

THE 2025 JOY CAMPAIGN

**WestSide Baby provides essential items such as
diapers, clothing and equipment, to meet the
basic needs of children in our community.**

Each year, WestSide Baby sees an increased need for our services during November and December as the weather gets wetter and colder and families on a limited income stretch their dollars to keep their children warm and dry

In response to this need, WestSide Baby is hosting our annual Give Joy campaign from November 1 through December 31, partnering with friends and supporters in our community to raise funds and collect sleep essentials, such as pajamas, formula, blankets, and diapers for children in King County.

westsidebaby.org/joy

HOW TO SPREAD JOY

Help WestSide Baby spread joy to families in our community.

***Make A Donation & share the link** | The easiest and most effective way to help WestSide Baby ensure families get the essential items they need is to donate directly to WestSide Baby, and encourage your friends, family, colleagues and neighbors to do the same.

***Host a donation drive** | Reach out to your community and collect new and gently used children's items! You can choose a category, such as pajamas, blankets, formula, or diapers, or share the full list of our accepted items. Collected donations are then dropped off at WestSide Baby.

***Set up a Peer-to-Peer fundraising page** | By doing this, you can add some context as to why you'd like your community to consider supporting WestSide Baby and customize both your ask and your goal; then, simply share the link to your page. You'll be able to see the funds you've raised in real time. We will share with you which of your guests donated so you can thank them personally (we do not share amounts).

***Share our wish list** | If you choose to have your community do a virtual drive, you can have them purchase items from our [Amazon Wish List](#).

Visit our Give Joy page for more details



WestSide Baby
basics for children in need

DRIVE DROP-OFF INFORMATION

Please bring your drive items to the back of our warehouse. Enter from SW 100th St between 14th Ave SW and 13th Ave SW, and look for the Joy Drive bin! Be sure to include your Drive Count Sheet with your donations.

Special Celebratory Drop-Off Days

Thursday, December 4 | 2:00p - 6:00p

Join us for a celebratory drop-off! We'll have light snacks, beverages, and photo opportunities to mark the occasion.

Friday, January 2 | 10:00a - 2:00p

Regular Drop-Off Hours

Mondays - Thursdays, 9:00a - 4:00p

We welcome donations and drive drop-offs anytime during these hours through Friday, December 12. Regular drop off hours will resume on Monday, January 5th.

Inventory Audit + Holiday Closure

Please note: we will not be accepting drive drop-offs between December 13 - January 1, due to our annual inventory audit and holiday office closure.

If the above days/times don't work for your schedule to drop off items, please contact us at drives@westsidebaby.org



WestSide Baby
basics for children in need

SOCIAL MEDIA TIPS & EXAMPLES

Want to inspire your community to give via your social channels and email? We've crafted some template talking points to help you get started!

Social Channels

"Join me in the season of giving by being part of my [FUNDRAISER/DRIVE] drive for WestSide Baby! [Make a CONTRIBUTION/DONATE ITEMS] to WestSide Baby through [MY FUNDRAISING PAGE/MY DONATION DRIVE] and help ensure children have they need this winter.

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

Email

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

"In order to bring joy and comfort to families in need over the holidays, I'll be holding a JOY drive to benefit WestSide Baby. Bring sleep essentials such as pajamas, blankets, bedtime books, formula, diapers and more, to donate to families in need! WestSide Baby provides essential items to over 30,000 local kids each year, and last year donated more than 2.3 million diapers in our region. Join me in making this holiday season brighter for families in our community. Please contact [YOUR NAME] for more information."



WestSide Baby
basics for children in need

MOST NEEDED ITEMS

During the months of November and December, we request your help in collecting new and gently used Sleep Essentials. Below is a list of our most needed items. We accept sizes newborn through 14/16.

- Diapers and pull-ups*
- Wipes
- Baby wash/shampoo
- Diaper cream
- Pajamas
- Formula
- Dental care items
- Bedtime and board books
- New underwear
- ...and so much more!

**open packages of diapers accepted!*

Please visit our Amazon wish list to purchase most needed items.

Thank you so much for your support!



WestSide Baby
basics for children in need

CONTACT US

Phone | 206 767-1662

Email | drives@westsidebaby.org

Address | [10002 14th Ave SW Seattle, WA](#)

Joy Webpage | [westsidebaby.org/joy](#)



@westsidebabysea



@WestSideBabySEA



WestSide Baby

#safewarmdry



WestSide Baby
basics for children in need