



# Drive Handbook 2021

---

*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.*

---

**You can keep children warm this winter.**

**#SafeWarmDry**

## The 2021 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](https://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.

## 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!

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

## Where?

---

### Where can I deliver my donations?

You are welcome to drop off your items during our drop-off hours until December 15, 2021.

\* Please note that the last day to drop off your donations is December 13, 2021 at the South Lake Union Branch and December 15, 2021 at the White Center Hub.

WestSide Baby will be closed to donations December 20, 2021 to December 30, 2021.

We will be open for late deliveries January 3 through January 12, 2021.

#### **WestSide Baby Hub** Collection Hours

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

10002 14th Ave SW – Seattle, WA 98146 | (206) 767-1662

Wednesday: 9:00am-4:00pm

#### **South Lake Union Branch** Collection Hours

435 8th Ave N – Seattle, WA 98109 | (206) 726-1435

Monday: 9:00am-4:00pm

\* 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](mailto: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.**

## Most Needed Items

At this time, we are unable to accept donations of used items, but are accepting donations of new 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:

- Diapers (sizes 5 and 6)
- Pull-Ups (all sizes)
- Wipes
- Baby Wash
- Diaper Cream
- Winter Coats (sizes Newborn to 6T)
- Hats and gloves (all sizes)
- Pajamas (all sizes)
- Dental Care
- Small toys/games/puzzles and board books
- New underwear and socks (all sizes)
- Bottles



## Social Media Tips & Examples

**First:** Follow us on social media!



Our hashtag for this campaign is #SafeWarmDry

### Facebook

“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.\*

### 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. 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, 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.
- **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.*

## 2021 Information & FAQs

### Contact us

Phone: (206) 767-1662

Email: [drives@westsidebaby.org](mailto:drives@westsidebaby.org)

Visit: White Center Hub 10002 14<sup>th</sup> Ave SW Seattle, WA  
South Lake Union Branch 435 8<sup>th</sup> Ave N. 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 2020 we distributed over 2 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!
- At this time, we can only accept *unopened packages* of diapers.

### 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](#) 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 and choosing WestSide Baby as your nonprofit of choice!

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

## 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	
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:		<b>Notes:</b>
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!**