



GIVE JOY




DRIVE HANDBOOK | 2023

You can keep children warm this winter #SafeWarmDry

WestSide Baby meets the basic needs of vulnerable children to promote safety, security & healthy development. We provide essential items to meet the basic needs of children by collecting and distributing diapers, clothing and equipment.



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THE 2023 JOY CAMPAIGN

Each year, we see an increased need during November and December as the weather gets colder and families on a limited income stretch their dollars to keep their children warm.

We depend on you, as a member of our WestSide Baby family, to [host donation drives](#) - or "JOY drives", and to engage your family, coworkers, friends and neighbors in collecting our most needed items this winter!

What is "Joy"?

Through November and December, we encourage our community to host drives to gather new items from our "most needed" list.

We also depend greatly on financial gifts during this end of year time. Please consider making a secure gift online at westsidebaby.org/donate-now

We will provide support for you during your drive, as well as materials such as posters, collection boxes and social media graphics you can share with your communities. We will be emailing you and updating our website throughout the campaign.

Why?

- 21% of children in King County lived in families that found it difficult to afford diapers since the child was born
- Almost 20,000 children under the age of five in King County are living in poverty; more than half (10,430) are known to be living in "deep poverty" with incomes less than 50% of the federal poverty level which is currently \$24,600 for a family of four
- Families are impacted by race: 45% of Native Hawaiian/Pacific Islander children experience diaper need, 36% of Black children experience diaper need, and 34% of Latino children experience diaper need, while only 14% of White children experience diaper need, well below the King County average.



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How?

A drive can be as simple as creating a collection area with some posters and sending emails to your office, school, friends, or church.

Host a virtual drive and have your friends and family send items directly to WestSide Baby through our [Amazon Wish List of Most Needed Items](#)! Make sure to ask your donors to put their name and your drive's name in the gift receipt!

You can also join us in peer-to-peer fundraising and encourage your community to donate dollars for diapers through our [donate page](#). Your community's generous donations will help us make your dollars stretch further with our bulk purchasing power. Make sure to ask your donors to put your drive's name in the comment section!

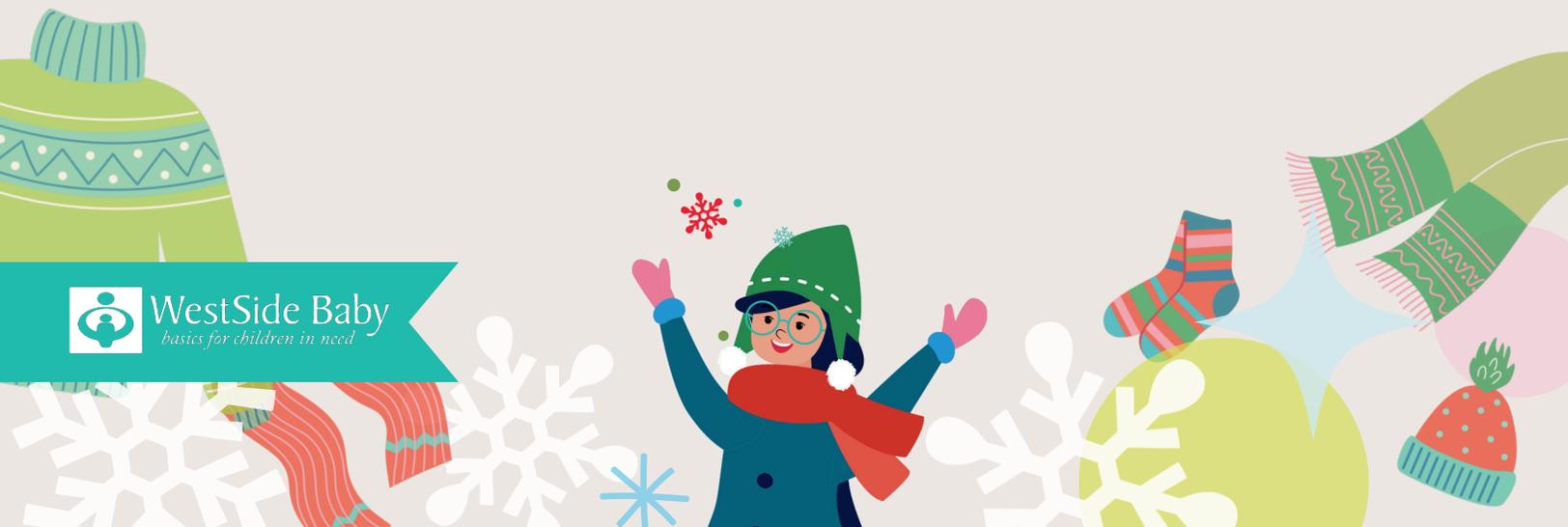
If you can, please take photos and send them to drives@westsidebaby.org or post them on social media and tag WestSide Baby. We love to share your incredible support with our community!

