), pull-ups (size 4t and 5t are most needed), wipes, diaper cream, baby blanket/swaddling cloths, changing pad, baby shampoo + lotion, pacifiers, bottles, infant hygiene kit, and teething cold packs. If you're able to put all of these into a new diaper bag/tote to be provided to our new moms in shelter that would be an extra essential item!

### **Cold Care Kit**

Aspirin, sinus medicine, Tylenol, tissues, cough medicine, throat lozenges, and for children: infant and/or children's liquid Tylenol or ibuprofen, or chewable tablets, saline spray, bulb syringes

### **Night-Night Kit**

Twin-size sheets, pajamas, nighttime storybooks featuring diverse characters and themes

### **Menstrual Care Kit**

Different sizes and varieties of tampons and pads, menstrual cups, aspirin, disposable heating pads

### **Multi-cultural Hair Care Kits**

Combs (hair pick, rat-tail, wide tooth), brush (boar bristle, Denman, paddle), hair moisturizer (w/ shea or coconut butter, castor oil), bonnet or satin hair scarf, African black soap, shampoo + conditioner for natural kinky/curly hair, hair grease, Murray's Beeswax and Pomade, hair accessories (ties, clips, rubber headbands, wooden beads, black rubber bands), hair rods and rollers

### **Welcome Home Basket**

Multipurpose cleaning spray, dish soap, sponges, kitchen towels, paper towels, garbage bags, laundry detergent, shower curtain and rings, toilet paper, plunger, toilet bowl brush, Tupperware, plastic baggies, broom and dustpan – place these items into a new laundry basket or garbage can that can be given to families when they move into housing!

### **Kids Snack Packs**

Juice boxes, fruit snacks, granola bars, snack crackers, applesauce pouches, plastic sandwich bags, napkins, veggie chips

### **Make-A-Home**

If your group is looking for a more direct-service opportunity, you can collect home essentials and deliver them to a family who has just moved into housing! Visit <https://www.marysplaceseattle.org/makeahome> for more information.

**Reach out to [giving@marysplaceseattle.org](mailto:giving@marysplaceseattle.org)  
to confirm current kit needs!**

## Ask your group, workplace, neighbors, or organization to help collect items that Mary's Place needs!

Check our website for a current list of the most critical needs and for our drop-off locations: [marysplaceseattle.org/share-your-stuff](https://marysplaceseattle.org/share-your-stuff)

### YEAR ROUND

Toiletries (new, full and travel size)

- shampoo & conditioner
- toothpaste, toothbrushes, and mouthwash
- deodorant
- menstrual care products
- body wash, body lotion
- lip balm
- brushes and combs
- pain relievers
- make-up
- nailcare

Diapers and Wipes (unopened packages)

- larger sizes needed (5, 6)
- pull-ups (size 4t and 5t)

Clothing (new and like-new)

- for women, men, teens, children, and infants (seasonal)
- new bras and underwear

Blankets, towels, and sheets (new and like-new)

- twin-size sheets and blankets
- towels of all sizes
- pillowcases

### FALL/WINTER ONLY

Winter Essentials (new and like-new)

- winter coats, raincoats, jackets (especially larger sizes!)
- warm pajamas for kids and adults
- hats, scarves, gloves, mittens
- blankets
- handwarmers and footwarmers

### SPRING/SUMMER ONLY

Summer Essentials (new and like-new)

- shorts, tank tops, summer clothes
- bathing suits
- sunscreen
- sandals, flip flops
- sunglasses

### SUMMER/FALL ONLY

- Back-to-School Supplies (backpacks, lunchboxes, reusable water bottles)
- Halloween costumes for kids and adults
- new jeans, graphic t-shirts, tennis shoes and sneakers, underwear

# FUNDRAISERS



## Hold a fundraiser to directly support Mary's Place work across our family shelters and Women's Day Center.

Below are examples of some of our direct costs that donations will support so that you can share the impact of your fundraiser.

### **\$35**

cost to provide safe, warm shelter for a child for one night

### **\$50**

cost for the application screening fees for a family's new home

### **\$100**

cost for our healthcare team to bring one medically fragile child and their family inside to safety through our Popsicle Place program

### **\$250**

cost to obtain 6 birth certificates, required for families to complete rental applications

### **\$500**

helps provide the best possible start for a mom and her newborn in shelter, providing care and coordination from our health services team, a Pack 'n Play, car seat, stroller, and other essential items

### **\$1,000**

supports the cost to provide shelter, healthcare services, employment and housing support, and connections to schools and childcare resources for a family for an entire month

### **\$3,500**

helps a family move quickly from living unsheltered into safe, stable housing by providing funds to pay apartment fees and deposits



# LOGO AND COLOR USAGE



There are only two versions of the Mary's Place logo, horizontal and vertical, as below. **The logo should not be rearranged in any other formations.**

## Primary Logo: Horizontal



## Secondary Logo: Vertical



- Don't squish or non-proportionately transform the logo.
- Don't change the typeface.
- Don't rearrange the logo or use in any other formations than the horizontal and vertical versions above.

Hero colors should be used in most cases. Primary accent colors can be used sparingly if additional colors are needed after using the hero colors. Dawn should be the first choice for the logo color.

## Hero Colors



DAWN

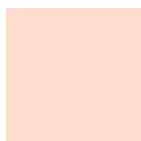
**HEX #e8674f**  
CMYK 0%-71%-63%-0%  
PANTONE 171 C  
PANTONE 172 U



NIGHT

**HEX #3c1053**  
CMYK 85%-100%-39%-30%  
PANTONE 2627 C  
PANTONE 2627 U

## Hero Primary Accent Colors



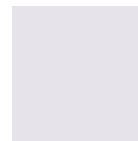
AFTERNOON

**HEX #fddccd**  
CMYK 0%-18%-14%-0%  
PANTONE 171 C 20%  
PANTONE 172 U 20%



MIDNIGHT

**HEX #634a78**  
CMYK 67%-79%-21%-7%  
PANTONE 2627 C 75%  
PANTONE 2627 U 75%



NIGHTLIGHT

**HEX #e7e3ea**  
CMYK 8%-10%-4%-0%  
PANTONE 2627 C 10%  
PANTONE 2627 U 10%

## RESOURCES



**Thank you for your interest in helping Mary's Place! Together we can ensure that every family has access to safety, stability, and housing.**

Please email [giving@maryplaceseattle.org](mailto:giving@maryplaceseattle.org) with any questions about your drive.

For more information about Mary's Place, including our most recent Gratitude Report, visit: [maryplaceseattle.org/about-us](http://maryplaceseattle.org/about-us)

Watch and share our previous Lunch & Learns to hear from our staff and partners about our work at [maryplaceseattle.org/lunch-and-learn](http://maryplaceseattle.org/lunch-and-learn)

**If you hold a party, a drive, or an event to benefit Mary's Place, please let us know!**

**Tag us on social media! We are @marysplacewa on Facebook, Twitter, and Instagram**

Please contact us if you have any questions, or to have the logo you need (orientation, color, and file format) emailed to you.

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