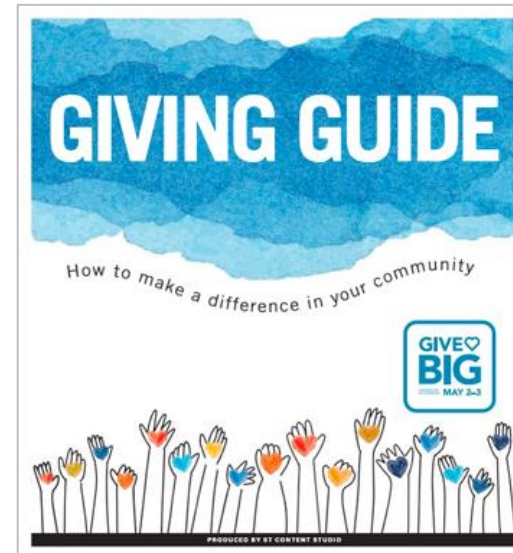


CHARITABLE GIVING

The Seattle Times **Giving Guides** are special section that are packed with information about our area non-profits. Published in print and online, this information is highly useful to our readers as they determine where to place their charitable donations. Our sections are published during key giving times. The spring section is timed around the non-profit Give Big event. The end of year guide publishes the Sunday prior to Thanksgiving to aid readers with their end of year giving plans.

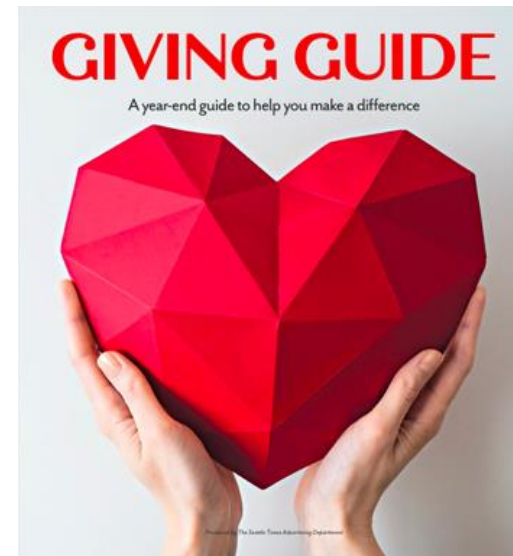


Sample



Dates and sections are subject to change.

DATE	SECTION
April 28	Give Big Giving Guide Content Packages Deadline: March 15, 2024 Print & Display Ad Deadline: March 29, 2024
November 24	Year End Giving Guide Branded Content Deadline: TBD Print & Display Ad Deadline: TBD



Sample



GIVING GUIDE ADVERTISING OPTIONS

Directory Listing

By advertising in the Year-End Giving Guide, your non-profit will be included in the Directory of Organizations section. Directory listing only packages are available.

Print and Digital Display Advertising

Display advertising packages include print ads in the section and digital display ads on seattletimes.com.

Print, Digital Display and Branded Content

For full- and half-page display advertisers, your package includes Branded Content, which allows you to tell your story to the giving public.

DIRECTORY OF ORGANIZATIONS



THE FIFTH AVENUE THEATRE
5thavenue.org
(206) 625-1900



ALLEY CAT PROJECT
SEATTLE, WASHINGTON
alleycatproject.org
(206) 745-0243



ACRS
acrs.org
(206) 695-7600



EARSHOT JAZZ
earshot.org/donate



Eileen and Callie's PLACE
EMPOWER. EDUCATE. EDUOH.
young women aged out of foster care
eileenandcalliesplace.org
(567) 233-2632



50 años
The Center for People of All Ages
BUILDING A BELIEVED COMMUNITY SINCE 1972
elcentrodelaraza.org



FARESTART
farestart.org



FARMER FROG
farmerfrog.org



FR1ENDS of the CHILDREN
Seattle
friendsseattle.org



ATLANTIC STREET CENTER
atlanticstreetcenter.org
(206) 329-2400



BOYS & GIRLS OF KING COUNTY
positiveplace.org

GIVING GUIDE



TABLE OF CONTENTS

- Nonprofit thrift shops... 2-5
- David's Sams Tavern... 4
- YWCA Seattle King Shohorah... 6
- Pacific Science Center... 8
- Seattle's Urban Gospel Mission... 10
- Centro Cultural Mexicano... 12
- Hopewell... 14
- Medic One Foundation... 16

(continued from previous page)

million, of which more than \$90 million went to operations, which includes its stores and warehouses.

