



# Kids Helping Kids

## Small Change that Makes a Big Difference

**We invite you to join us!**

### What is Kids Helping Kids?

*Kids Helping Kids* is a child philanthropy program that invites children to make a difference in the lives of their homeless peers by collecting coins for Wellspring Family Services. Each year, we are grateful for the hundreds of children who are committed to making a positive difference in our community!

### Kids Helping Kids Background

KHK began in 2009 when a young girl named Rena Mateja raised an astounding \$506 in change from friends, family, and neighbors to donate to Wellspring. Her impact quickly grew as she inspired other children to get involved and do the same. Since 2009, KHK has raised more than \$40,000 to support homeless children and families by helping fund programs such as our Early Learning Center.

### How Does it Work?

The first step is for children to either procure or create a coin jar. You can visit the Wellspring office to pick up a KHK jar.

The next step is to get creative and start filling the jar with change! Some children contribute a portion of their allowance money, others host a bake sale or lemonade stand, and some even offer to do extra chores around the house.

Once the jar is filled, children are invited to drop off their donation at Wellspring Family Services between 9 am - 4 pm, Monday - Friday.

## How can my business participate?

- Host *Kids Helping Kids* coin jars at your place of business
- Host coin jar labels that kids can color-in to affix to their own jar at home
- Hang a *Kids Helping Kids* poster at your place of business
- Distribute *Kids Helping Kids* information cards at your place of business
- Serve as a coin jar donation drop-off location (businesses can either drop off the filled jars at Wellspring or process the coins and make a donation directly to Wellspring on behalf of the business)
- Encourage customer participation by providing incentives (i.e. 10% off merchandise or goods for children who fill a coin jar)
- Incorporate *Kids Helping Kids* into a business event
- Promote *Kids Helping Kids* on your business' marketing and communication materials, website, and/or social media pages

## What are the benefits of participating in Kids Helping Kids?

*Kids Helping Kids* is a great way to generate positive PR and goodwill for your business by demonstrating your commitment to our local community!

Wellspring will provide you with all of the materials you need to start. Materials can be picked up at Wellspring (1900 Rainier Ave South) or you can request drop-off at your business.

Wellspring's Marketing + Communications Team can collaborate with your business to share your commitment via Wellspring's Facebook and Twitter pages, as well as respond to any joint media opportunities that may arise.

**We look forward to speaking with you!**

For questions or additional information, please contact **Jen Mannas**  
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*Thank you for your support!*