



# DRIVE HANDBOOK

2017

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*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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Make this year the season of giving – Give JOY

**#SafeWarmDry**



**WestSide Baby**  
*basics for children in need*

## The 2017 JOY Campaign

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With your support, WestSide Baby will bring JOY to over 40,000 children across Western King County this year. Through simple gifts such as pajamas, warm coats, and diapers, you can join us in keeping children in our community safe, warm and dry.

### What?

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- Through November and December, we encourage our community to host drives to gather new or lightly used items from our “most needed” list.
- We also encourage individuals to donate money to JOY Drives or to come volunteer with us.
- WestSide Baby will be closed December 18<sup>th</sup> – January 3<sup>rd</sup> for inventory; **HOWEVER, we will be collecting your JOY Drive donations during a special two day JOY Drivers Appreciation Reception.** You signed up for donating your items on either...
  - **Monday, December 18<sup>th</sup> from 2pm-6pm**
  - **Tuesday, December 19<sup>th</sup> from 8am-12pm**
- We will provide support for you during your drive, as well as materials such as posters and bookmarks, social media graphics and text you can share with your communities. We will be emailing you and updating our website throughout the campaign.

### Why?

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- Poverty rates are steadily increasing in King County, especially in the suburbs.
- During the 2015-2016 school year, 3,498 K-12 students in the Seattle School District were homeless; 953 of these students were in grades K-3.
- In King County alone there are over 41,000 children under age 12 living below the federal poverty level.
- We are only able to meet a small part of the need in King County. **We have to do more and you can help.**
- During the month of December, we expect to serve over 3,000 children with items to keep them Safe, Warm and Dry. By supporting WestSide Baby, you are bringing JOY to families this season.

### How?

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#### Ideas for Successful Drives!

A drive can be as simple as creating a collection area with some posters and sending emails to your office, school, friends, or church. Other fun ways people have successfully hosted JOY drives include...

- Host a holiday party and ask guests to bring most needed items instead of gifts, food/drink
- Birthday party JOY Drive – for all the Scorpios and Sagittarius’ out there
- Workplace Happy Hour + JOY Drive
- Wear your pajamas & donate pajamas to work day
- Most needed items in lieu of baby shower gifts
- Invite a speaker from WestSide Baby to talk about volunteering, or what we do at your Nov or Dec work lunch + JOY Drive



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## Drive Guidelines



## Most Needed Items

During the months of November and December, we request your help in collecting specific items we need most right now. Thank you for including this list as you promote your drive:

### Most needed items:

Diapers  
(size NB, 5 and 6)  
Pull Ups - 4T-5T



Hygiene Kits  
(wipes, wash and diaper cream)



Winter  
Coats



Pajamas



New  
Underwear

New Socks



Pants  
up to size 12



Car Seats



## Social Media Tips & Examples

First: Follow us on social media!



Our hashtag for this campaign is #SafeWarmDry

Using social media, email and word of mouth are all important aspects to running a successful JOY Drive. It also helps us serve more children throughout the year when we gain followers from your many communities.

### Facebook

"Join me in the season of giving by being part of my donation drive for WestSide Baby. I will be hosting a drive on [INSERT DATE AND TIME] at [INSERT LOCATION] to collect [INSERT SPECIFIC ITEMS HERE or simply say "donations"] 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.\*

### Twitter & Instagram

"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 on [DATE]. Reply for more info! #SafeWarmDry

\*Don't forget to tag us @WestSideBabySea and post a picture!\*

### 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, pajamas, new socks and underwear and 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 120+ 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 FAQ 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.
- 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 [toni@westsidebaby.org](mailto:toni@westsidebaby.org) for questions regarding social media.*



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## 2017 Information & FAQs

### Contact us

(206) 767-1662 | 10002 14<sup>th</sup> Ave SW - Seattle, WA 98146 | [drives@westsidebaby.org](mailto:drives@westsidebaby.org)

### 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.

### History & Facts

- Started in 2001, WestSide Baby is a non-profit organization distributing essential items to local children in need, **free of charge**, by partnering with 114 local social services agencies. Case workers, social workers and nurses order items from us and then deliver them to the families they serve.
- Our volunteers (over 2,000 of them!) sort donations and fill orders for 600 - 800 kids per week.
- This year we will serve over 40,000 children.

### Diapers

- WestSide Baby is a diaper bank and a member of the National Diaper Bank Network.
- In 2016 we distributed over 1.4 million diapers.
- Did you know you cannot buy diapers with WIC or other public funding? Also, 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!
- We will accept open packages of diapers.

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

- **Volunteering with us!** Anyone ages 8+ can volunteer with us at WestSide Baby sorting donations, filling orders, and having fun building community! We also have options to volunteer at events or take home volunteer projects. See our website for more information.
- **Donate monetarily 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** and 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](https://www.smile.amazon.com) and choosing WestSide Baby as your nonprofit of choice!
- **Car Seats** - We accept car seats that are less than 6 years old, have not been in an accident and that have not been washed with harsh chemicals, like bleach.
- **Sizes** - We serve up to Size 12 clothing. Generally birth through elementary school age.

*Please make sure all clothing and equipment is clean and in good working order. Do not donate items that have been recalled, banned, or do not meet current safety standards.*

***Go to [westsidebaby.org](http://westsidebaby.org) for more information.***



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## Drive Count & Contact Information

**Please** take a moment to fill out your drive information, check the appropriate boxes, and tell us how many items you collected during your JOY Drive. **Then**, bring this form with you when you drop off your donation on the date you were assigned.

DRIVE HOST INFORMATION			
Name		Campaign	<b>JOY!</b>
Business Name (if applicable)		Drive Goal	
Drive Date /Timeframe		DRIVE TOTAL	
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"/>	Other?

For Internal Use Only:

Monthly Count	
eTap	
TY	

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



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