The organization takes pride in being plugged in to changing community demographics by conducting periodic, "community needs assessments." It uses the data to calibrate its programs to match the region's low-income communities.

According to its 2019 community needs assessment, the Seattle-Govishub Industries service area (King, Whitman, Snohomish, Kitsap and Skagit) showed the most significant increase in need.

9% to 15% of the population lived below the federal poverty line in 2019. Between 2019 and 2017, all counties in the SCJ service area, except King County, had a slight increase in poverty. The poverty rate in King County is now 16.2%, but higher for non-LIS, citizens.

Ensuring stability was a key concern in nearly every SCJ community. In King County, many low-income residents, immigrants and people of color have relocated to North and South King County in search of lower housing costs, the assessment found. Many individuals



SUNDAY, NOVEMBER 27, 2022 | Special Advertising Section

Nonprofit thrift shops support communities as 'the ultimate form of recycling'

Special to the Giving Guide
A steady stream of cars and SUVs careened into the donation line at Goodwill in Northwest Seattle on a recent Monday afternoon, their trunks and back seats loaded with kitchen wares, small furniture, lawn tools and clothes, all in good enough shape for a new owner.

Inside the thrift store, shoppers moved among the chrome clothing racks, computer monitors, dresses, shirts and jackets, some of them brand new. Some customers lingered among electronics, sporting

out DVD players and laptops. A pair of top-of-the-line Bose headset speakers, gently used, was priced at \$1K.

Throughout the store, a corps of volunteers and staffers with rolling blue carts kept the shelves stocked with a steady flow of march.

One shopper, Seattle resident WEE Marshall, perused hardware accessories with one hand while balancing a bathroom scale and other items in the other.

"I recycle glass and aluminum at home all the time, so to me Goodwill is the ultimate form of recycling.

Almost everything I own I got here," he said.

"You trying not to be another person adding to a throwaway world?" added Marshall, who works as a delivery driver for Flagstaff Pizza.

Outside in the donation line, two lanes of vehicles waited to make deposits while employees kept the line moving, greeting the donors and helping with unloading.

One donor, Alice Meyer of Lynnwood, dropped off framed wall art for which she no longer has any room, while another, Patsy Kowalich of Seattle, unloaded donations that include

training o

The Goodwill store is one of 24 managed by will of North a nonprofit leads to job callsen prop the store

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Menu

The Seattle Times

Special Sections

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PRODUCED BY ST CONTENT STUDIO



Seattle-area nonprofits offer opportunities to connect

READ STORY



ST MEDIA SOLUTIONS

SPECIAL SECTION ADVERTISING PACKAGES: GIVING GUIDES 2023

Packages Per Section	2024 Package	Digital Display Impressions	BC Article	Directory
Full Page with Banners and Branded Content	\$5,511.33	200,000	Included	Included
Full Page with Banners	\$4,011.33	200,000	Additional \$1,500	Included
Half Page with Banners and Branded Content	\$3,865.38	130,000	Included	Included
Half Page with Banners	\$2,365.38	130,000	Additional \$1,500	Included
Quarter Page + Banners	\$1,349.44	80,000	Additional \$1,750	Included
Eighth Page + Banners	\$782.98	50,000	Additional \$1,750	Included
Directory Listing Only	\$350.00	0	Additional \$1,750	

Early Bird Special – Order by February 29, receive 10% off both sections.

Directory listing is included in all advertising packages.

Additional discounts do not apply.

Digital display impressions are delivered within a 30 day timeframe surrounding the special section.