Where can I deliver my donations?

You are welcome to drop off your items during our drop-off hours until December 15, 2022. *Please note that the last day to drop off your donations is December 15, 2023 at the White Center Hub:

10002 14th Ave SW – Seattle, WA 98146

(Please drive around to the back of the building to drop off your donations)



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WestSide Baby Hub Collection Hours

- WestSide Baby will be closed to donations December 18, 2023 to January 5, 2023.
- We will be open for late deliveries January 8 through January 12, 2023.

Official Drop Off Day: Friday December 15th, 9:00am-5:00pm

It will be a party! Come drop off your drive and grab some treats!

* We would love to know when to expect you so that we can greet you, thank you, and help you unload your items! Please email drives@westsidebaby.org to let us know when you plan to come or to let us know if an alternate drop-off time is required.



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MOST NEEDED ITEMS

During the months of November and December, we request your help in collecting specific new and gently used items we need most right now. Below is an exhaustive list of all our most needed items, as well as a more focused list to share.

- Diapers (sizes 3,4,5 and 6)
- Pull-Ups (2t/3t, 3t/4t, 4t/5t)
- Wipes
- Baby Wash
- Diaper Cream
- Winter Coats
- Rain Boots
- Hats and gloves (Newborn to size 14/16)
- Pajamas (Newborn to 12 years old)
- Dental Care
- Toys/games/puzzles and board books
- New underwear and socks (2t – size 14/16)
- Blankets

MOST NEEDED ITEMS

CLOTHING (AGES 0 TO 12 YEARS OLD)

- ❄ Winter Coats
- ❄ Winter Hats & Gloves
- ❄ Pajamas
- ❄ Rain boots
- ❄ Blankets

DIAPERS & OTHER GOODS

- Pull Ups (sizes 2t/3t, 3t/4t, 4t/5t) ❄
- Books & Toys ❄
- Diapers (most needed sizes 3, 4, 5, & 6) ❄

Share me with friends and family!



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DIGITAL & SOCIAL MEDIA TIPS & EXAMPLES

Follow us on social media! Our hashtag for this campaign is #SafeWarmDry



@WestSideBabySEA

- “Join me in the season of giving by being part of my donation drive for WestSide Baby. You can send items directly to WestSide Baby through their [Amazon Wish List](#) of Most Needed Items to keep kids safe, warm and dry this season!” #SafeWarmDry
- Don’t forget to tag WestSide Baby by liking our page and typing @WestSideBaby in your post.



@westsidebabysea

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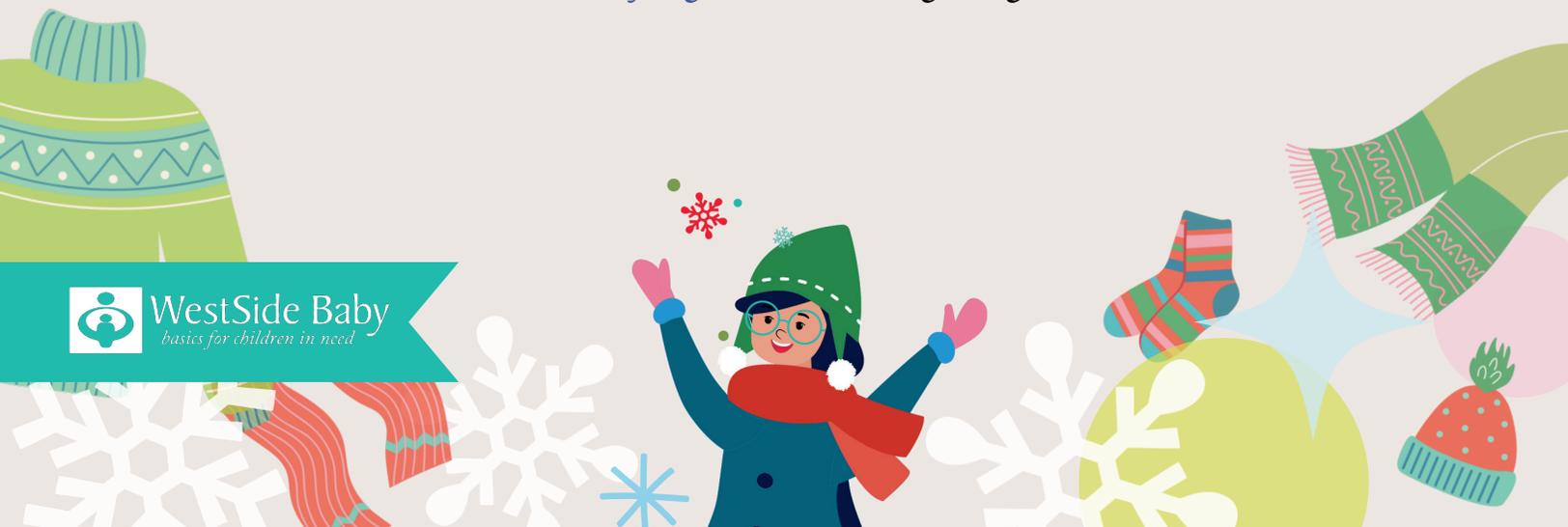
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- Don't forget to tag WestSide Baby by liking our page and typing @WestSideBaby in your post.



@WestSideBabySEA

- “Celebrate the season of GIVING by donating to my donation JOY Drive for @WestSideBabySea. I will be collecting pajamas, diapers, and warm coats for kids. Reply for more info! #SafeWarmDry
- Don't forget to tag us @WestSideBabySea and post a picture!

Don't forget to take a picture at the end of your drive and when you deliver to WestSide Baby and post that on social media as well! We will share your JOY! Check out our social media feed and our website throughout the campaign for social media graphics to use and share! Email ianamae@westsidebaby.org for questions regarding social media.



Email to contacts or E-Newsletter for business or business website

Subject: "Holiday JOY Drive for WestSide Baby! <INSERT DATE OR RANGE OF DATES>"

"In order to help families over the holidays, I'll be holding a JOY drive to benefit WestSide Baby. Bring warm coats, gloves, hats and packages of diapers to donate to families in need! Following the drive, we will be delivering all of the donations to WestSide Baby (westsidebaby.org). WestSide Baby works with over 100 social service organizations to help 40,000 local kids each year. Your donation may seem like a small gesture, but it will help relieve a huge burden for families provide some warm memories for kids in need. Please contact [YOUR NAME] for more information."

Tips

- Use our JOY photo found on our website, or a photo of your collection area!
- If you are collecting any items, use our "most needed items" graphic available on our website.
- Use our diaper need page for specific statistics, or tell a story to your friends, family, and community as to why supporting WestSide Baby is important to you.
- Post a link to our website so people can read more about us!
- If you are doing a drive over a period of a few days or a few weeks, make sure you post a few updates such as pictures of co-workers donating to your drive or reminders of your end date.



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2023 INFORMATION & FAQs

Contact Us

Phone | 206 767-1662

Email | drives@westsidebaby.org

Visit | 10002 14th Ave SW Seattle, WA

Mission Statement

WestSide Baby, in partnership with our community, provides essential items for local children in need by collecting and distributing diapers, clothing, and equipment.

Diapers

- WestSide Baby is a diaper bank and a member of the National Diaper Bank Network.
- In 2022 we distributed 2.6 million diapers.
- Did you know you cannot buy diapers with WIC or other public funding? A new study reported that 1 of 3 parents in the U.S. experience diaper need and feel anxious about having enough diapers for their baby. A newborn typically needs 10-14 diapers a day – at least \$100 a month!

In addition to hosting and donating to a JOY drive you can support WestSide Baby by...

- Donate through [our website](#) | WestSide Baby can stretch your dollars and buy our most needed and most costly items such as car seats and strollers.
- Go to our [Amazon Wish List](#) | Send us a donation while you do your regular online shopping! You can also donate to WestSide Baby with every amazon purchase you make by going to smile.amazon.com and choosing WestSide Baby as your nonprofit of choice!



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Donation Drive Count Form

Please take a moment to fill out your drive information, check the appropriate boxes, and tell us which items you collected during your JOY Drive. Then, **PRINT** this form and bring it with you when you drop off your donation.

DRIVE HOST INFORMATION (please print legibly)

Name:	Campaign: Give Joy 2023
Business Name (if applicable):	Drive Goal:
Drive Date /Timeframe:	Drive Drop off Date:

CONTACT (your business or home information)

Mailing Address:	Apt / Ste:	
City:	State:	Zip:
Home/ Office Phone:	Cell:	Email:

DRIVE ITEMS COLLECTED (check all that apply)

<input type="checkbox"/>	Clothing / Blankets	<input type="checkbox"/>	Car Seats
<input type="checkbox"/>	Wipes	<input type="checkbox"/>	Diapers
<input type="checkbox"/>	Books/Toys	<input type="checkbox"/>	Equipment (strollers, cribs, etc)
<input type="checkbox"/>	Hygiene Items (baby shampoo, lotion, diaper cream)	<input type="checkbox"/>	Cash/Checks: \$ _____
<input type="checkbox"/>	Other:		

For Internal Use Only (initials & date)

Receiving Staff/Volunteer Name & Date:		Notes:
Money in Deposit Box (Initials)		
Circle one:	1 2 3	
eTap (initials)		
TY (initials)		

THANK YOU for hosting a Donation Drive this year, and for helping us keep children throughout Western King County Safe, Warm, and Dry!